Computing

Strategic Searching Online



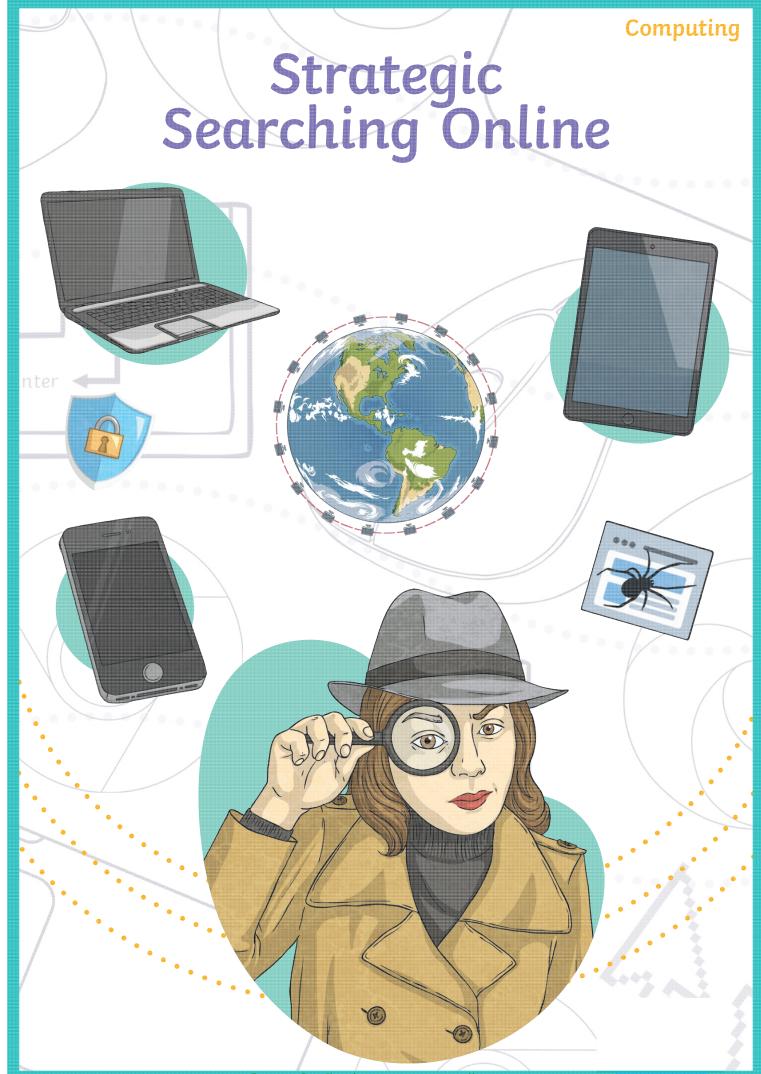
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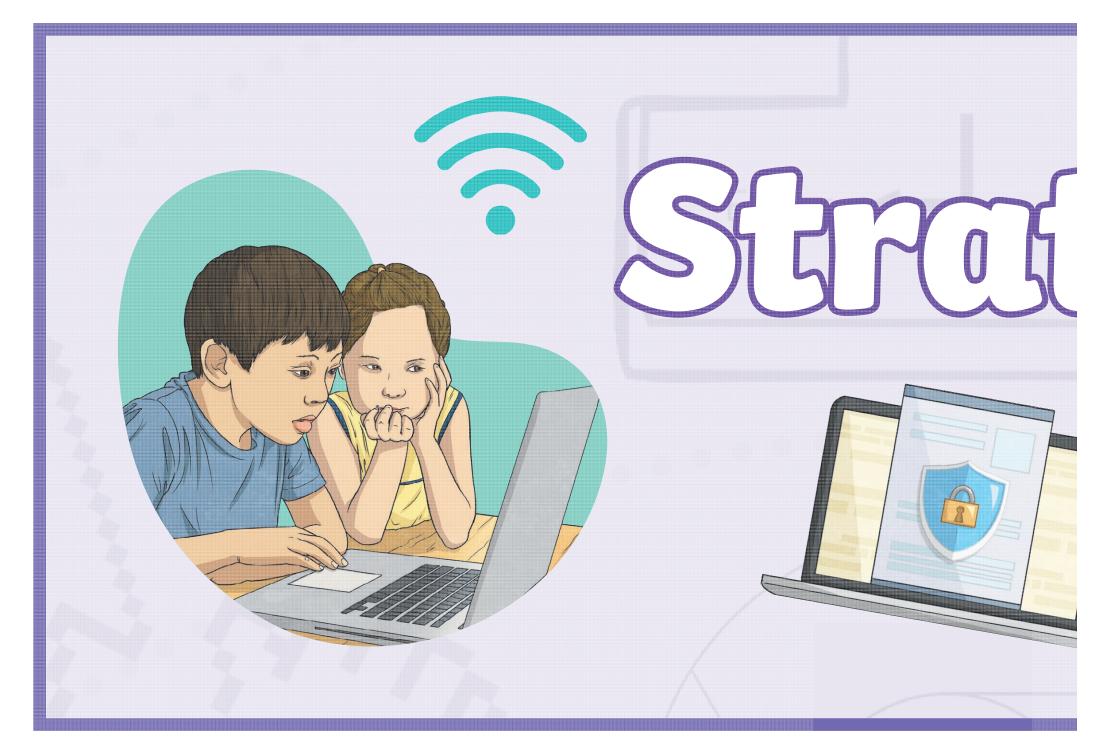
Computing











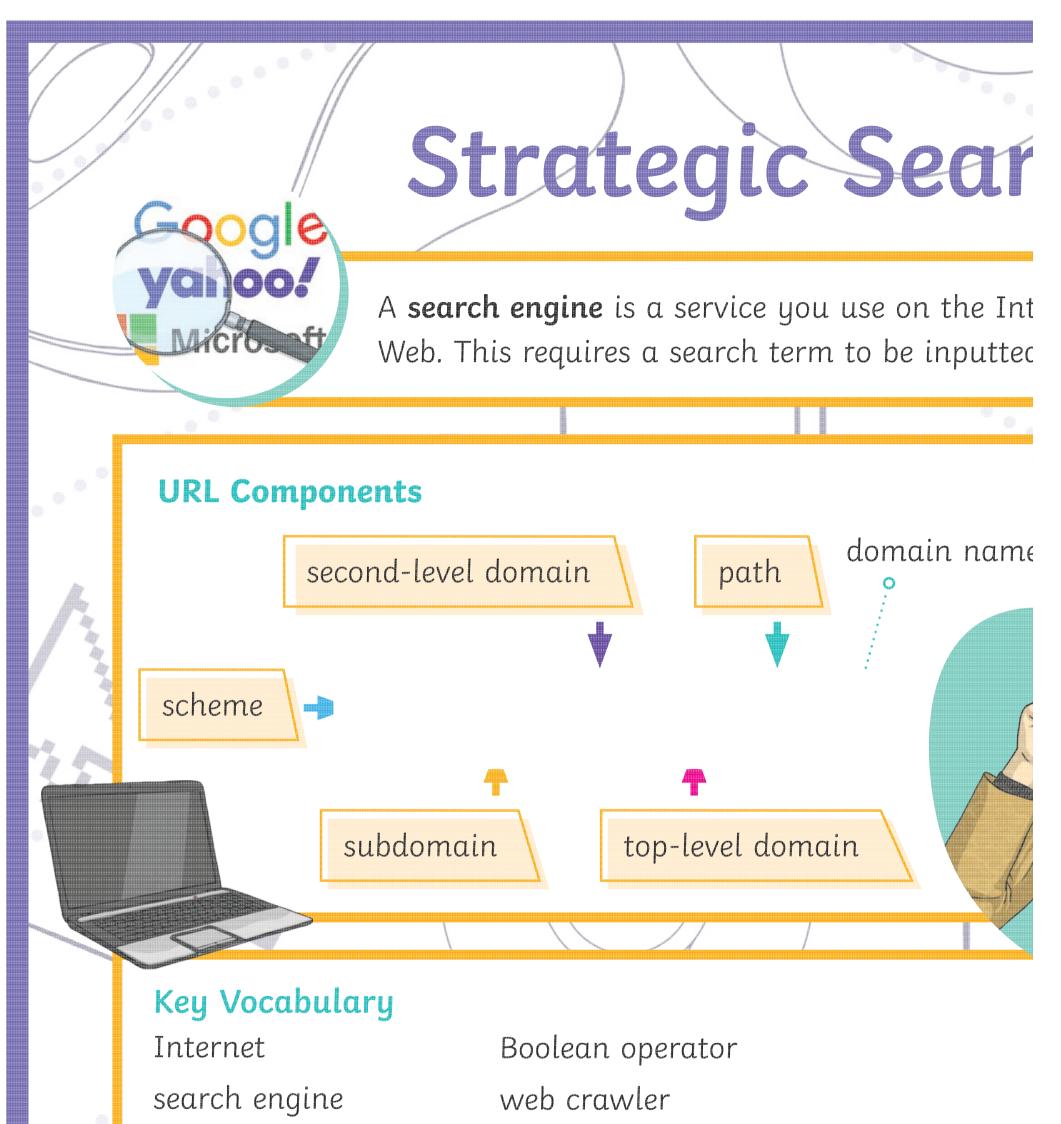


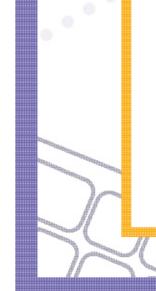












web browser

website

web page

Uniform Resource Locator (URL)

Hypertext Transfer Protocol (HTTP)

protocol

search engine index

Regent Studies | www.regentstudies.com

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

Websites and Web Pages

A website a collection of web pages grouped together. A website can contain multiple web pages.

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

> > Apps

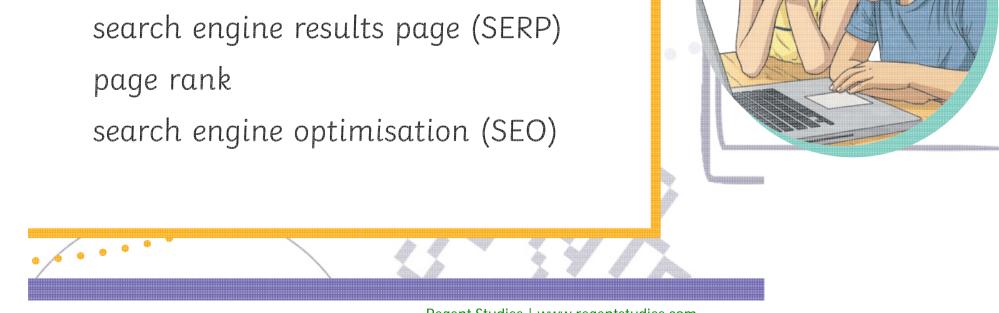
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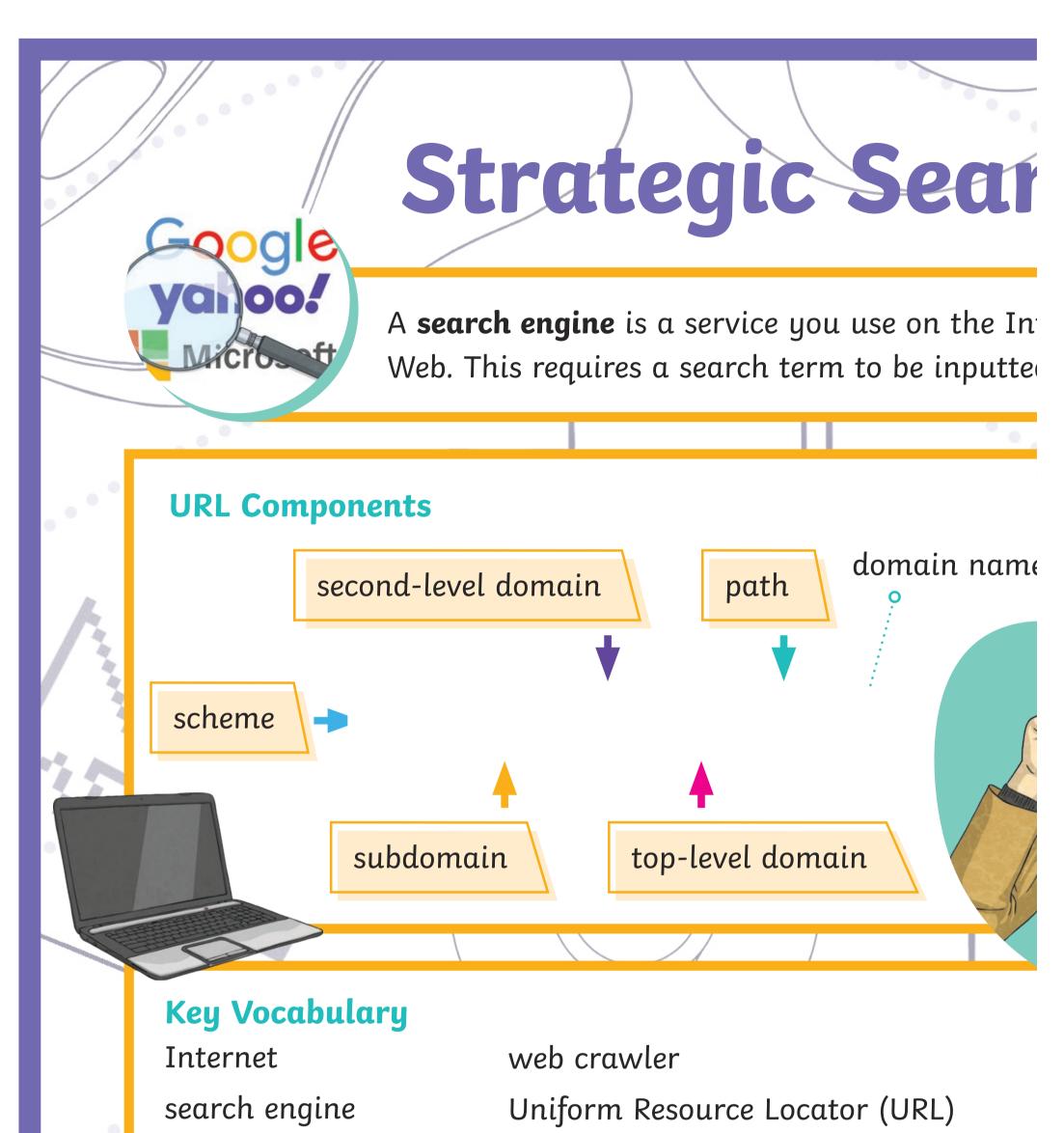
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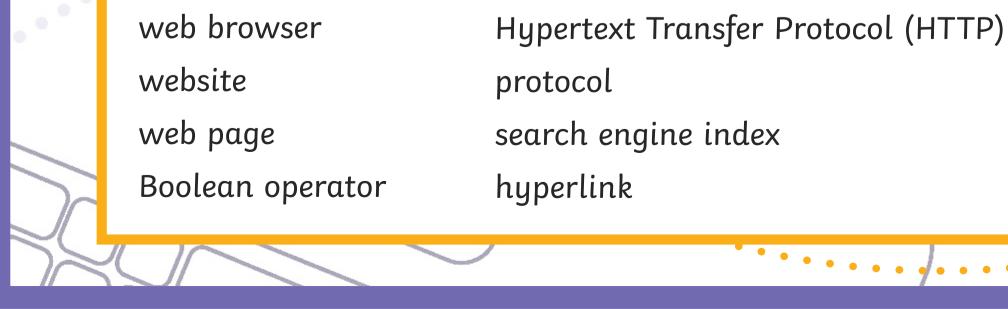
by entering a URL address.

hyperlink search terms

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Websites and Web Pages

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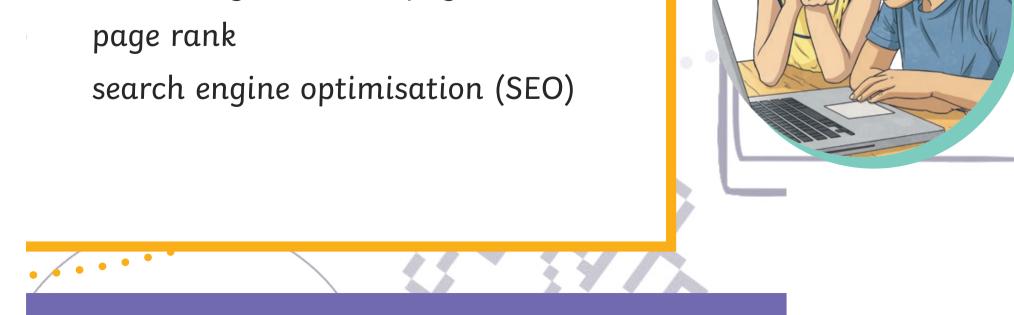
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search terms search engine results page (SERP)





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Websites and Web Pages

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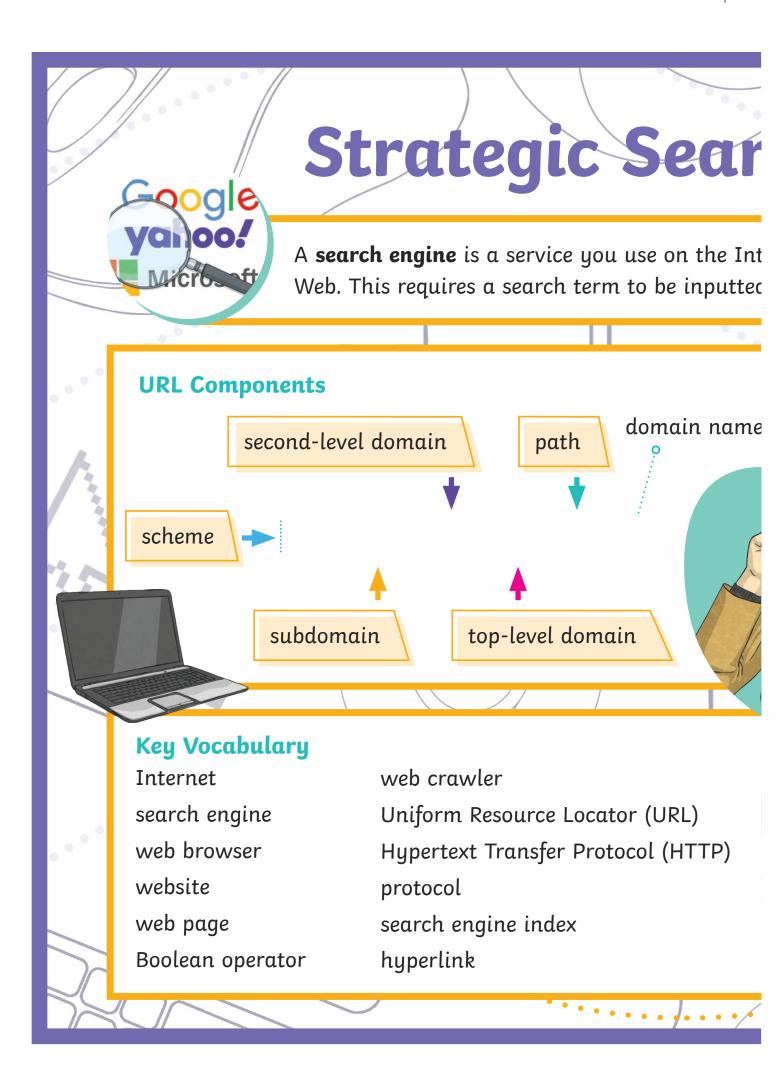
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hyperlink search terms search engine results page (SERP) page rank search engine optimisation (SEO)



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

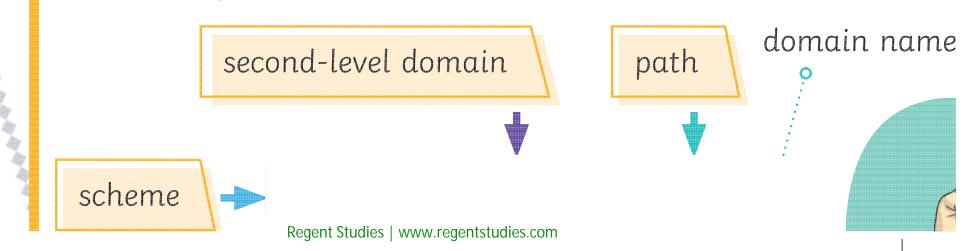
Websites and Web Pages A website a collection of web pages grouped together. A website can contain multiple web pages. A web page is a specific page that is web browser by entering a URL address. Search terms

- search engine results page (SERP)
-) page rank
 - search engine optimisation (SEO)

Strategic Sear

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

URL Components



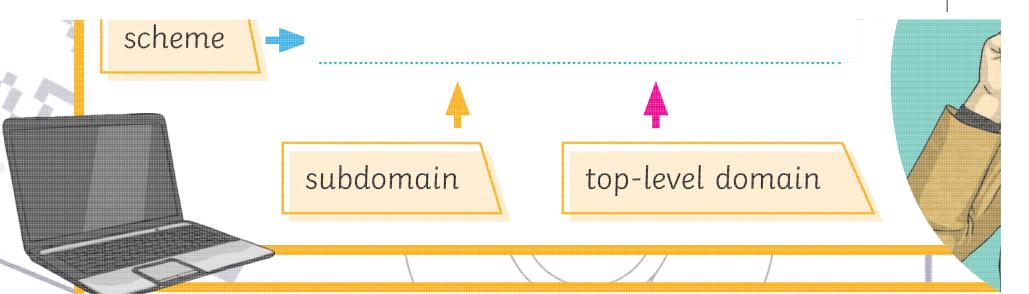
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Websites and Web Pages

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A web page is a specific page that is



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 hyperlink search terms search engine results page (SERP) page rank

search engine optimisation (SEO)

A web page is a specific page that is

viewed on a

web browser

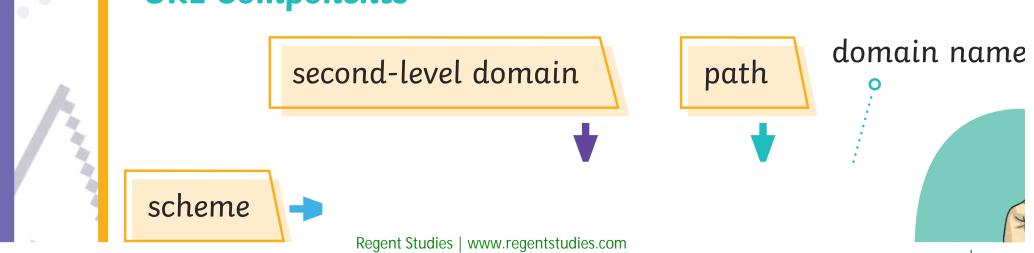
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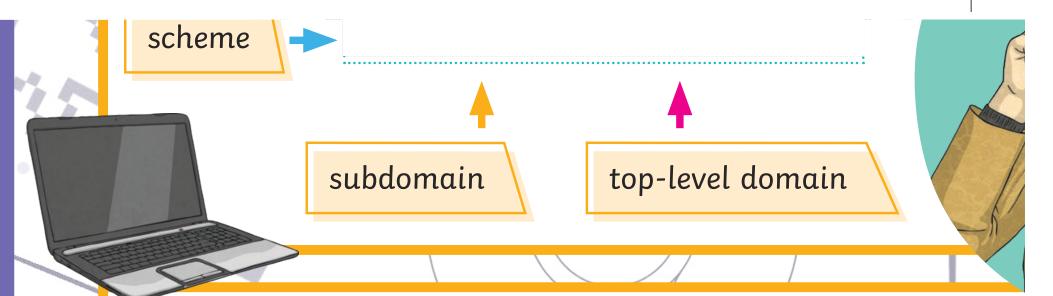
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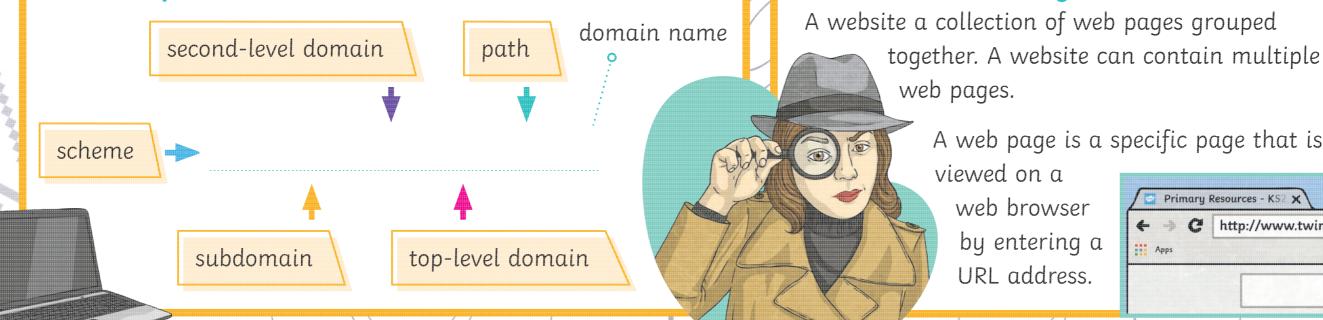
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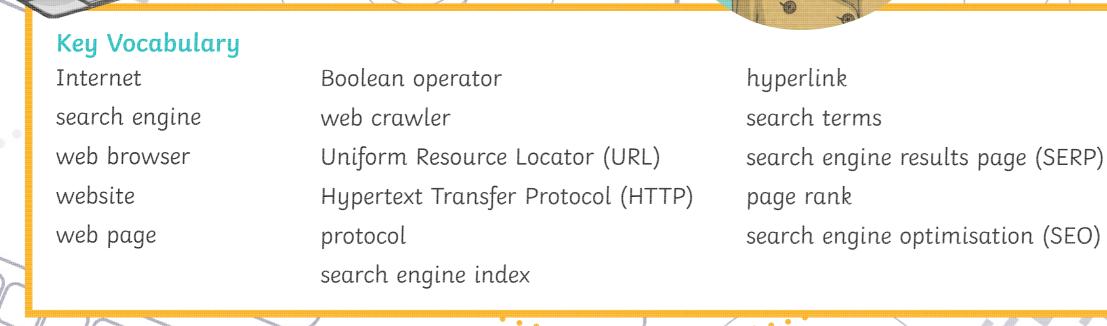
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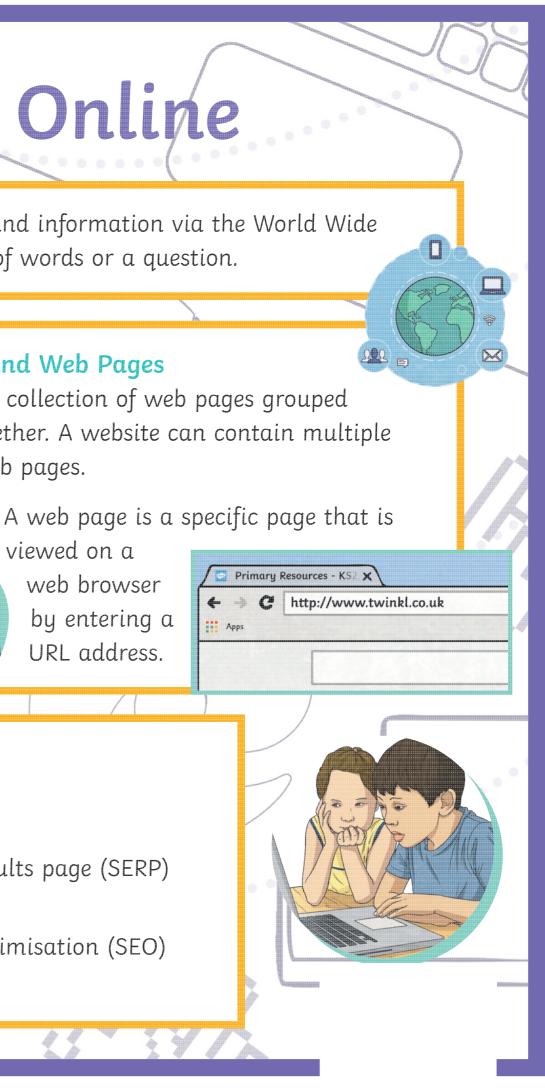
Websites and Web Pages



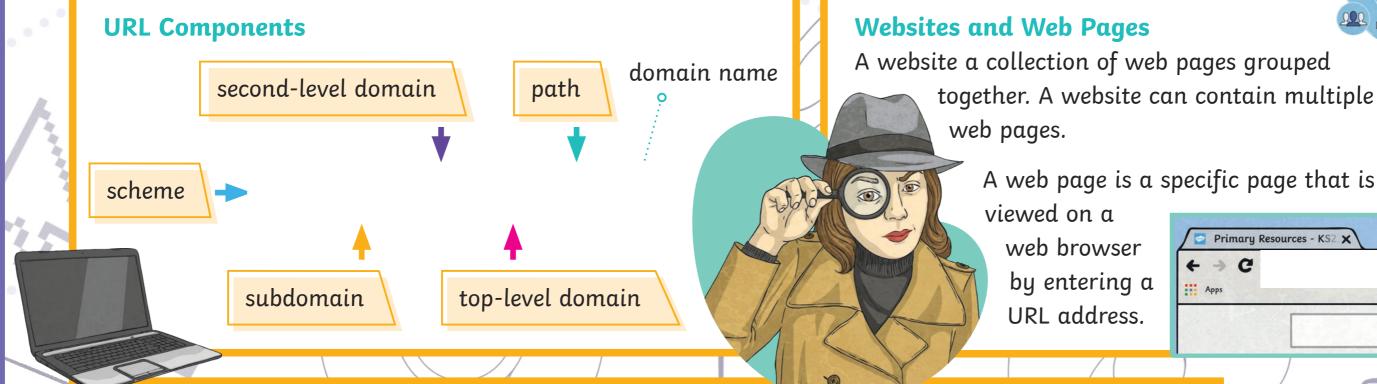
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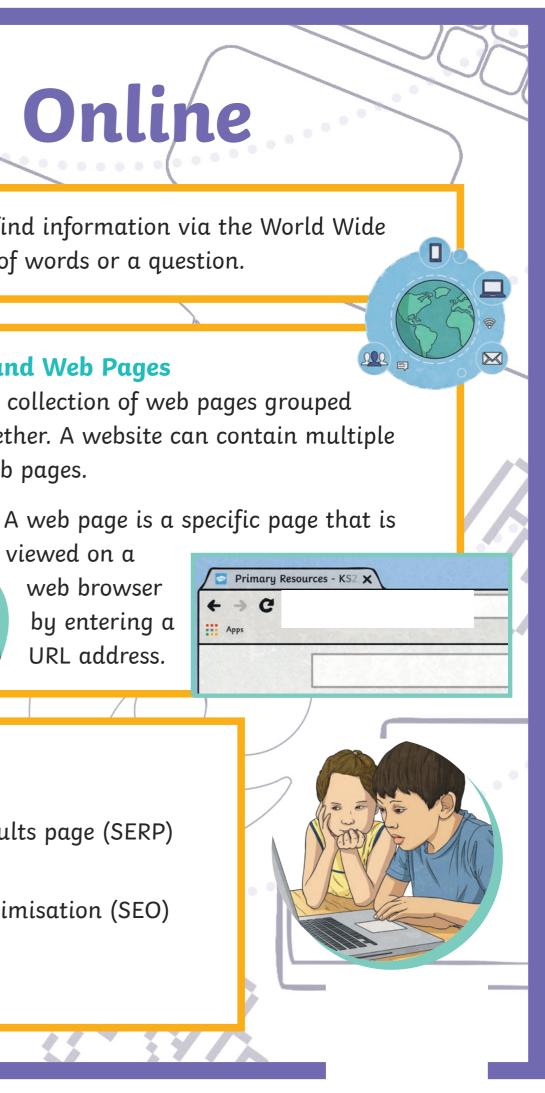
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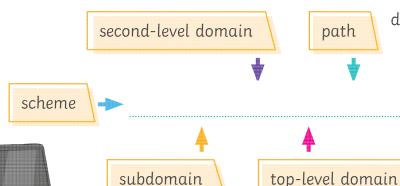
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Key Vocabulary		
Internet	web crawler	search terms
search engine	Uniform Resource Locator (URL)	search engine results page (SERP)
web browser	Hypertext Transfer Protocol (HTTP)	page rank
website	protocol	search engine optimisation (SEO)
web page	search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



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URL Components

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domain name

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Websites and Web Pages

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Key Vocabulary

Internet search engine web browser website web page

Boolean operator

web crawler

Uniform Resource Locator (URL)

Hupertext Transfer Protocol (HTTP)

protocol

search engine index

hyperlink search terms search engine results page (SERP) page rank

search engine optimisation (SEO)

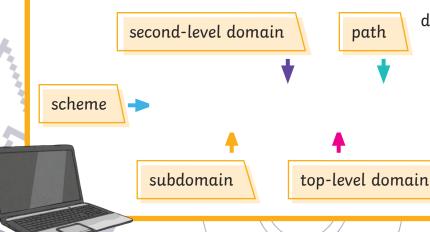


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search terms search engine results page (SERP) page rank search engine optimisation (SEO)

Strategic Searching Online Fact Cards

Strategic Searching Online

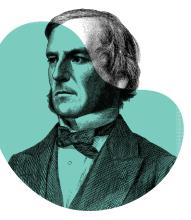
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Strategic Searching Online

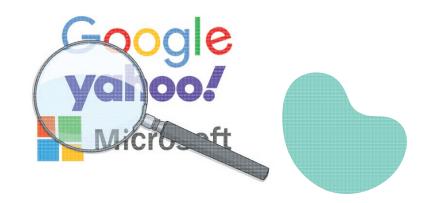
Boolean operators can be used to refine a search. The three basic Boolean operators are: AND, NOT and OR.

AND



Strategic Searching Online

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



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.

6 - C	sources - KS2 ×	
Apps		

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.

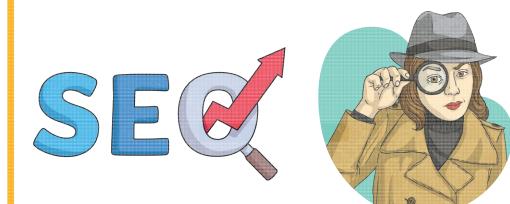


Search returns from a search engine can include web pages, images, videos, news articles and sponsored links.

Pri Pri	mary Resources - KS2 X		
Apps	C		

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

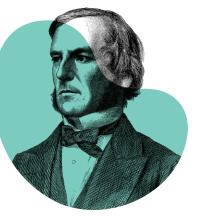
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Primary Resources -	KS2 X	
← → C 		

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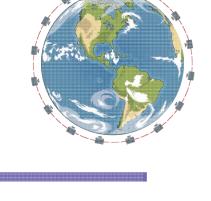
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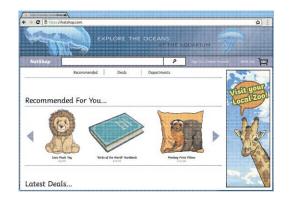




Internet

web page











ranking





web crawlers

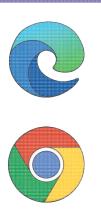


NOT Boolean AND operator OR

refine top-level domain second-level domain

subdomain





Uniform Resource Locator (URL)





search terms

search engine results page (SERP)





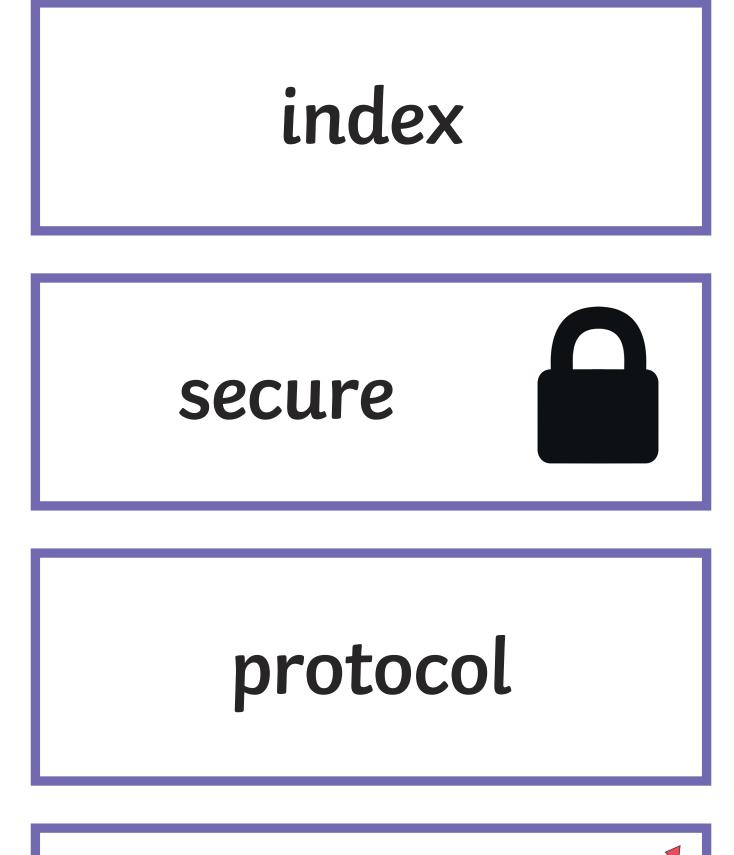




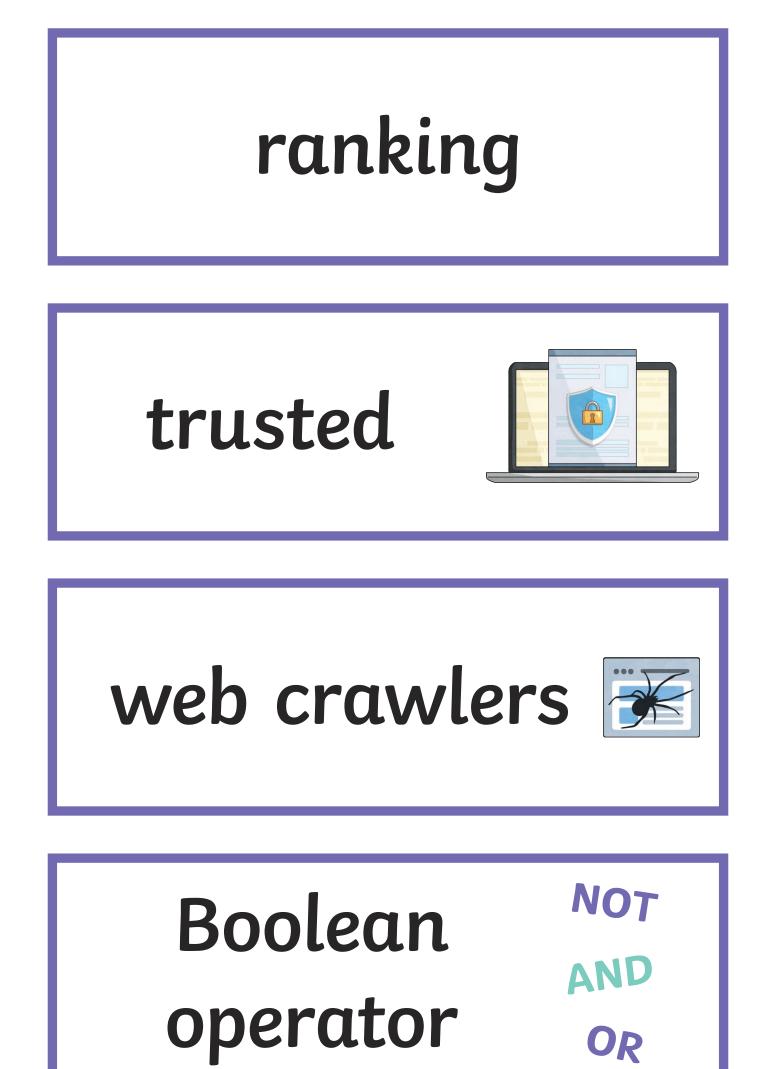








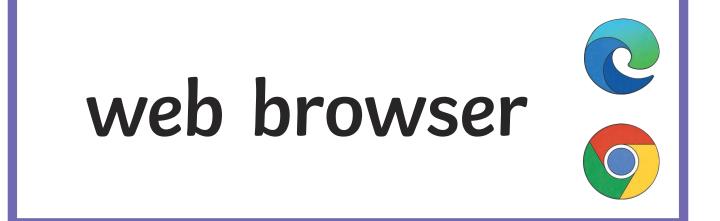
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refine top-level domain

second-level domain

subdomain



Uniform Resource Locator (URL)

hyperlink GD

search terms

search engine results page (SERP)

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Strategic Searching Online **Answers**

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Strategic Searching Online Answers

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	k	u	h	х	0	р	t	g	k	y	w	е	t	i	е	с	l	
	l	g	е	q	l	k	е	t	j	u	s	r	р	k	f	S	h	
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	a	е	i	S	g	t	е	d	d	S	b	0	0	l	е	a	n	
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Strategic Searching Online **Answers**

g	(w)	е	b	р	α	g	<u>e</u>)	W	a	n	b	V	d	S	i	u	
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u	s	e	S	a	q	W	е	d	q	s	k	Z	S	j	k	i	
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k	u	h	x	0	р	t	g	k	y	w	e	t	i	e	с	l	
l	g	e	q	l	k	e	t	j	u	s	r	р	k	f	s	h	
С	d	n	h	u	u	r	g	h	h	е	α	l	t	i	е	d	
r	v	g	a	y	y	n	е	е	d	r	t	0	r	n	d	f	
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