



INTERNET SEARCH

Discussion of Class Activity

WEB SEARCH

- How many websites are there in 2020?

As of January 2020 there were over 1.74 billion websites on the Internet

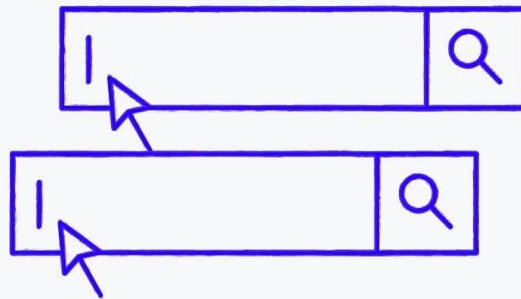
info.cern.ch was the first-ever website on the Internet, published on August 6, 1991.

- North America has 88.1% of its people using the Internet.
- The average internet user spends 6 hours and 43 minutes online every day. That's more than 100 days online this year.
- 56% of all internet traffic is from an automated source such as hacking tools, scrapers and spammers, impersonators, and bots

WEB SEARCH (CONTINUED)

OBERLO

**How Many Google Searches
Are Conducted per Day?**



Google
processes over

3.5 BILLION

searches per day.

(Internetlivestats, 2019)

WEB CRAWLERS (SPIDERS)

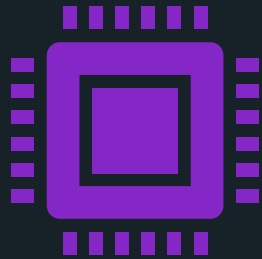
- Program or automated script which browses the World Wide Web in a methodical, automated manner

Web crawlers are mainly used to create a copy of all the visited pages for later processing by a search engine, that will index the downloaded pages to provide fast searches.

- Many legitimate sites, in particular search engines, use them to provide up-to-date data.



MORE ABOUT WEB CRAWLERS



Crawlers also used for automating maintenance tasks on a Web site

Checking links

Validating HTML code



Also can gather specific types of information from Web pages

Harvesting e-mail addresses (usually for spam)

SEARCH ENGINE OPTIMIZATION



Search Engine Optimization (SEO) is the practice of increasing the quantity and quality of traffic to your website through organic search engine results



Search engines create indexes, which are fed through an algorithm that tries to match data with your query



Optimizing this data cleans up websites so that the pages that appear from your query are actually pages that you want to see



Ensuring the title tags and meta descriptions are both informative and the right length



Pointing internal links at pages you want to see

SEARCH ENGINE OPTIMIZATION (CONTINUED)



Marketers study SEO and spend TONS of money ensuring their websites are optimized



First two pages of Google are “prime real estate”



Most people will search on the first two pages and then stop searching



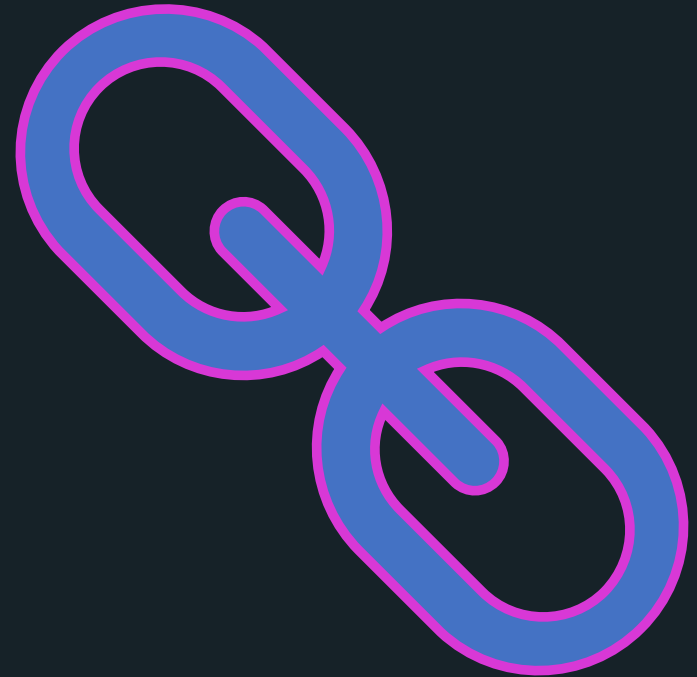
Pick whatever is available on the first page or second page



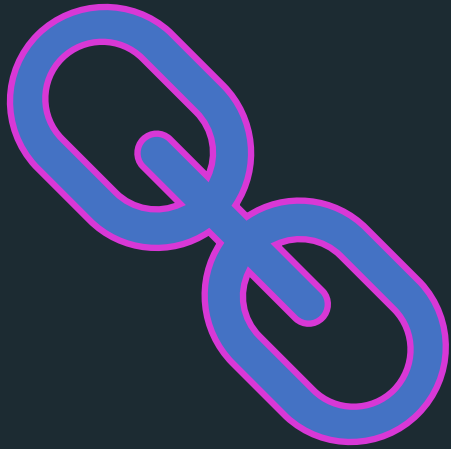
Marketers desire your business, but how in the world will you find them if their page does not appear when you search?

INBOUND LINKS

- An inbound link is a link coming from another site to your own website
- Reasons inbound links are important:
 - Search Engine Optimization (rank higher in search engines)*
 - Referral traffic*
 - Comes from websites that have authority*



BUT DON'T FORGET ABOUT OUTBOUND LINKS



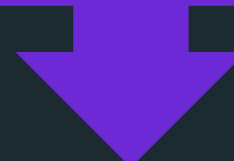
- Outbound links (external links) is a link from your website to a different website
Easiest to count because you can see them
- Having outbound links helps people and search engines discover useful content
- Outbound links help achieve authority
It's like writing a paper with references to other papers
- Outbound links also support points with outside evidence and opinions
- Outbound links help build relationships with other content creators

REFINING SEARCHES

Change or add to your search terms so that you can narrow the results to return quality web pages



Instead of searching for "Xbox Series X", try searching for "features of Xbox Series X" or "where to purchase Xbox Series X"



Google has some good tips on how to refine searches to get the best website for your needs:

Get ideas for subsequent searches by reviewing your results

Look deeper within your successful queries

Divide the query into several parts



METADATA

- Metadata: A term that describes information about other specific data

How large a photo is

Author of a document

Important keywords

METADATA (CONTINUED)



Three types of metadata:

Structural metadata – how data is formatted and assembled

Descriptive metadata – how data is identified

Administrative metadata – instructions about a file



Where is metadata found?

Right-click anywhere on the page and select “View Page Source”

Tag in the website code starts with “meta”

EXAMPLE OF METADATA

```
view-source:https://www.honda.com

1
2
3
4 <!DOCTYPE html>
5 <html lang="en">
6
7 <head>
8   <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
9   <meta http-equiv="X-UA-Compatible" content="IE=Edge,chrome=1">
10  <meta name="referrer" content="unsafe-url" />
11  <meta name="description" content="Explore an innovative line of quality products from American Honda Motor Company. Find the latest news and information on Honda and Acura brand products. " />
12  <meta name="keywords" content="Civic, Accord, Fit">
13
14  <link rel="apple-touch-icon" href="/areas/honda_homepage/img/favicons/apple-touch-icon.png?v=2">
15  <link rel="apple-touch-icon" sizes="180x180" href="/areas/honda_homepage/img/favicons/apple-touch-icon.png?v=2">
16  <link rel="icon" type="image/png" sizes="32x32" href="/areas/honda_homepage/img/favicons/favicon-32x32.png?v=2">
17  <link rel="icon" type="image/png" sizes="96x96" href="/areas/honda_homepage/img/favicons/favicon-96x96.png?v=2">
18  <link rel="manifest" href="/areas/honda_homepage/img/favicons/site.webmanifest">
19  <link rel="mask-icon" href="/areas/honda_homepage/img/favicons/safari-pinned-tab.svg" color="#5bbad5">
20  <link rel="shortcut icon" href="/areas/honda_homepage/img/favicons/favicon.ico?v=2">
21  <meta name="msapplication-TileColor" content="#da532c">
22  <meta name="msapplication-config" content="/areas/honda_homepage/img/favicons/browserconfig.xml">
23  <meta name="theme-color" content="#ffffff">
24
25  <title>American Honda Motor Co., Inc. - Official Site</title>
26
27  <!--[if gt IE 8 | !IE]>-->
28  <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1, user-scalable=no" />
29  <link rel="stylesheet" href="https://maxcdn.bootstrapcdn.com/bootstrap/3.3.5/css/bootstrap.min.css">
30  <link rel="stylesheet" href="/Areas/Honda_Homepage/css/styles.min.css">
31  <!--<![endif]>-->
32  <link rel="stylesheet" type="text/css" href="https://cdn.jsdelivr.net/jquery.slick/1.5.0/slick.css" />
33
34  <!--[if IE 8]>
35  <script src="http://ie7-js.googlecode.com/svn/version/2.1(beta4)/IE8.js"></script>
36  <script src="/Areas/Honda_Homepage/js/ie8/modernizr.ie8.min.js"></script>
37  <link rel="stylesheet" href="/Areas/Honda_Homepage/css/bootstrap.ie8.min.css">
38  <link rel="stylesheet" href="/Areas/Honda_Homepage/css/styles.ie8.min.css">
39  <![endif]>-->
40
41  <link rel="canonical" href="https://www.honda.com/" />
42
43
44
45  <meta name="robots" content="INDEX, FOLLOW" />
46  <meta name="googlebot" content="INDEX, FOLLOW" />
47
48  <!-- Adobe DTM -->
49  <script src="//assets.adobedtm.com/2b3d0fbadafec8e1dc6e842c780e0691fdb50ab4/satelliteLib-84a1c04c646b4a1f055f3549874ed0682ebfa469.js"></script>
50
51  <!-- Facebook Open Graph -->
52  <meta property="og:title" content="American Honda Motor Co., Inc. - Official Site" />
53  <meta property="og:type" content="website" />
54  <meta property="og:url" content="https://www.honda.com/" />
55  <meta property="og:description" content="Explore an innovative line of quality products from American Honda Motor Company. Find the latest news and information on Honda and Acura brand products. " />
56
57  <!-- Twitter Card Tags -->
58  <meta name="twitter:card" content="summary" />
59  <meta name="twitter:site" content="@honda" />
60  <meta name="twitter:url" content="https://www.honda.com/" />
61  <meta name="twitter:title" content="American Honda Motor Co., Inc. - Official Site" />
62  <meta name="twitter:description" content="Explore an innovative line of quality products from American Honda Motor Company. Find the latest news and information on Honda and Acura brand products. " />
63
```

SEARCH EXAMPLE

GOOGLE SEARCH FOR CARS GIVES
7,860,000,000 RESULTS

This screenshot shows a Google search for the term "cars". The search bar at the top contains the word "cars". Below the search bar, it indicates "About 7,860,000,000 results (0.69 seconds)". The results are dominated by three sponsored advertisements. The first ad is for Chevrolet, the second for Carvana, and the third for Nissan. To the right of the main results, there is a section titled "People also search for" which lists related search terms like "used cars", "cars for sale", "cars movie", and "used cars for sale". At the bottom left, the URL "www.cars.com" is visible.

Course: 20FA_CAC170A-Comput... | POGIL-CSP - Search II - Web Se... | cars - Google Search

google.com/search?rlz=1C1CHZO_enUS915US915&xsrf=ALeKk02FZx9ziykCrC5o-4-eu9a6i0Q7NA%3A1605147036114&ei=nJmsX_XDBon0tAbyw4zoCw&q=cars&oq=cars&gs_lcp=C...

Google cars

All Images Shopping Videos News More Settings Tools

About 7,860,000,000 results (0.69 seconds)

Ad · www.chevrolet.com/ ▾
Chevrolet® Car Lineup - Visit The Official Chevy Site
Chevrolet® Has A Car Just For You. Explore The Chevrolet® Car Lineup. Find New Roads. Explore The Chevy Lineup. Discover More With Chevy. Make A Statement. Chevy Car Lineup · Build Your Own Car · Current Offers · Request A Quote
Hoover · 3 dealers nearby

Ad · www.carvana.com/ ▾
Carvana® Used Cars Online - Buy Used Cars Online
Find The Right Used Car For You. Search Used Cars By Make, Model, Price, Mileage And More! Shop Thousands Of Carvana® Certified Used Cars, Trucks, SUVs, and Minivans, Hassle-Free. Used Hybrids. Instant Trade-In Offers. Best Used Cars. Used Trucks.

Ad · www.nissanusa.com/ ▾
Explore A 2020 Nissan® Car - NissanUSA.com Official Site
Build, Price & Locate A Dealer In Your Area. Find Your 2020 Nissan® Now! Enjoy Technology That Makes You Feel More Connected, Confident, And Excited. Automated Breaking. Advanced Safety. Dynamic Design. Leading Technology. Exhilarating Power. Remote Start.
★★★★★ Rating for nissanusa.com: 4.9 - 322 reviews
Local Inventory · Locate a Dealer · Shop@Home · Design Your Nissan · Available Offers

www.cars.com ▾

People also search for

- used cars
- cars for sale
- cars movie
- used cars for sale

GOOGLE SEARCH FOR EXOTIC CARS
MADE IN GERMANY GIVES 9,890,000
RESULTS (MUCH LESS!)

This screenshot shows a Google search for the term "exotic cars made in germany". The search bar at the top contains the phrase. Below the search bar, it indicates "About 9,890,000 results (0.92 seconds)". The results feature a prominent featured snippet titled "The 20 Best German Supercars Ever Made" which includes a list of car models like the Gumpert Apollo, Mercedes-AMG One, BMW i8, Mercedes-Benz 300SL, Mercedes-Benz SLS AMG Black Series, Porsche 911 GT1, Mercedes-AMG GT R Pro, and Mercedes-AMG GT Black Series. To the right of the snippet is an image of a blue sports car. Below the snippet, there is a link to "The Best German Supercars Ever Made - Road & Track". To the right of the main results, there is a section titled "People also search for" which lists related search terms like "german cars", "best german cars", "best german made cars", and "german sport cars". At the bottom, there is a section titled "People also ask" with questions like "Which cars are made in Germany?" and "What sports cars are made in Germany?".

Course: 20FA_CAC170A-Comput... | POGIL-CSP - Search II - Web Se... | exotic cars made in germany - G... |

google.com/search?rlz=1C1CHZO_enUS915US915&xsrf=ALeKk010kk-LN2wDnMFIV-5U43W_ow07Sw%3A1605164369369&ei=Ud2sX4WRFtNtQarorywAg&q=exotic+cars+made...

Google exotic cars made in germany

All Images Shopping News Maps More Settings Tools

About 9,890,000 results (0.92 seconds)

The 20 Best German Supercars Ever Made

- of 20. Gumpert Apollo. ...
- of 20. Mercedes-AMG One. ...
- of 20. BMW i8. ...
- of 20. Mercedes-Benz 300SL. ...
- of 20. Mercedes-Benz SLS AMG Black Series. ...
- of 20. Porsche 911 GT1. ...
- of 20. Mercedes-AMG GT R Pro. ...
- of 20. Mercedes-AMG GT Black Series.

More items... · Sep 12, 2019

www.roadandtrack.com · car-culture · best-german-super...
The Best German Supercars Ever Made - Road & Track

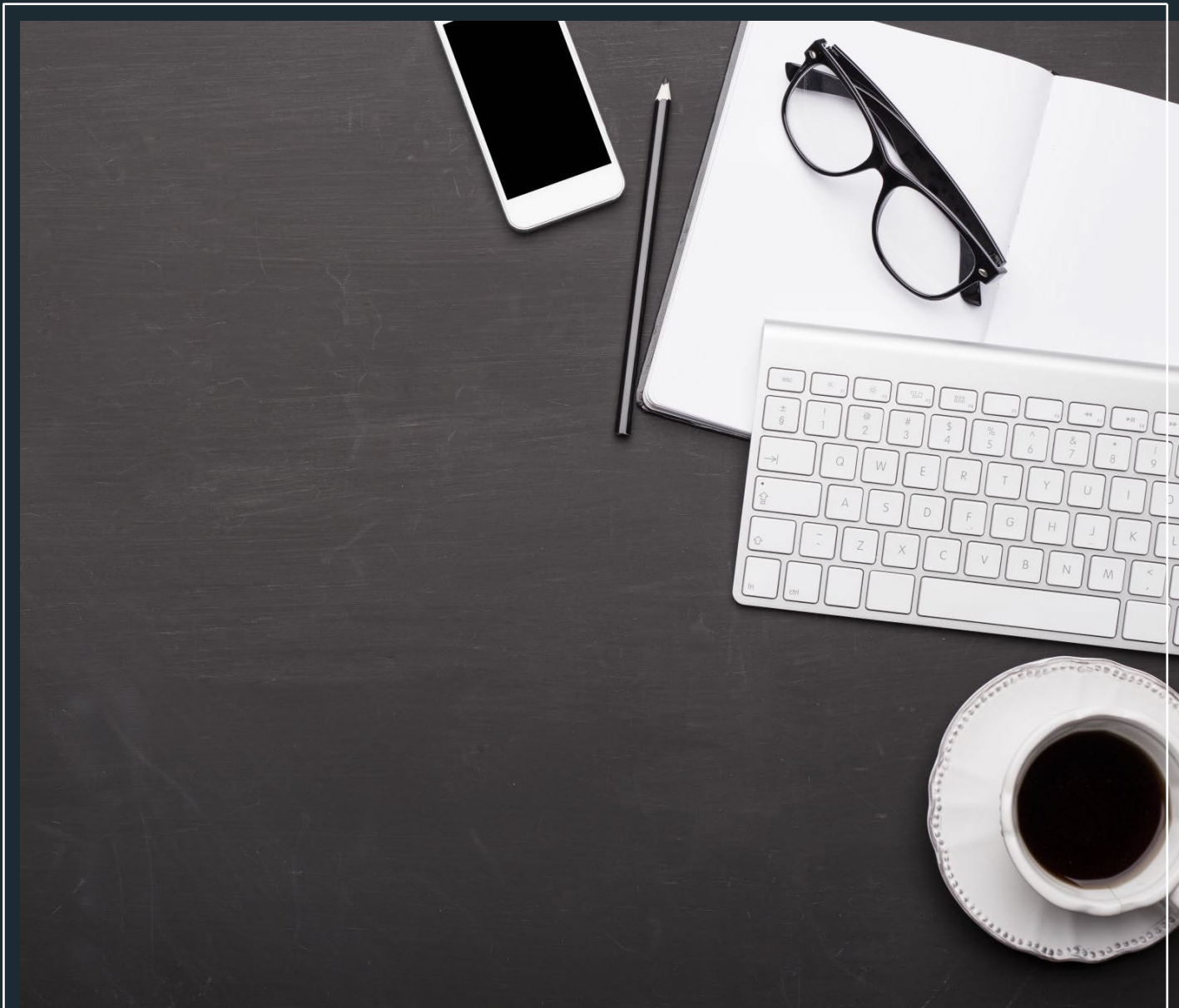
About Featured Snippets Feedback

People also search for

- german cars
- best german cars
- best german made cars
- german sport cars

People also ask

- Which cars are made in Germany?
- What sports cars are made in Germany?



TIME TO WORK
ON THE CLASS
ACTIVITY
