GOOGLE FOR RESEARCH: Tips & Tricks for Expert Searching

KEEP IT SIMPLE	GOOGLE SEARCH CONVENTIONS	NOTES
Use lower case letters.	The Google search engine is not case sensitive.	**Exception**, when using the OR operator (see below)
No need to be too specific	If you need a pizza place nearby, use this to search: *Pizza places nearby*	Google search will grab your location and deliver a variety of results about pizza places that are near you
Leave out punctuation.	Google ignores most punctuationmarks and symbols.	**Exceptions: dollar signs** when used to indicate price; **symbols** when used to convey meaning such as a program language (C++) or musical term (G#).
No need to connect terms with AND. Word order matters.	Google's relevancy ranking puts results that contain all the search terms toward the top of the results list. Google ranks the first word slightly higher than the second one, and soon.	The Boolean AND does not function in Google as it does inmany database and search engines. **AND** is assumed between words.
Enter search terms in singular forms.	Through a process called stemming, Google automatically tries to find all forms of words.	Word truncation does not function in Google. If not all word variants are retrieved, connect word with OR (see below). Example: ***diet*** returns: diet, diets, dietary, dietician
Use the tabs	Usually you will see Web, Image, News, and More.	Using these tabs, you can help define what kind of search you need to do
Use words that websites would use	When searching, try to use terminology you would find on a professional website. This will help you get results that are more reliable.	"I have a flat tire" could be replaced by "repair a flat tire." "My head hurts" could be replaced by "headache relief."

OPERATORE	FUNCTION	NOTES	EXAMPLE
OR	Searches for either term.	Excellent strategy to retrieve results for synonyms or words that are closely related in meaning. **OR** must be capitalized. Broadens your search.	avian OR bird
~	Use the tilde (~) to find words with similar meanings.	Does not work consistently for all words. Broadens yoursearch.	"highway safety" ~elderly (will find seniors, senior citizens, and older drivers also)
( )	Craft a search formula - enclose each concept in parentheses, with OR connecting similar words.	Google searches for the terms within the parentheses firstbefore combining with terms outside the parentheses.	(flu OR influenza) (avian OR bird) (outbreak OR incidence OR case)
" "	Enclose multiple words in quotation marks to search those exact words in that exact order.	**Phrase searching** works well for names, titles, and terms that include multiple words.	."global warming" OR "climatechange"
-	Exclude words from results.	Can also be used to exclude domains, e.g. **-site:edu**. (Do not leave a space after the minus sign.)	.football -soccer -rugby .violin music +sonata -concerto
*	Use the asterisk to fill in the blank if the intervening word is unknown.	When you use an asterisk in a search term on Google search, it will leave a placeholder that may be automatically filled by the search engine later.	."george * * bush" ."obama voted * on the * bill"

. .	Search within a range of numbers (dates, costs, measurements)	If interested in money or statistics, this tip is particularly useful. Essentially, you use two dots and a number to let Google search know you are looking for a specific range of numbers **Note:** The two dots with only one numberwill tell the search that you do not need anything before or after the specified number	."science milestones" 1910..1920 .$250..$500 laptop .What teams have won the Stanley Cup ..2004
intext:	Restrict results to pages that have the query word or phrase in the body of the document.	To Find Specific Title, Text on Site easy this trick. Ex: Find those pages whose titles are "Agile", text of the page is scrum and find on yodiz.com site only: *intext:scrum intitle:Agile site:yodiz.com*	.intext: "grant funding" .intext:"society of neuroscience"
intitle: allintitle:	Restrict results to pages that have the query word or phrase in the title of the document	No space between **intitle** and the colon**.** Finds results with your search term in the document title. **Allintitle:** finds results with all your search terms in the document title	.2009…2014 intitle:Toyota recall
site:	Search only one website or only onedomain.	Common domains included edu, com, org, gov, country codes (uk, ca, ke, etc.)	Volunteer opportunities Boston site:org
filetype:	Restrict search to a specific file type.	Google search has the ability to search for a specific file or file type.	IRS tax forms filetype:pdf
define:	Searches for definitions of words from various web sources.		define: combinations define: passive voice
link:	Find linked pages – show web pages thatpoint to a particular URL/website.	If you want to see who cited a New York Times article on their site, you will use this trick to find all thesites that link to it.	link:nytimes.com
related:	Search for similar or related web pages.	Let us say you have a favorite website. It can be anything. However, that website is getting a little bit boring and you want to find other websites like it	related:cdc.gov
cache:	If you want to search any site cache	If the page is no longer existing you can search for the cache (old version cached in Google)	cache:http://www.globalguideline.com/

Specialized Google Search Engines

Name	what it searches	tips	url
Google Scholar	Scholarly journals, books, conference proceedings, reports.	Connect your link resolver to Scholar citations: http://scholar.google.com/intl/en/scholar/libraries.html	http://scholar.google. com/
Google Book Search	Searches the full text of books scanned by Google.	Click on "Find this book in a library" to see which libraries own the book via Open WorldCat.	http://books.google.com/books
Google U. S. Government Search	Web sites published by federal, state and city government in the U. S. A.	Use this to find information on legislation, statistics, demographics and more from government sources.	http://www.google.co m/unclesam
Google Patents	Includes the full text & drawings of all U. S. patents starting in the 1790s.	Use the Advanced Patent Search screen. Great for certain kinds of historical research.	http://www.google.co m/patents
Google News	Aggregates articles from newspapers & other news publications from all over the world.	Try personalizing the page or creating news alerts on topics.	http://news.google.co m/

Google search shortcuts (commands)

Several commands can be entered to give you instantaneous results. This can save time and effort, so you do not have to click a bunch of bothersome links. Here are a few examples of some commands you can enter into Google:

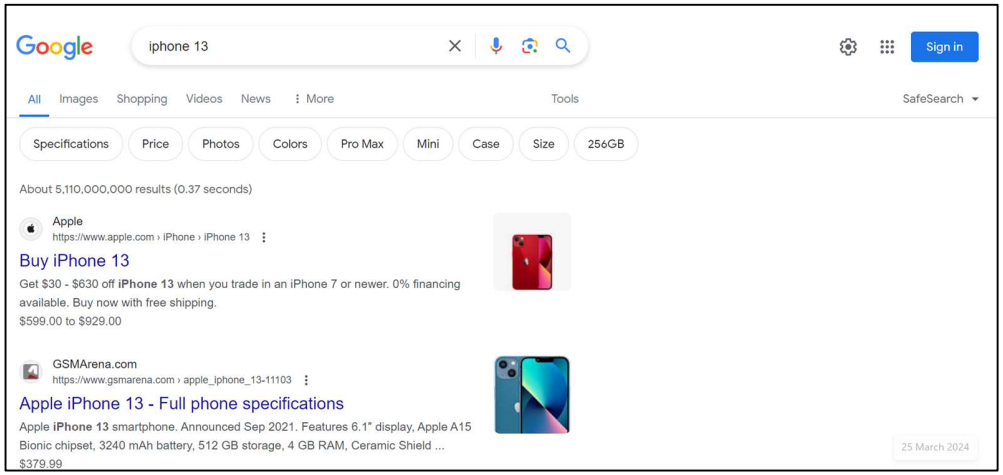
- **Weather *zip code*** – This will show you the weather in the given zip code. You can also use town and city namesinstead of area codes, but it may not be as accurate if there are multiple area codes in the city.
- **What is *celebrity name* Bacon Number** – This is a fun little one that will tell you how many connections any given celebrity has to famed actor Kevin Bacon. The popular joke, Six Degrees of Kevin Bacon, is that no actor is more than 6 connections away from Kevin Bacon. Mark Zuckerberg has a Bacon Number of 3.
- **The math example** Google can do some math for you; it will also show a calculator that you can use to find answers to more questions. It can help you solve math problems by showing values for known mathematical terms. It will not solve all math problems, but it will solve a good number of them
- **What is the definition of *word*** ***or*** **Define: *word*** – This will display the definition of a word.
- **Spell numbers with *[number]=English*:** How do you spell out 6,546,345,645? Google can tell you if you search : **6,546,345,645=English**
- **Time *place*** – This will display the time in whatever place you type in.
- **Sunrise** and **Sunset**: Want to know when the sun will rise or set in your neck of the woods? Search sunrise or sunset and Google will give you the answer based on your device's current location. You can also search for the sunrise/sunset times for other locations, as well.
- **Weather**: Find out the weather in your area by typing weather. Autocomplete will likely give you today's current forecast as you type, but a full search will present an interactive card with weather information for the location of your IP address, courtesy of The Weather Channel. If you're traveling or just want to know what it's like elsewhere, search weather [any location], e.g. weather Toledo, OH
- You can **check any stock by typing its ticker name** into Google. If you search for *GOOG*, it will check the stock prices for Google by typing: *goog stock price today*. GOOG (for Alphabet), AAPL (for Apple), or AMZN (for Amazon).
- **Check Flight Time**: If you're headed to the airport or picking up a loved one, type in a flight number and Google will return a card with up-to-date times and terminal/gate information. If you're looking to book a flight, check out Google Flights (Opens in a new window) to find the cheapest flights online.
- **Timer***:* Search timer to get a five-minute timer (or stopwatch to time something). To change the amount of time, click and enter your desired time. Press Start. The countdown will continue even if you navigate to a new tab; you'll get a warning if you try to close the tab with the timer by accident. The remaining time will show on your browser tab; once it's up, an alarm will sound and the tab will display an hour-glass icon until you click OK to silence it.
- **Money and unit conversions** Google search can quickly and accurately convert both measurement units and currency value.
  - **Miles to km** – This will convert miles to kilometers. You can put numbers in front to convert a certain number. Like “10miles to km” will show you how many kilometers are in 10 miles.
  - **USD to British Pound Sterling** – (or by typing: **$ £ conversion**): This will convert a US dollar to British pounds. Like the measurements above, you canadd numbers to find exact conversions for a certain amount of money
- **Track your packages:** use Google search to find out where your packages are. You can enter any UPS, USPS, or FedEx tracking number directly into the Google search bar, and it will show you the tracking information about your package.

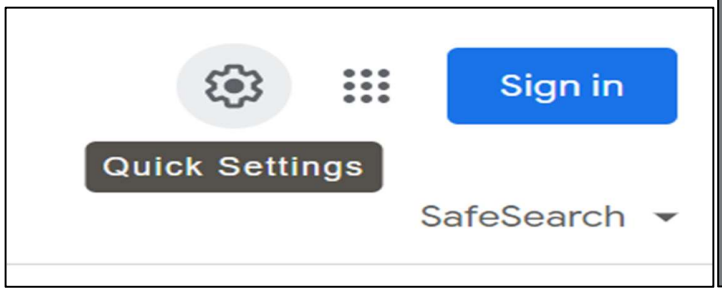
File types indexable by Google

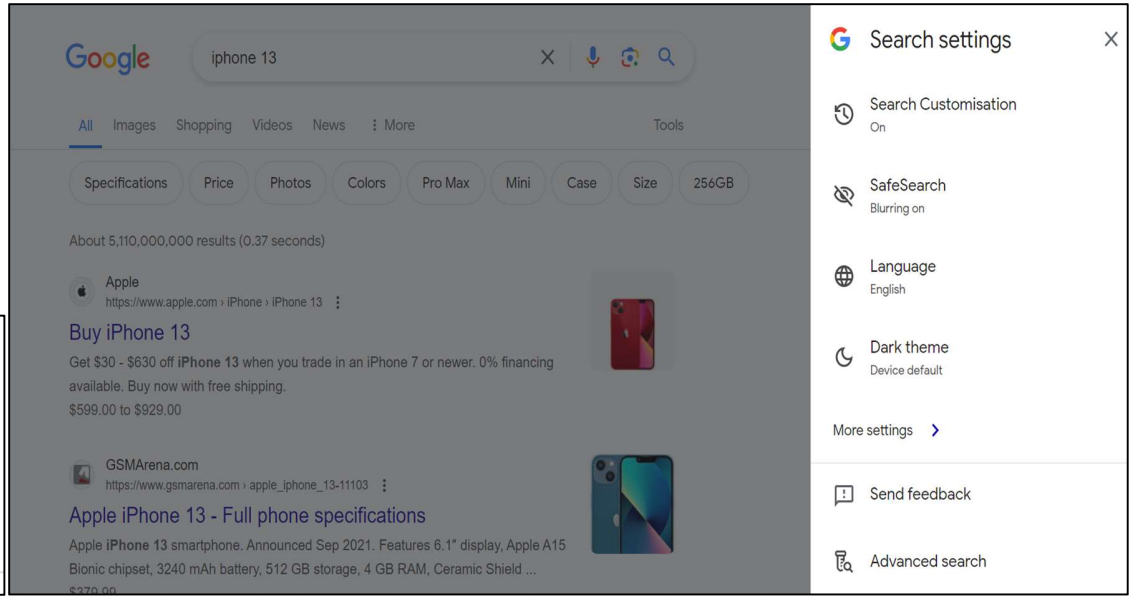
Google can index the content of most text-based files and certain encoded document formats. The most common file types we index include:
Adobe Portable Document Format (.pdf)
Adobe PostScript (.ps)
Comma-Separated Values (.csv)
Google Earth (.kml, .kmz)
GPS eXchange Format (.gpx)
Hancom Hanword (.hwp)
HTML (.htm, .html, other file extensions)
Microsoft Excel (.xls, .xlsx)
Microsoft PowerPoint (.ppt, .pptx)
Microsoft Word (.doc, .docx)
OpenOffice presentation (.odp)
OpenOffice spreadsheet (.ods)
OpenOffice text (.odt)
Rich Text Format (.rtf)
Scalable Vector Graphics (.svg)
TeX/LaTeX (.tex)
Text (.txt, .text, other file extensions), including source code in common programming languages, such as:
Basic source code (.bas)
C/C++ source code (.c, .cc, .cpp, .cxx, .h, .hpp)
C# source code (.cs)
Java source code (.java)
Perl source code (.pl)
Python source code (.py)
Wireless Markup Language (.wml, .wap)
XML (.xml)
Google can also index the following media formats:
Image formats: BMP, GIF, JPEG, PNG, WebP, and SVG
Video formats: 3GP, 3G2, ASF, AVI, DivX, M2V, M3U, M3U8, M4V, MKV, MOV, MP4, MPEG, OGV, QVT, RAM, RM, VOB, WebM, WMV, and XAP

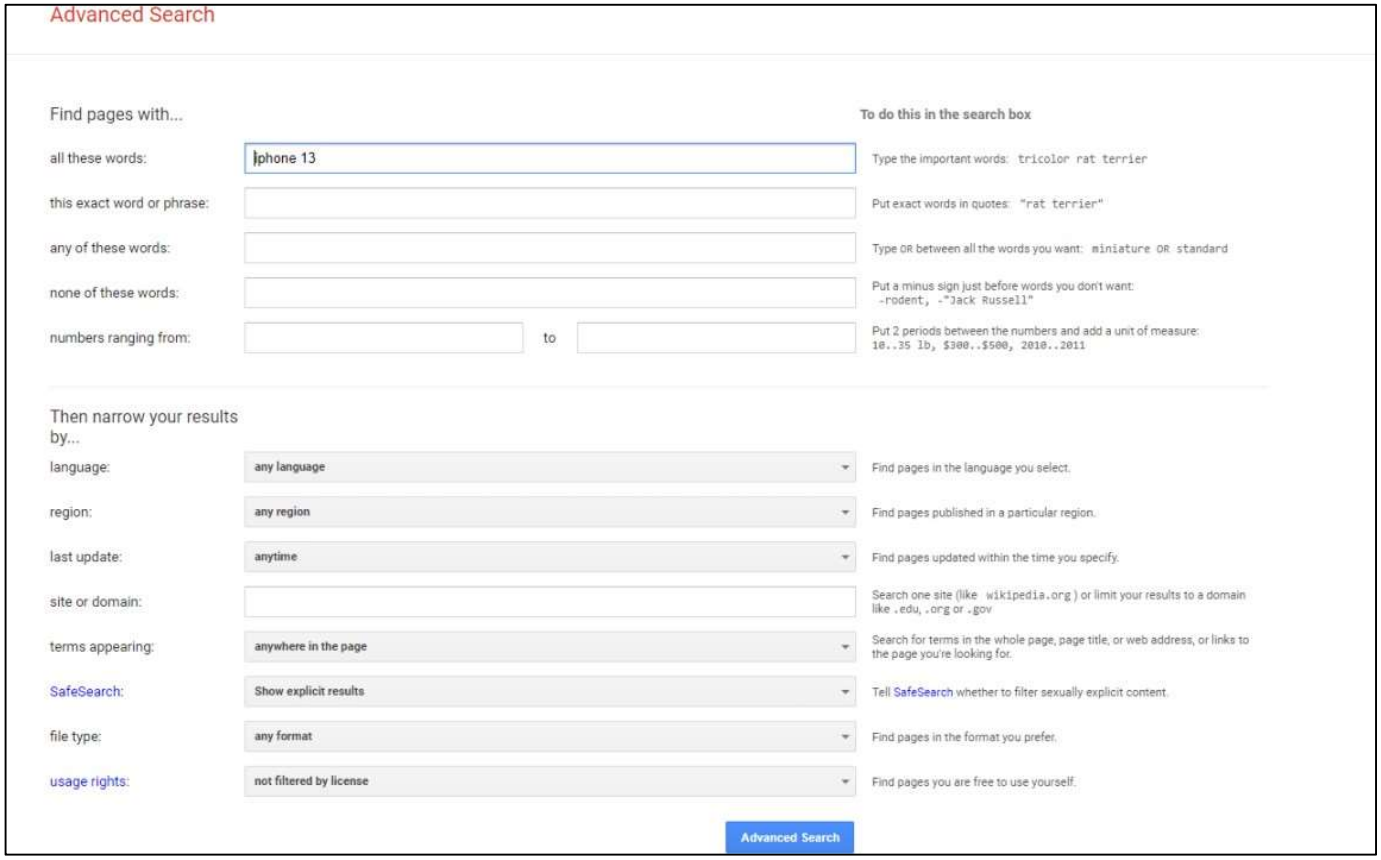
Advanced Search

You can use all properties in an advanced Google search. From the Google results page, click the gear icon and choose **Advanced search** to open a new advanced search page.
This feature allows you to enter keywords or phrases in specific fields instead of relying on specific modifiers. Results can be narrowed even further by language, region, last update, domain, term location, explicit content, file type, and usage right. Image searches can also be narrowed by image size, aspect ratio, color, and image type.
While you can't create an advanced search on mobile, you can filter your image search. Tap the slider icon at the top of your image search to filter by most recent, GIF, HD images, images of products, color, and usage rights.

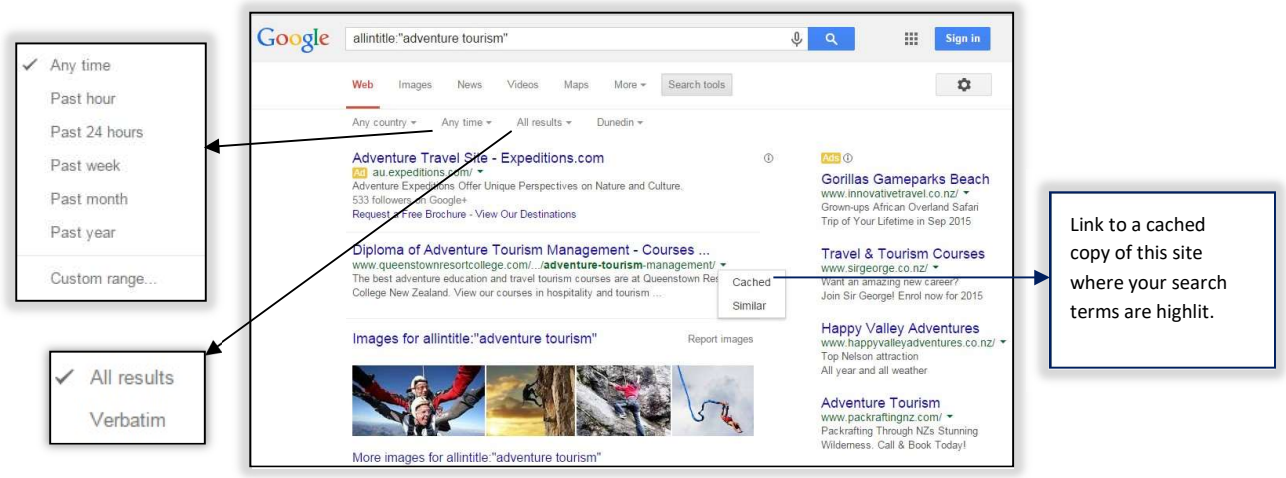








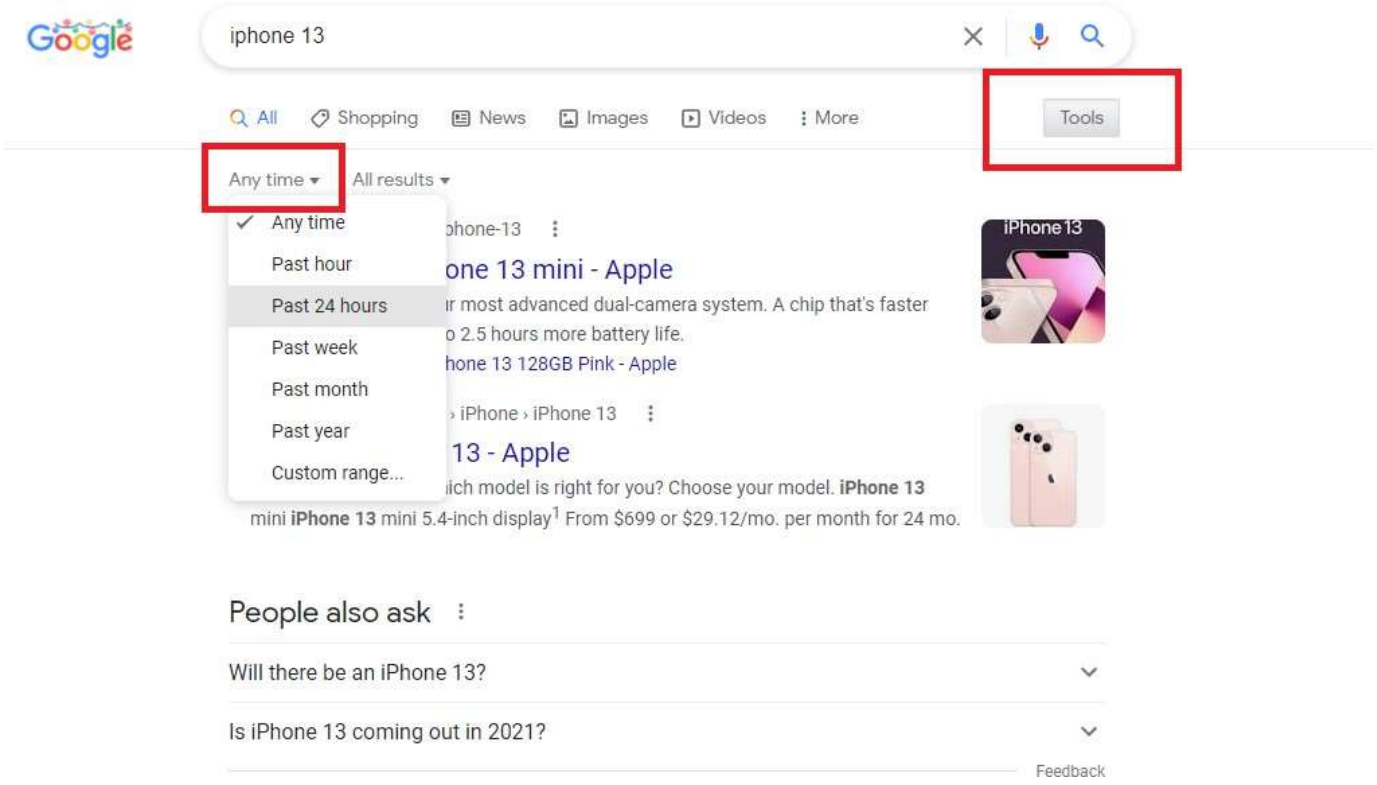
Google Tabs



Link to a cached copy of this site where your search terms are highlit.

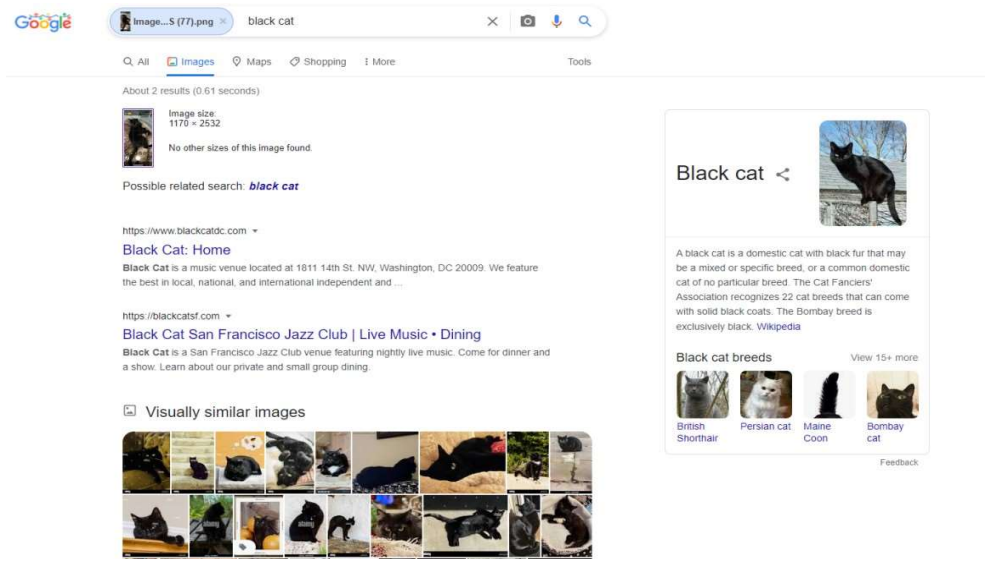
Set Time Restraints

Looking for only the latest news about a subject or trying to find information relevant to a specific time frame? Use Google's search tools on desktop and mobile to filter your search results. When on desktop, click **Tools** under the magnifying glass icon. On mobile, swipe to the end of the list of Google search types and select **Search tools**.
Select **Any time** to open a drop-down menu that can help you narrow results to the past hour, 24 hours, week, month, and year. Desktop users can select **Custom range** to enter specific dates



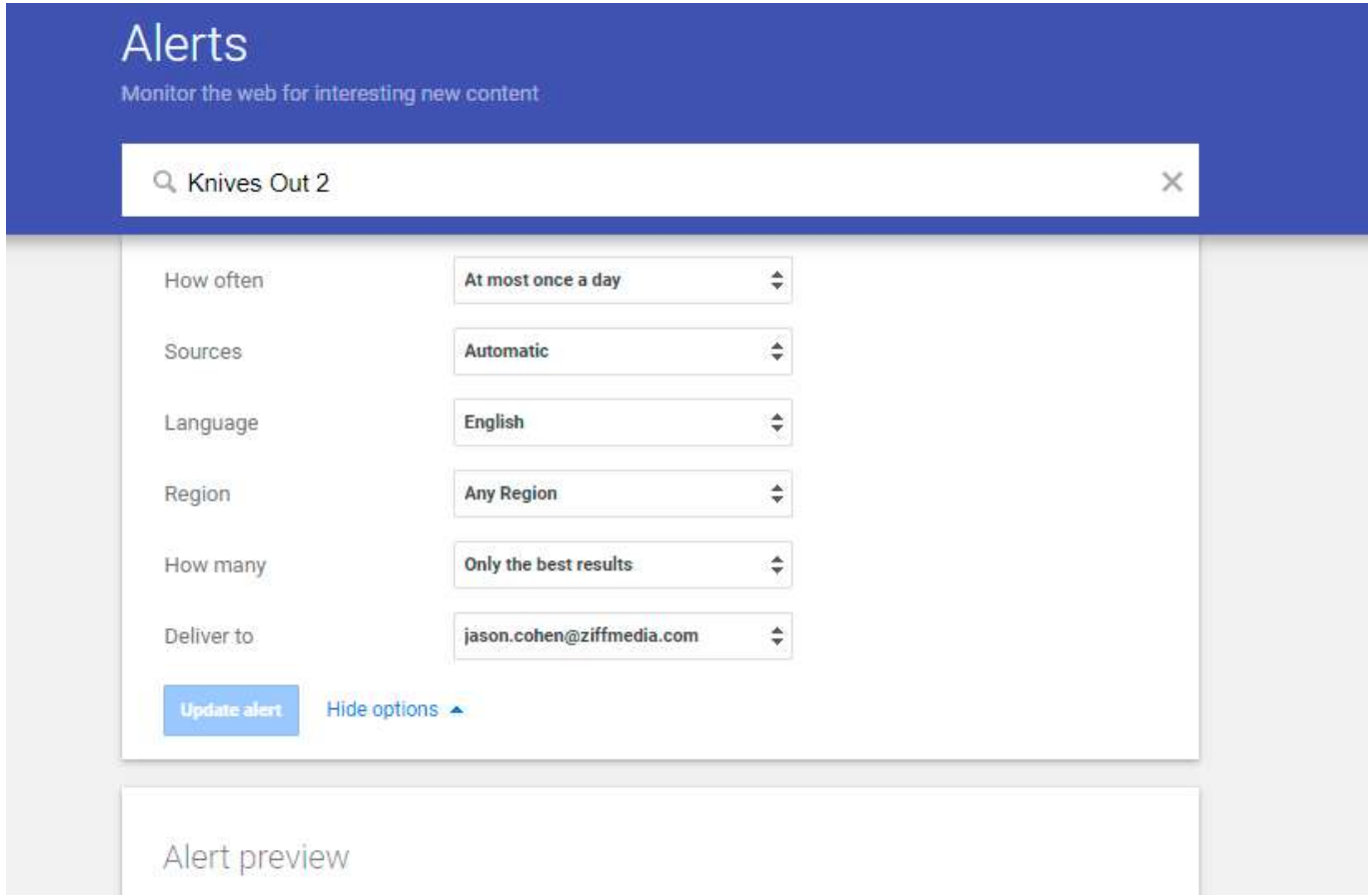
Reverse Image Search

Google supports "backward" image searches on most browsers. This function allows you to upload an image file and find information on that image. For example, if you uploaded a picture of the Eiffel Tower, Google will recognize it and give you information on the Paris monument. It also works with faces, and can direct you to websites where the image appears, identify a work of art, or show you images that are "visually similar." Go to Google Images and just drag and drop an image into the search bar. You can also click the camera icon to upload an image or enter an image's URL. (Here's how to do a reverse image search on your phone.)



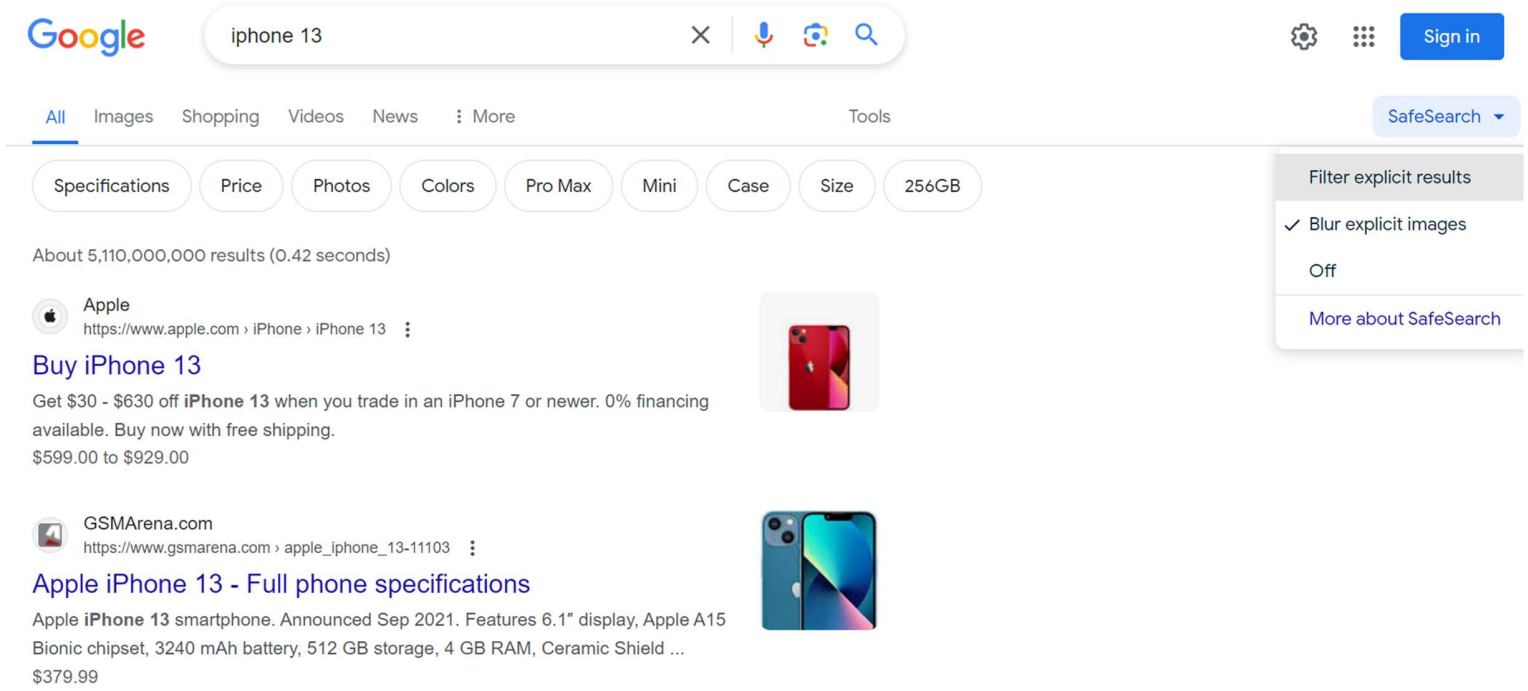
Create a Google Alert

If you want to be notified whenever a keyword is published on the web, create a Google Alert(Opens in a new window). Add topics to track, then customize the alert by determining how often you should be notified, what sources, language, and region should be included, how many results will be shown, and to what email address it should be delivered.
A preview will show you what the alert will look like with existing stories already indexed by the Google. From the main Alerts screen, you can manage all your results by having them sent at a certain time or all in one email.



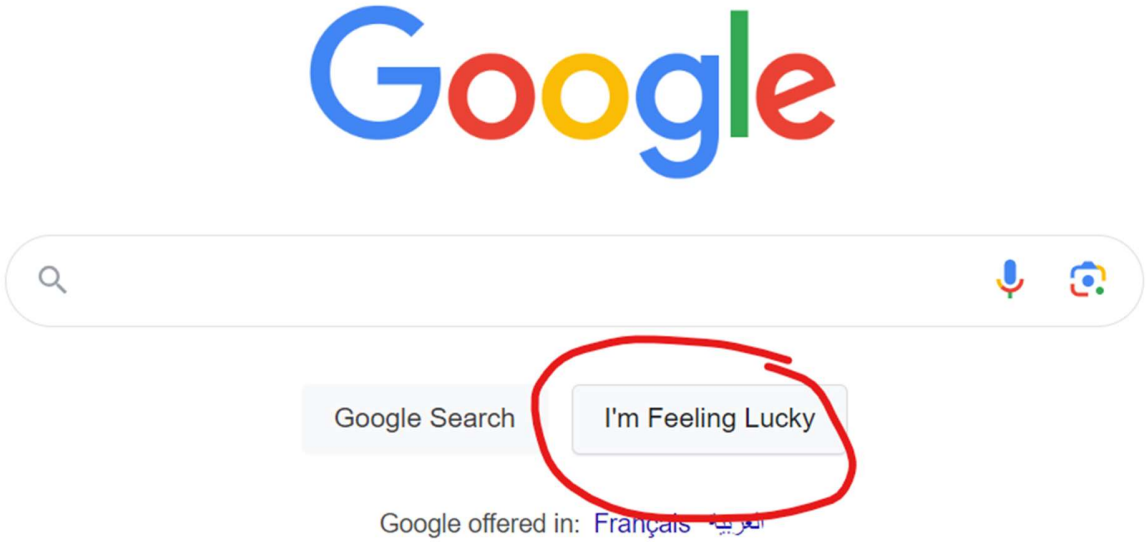
Safe Search (Filter Explicit Content)

Have a kid using the computer? Protect them from explicit content with Google's SafeSearch feature (Opens in a new window). From a search results page, click the gear icon on the top right and toggle the Explicit results filter option to on. Though Google admits, it is not 100% accurate, it has intended to filter out explicit links, images, or video that may be deemed inappropriate for an all-ages audience. For a more robust solution, check out our picks for the Best Parental Control Software.



I'm Feeling Something Else

Remember Google's "I'm Feeling Lucky" button? On Google.com, type in a search term and click I'm Feeling Lucky to be immediately taken to the first search result. It's a good way to save time when you know exactly what you're looking for. However, Google added a new wrinkle that can help you find something else.
Before you type anything into Google, hover over the I'm Feeling Lucky button and the wording will change. It may change to "I'm Feeling Adventurous," which will provide you with a coin to flip. "I'm Feeling Hungry" will Google nearby restaurants. "I'm Feeling Trendy" will show you recent Google trends. Every day there are new suggestions with different results.



Fun facts:

Engineers like to have fun, too, and on Google, there are a number of search-related Easter eggs. Here are a few words or phrases to search if you want a little surprise:

- **Wordle:** Capitalizing on the current Wordle phenomenon, Google wordle for a logo inspired by the web game on the top left.
- **Anagram:** Google will ask if you meant "Nag A Ram."
- **Define anagram:** Google will ask if you meant "nerd fame again."
- **The answer to life the universe and everything:** The answer is 42.
- **Askew:** Your screen will tilt.
- **Bletchley Park:** Google will decode the name under the Google Maps card.
- **Blink HTML:** The words "HTML" and "blink" will blink on the search page.
- **Do a barrel roll or z or r twice:** The screen will do a 360.
- **Festivus:** A Festivus pole is added to the left side of the screen.
- **Google in 1998:** Google will look like it did from back in the day.
- **Google logo history:** Take a tour through the different iterations of the Google logo.
- **Marquee HTML:** The number of search results will be displayed as a marquee sign.
- **Recursion:** Google will ask if you meant "recursion."
- **Sonic the Hedgehog game:** An animated sprite of Sonic will appear in the search card. Click him for a surprise.
- **Super Mario. Bros. 1985:** An animated sprite of a coin block will appear in the search card. Click it to grab a coin.
- **Webdriver torso:** The Google logo will turn into colored blocks.