

The Key to Keywords

*** DID YOU KNOW ...**
 Google receives over
FOUR MILLION searches
 every minute!

Unjumble to find the hidden words

1. krewoyds _____
2. rulest pgae _____
3. cyrubblely _____
4. pscreie _____
5. snnomys _____
6. aanivrettle _____

*** WHAT DO YOU THINK?**

Is it better to use more than one keyword in a search? Why, or why not?

*** DO YOU REMEMBER ...**
 How to pick
 keywords that will
 give you the best
 search results?

1. Family Activity

Can you figure out how to find the below information without using any of the words in the subject? See if you can think of keywords that are synonyms, alternative words, or related phrases. If you're up for a challenge, challenge a family member to see who can come up with more keywords in 60 seconds for each of the following searches. Then, circle the two keywords you think would be MOST likely to help you find what you're looking for:

"Inexpensive plane tickets"

"Most popular movies last year"

"Best dessert in my town"

2. Tech It Up!

Test out your searches by typing the two keywords you circled into Google or another search engine. See whose keywords turn up the information you're searching for closest to the top of the results page!

3. Common Sense Says ...

Be a smart and savvy searcher online by searching with keywords that are the most important words related to a subject. If you can't find what you're looking for, try using more keywords and even using synonyms -- words that have a similar meaning -- to increase the power of your search.