

GOOGLE SEARCHING

- **Keywords**
 - Try the obvious first
(Example: **picasso** rather than **painters**)
 - Use words likely to appear on a site with information you want
(Example: **luxury hotel dubuque** rather than
really nice places to spend the night in dubuque)
 - Make keywords as specific as possible
(Example: **antique lead soldiers** rather than **old metal toys**)
- **Two or more Keywords**
 - Google only returns web pages that contain **all** the words in a query
(Do NOT use "and" between words)
 - The order in which the terms are typed will affect the search results
(Type the most significant term(s) first--
Example: **bipolar disorder treatment teenagers / teenagers bipolar disorder treatment**)
- **Keyword Phrase**
 - Words enclosed in double quotes ("like this") will appear together in all results exactly as they have been entered
(Example: **"martin luther king"** rather than **martin luther king**)
- **Directory Search**
 - Good place to start if one is not sure which search keywords to use
(Example: Search for **saturn** within the *Science > Astronomy* category to retrieve sites on the planet rather than the car)
- **"Or" Searches**
 - Retrieves Web pages that include either word A or B
 - Use an uppercase OR between terms
(Example: Used **teenagers OR adolescents**)
- **Truncation**
 - Google does NOT support truncation searches
(Example: **teenagers** instead of **teen***)
 - Google searches for words exactly as they are entered in the search box

- **+ Searches**
 - Google ignores common words and characters as well as certain single digits and single letters
 - Putting a " + " sign in front of a common word/single digit/single letter will insure that it is included in the search
(A space must be placed before the " + ")
(Examples: **star wars episode +1**
pirates +of +the caribbean)
- **- Searches**
 - Used to exclude a word from a search, such as when a search is being placed for a word that has more than one meaning
(Examples: **vikings -football**
"bipolar disorder" teenagers OR adolescents -adults)
- **"Smart Searching"**
 - Use as many search tips as possible to fine-tune a search
(Example: **"bipolar disorder" teenagers OR adolescents +treatment -adults**)
- **Advanced Searching**
 - Allows one to place searches in search boxes without using symbols, etc.
 - with **all** of the words
 - with the **exact phrase**
 - with **at least one** of the words
 - **without** the words
 - Allows one to limit a search by categories such as:
 - Language
 - Web pages updated within a certain time frame
 - Where the search terms appear in a web page
Anywhere / Title / Text / URL / Links to
 - Allows one to search only within a website or domain
 - Allows one to find pages similar to the web page or that link to the page
- **Keyword Limit**
 - 10 keywords is the maximum
 - Even though Google does not search for "stop words", they still count toward the 10 word limit
(**"Stop Words": about, an, and, are, as, at, be, by, from, how, if, in, is, it, of, on, or, that, the, this, to, we, what, when, where, which, with**)
- **Google Images**
 - Great source of graphics on a wide variety of topics
- **Google News**
 - Quick way to review current news stories in the following categories:
Top Stories / World / U.S. / Business / Sci/Tech / Sports /
Entertainment / Health