This study is focused on the natural language exploitation in the search engines of the specific web environment. This paper points out the multideparmental character of the problematic and interlink the basic approaches from linguistic, psychology, cognitive science, information science and neuropsychology to create more complex image of the problematic. Closer attention is given to the human as the impetus of the development and as the primary user of such search engines. Human information system is presented as model for the better user friendly information processing system. The character of the paper is fully theoretical and should give the theoretical background for further research. As the result of the research is recommended focus on the fully visual approach in the development with the exploitation of knowledges about HIS.