SEARCH SIGNALS

Demystify your search experience by considering these qualities that search engines — and people — use to make recommendations.

**FAMILIARITY**

**PEOPLE ASK:** Have you seen/used and liked the content before?
**SEARCH ASKS:** Have you visited this website before? How often? For how long?

**SIMILARITY**

**PEOPLE ASK:** Have you seen/used and liked something similar?
**SEARCH ASKS:** Does it have connections to or look like other sites you’ve spent time on?

**POPULARITY**

**PEOPLE ASK:** Have lots of people you know seen/used and liked it?
**SEARCH ASKS:** Have lots of people visited this site? Do they spend time on it?

**APPROVAL**

**PEOPLE ASK:** Have people you respect seen/used and liked it?
**SEARCH ASKS:** Have well-known publications or personalities linked to this site?

**APPEARANCE**

**PEOPLE ASK:** Are there visual or textual cues that you like?
**SEARCH ASKS:** Do the URL, page name and content connect to search terms?

Find a video tour of this tipsheet at NewseumED.org/fact-finder