



Knowledge Organiser – UKS2 Strategic Searching Online

Key Vocabulary	
Internet	The Internet is a vast network of computers connected to each other all around the world.
search engine optimisation (SEO)	The process of getting more clicks onto a web page from a search engine by improving the web page content.
search engine results page (SERP)	Search engine results page is the list of web pages , images and videos generated by search engines in response to inputted search terms.
Uniform Resource Locator (URL)	This is the address given to find web pages on a web browser , for example, www.twinkl.co.uk.
web browser	A web browser allows you to access the Internet , including search engines and other web pages .
web crawler	A computer program that crawls across the World Wide Web to find and index pages for search engines. It is sometimes called a spider.
web page	This is a specific page that is viewed on a web browser by entering a URL address . It can display text, graphics and hyperlinks to other web pages .
website	This is a collection of web pages grouped together.

Search Engine

A search engine is a service you use on the **Internet** to help you find information via the World Wide Web.

They allow us to input words or phrases into the search bar or address bar. The search engine then provides a list of **websites** or **web pages** that link to the words or phrases that were inputted.





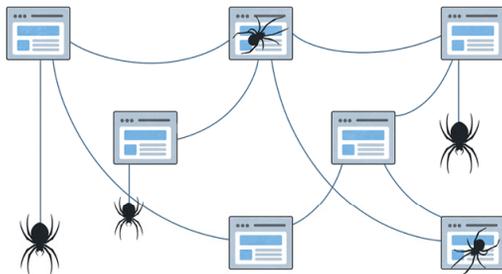
What Does a Search Engine Results Page (SERP) Look Like?

Each **search engine's results page** will look different, however they will all contain the same content, such as **web pages** or **websites**, images, videos, shopping links and advertisements. The suggested **web pages** or **websites** are based on a user's inputted search terms, which could be a word or set of keywords. The order of the search results is based on a page ranking computer program.

How Do Search Engines Work?

When a user inputs their search terms, a search engine will scan its index of **web pages** to find results that relate to the search terms. A search engine makes its own index through a program called spider or **web crawler**.

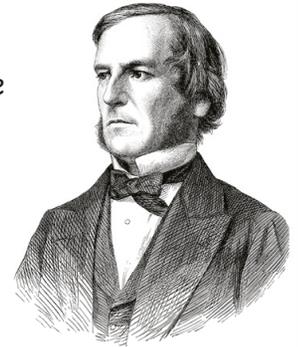
A spider or **web crawler** is programmed to visit **web pages** through hyperlinks and store information about each **website** they visit.



Boolean Operators

George Boole, who was a British mathematician and computer scientist, created the idea of Boolean logic.

A user can alter their search results by using Boolean operators. Boolean operators are simple words (AND, OR, NOT) used as conjunctions to combine or exclude keywords in a search. Using Boolean operators can help to narrow or broaden the search in a search engine.



Parts of the URL

A **web page's URL** is located in the address bar.

