



Session: 1

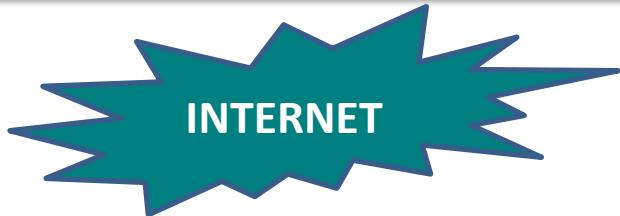
Introduction to Google Search

Objectives

SEO

- ◆ Define the Internet and different terminologies related to it
- ◆ Explain the various parts of a browser
- ◆ Describe the terms Web Address, Web pages, and Web site
- ◆ Define and describe search engines
- ◆ Explain the Google search engine
- ◆ Describe various search techniques and strategies

Introduction to the Internet



- ❖ Network of computers connected globally
- ❖ Connects universities, government organizations, commercial, and other computers



Terminologies Related to the Internet 1-5

SEO



Terminologies Related to the Internet 2-5

SEO

Internet Service Provider

Provides users commercial access to the Internet

Offers various services such as storing files of customers at remote locations

Internet Protocol (IP) Address

Is used for identifying the Web site on the computer network

Domain Name System (DNS)

Refers to the hierachal naming system used for computers, resources, and services

Translates the host names of a computer to IP address

Uniform Resource Locator (URL)

Specifies the location of a resource available on the Internet

Contains the path and the address of the Web page

Proxy Server

Fowards the client requests to different servers and responds back to the clients

Acts like a middleman between other servers and the clients

Terminologies Related to the Internet 3-5

SEO

Hypertext Transfer Protocol (HTTP)	Transfers information over the Internet Makes an HTTP request using a Web browser to which an HTTP response is sent
Cache	Maintains a list of recently visited Web pages in the Web browser
Web Server	Accepts request from the Web clients and provides them with a response
Web Cookie	Is a small piece of text exchanged between a client and a server Is sent by the Web server to the Web client
Session	Shares information between the computer and its user Is established only for a particular period of time

Terminologies Related to the Internet 4-5

SEO

Hyperlink

Is a reference in a hypertext or Web document to another document
Is used to redirect the user from one page to another

World Wide Web (WWW)

Is a collection of interconnected documents that can be accessed over the Internet
Contains millions of Web pages that consist of games, images, text, voice, and videos

Browser

Facilitates the user to search and view different types of information on the Internet
Presents the Web resource that the user selects for requesting from the Web server and displays that on the browser window

HTTP Secured (HTTPs)

Transfers information over the Internet in a secured manner. S stands for secured
Uses a special layer of encryption to hide any personal information and passwords that might be transmitting over the Internet

Terminologies Related to the Internet 5-5

SEO

HTML

Is a programming language that is used to create Web pages.
Contains commands that the Web browser uses to display information in the desired format.

XML

Is a markup language used for cataloging and organizing Web page content in a classified manner.
Commands can be used display the textual content in Web pages.

URL

Specifies the location of a resource available on the Internet.
Contains the path and the address of the Web page.

Web Address

SEO

Identifies the address of the file or Web page on the Internet

The screenshot shows a web browser window for 'Aptech Learning Services'. The URL in the address bar is www.aptechlearningservices.com/pages/solutions.html. A pink callout bubble labeled 'Web Address' points to the address bar. The page content includes a navigation menu with 'Solutions' highlighted, a main heading 'Solutions', and a description of Aptech's learning solutions. A sidebar lists 'Content Development', 'Multimedia Production', and 'Other solutions'. A small thumbnail image of a flight attendant is visible on the right.

Solutions

Aptech delivers one or a package of learning solutions verticals & functions, across the globe. Solutions may be based, or Instructor-led training offerings.

Content Development

Aptech offers learning solutions in Instructor-led, Web- and Computer-based training areas such as Content Creation, Content repurposing, Content Localization, and more.

Web Pages

SEO

The image displays three separate web browser windows side-by-side, each showing a different type of web page:

- Aptech Learning Services:** Shows the homepage with a banner stating "Aptech builds product knowledge through content creation & Instructor-Led Training (ILT) for 500 sales & channel members of market leader in mobile devices". It features a navigation menu with Home, About us, Solutions, Services, and Our App.
- Aptech Learning Services:** Shows a page under the "Solutions" category. The main heading is "Solutions" and the sub-sections listed are Consulting, Managed Services, PMP Training, and Training & Assessment.
- Google Product Search:** Shows search results for "Best Foot Forward". The top result is a snowboard advertisement with the text "Best Foot Forward" and "Shop now". Below it is a photograph of a snowy mountain peak.

WEB

PAGES

Web Site

- ❖ Collection of Web pages accessed over the Internet

SEO



DIFFERENCES

Web Site

- ✓ Is a collection of Web pages
- ✓ Belongs to the owner or domain
- ✓ Is designed to convey information on a particular subject or theme to a Web user

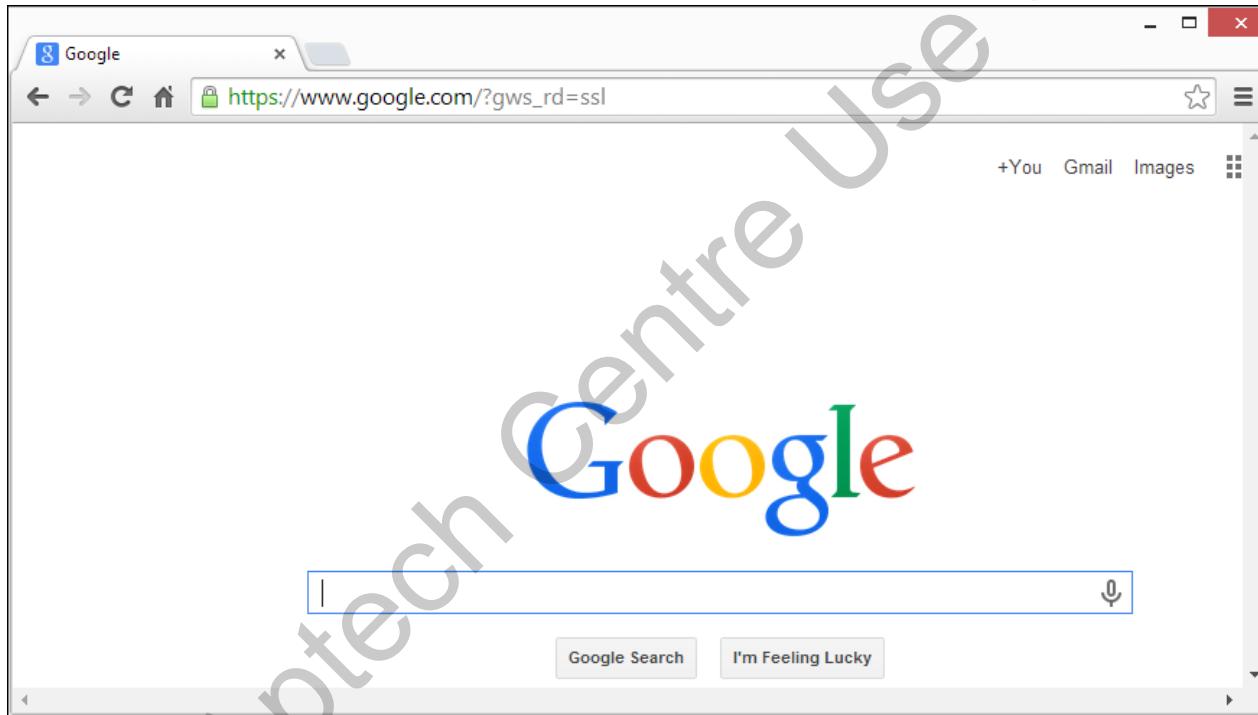
Web Pages

- ✓ Is a sub part of a Web site
- ✓ Belongs to the Web site
- ✓ Contains links to other pages in the Web site or links to external information

Google Chrome 1-5

SEO

- ◆ Google was founded by Larry Page and Sergey Brin in 1997.



Google Chrome, also called Chrome:

- ◆ Is a freeware Web browser developed by Google.
- ◆ Is one of the most popular and fastest browsers available.

Google Chrome Features

Simplicity

Chrome has features that are simple and easy to use

Security

Chrome is secured and safe on the Web with latest security updates

Speed

Chrome is faster and allows running of complex Web applications

Google Chrome Features

Single Box

Chrome places single bar placed below the Toolbar serves for Search, Address & History.

Incognito Browsing

Chrome provides this mode where the browser does not store any history about the Web sites visited, the form fields, or cookies.

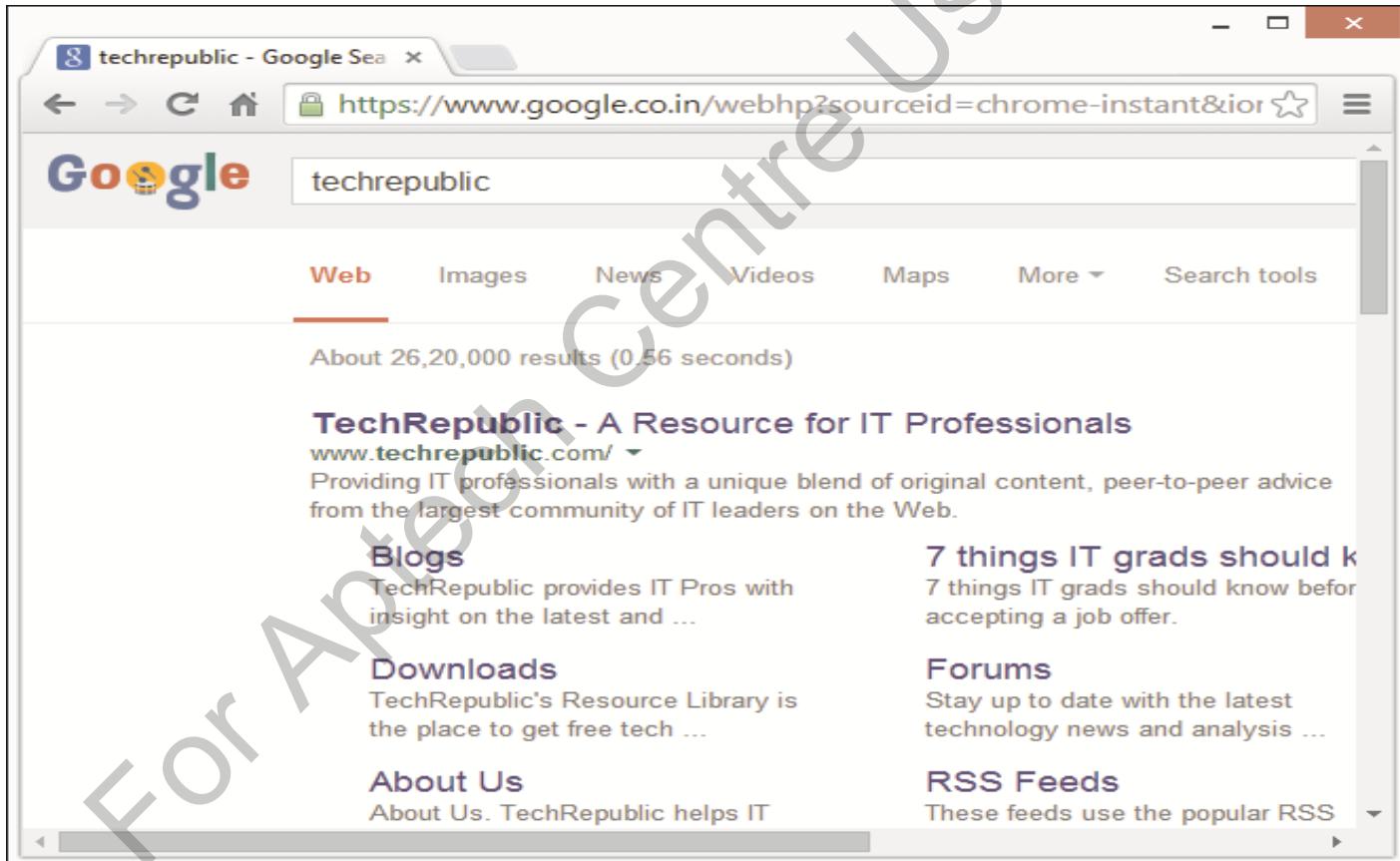
Pin Tabs

Chrome allows users to pin tabs containing their favorite or most frequently visited Web pages.

Google Chrome 4-5

SEO

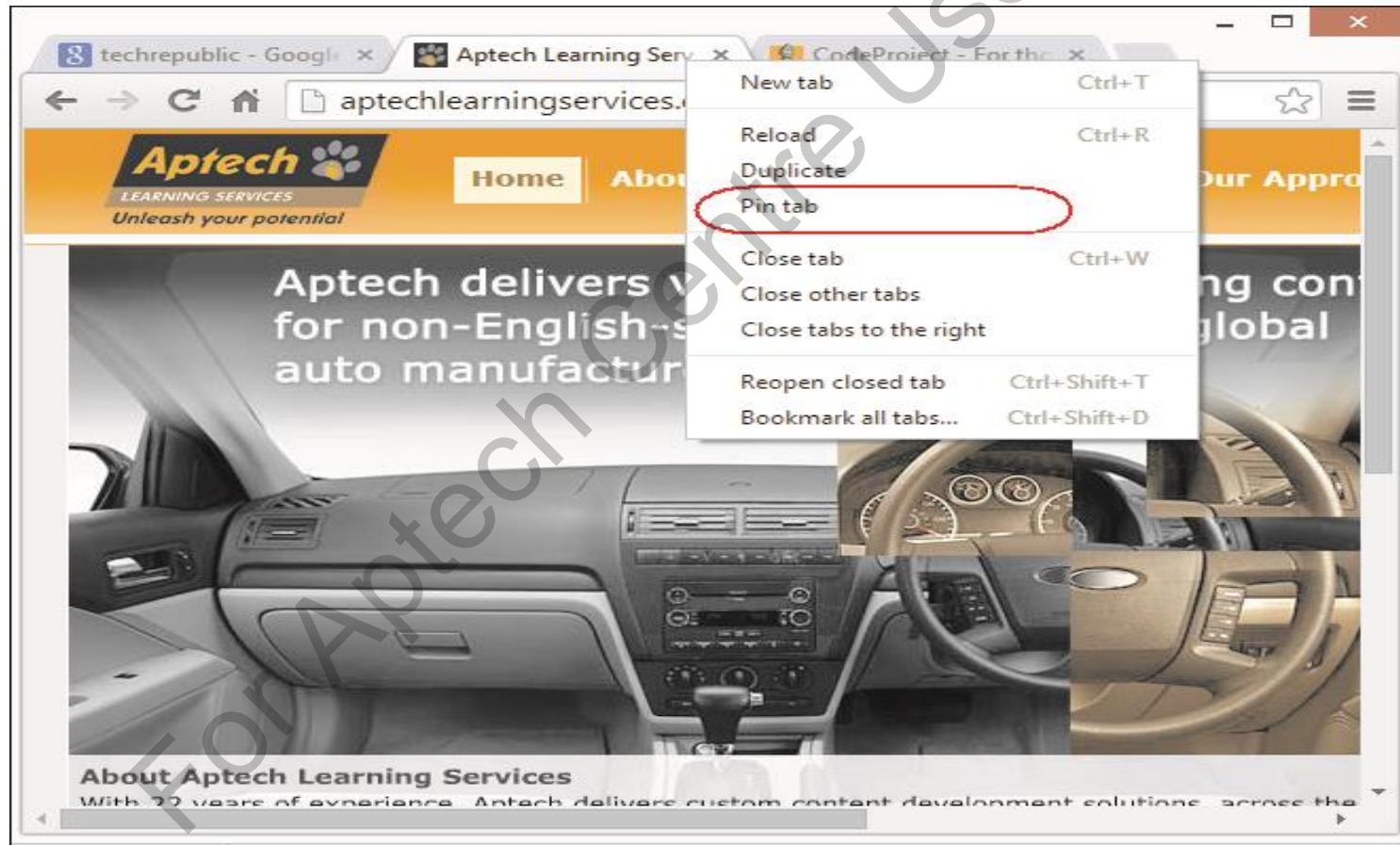
- ◆ Google Chrome has single box for Search, Address, and History as shown in the figure:



Google Chrome 5-5

SEO

- ◆ Chrome allows users to pin tabs containing their favorite or most frequently visited Web pages as shown in the figure:



Downloading and Installing Google Chrome

SEO

1. Open a new window in the currently installed browser
2. Type <http://www.google.com/chrome> in the Address bar
3. Press **ENTER**. The Google Chrome download page is displayed
4. Click **Download Google Chrome**
5. Click **Accept and Install**
6. Click **Choose** under Google search engine

Opening a Web Site with Google Chrome

SEO

- ◆ Perform the following steps to open a Web site in Google Chrome:
 1. Click **Start** button
 2. Point to **Programs** on the **Start** menu or point to **All Programs**
 3. Select the **Google Chrome** group and click **Google Chrome**
 4. Type **www.aptechlearningservices.com** in the Address bar and press **ENTER**
 5. Click **About us** on the home page



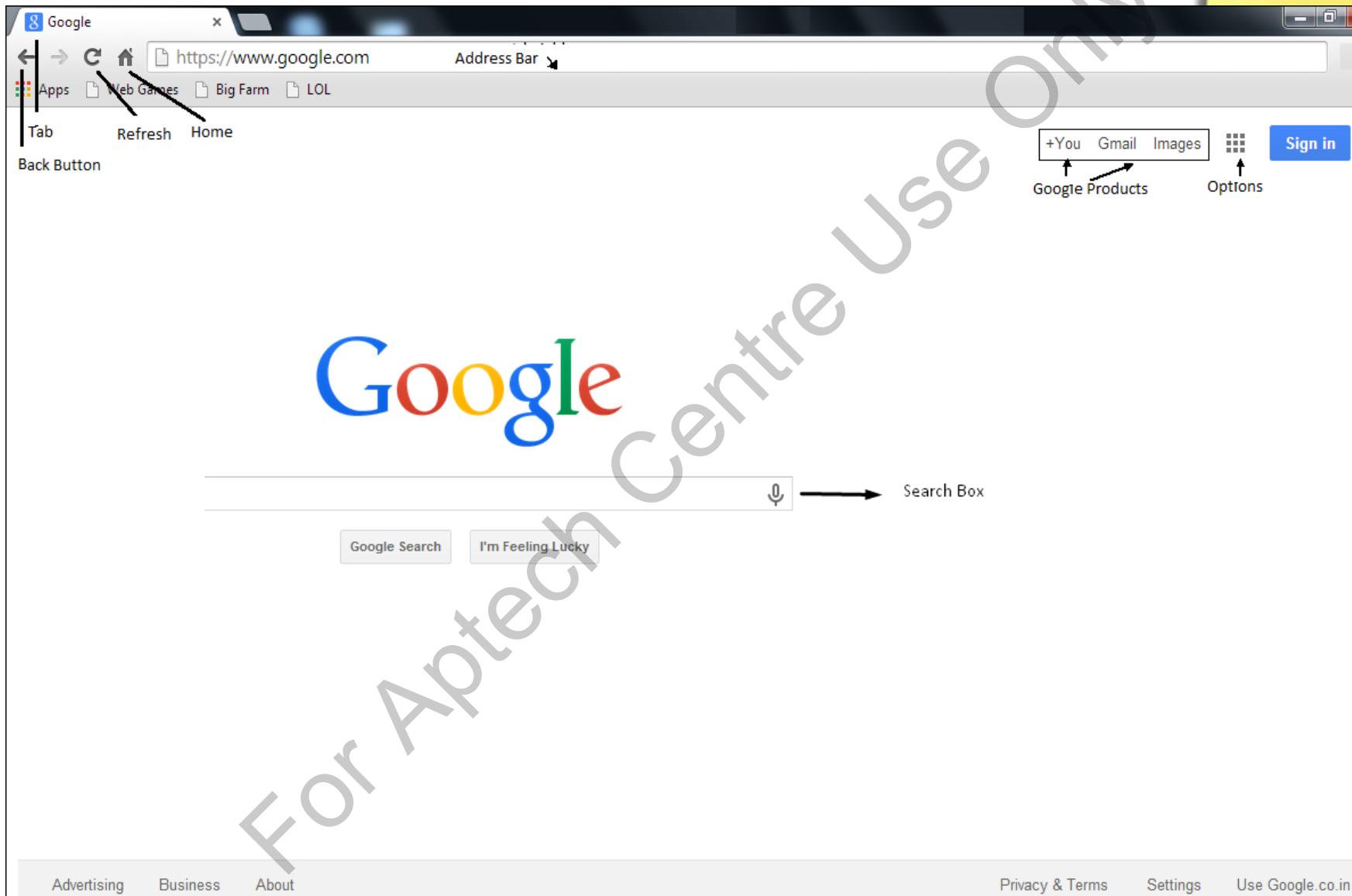
Parts of a Browser 1-2

SEO

- ◆ **Status Bar**
 - ◆ Is displayed at the bottom of the browser window
- ◆ **Address Bar**
 - ◆ Is available at the top of the browser window
- ◆ **Title Bar**
 - ◆ Displays the title of the Web page that the user is currently working with
- ◆ **Toolbar Icons**
 - ◆ Are located under the title bar of the browser window
- ◆ **Display Window**
 - ◆ Is the place where the current Web site accessed by the user is seen
- ◆ **Scroll Bars**
 - ◆ Is displayed at the right side of the display window of the browser

Parts of a Browser 2-2

SEO



Introduction to Search Engine

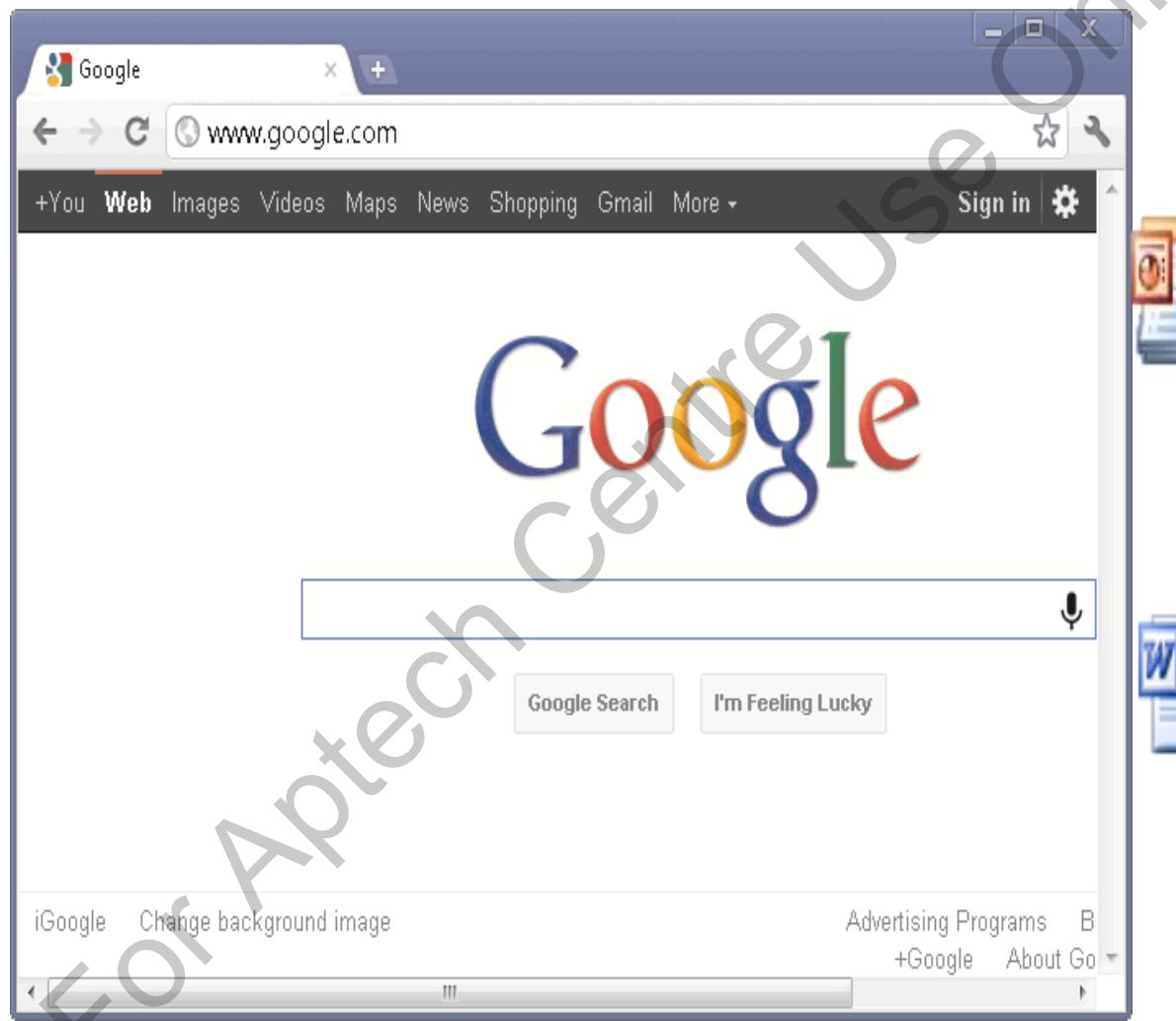
SEO

- ◆ Searches and retrieves information on the WWW and other Web-based servers.
- ◆ Displays different types of files in search results.
- ◆ Currently, the most popular search engine on the Web is the Google search that is owned by Google Inc.



Introduction to Google Search Engine 1-3

SEO



Introduction to Google Search Engine 2-3

SEO

- ◆ Steps to perform a search with Google Chrome are as follows:
 1. Open **Google Chrome** window or tab
 2. Type **Google Products** in the search text box
 3. Click **Search** on the home page

Introduction to Google Search Engine 3-3

SEO

- The different parts of the Google results page are shown in the figure:

A screenshot of a Google search results page. At the top, it says "Google Products". Below that, it shows "About 566,000,000 results (0.22 seconds)". The first result is a link to "Google Product Search" with the URL "www.google.com/products". A red box highlights the snippet: "Presents photographs of **products** and links to the stores that sell them online to narrow search by price range, and view results as a grid of images." Three callout boxes point to these elements: "Title" points to the title "Google Product Search"; "URL" points to the link "www.google.com/products"; and "Snippet" points to the highlighted snippet text.

Google Products

About 566,000,000 results (0.22 seconds)

Title

URL

Snippet

Google Product Search
www.google.com/products

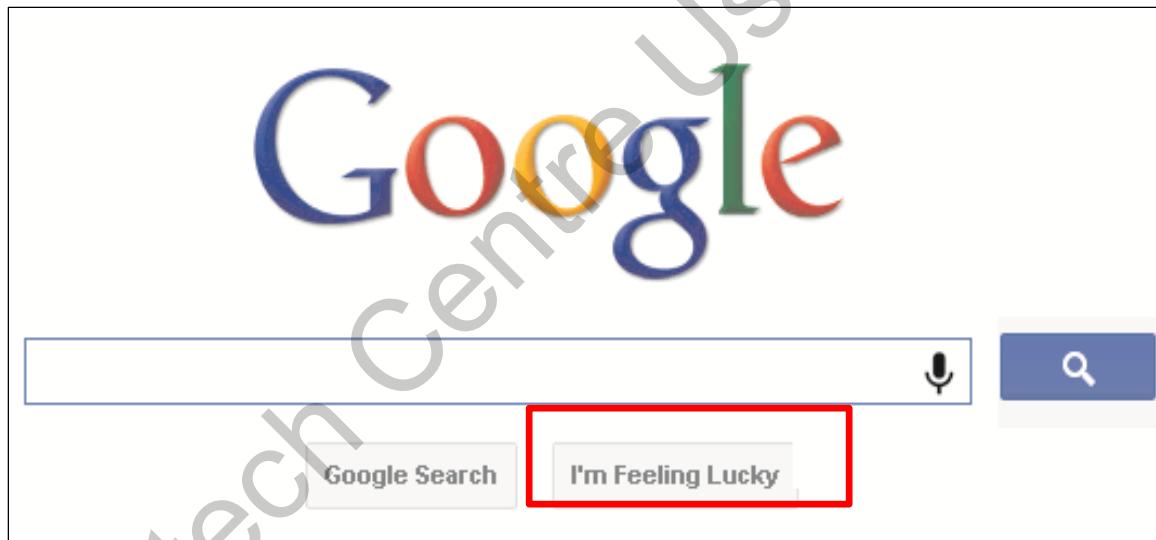
Presents photographs of **products** and links to the stores that sell them online to narrow search by price range, and view results as a grid of images.

Features of Google Search Engine 1-4

SEO

◆ I'm Feeling Lucky button

- ❖ Takes user directly to the first search result page that would have appeared in normal search



- ❖ Perform the following steps to use this feature:
 1. Open a new **Google Chrome** window or tab. By default, the **I'm Feeling Lucky** button is displayed
 2. Type a phrase to search for
 3. Click **I'm Feeling Lucky** on the home page

◆ Wide Syntax for Search

- ❖ Keywords syntax is broken into simple text that helps in retrieving better and faster search results

◆ Query Expansion

- ❖ Improves quality of the search results that are retrieved. Some of the techniques used in query expansion are as follows:

❖ **Stemming**

- Searches root of the keyword and terms that can be related

❖ **Reordering**

- Searches can be reordered to provide relevant search results

◆ Demographic Data

- ❖ Allows finding of data related to public affairs of different countries

◆ Sports Updates

- ❖ Allows to know the scores and schedule of sport events around the world

◆ Area Code

- ❖ Allows to find an area or zip code by typing a location

◆ Unit Conversion

- ❖ Is used for unit conversion

◆ Flight Schedules

- ❖ Allows the user to view the flight schedules for a particular destination

◆ Spell Check

- ❖ Provides a spelling check in case a keyword is typed incorrectly

Features of Google Search Engine 4-4

SEO

- The figure shows the **Spelling check** feature.

A screenshot of a Google search results page. The search bar at the top contains the query "desrt". Below the search bar, there are tabs for "Web", "Images", "Maps", "Videos", "Books", "More", and "Search tools". A message indicates "About 85,300,000 results (0.33 seconds)". A red oval highlights the text "Showing results for *desert*" and "Search instead for desrt". Below this, a search result for "Desert - Wikipedia, the free encyclopedia" is shown, with the URL "en.wikipedia.org/wiki/Desert" and a snippet of text about deserts. To the right of the search results is a thumbnail image of a desert landscape and a summary box for "Desert" as a geographical feature category.



◆ Use Keywords

- ◆ **Keywords:**
 - ❖ Are characteristics or attributes to identify Web sites
 - ❖ Are used by users to find certain information
- ◆ Some considerations for selecting keywords are as follows:
 - ❖ Arrange the keywords on priority basis
 - ❖ Use the words that appear frequently on the Web page
 - ❖ Use few selective terms to describe the site
 - ❖ Use descriptive words
 - ❖ Avoid long phrases and sentences

◆ Exclude Specific Keywords

- ❖ The minus (-) operator can be used to exclude certain words from the search criteria.

- ❖ Perform the following steps to use excluding keywords search:
 1. Identify the phrase to search, for example, **wedding dresses-tailored**.
 2. Open a new **Google Chrome** window or tab.
 3. Type **wedding dresses-tailored** in the search text box.
 4. Click **Search**.

Basic Search Techniques 3-4

OUTPUT

SEO

A screenshot of a Google search results page. The search query in the bar is "wedding dresses -tailored". The results are filtered by "Web". There are approximately 416 million results. The first result is an advertisement from StylishPromDress.com, followed by results from Allure Bridals, David's Bridal, and Wedding Gowns For Girls.

wedding dresses -tailored

Web Images Shopping Maps Videos More Search tools

About 416,000,000 results (0.80 seconds)

Wedding Dresses On Sale - StylishPromDress.com
Ad stylishpromdress.com/Wedding-Dresses ▾
Top Quality,Low Price,Full Choice, Custom Made,Worldwide Shipping,Buy!

Allure Bridals: Wedding Dresses | Bridal & Bridesmaid ...
www.allurebridals.com/ ▾
Allure Bridals is one of the premier designers of wedding dresses, bridesmaid dresses, bridal and formal gowns. Browse our collection and visit one of our ...
Collections - Allure Bridals: Allure Bridals - Allure Bridesmaids - Style: 2716

David's Bridal - Wedding Dresses, Bridesmaid Dresses ...
www.davidsbridal.com/ ▾ David's Bridal ▾
Shop spectacular wedding dresses, bridesmaid dresses, prom dresses & accessories at David's Bridal. Register today to win a Free Bridal Gown!

Wedding Gowns For Girls
www.wow.com/Wedding+Gowns+For+Girls ▾
Search for Wedding Gowns For Girls
Look Up Quick Results Now!

Wedding Dress
www.made-in-china.com/Wedding_Dress ▾
China Wedding Dress Supplier.
The Source for Quality Suppliers.

◆ Search for Exact Phrases

- ❖ Google provides the facility to search for the exact phrase or keyword.
- ❖ This can be done by using double quotes ("").
- ❖ Save time when a user knows exactly what to look for.
- ❖ For example, a keyword search of “Isaac Thomas” with double quotes would show information specific to only these two words.



◆ Some techniques for a faster search are as follows:

◆ **Currency Conversion Search**

- ◆ Is used to know the currency conversion rate
- ◆ Converts the currency from one to another currency format
- ◆ Perform the following steps to view sites that help convert currency:
 1. Open a new **Google Chrome** window or tab
 2. Type **30 USD to Euro** in the search text box
 3. Click **Search**

Quick Search Techniques 2-12

SEO

OUTPUT

8 30 USD to Eur - Google Search +

Google 30 USD to Eur

Web Shopping Maps Images Videos More ▾ Search tools

About 922,000,000 results (0.92 seconds)

30 US Dollar equals
21.63 Euro

US Dollar

Euro



Disclaimer

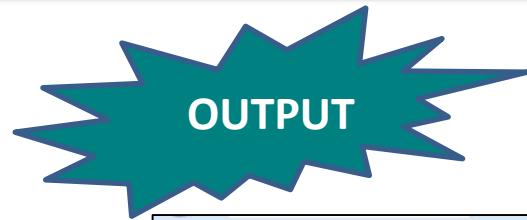
30 USD EUR - US Dollar(USD) Today - Currency Converter
usd.fx-exchange.com/eur/30-exchange-rates.html ▾

30(USD) US Dollar(USD) To Euro(EUR) Currency Exchange Today - Foreign Currency Exchange Rates and Currency Converter Calculator.

◆ Climate Search

- ❖ Users can view the four day weather forecast worldwide
- ❖ Perform the following steps to view the weather forecast:
 1. Open a new **Google Chrome** window or tab
 2. Type **weather Russia** in the search text box
 3. Click **Search**

Quick Search Techniques 4-12



SEO

For Aptech Centre Use Only

weather russia - Google Search

Google weather russia

Web News Shopping Images Maps More Search tools

About 725,000,000 results (0.87 seconds)

Moscow, Russia
Sunday 11:00 AM
Overcast

47 °F | °C

Precipitation: 10%
Humidity: 28%
Wind: 2 mph

Temperature Precipitation Wind

47 51 52 49 47 44 48 44

12 PM 3 PM 6 PM 9 PM 12 AM 3 AM 6 AM 9 AM

Sun Mon Tue Wed Thu Fri Sat Sun

54° 41° 50° 39° 55° 36° 61° 41° 72° 50° 79° 52° 72° 54° 77° 55°

The Weather Channel - Weather Underground - AccuWeather

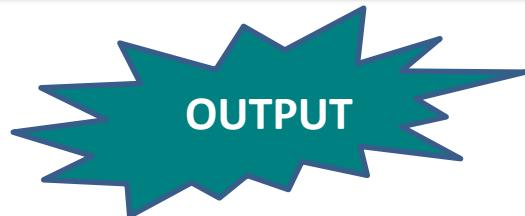
Send feedback

News for weather russia

◆ Current Local Time Search

- ◆ Users can view the current local time for any city across the world
- ◆ Perform the following steps to view the local time in Washington:
 1. Open a new **Google Chrome** window or tab
 2. Type **time Melbourne** in the search text box
 3. Click **Search**

Quick Search Techniques 6-12



SEO

time melbourne - Google Search +

Google time melbourne

Web Maps Shopping News Videos More ▾ Search tools

About 514,000,000 results (0.72 seconds)

5:14 PM

Sunday, May 4, 2014 (EST)
Time in Melbourne VIC, Australia

Current local time in Australia – Victoria – Melbourne

www.timeanddate.com/worldclock/australia/melbourne ▾

Find out current local time in Australia – Victoria – Melbourne. Get Melbourne's weather and area codes, time zone and DST. Explore Melbourne's sunrise and ...
The World Clock - Time Zone ... - Time zone - Weather - DST Changes

◆ Calculation Search

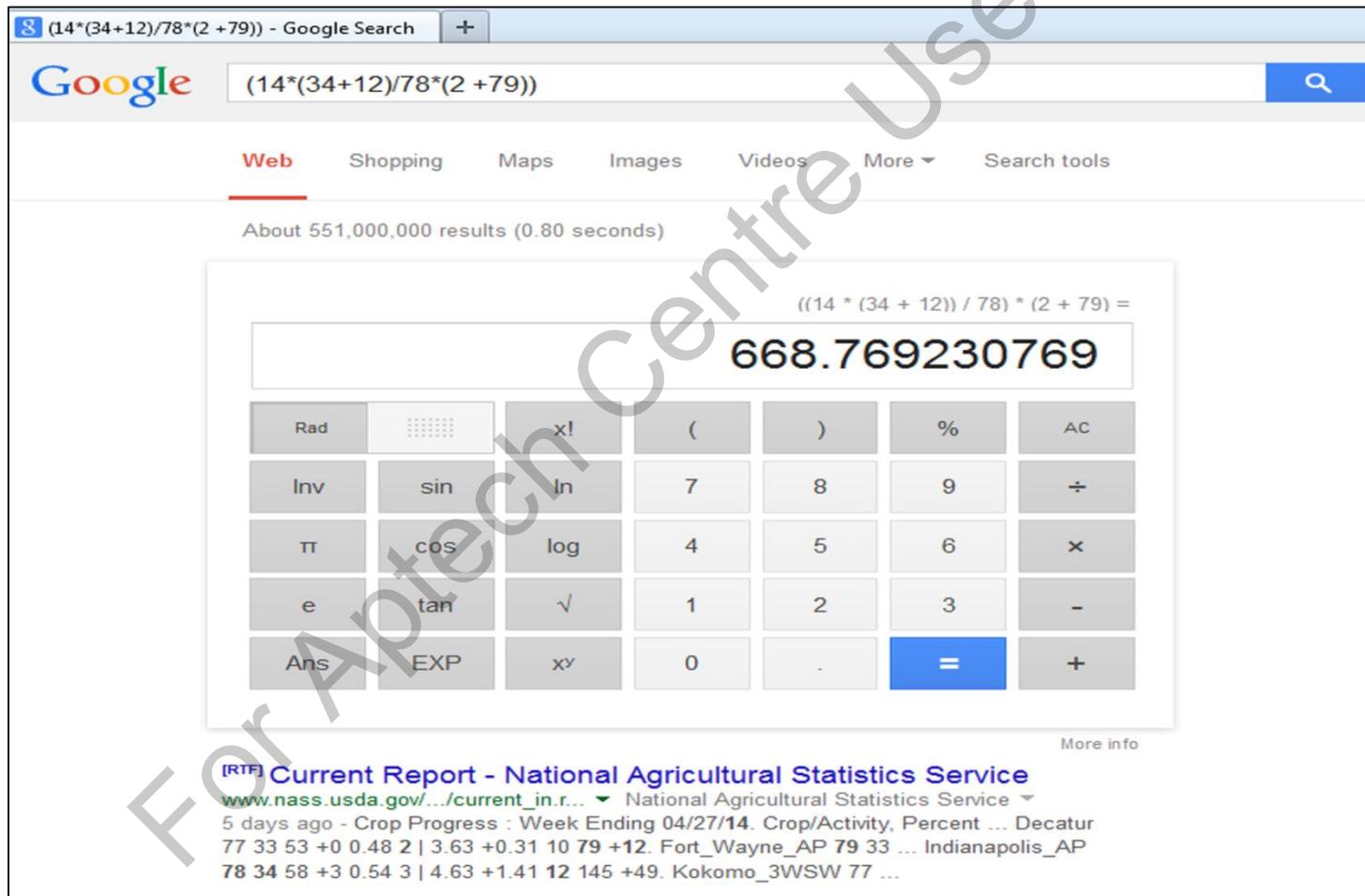
- ◆ Is used as a calculator to perform mathematical calculations
- ◆ Allows complex formulas to get the results within a few seconds
- ◆ Uses search text box of Google for calculating values
- ◆ Perform the following steps to view the calculation:
 1. Open a new **Google Chrome** window or tab
 2. Type **(14*(34+12)/78*(2 +79))** in the search text box
 3. Click **Search**

Quick Search Techniques 8-12

SEO

OUTPUT

For Aptech Centre Use Only



The screenshot shows a Google search result for the query $(14*(34+12))/78*(2+79)$. The search bar at the top has the query entered. Below the search bar, there are tabs for Web, Shopping, Maps, Images, Videos, More, and Search tools. A message indicates "About 551,000,000 results (0.80 seconds)". The main result is a large digital calculator interface. The calculator screen displays the equation $((14 * (34 + 12)) / 78) * (2 + 79) =$ followed by the result **668.769230769**. The calculator has a standard layout with buttons for numbers 0-9, arithmetic operators (+, -, ×, ÷, =), and various mathematical functions like sin, cos, tan, log, ln, and trigonometric functions (Rad, Inv, sin, cos, tan). There are also buttons for Ans, EXP, and other scientific functions. At the bottom right of the calculator interface is a blue "More info" link.

[RTF] Current Report - National Agricultural Statistics Service

www.nass.usda.gov.../current_in.r... ▾ National Agricultural Statistics Service ▾

5 days ago - Crop Progress : Week Ending 04/27/14. Crop/Activity, Percent ... Decatur

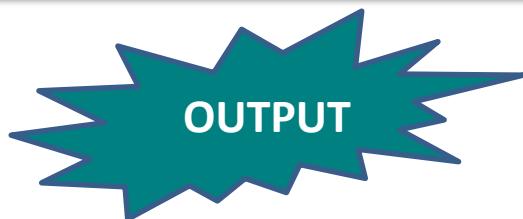
77 33 53 +0 0.48 2 | 3.63 +0.31 10 79 +12. Fort_Wayne_AP 79 33 ... Indianapolis_AP

78 34 58 +3 0.54 3 | 4.63 +1.41 12 145 +49. Kokomo_3WSW 77 ...

◆ Range Search

- ◆ Google enables users to search for a range using the .. symbol
- ◆ Perform the following steps to view a range:
 1. Open a new **Google Chrome** window or tab
 2. Type **ebook Reader \$50..\$80** in the search text box
 3. Click **Search**

Quick Search Techniques 10-12



SEO

ebook Reader \$50..\$80 - Google Search +

Google ebook Reader \$50..\$80

Web Shopping Books Images News More ▾ Search tools

About 8,530,000 results (0.65 seconds)

Shop for ebook Reader \$50..\$80 on Google Sponsored ⓘ

 Case Logic 6-7" Tablet & Rs.895.00 Amazon.in	 case LOGIC, Life, Simplified: Case Logic 10" Tablet & E- Rs.1,295.00 Amazon.in	 Kroo 7-Inch Canvas ... Rs.1,728.00 Amazon.in	 6-7 Tablet & E-book Reader Rs.895.00 Flipkart	 Protective Skin Decal Cover ... Rs.2,888.00 Amazon.in
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[Kindle - Best-Selling Ereader - Only \\$69 - Amazon.com](http://www.amazon.com/...Ereader-ebook-reader/dp/B007HCCNJU)
www.amazon.com/...Ereader-ebook-reader/dp/B007HCCNJU ▾ Amazon.com ▾
The all-new Kindle ereader is only \$69 and is still the smallest and lightest Kindle ... List Price: \$69.00 your Kindle's battery, and best of all, don't add \$50 to the price of the Kindle. For me, Nook Simple Touch is the superior ebook reader.

◆ Definition Search

- ◆ Enables users to search the definition using the **define** keyword
- ◆ Perform the following steps to view the define search:
 1. Open a new **Google Chrome** window or tab
 2. Type **define kilobyte** in the search text box
 3. Click **Search**

Quick Search Techniques 12-12

OUTPUT

SEO

define kilobyte - Google S

https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espj

Google define kilobyte

Web Images Shopping News Videos More Search tools

About 149,000 results (0.40 seconds)

kil·o·byte
/ˈkīlō bīt/
noun COMPUTING
a unit of memory or data equal to 1,024 (2^{10}) bytes.

Kilobyte - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Kilobyte ▾ Wikipedia ▾
The kilobyte is a multiple of the unit byte for digital information. Although the ... 1 kB = 1000bytes = 103 bytes is the definition recommended by the International ... Definitions - Examples - See also - Notes

Summary

SEO

- ◆ The Internet is a network of computers connected globally
- ◆ The WWW is a collection of interconnected documents that can be accessed over the Internet
- ◆ A browser is a software program search and view different types of information on the Internet
- ◆ A Web page represents a document that resides at remote location
- ◆ A collection of Web pages accessed over the Internet is called a Web site
- ◆ A Web search engine searches and retrieves information on the WWW and other Web-based servers
- ◆ Google is mainly used to search information on the Web