ABSTRACT

An information processing apparatus, comprising accepting means for accepting an input of a search term; transmission means for transmitting a search instruction based on a search term to an external search server, reception means for receiving a search result based on the search instruction, and display means for displaying a search result, wherein in a case where a plurality of pieces of link information is included in the search result and one of the pieces of link information is selected, the transmission means transmits a request for a Web page to a destination server in accordance with that link information, and the information processing means further comprises processing means for, with respect to the Web page that the reception means received in accordance with the request, searching in that Web page for the search term, and processing by inserting a tag for performing an emphasized display of that search term into that Web page, and the display means displays the Web page, into which the tag for the emphasized display is inserted, emphasizing the search term in that Web page.