



Introduction

People often describe the Internet as a massive spiderweb that connects thousands of computers worldwide!

Searching the Web



When you search for information online, you can end up with a pile of results to sort through! That's why it's important to ask **the right questions**. I want to know... Who? What? Where? When? How?


- 1 Open your browser



- 2 Choose the right keywords! "I'm looking for a double stroller."

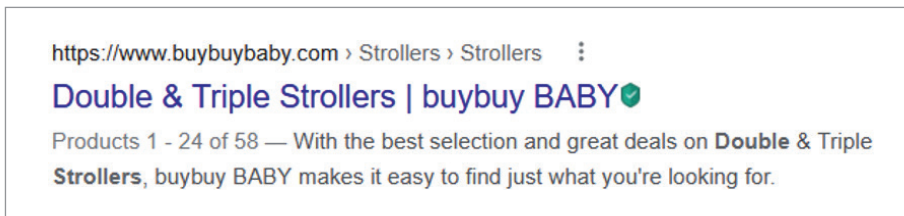
- 3 Enter your search terms.

- 4 Submit your search. 

What is a search result?

After you submit your search, a page of **results** will appear. The results at the top of the list are often the most relevant!



Each result is divided into three parts:

- **Title:** Double & Triple Strollers | buybuy BABY
- **Address:** www.buybuybaby.com
- **Description:** With the best selection and great deals on Double & Triple Strollers...

Selecting a Result

For example: John is looking for **information** on planting tomatoes. He types “planting tomatoes” in the search bar and gets the following results. To determine which result is most relevant, John needs to think about **the website’s goal**.

1 https://www.goodhousekeeping.com › home › gardening

Growing Tomatoes 101: How to Plant and Grow Tomatoes

May 20, 2020 — In fact, **tomato** plants can be rather finicky (read: difficult) to grow. No matter which variety you choose — beefsteak, heirloom, cherry, and so ...

2 https://www.homedepot.com › ... › Vegetable Plants

Tomato Plant - Vegetable Plants - Edible Garden - The ...

Results 1 - 24 of 118 — Get free shipping on qualified **Tomato Plant Vegetable Plants** or **Buy Online Pick Up in Store** today in the Outdoors Department.

Goal = Provide information

Goal = Sell something

John is looking for **information** on planting tomatoes. That means the first result is most relevant!



When selecting a result, always ask yourself: **What is the website’s goal?** Is it designed to sell you something? Or is it designed to provide information on a topic?

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