

GOOGLE

— like a boss —

Everybody knows how to “Google”,
but not everyone knows how to be
a true genius of it.

Here are simple yet effective ways of
maximizing your Google search... like a boss!

“” Quotation Marks

Use quotes to search for an exact word or set of words. This is useful for searching quotes and song lyrics.

“To be or not to be”

— Dashes

Put a dash before a word that you want to exclude in your search.

jaguar -animal

~ Tilde

Use a tilde before a term to include results with its synonyms

Christmas ~desserts

site site:query

Use **site:** to search within a specific website

site:nytimes.com

link link:query

Use **link:** to search for sites that link to the specified site url

link:creattica.com

.. Two Periods

Use **two periods** between two numbers to express range of things like date, measurements and prices.

movies 1950..1970

rel related:query

Use **related:** to find sites that are related to the specified site

related:appstorm.net

Reference

www.google.com/insidesearch/tipstricks

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BOOLEAN COMMANDS

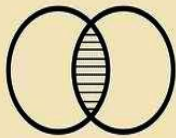
A GUIDE

Boolean commands or operators allow you to link keywords together in various combinations to research complex topics.

1 AND

Allows you to combine keywords and tells the database to locate items containing both words.

Narrows Search



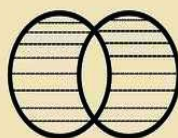
Chinese AND Pottery

This command will locate records where both the words CHINESE and POTTERY appear.

2 OR

Allows you to search for items that contain either word. This command can be used to link synonyms.

Broadens Search



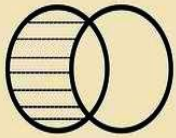
Pottery OR Ceramics

This command will locate items that contain either the word POTTERY or CERAMICS or both.

3 NOT

Allows you to exclude terms from your search that are implied by your search terms.

Narrows Search



Pottery NOT Ancient

This command will locate items that contain the word POTTERY but excludes any that also include the word ANCIENT.

4 TRUNCATION

Allows you to search for the root of a word with all possible endings. The asterisk (*) is often the symbol used for truncation.

Broadens Search

child*

This will locate all endings of the word "child" including children, childlike, childish, etc.

5 NATURAL LANGUAGE

You may use natural language or everyday speech, when you do a keyword search. While many databases recognize natural language, you will be able to improve your search results by using boolean commands.

6 BUILDING SEARCH STRINGS

The 'OR' and 'AND' commands can be used together to create effective search strings. Here's an EXAMPLE:

(pottery or ceramics) and Chinese

Using this search, the database will first look for records that contain the word "pottery," the word "ceramics," or both. After creating a set of your results, the database will then search for records that contain the word "Chinese" and create a second set of results. Next, the database will combine the results of the two sets.

SEARCH TIP

The 'OR' command generally requires the use of parenthesis () around each search phrase to work effectively.

(pottery or ceramics) and
(Chinese or Asian)

BOOLEAN COMMANDS

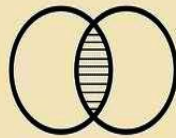
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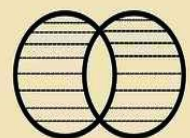
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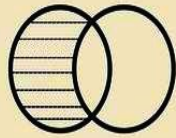
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