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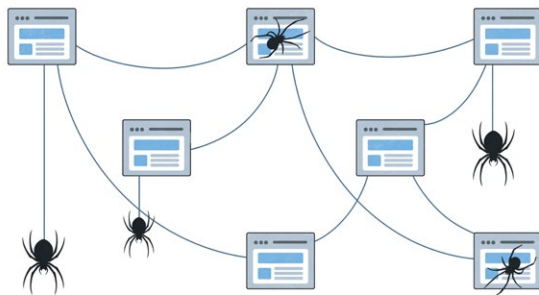
What Does a Search Engine Results Page (SERP) Look Like?

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 users 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.

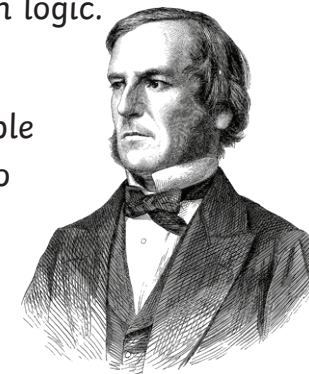A spider or web crawler is programmed to visit web pages through hyperlinks and store information about each website they visit.

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 pages's URL is located in the address bar.

https://www.twinkl.co.uk/resources

domain name

scheme

subdomain

second-level domain

top-level domain

path