

# Page Ranking: How Search Engines Work

## Journal:

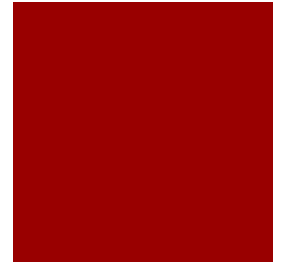
Which are you more likely to do if you don't see an answer to a search request on the first page: click forward to page 2 of the results or ask the question differently? Why?

### Objectives

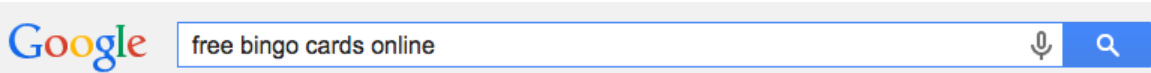
- Students will understand that the page rank algorithm depends on many factors, has changed over time, and has a large impact on the traffic that a site gets.
- Students will give examples of how their activity online is tracked and how the knowledge of them is used to tailor the results and the possible repercussions

# The 3 steps that happen when you search

1. Find matching pages
2. Rank the pages to choose the best ones
3. Try to avoid spam



If I search for a website where I can make Bingo cards online for free...



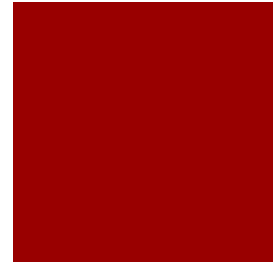
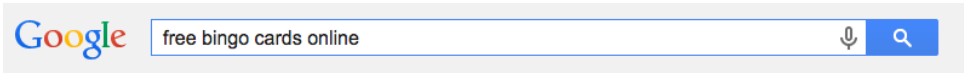
Why does this result



appear in a higher position than this result?



# Keyword Match



Search engines use keyword similarity

The 4 keywords:

free  
bingo  
cards  
online

1. Do the words you're looking for appear on the web page?
2. How often? What about synonyms?
3. Do they stand out in titles? In the name of the site?
4. Are they in the meta tags?

# Use a page rank checker to find out what's different about the pages.



## What do these terms mean?

1. Backlink
2. Referring domain
3. PR Quality
4. SEO
5. Alexa Rank
6. Directory listed
7. Domain age
8. Whois

**Look up the vocabulary**

**Pair and share results**

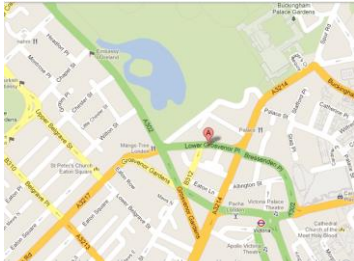
**Agree on best definitions**

**Add to google classroom assignment**

# Different results for different people

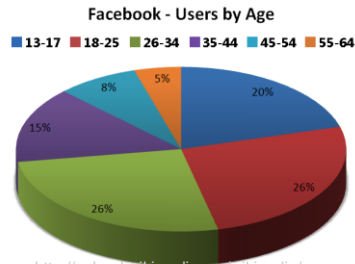


- Different people get different results.
- Why would that be?

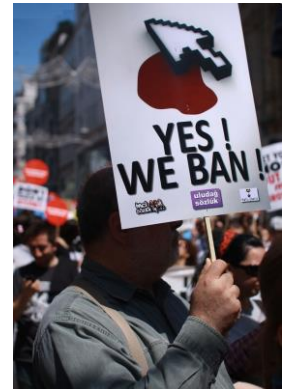


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CS Matters in Maryland - CS Principles



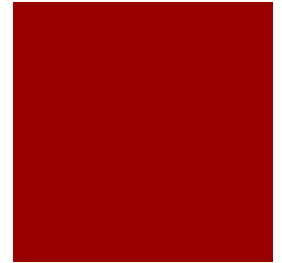
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