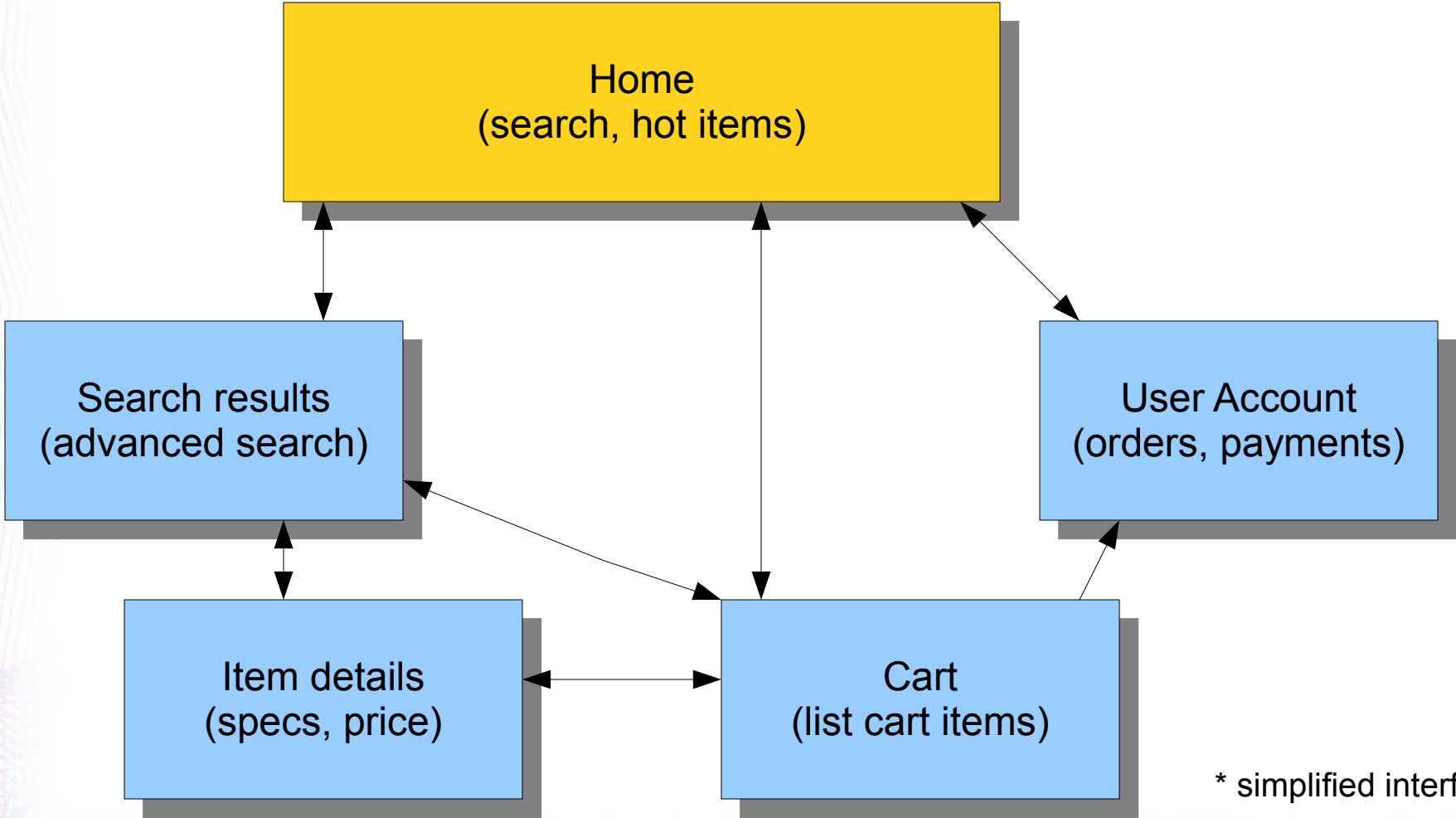


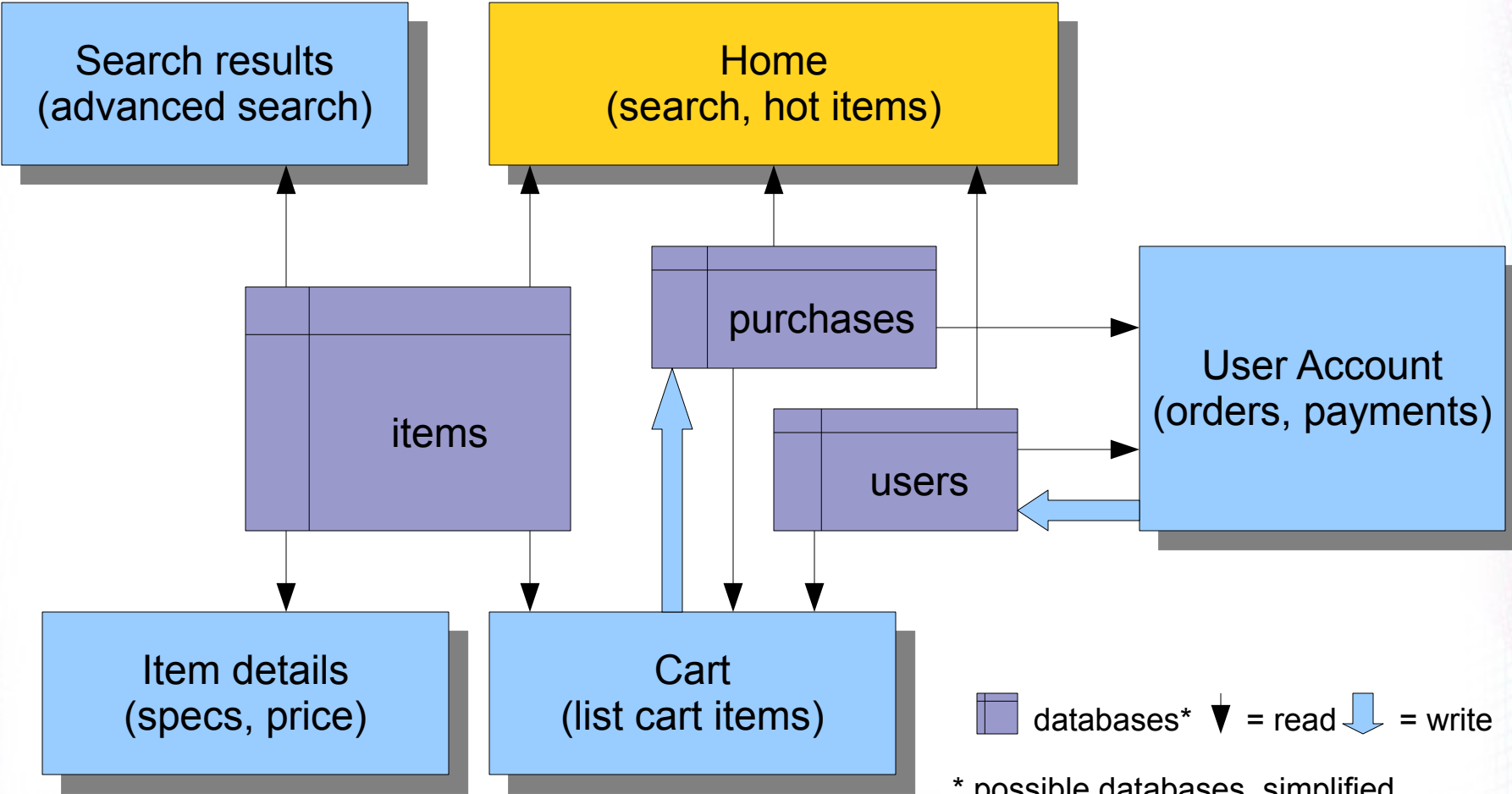
amazon.com Interface



* simplified interface

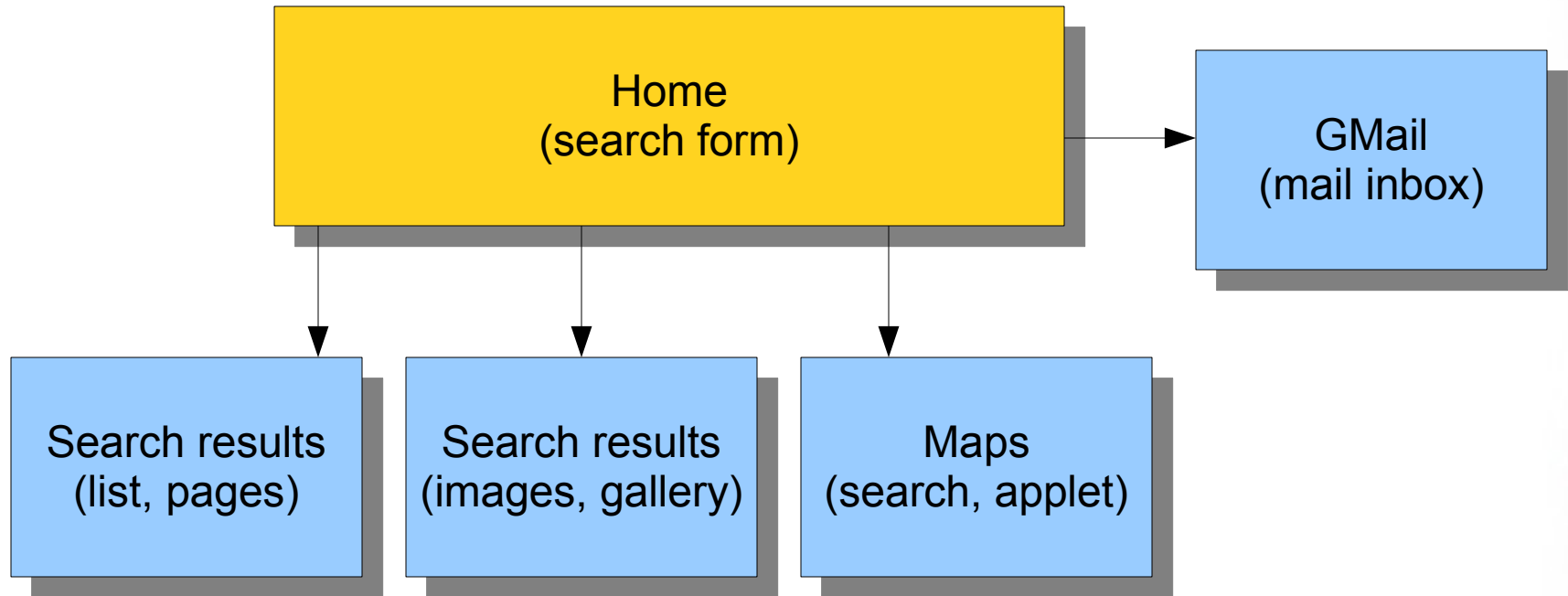
amazon.com

Data flow



google.com

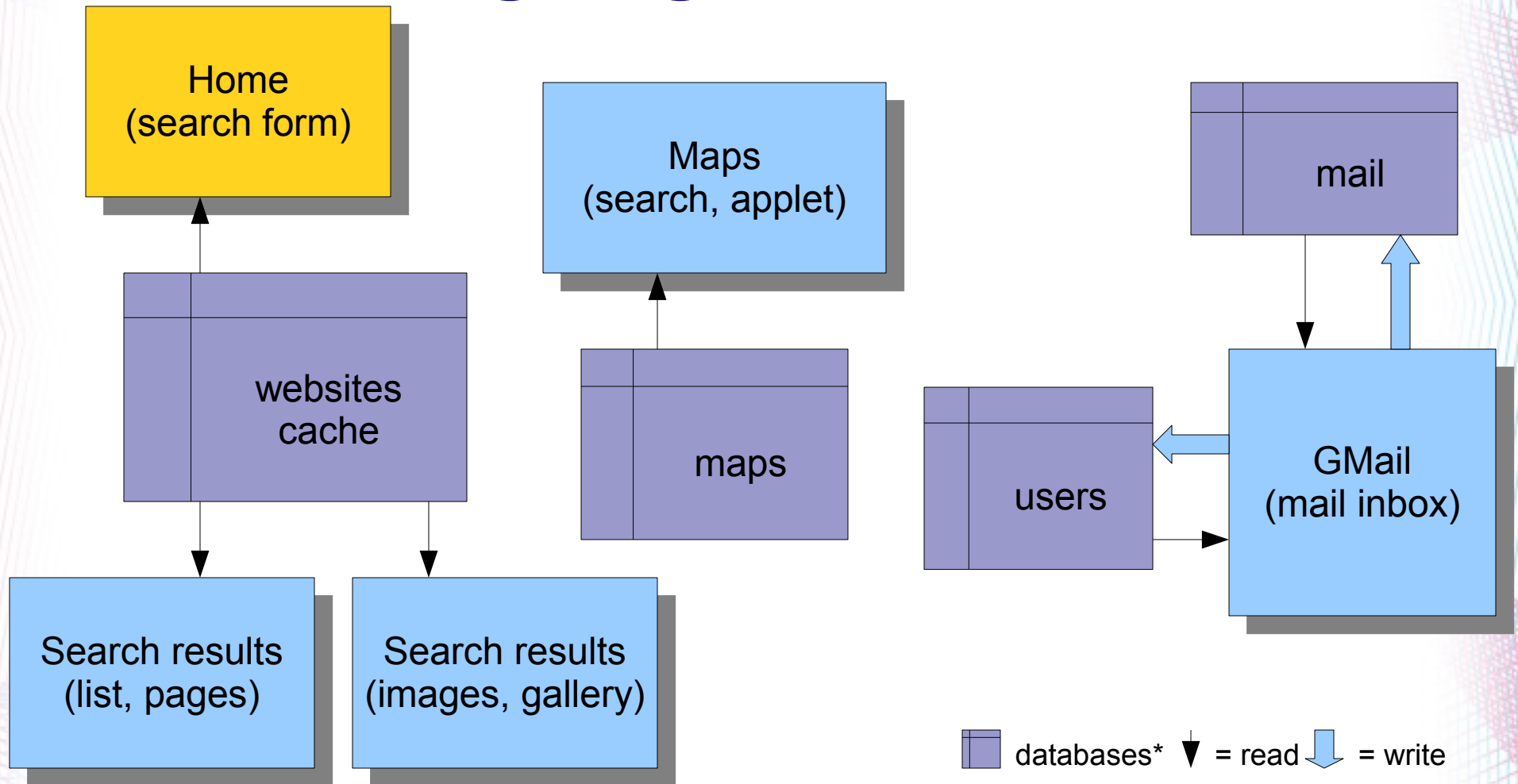
Interface



* simplified interface

google.com

Data flow



* possible databases, simplified

amazon vs google

Both websites have a search on home page. However, google's results link to external pages, while amazon's points to items (pages) on same site. That makes shopping sites' structure more complicated than search ones.

If not the mail system on google website (which isn't vital part of it), there wouldn't be any way a user could record data into databases there, i.e. users can only browse the db to find particular links. On the other hand, shopping sites maintain carts, purchases history, reviews, user information (essential here), which permissions to modify databases.