Google provides search results in under a second, but its algorithm takes more than 200 factors into consideration in that time.

**DID YOU KNOW ...**

Why is it important to have a search plan?

**WHAT DO YOU THINK?**

What steps can help you conduct efficient and effective searches when you're looking for information online?

**DO YOU REMEMBER ...**

- **Family Activity**
  Make a poster that outlines a five-step search plan using the SEARCH anagram (see the “Use Common Sense!” tip box for a reminder). As a bonus, pick an example and use it to clarify each step. For example, if someone were trying to do a project on the building of the Egyptian pyramids, what would his or her research question be? What keywords and terms should he or she use?

- **Tech It Up!**
  Challenge a friend or family member to “A Google a Day,” an online search game in which you try to find the answer to a complex search question from a myriad of topics. See who can rack up the most points! Then, learn more about how to conduct savvy searches under Google’s “Tips and Tricks” link (http://www.google.com/insidesearch/tipstricks/basics.html). After you review the tips, see if you can improve your score on the “A Google a Day” game. Points go down the longer it takes you to find the correct answer!

- **Common Sense Says ...**
  Use the SEARCH anagram to remember five tips for strategic searching:
  - Select research questions: Make sure you have one or more questions that get to the core of what you want to find out in your search.
  - Extract keywords and terms: You can find effective keywords by highlighting the key terms in your search question.
  - Apply search strategies: Use quotations marks or the minus sign to specify exactly what you’re searching for.
  - Run your search: Remember to check out multiple sources.
  - Chart your search: Keep track of which search terms you use on which search platforms so you don’t end up duplicating your efforts.

**Word Search**

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