



Computing – Advent 2

Evaluating Digital Content

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.

Search Engine

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

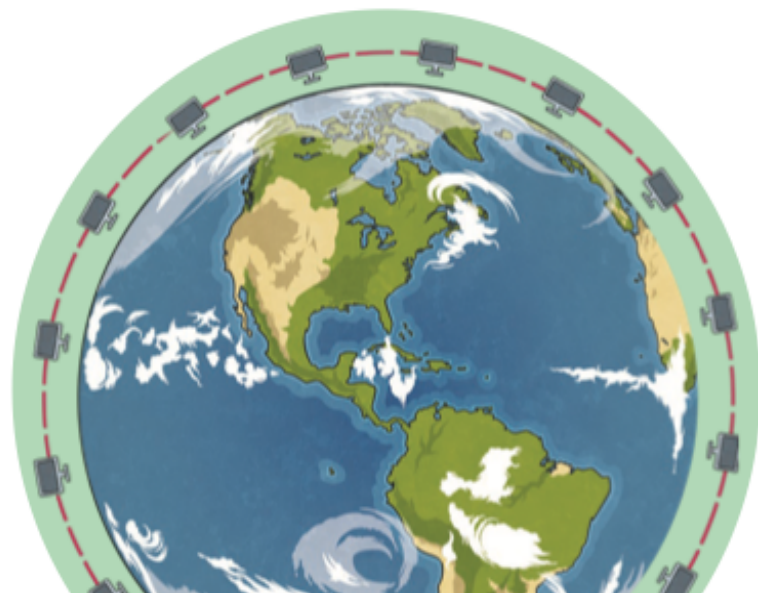
They allow us to input words or phrases into the search bar or address bar. The search engine then provides a list of **websites** or **web pages** that link to the words or phrases that were inputted.



The Internet

The Internet is a network of computers connected to each other all around the world.

The concept of the Internet was created by Robert Kahn and Vinton Cerf. You can access the Internet by connecting many digital devices to it, such as laptops, computers, tablets, smartphones, smartwatches and gaming consoles.



Key Vocabulary

Internet Protocol Address

Each computing device that connects to the Internet, has something called an **Internet Protocol address (IP address)**. This its own unique address which is made up of numbers.

Internet Service Provider (ISP)

A company that provides access to the Internet, either using cables, such as fibre-optic or copper or using wireless technology.

search engine

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

web browser

A **web browser** allows you to access the Internet, including **search engines** and other **web pages**.

web page

This is a specific page that is viewed on a **web browser** by entering a **URL address**. It can display text, images and hyperlinks to other **web pages**.

website

This is a collection of **web pages** grouped together.

World Wide Web

The **World Wide Web** is a collection of **web pages** found on a network of computers.

Uniform Resource Locator (URL)

This is the address given to find **web pages** on a **web browser**, for example, www.twinkl.co.uk.