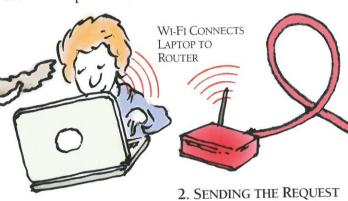
# WORLD WIDE WEB

user's computer or other Internet-connected device. is called a uniform resource locator, or URL.

The most common way to use the Internet is to run Other pages, such as search results and online bank ■ a program called a browser that can access pages of statements, are produced on request, selecting and information stored on computers called servers. Each updating information that is relevant only to the user page contains links to other pages, forming a web of requesting them. On interactive pages, such as social interconnected information – the World Wide Web. media pages, users can modify the content. Every page Billions of people follow these links to surf the Web has a unique address that identifies it – as does any other for information, entertainment and business. Some piece of information available on the Web, such as a pages are written and uploaded to a server, where they digital image, sound or video file. Each of these items is remain, ready to be downloaded by a browser onto a a resource, and its address (such as www.example.com)



## 1. SEARCH TERMS

This user types the search term "mammoth fur science" into a form on the search engine web page.



### 3. SEARCHING THE INDEX

The request is sent first to the

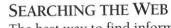
router (see p.349) and then

across the Internet to a data

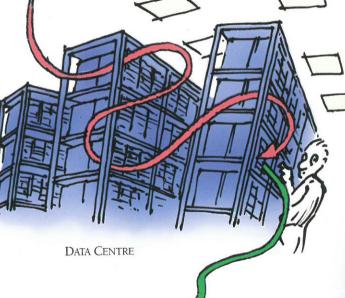
centre owned by the search

engine company.

At the data centre, a computer scans an index of web pages, looking for "mammoth", "fur and "science". The more often the words appear in a page, and the closer together they are, the more relevant the page is likely to be.



The best way to find information on the Web is to use a search engine. Words typed into a form on the search engine's web page are sent to a data centre (see p.351), where the search engine company holds a vast index of web pages. The search engine finds pages containing the words being searched for, and sends the URLs of those pages back to the browser.



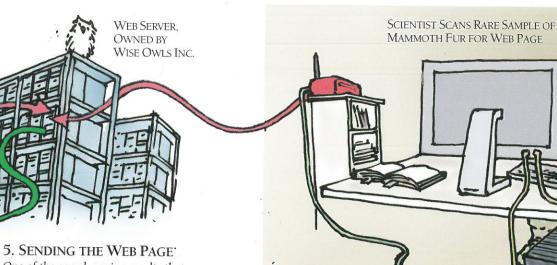
When the user clicks on a page's URL, the computer sends a request, via the router, across the Internet to the server where that web page is stored. Most servers are owned by an Internet Service Provider (ISP).



**CLICKING ON A LINK** The search engine computer at the data centre prepares a web page that contains the results of the search - a list of the web pages it has found that are relevant to the information the user is looking for. It sends the results page via the Internet back to the user's computer. Each result that appears on the list is accompanied by a link

to its URL. Clicking on one of the links instructs the

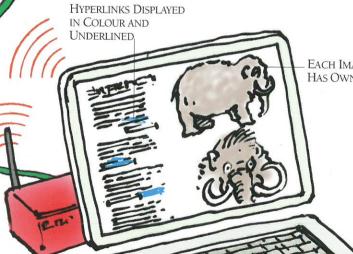
brower to download that particular web page.



One of the search engine results that looked promising to the user was a page written by a scientist who studies mammoth fur. The web server sends the page and the images it contains back to the user's computer, via the Internet.



Web pages are written in a computer language called hypertext markup language (HTML), which enables web designers to mark up, or style, how the text will look when it is displayed on a screen. HTML uses "tags" to mark up the text - for example, to make new paragraphs, <img> to insert pictures, and <a> to insert links to other pages and resources such as images and videos. These links are called hyperlinks and each hides a URL. When a web page is displayed in a browser window, clicking or tapping on a hyperlink causes the browser to download the linked resource. Text containing these hyperlinks is called hypertext.



6. VIEWING THE WEB PAGE When the web page and its images

have been received, the browser displays them as a page. The page also contains links to other URLs for other pages, images, sounds and videos on the fascinating topic of mammoth fur.

