

Advanced Google Search Tips

Search Strategies

Boolean Searching	Google automatically defaults the word AND between keywords	Example: ocean fish farms
	use OR to combine synonymous terms(must type OR in capital letters.)	Example: environment OR climate
	use - to eliminate terms	Example: dolphins -football
Nesting	use () to nest synonymous terms when the search statement also contains the AND Boolean Operator.	Example: theater (actor OR actress)
Phrase Searching	use " " to search for an entire phrase, not individual words	Example: "American soccer teams"
Wildcard	use * as a placeholder for unknown words in a phrase	Example: "Obama voted * on * bill"
Stop words	use + to force a search for an important stop word	Example: "travel +with +the band"
Synonymous terms	use ~ immediately before a key term to search for synonyms.	Example: ~feminism
Field searching	A very effective way to narrow and customize a search in Google. Special syntaxes are used to designate various types of field searches.	See below, Useful Special Syntaxes and Mixing Syntaxes

Google Special Syntaxes

intitle:	Restricts a search to the titles of Web sites	Example: intitle: "Bob Marley"
inurl:	Restricts a search to the URL of a website.	Example: inurl:butterflygardening
site:	Limits a search to a type of website or a top level domain. Similar to inurl: but will not search for a site within a subdirectory (anything beyond the /).	Example: "child nutrition"site:gov
intext:	Searches for words only in the text of a website, not the title, URL, or links of a page.	Example: intext:"global warming"
inanchor:	Searches for words in a website's link anchors (i.e., the text you click on to get to another website.) This can be a useful way to find relevant sites.	Example: inanchor:biology Example: inanchor:grants site:gov
link:	Returns a list of websites linking to a specific URL.	Example: link:www.framingham.edu
filetype:	Searches for specific filename extensions. Google searches for PowerPoint (.ppt), Excel (.xls) and Word (.doc) documents as well as Adobe Acrobat (.pdf), Adobe Postscript (.ps), Rich Text Format (.rtf) and more.	Example: intitle:"child nutrition" filetype:ppt
related:	Searches for websites related or similar to a specified URL. This is a good way to retrieve categories or types of Web sites.	Example: related:www.framingham.edu
info:	Provides a page of links to more information about a specified URL. including a link to the page's cache, a list of websites that link to the specified URL, a list of website related to the specified URL and a list of sites that contain the specified URL.	Example: info:cnn.com

Sample Search on Child Nutrition

Google Search Statement	Results (May 2009)	Search Strategies
child nutrition	28,100,000	Default Boolean AND search.
“child nutrition”	1,050,000	Phrase search.
intitle:”child nutrition”	69,900	The phrase must be in the title.
intitle:”child nutrition” inurl:USDA	213	Site must be from the USDA
intitle:"child nutrition" site:gov	1,860	Site must be from a governmental institution.
intitle:"child nutrition" dairy site:gov	81	The word dairy is added to the previous search.
intitle:"child nutrition" inanchor:vegetable	1,870	The word vegetable must be an anchor (clickable) in the site.
"child nutrition" site:edu filetype:ppt	231	Site must be a PowerPoint presentation from an education institution.

Sample Search on Women in Ancient Rome

Google Search Statement	Results (May 2009)	Search Strategies
women ancient rome	2,580,000	Default Boolean AND search
women “ancient rome”	887,000	Default Boolean AND and phrase search
(women OR woman) "ancient rome"	1,850,000	Boolean OR, default Boolean AND and phrase search.
~women "ancient rome"	1,480,000	Synonymous terms for women and phrase search.
"role +of women" "ancient rome"	15,800	Two phrases with force stop word and Boolean AND search.
intitle:women "ancient rome"	24,500	Women must be in title, Boolean AND and phrase search.
women "ancient rome" inurl:pbs	181	Site must be from PBS
women "ancient rome" site:edu	18,900	Site must be from an educational institution.
"role +of women" "ancient rome"	1,690	Site must be from an organization.

site:org		
women "ancient rome" site:edu filetype:ppt	92	Site must be a PowerPoint presentation from an educational institution.

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<http://faculty.valencia.cc.fl.us/infolit/Google/help.htm>