Abstract

The embodiments of this application provide a target location search method and apparatus, this method comprising: determining a location designated by a target search request; determining a grid corresponding to the location in a pre-set gridded location area; determining the grid's corresponding optimal search radius from pre-set correspondence relationships between grids and optimal search radiuses, and using the optimal search radius to perform a search for the target and obtain returned results. The embodiments of this application can precisely control the size of returned search result sets, thereby improving the user experience, and vastly improving search engine performance.