



## 8. Anatomy of a Results Page

In this lesson students discover that **effective online searching includes being able to “read” the page that a search query yields** (the “search engine results page” or SERP). This lesson shows them what they can expect to find there—advertisements, “organic” results, knowledge panels, and more. Knowing how to critically evaluate the information on this page, and understanding what is useful and what is not, will help students become efficient researchers.

Key Standards—Common Core ELA, 7th: RI.7, RI.7.1, RI.7.2, RI.7.3, RI.7.4, SL.7, SL.7.1, SL.7.1.a, SL.7.1.b, SL.7.1.c, SL.7.1.d, SL.7.4, SL.7.4.a, SL.7.4.d, L.7.6. ISTE: 3a, 3b, 3c. CASEL: 5d, 5e.

### Learning Objectives

Students will...

- ✓ Learn that effective searching doesn't end at crafting a good query.
- ✓ Become familiar with the different elements that appear on a search engine results page.
- ✓ Be more critical about the information they find and use.



### Introducing The Lesson

Review and/or complete the previous lesson. Try out the search queries students thought were the best. Look at their results together and ask: *Was this query effective? Did you find the information you were searching for? Can you readily locate it on the results page?* This should demonstrate that a search query often yields information **not** useful for research (i.e., ads). This lesson will further illustrate this point.

### The Lesson

1. Tell students that when a search engine matches **keywords** to words that occur on various webpages across the Internet, what it delivers to us is called a “search engine results page” (or a SERP). But sometimes the information one actually needs is hard to find amidst everything that appears on this page. Plus, no two SERP's are the same. Results are often personalized to the user (tell students they will soon learn how this happens). In this lesson they'll be learning how to read a search engine results page.

## Activity

2. Use the Slides or print and share the following pages (or use the Student Packet). Together with your students, review these common elements of a search engine results page (Note: Since most students will use Google, that is where these examples come from. Tell students that other search engines will have similar elements, and that on all search engines, these elements change, appear on different parts of the page, and sometimes don't appear at all. Plus there might be other elements too. That's why good researchers need to use critical thinking skills to carefully analyze their search results!)

Discuss the following:

- **Image 1: Search Bar.** This appears at the top of the results page. It is where you can also see your search query and modify it or enter a new one.
- **Image 2: Filters.** These links in the top navigational menu, just below the search bar on the results page, allow users to look specifically at results in one kind of media or another, or otherwise narrow their results. Filters include: images, shopping, video, news, maps, books, and more. The default filter is "all."
- **Image 3: Ads.** Results appearing with the words "Ad" or "Sponsored" are commercial advertisements. These appear because someone has paid for them, but they only appear if they are relevant to your search. Search engines make money by running search related ads alongside "organic" results, they get paid every time someone clicks on one of these ads.
- **Image 4: Organic Search Results.** These are the results you were actually searching for, they are not paid for by anyone and cannot be bought, and they are sometimes tricky to find! Google determines how your query matches different pages it finds on the web when deciding which pages to deliver to you and in what order to list them (note how many seconds it takes to find these results). Tell students that often people using the exact same query will receive different results. They will learn why this happens in the next unit!
- **Image 5: People Also Ask (PAA).** These are questions that are related to a search query. They are connected to answers users can click on.
- **Image 6: Top Stories.** These provide more information about a significant event or breaking news.
- **Image 7: Videos.** These videos are related to the search and link to a video hosting platform like YouTube, Vimeo, or a webpage with embedded video.



## Activity, continued

- **Image 8: Knowledge Panel.** This provides a quick overview of people, places, or things and often includes significant dates, a brief overview of the topic, and some images.

## Homework

Since it can be tricky to spot all of these elements on a search results page (and there are even some elements not covered here), let students try their hand at identifying elements themselves. Ask them to search any topic (this is an opportunity to test a good query!). When they get their search engine results page, have them identify the elements on it. They can do this one of two ways:

- Take a screen shot of the page, print it, and then circle and label the elements they can identify.
- Copy the page in their books (by drawing it), circle and label the elements they can identify.

Finally, remember that many students today do research on mobile devices. If students want to use a mobile device for this activity, great! But challenge them to conduct the same search on a computer and compare their results. They might be surprised!

## Goal

Students will be able to identify elements of a web search results page and know what information to use for schoolwork and research.



# ANATOMY OF A RESULTS PAGE

Google search results for "skeleton". The search bar is highlighted with a red box.

Search results include:

- Ads - Shop skeleton**: Four product listings for skeletons (Crazy Bonez, Harvey Skeleton, Profile Pete, Educational Human Skeleton) with prices and Amazon.com links.
- Wikipedia**: Definition of a skeleton, types (exoskeleton, endoskeleton, hydroskeleton), and Greek term (σκελετός).
- Appendages**: Dropdown menu for selecting body parts.
- Region**: Dropdown menu for selecting a region.
- Skeleton Hand**: Images of hands with skeletons.
- Skeletal Characters**: Images of characters with skeletons (Death, Mister Bones, Alinz, Lord Hater).
- See results about**: Search bar for "skeleton" with a dropdown menu.
- Overview of Skeleton - Visible Body**: Article about the skeletal system.
- Top stories**: News articles from The Nation, The Conversation, The Verge, and IGN.
- Videos**: Video results for "Set It Off - Skeleton (Official Music Video)", "John Carpenter - Skeleton (Official Audio)", and "Skeletal System | Human Skeleton".

## 1. SEARCH BOX:

Appears at the top of the results page.

This is where you enter or modify your search query (note that search can be conducted by voice too!)

## 2. FILTERS:

These are the different kinds of searches you can perform. "All" is the default search, but you can also search for images, shopping, videos, news, and more.

The screenshot shows a Google search for "skeleton". The search bar is highlighted with a red box, and the "All" filter is selected. Below the search bar, there are several tabs: "All", "Images", "Shopping", "Videos", "News", "More", and "Tools". The "All" tab is active, showing a mix of results including ads, knowledge panels, and search results.

**Ads - Shop skeleton**

- Crazy Bonez Pose-N-Stav** - Image of a skeleton figure.
- Harvey Skeleton, Life-Size, 2nd...** - Image of a life-size skeleton figure. Price: \$259.00. Haunted Prop...
- Profile Pete Jointed Skelet...** - Image of a skeleton figure. Price: \$7.08. Amazon.com. Free shipping.
- Educational Human Skelet...** - Image of a skeleton figure. Price: \$36.99. Amazon.com.

**Knowledge Panel: Skeleton**

A skeleton is a structural frame that supports an animal body. There are several different skeletal types: the exoskeleton, which is the stable outer shell of an organism, the endoskeleton, which forms the support structure inside the body, and the hydroskeleton, a flexible skeleton supported by fluid pressure.

**Wikipedia**

**Greek: σκελετός**

**Appendages** (dropdown menu)

**Region** (dropdown menu)

**Skeleton Hand**

Bone Color... Skeleton Hand... Suck UK Skelet... Skeleton Hand...

**Skeletal Characters**

Death, Mister Bones, Alinz Ooal..., Lord Hater

**See results about**

skeleton  
Dictionary definition

**Top stories**

- The Nation** - Skeletons - 12 hours ago
- The Conversation** - Why a 110-million-year-old raptor skeleton should never have been... - 3 days ago
- The Verge** - Star Wars: Skeleton Crew is the latest live-action series coming to Disney... - 2 days ago
- IGN** - Star Wars Celebration 2022: Everything Announced So Far - 14 hours ago

**Videos**

- Set It Off - Skeleton (Official Music Video)** - YouTube - Set It Off - Oct 29, 2021
- John Carpenter - Skeleton (Official Audio)** - YouTube - Sacred Bones Records - Jul 3, 2020
- Skeletal System | Human Skeleton** - YouTube - learning junction - Feb 2, 2018

6 key moments in this video

View all



### 3. ADS:

These are paid-for advertisements. They appear only if they are relevant to the search (they match the keywords). Usually identifiable by the words "Ads" or "Sponsored."

Google search results for "skeleton".

Search results include:

- Ads - Shop skeleton** (highlighted in red):
  - Crazy Bonez Pose-N-Stay... \$64.99 Amazon.com
  - Harvey Skeleton, Life-Size, 2nd... \$259.00 Haunted Prop...
  - Profile Pete Jointed Skelet... \$7.08 Amazon.com Free shipping
  - Educational Human Skelet... \$36.99 Amazon.com
- Skeleton** (Information panel):
  - A skeleton is a structural frame that supports an animal body. There are several different skeletal types: the exoskeleton, which is the stable outer shell of an organism, the endoskeleton, which forms the support structure inside the body, and the hydroskeleton, a flexible skeleton supported by fluid pressure.
  - [Wikipedia](#)
  - Greek:** σκελετός
  - Appendages** (dropdown)
  - Region** (dropdown)
  - Skeleton Hand** (dropdown): Bone Color..., Skeleton Hand..., Suck UK Skelet..., Skeleton Hand...
  - Skeletal Characters** (dropdown): Death, Mister Bones, Alinz Ooal..., Lord Hater
- See results about** (dropdown): skeleton, Dictionary definition
- News**:
  - The Conversation: Why a 110-million-year-old raptor skeleton should never have been... (12 hours ago)
  - Star Wars: Skeleton Crew is the latest live-action series coming to Disney... (2 days ago)
  - Star Wars Celebration 2022: Everything Announced So Far (14 hours ago)
- Videos**:
  - Set It Off - Skeleton (Official Music Video) (4:14) (Oct 29, 2021)
  - John Carpenter - Skeleton (Official Audio) (3:14) (Jul 3, 2020)
  - Skeletal System | Human Skeleton (4:06) (Feb 2, 2018)

## 4. ORGANIC SEARCH RESULTS:

This is the information actually being searched for, it has not been paid for by anyone (sometimes also called “natural” search results). Note how far down they appear!

The screenshot shows a Google search for the term "skeleton". At the top, there are navigation tabs for Images, Shopping, Videos, News, and More. The search bar shows "skeleton" with a magnifying glass icon. Below the search bar, it says "100,000 results (0.76 seconds)".

The first section of results is a carousel of product listings for skeletons. It includes items like "Harvey Skeleton, Life-Size, 2nd..." for \$259.00, "Profile Pete Jointed Skelet..." for \$7.08, and "Educational Human Skelet..." for \$36.99. Below this is a snippet from Britannica.com titled "Human skeleton | Parts, Functions, Diagram, & Facts".

The second section is a "People also ask" dropdown menu with questions like "3 types of skeletons?", "skeleton in human body?", "206 bones called?", and "full meaning of skeleton?".

The third section is a "Skeleton" knowledge panel on the right side. It features a grid of images, a definition: "A skeleton is a structural frame that supports an animal body. There are several different skeletal types: the exoskeleton, which is the stable outer shell of an organism, the endoskeleton, which forms the support structure inside the body, and the hydroskeleton, a flexible skeleton supported by fluid pressure.", and a Greek translation: "Greek: σκελετός". It also has expandable sections for "Appendages", "Region", "Skeleton Hand", and "Skeletal Characters".

The fourth section is a "See results about" dropdown menu showing "skeleton" and "Dictionary definition".

The fifth section is "Top stories", featuring articles from The Nation, The Conversation, The Verge, and IGN. The sixth section is "Videos", showing music videos and educational content.

A red box highlights the organic search results, which include the Wikipedia entry for "Skeleton" and the "Overview of Skeleton" from Visible Body. The Wikipedia entry defines a skeleton as a structural frame that supports an animal body and lists different types: exoskeleton, endoskeleton, and hydroskeleton. The Visible Body entry provides an overview of the skeletal system.



Google search results for "skeleton".

About 545,000,000 results (0.76 seconds)

**Ads · Shop skeleton**

- Crazy Bonez Pose-N-Stay...** \$64.99 Amazon.com
- Harvey Skeleton, Life-Size, 2nd...** \$259.00 Haunted Prop...
- Profile Pete Jointed Skelet...** \$7.08 Amazon.com Free shipping
- Educational Human Skelet...** \$36.99 Amazon.com

**Skeleton**

A skeleton is a structural frame that supports an animal body. There are several different skeletal types: the exoskeleton, which is the stable outer shell of an organism, the endoskeleton, which forms the support structure inside the body, and the hydroskeleton, a flexible skeleton supported by fluid pressure.

**Wikipedia**

**Greek: σκελετός**

**People also ask**

- What are the 3 types of skeletons?
- What is skeleton in human body?
- What are the 206 bones called?
- What is the full meaning of skeleton?

**See results about**

**Videos**

- Set It Off - Skeleton (Official Music Video)** YouTube · Set It Off Oct 29, 2021
- John Carpenter - Skeleton (Official Audio)** YouTube · Sacred Bones Records Jul 3, 2020
- Skeletal System | Human Skeleton** YouTube · learning junction Feb 2, 2018

6 key moments in this video

**View all**

## 5. PEOPLE ALSO ASK (PAA):

These are questions that are related to a search query. They are connected to answers users can click on.



These provide more information about a significant event or breaking news.

Google

skeleton

All

Images

Shopping

Videos

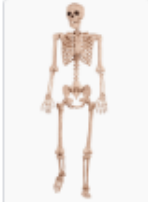
News

More

Tools

About 545,000,000 results (0.76 seconds)


Ads · Shop skeleton



Crazy Bonez Pose-N-Stay...

\$64.99

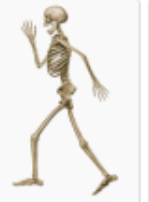
Amazon.com



Harvey Skeleton, Life-Size, 2nd...

\$259.00

Haunted Prop...

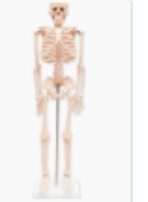


Profile Pete Jointed Skelet...

\$7.08

Amazon.com

Free shipping



Educational Human Skelet...

\$36.99

Amazon.com

<https://www.britannica.com/science/human-skeleton>

human skeleton | Parts, Functions, Diagram, & Facts

human skeleton, the internal skeleton that serves as a framework for the body. This framework consists of many individual bones and cartilages.

People also ask

What are the 3 types of skeletons?

What is skeleton in human body?

What are the 206 bones called?

What is the full meaning of skeleton?

Feedback

<https://en.wikipedia.org/wiki/Skeleton>

Skeleton - Wikipedia

structural frame that supports an animal body. ...

al different skeletal types: the exoskeleton, which is shell of ...

[pedia.org/wiki/Human\\_skeleton](https://en.wikipedia.org/wiki/Human_skeleton)

keleton - Wikipedia

keleton is the internal framework of the human body. It is around 270 bones at birth – this total decreases to around...

[blebody.com/learn/overview-of-ske...](https://blebody.com/learn/overview-of-ske...)

keleton - Visible Body

keletal system made of? What does the skeletal system

lest level, the skeleton is the framework that

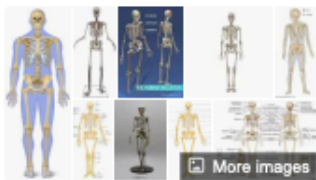
re to the ...

See results about

skeleton

Dictionary definition

Skeleton



More Images

A skeleton is a structural frame that supports an animal body. There are several different skeletal types: the exoskeleton, which is the stable outer shell of an organism, the endoskeleton, which forms the support structure inside the body, and the hydroskeleton, a flexible skeleton supported by fluid pressure.





Wikipedia

Greek: σκελετός

Appendages

Region

Skeleton Hand





Bone Color...

Skeleton Hand...

Suck UK Skelet...

Skeleton Hand...

Skeletal Characters

Death


Mister Bones

Ainz Ooal...

Lord Hater

Feedback


More news



The Conversation

Why a 110-million-year-old raptor skeleton should never have been...

3 days ago




IGN

Star Wars Celebration 2022: Everything Announced So Far

14 hours ago


Videos



Set It Off - Skeleton (Official Music Video)

YouTube · Set It Off


Oct 29, 2021



John Carpenter - Skeleton (Official Audio)

YouTube · Sacred Bones Records

Jul 3, 2020



Skeletal System | Human Skeleton

YouTube · learning junction

Feb 2, 2018

6 key moments in this video

Feedback

View all

## 7. VIDEOS:

These videos are related to your search and link to a video hosting platform like YouTube, Vimeo, or a webpage with embedded video.

[www.cybercivics.com](http://www.cybercivics.com)

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## 8. KNOWLEDGE

### PANEL:

This provides a quick overview of people, places, or things and often includes significant dates, a brief overview of the topic, and some images.

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Google

skeleton

AllImagesShoppingVideosNewsMoreTools

About 545,000,000 results (0.76 seconds)

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Profile Pete  
Jointed Skelet...  
\$7.08  
Amazon.com  
Free shipping

Educational  
Human Skelet...  
\$36.99  
Amazon.com

annica.com › science › human-skeleton

on | Parts, Functions, Diagram, & Facts

n, the internal skeleton that serves as a framework

is framework consists of many individual bones and

ask

types of skeletons?

n in human body?

6 bones called?

meaning of skeleton?

Feedback

edia.org › wiki › Skeleton

ikipedia

structural frame that supports an animal body. ...

al different skeletal types: the exoskeleton, which is

shell of ...

pedia.org › wiki › Human\_skeleton

eton - Wikipedia

skeleton is the internal framework of the human body. It is

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blebody.com › learn › overview-of-ske...

kkeleton - Visible Body

letal system made of? What does the skeletal system

test level, the skeleton is the framework that

re to the ...

PS

The Nation  
Skeletons

12 hours ago

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IGN  
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More news

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YouTube · Set It Off  
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Skeleton

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Wikipedia

Greek: σκελετός

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Feedback

See results about

skeleton Dictionary definition