




# Handout: Parts of a Search Engine Results Page

**DIRECTIONS:** Print one copy for each group. Cut out each word and definition/image along the dotted line and place all in one envelope for each group. Have students match the words, definitions, and images of each search results part.



Words	Definitions	Images
Search verticals/ filters	Links to the <i>vertical search engines</i> , the specialized ones that narrow your search into a specific type of result, such as news or images. Clicking one of these links takes you to a results page with only news or only images, for example.	
Search bar/ search box	Near the top of the results page, where you can type in, see your query, and modify it or enter a new one	
Related searches	Other topics that contain your query or other searches Google thinks might be relevant.	
Disambiguation	The “Did you mean . . . ?” suggestions that usually display after a misspelled search query turned up very few results. Google is trying to guess what you actually wanted.	

<p>Page count</p>	<p>The number of Web pages Google found that match your search query in some way.</p>	<p>About 14,800,000 results</p>
<p>Time search took</p>	<p>How long the search engine took to retrieve your results.</p>	<p>(0.24 seconds)</p>
<p>News results</p>	<p>Any news results pertaining to your query or containing one or more of your keywords. These come from the vertical news engine. Clicking the link would take you to relevant search results that are categorized as “news.”</p>	<p>News for <b>alzheimer</b></p>  <p><b>Alzheimer's</b> documentary 'Alive Inside' pushes for music ... Reuters India - 4 hours ago LOS ANGELES (Reuters) - Michael Rossato-Bennett initially thought it was the worst job he had ever taken.The filmmaker was flabbergasted ...</p> <p><a href="#">More news for alzheimer</a></p>
<p>Images</p>	<p>Picture files that match your query. This comes from Google's Images vertical engine. Clicking the link would take you to the vertical search results - a page containing only images related to your query.</p>	
<p>Pagination</p>	<p>Links to the additional pages of results.</p>	

## Natural results

Results that are not paid for by anyone and cannot be bought. Google asks over 200 questions about how your query matches different pages it found on the web when deciding which pages to feature and in what order to list them. One reason search engines do not reveal more about how they rank search results is they don't want people to be able to manipulate the system and force irrelevant or malicious pages to be highly ranked in the results. The listing results from a general search of Google's index, with algorithms applied to determine relevance.

## Knowledge panel

When you search for an *entity*, such as a person, place, book, movie, character, animal, etc., Google may show a special informational box on the right-hand side of the screen with more information about that entity.

### [Alzheimer's Disease Center: Dementia Symptoms ... - Web...](#)

[www.webmd.com/alzheimers/](#) WebMD  
Alzheimer's disease affects an estimated 1 in 10 people over age 65. Find in-depth disease information including its causes, symptoms, diagnosis, and ...

### [Alzheimer's Disease Education and Referral \(ADEAR\) Center](#)

[www.nia.nih.gov/alzheimers](#) National Institute on Aging  
Explore NIA's Alzheimer's disease website to find current, comprehensive ... find information, publications, news, resources, and research on Alzheimer's topics.

### [Alzheimer's Disease Fact Sheet | National Institute on Aging](#)

[www.nia.nih.gov/alzheimers/.../alzheimers-dis...](#) National Institute on Aging  
Get the facts about Alzheimer's disease, the most common cause of dementia in older adults. Learn about symptoms, diagnosis, treatment, caregiving.

### [Alzheimer's Disease: MedlinePlus](#)

[www.nlm.nih.gov/.../alzheim...](#) United States National Library of Medicine  
Alzheimer's disease (AD) is the most common form of dementia among older people. Dementia is a brain disorder that seriously affects a person's ability to carry ...

### [Alzheimer's Foundation of America - Alzheimer's Disease ...](#)

[www.alzfdn.org/](#) Alzheimer's Foundation of America  
The Alzheimer's Foundation of America (AFA) provides care and support to individuals with Alzheimer's disease and related dementias, and their caregivers and ...

## Alzheimer's disease

Consult a doctor if you have a medical concern.

Dementia is a loss of brain function that occurs with certain diseases. Alzheimer's disease (AD), is one form of dementia that gradually gets worse over time. It affects memory, thinking, and behavior.

[Causes](#) - [Symptoms](#) - [Tests](#) - [Treatment](#) - [Prognosis](#) - [Prevention](#)

[National Library of Medicine](#)

### People also search for

[Dementia](#)

[Parkinson's disease](#)

[Multiple sclerosis](#)

[Multi-infarct dementia](#)

[Amnesia](#)

## Sponsored links/ ads

Results appearing in the right-hand column, and sometimes at the top of the results in a colored box. These results appear because someone paid for them to be there. They only appear if Google thinks they are relevant to your search. They always are marked with the word “Ads,” so you can identify paid results. Note how some of them relate to a specific geographic location near you. This is thanks to the *local* vertical search engine.

Ads ⓘ

### Alzheimer's Symptoms

[www.alzheimerstreatmentoption.com/](http://www.alzheimerstreatmentoption.com/) ▼

Learn About Alzheimer's Symptoms and Know What to Look for.

### 10 Signs of Alzheimer's

[www.alz.org/10signs](http://www.alz.org/10signs) ▼

Concerned about Symptoms? See Our 10 Warning Signs Checklist Now.

### Alzheimer's Symptoms

[www.alzinfo.org/](http://www.alzinfo.org/) ▼

Learn Top 10 Alzheimer's Symptoms! Sign and Symptoms of Alzheimer's

### Latest Alzheimer's News

[www.usagainstalzhaimersnetwork.org/](http://www.usagainstalzhaimersnetwork.org/) ▼

What are the experts saying about the newest Alzheimer's research?