

Narrow Down Your Key Word Queries

Internet Search Activity

1. Click on the **“Keyword Search Activity”** link. Leave the spreadsheet open as you will use it to record our findings as we go through this activity.
2. Access the Internet either by clicking the Internet Explorer Icon on the desktop or Firefox Icon in the Programs for 217 folder on your desktop.
3. Key in the research keywords in Google.com in the search window. Make note of the number of results you received in the **“Keyword Search Activity”** document. This will be located near the top of the search page.
 1. Scroll down the page and review the variety of results that have been returned. Notice that they encompass any ski and/or snowboard related topics. For example:
 1. Manufactures making skis and snowboards
 2. Books about skiing or snowboarding
 3. Resort areas for skiers and snowboarders
 4. Olympic competition results for skiing and snowboarding events
 5. Sites comparing skiing and snowboarding equipment.
 2. Since these results are so broad, we will narrow the search geographically.
5. Key the search words ski snowboard Utah and tap the enter key or click the search button.
 1. In your **“Keyword Search Activity”** document record how many results you received when you limited the search by geographic location.
 2. These results are still a little broader than what we need. So we will narrow the search further to include only information on places you can ski or snowboard in Utah.
6. Key in ski snowboard Utah resorts and tap the Enter or click Search.
7. Record how many results you received in your **“Keyword Search Activity”**.
 1. Compare the total number of results with each succeeding search in **Google.com**.
 2. Complete all of the search terms for Google.
4. Now go to Yahoo.com
 1. Complete all searches that you completed in Google.com
 2. Record them just as before in your **“Keyword Search Activity”** document in the Yahoo.com column.
5. Now go to Bing.com
 1. Complete all searches that you completed in Google.com and Yahoo.com
 2. Record them just as before in your **“Keyword Search Activity”** document in the Bing.com column.
6. Complete the reflection section of the spreadsheet.
7. Save the **“Keyword Search Activity” spreadsheet** in your “My Documents” in the your Technology Folder. If you do not have a subfolder called Internet Unit create it and save it within the subfolder.
8. Upload the spreadsheet to the “Turn Ins” in your Engrade.com account.