

# The Internet and useful web pages

Mendlesham Computer Club

By Giles Godart-Brown

# Deal of the day

The screenshot shows the Amazon.co.uk homepage with a navigation bar at the top. The main header includes the Amazon logo, delivery location (Stowmarket IP14 5), a search bar, and account/order links. Below the navigation is a banner for 'Spring Deal Days 20-25 March'. A blue banner promotes a 30-day trial for Echo. A light blue box highlights a special offer: 'add a Philips Hue Smart Bulb for £5, a Sengled Smart Plug for £5, or a Sleeve for £14.99'. The main product featured is the Echo Pop smart speaker. The product page includes a large image of the speaker, a title 'Echo Pop | Full sound compact Wi-Fi and Bluetooth smart speaker with Alexa | Charcoal', a 4.7-star rating from 8,554 reviews, and an 'Amazon's Choice' badge. A 'Spring Deal' badge indicates a 56% discount from the RRP of £44.99 to the current price of £19.99. The page also shows 'prime One-Day FREE Returns', '1 Sustainability feature', and '4K+ bought in past month'. On the right, a delivery/pickup section shows the price £19.99, 'prime One-Day FREE Returns', and 'FREE delivery Tomorrow, 21 March'. It also indicates 'In stock' and provides 'Add to Basket' and 'Buy Now' buttons. At the bottom of the product page, there is a 'Savings' section mentioning a £15 off from Morrisons on Amazon.

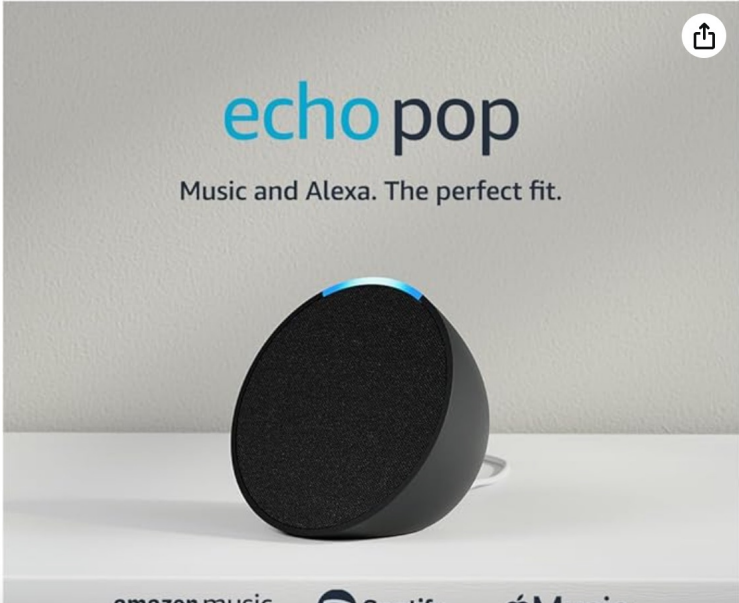
amazon.co.uk prime Deliver to Giles Stowmarket IP14 5 Amazon Devices Search Amazon.co.uk Hello, Giles Account & Lists Returns & Orders Basket

All Spring Deal Days Customer Service Buy Again Vouchers Morrisons Amazon Business Browsing History Giles's Amazon **Spring Deal Days 20-25 March**

Amazon Devices Echo & Alexa Fire TV Fire Tablets Kindle E-Reader Home Security Smart Home Accessories Certified Refurbished Content and Devices

Try Echo for 30 days. If you don't love it, send it back for a refund. [Learn more](#)

Special Offer: add a [Philips Hue Smart Bulb](#) for £5, a [Sengled Smart Plug](#) for £5, or a [Sleeve](#) for £14.99.

 **echo pop**  
Music and Alexa. The perfect fit.

**Echo Pop | Full sound compact Wi-Fi and Bluetooth smart speaker with Alexa | Charcoal**  
Brand: Amazon  
4.7 ★★★★★ 8,554 ratings | [Search this page](#)  
Amazon's Choice  
1 Sustainability feature  
4K+ bought in past month

**Spring Deal**  
-56% **£19.99**  
RRP: £44.99  
prime One-Day  
FREE Returns  
Save 25% with [Trade-In](#)

**Savings** Receive £15 off from Morrisons on Amazon [Terms](#)

**Delivery** Pickup  
**£19.99**  
prime One-Day  
FREE Returns  
FREE delivery **Tomorrow, 21 March.**  
Order within 13 hrs 10 mins. [Details](#)  
Deliver to Giles - Stowmarket IP14 5  
**In stock**  
Quantity: 1  
**Add to Basket**  
**Buy Now**  
Dispatches from Amazon  
Sold by Amazon  
Returns Returnable within 30

Sir Tim Berners-Lee did not invent the Internet



But his team did develop the World Wide Web

# The URL

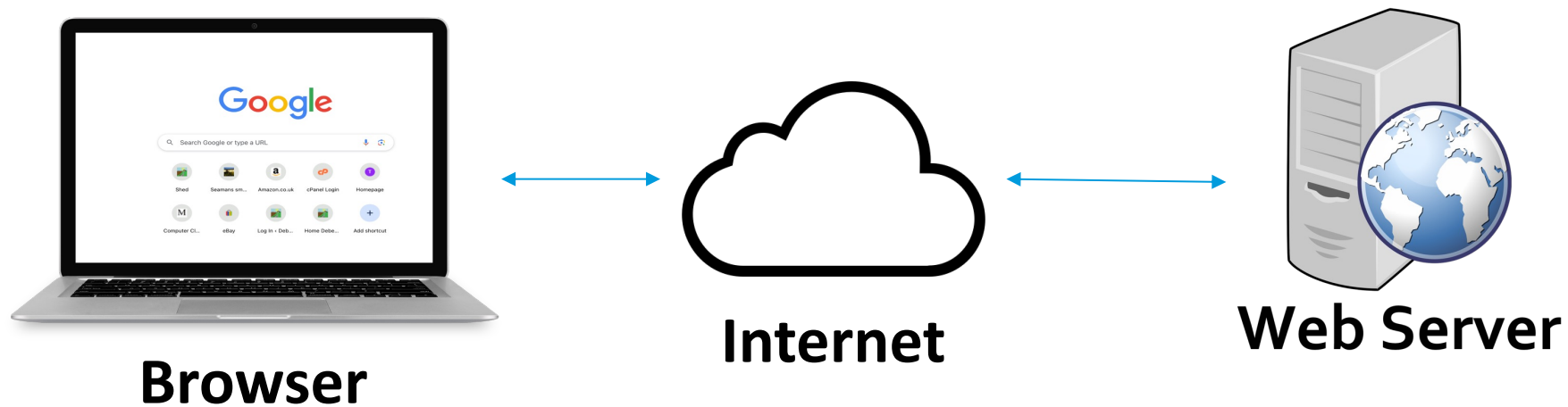
- The Universal Resource Locator (URL) is the address you type in at the top of your Browser (Chrome, Edge etc) for example
  - <https://www.google.com/>
  - [https://godartbrowncom.ipage.com/MCC/docs/Internet and maps.pdf](https://godartbrowncom.ipage.com/MCC/docs/Internet%20and%20maps.pdf)
  - URLs that start 'http' or 'https' send a request to a web server which replies with a web page.
- It is also what is called when you click on a link in a web page.

# What is a Browser?

- A Browser is an application that allows you to enter a URL, which is sent to the web server and displays the response it gets back.
- The most common browsers are Chrome, Edge, Internet Explorer and Safari.
- The browser can only do very limited logic, for example it can check if you entered a number or a character

# What is a web server?

- The Browser sends the request to the web server which is listening for http or https requests.
- The Web server builds a web page and sends it back to the requesting Browser.
- The Browser then formats the page to display to the user.



# How is a page defined?

- Web pages use a language called Hypertext Markup Language (or HTML)
  - HTML consists of the text of the page plus tags in pairs which tell it how to format it for example
    - `<strong>This will be in bold</strong>`
  - You can always see the source of a web page by right click on it and 'view page source'
  - There are some examples at <https://godartbrown.co.uk/MCC/index.php?items=Introduction%20to%20HTML>

# Web page bookmarks



# Definitions

- A bookmark is a place holder for a web page that will allow you quick access to that page instead of having to browse to it or search for it. Instead of typing a web page in the browser (e.g. Google), clicking the bookmark will direct you to that page immediately.
- Bookmarks can be organised into folders with your browser. There is a special folder for regularly used bookmarks or folders that appear at the top of your browser pages on PC or Mac. This has different names on different browsers (Bookmarks Bar in Google Chrome, Favourites in Safari).
- You can also save bookmarks on your desktop, but this tends to clutter your desktop and is not recommended, use the Bookmarks Bar instead.

# Bookmark sharing

- Bookmarks can be shared between devices e.g.
  - if you use Chrome, so long as you set up syncing, your bookmarks will appear on all the devices (including phones) on which you use Chrome.
  - It is similar for Apple Safari.
  - Microsoft Edge and Internet Explorer do not have popular phone options.

## How to set up Bookmarks

- This very much depends on the Browser you are using, please see demos.

# Redirects or Web forwards

- An individual web page can forward you to another one without your intervention
- A web domain can be set up to forward all incoming web pages, e.g. <https://mendleshamcomputer.club> forwards everything to <https://www.mendlesham-pc.gov.uk/clubs-and-organisations/computer-club/>
- Its best to bookmark the first web page (<https://mendleshamcomputer.club> )

# Search Engines

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# What is a search engine?

- Search engines allow you to enter some keywords and they find pages that match these criteria. Most common are Google, Yahoo and Bing.
- They work by having 'bots' that automatically connect to web sites, index their content and search for links, they then use these links to search of other web sites.
- The order that sites appear in results is dictated by the number of times they are searched for and accessed, or money paid to the search engine.
- Sophisticated web sites use "Search Engine Optimisation" (SEO) to fool the search engines into bringing them higher in the results list.

# How to get the best results from a search engine

- Be specific with what you want.
  - Start with a lot of words then work back.
- Use + and -
  - If you put - in front of a word the engine will exclude sites that contain that word for example pets –cats wont return cat sites pets +cats will only return sites that refer to cats (does not work well in Google)
- Put key phrases in quotes.
  - If you are looking for say the King Kong movie, enter “King Kong” and it will only return sites that contain that phrase.

# The Internet of Things (IoT)

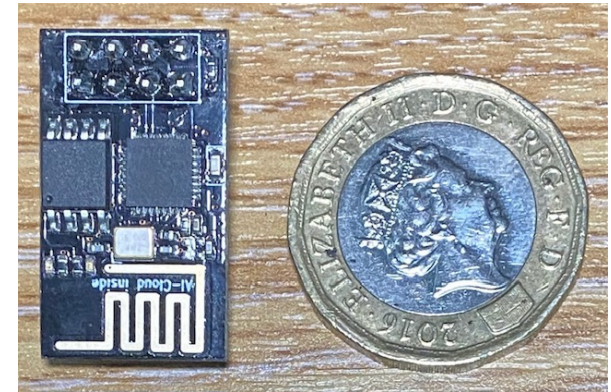
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# The Internet of Things (IoT)

- As processors have become smaller and more powerful it is now possible to have web servers on very small devices, notably the ESP8266 chip which has a processor and Wi-Fi on one chip. This one has 4 pins for inputs (sensors) or outputs (switches)
- These devices form the Internet of Things



# Useful web sites

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## Some useful web sites

I've created a menu of some useful web sites at

<https://godartbrown.co.uk/MCC/index.php?items=Useful%20web%20sites>





# Search exercises

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# Search exercises

- Start your browser

Safari	Chrome	Edge	Internet Explorer
			

- Search for
  - Mendlesham health centre
  - Nails, then just finger nails
  - Pubs and breweries called the fat cat