



# Search Techniques & Strategies

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Which Link Should I Follow?



**Web Search Lesson Plan**  
Module B1



# Make Google Work for You

Some Basic Facts



# Choosing a Link



Google  Search Instant is on ▾


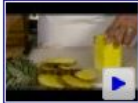




About 4,060,000 results (0.23 seconds) [Advanced search](#)

**Everything**  
[Images](#)  
[Videos](#)  
[More](#)

**Any time**  
Past 24 hours  
[More search tools](#)

[How to cut a pineapple](#) ☆  
How to cut a pineapple step-by-step guide with pictures, learn how to **cut pineapples**.  
[www.howtocutapineapple.com/](#) - [Cached](#) - [Similar](#)

**Videos for cut pineapple**

 <a href="#">How To Cut A Pineapple</a> 3 min - Feb 20, 2007 <a href="#">metacafe.com</a>	 <a href="#">How to Cut a Pineapple</a> 3 min - Feb 9, 2007 Uploaded by jakatak69 <a href="#">youtube.com</a>
 <a href="#">How to Cut Fruit : How to Cut Pineapple</a> 3 min - Jan 21, 2008 Uploaded by expertvillage <a href="#">youtube.com</a>	 <a href="#">How to Cut a Pineapple Into Slices and Chunks</a> Dec 1, 2008 <a href="#">video.about.com</a>
 <a href="#">How To Cut A Pineapple</a> 2 min - Sep 18, 2007 <a href="#">videojug.com</a>	 <a href="#">How to Cut Pineapple</a> 3 min - Jan 8, 2010 <a href="#">ehow.com</a>

[How to Cut a Pineapple](#) ☆  
Fresh **cut pineapple** is much more flavorful than the canned variety. There is more than one way to peel a pineapple. Here is my preferred method for peeling ...  
[gourmetfood.about.com/od/.../ss/cutpineapple.htm](#) - [Cached](#) - [Similar](#)

[How to Cut a Pineapple: 7 steps \(with video\) - wikiHow](#) ☆  
Dec 14, 2009 ... **Cut pineapple** circles. Simply cut the pineapple circle slices in a width suited for your needs. Core each circle slice after cutting. ...  
[www.wikihow.com/Cut-a-Pineapple](#) - [Cached](#) - [Similar](#)

[How to Cut a Pineapple](#) ☆  
The prospect of **cutting a pineapple** might seem daunting, but it's easy once you break it down step-by-step. If you want to prepare and enjoy fresh **pineapple** ...  
[www.mahalo.com/how-to-cut-a-pineapple](#) - [Cached](#) - [Similar](#)

Sponsored links  
[Cut Pineapple](#)  
Pick, Peel, **Cut & Prepare Pineapple**  
Watch Video Demos at KitchenDaily!  
[KitchenDaily.com](#)

[See your ad here »](#)

Does it matter which link you chose here?

# Link Choice Can Matter



Google

different breeds of dogs × Search

About 4,280,000 results (0.29 seconds) [Advanced search](#)

**Everything**  
Images  
Videos  
More

**Any time**  
Past 24 hours

**All results**  
Sites with images  
More search tools


[Dog Breeds, Detailed Dog Breed Information & Pictures](#) ☆  
Dog Breeds, Detailed information on over 195 different dog breeds.  
Small - Medium - Large - Toy  
[www.terrificpets.com/dog\\_breeds/](http://www.terrificpets.com/dog_breeds/) - Cached - Similar

[Dog Breeds, Breed Information and Picture](#) ☆  
Over 300 different dog breeds to browse. Find dog breed information and dog breed pictures for your favorite dog breeds.  
[www.nextdaypets.com](http://www.nextdaypets.com) › Learn & Connect - Cached - Similar

[Dog Breeds by Group](#) ☆  
All recognized AKC breeds in eight variety groups.  
[www.akc.org/breeds/index.cfm](http://www.akc.org/breeds/index.cfm) - Cached - Similar

[American Kennel Club - List of Breeds A-B](#) ☆  
AKC Recognized Breeds. Alphabetical Listing for A-B. The best way to ensure a long and happy relationship with a purebred dog is to purchase the dog from a ...  
[www.akc.org/breeds/breeds\\_a.cfm](http://www.akc.org/breeds/breeds_a.cfm) - Cached - Similar  
[+](#) Show more results from [www.akc.org](http://www.akc.org)

[Images for different breeds of dogs](#) - Report images



[Dog Breeds: List of Breeds of Dogs. | Dog Breed](#) ☆  
Research 100s of Dog Breeds of any size. Offers details on origins, care, training. ... Recent works have been realized to classify the different races, ...  
[www.thebreedsofdogs.com/](http://www.thebreedsofdogs.com/) - Cached - Similar

Would link choice make a difference here?

You are doing your homework on the early days of our country.

Which of these searches find a screen full of pretty helpful results, and where do you have to be more choosy?

[\[colonial life\]](#)

[\[american revolution\]](#)

[\[treaty of paris\]](#)

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# The Anatomy of a Search Results Page



The screenshot shows a Google search results page for the query "nautilus pompilius". The search bar at the top contains the text "nautilus pompilius" and a "Search" button. Below the search bar, it indicates "About 108,000 results (0.25 seconds)".

On the left side, there is a navigation menu with "Everything" selected, and options for "Images", "Videos", "Blogs", "News", and "More". Below this, there are "All results" and "Timeline" options, and a "More search tools" link.

The main content area displays several search results:

- Videos for nautilus pompilius**: Two video thumbnails are shown. The first is titled "Nautilus Pompilius - Krijla (Wings)" and the second is "nautilus pompilius - zveri".
- Nautilus Pompilius (band) - Wikipedia, the free encyclopedia**: A snippet of text about the Russian rock band.
- Nautilus - Wikipedia, the free encyclopedia**: A snippet of text about the nautilus species, highlighted with a red box. A red arrow points to the "More search tools" link in the left sidebar.
- Nautilus Pompilius - Free listening, videos, concerts, stats ...**: A snippet about the band's top tracks.
- Nautilus pompilius, Nautiluses - The Cephalopod Page**: A snippet about the biology of nautilus.
- Emperor Nautilus, Nautilus pompilius pompilius at MarineBio.org**: A snippet about the species.

On the right side, there is a "Sponsored links" section for "Nautilus Pompilius" with a red arrow pointing to it. Below the sponsored links is a "See your ad here" link.

What are these parts called?

# The Anatomy of a Search Results Page



The screenshot shows a Google search for "nautilus pompilius". The search bar is at the top with the text "nautilus pompilius" and a "Search" button. Below the search bar, it says "About 108,000 results (0.25 seconds)".

On the left side, there is a "Left Panel" with navigation options: "Everything", "Images", "Videos", "Blogs", "News", and "More". Below this, there are "All results" and "Timeline" options, and a "More search tools" link.

The main search results are displayed in the center. The first result is a video titled "Nautilus Pompilius - Krijlja (Wings)" with a thumbnail and a play button. The second result is another video titled "nautilus pompilius - zveri" with a thumbnail and a play button. Below these are several text-based search results. The first text result is "Nautilus Pompilius (band) - Wikipedia, the free encyclopedia". The second text result is "Nautilus - Wikipedia, the free encyclopedia", which is highlighted with a red box and a red arrow labeled "1". The third text result is "Nautilus Pompilius - Free listening, videos, concerts, stats ...". The fourth text result is "Nautilus pompilius, Nautiluses - The Cephalopod Page". The fifth text result is "Emperor Nautilus, Nautilus pompilius pompilius at MarineBio.org".

On the right side, there is a "Sponsored links" section with an advertisement for "Nautilus Pompilius" music, featuring a star rating and a "See your ad here" link.

Red arrows and numbers are used to label specific parts of the page: "6" points to the "More search tools" link; "2" points to the title of the second search result; "3" points to the snippet of the second search result; "4" points to the web address of the second search result; "5" points to the "Sponsored links" section; and "1" points to the snippet of the second search result.

1. Search Result
2. Title
3. Snippet
4. Web Address
5. Sponsored Link (Ad)
6. Left Panel

# Ranking Results



Google

franz ferdinand Search Instant is on ▾

About 2,550,000 results (0.14 seconds) [Advanced search](#)

**Everything**

- Images
- Videos
- Blogs
- More


**All results**

- Sites with images
- More search tools

Something different

- bloc party
- modest mouse
- arctic monkeys
- weezer
- coldplay

**Franz Ferdinand**



- [Take Me Out](#) - Franz Ferdinand - 2004 - 4:01
- [Do You Want To](#) - You Could Have It So ... - 2005 - 3:35
- [This Fire](#) - Franz Ferdinand - 2004 - 4:14
- [Jacqueline](#) - Franz Ferdinand - 2004 - 3:48

[More songs from iLike.com »](#)

Listen on: [Rhapsody](#) - [Pandora](#)

**Franz Ferdinand** ☆

**Franz Ferdinand** Official Website.  
[Shows](#) - [Music](#) - [Diary](#) - [Photos](#)  
[www.franzferdinand.co.uk/](http://www.franzferdinand.co.uk/) - [Cached](#) - [Similar](#)

**Franz Ferdinand (band) - Wikipedia, the free encyclopedia** ☆

**Franz Ferdinand** is a rock band that was formed in Glasgow, Scotland, in 2002. The band is composed of Alex Kapranos (lead vocals and guitar), ...  
[History](#) - [Collaborations and covers](#) - [Name](#) - [Art](#)  
[en.wikipedia.org/wiki/Franz\\_Ferdinand\\_\(band\)](http://en.wikipedia.org/wiki/Franz_Ferdinand_(band)) - [Cached](#) - [Similar](#)

**Archduke Franz Ferdinand of Austria - Wikipedia, the free encyclopedia** ☆

**Franz Ferdinand** (18 December 1863 – 28 June 1914) was an Archduke of Austria-Este, Austro-Hungarian and Royal Prince of Hungary and of Bohemia, ...  
[Heir presumptive](#) - [Marriage and family](#) - [Character](#) - [Political views](#)  
[en.wikipedia.org/wiki/Archduke\\_Franz\\_Ferdinand\\_of\\_Austria](http://en.wikipedia.org/wiki/Archduke_Franz_Ferdinand_of_Austria) - [Cached](#) - [Similar](#)

[+ Show more results from en.wikipedia.org](#)

**Franz Ferdinand Myspace - Franz on MySpace Music - Free Streaming ...** ☆

MySpace Music profile for **Franz**. Download **Franz** Pop / Indie / music singles, watch music videos, listen to free streaming mp3s, & read **Franz's** blog.  
[www.myspace.com/franzferdinand](http://www.myspace.com/franzferdinand) - [Cached](#) - [Similar](#)

Also try

- [franz ferdinand lyrics](#)
- [archduke franz ferdinand](#)
- [franz ferdinand assassination](#)
- [franz ferdinand take me out](#)
- [franz ferdinand myspace](#)

[See your ad here »](#)

How does Google's understanding of what I want affect the order of my search results?





# Predicting the Best Source

Tips for Finding What You Want

Google

# Think About What You See



## [Colonial Life](#) ☆

Provider of supplemental products including accident, disability, **life**, hospital confinement, cancer and critical illness coverage. The site offers company, ...

[www.coloniallife.com/](http://www.coloniallife.com/) - [Cached](#) - [Similar](#)

[Login](#)      [Careers Make a difference in ...](#)  
[Contact](#)    [FAQ](#)

## [Kidinfo.com - Your Guide to Colonial Life in the American Colonies](#) ☆

**Colonial** Occupations, **Colonial** Education, **Colonial** Families, **Colonial** Clothing, **Colonial** Government, **Colonial** Religion, **Colonial** People.

[www.kidinfo.com/american\\_history/colonization\\_colonial\\_life.html](http://www.kidinfo.com/american_history/colonization_colonial_life.html) - [Cached](#)

What clues tell you if these results are about life in the American Colonies?

# Tips for Understanding Web Addresses

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**1** Have I heard of the domain?  
For example: nytimes.com, lostagoodnews.com

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**2** What type of domain is it?  
For example: .com, .edu, .gov, .ru, .info, etc.

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**3** Is there a symbol (% or ~) or name, showing it is a personal page?  
For example: %, ~, dchen, member, user

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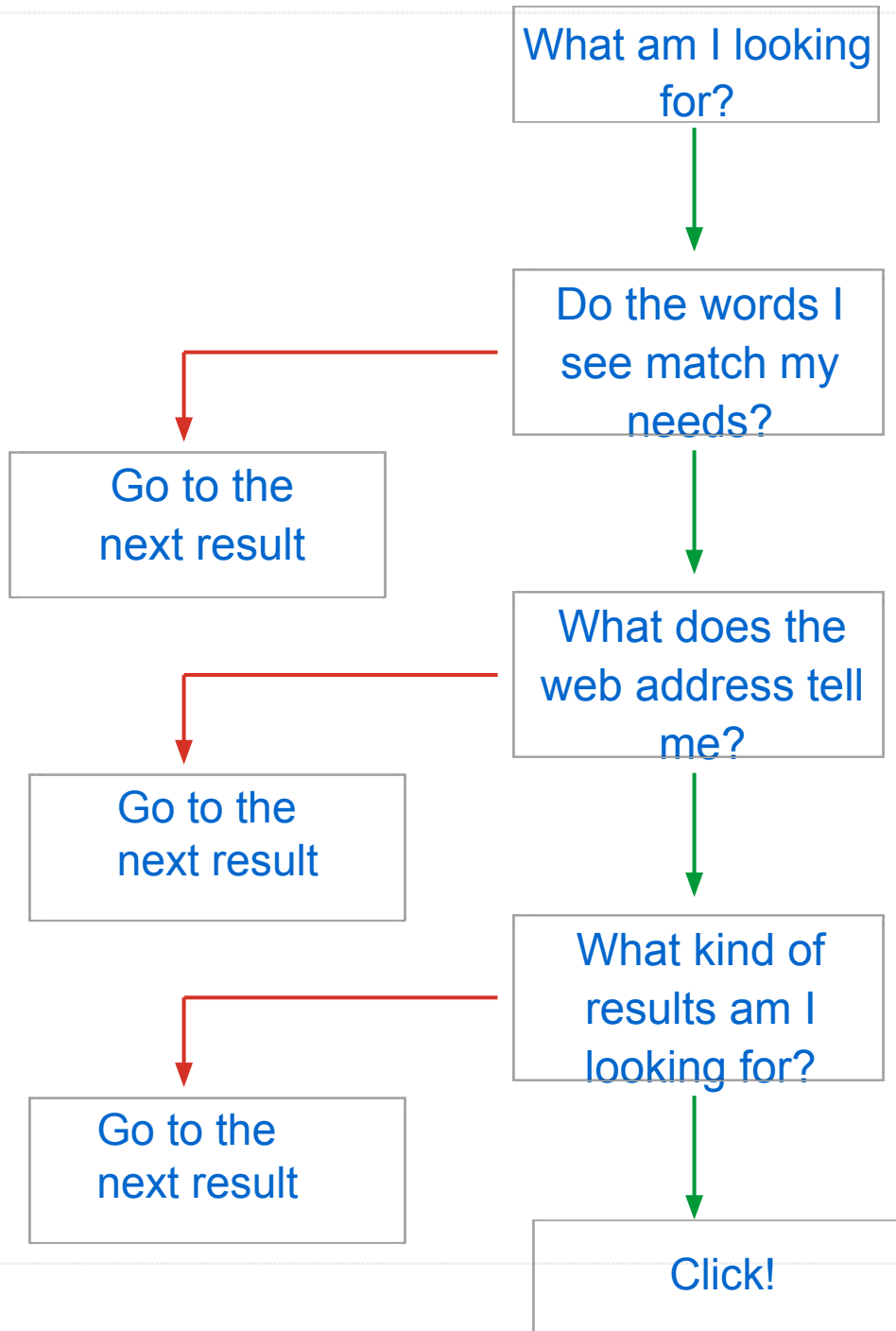
**4** Is the domain name from a personal page hosting website?  
For example: Homestead.com, Geocities.com, Tripod.com

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**5** Does the address tell what kind of file it is?  
For example: pdf, xls, jpg

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# Chose the Best Result



What do I really want? What do I think it will look like? What kind of site do I think it will be on?

Do the snippet and title use the words I looked for in the same way I do? Are there other words that tell me it is about something else?

Which of these keywords are common or general words? Which would be more specific? Are there better words I could use?


Do I want a definition, a database, a list, a map, an image, a video, or something else? Do I want a presentation, a spreadsheet, or something else?

Remember: look at a full screen of results before deciding!



# Working with Instant Search





colonial williamsburg × Search

colonial **williamsburg**  
colonial **life**  
colonial **terrace**  
colonial **penn**  
colonial

About 819,000 results (0.10 seconds) [Advanced search](#)

**See Colonial Williamsburg** Sponsored links  
[www.colonialwilliamsburg.com](http://www.colonialwilliamsburg.com) Learn about **Williamsburg** Lodging, Dining & More at CW's Official Site

**Colonial Williamsburg**  
[VisitWilliamsburg.com](http://VisitWilliamsburg.com) Need help planning your trip? Find Hotels, B&B's and timeshares nearby

**Colonial Williamsburg Official History Site** ☆  
Includes **colonial** history and teacher resources, children's activities, Foundation's mission, giving opportunities.  
[www.history.org/](http://www.history.org/) - [Cached](#) - [Similar](#)

What to See & Do	Shopping
Tickets	Visit
Jobs at CW	Historic Area
Calendar	History & Education

[More results from history.org »](#)

**History : The Colonial Williamsburg Official History Site** ☆  
**Colonial Williamsburg** resources for people and places that made 18th-century history.  
[www.history.org/history/index.cfm](http://www.history.org/history/index.cfm) - [Cached](#) - [Similar](#)

**Colonial Williamsburg Official Site** ☆  
Includes **colonial** history resources, guide to visiting **Williamsburg**, children's activities, Foundation's mission, giving opportunities.  
[www.colonialwilliamsburg.com/](http://www.colonialwilliamsburg.com/) - [Cached](#) - [Similar](#)

Instant is on ▾

Sponsored links

**Colonial Williamsburg**  
Tickets & Vacation Packages Order Today, It is Easy!  
[www.VacationsMadeEasy.com](http://www.VacationsMadeEasy.com)

**Williamsburg Hotels**  
**Colonial Williamsburg** Hotels. Best Prices Guaranteed.  
[www.HotelRoom.com](http://www.HotelRoom.com)

**Colonial Williamsburg**  
**Colonial Williamsburg**: Compare prices and make a bargain now!  
[www.best-price.com](http://www.best-price.com)

**Williamsburg Hotels**  
Rates and reviews for hotels near **Colonial Williamsburg**.  
[www.mytravelguide.com](http://www.mytravelguide.com)

[See your ad here »](#)

**Everything**  
[Images](#)  
[Videos](#)  
[Maps](#)  
[Blogs](#)  
[More](#)

**Any time**  
Past 2 months  
[More search tools](#)

Something different  
[busch gardens](#)  
[old sturbridge village](#)  
[mystic seaport](#)  
[greenfield village](#)  
[dollywood](#)

What can I learn about my results from these web addresses?

[www.history.navy.mil/faqs/faq56-1.htm](http://www.history.navy.mil/faqs/faq56-1.htm)

[www.sjsu.edu/faculty/watkins/taiping.htm](http://www.sjsu.edu/faculty/watkins/taiping.htm)

[britishbattles.homestead.com/eastasia.html](http://britishbattles.homestead.com/eastasia.html)

[www.redcoat.me.uk/Rev-War.htm](http://www.redcoat.me.uk/Rev-War.htm)

[scs.student.virginia.edu/~vjil/PDF/48\\_249-306.pdf](http://scs.student.virginia.edu/~vjil/PDF/48_249-306.pdf)

Try a search and discuss what links you would chose. Give evidence for your results.

Type [[walk the plank](#)] into your Google search bar very slowly. What different searches does Google Instant think you are doing while you type?

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Trent Maverick

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