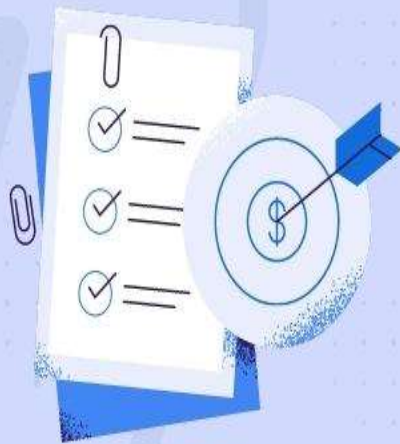


# 7 WAYS TO FIND WHAT YOU WANT ON THE INTERNET

## SEVEN AVOID SEARCH PITFALLS

*With so much information, you need to be aware about what is reliable, and what is opinionated.*

Company staffs tweak the wording of their websites to match the most commonly used keywords - this is called Search Engine Optimization (SEO)



The sites listed at the top of your search results may have very good SEO, but it doesn't mean that they'll have the best content.

Check carefully that the author of any information you use is well-regarded. Also be aware of paid advertisements. They are simply designed to sell to you, which is fine if you're looking to buy, but can limit your general search.

