

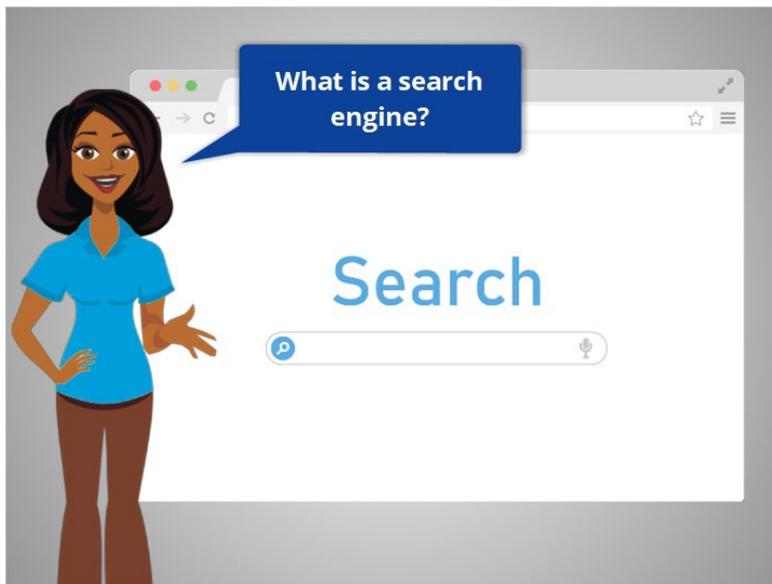
Basic Search

What is a Search Engine?

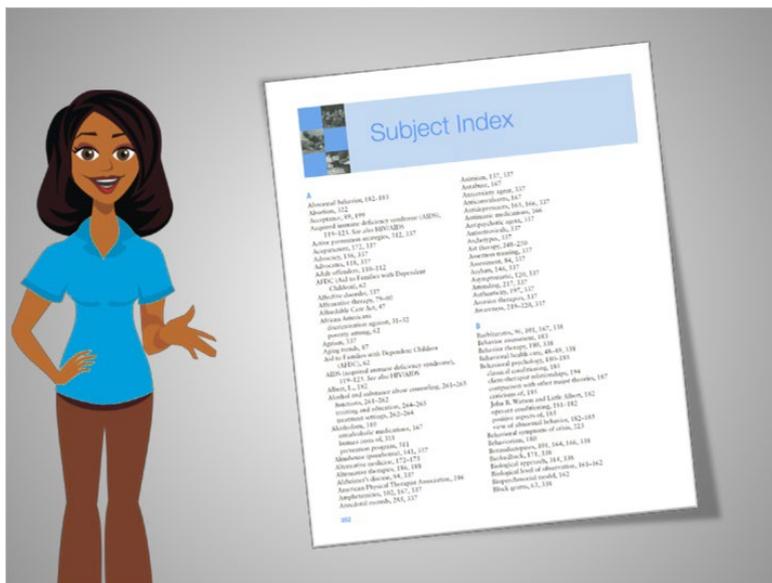


Hi. I'm Belle and I'm here to tell you about finding things on the internet. The internet brings together information from all over the world, which is a lot of information.

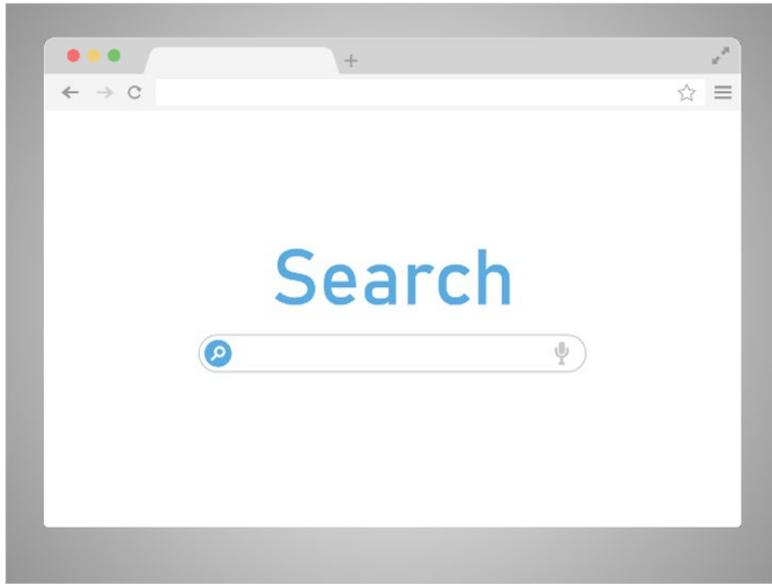
Today we will follow along with Anna as she uses a search engine to look up information about Chicago.



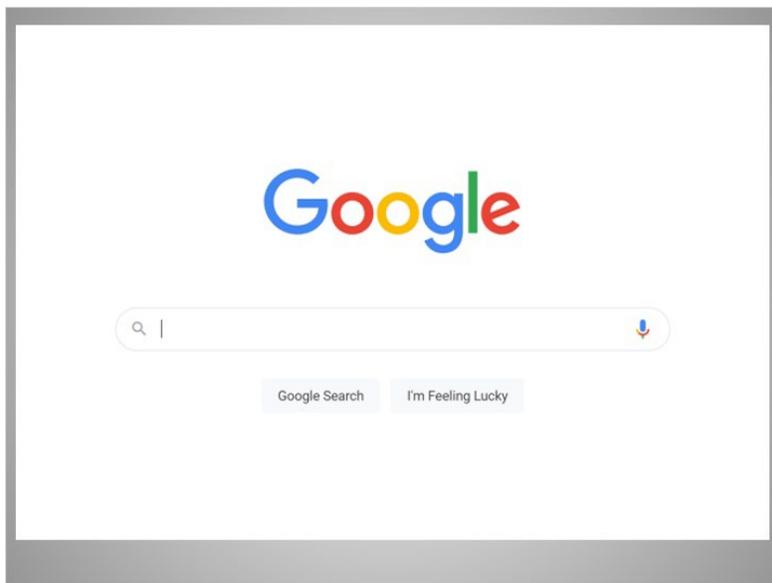
So, what is a search engine?



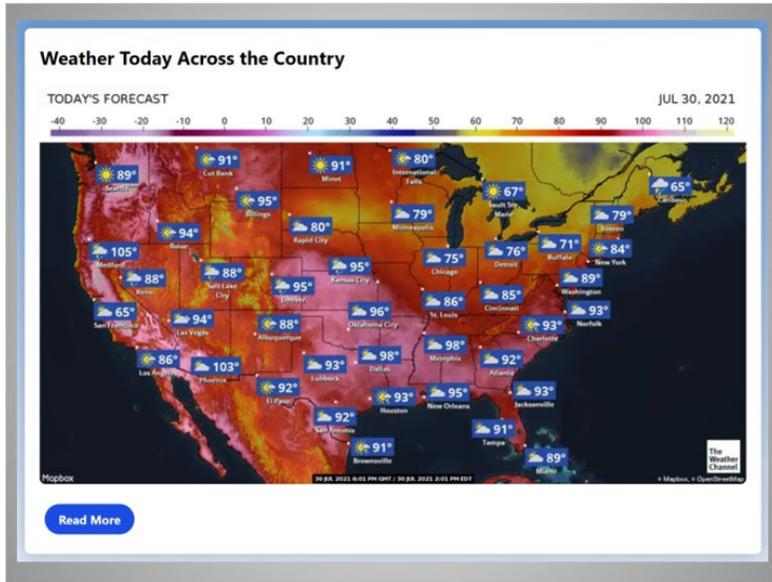
Well, a search engine is a website that you can use to look up content and information on the internet, like the index in the back of a book. When you enter a keyword into the search engine, the search engine will look through the billions of web pages to help you find the ones that you are looking for.



There are many different types of search engines made by different companies. Examples of commonly used search engines include Bing, Google and Yahoo!. Each search engine has its own way of organizing information so the results can vary from one search engine to another.



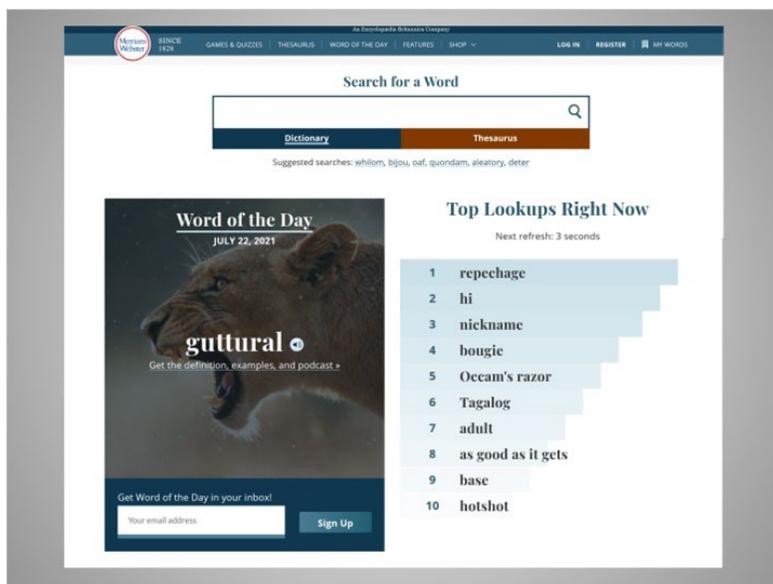
What are some of the things that you can find with a search engine? Well, almost anything. In today's example, Anna is using Google to search for all kinds of information in her day- to-day life.



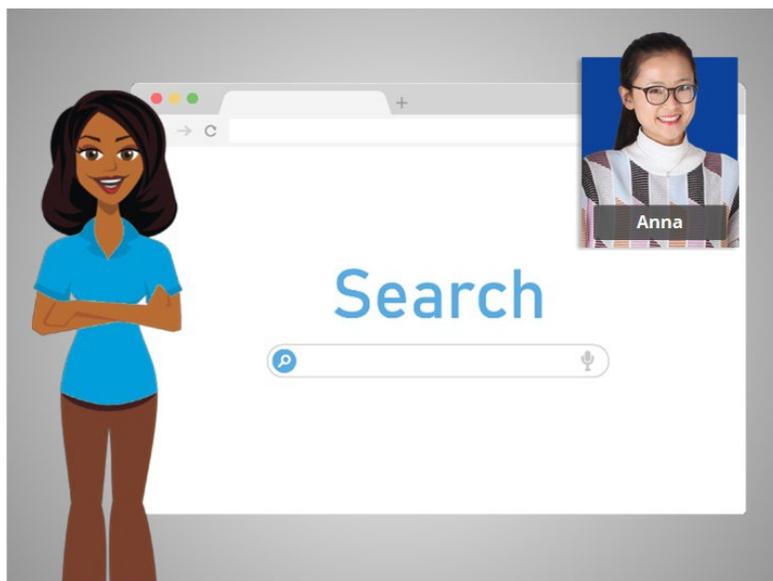
She can look up the weather...

The screenshot shows the allrecipes.com website interface. At the top, there are navigation links for 'EXPLORE', 'allrecipes', 'Join Now', 'Login', and 'GET ALLRECIPES MAGAZINE'. A search bar is present with the text 'Find a Recipe'. Below the search bar, there are several category icons: 'All Types Recipes', 'Appetizer Recipes', 'BBQ & Grilling Recipes', 'Breakfast and Brunch Recipes', 'Chicken Recipes', 'Cookie Recipes', 'Instant Pot Recipes', and 'Quick and Easy Recipes'. The main content area features three recipe cards: '16 No-Bake Cheesecake Recipes for Summer', '10 Grilled Bone-In Pork Chop Recipes' (with a sub-headline 'Bone-in center-cut pork chops have a wonderful depth of flavor. Cook them on the grill and enjoy the moist and succulent meat.'), and 'Our Most Popular Dinner Recipes in July'. On the right side, there is a 'Most Popular' section with a list of recipe titles: 'Sangria Recipes', 'How to Get Rid of Fruit Flies for Good', 'Watermelon Salad Recipes', and '12 Top-Rated Avocado Corn Salads'.

...find a recipe...

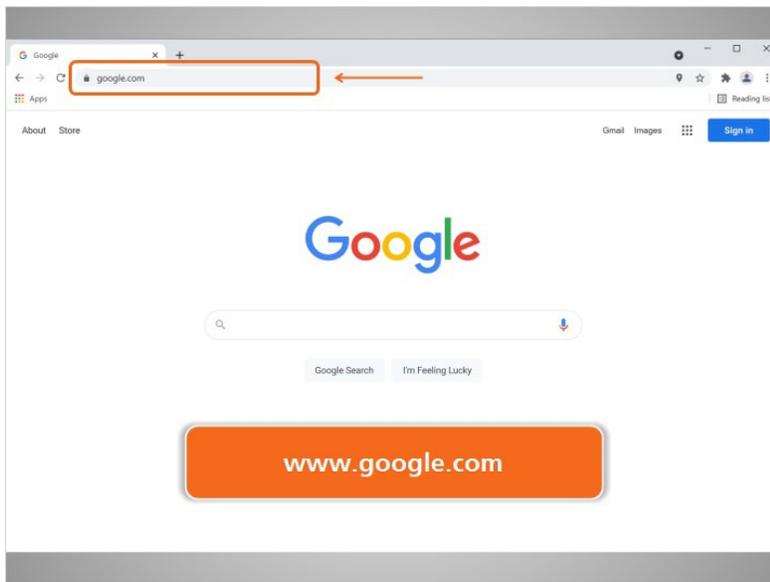


...define words, and more.



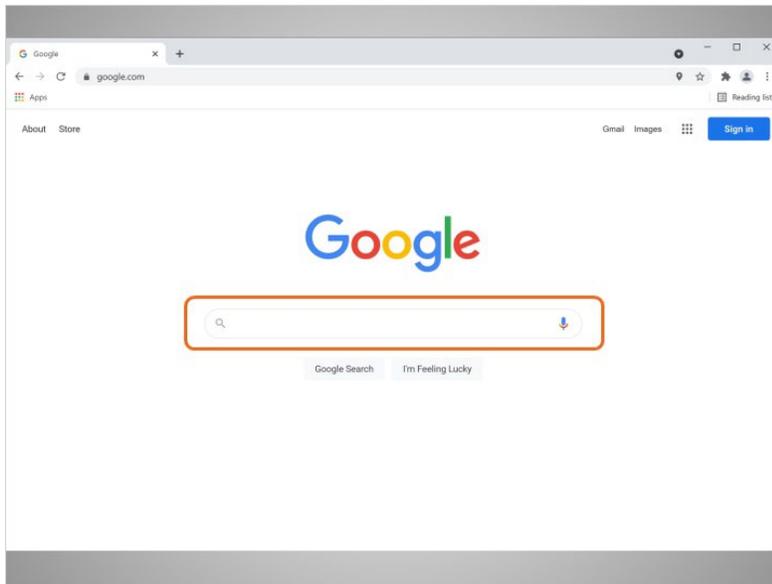
Right now, Anna wants to find more information on Chicago, a city she is visiting on vacation. We'll follow along with her search in the next lesson.

Basic Search

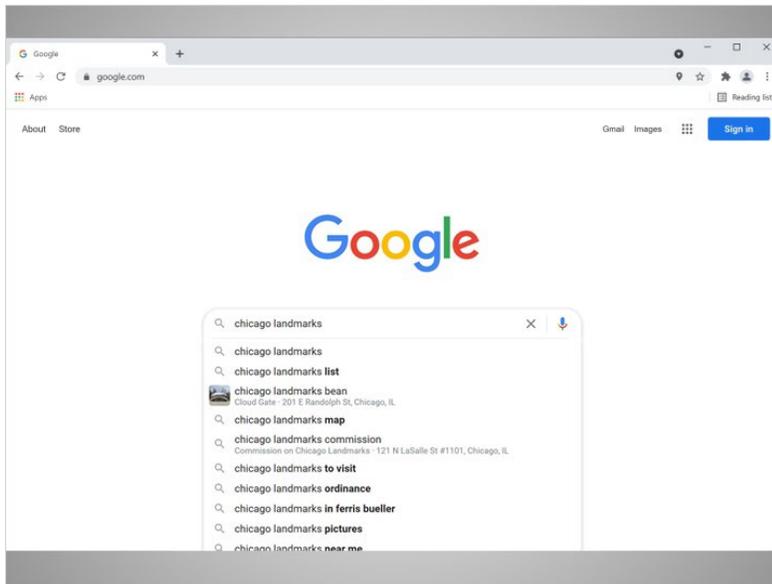


Anna starts her search by going to a search engine website. In this example, Anna is using Google at www.google.com.

Another quick way to do a search is to type her keywords in her internet browser's address bar.

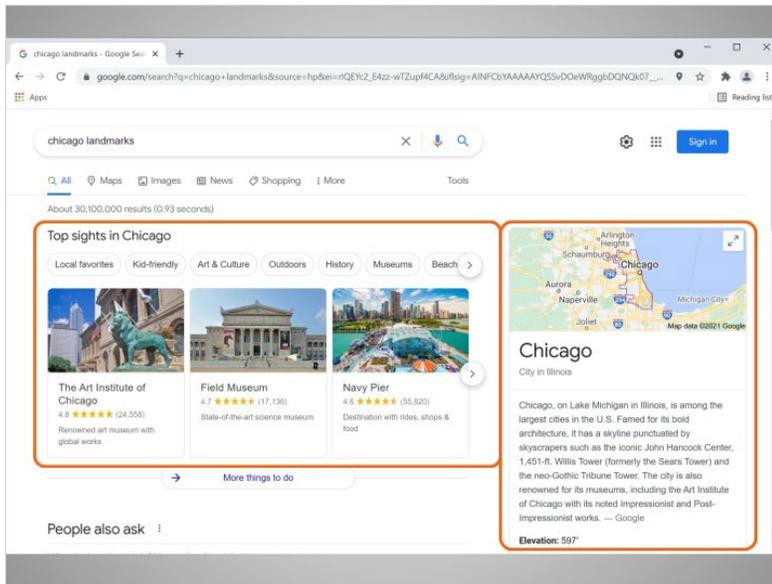


On the Google website, she sees a box in the center of the page. This is where she will type in what she wants to search.

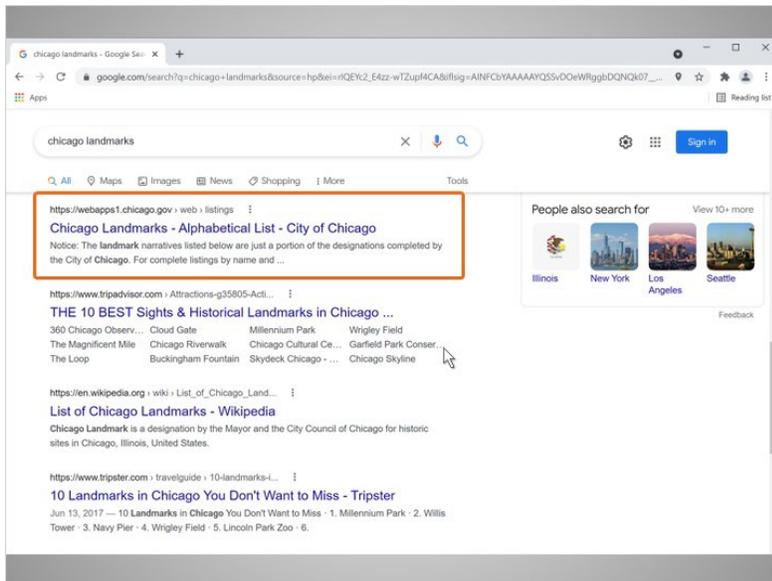


Anna is interested in visiting some of the well-known landmarks on her trip to Chicago, so she types in the keywords “Chicago landmarks”. By default, Google will search for things that include both of those words.

As soon as Anna starts typing, the search engine 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.

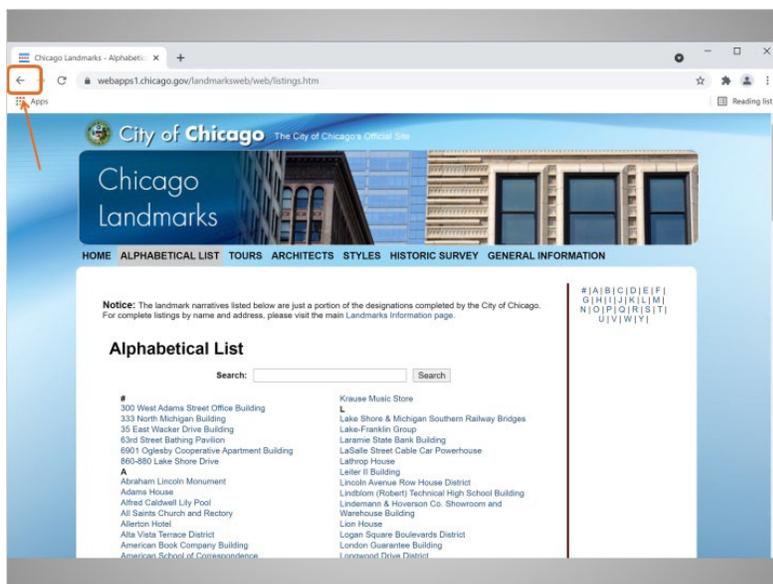


The search engine will display a list of results based on her keywords. When she looks at her results, she sees images and links to the top things to do in Chicago, and a map and general information about the area.



Anna scrolls further down and sees several websites on Chicago landmarks.

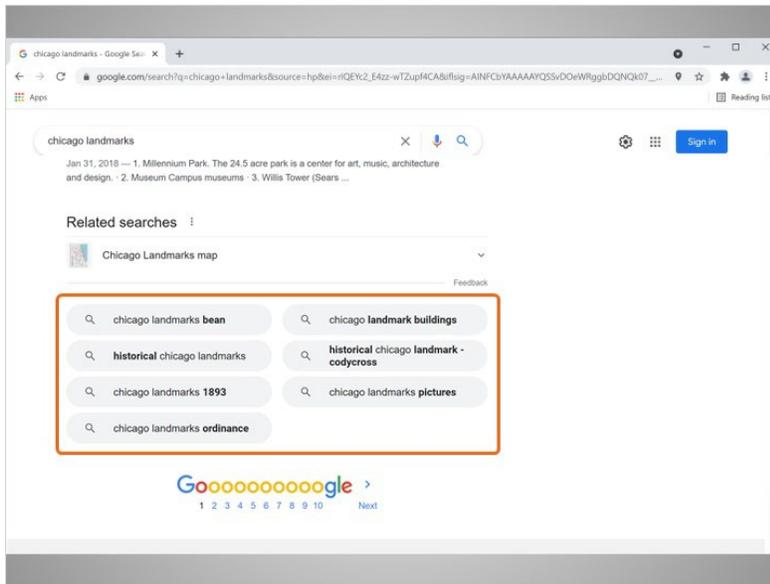
To visit one of the websites, Anna clicks on the link.



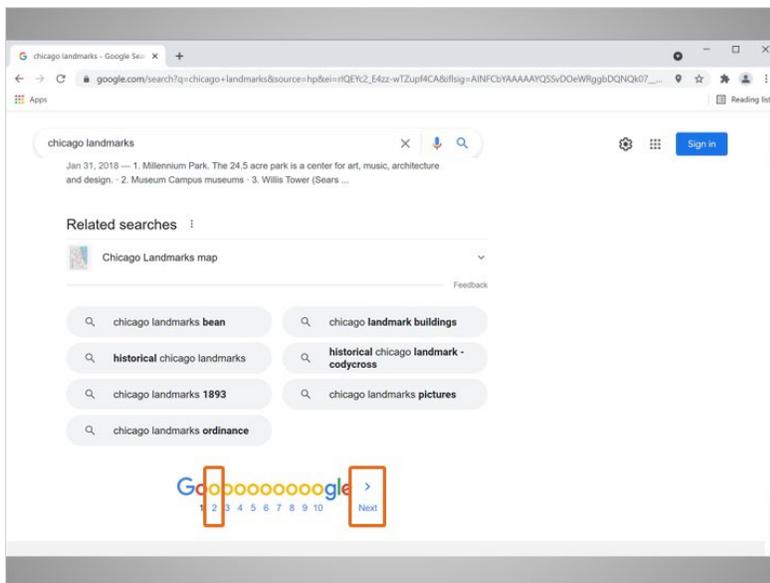
To go back to the search results, Anna would click the back button in the internet browser. The back button is the left arrow at the top left of the window.

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

Good job.

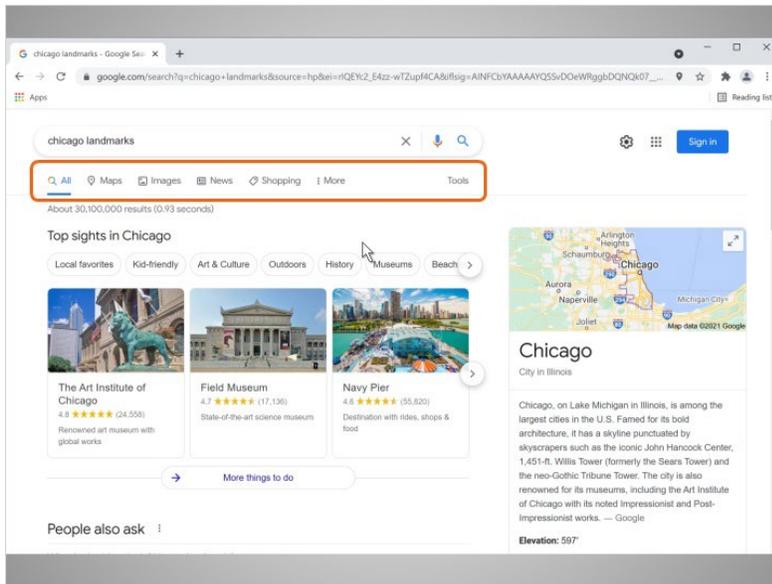


In order to see more results, Anna scrolls down to the bottom. At the bottom are related searches, which are similar searches you may also want to try. To execute those searches, simply click on the search terms links.

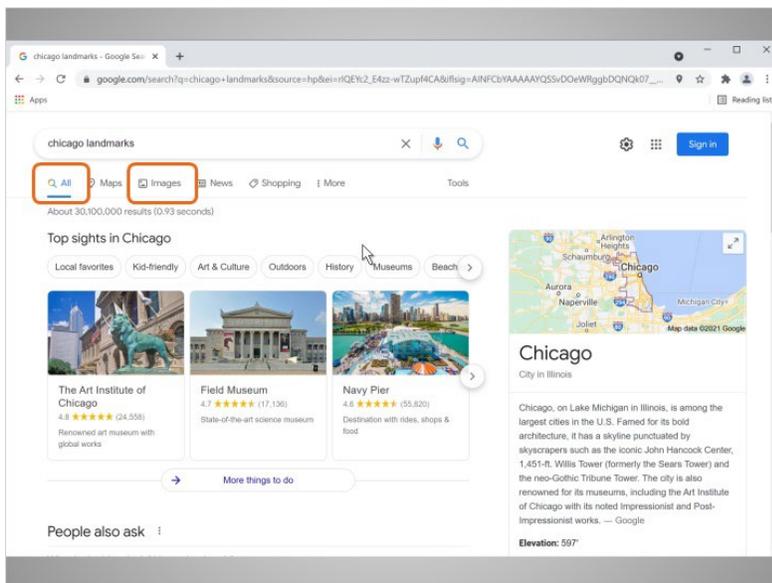


There are additional pages of results, as well. Clicking Next or the right arrow will take you to the next page of results.

You can also go to a specific page of results by clicking on the page number.

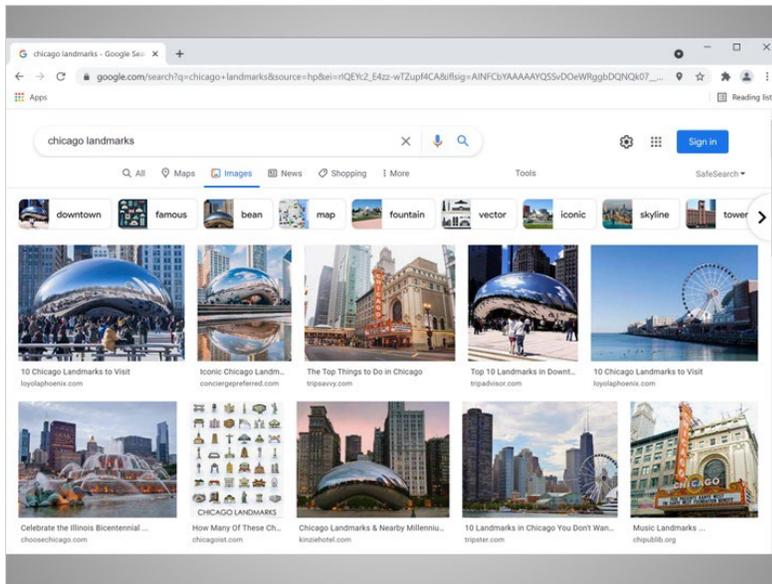


Anna scrolls back up to the top of the results page. At the top of page right above the results, there are tabs to choose what kind of results you want to see.

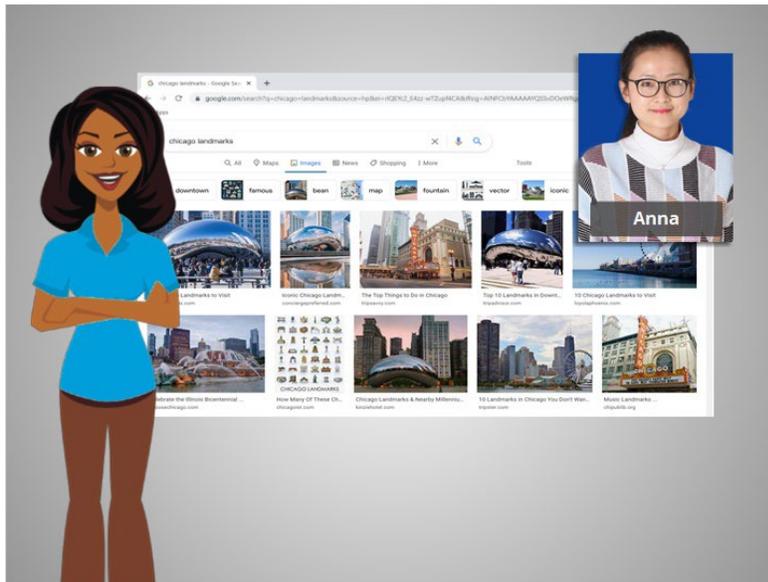


By default, you will see All results from the internet. The other choices are more specific and will narrow results to the category, such as images, maps, and more.

Anna clicks on the Image tab...

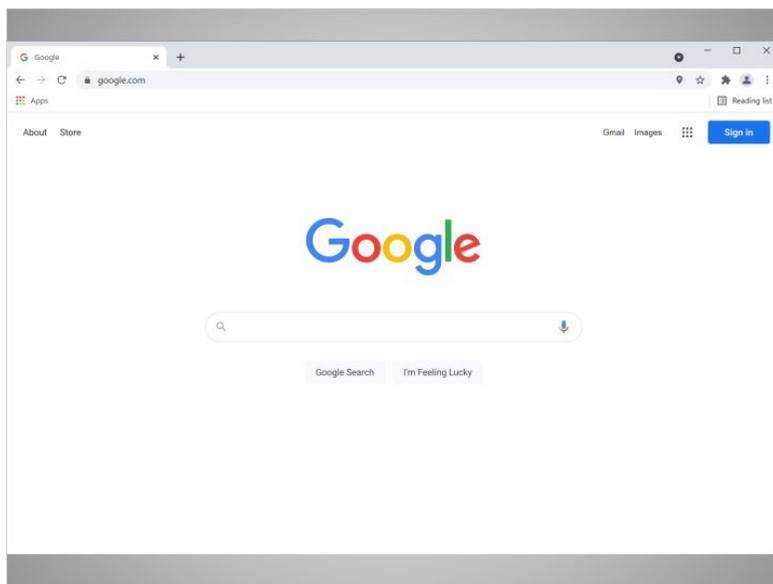


...to see images that match her search terms.

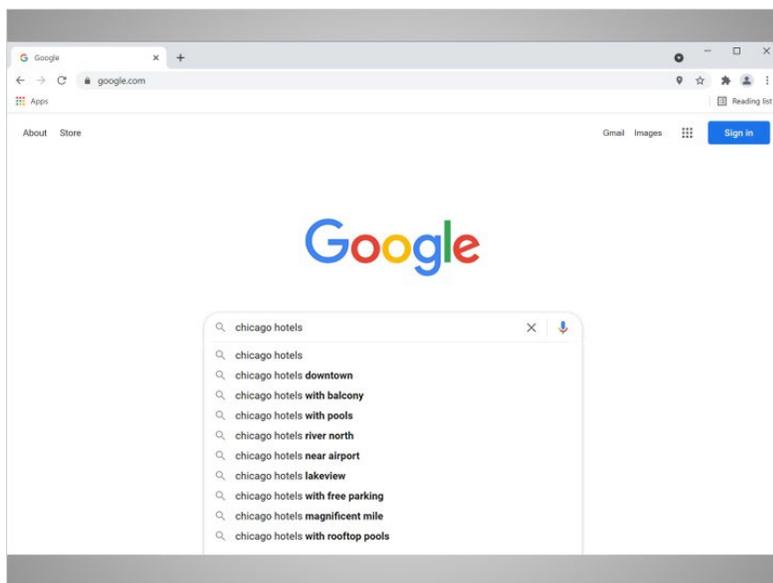


In the next lesson, we'll continue to follow Anna's progress as she does research for her trip.

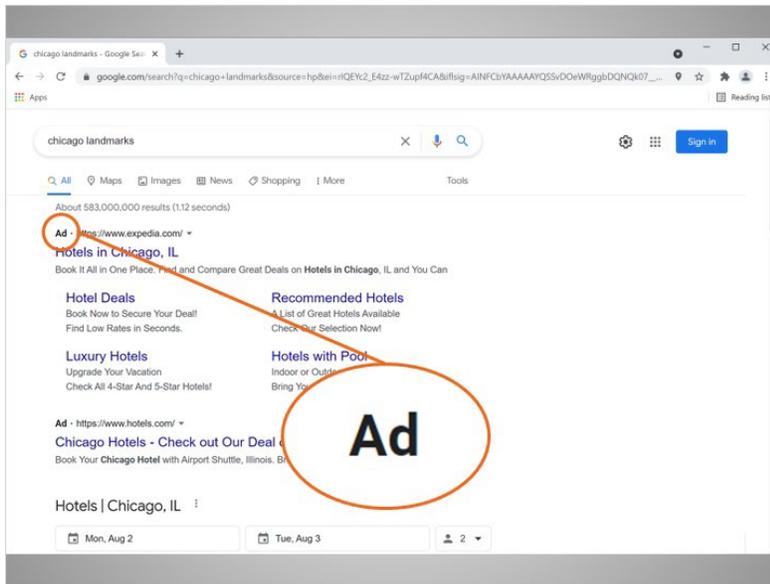
Ads in Search



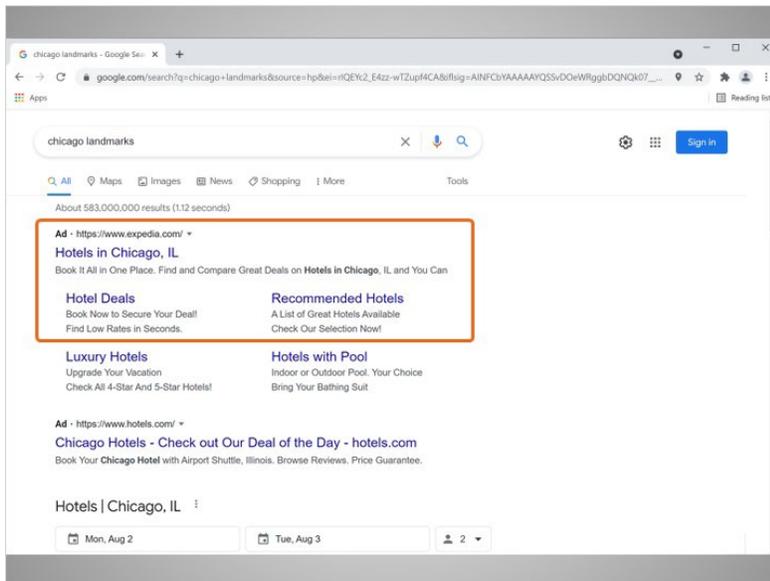
Let's do another search with Anna for her trip to Chicago. Anna needs to decide where to stay on vacation...



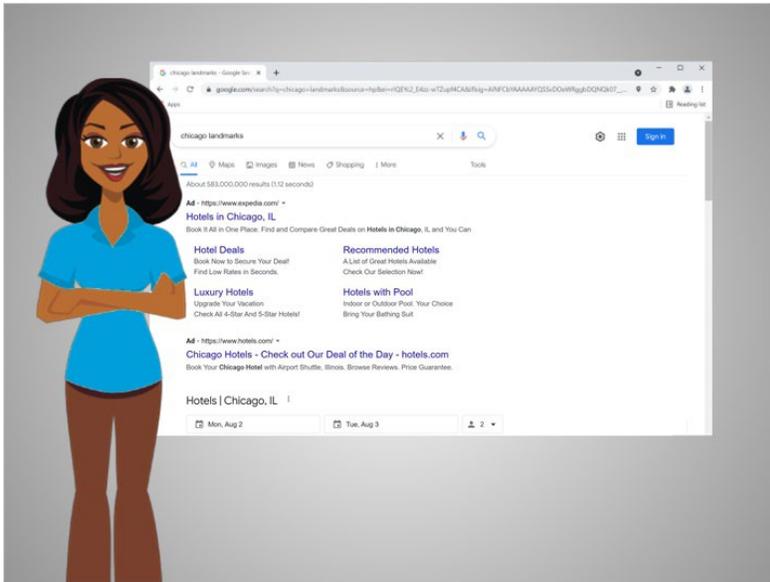
...so she looks for information on hotels in Chicago.



Anna's search results also have ads included on the page. Search engines will sometimes display ads related to the search result.

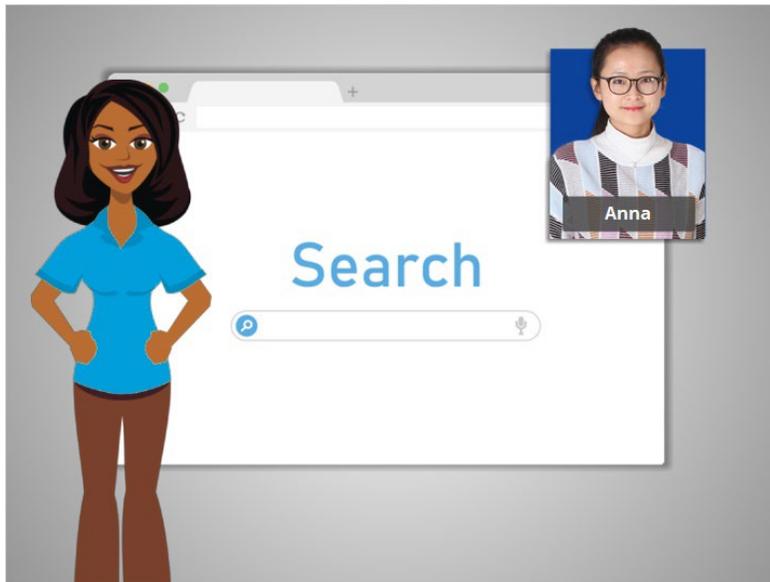


They often appear at the top of the search results.



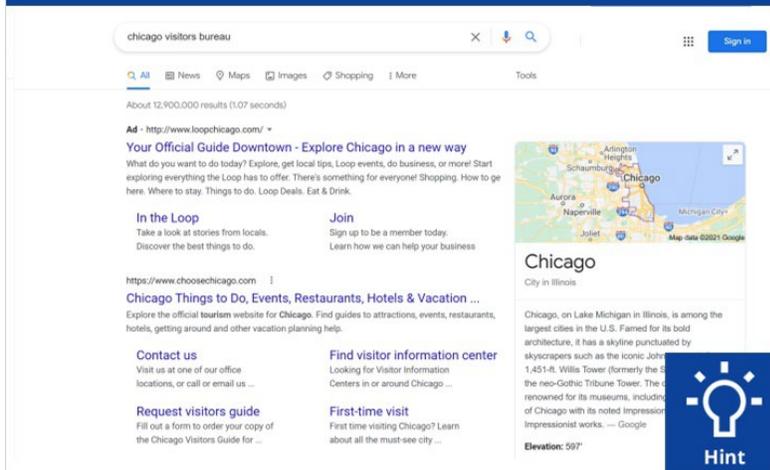
There is nothing wrong with using the links from the ads, but it is good to be aware of the difference between the links on the page that are part of your search results and those that pay to be on the page.

Practice



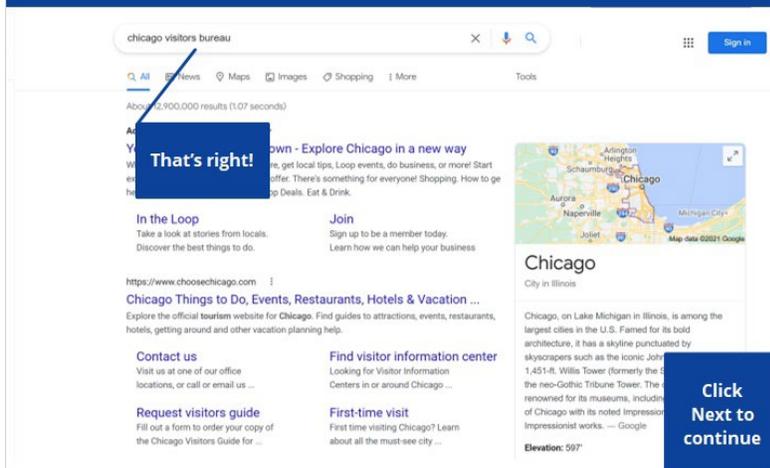
Anna is doing some more research for her trip. Let's take a look, and see if you can remember some of the main points about searching.

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



Anna 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.

The screenshot shows a Google search for "chicago visitors bureau". The search bar is at the top with the text "chicago visitors bureau" and a search icon. Below the search bar are filters for "All", "News", "Maps", "Images", "Shopping", and "More". The search results show "About 12,900,000 results (1.07 seconds)". The first result is an advertisement from "http://www.loopchicago.com/" titled "Your Official Guide Downtown - Explore Chicago in a new way". Below the ad are several other search results, including "In the Loop", "Join", "Chicago Things to Do, Events, Restaurants, Hotels & Vacation ...", "Contact us", "Request visitors guide", "Find visitor information center", and "First-time visit". On the right side of the search results, there is a map of Chicago and a knowledge panel for "Chicago". A blue "Hint" button with a lightbulb icon is overlaid on the right side of the page.

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 button if you need help.

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

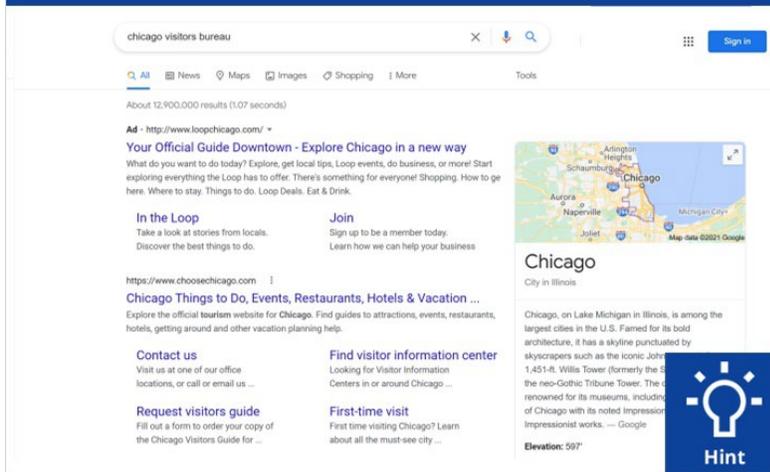
This screenshot is identical to the one above, but with additional annotations. A blue callout box with the text "That's right!" has a blue arrow pointing to the advertisement for "Your Official Guide Downtown - Explore Chicago in a new way". Another blue callout box with the text "Click Next to continue" is overlaid on the bottom right corner of the search results area.

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

There are two ways to get to a map. Click on one of the two areas now. Click on the hint button if you need help.

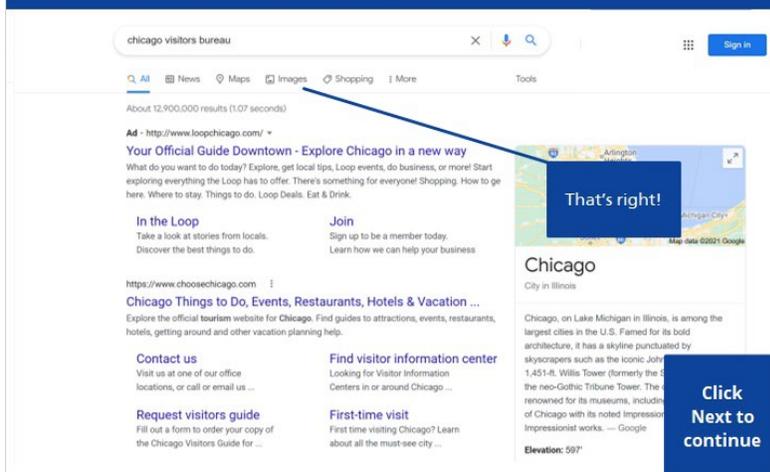
There are two ways to get to a **map**.
Click on one of the two ways now.

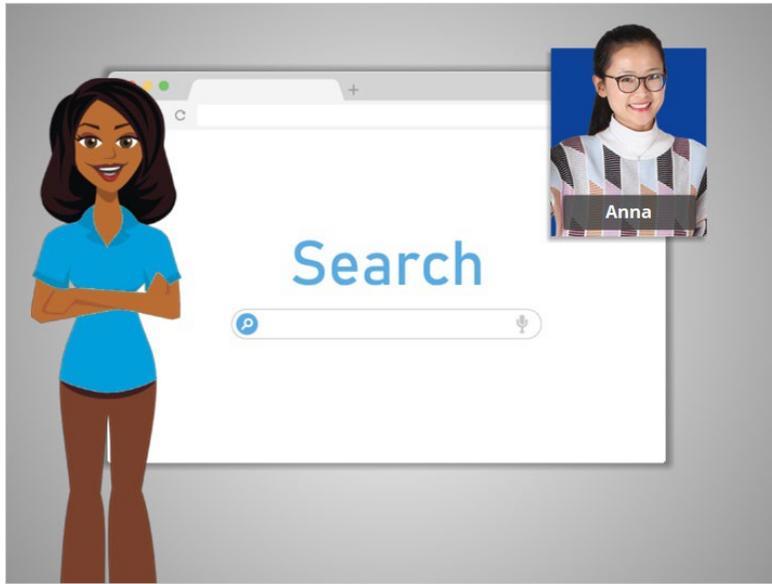
Click the link that will take you to
the image results.



You can also search for images. Click the link that will take you to the image results.
Click on the hint button 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 Anna did research for her trip to Chicago. Why don't you give searching a try?