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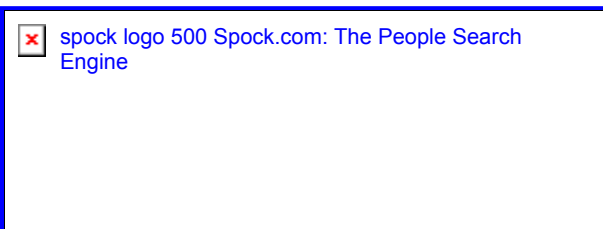
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Spock.com: The People Search Engine

December 4, 2008 by [Tech-Marky](#)

Filed under [Web Stuff](#)

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For those of you who are not familiar with Spock.com, let me start by telling you that it has nothing to do with *Star Trek*. No, Spock.com is a search engine. It isn't as broad as Google or Yahoo, but Spock is specialized to search out people.

I had a unique opportunity to speak with Jay Bhatti, co-founder of Spock.com. He told me that he wanted to start a search engine that was people-specific when he noticed how different search engines were used for different things. For example, if a user wants to research a place, most will use Expedia. If he or she wants a product, he or she will search on Amazon.

Now, if a user wants to know about a person, (celebrity or otherwise), then all a user needs to do is type a name on Spock.com. Jay told me that Spock was programmed using a fairly unique algorithm to sift through meta-data about any individual from over 500 million entries and counting.

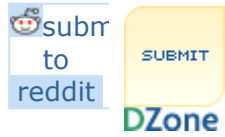
For example, when I typed my name, I was able to find a picture of me from a MySpace page that I no longer use, and it had other facts that I post publicly on the site. Yes, Spock.com may get a little personal, but it does not get too personal. That is, the only way people can put personal information on it is by their own request.

One thing that I learned from my interview with Jay is that the Search Engine market is booming. I also learned that in order for one particular engine to succeed, it must be vertically oriented, and stick to a very specific vertical subject matter.

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