

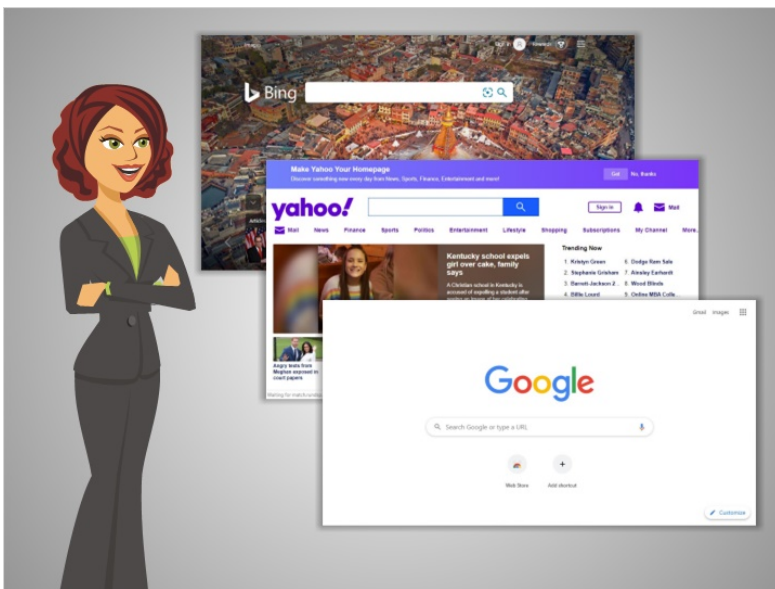
What is a Search Engine?



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.



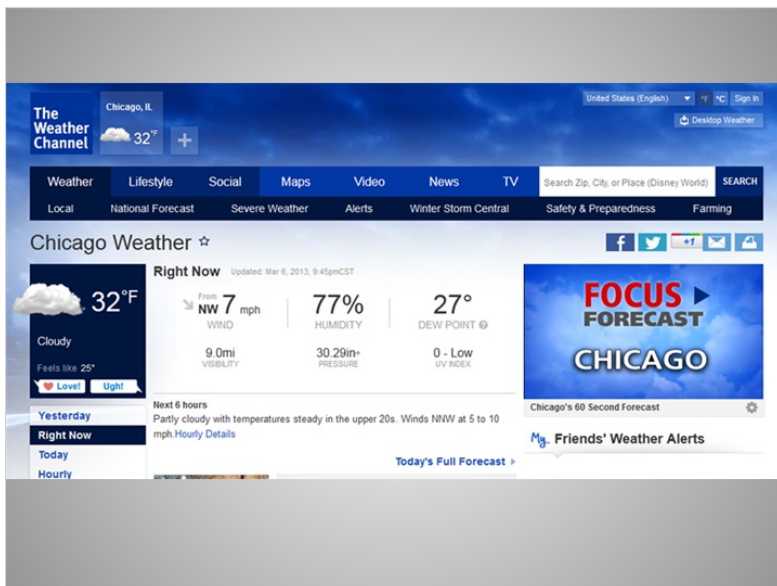
So what is a search engine? Well, a search engine is a website that you can use to look up web pages, like the index in the back of a book. When you enter a keyword into the search engine, the search engine will look through the billions of web pages to help you find the ones that you are looking for.



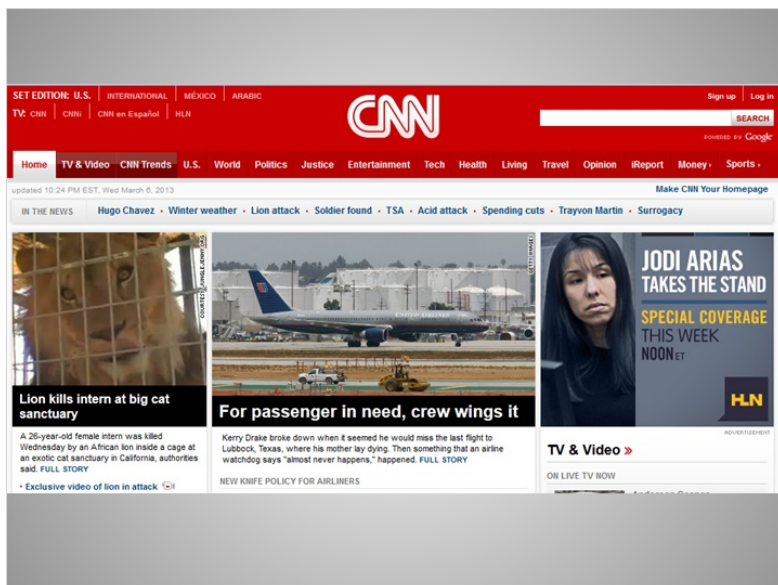
There are many different types of search engines made by different companies. The most popular ones are Bing, Yahoo!, and Google. Each of the search engines have their own individual ways of organizing information so the results can vary from one search engine to another.



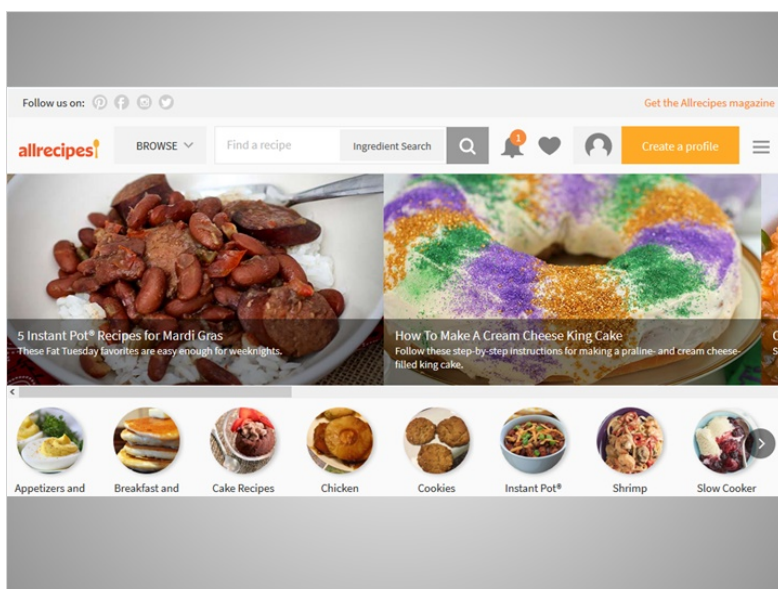
What are some of the things that you can find with a search engine? Well, almost anything. Michelle uses Google to search for all kinds of information in her day-to-day life.



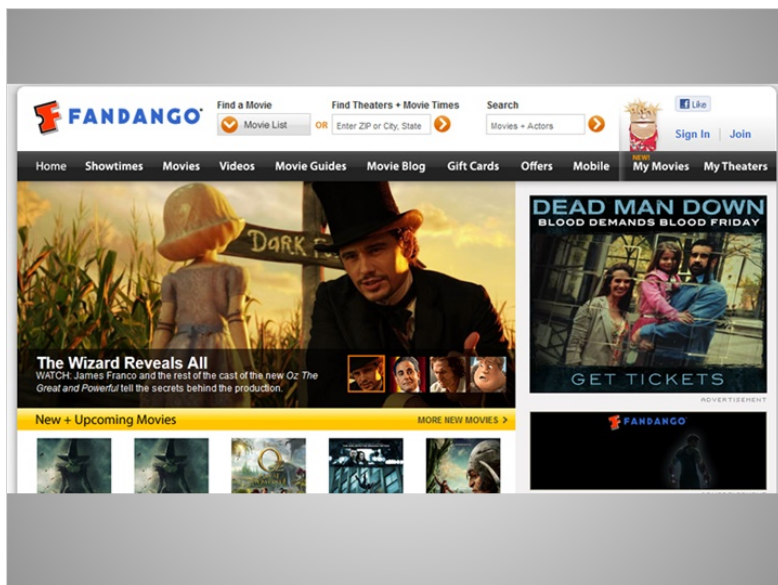
She can look up the weather...



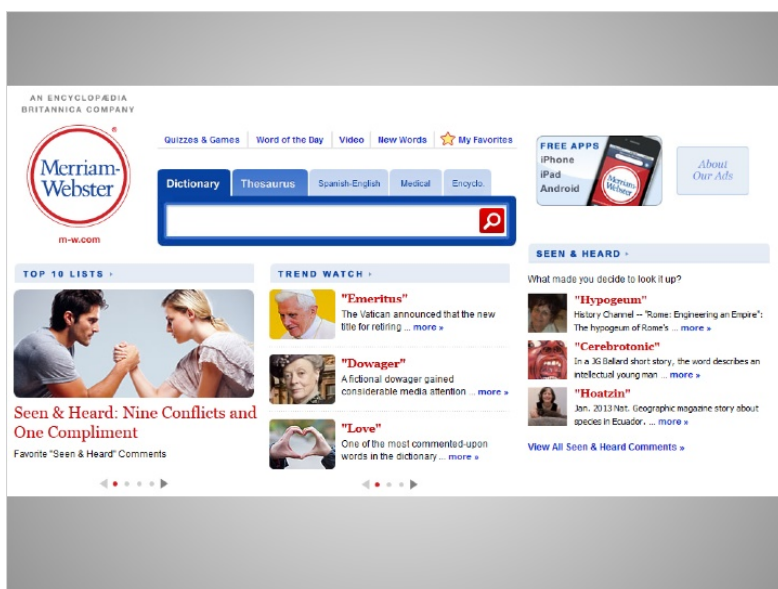
...get the news...



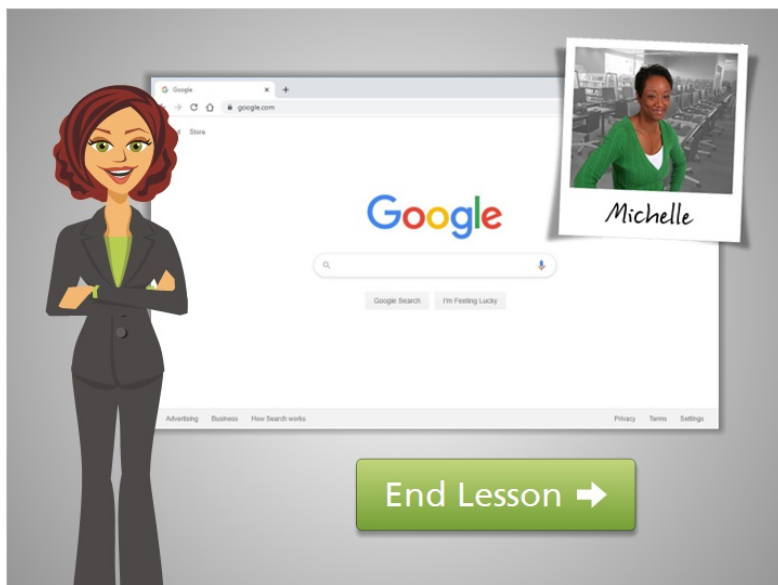
... find a recipe...



...look up movie times...

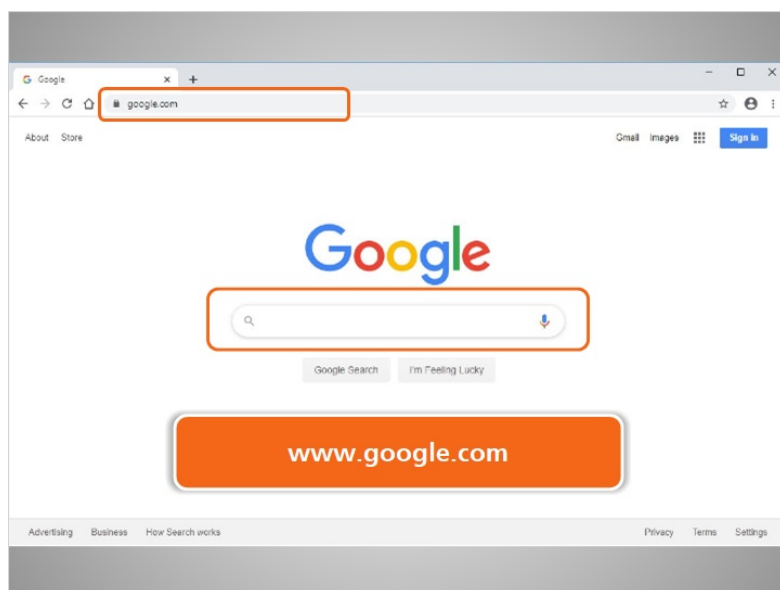


...find movie times, and more.

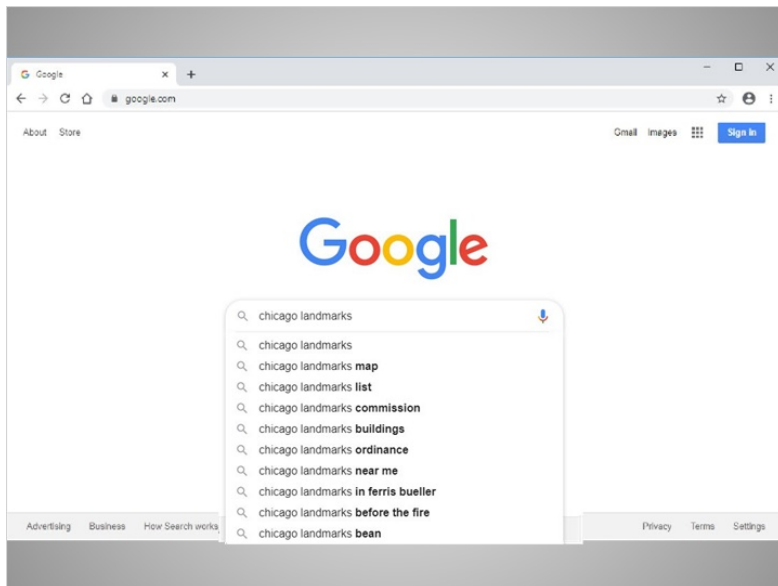


Right now, Michelle wants to find more information on Chicago, a city she is visiting on vacation. We'll follow along with her search in the next lesson. Click on the green button to end this lesson.

A Basic Search

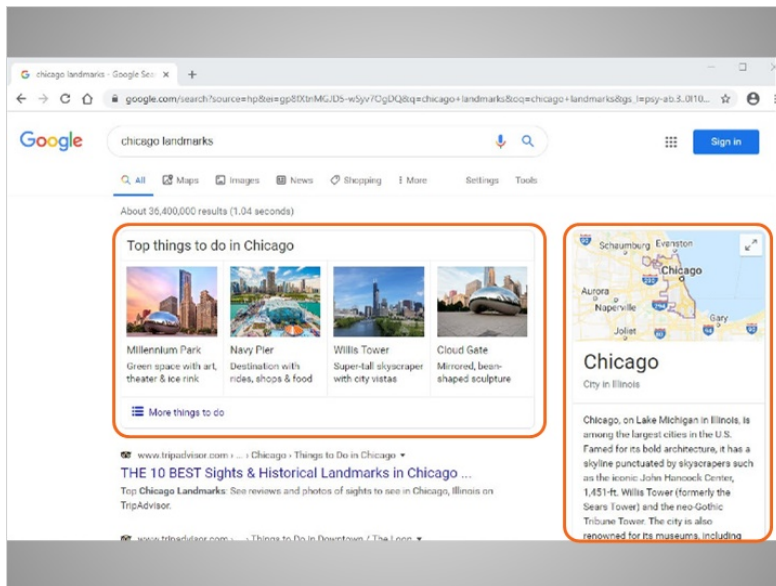


Michelle starts her search by going to Google's website at www.google.com. Another quick way to do a search is to type her keywords in her Internet browser's address bar. On the Google website, she sees a box right under the words Google. This is where she will type in what she wants to search.

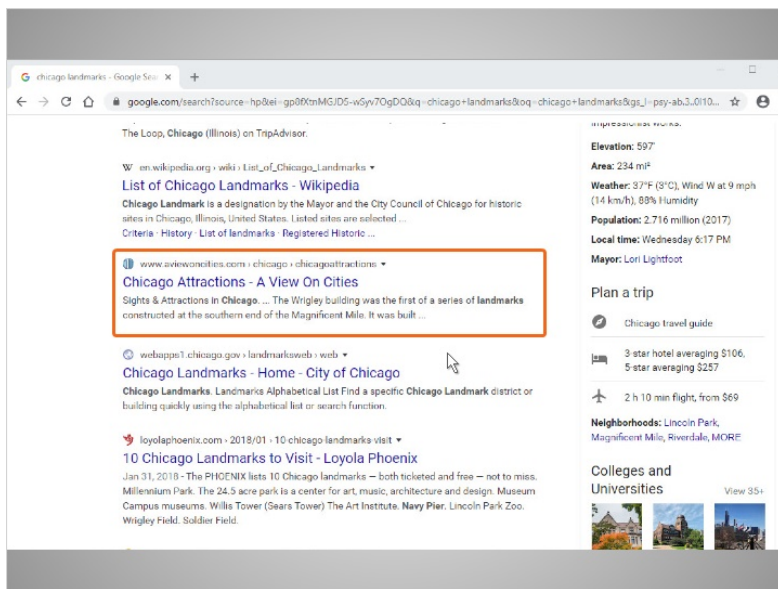


Michelle is interested in visiting some of the well-known landmarks on her trip, so she types in the keywords “Chicago landmarks”. By default, Google will search for things that include both of those words.

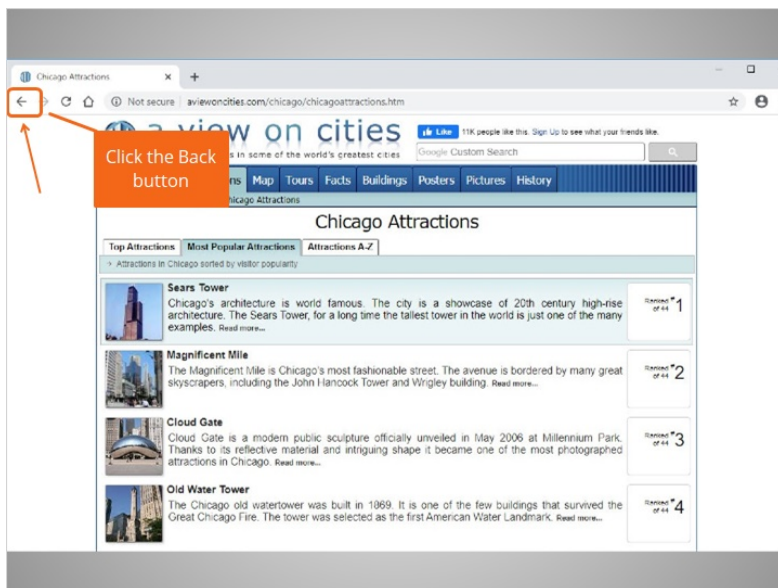
As soon as Michelle starts typing, Google will display some suggestions of keywords or phrases, and results will start to show below. If she wants to use one of the suggested searches, she can select one from the list. Otherwise, she can just finish typing her search terms and hit the enter key on her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

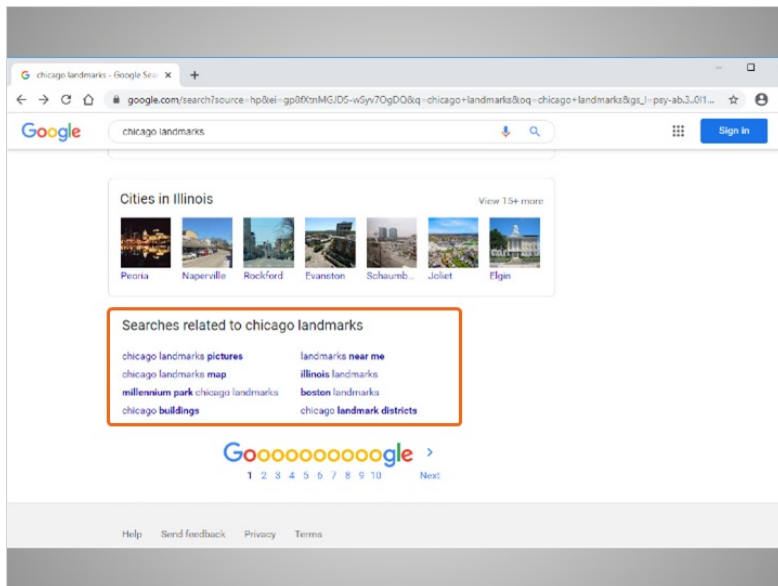


Michelle scrolls further down, and sees several websites on Chicago landmarks. To visit one of the websites, Michelle clicks on the link.

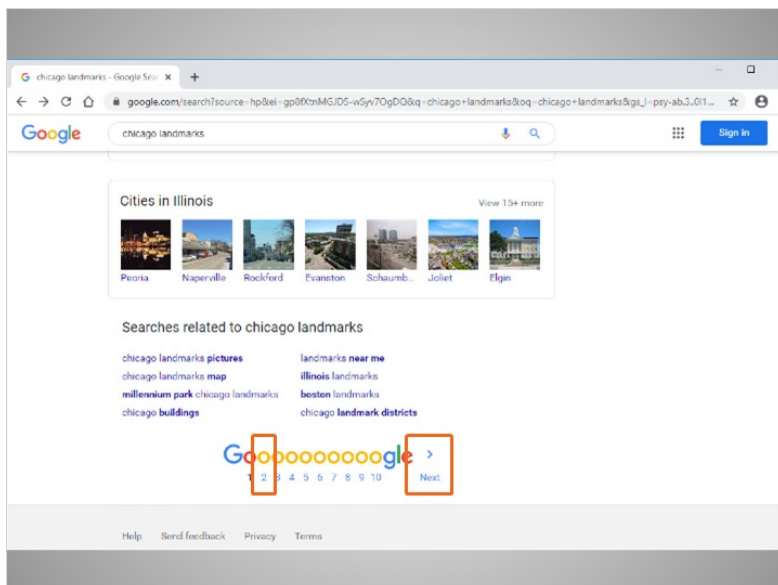


To go back to the search results, Michelle would click the back button in the internet browser. The back button is the left arrow at the top left of the window.

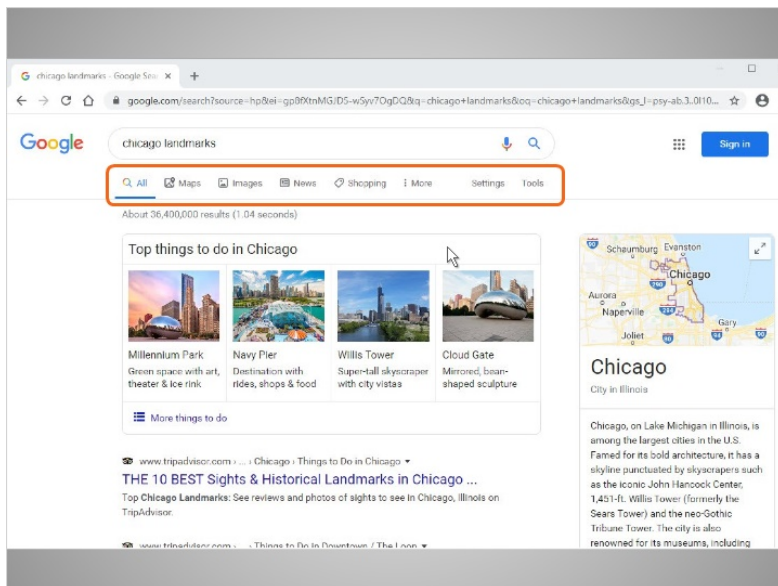
Would you help Michelle by clicking the back button, to go back to the search results?



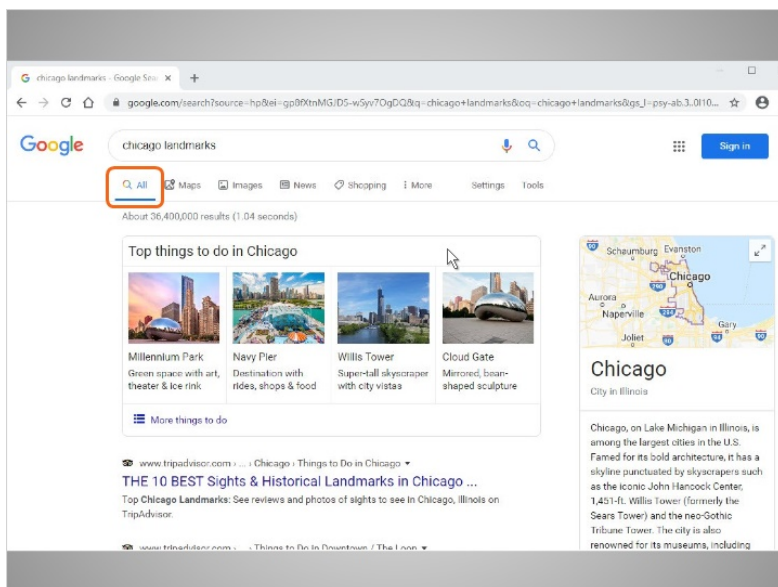
In order to see more results, Michelle scrolls down to the bottom. At the bottom are “Searches related to...”, which displays similar searches you may also want to try. To execute those searches, simply click on the search terms links.



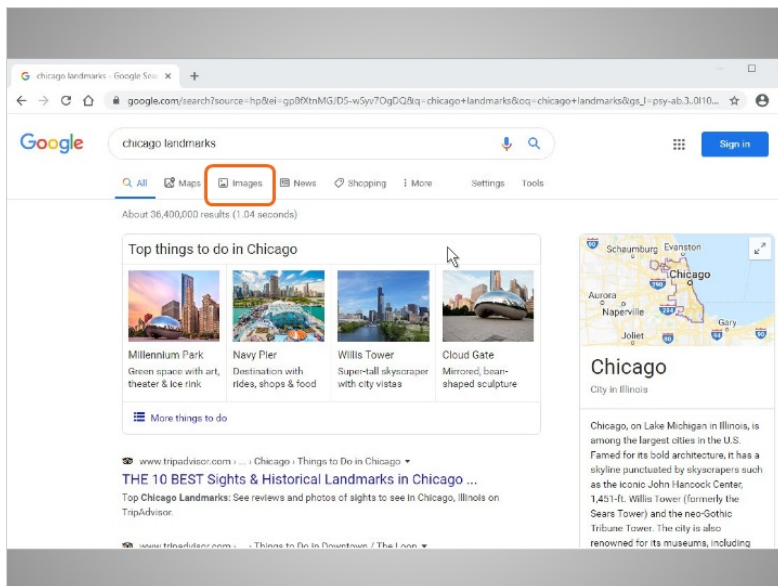
There are additional pages of results, as well. Clicking Next or the right arrow will take you to the next page of results. You can also go to a specific page of results by clicking on the page number.



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.

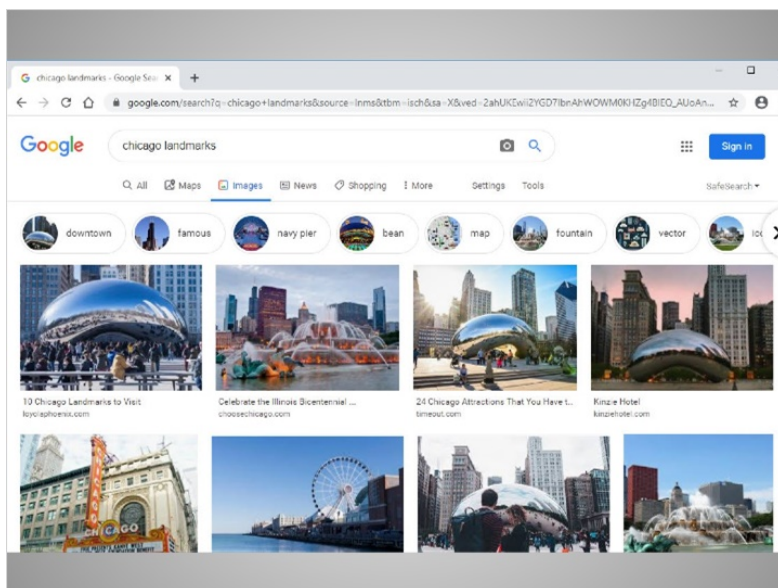


By default, you will see All results from the internet.

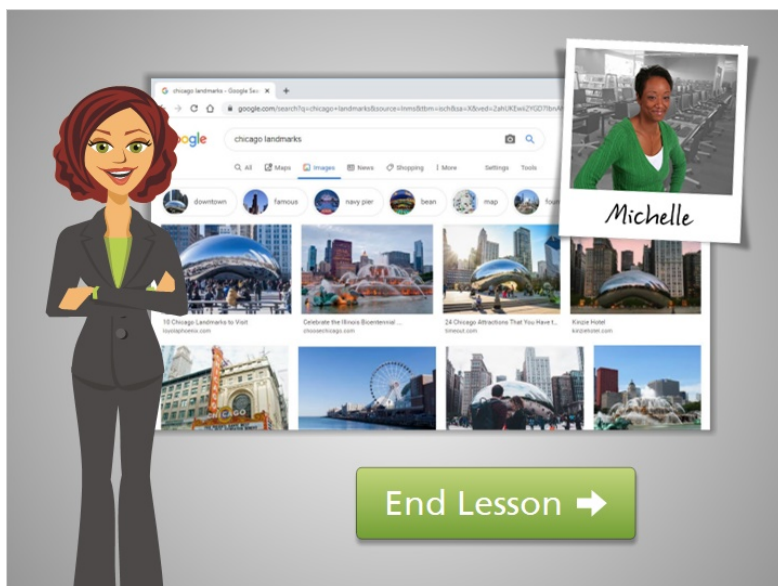


The other choices are more specific and will narrow results to the category, such as images, maps, and more.

Michelle clicks on the image tab,

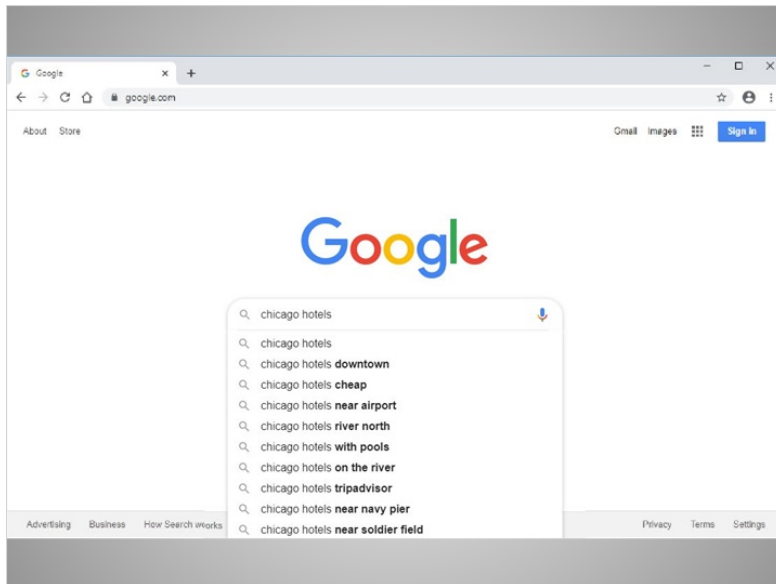


to see images that match her search terms.

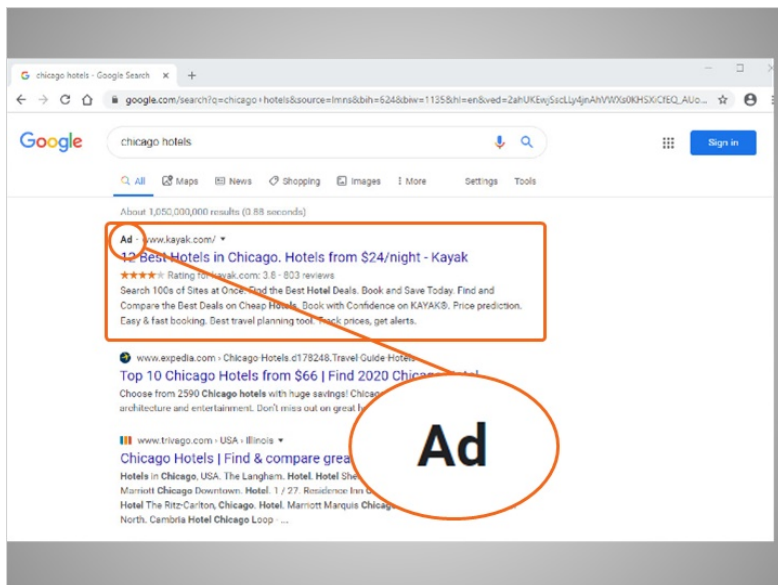


In the next lesson, we'll continue to follow Michelle's progress as she does research for her trip. Click on the green button to end this lesson.

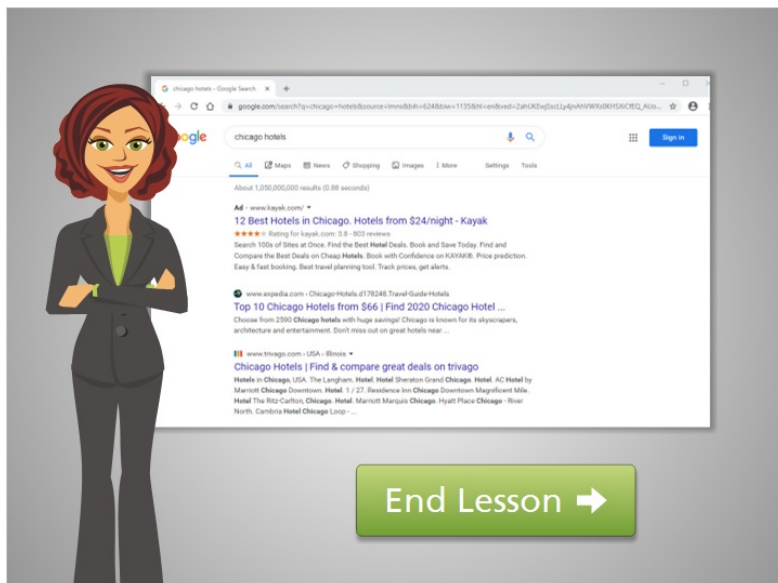
Ads in Search Results



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.



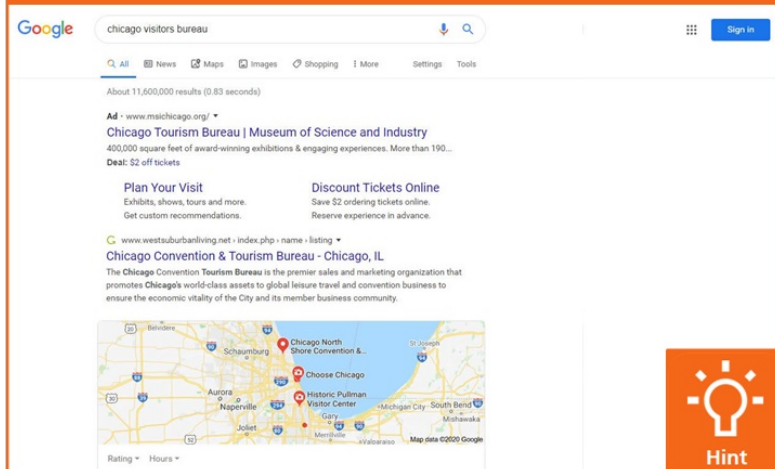
There is nothing wrong with using the links from the ads, but it is good to be aware of the difference between the links on the page that are part of your search results and those that pay to be on the page. Click on the green button to end this lesson.

Practice



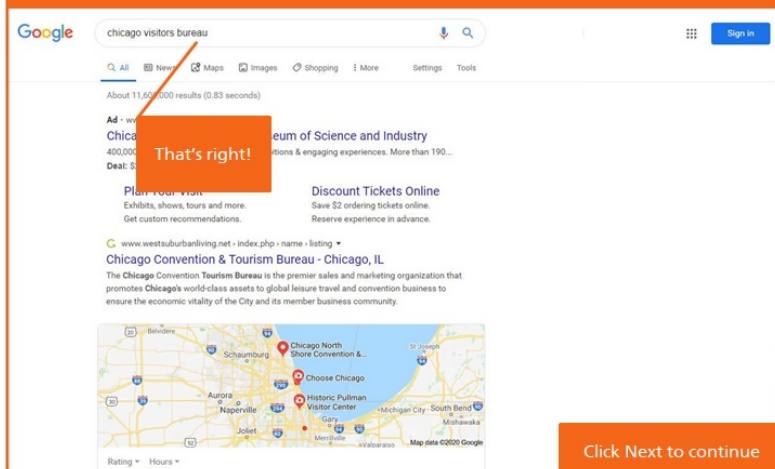
Michelle is doing some more research for her trip. Let's take a look, and see if you can remember some of the main points about searching.

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



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.

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



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

Google

chicago visitors bureau

About 11,600,000 results (0.83 seconds)

Ad · www.msichicago.org/ ·

Chicago Tourism Bureau | Museum of Science and Industry

400,000 square feet of award-winning exhibitions & engaging experiences. More than 190...

Deal: \$2 off tickets

Plan Your Visit
Exhibits, shows, tours and more.
Get custom recommendations.

Discount Tickets Online
Save \$2 ordering tickets online.
Reserve experience in advance.

www.westsuburbanliving.net · index.php · name · listing ·

Chicago Convention & Tourism Bureau - Chicago, IL

The Chicago Convention Tourism Bureau is the premier sales and marketing organization that promotes Chicago's world-class assets to global leisure travel and convention business to ensure the economic vitality of the City and its member business community.

Rating · Hours ·

Map data ©2020 Google

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

chicago visitors bureau

About 11,600,000 results (0.83 seconds)

Ad · www.msichicago.org/ ·

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Chicago Convention & Tourism Bureau - Chicago, IL

The Chicago Convention Tourism Bureau is the premier sales and marketing organization that promotes Chicago's world-class assets to global leisure travel and convention business to ensure the economic vitality of the City and its member business community.

Rating · Hours ·

Map data ©2020 Google

That's right!

Click Next to continue

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

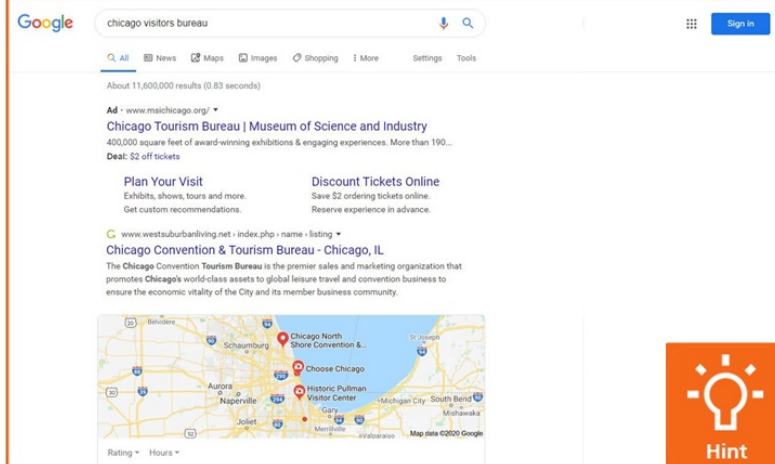
The screenshot shows a Google search for "chicago visitors bureau". The search bar at the top contains the text "chicago visitors bureau". Below the search bar, there are tabs for "All", "News", "Maps", "Images", "Shopping", "More", "Settings", and "Tools". The "All" tab is selected. The search results show "About 11,600,000 results (0.83 seconds)". The first result is an advertisement for "Chicago Tourism Bureau | Museum of Science and Industry" with a link to "www.msichicago.org/". Below the ad, there are two columns of text: "Plan Your Visit" and "Discount Tickets Online". The second result is for "Chicago Convention & Tourism Bureau - Chicago, IL" with a link to "www.westsuburbanliving.net/index.php/name/listing". Below the text results, there is a map of Chicago showing various locations. A red pin is placed on the map, and a red box with a lightbulb icon and the word "Hint" is overlaid on the right side of the map.

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.

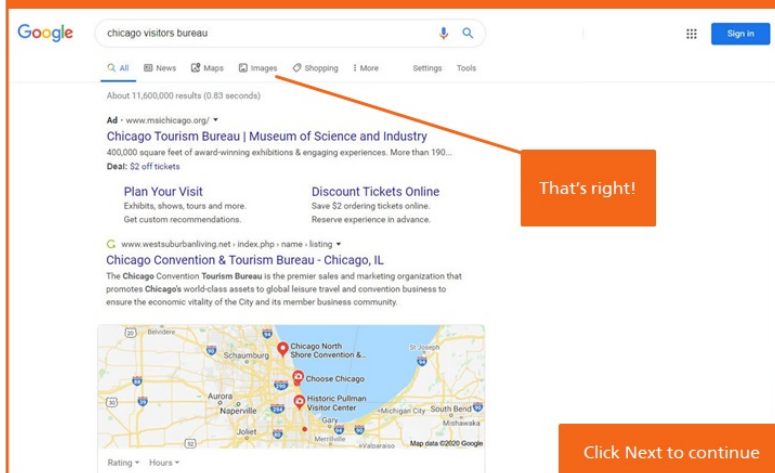
This screenshot is similar to the one above, but with an orange callout box that says "That's right!" pointing to the "Maps" tab in the search bar. Another orange box at the bottom right says "Click Next to continue".

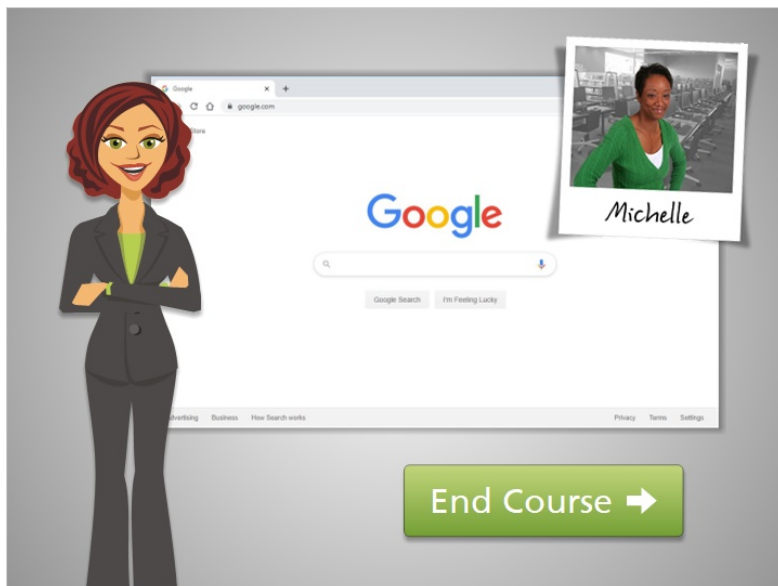
Click the link that will take you to
the image results.



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.





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.