

Computing

Lesson 3: How search results are ranked

Computing systems and networks - Communication

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Task 1 - Create your own web page

Create your own web page

On a piece of paper, you are going to create your own web page around the theme of animals.

Your web page should include:

- A web address (URL)
- A heading
- Subheadings
- Paragraphs of information
- Some pictures or diagrams
- Links to other websites

Try to include as much content as you can.

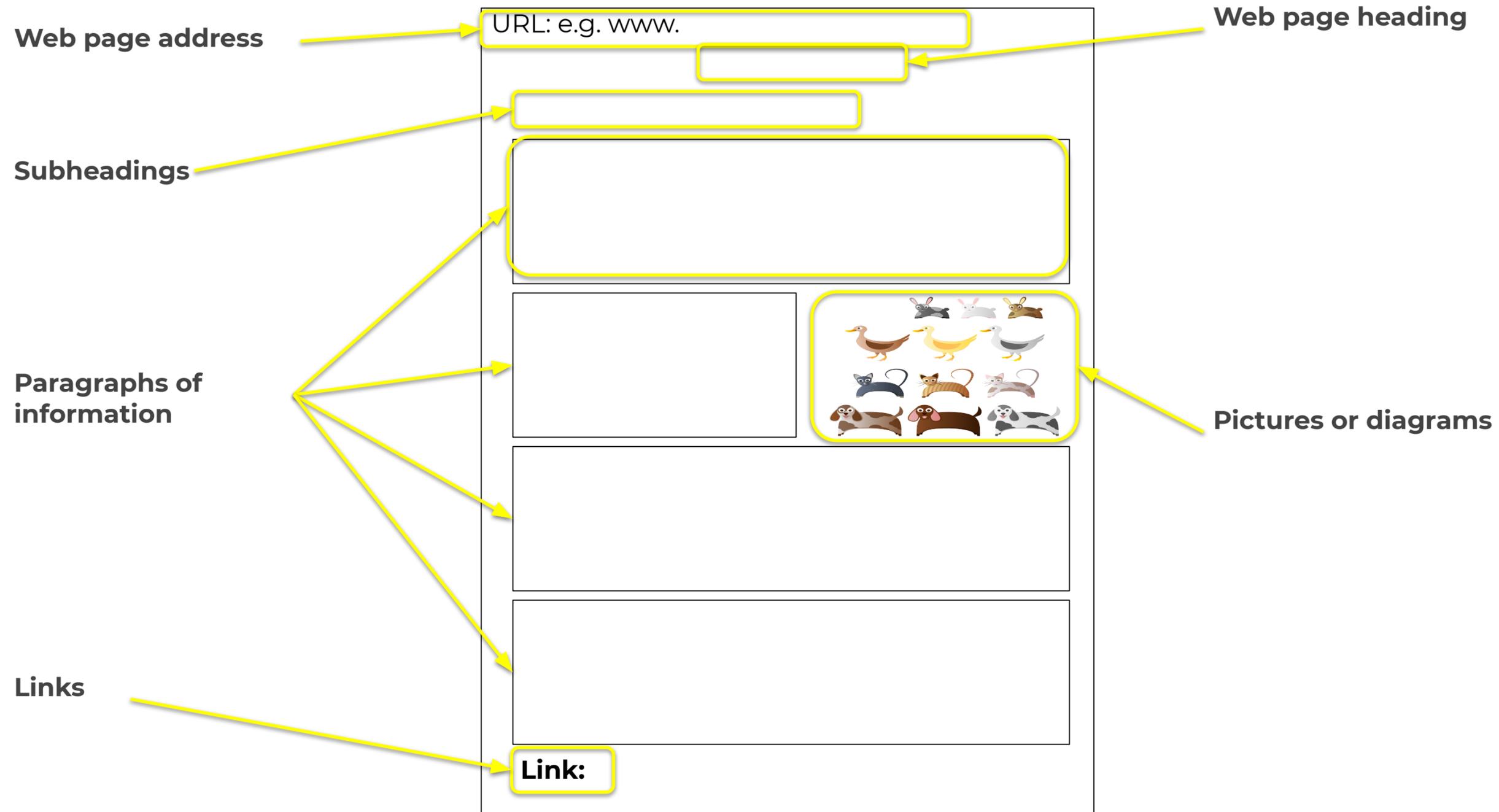
Please the next slide for the template.



Credit: Pixabay



Task 1: Create your own web page (template)



Credit: Pixabay



Task 2 - Rank your paper web page

Select a keyword for your search on your website.
Complete the second column in the table 'Your website before changes'

Score your web page based on the following criteria:

Receive 1 point for each time the search term appears in the paragraphs of text

Receive 5 points for each time the keyword appears in the subheadings

Receive 10 points if the search term appears in the heading

Receive 20 points if the search term appears in the URL

	Your Website before changes (Points)	
Keyword in paragraph		
Keyword in subheading		
Keyword in heading		
Keyword in URL		



Task 2 (cont) - Rank your paper web page

Now make changes to your website to improve its ranking. Use the scoring criteria for your improved website after the changes.

Complete the third column in the table.

What did you do to increase its ranking?

Scoring criteria:

Receive 1 point for each time the search term appears in the paragraphs of text.

Receive 5 points for each time the keyword appears in the subheadings.

Receive 10 points if the search term appears in the heading.

Receive 20 points if the search term appears in the URL.

	Your Website before changes (Points)	Your Website after changes (Points)
Keyword in paragraph		
Keyword in subheading		
Keyword in heading		
Keyword in URL		

