

ABSTRACT

The present application provides a content display method and apparatus, a device, and a storage medium. The content display method comprises: in response to an exit operation on an object display page, displaying a multimedia content page, and displaying a search keyword and a search control associated with the search keyword in the multimedia content page (S110); and in response to a trigger operation on the search control, displaying a search result page (S120), wherein a plurality of target objects associated with the search keyword are displayed in the search result page, and the target objects include one or more objects in the object display page. In the content display method provided by the present application, when an interface exits from the object display page, the search keyword and the search control associated with the search keyword are displayed in the displayed multimedia content page, so as to guide a user to trigger the search control, so that the search result page comprising the plurality of target objects are displayed, thereby increasing the richness of content display and further improving the content browsing experience.