

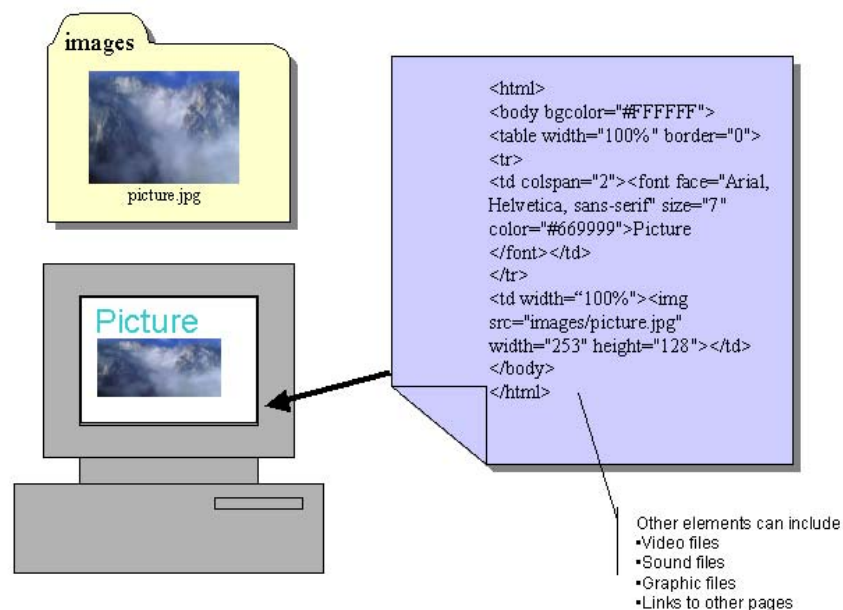
About the Internet: Finding Information on the World Wide Web

General features

The World Wide Web provides access to information that has been written in HTML (Hyper Text Markup Language). Each “page” on the Web has a unique name and can be connected to any other Web page with a hypertext link. A hypertext link makes it possible to jump from page to page quickly and easily even though the actual data for each page may be stored in different physical locations.

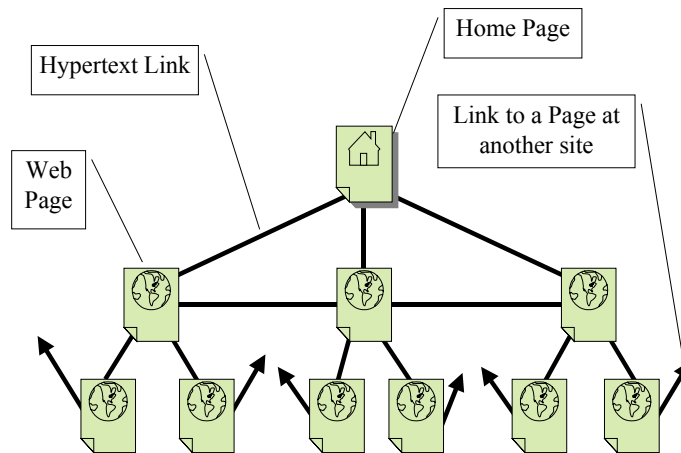
Web page construction

HTML uses a system of tags and attributes that determine the way information looks when it is viewed with a browser. In addition to text, a Web page can include graphic, image, sound, and video files as well.



Web site construction

Information on the World Wide Web is usually presented in a Web site, a collection of associated pages and the files that are associated with them that are stored on a Web server. As an aid to navigation, each Web site has a home page with links to the other pages in the site as well as links to pages at other sites.



Finding information on the Web

Although there is much information to be found on the Web, trying to find just what you are looking for can be a challenge. Because there is no comprehensive directory of all the pages on the Web, you need to find what you are looking for by using a search engine. A search engine is a database of the words on a Web page. Each word is associated with the Web page's address

Types of Search Engines

Standard search engine

- Searches database of Web sites that it has collected.
- Google (<http://www.google.com>)

Metasearch engine

- Searches databases of several standard search engines.
- Vivisimo (<http://vivisimo.com/>)

Web site directory

- Searches databases of Web sites that have been reviewed and categorized.
- May be dedicated to one particular subject area.
- Yahoo! (<http://www.yahoo.com>)

Using a Search Engine

Standard search

1. Enter keywords (words you would expect to be on the Web page, for example: **soap free sample**).
2. Press Enter.
3. Review search results.

Advanced search

1. Enter keywords.
 2. Define how the search engine should use the keywords.
 3. Define other options.
 4. Press Enter.
 5. Review search results.
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