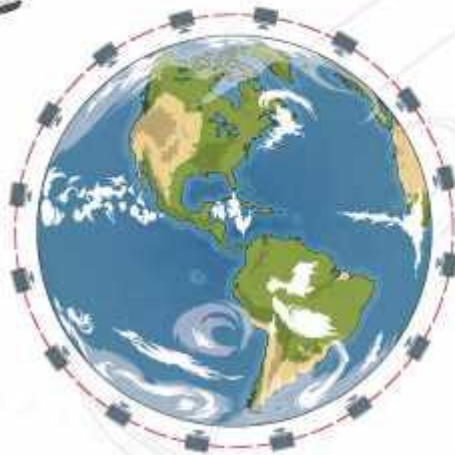


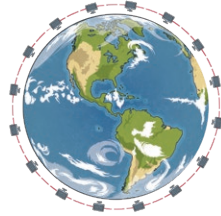
Strategic Searching Online



Strategic Searching Online



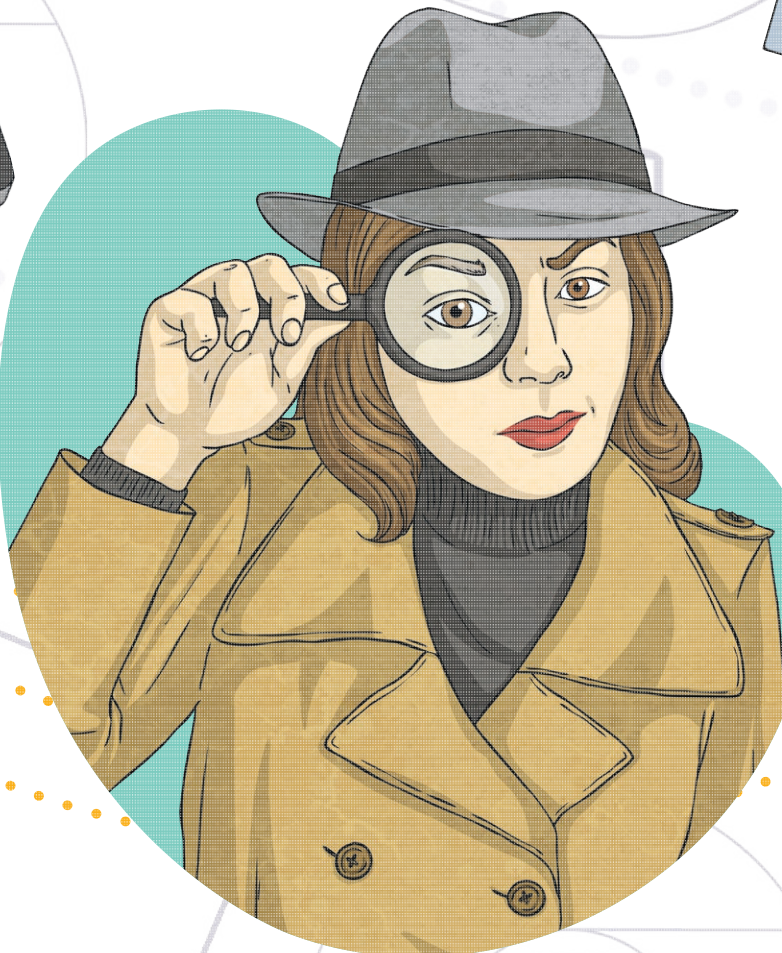
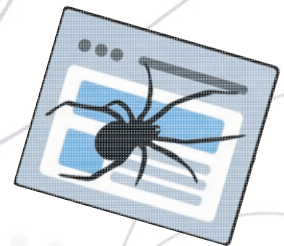
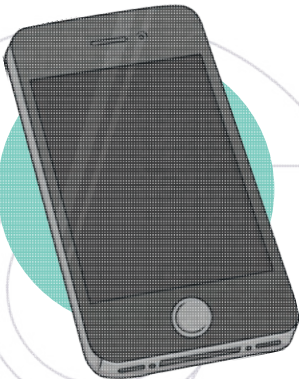
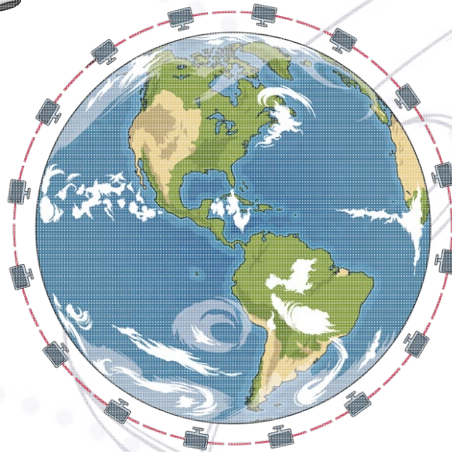
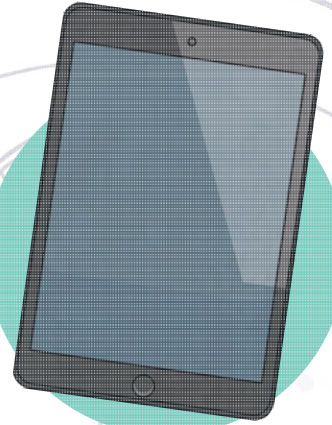
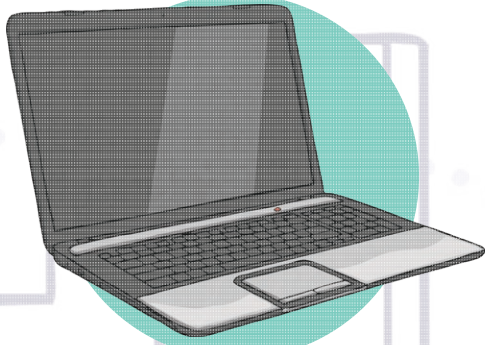
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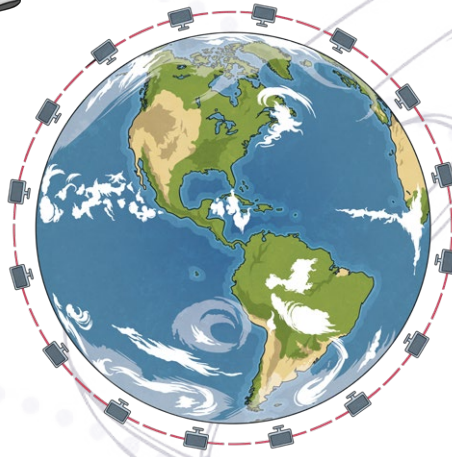
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Strategic Searching Online



Strategic Searching Online



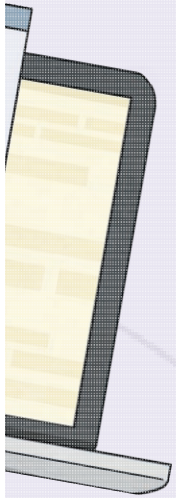


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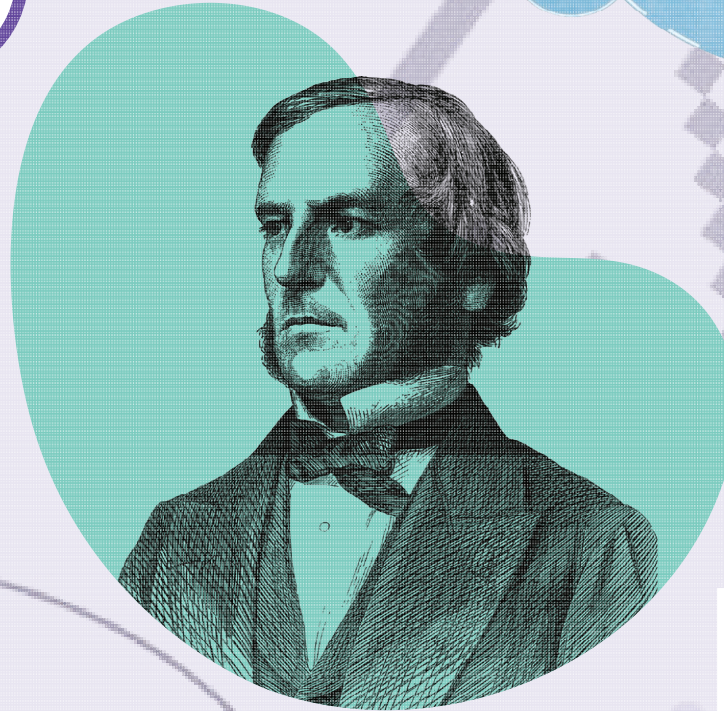
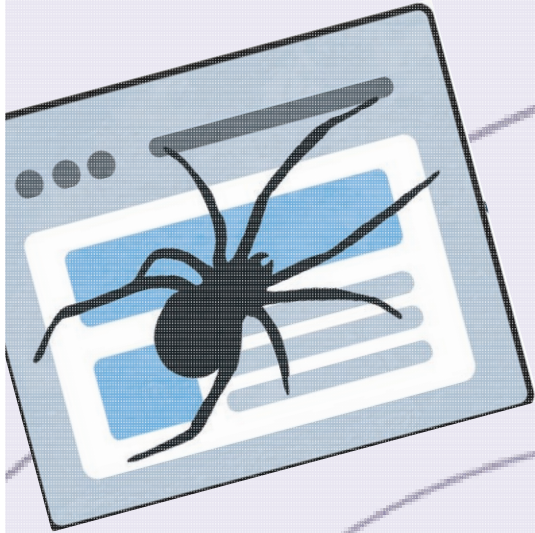


Strategic Search

Online



thing





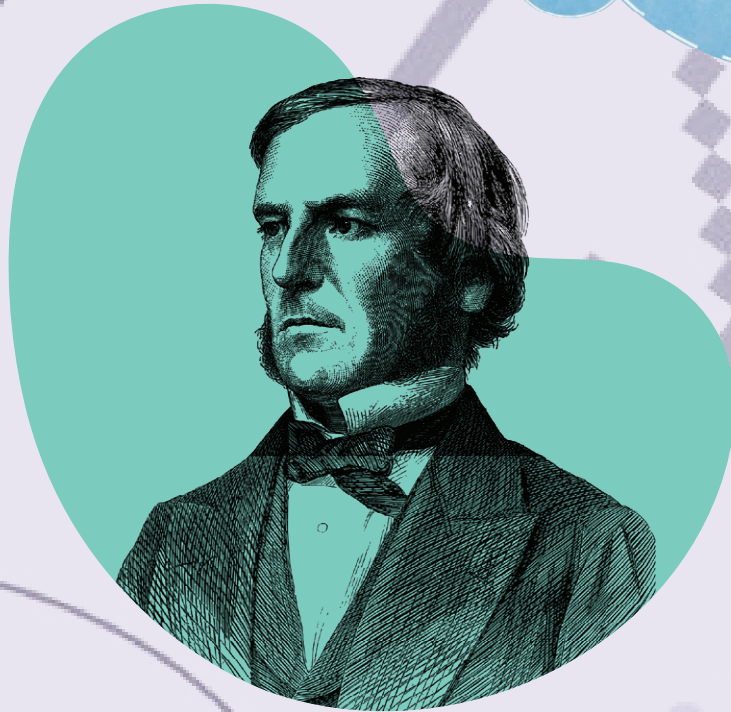
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Strategic Search Online



thing

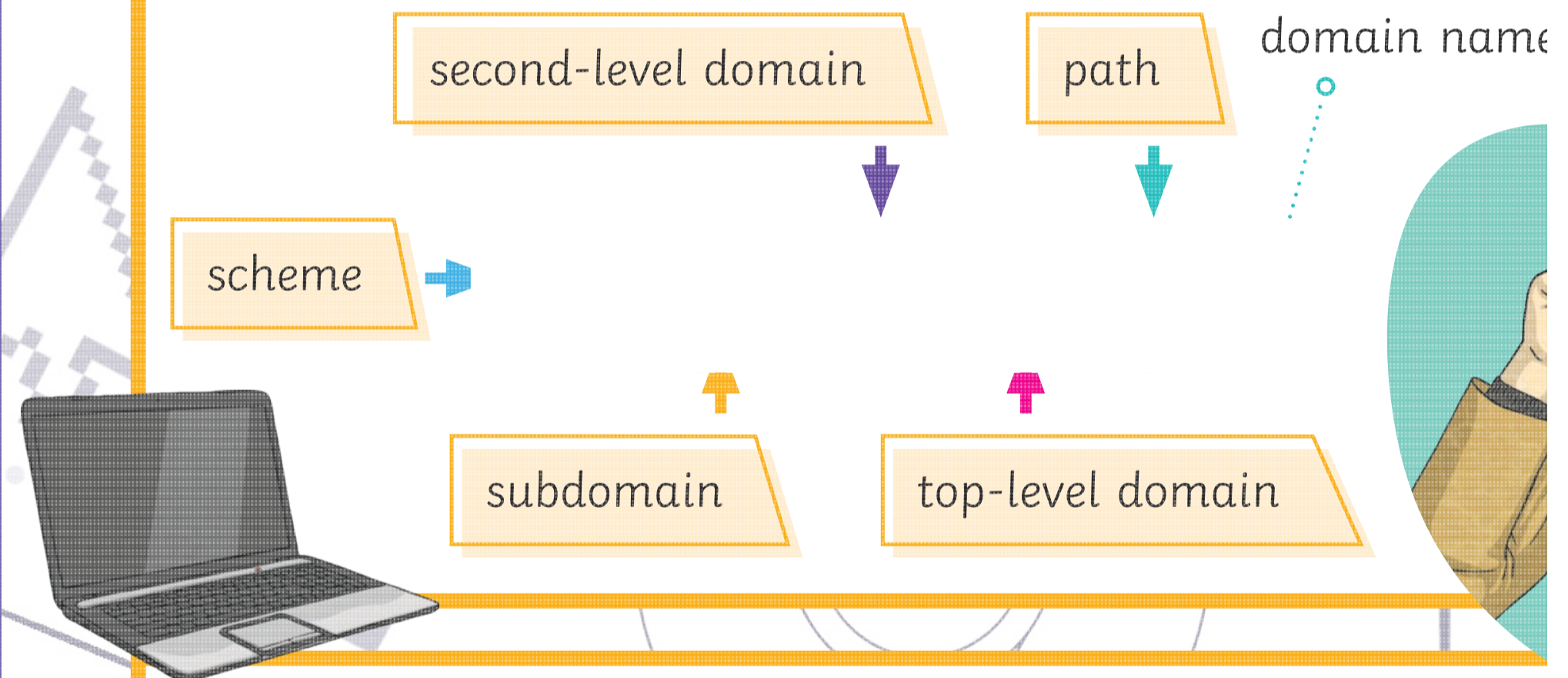


Strategic Search



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URL Components



Key Vocabulary

Internet

search engine

web browser

website

web page

Boolean operator

web crawler

Uniform Resource Locator (URL)

Hypertext Transfer Protocol (HTTP)

protocol

search engine index

Searching Online

Internet to help you find information via the World Wide Web, such as a group of words or a question.

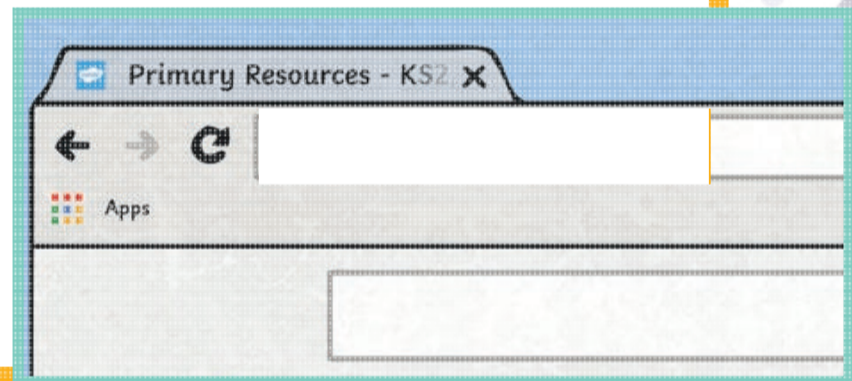


Websites and Web Pages

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hyperlink

search terms

search engine results page (SERP)

page rank

search engine optimisation (SEO)

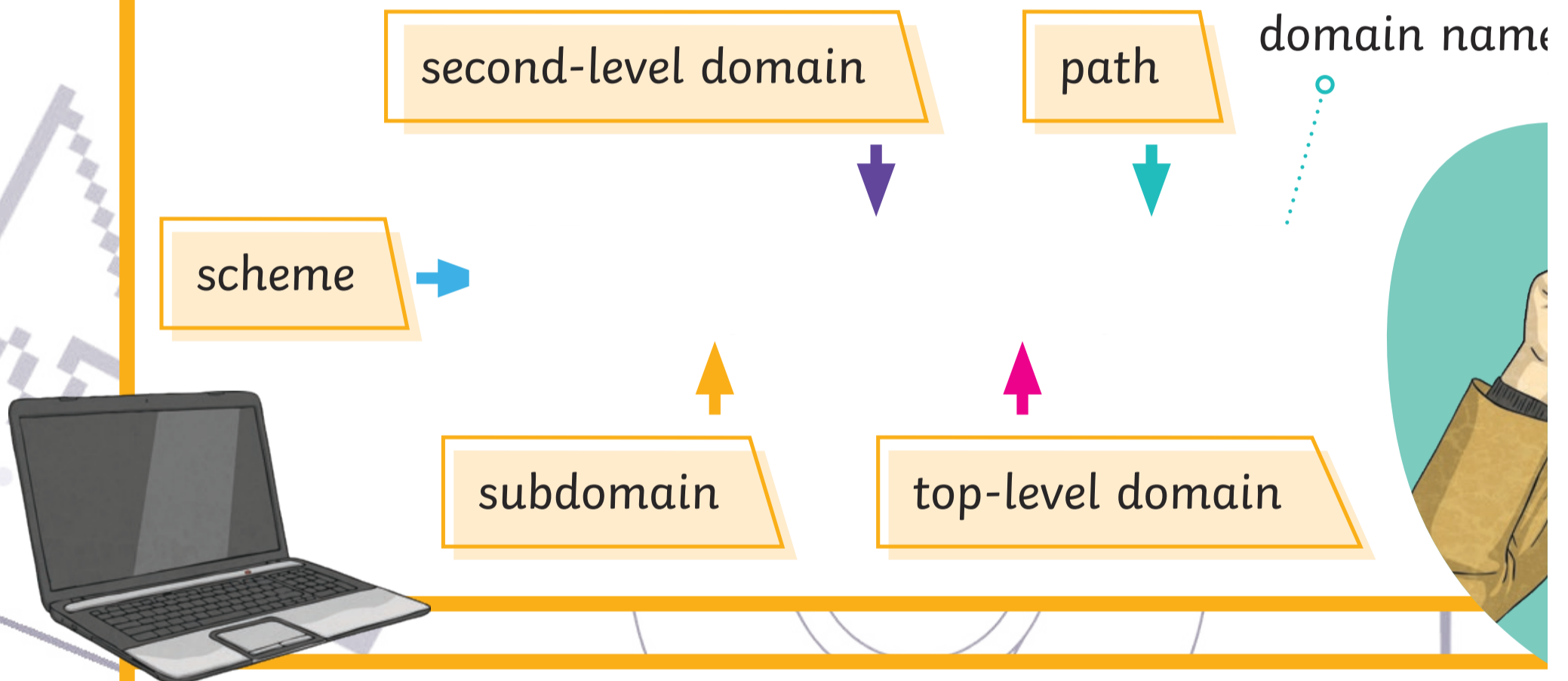


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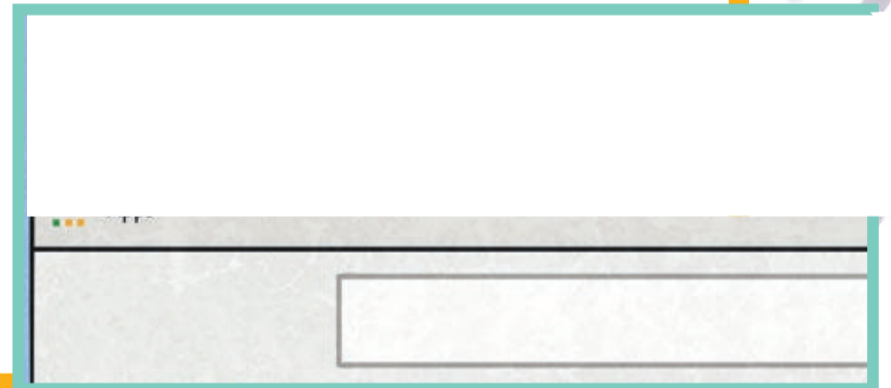


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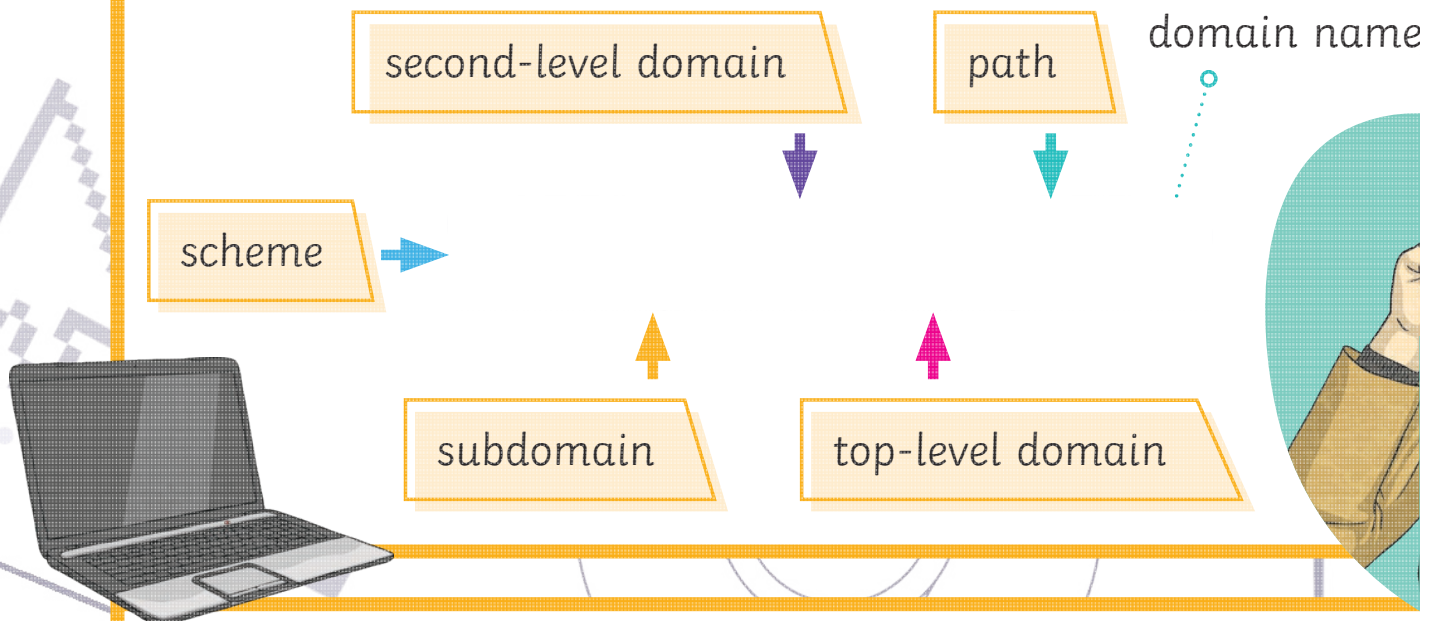


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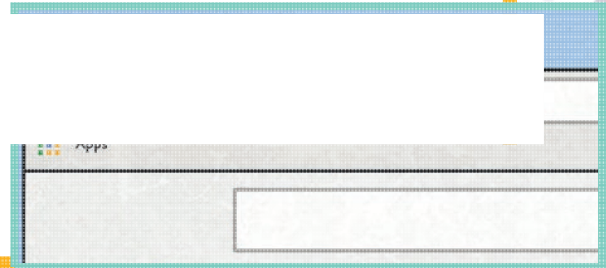


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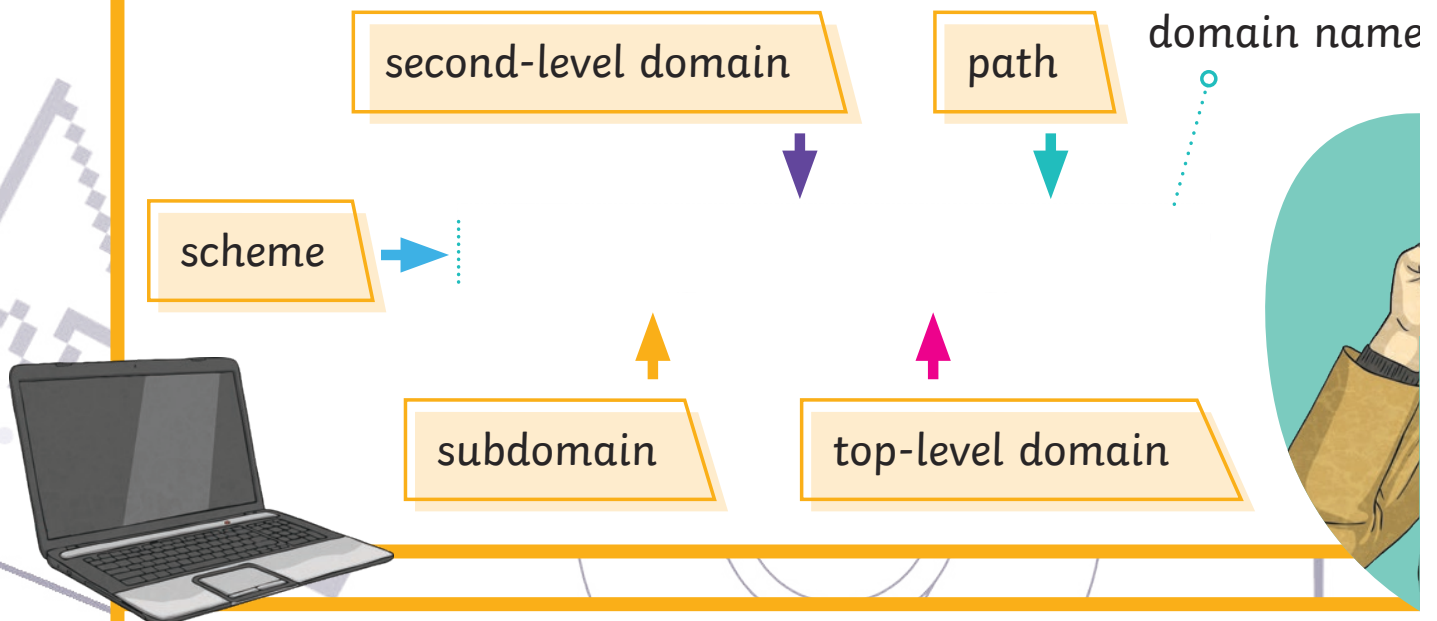


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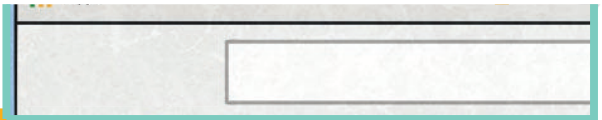


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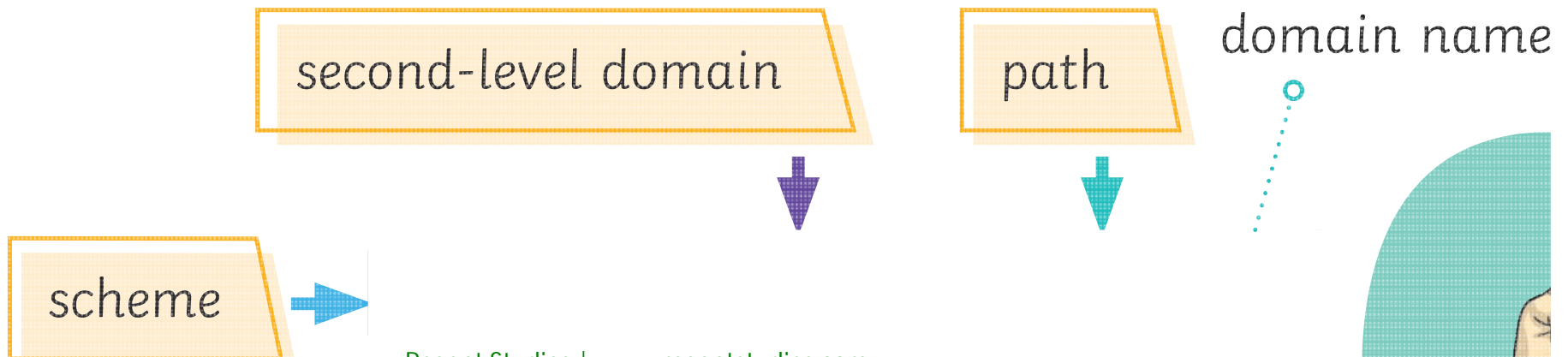


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ame



A web page is a specific page that is viewed on a

scheme

subdomain

top-level domain

Key Vocabulary

Internet

search engine

web browser

website

web page

Boolean operator

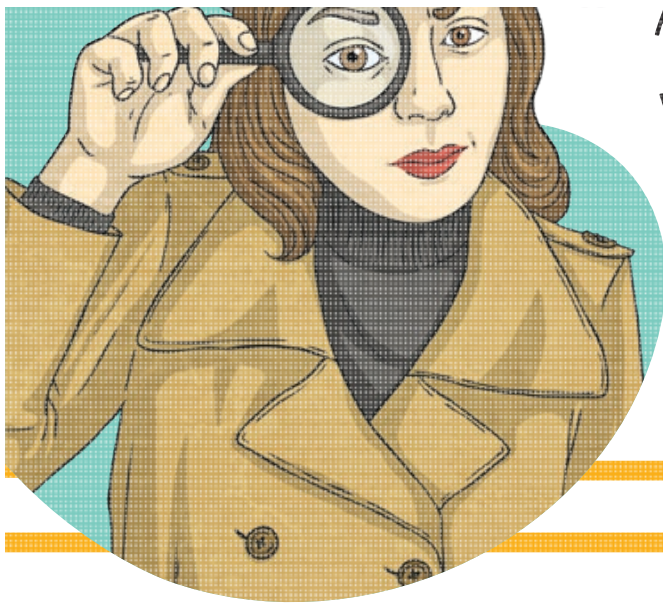
web crawler

Uniform Resource Locator (URL)

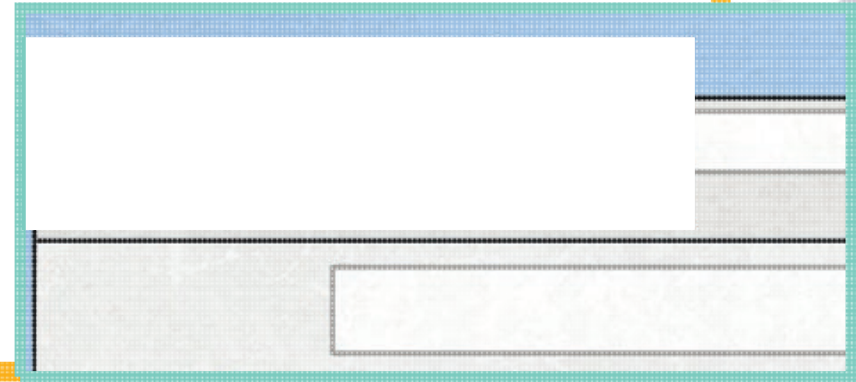
Hypertext Transfer Protocol (HTTP)

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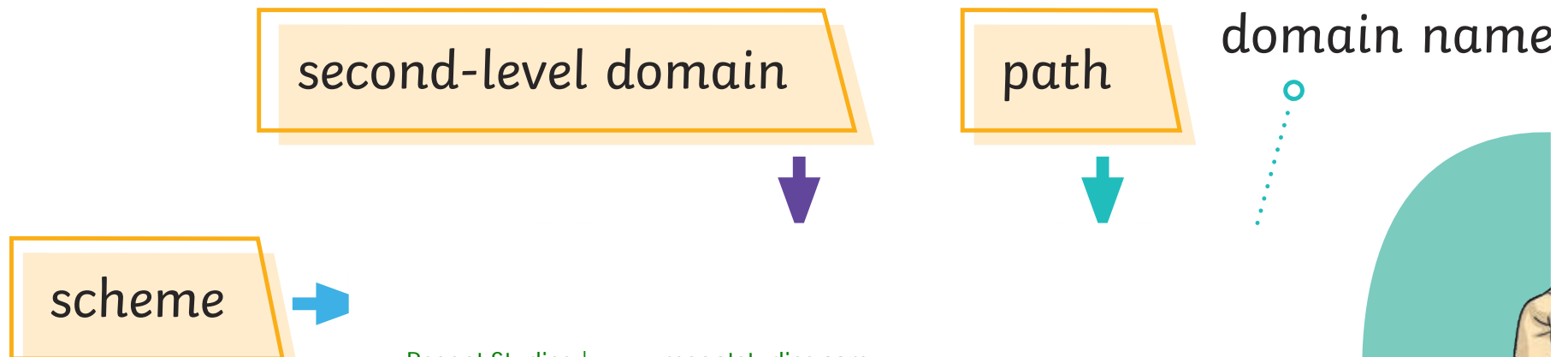


Strategic Search



A **search engine** is a service you use on the Internet. This requires a search term to be inputted.

URL Components



Searching Online

Use the Internet to help you find information via the World Wide Web. You can search for information, such as a group of words or a question.



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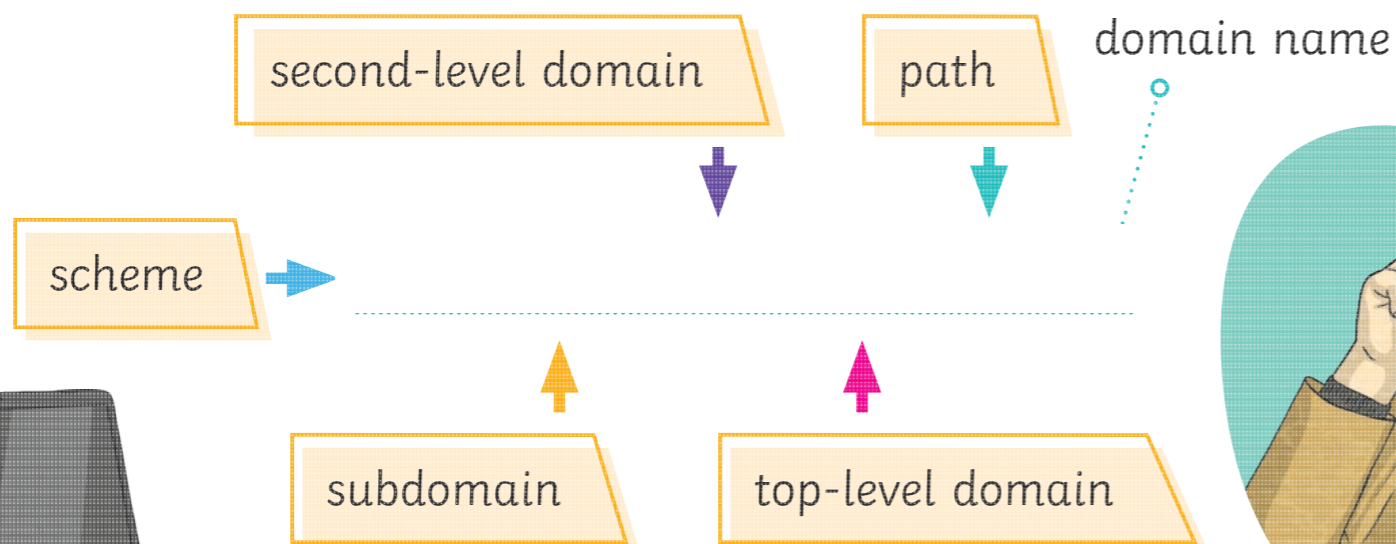
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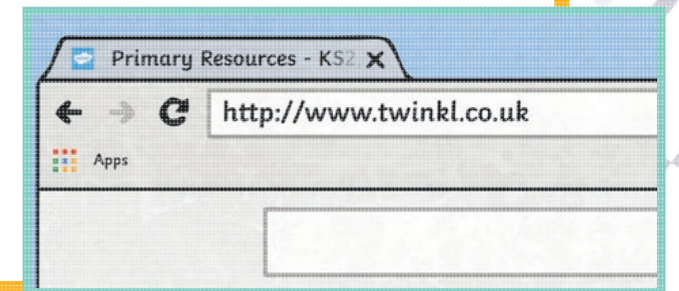
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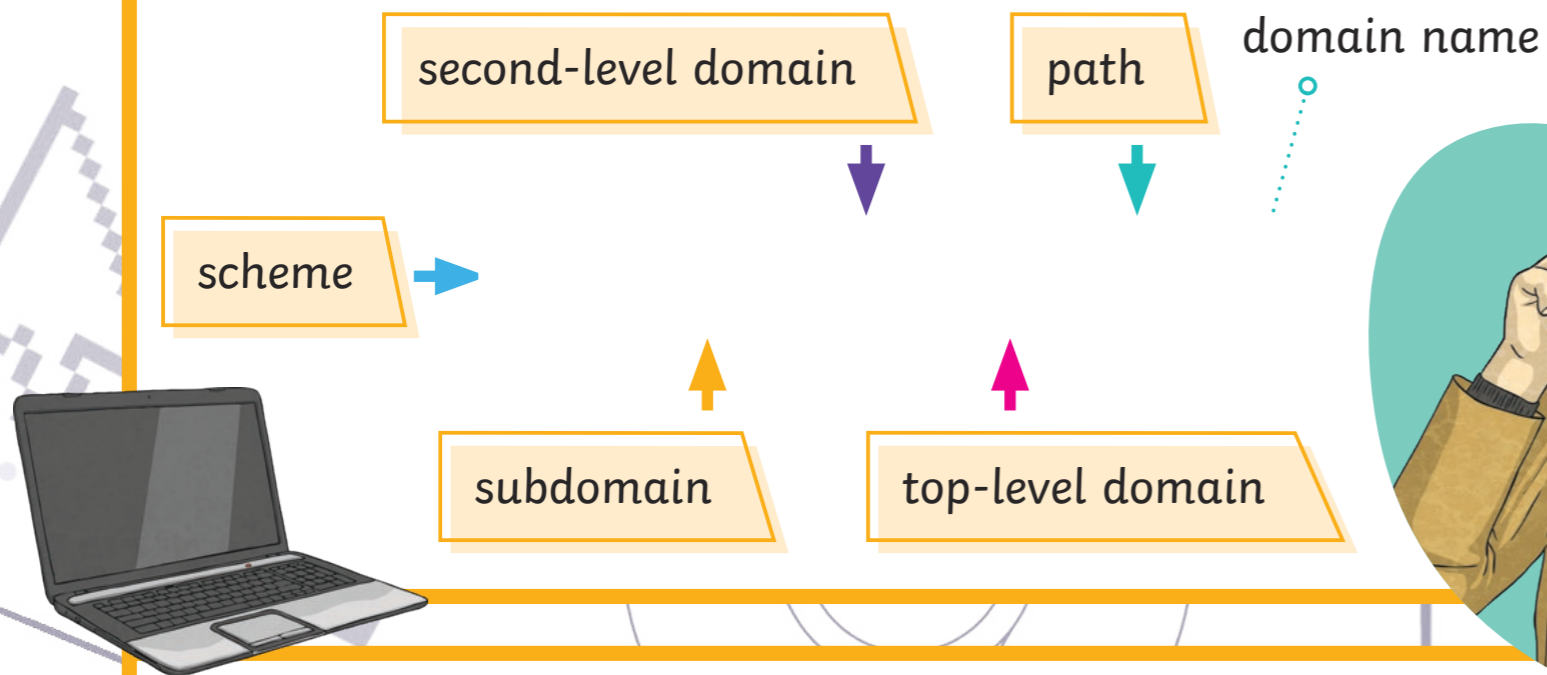
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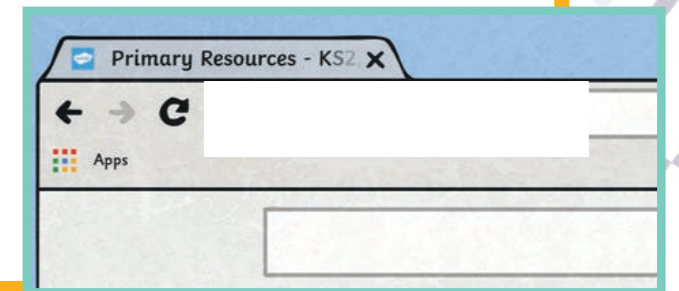
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- | | | |
|------------------|------------------------------------|-----------------------------------|
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| search engine | Uniform Resource Locator (URL) | search engine results page (SERP) |
| web browser | Hypertext Transfer Protocol (HTTP) | page rank |
| website | protocol | search engine optimisation (SEO) |
| web page | search engine index | |
| Boolean operator | hyperlink | |



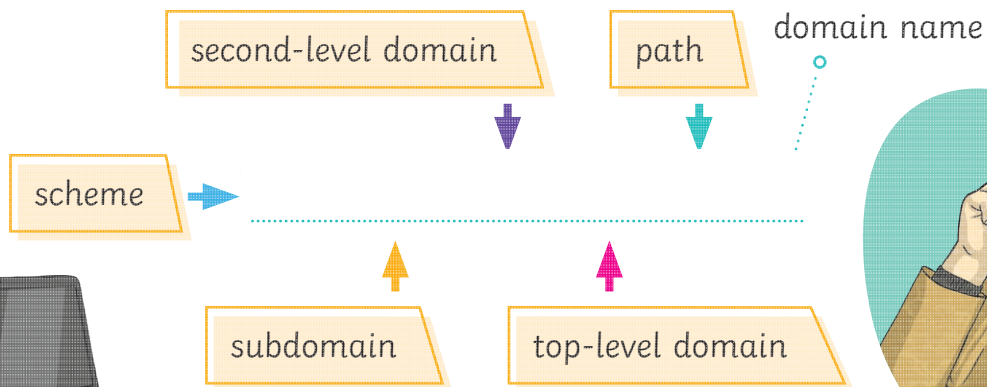
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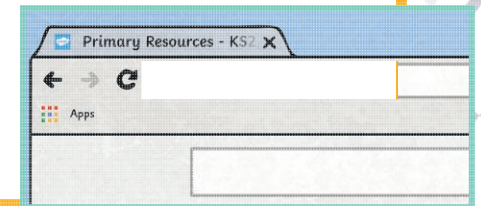
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Key Vocabulary

Internet	Boolean operator	hyperlink
search engine	web crawler	search terms
web browser	Uniform Resource Locator (URL)	search engine results page (SERP)
website	Hypertext Transfer Protocol (HTTP)	page rank
web page	protocol	search engine optimisation (SEO)
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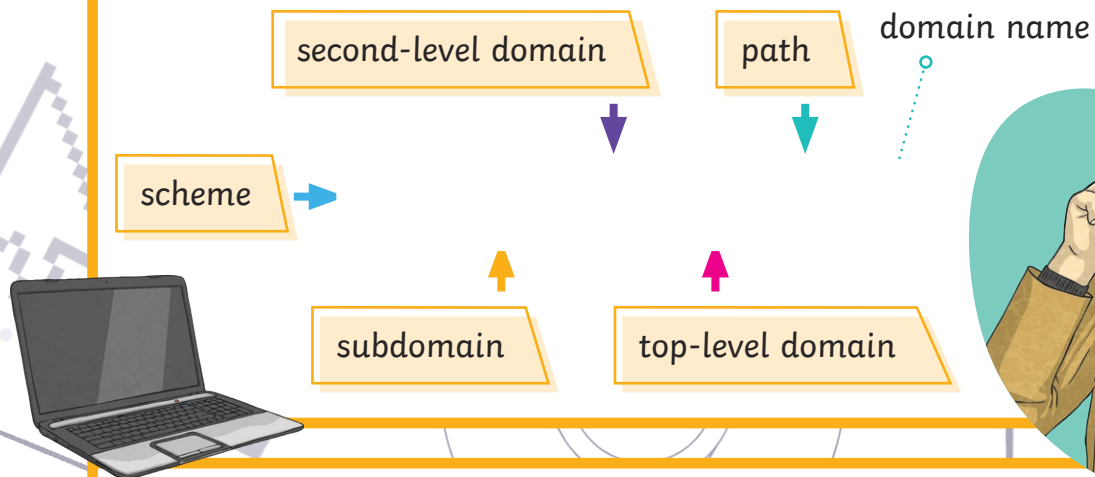
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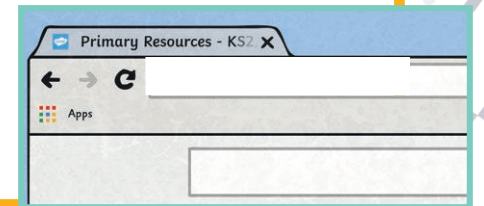
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web page	search engine index	
Boolean operator	hyperlink	

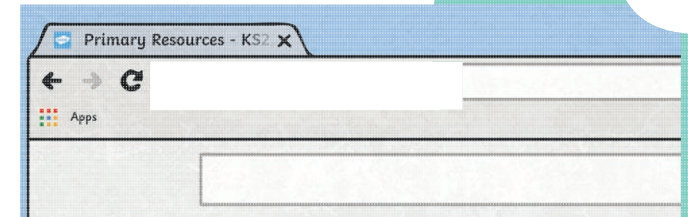


Strategic Searching Online

Fact Cards

Strategic Searching Online

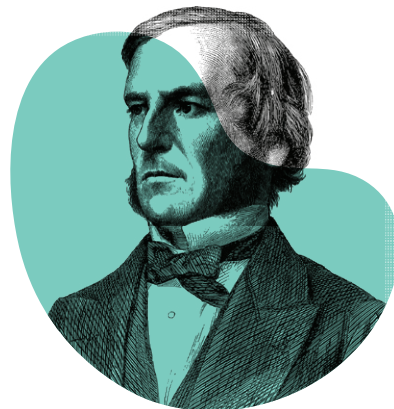
Search engines have their own index of web pages. A search engine index is where information about a web page is stored once a web crawler program has 'crawled' the website. Each search engine has its own index of web pages.



Strategic Searching Online

Boolean operators can be used to refine a search. The three basic Boolean operators are: AND, NOT and OR.

NOT
AND
OR



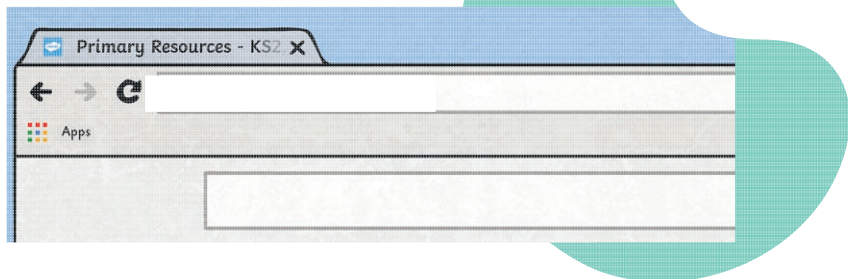
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A search engine is an online tool that makes it easier for you to find a website or information based on an input.



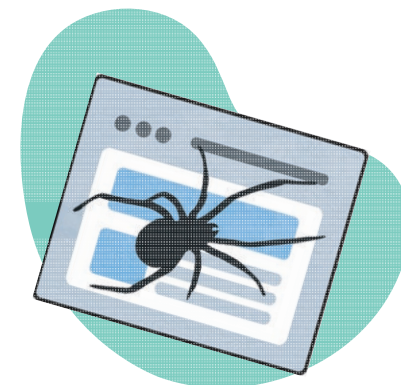
Strategic Searching Online

A web browser allows you access to the Internet. Once you are online, a search engine can be used within your web browser to search the World Wide Web.



Strategic Searching Online

Web crawler software used is used to crawl web pages. They move between links on websites. The information collected by web crawlers creates an index for the search engine.



Strategic Searching Online

Web pages in a returned search are ranked by a page ranking program. Each search engine has its own page ranking program.



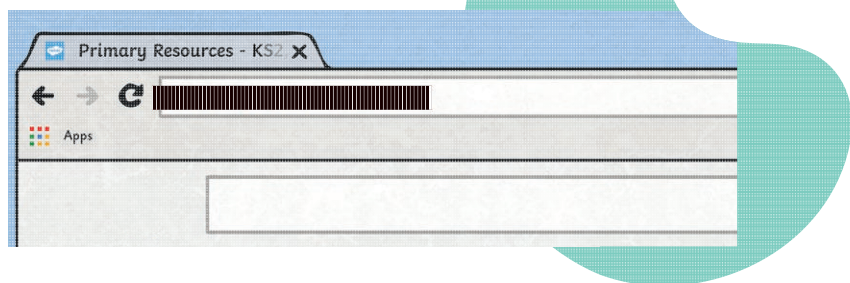
Strategic Searching Online

A secure website means that any information you input into it becomes encrypted. HTTPS and/or a padlock to the left of the URL show that a website is secure.



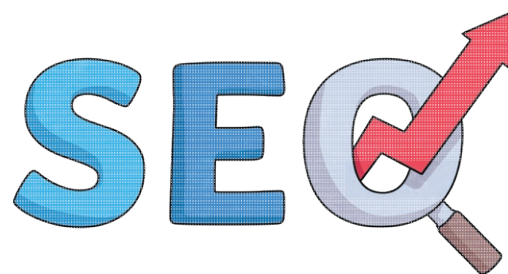
Strategic Searching Online

Search returns from a search engine can include web pages, images, videos, news articles and sponsored links.



Strategic Searching Online

Websites use search engine optimisation (SEO) to improve their page ranking.



Strategic Searching Online

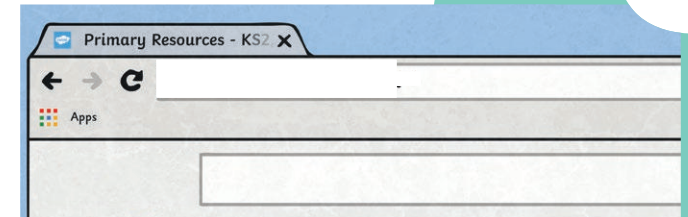
A website's URL is just like the address of a building. It is also split into multiple parts.

Strategic Searching Online

Fact Cards

Strategic Searching Online

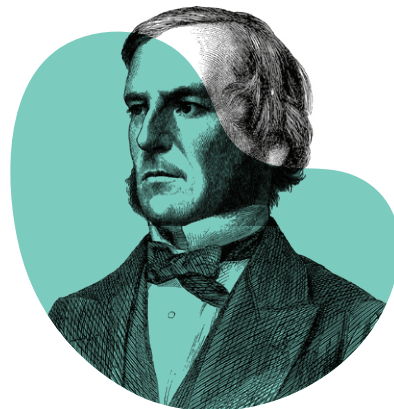
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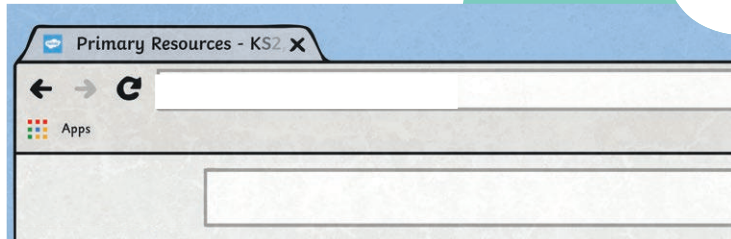
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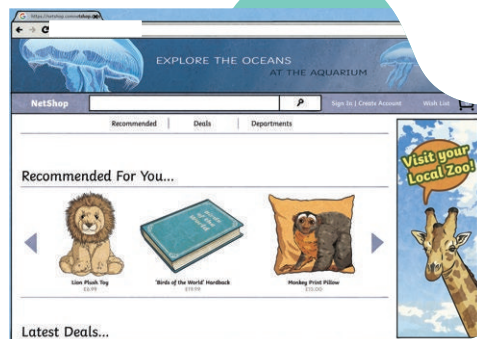
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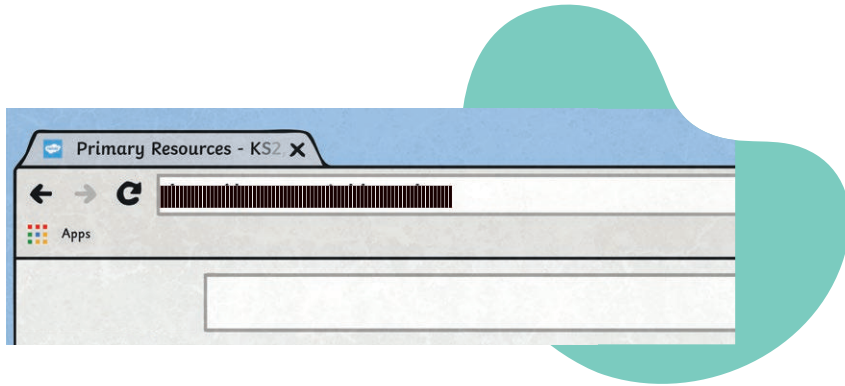
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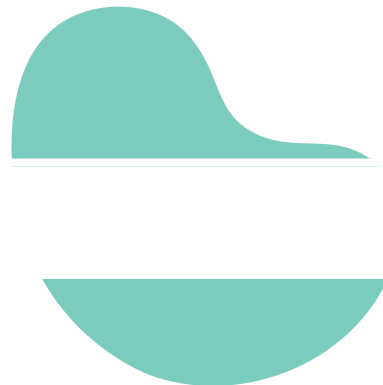
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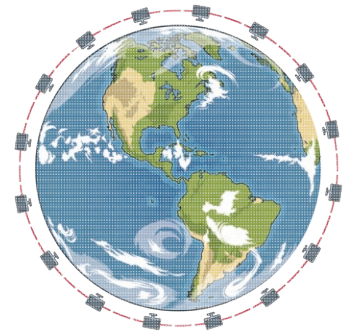
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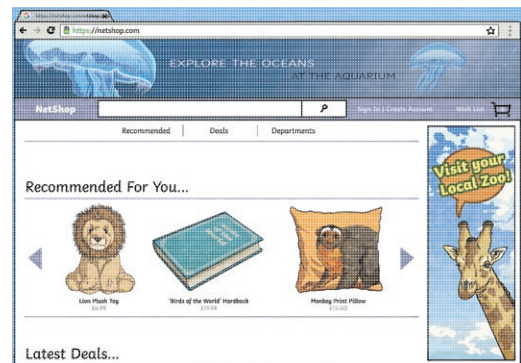
search engine



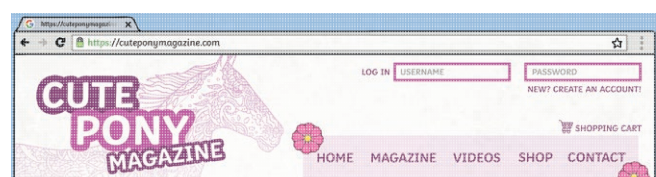
Internet



web page

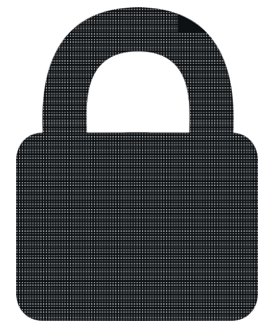


website



index

secure



protocol

search engine



optimisation (SEO)

ranking

trusted



web crawlers



Boolean
operator

NOT

AND

OR

refine

top-level domain

second-level
domain

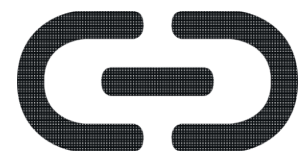
subdomain

web browser



Uniform Resource
Locator (URL)

hyperlink



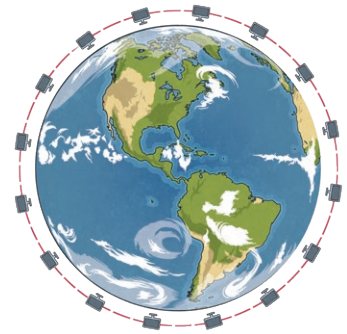
search terms

search engine results page (SERP)

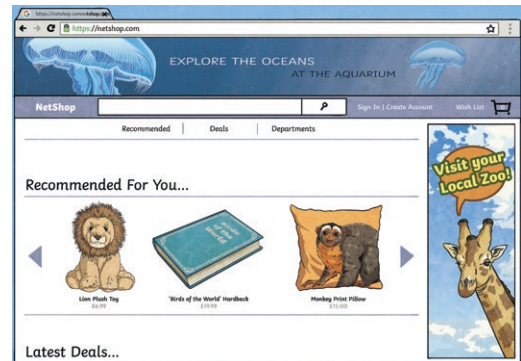
search engine



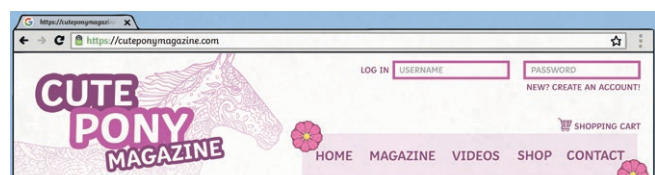
Internet



web page



website



index

secure



protocol

search engine



optimisation (SEO)

ranking

trusted



web crawlers



Boolean
operator

NOT

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refine

top-level domain

**second-level
domain**

subdomain

web browser



**Uniform Resource
Locator (URL)**

hyperlink



search terms

search engine results page (SERP)

Strategic Searching Online

g	w	e	b	p	a	g	e	w	a	n	b	v	d	s	i	u
h	e	r	e	h	o	p	t	i	m	i	s	a	t	i	o	n
y	b	s	g	j	h	g	v	j	t	r	u	s	t	e	d	i
u	s	e	s	a	q	w	e	d	q	s	k	z	s	j	k	i
j	i	a	p	l	i	k	u	s	u	b	d	o	m	a	i	n
n	t	r	a	n	k	i	n	g	n	r	o	y	n	b	b	k
m	e	c	a	g	y	n	h	g	t	o	p	r	j	r	v	i
k	u	h	x	o	p	t	g	k	y	w	e	t	i	e	c	l
l	g	e	q	l	k	e	t	j	u	s	r	p	k	f	s	h
c	d	n	h	u	u	r	g	h	h	e	a	l	t	i	e	d
r	v	g	a	y	y	n	e	e	d	r	t	o	r	n	d	f
a	e	i	s	g	t	e	d	d	s	b	o	o	l	e	a	n
w	i	n	d	e	x	t	r	s	w	s	r	y	f	y	u	s
l	w	e	j	y	t	y	u	o	a	q	a	r	e	h	r	q
e	q	y	u	p	r	o	t	o	c	o	l	y	s	y	d	a
r	y	h	n	i	h	o	i	k	s	e	c	u	r	e	w	s
s	j	m	l	o	k	u	y	g	t	d	w	s	w	s	q	w



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h	e	r	e	h	o	p	t	i	m	i	s	a	t	i	o	n
y	b	s	g	j	h	g	v	j	t	r	u	s	t	e	d	i
u	s	e	s	a	q	w	e	d	q	s	k	z	s	j	k	i
j	i	a	p	l	i	k	u	s	u	b	d	o	m	a	i	n
n	t	r	a	n	k	i	n	g	n	r	o	y	n	b	b	k
m	e	c	a	g	y	n	h	g	t	o	p	r	j	r	v	i
k	u	h	x	o	p	t	g	k	y	w	e	t	i	e	c	l
l	g	e	q	l	k	e	t	j	u	s	r	p	k	f	s	h
c	d	n	h	u	u	r	g	h	h	e	a	l	t	i	e	d
r	v	g	a	y	y	n	e	e	d	r	t	o	r	n	d	f
a	e	i	s	g	t	e	d	d	s	b	o	o	l	e	a	n
w	i	n	d	e	x	t	r	s	w	s	r	y	f	y	u	s
l	w	e	j	y	t	y	u	o	a	q	a	r	e	h	r	q
e	q	y	u	p	r	o	t	o	c	o	l	y	s	y	d	a
r	y	h	n	i	h	o	i	k	s	e	c	u	r	e	w	s
s	j	m	l	o	k	u	y	g	t	d	w	s	w	s	q	w



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h	e	r	e	h	o	p	t	i	m	i	s	a	t	i	o	n
y	b	s	g	j	h	g	v	j	t	r	u	s	t	e	d	i
u	s	e	s	a	q	w	e	d	q	s	k	z	s	j	k	i
j	i	a	p	l	i	k	u	s	u	b	d	o	m	a	i	n
n	t	r	a	n	k	i	n	g	n	r	o	y	n	b	b	k
m	e	c	a	g	y	n	h	g	t	o	p	r	j	r	v	i
k	u	h	x	o	p	t	g	k	y	w	e	t	i	e	c	l
l	g	e	q	l	k	e	t	j	u	s	r	p	k	f	s	h
c	d	n	h	u	u	r	g	h	h	e	a	l	t	i	e	d
r	v	g	a	y	y	n	e	e	d	r	t	o	r	n	d	f
a	e	i	s	g	t	e	d	d	s	b	o	o	l	e	a	n
w	i	n	d	e	x	t	r	s	w	s	r	y	f	y	u	s
l	w	e	j	y	t	y	u	o	a	q	a	r	e	h	r	q
e	q	y	u	p	r	o	t	o	c	o	l	y	s	y	d	a
r	y	h	n	i	h	o	i	k	s	e	c	u	r	e	w	s
s	j	m	l	o	k	u	y	g	t	d	w	s	w	s	q	w



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h	e	r	e	h	o	p	t	i	m	i	s	a	t	i	o	n
y	b	s	g	j	h	g	v	j	t	r	u	s	t	e	d	i
u	s	e	s	a	q	w	e	d	q	s	k	z	s	j	k	i
j	i	a	p	l	i	k	u	s	u	b	d	o	m	a	i	n
n	t	r	a	n	k	i	n	g	n	r	o	y	n	b	b	k
m	e	c	a	g	y	n	h	g	t	o	p	r	j	r	v	i
k	u	h	x	o	p	t	g	k	y	w	e	t	i	e	c	l
l	g	e	q	l	k	e	t	j	u	s	r	p	k	f	s	h
c	d	n	h	u	u	r	g	h	h	e	a	l	t	i	e	d
r	v	g	a	y	y	n	e	e	d	r	t	o	r	n	d	f
a	e	i	s	g	t	e	d	d	s	b	o	o	l	e	a	n
w	i	n	d	e	x	t	r	s	w	s	r	y	f	y	u	s
l	w	e	j	y	t	y	u	o	a	q	a	r	e	h	r	q
e	q	y	u	p	r	o	t	o	c	o	l	y	s	y	d	a
r	y	h	n	i	h	o	i	k	s	e	c	u	r	e	w	s
s	j	m	l	o	k	u	y	g	t	d	w	s	w	s	q	w



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h	e	r	e	h	o	p	t	i	m	i	s	a	t	i	o	n
y	b	s	g	j	h	g	v	j	t	r	u	s	t	e	d	i
u	s	e	s	a	q	w	e	d	q	s	k	z	s	j	k	i
j	i	a	p	l	i	k	u	s	u	b	d	o	m	a	i	n
n	t	r	a	n	k	i	n	g	n	r	o	y	n	b	b	k
m	e	c	a	g	y	n	h	g	t	o	p	r	j	r	v	i
k	u	h	x	o	p	t	g	k	y	w	e	t	i	e	c	l
l	g	e	q	l	k	e	t	j	u	s	r	p	k	f	s	h
c	d	n	h	u	u	r	g	h	h	e	a	l	t	i	e	d
r	v	g	a	y	y	n	e	e	d	r	t	o	r	n	d	f
a	e	i	s	g	t	e	d	d	s	b	o	o	l	e	a	n
w	i	n	d	e	x	t	r	s	w	s	r	y	f	y	u	s
l	w	e	j	y	t	y	u	o	a	q	a	r	e	h	r	q
e	q	y	u	p	r	o	t	o	c	o	l	y	s	y	d	a
r	y	h	n	i	h	o	i	k	s	e	c	u	r	e	w	s
s	j	m	l	o	k	u	y	g	t	d	w	s	w	s	q	w



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h	e	r	e	h	o	p	t	i	m	i	s	a	t	i	o	n
y	b	s	g	j	h	g	v	j	t	r	u	s	t	e	d	i
u	s	e	s	a	q	w	e	d	q	s	k	z	s	j	k	i
j	i	a	p	l	i	k	u	s	u	b	d	o	m	a	i	n
n	t	r	a	n	k	i	n	g	n	r	o	y	n	b	b	k
m	e	c	a	g	y	n	h	g	t	o	p	r	j	r	v	i
k	u	h	x	o	p	t	g	k	y	w	e	t	i	e	c	l
l	g	e	q	l	k	e	t	j	u	s	r	p	k	f	s	h
c	d	n	h	u	u	r	g	h	h	e	a	l	t	i	e	d
r	v	g	a	y	y	n	e	e	d	r	t	o	r	n	d	f
a	e	i	s	g	t	e	d	d	s	b	o	o	l	e	a	n
w	i	n	d	e	x	t	r	s	w	s	r	y	f	y	u	s
l	w	e	j	y	t	y	u	o	a	q	a	r	e	h	r	q
e	q	y	u	p	r	o	t	o	c	o	l	y	s	y	d	a
r	y	h	n	i	h	o	i	k	s	e	c	u	r	e	w	s
s	j	m	l	o	k	u	y	g	t	d	w	s	w	s	q	w



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