

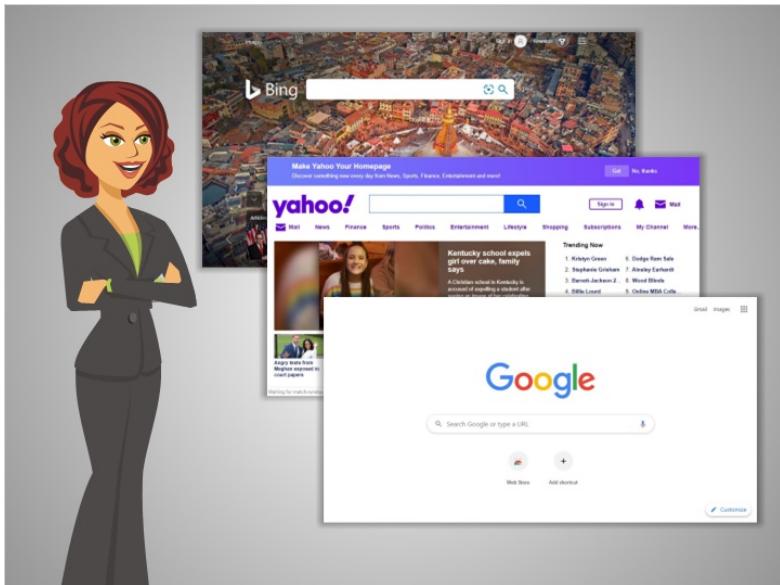
What is a Search Engine?



Hi. I'm Kate! I'm here to tell you about finding things on the Internet. The Internet brings together information from all over the world, which is a lot of information. Today we will follow along with Michelle as she uses a search engine to look up information on Chicago.



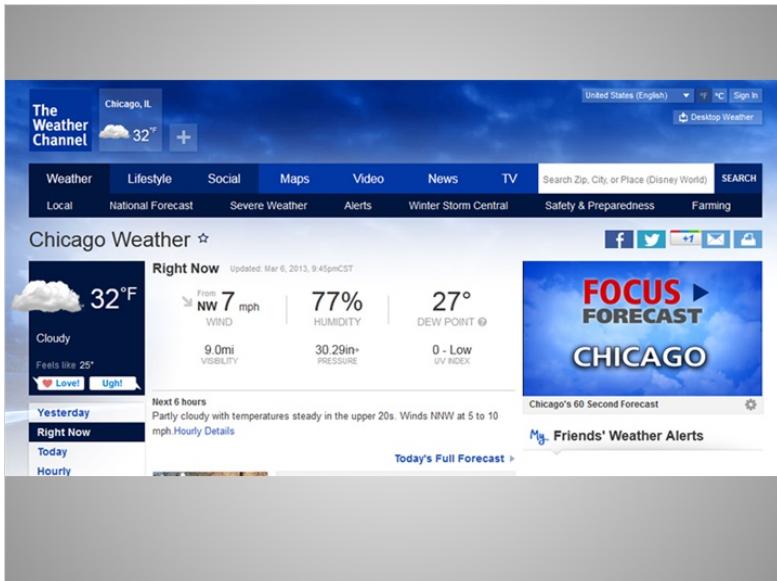
So what is a search engine? Well, a search engine is a website that you can use to look up web pages, like the index in the back of a book. When you enter a keyword into the search engine, the search engine will look through the billions of web pages to help you find the ones that you are looking for.



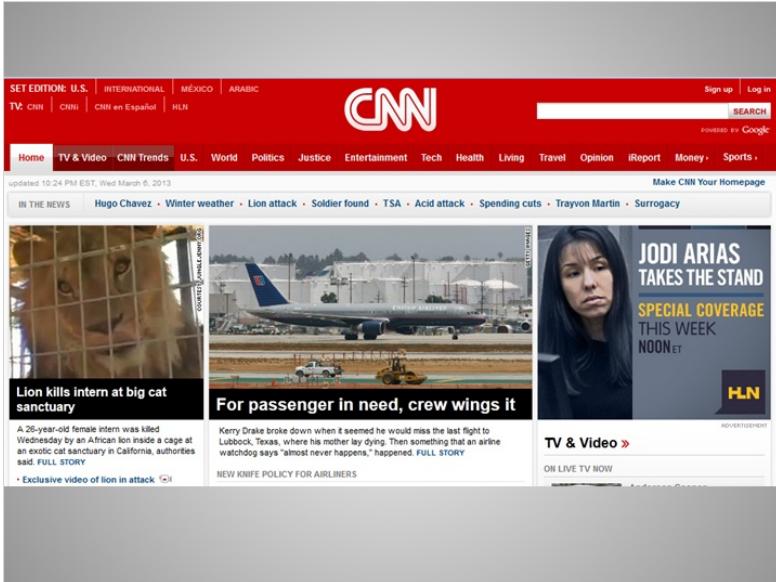
There are many different types of search engines made by different companies. The most popular ones are Bing, Yahoo!, and Google. Each of the search engines have their own individual ways of organizing information so the results can vary from one search engine to another.



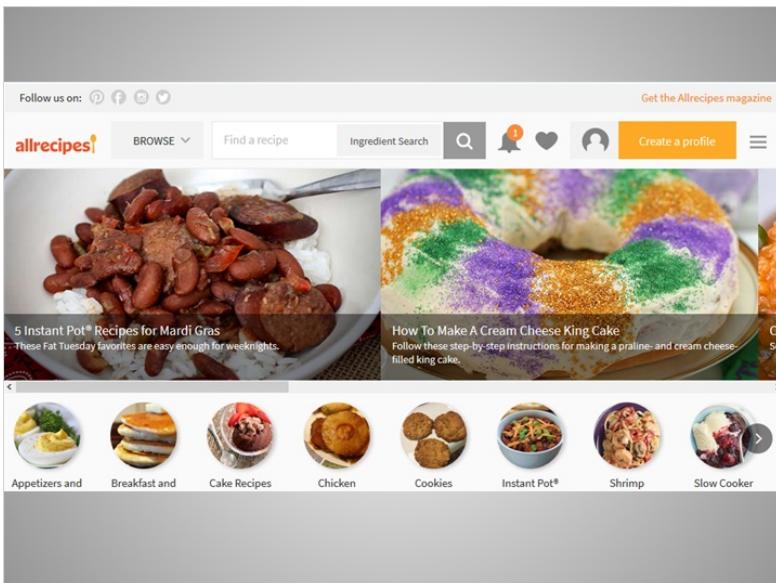
What are some of the things that you can find with a search engine? Well, almost anything. Michelle uses Google to search for all kinds of information in her day-to-day life.



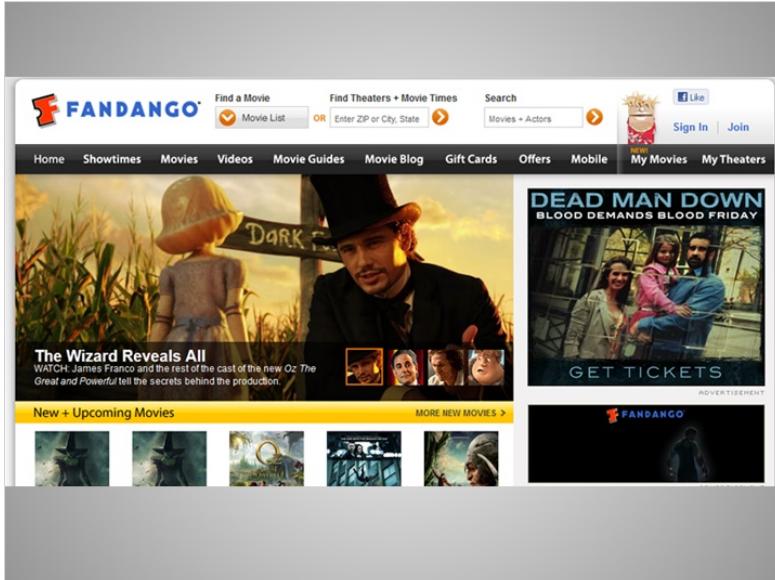
She can look up the weather...



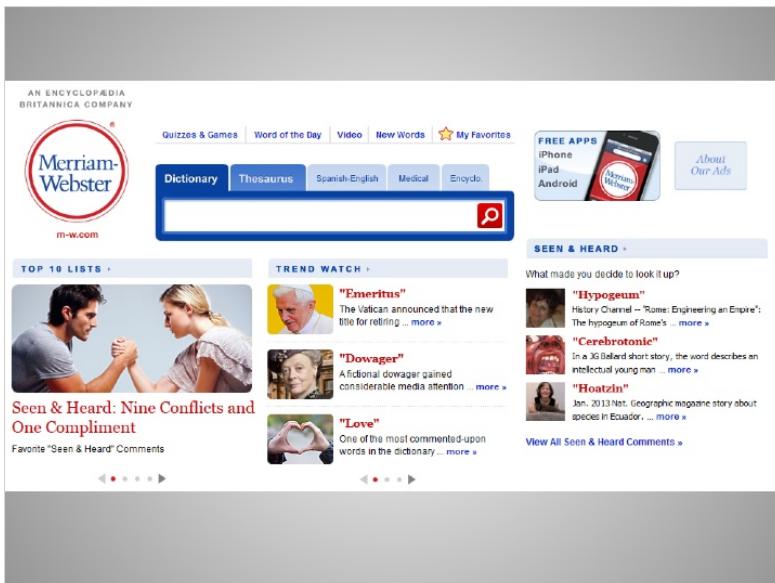
...get the news...



... find a recipe...



...look up movie times...

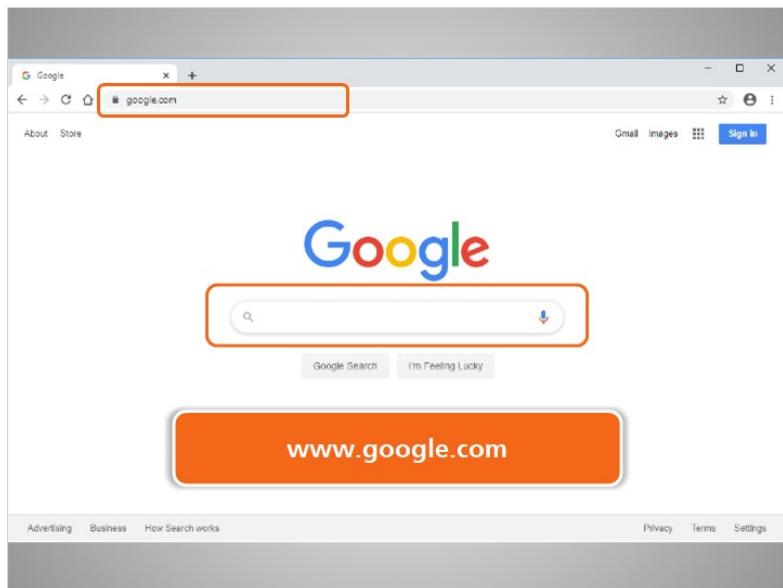


...find movie times, and more.

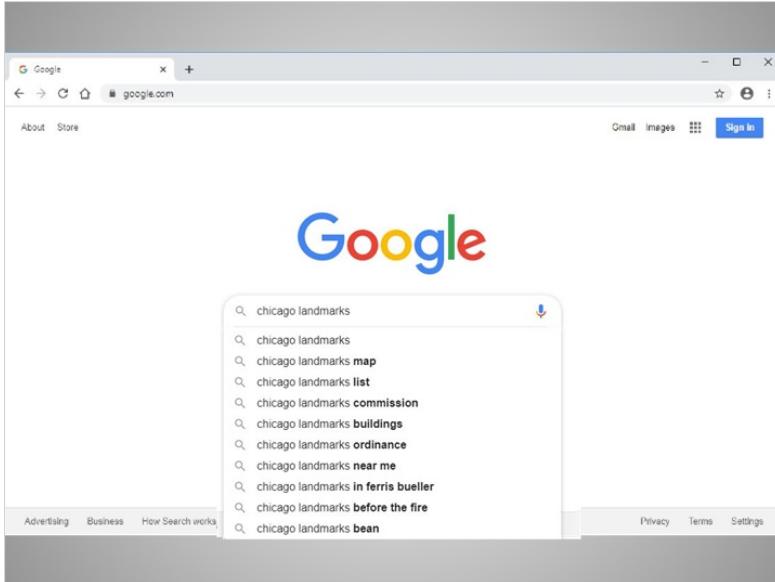


Right now, Michelle wants to find more information on Chicago, a city she is visiting on vacation. We'll follow along with her search in the next lesson. Click on the green button to end this lesson.

A Basic Search

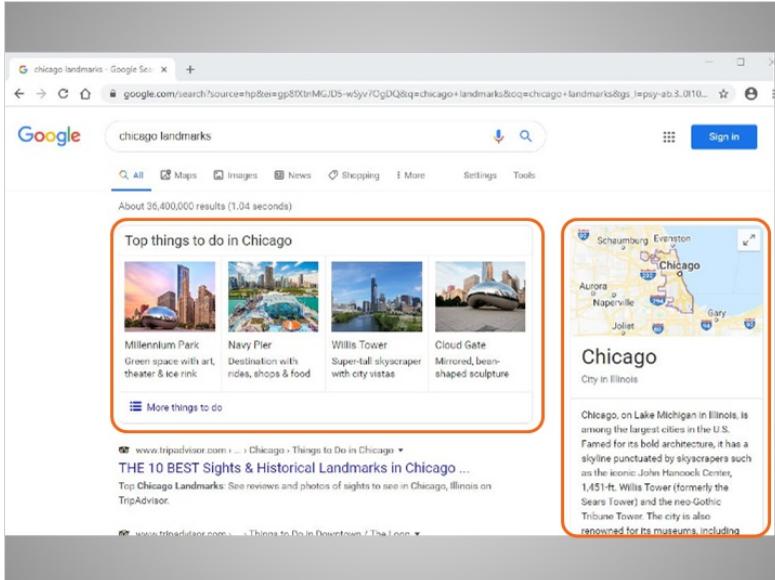


Michelle starts her search by going to Google's website at www.google.com. Another quick way to do a search is to type her keywords in her Internet browser's address bar. On the Google website, she sees a box right under the words Google. This is where she will type in what she wants to search.

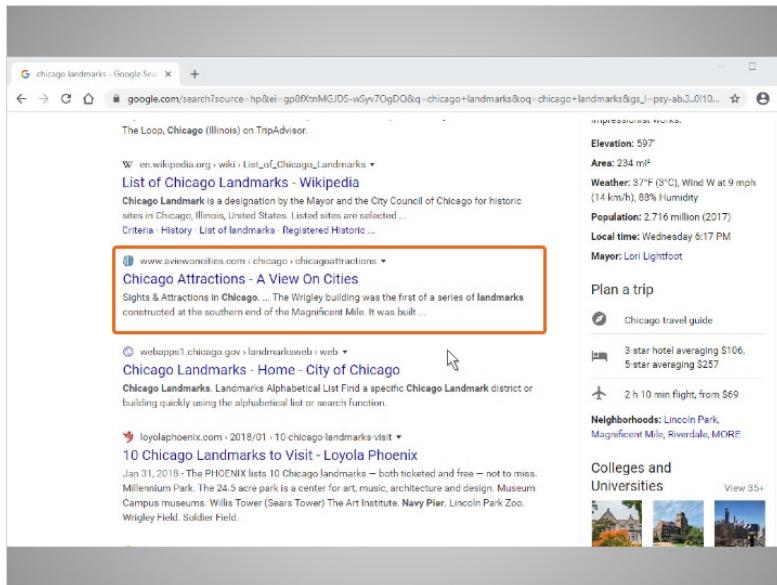


Michelle is interested in visiting some of the well-known landmarks on her trip, so she types in the keywords “Chicago landmarks”. By default, Google will search for things that include both of those words.

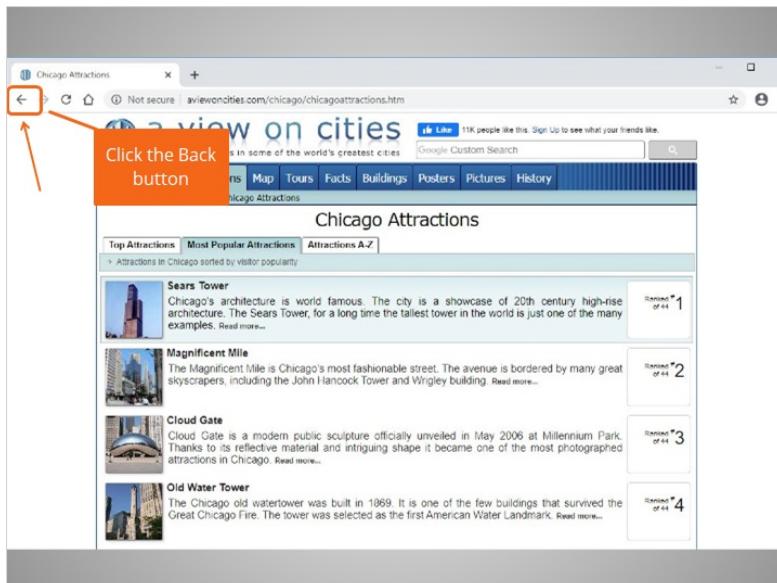
As soon as Michelle starts typing, Google will display some suggestions of keywords or phrases, and results will start to show below. If she wants to use one of the suggested searches, she can select one from the list. Otherwise, she can just finish typing her search terms and hit the enter key on her keyboard.



Google will display a list of results based on her keywords. When she looks at her results, she sees images and links to the top things to do in Chicago, and a map and general information about the area.

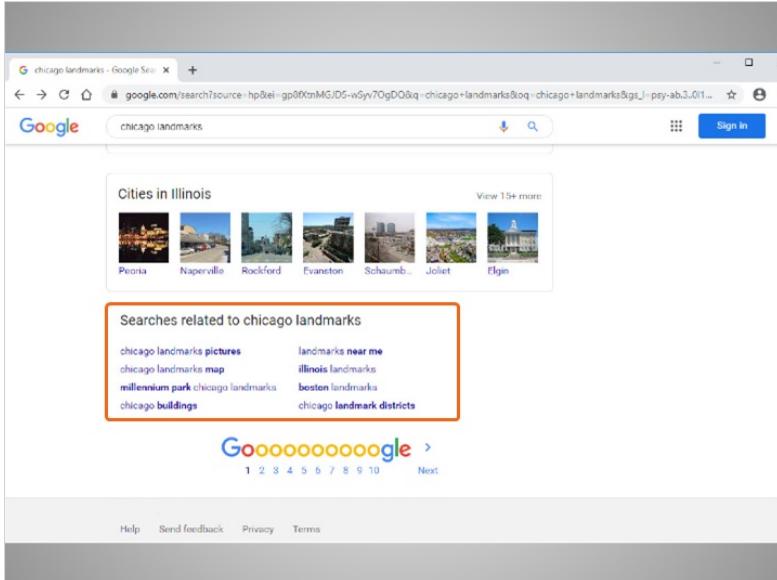


Michelle scrolls further down, and sees several websites on Chicago landmarks. To visit one of the websites, Michelle clicks on the link.

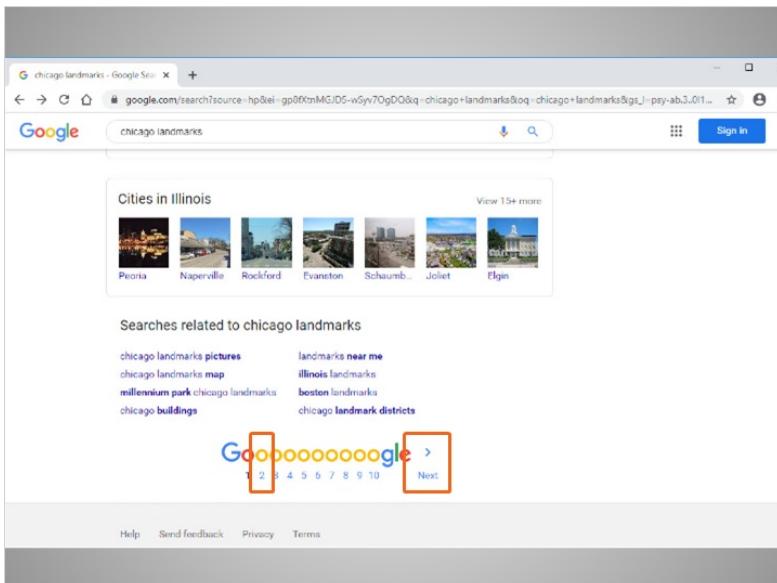


To go back to the search results, Michelle would click the back button in the internet browser. The back button is the left arrow at the top left of the window.

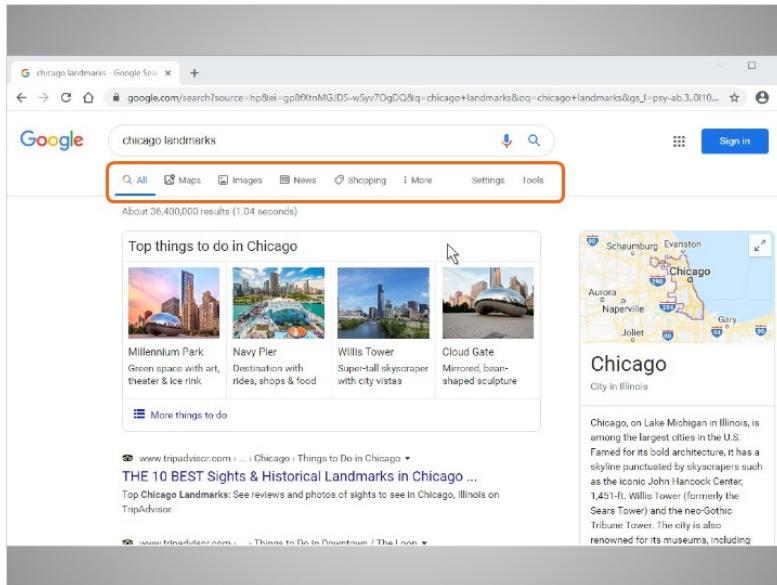
Would you help Michelle by clicking the back button, to go back to the search results?



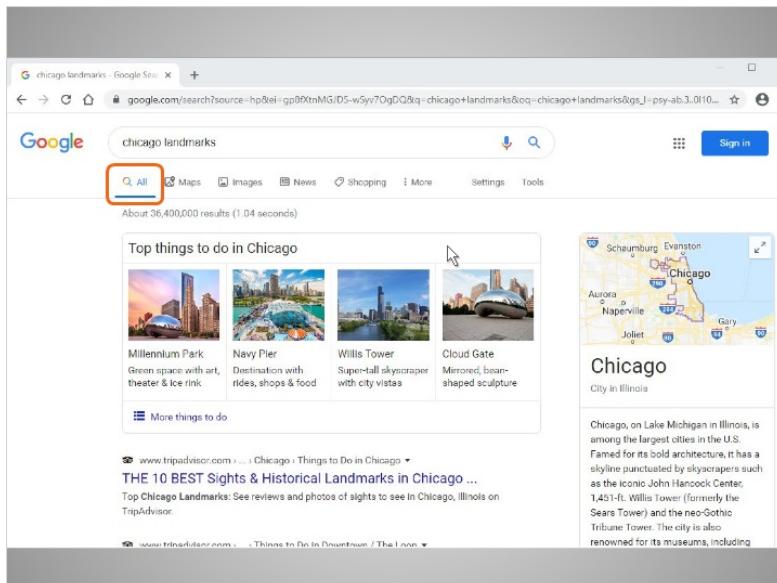
In order to see more results, Michelle scrolls down to the bottom. At the bottom are “Searches related to...”, which displays similar searches you may also want to try. To execute those searches, simply click on the search terms links.



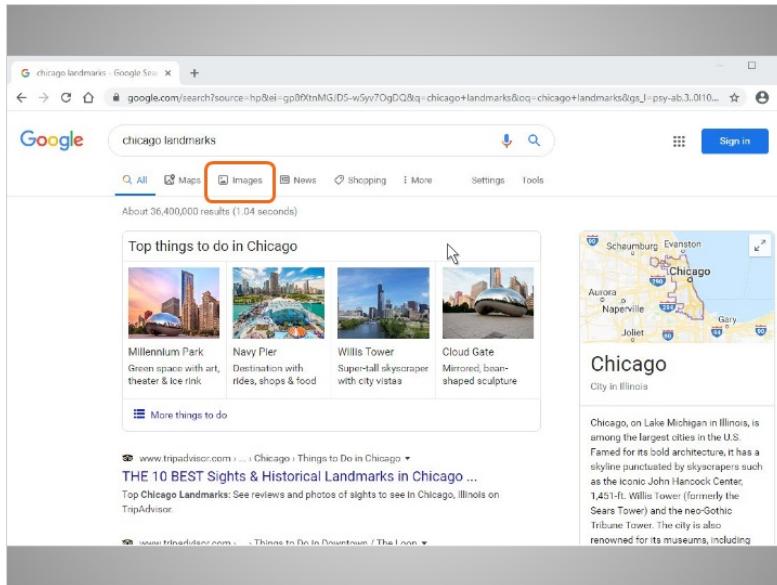
There are additional pages of results, as well. Clicking Next or the right arrow will take you to the next page of results. You can also go to a specific page of results by clicking on the page number.



Michelle scrolls back up to the top of the results page. At the top of page, right above the results, there are tabs to choose what kind of results you want to see.



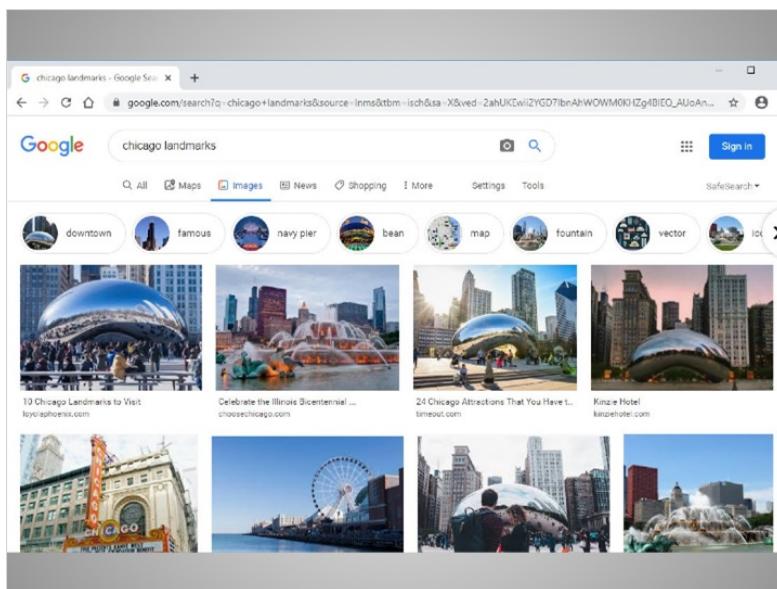
By default, you will see All results from the internet.



A screenshot of a Google search results page for the query "chicago landmarks". The "Images" tab is highlighted with a red box. The results include a "Top things to do in Chicago" section with four cards: Millennium Park, Navy Pier, Willis Tower, and Cloud Gate. To the right is a map of Chicago and surrounding areas. Below the cards is a snippet from TripAdvisor and a link to TripAdvisor's "Things to Do in Downtown / The Loop".

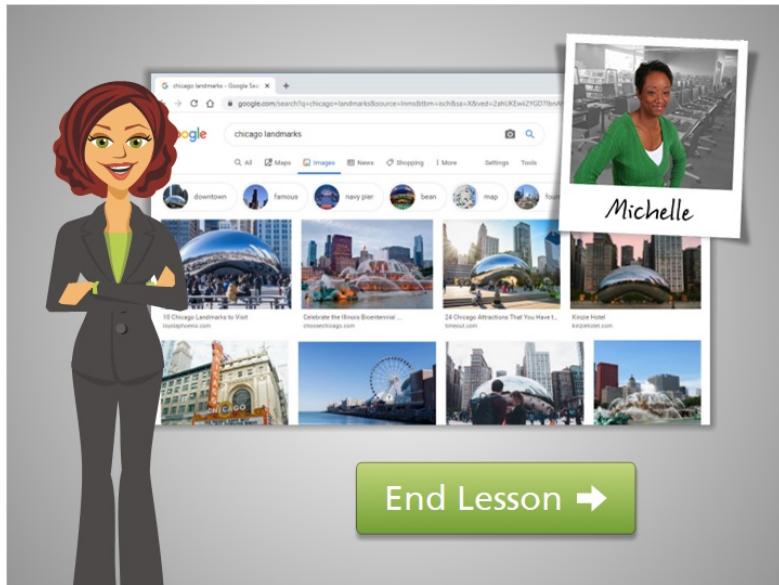
The other choices are more specific and will narrow results to the category, such as images, maps, and more.

Michelle clicks on the image tab,



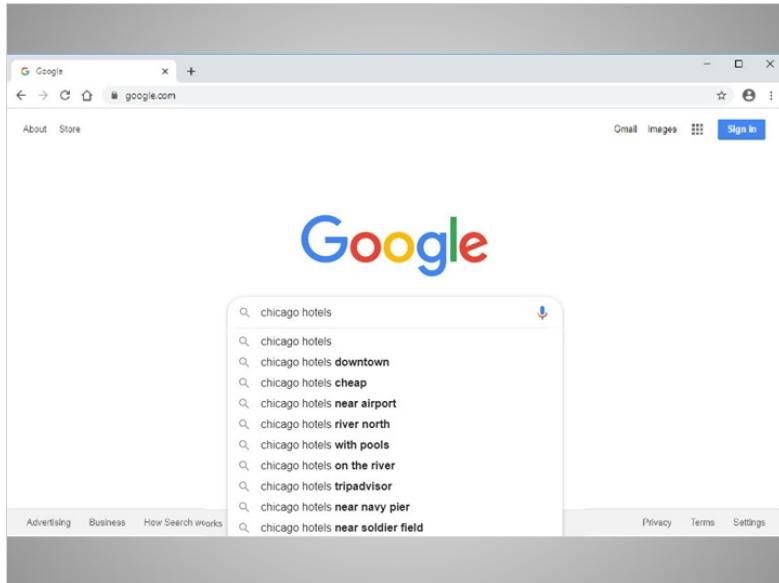
A screenshot of a Google search results page for the query "chicago landmarks", with the "Images" tab selected. The results show a grid of images for various Chicago landmarks, including the Bean (Cloud Gate), the Ferris wheel at Navy Pier, and the Wrigley Building. Below the images are links to articles about Chicago landmarks and attractions.

to see images that match her search terms.

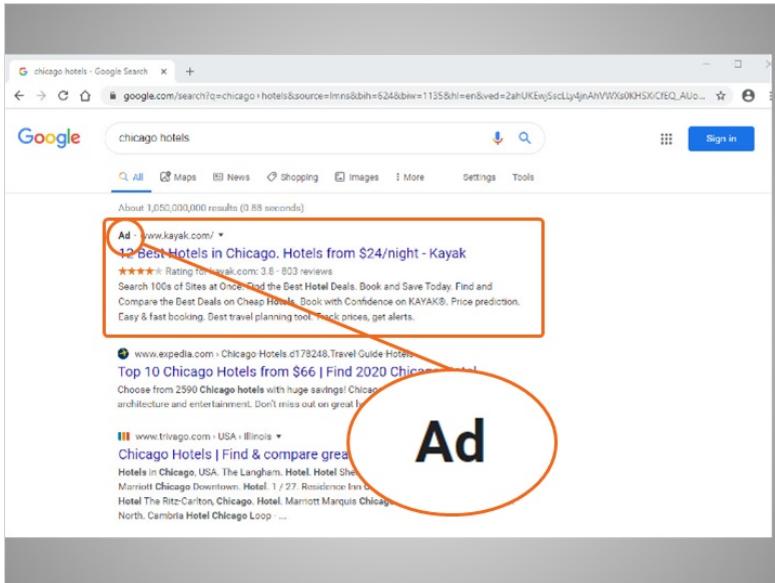


In the next lesson, we'll continue to follow Michelle's progress as she does research for her trip. Click on the green button to end this lesson.

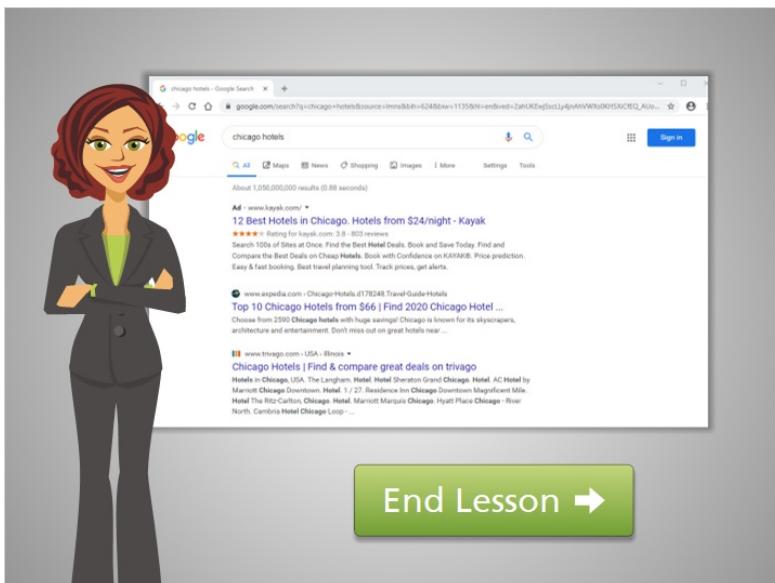
Ads in Search Results



Let's do another search with Michelle for her trip to Chicago. Michelle needs to decide where to stay on vacation, so she looks for information on hotels in Chicago.



Michelle's search results also have ads included on the page. Google will sometimes display ads related to the search result. They often appear at the top of the search results.



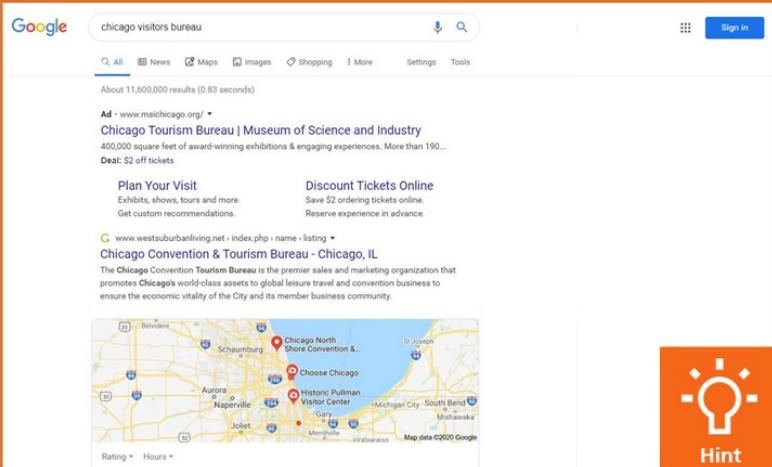
There is nothing wrong with using the links from the ads, but it is good to be aware of the difference between the links on the page that are part of your search results and those that pay to be on the page. Click on the green button to end this lesson.

Practice



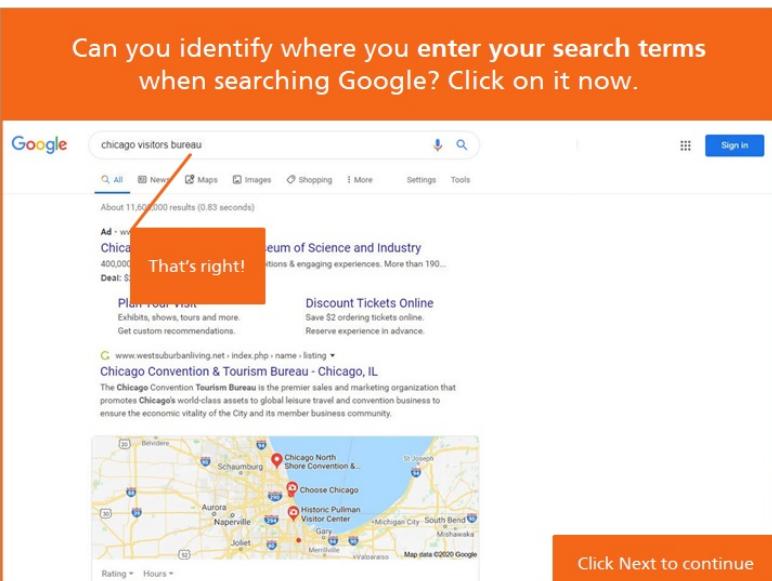
Michelle is doing some more research for her trip. Let's take a look, and see if you can remember some of the main points about searching.

Can you identify where you enter your search terms when searching Google? Click on it now.



Google search results for "chicago visitors bureau". The search bar shows the query. The results include an ad for the Chicago Tourism Bureau, a "Plan Your Visit" section, a "Discount Tickets Online" section, and a map of the Chicago area. A large orange "Hint" button is on the right.

Michelle did a search in Google for Chicago Visitor's Bureau. Can you identify where you enter your search terms when searching Google? Click on the spot where you enter search terms now. Click on the hint button if you need help.



Google search results for "chicago visitors bureau". The search bar shows the query. A red box highlights the search bar. A red box highlights the text "That's right!" in the "Plan Your Visit" section. A large orange "Click Next to continue" button is on the right.

Can you identify where the ad appears?
Click on the ad now.

Google search results for "chicago visitors bureau". The first result is an advertisement for the Chicago Tourism Bureau, which includes a map of the Chicago area and a deal for \$2 off tickets. The search results also include links to the Chicago Convention & Tourism Bureau and a map of the Chicago area.

Hint

Some of the results on this page are advertisements. Can you identify where the ad appears? Click on the ad now. Click on the hint icon if you need help.

Can you identify where the ad appears?
Click on the ad now.

Google search results for "chicago visitors bureau". The first result is an advertisement for the Chicago Tourism Bureau, which includes a map of the Chicago area and a deal for \$2 off tickets. The search results also include links to the Chicago Convention & Tourism Bureau and a map of the Chicago area.

That's right!

Click Next to continue

There are two ways to get to a map.
Click on one of the two areas now.

Google search results for "chicago visitors bureau". The results include an ad for the Chicago Tourism Bureau, a "Plan Your Visit" section, a "Discount Tickets Online" section, and a map result for "Chicago Convention & Tourism Bureau - Chicago, IL". A red box highlights the map area, and a red "Hint" icon with a lightbulb symbol is located to the right.

You can see search results on a map, as well. There are two ways to get to a map. Click on one of the two areas now. Click on the hint icon if you need help.

There are two ways to get to a map.
Click on one of the two areas now.

Google search results for "chicago visitors bureau". The results include an ad for the Chicago Tourism Bureau, a "Plan Your Visit" section, a "Discount Tickets Online" section, and a map result for "Chicago Convention & Tourism Bureau - Chicago, IL". A red arrow points to the map area, and a red callout box with the text "That's right!" is positioned above the map. A red "Click Next to continue" button is located at the bottom right.

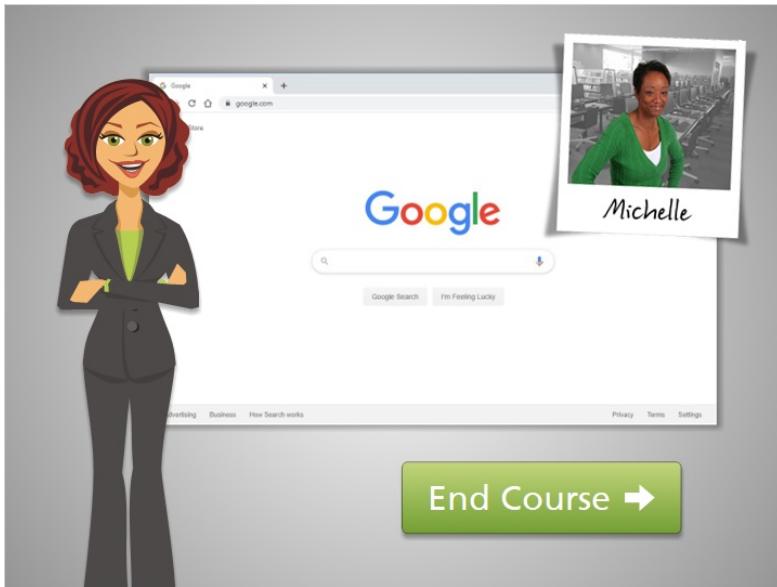
Click the link that will take you to the image results.

Google search results for "chicago visitors bureau". The results include an ad for the Chicago Tourism Bureau, a "Plan Your Visit" link, a "Discount Tickets Online" link, and a map of the Chicago area. The map shows various locations including Chicago North Shore Convention & Visitor Center, Choose Chicago, and Historic Pullman Visitor Center. A red box highlights the "Images" link in the navigation bar. To the right is a red "Hint" icon with a lightbulb symbol.

You can also search for images. Click the link that will take you to the image results. Click on the hint icon if you need help.

Click the link that will take you to the image results.

Google search results for "chicago visitors bureau". The results include an ad for the Chicago Tourism Bureau, a "Plan Your Visit" link, a "Discount Tickets Online" link, and a map of the Chicago area. A red arrow points from the "Images" link in the navigation bar to a red box containing the text "That's right!". Below the map is a red box containing the text "Click Next to continue".



In this class, we learned all about searching, and walked through as Michelle did research for her trip. Why don't you give it a try? Click on the green button to end this course.