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## Browser with smart search in page button

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## **Browser with smart search in page button**

### ABSTRACT

Web browsers offer find in page functionality to search for a phrase within the content of a webpage. However, this requires the user to access the menu option and type the phrase which is a cumbersome process on smartphones or other devices with small screens and/or limited input capabilities. Per techniques of this disclosure, a readily accessible option, e.g., a displayed button, corresponding to a likely search phrase is provided as part of the browser user interface, thus simplifying the search process. When the user permits, the likely search phrase is determined based on prior searches by the user.

### KEYWORDS

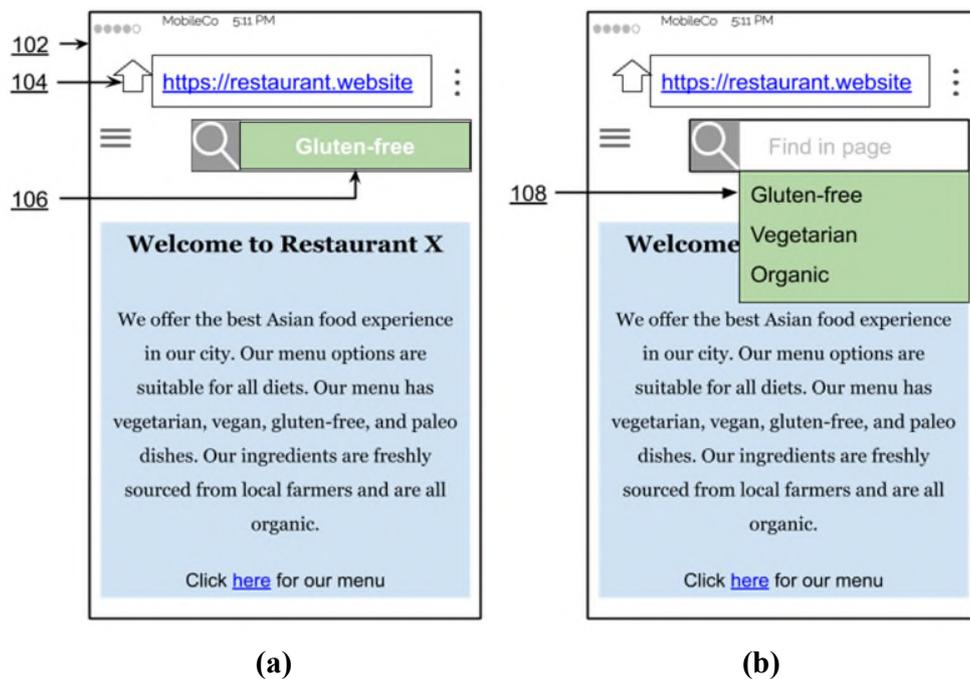
- Web browser
- Mobile browser
- Browser UI
- Search UX
- Autofill
- Browsing history

### BACKGROUND

Web browsers offer find in page functionality to search for a phrase within the content of a webpage. Users often use the find-in-page feature to search for the same phrase across many pages. Performing such a search requires the user to access the menu option and type the phrase. This is a cumbersome process on smartphones or other devices with small screens and/or limited input capabilities.

**DESCRIPTION**

Per techniques of this disclosure, with user permission, user’s prior searches within pages visited, as available in the browsing history, are analyzed to determine phrases that the user commonly searches for. Further, it is also determined that certain phrases are associated with certain categories of web pages. For example, it can be determined that the user searches for “gluten-free” on restaurant web pages, for “showtimes” on theater websites, etc. The user is provided with options to turn off analysis of browsing and search history, or to restrict such analysis to specific web pages. Based on the analysis, a likely search phrase is determined for the web page (e.g., based on determining a category for the page) that is currently displayed in the browser and is displayed as a selectable button, thus allowing the user to simply tap the button to search for the likely search phrase within the web page.



**Fig. 1: Smart UI to search within a web page**

Fig. 1 illustrates examples of a browser user interface, per techniques described herein. A web page is displayed on a browser (104) on a device (102) such as a smartphone. In the

example illustrated in Fig. 1(a), a frequently-used find-phrase is added as a button (106) that allows the user to search for the phrase within the web page. In the example illustrated in Fig. 1(b), a dropdown that includes multiple likely search phrases (108) is provided. As described above, the phrase(s) shown in the UI are determined based on determining the category for the web page.

While the foregoing discussion refers to individual users' searches, the search phrases in the UI can also be based on phrases that visitors to the web page typically enter in the find-in-page box of the web page. When a user denies permission to browsing history or prior search phrases used, or when such phrases are not determined for particular web pages, the smart UI is turned off and the browser reverts to default search in page behavior.

Further to the descriptions above, a user is provided with controls allowing the user to make an election as to both if and when systems, programs or features described herein may enable collection of user information (e.g., information about a user's browsing history or search phrases used to search within pages), and if the user is sent content or communications from a server. In addition, certain data is treated in one or more ways before it is stored or used, so that personally identifiable information is removed. Thus, the user has control over what information is collected, how that information is used, and what information is provided to the user.

## CONCLUSION

Per techniques of this disclosure, a readily accessible option, e.g., a displayed button, corresponding to a likely search phrase is provided as part of the browser user interface, thus simplifying the search process. When the user permits, the likely search phrase is determined based on prior searches by the user.