

[See this page in the course material.](#)

Learning Outcomes

- Open the first web search engine result.

Identifying Search Engine Categories

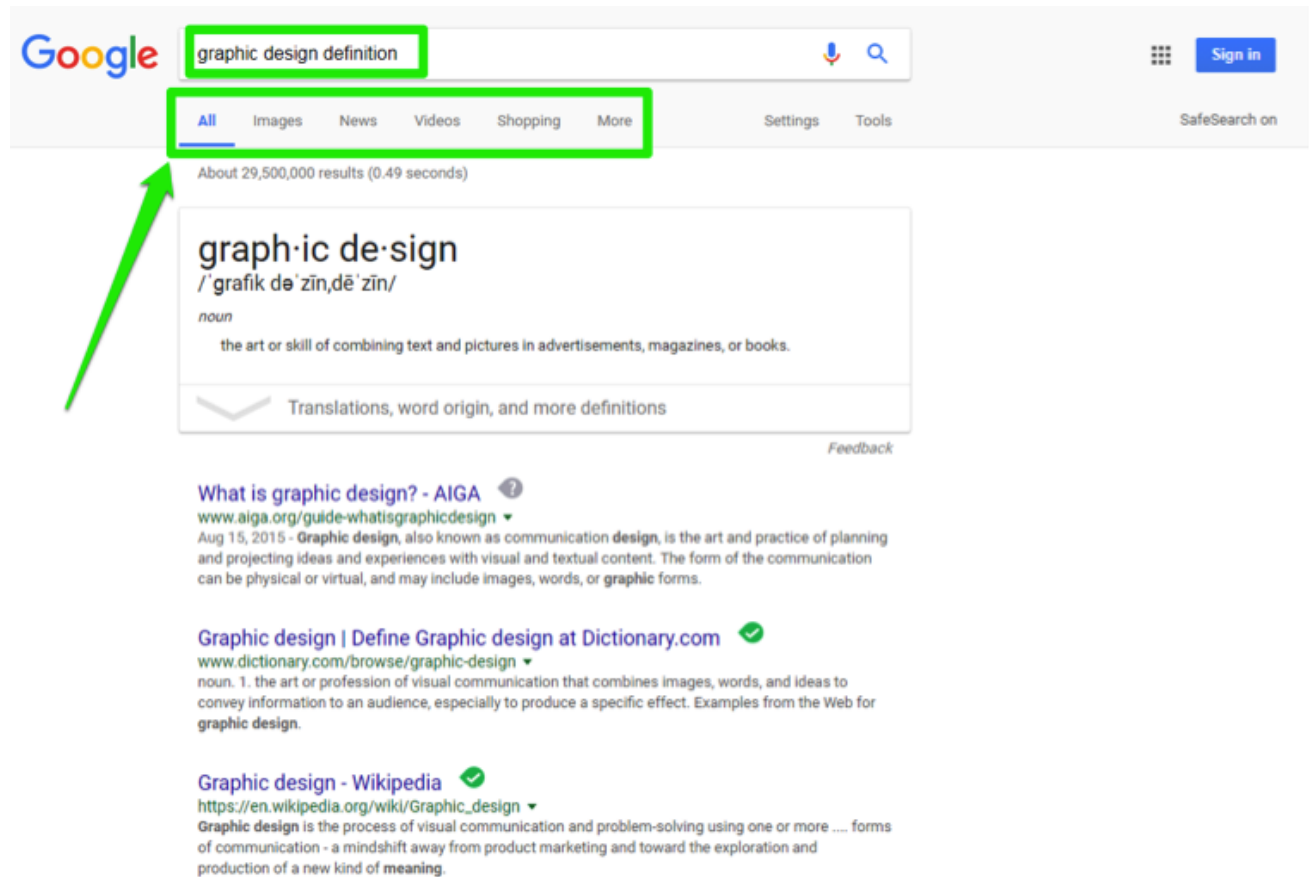
Each search result is categorized into a variety of subjects. Being able to navigate to the different types of search results is an important skill to have when searching the internet. A browser has a small menu above the search results indicating these categories.

Lets say that you are put in charge of creating a sales flyer for Rowan Retail store. It is suggested you use graphic design to make the flyer stand out. This is the first time you have heard of graphic design and you wish to learn a little more about it. Using the Google search engine, you can conduct a search on graphic design.

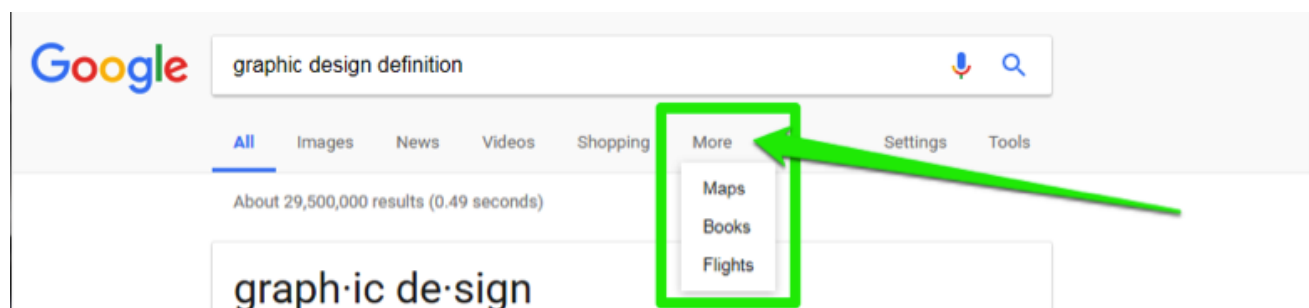
First open a browser window by clicking on the desktop icon or the icon on the computer desktop's taskbar, then type in www.google.com in the address bar and press the Enter (or Return) key on the keyboard.



In the Google search bar, type *graphic design definition* and press the Enter (or Return) key. The webpage displays the results of your search. Above the displayed search results there is a small menu bar with six choices.



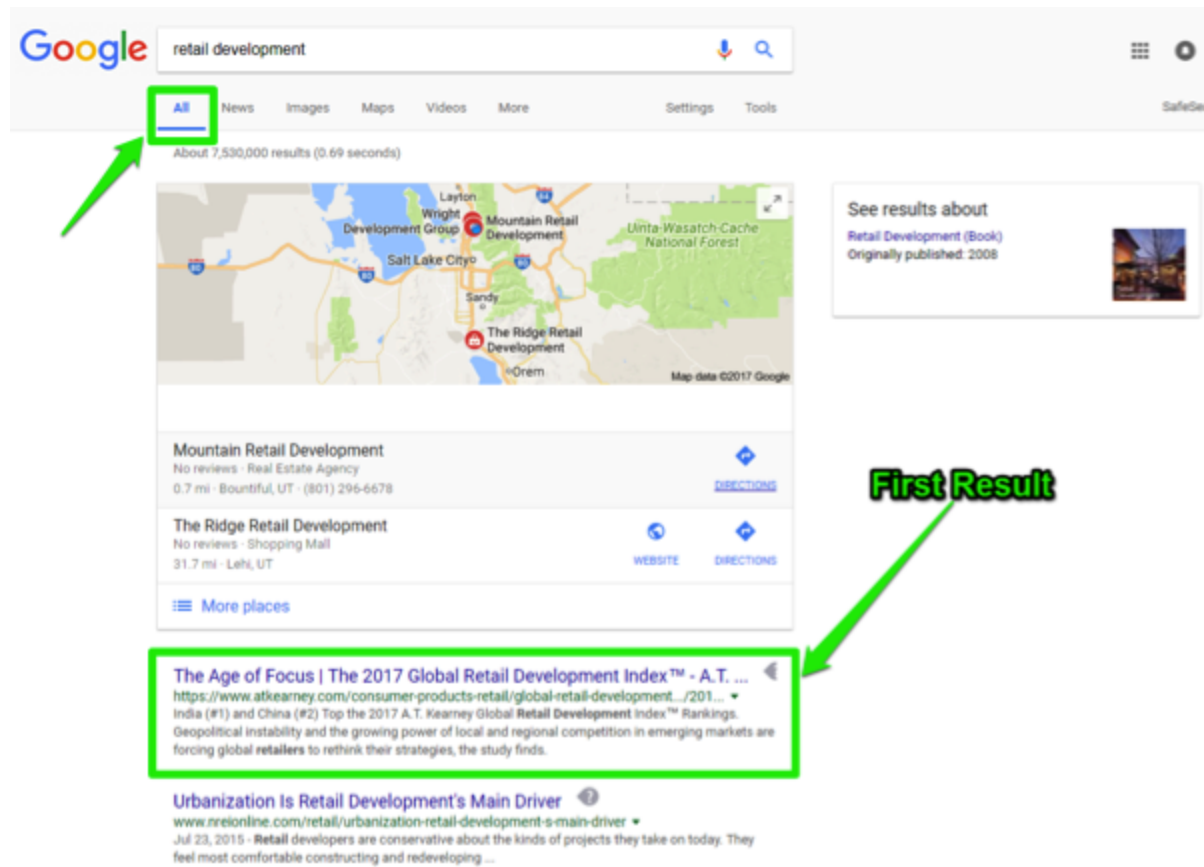
Search results are defaulted to **All** which means that every type of category (i.e. images, news, videos, shopping, etc.) is listed in the search results displayed on the page. This menu is used when choosing to narrow a search by different categories. The **More** option when selected drops down a small menu with additional category options. Now let's explore how these categories work.



Open First Web Search for All

With a browser window open and the Google search bar ready, type in *retail development*. Notice how the menu defaults to the **All** option. The page displays maps of retail stores, a book about retail development, and various other websites. Locate the first search result with an

article or website and open the result by clicking on the left mouse button.



This opens the link to a webpage about the 2017 Global Retail Development Index which lists countries indicating their standing in the retail development business. If this fits the search you are looking for, you can continue to read through this article. Nice job!

[in](#)
[tw](#)
[f](#)
[ri](#)
[sk](#)
[yt](#)

[< Return to Consumer Products & Retail](#)

The 2017 Global Retail Development Index™

The Index
Full results and analysis

Slideshare
Top insights from this year's index

The Age of Focus

Amid political instability and an unravelling global fabric, large corporations are struggling to manage complex operations. Local and regional firms, however, are gaining ground. As governments pave the way for retail to meet consumers' demands, everyone—not just the global giants—is finding it easier to enter new markets. This is giving smaller, more nimble firms a competitive edge.

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Top 30 List

Rank	Country	Score	Remarks
1	India	71.7	With a growing middle class and rapidly increasing consumer spending, India overtakes China for the number one spot in this year's GRDI.
2	China	70.4	China, long the Index leader, drops to second place as the market matures, but the country still leads the pack in other areas, most notably e-commerce.

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About The Study

[Learn more](#) about research behind the Global Retail Development Index™.

SlideShare

Practice Question

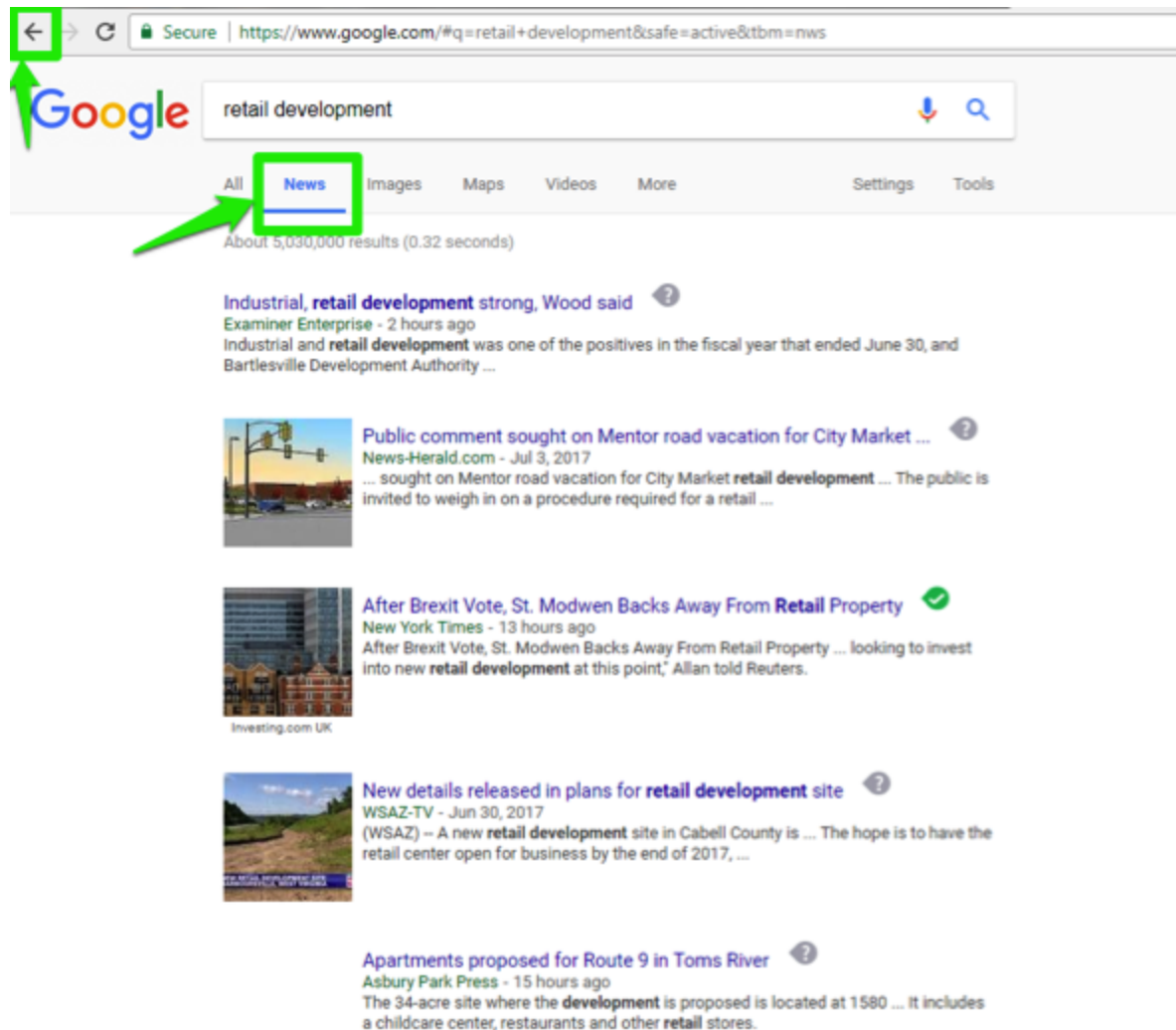
Chen wants to know what the best novels of the 21st century are so far in order to stock his store's bookshelves. He doesn't want to take too long searching, just wants to open the first result for his search. Which of the following steps should he take?

- ☐ Open Search Engine > Type search terms > Press Enter > Select More > Click on first result hyperlink

[See this interactive in the course material.](#)

Open First Web Search for News

Now we'll try a different category for search results by returning to the previous screen with search results for *retail development*. Click on the back button at the top of the browser. When the page returns to the results, click on **News** in the search category menu. The page will now refresh and appear with the latest news articles about *retail development*. Notice the blue bar under the word **News**. This is used to visually indicate which category is currently being displayed.



Now identify the first news search result and click with the left mouse button to open that news article.

← → ↻ Secure | https://www.google.com/#q=retail+development&safe=active&tbm=nws

Google retail development

All News Images Maps Videos More Settings Tools

About 5,030,000 results (0.32 seconds)

Industrial, retail development strong, Wood said ⓘ
Examiner Enterprise - 2 hours ago
Industrial and retail development was one of the positives in the fiscal year that ended June 30, and Bartlesville Development Authority ...



Public comment sought on Mentor road vacation for City Market ... ⓘ
News-Herald.com - Jul 3, 2017
... sought on Mentor road vacation for City Market retail development ... The public is invited to weigh in on a procedure required for a retail ...



After Brexit Vote, St. Modwen Backs Away From Retail Property ✓
New York Times - 13 hours ago
After Brexit Vote, St. Modwen Backs Away From Retail Property ... looking to invest into new retail development at this point," Allan told Reuters.

Investing.com UK



New details released in plans for retail development site ⓘ
WSAZ-TV - Jun 30, 2017
(WSAZ) – A new retail development site in Cabell County is ... The hope is to have the retail center open for business by the end of 2017, ...

Apartments proposed for Route 9 in Toms River ⓘ
Asbury Park Press - 15 hours ago
The 34-acre site where the development is proposed is located at 1580 ... It includes a childcare center, restaurants and other retail stores.

The hyperlinked article webpage will now be displayed. In this case, the link opened an article in the Bartlesville Examiner-Enterprise news about the strong industrial and retail development this last year. You are now on your way to finding more news items that fit the search.

Bartlesville EXAMINER-ENTERPRISE

YOU CAN NOW READ 7 ARTICLES IN A MONTH FOR FREE
READ AS MUCH AS YOU WANT ANYWHERE AND ANY TIME FOR JUST 99¢

Industrial, retail development strong, Wood said

WET WINGET: Indians lose 2 Tuesday, miss semifinals

NATION IN BRIEF

FOURTH OF JULY:
Are you ready to...



DIANE DIMOND: Payouts compound 'Ferguson Effect'

 **Weather Alert: Severe Thunderstorm Watch**

BREAKING 1:42 PM **WET WINGET: Indians lose 2 Tuesday, miss semifinals**



Industrial, retail development strong, Wood said



By Chris Day | Examiner-Enterprise
Posted at 5:00 PM



Industrial and retail development was one of the positives in the fiscal year that ended June 30, and Bartlesville Development Authority President David Wood said he sees continued growth ahead.

Wood presented 2016-17 fiscal year in review and a look to the future to Bartlesville city councilors at Monday's meeting. The City Council approved the Authority's slate of officers, its budget and renewed its



Open First Web Search for Video

Once again we'll return to the previous screen with search results for *retail development* by clicking on the back button at the top of the browser. When the page returns to the results, click on **Video** in the search category menu. The page will now refresh and appear with the latest videos about *retail development*. Notice the blue bar is now under the word **Video**.

Google retail development

All News Images Maps **Videos** More Settings Tools

About 4,770,000 results (0.02 seconds)

New details released in plans for retail development site - WSAZ ⓘ
www.wsaz.com/.../New-details-released-in-plans-for-retail-develop...
4 days ago
(WSAZ) -- A new **retail development** site in Cabell County is reaching its final stages. "Everybody's happy to ...
▶ 2:44

The Changing Face of Retail Development - Property News ⓘ
https://www.cbre.co.th › Home › News & Activities
Oct 5, 2016
Retail property is probably the most difficult property **development** sector to consistently achieve successful ...

New retail development coming to Hoover - The Business Journals ✓
www.bizjournals.com/.../new-retail-development-coming-to-hoover...
Feb 23, 2017
Texas-based Altera **Development** and Birmingham's Economic **Development** Strategies America are ...

Rio Nuevo approves additional funds for retail development downt ... ⓘ
www.tucsonnewsnow.com/.../rio-nuevo-approves-additional-funds-...
Jan 25, 2017
The Rio Nuevo Board has approved an additional \$650,000 for two developers who are remaking the ...
▶ 1:39

16,000 sq. ft. retail development planned for West Huntsville - ⓘ
www.rocketcitynow.com/news/...retail-development.../212291124
HUNTSVILLE, Ala. (WZDX) - New **development** is on its way to West Huntsville. A brand new, 16,000 square ...

One more time, identify the first search result at the top of the list and click on the first link to open this video on the webpage.

Google retail development

All News Images Maps Videos More Settings Tools

About 4,770,000 results (0.22 seconds)

New details released in plans for retail development site - WSAZ ⓘ
www.wsaz.com/.../New-details-released-in-plans-for-retail-develop...
4 days ago
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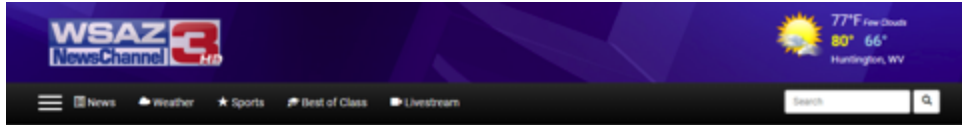
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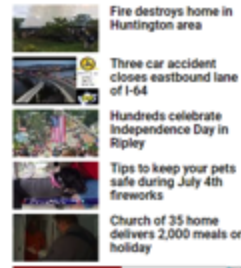
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HUNTSVILLE, Ala. (WZDX) - New development is on its way to West Huntsville. A brand new, 16,000 square ...

This link navigates the webpage to a Huntington, West Virginia news channel website containing a video about plans for a retail development site. Some videos begin to play as soon as the webpage is loaded, but others like this video, will have a circle with an arrow in the center of the video. This play button must be clicked to start the video playing.



Home / Local / Article

New details released in plans for retail development site



Often with videos there are commercials that play before the video content. Be sure to wait through the commercial (or click on a skip button if that appears) and then watch the content video.

Practice Question

Ling is searching for information about best practices in organizational structure for a small company. She wants to see the variety of categories at the same time so that she can skim through the results and pick out those which fit her search goal the best. What is the best way for Ling to see a compilation of her search results?

☐ Ling can see the most types of results by selecting the Video category.

[See this interactive in the course material.](#)

Review

There are different ways that search results are categorized. Decide which type may be most relevant to the search you are conducting. If you are unsure which might be most effective, select a few different types and click on additional results to explore and learn. Take some time to experiment and become comfortable with finding results and exploring the focused categories on a search engine.

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