

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

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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

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

Google

free bingo cards online



appear in a higher position Why does this result than this result? Print-Bingo.com ESL Activities.com Home | Print Bingo Cards | Samples, Features, Help... | About | Premium Access 11 Las 41.00 841 452 9 10 f 👪 HOME **BINGO Card Generator** ABOUT US START YOUR NEWS Search CONTACT US Welcome to the BINGO Card Generator. This program will allow you to create sets of BINGO cards using ONLINE GAMES text. If you would like to create BINGO cards using pictures instead of text, please visit our Picture BINGO Welcome to Print-Bingo.com CROSSWORD PUZZLES Card Generator. A free web based bingo card generator used by hundreds of people every day! BINGO CARDS To begin, choose how many words will fit on one card by changing the number of rows or columns below. Print-Bingo.com is a completely web based program for printing many types of bingo cards, including those with your Then click "Continue" own custom word lists. Since there is nothing to install, this site works with any recent computer and printer. Hundreds of Free LINKS people print bingo cards from this site every day, so chances are that it will work for you tool Templates Rows: 5 : Columns: 5 : Total Words on Card: 25 I've read enough. Let me generate bingo cards CONTINUE Party **Online Esl** Invitations eaching Note: The BINGO Card Generator requires JavaScript and pop-up windows in order to work properly. Please make sure your We strive to make it as easy as possible to print your Bingo cards. Most pop-up blocker (if you have one) allows pop-ups for ESL Activities.com. Also make sure you have JavaScript enabled. Before B I N G O computers have the proper software installed, so this site should 'lust work. printing any BINGO Cards, make sure your printer is set to print Landscape and that the paper size you choose for your BINGO Cards is the same size as the paper in your printer. (You can change these settings when you print the cards by clicking on If not, try the tips on the help page. -00% Online Program Preferences in the print window.) signed for ESL Calendar Plus, since we're web based, you can print your custom bingo cards from any Internet connected computer. Start your designs at home and print them when web 3474 you get to the office! You can even email your designs to your co-workers. We offer three sizes of bingo cards, one, two, and four cards per letter sized Printable page. We also have a custom bingo card creation form where you can create unique bingo cards with your own word lists and other customizations. Cards

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Keyword Match

Google free bingo cards online

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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
- Alexa Rank
 Directory listed
 Domain age
 Whois

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Look up the vocabulary

Pair and share results

Agree on best definitions

Add to google classroom assignment



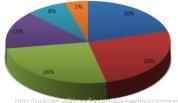
http://checkpagerank.net/ or http://www.prchecker.info/ (or search for another page rank checker)

Different results for different people

Different people get different results.Why would that be?



uf_Restaurant_map,_8_lower_Grosvenor_place_sw1w_0en,_ London.png CS Matters in Maryland - CS Principles Facebook - Users by Age

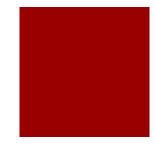


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