

## The Ultimate Guide to GOOGLE

### Google Default Searching

|                                   | It's Automatic!   | Try it!  |
|-----------------------------------|---|--|
| <b>AND</b>                        | Google's Boolean default is <b>AND</b> . If you enter terms without any modifiers, Google will search for all of your terms in the text of pages, in pages that link to a result page, and in other pages on the same site. | <b>google page rank</b>  |
| <b>STEMMING</b>                   | Google will stem some terms automatically, which means it will find terms with various endings.   | <b>kite flying</b><br><b>Note:</b> results include <b>kite, kites, kiting, flying, fly, and flies.</b>   |
| <b>STOP words are ignored</b>     | Google ignores common terms (a, on, the, etc.).   | <b>vacation rentals in the woods</b><br><b>Note:</b> <b>in</b> and <b>the</b> are excluded from the search   |
| <b>PUNCTUATION is not ignored</b> | Google does not ignore the following punctuation:<br>( <sup>'</sup> ) apostrophe<br>(-) hyphen<br>accent marks  | Notice your results for each of the following searches:<br><br><b>peoples      same-sex      elephant</b><br><b>people's      same sex      éléphant</b><br><b>peoples'      samesex</b> |

### Standard Search Operators

|                      | What is it?  | Why use it?  | Try it!  |
|----------------------|--|--|--|
| <b>+ (AND)</b>       | It forces Google to turn off <b>STEMMING</b> and include <b>STOP</b> words in search.                              | To search for exact terms in a phrase without putting them in exact order.   | <b>+the king</b><br><b>+kite +flying</b>   |
| <b>- (NOT)</b>       | Tells Google to exclude results that include specific terms.   | To narrow results to pages that more accurately match query when a specific term is commonly associated with an unrelated topic. | <b>soup stock –market</b><br><b>java coffee –programming</b>   |
| <b>" " (Phrases)</b> | Tells Google to match results to an exact phrase.  | To narrow results to pages that specifically match phrase query.   | <b>“global climate change”</b>   |
| <b>OR</b>            | A capital <b>OR</b> used between two terms or phrases tells Google to match results using either one or the other. | To expand search results to pages that match different specified combinations of terms.  | <b>cheese cheddar OR swiss</b><br><b>Note:</b> must use <u>capital OR</u> , lowercase or will be treated like a <b>STOP</b> word |

## Standard Search Operators Continued...

|                          | What is it?   | Why use it?   | Try it!   |
|--------------------------|---|---|---|
| <b>~ (Synonym)</b>       | Tells Google to “think” of related terms and include them in the results. | To not miss out on some useful results when a specific term is not the only way to express query. | <b>~ape</b><br><b>Note:</b> results include <b>monkey and gorilla</b> |
| <b>.. (Number Range)</b> | Tells Google to look for results falling inside a specified number range. | To convey a range of dates, currency, size, weight, height, etc. specific to query.               | <b>prada pumps size 5..6</b><br><b>“babe ruth” 1921..1935</b>         |

## Google Keyword Operators

|                   | What is it?  | Why use it?  | Try it!  |
|-------------------|--|--|--|
| <b>intitle:</b>   | Restricts a search of specified terms to only the title of web pages.              | Narrows results dramatically and can increase relevancy.   | <b>intitle:mileage “hybrid cars”</b>   |
| <b>inurl:</b>     | Restricts a search of specified terms to only the URLs web pages.                  | Works well for finding search and help pages, also good for searching subdirectories.                | <b>inurl:help "ipod shuffle"</b>   |
| <b>daterange:</b> | Limits the search to the Julian* date range that a page was indexed (not created). | For viewing older content on web sites that have changed or disappeared.                             | <b>“hurricane katrina”</b><br><b>daterange:2453606-2453613</b><br><br><b>Note:</b> for Julian calendar conversion, visit <a href="http://aa.usno.navy.mil/data/docs/JulianDate.html">http://aa.usno.navy.mil/data/docs/JulianDate.html</a> |
| <b>filetype:</b>  | Restricts a search to only suffixes or filename extensions.                        | Google indexes more than just HTML pages. Search for pdf, doc (Word), xls (Excel), ppt (PowerPoint). | <b>filetype:pdf “montessori method”</b>  |

## Google URL Operators

|               | What is it?   | Why use it?  | Try it!  |
|---------------|---|--|--|
| <b>link:</b>  | Searches for pages that contain links to the specified URL.     | Useful evaluative tool to discover which sites link to a specific page.                        | <b>link:www.snopes.com</b>                             |
| <b>info:</b>  | Provides information about a specified URL.                     | Another great evaluative tool. Google will display a list of links to more information on URL. | <b>info:www.sfmoma.com</b>                             |
| <b>site:</b>  | Restricts search results to a specified URL.                    | Useful tool for searching within a specified site URL.   | <b>hurricane katrina</b><br><b>site:www.sacbee.com</b> |
| <b>cache:</b> | Displays Google’s cached (stored) information on specified URL. | For viewing older content on web sites that have changed or disappeared.                       | <b>cache:www.discover.com</b>                          |

## Google Information Operators

| What is it?       |  | Try it!  |
|-------------------|--|--|
| <b>define:</b>    | A dictionary feature that finds web pages and web-based dictionary entries for specified term, includes related terms and phrases. | <b>define:internet</b><br><b>define:portmanteau</b><br><br><b>Note:</b> when searching for terms without a modifier Google includes a definition link in the blue bar above the search results   |
| <b>phonebook:</b> | A phone number and address lookup feature.   | <b>phonebook:jones 95616</b><br><b>phonebook:stacey's 94105</b><br><br><b>Note:</b> enter a <b>last name or business name</b> and either a state abbreviation or a zip code. Google will display a full address, phone number and map link when available. |
| <b>stocks:</b>    | A direct link feature that takes you to Yahoo! Finance when preceding a stock ticker symbol.                                       | <b>stocks:EBAY</b><br><br><b>Note:</b> A Google search on stock ticker symbols without a modifier provides brief stock information listed above the search results   |

### MORE HANDY GOOGLE TOOLS... Just use the box!

| Try it!                                  |   |                              |                |                            |             |                  |                              |                   |                         |
|--|---|------------------------------|----------------|----------------------------|-------------|------------------|------------------------------|-------------------|-------------------------|
| <b>Translation</b>                       | Click <b><u>Translate this page</u></b> after links to web pages in a foreign language on the Google results page to get a rough translation into English.  |                              |                |                            |             |                  |                              |                   |                         |
| <b>Calculator</b>                        | The Google calculator does basic arithmetic, some advanced math, measures and conversions, and physical constants. For a list of suggested symbols and suggestions, see <a href="http://www.google.com/help/calculator.html">www.google.com/help/calculator.html</a> .  |                              |                |                            |             |                  |                              |                   |                         |
|  | <table border="1"> <tbody> <tr> <td><b>(2*2)+3</b></td> <td><b>sqrt(9)</b></td> <td><b>mass of an electron</b></td> </tr> <tr> <td><b>12/3</b></td> <td><b>sin(pi/3)</b></td> <td><b>5 kilometers in miles</b></td> </tr> <tr> <td><b>20% of 150</b></td> <td><b>1.21 GW / 88 mph</b></td> <td><b>3.5 USD in GBP</b></td> </tr> </tbody> </table> | <b>(2*2)+3</b>               | <b>sqrt(9)</b> | <b>mass of an electron</b> | <b>12/3</b> | <b>sin(pi/3)</b> | <b>5 kilometers in miles</b> | <b>20% of 150</b> | <b>1.21 GW / 88 mph</b> |
| <b>(2*2)+3</b>                           | <b>sqrt(9)</b>  | <b>mass of an electron</b>   |                |                            |             |                  |                              |                   |                         |
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| <b>Number Lookups</b>                    | <b>Tracking for UPS, FedEx, USPS:</b> type the <b>number</b>  |                              |                |                            |             |                  |                              |                   |                         |
|  | <b>VIN vehicle info, history:</b> type the <b>number</b>  |                              |                |                            |             |                  |                              |                   |                         |
|  | <b>UPC product identification:</b> type the <b>code</b>   |                              |                |                            |             |                  |                              |                   |                         |
|  | <b>US patent lookup:</b> type the word <b>patent</b> and the <b>number</b>  |                              |                |                            |             |                  |                              |                   |                         |
| <b>More Shortcuts</b>                    | <b>Area codes (US):</b> type the 3 digit code to see location on map  |                              |                |                            |             |                  |                              |                   |                         |
|  | <b>Airport conditions:</b> type the <b>airport code</b> or <b>city</b> and the word <b>airport</b>  |                              |                |                            |             |                  |                              |                   |                         |
|  | <b>Flight tracking:</b> type the word <b>airline</b> and the <b>airport</b>   |                              |                |                            |             |                  |                              |                   |                         |
|  | <b>Maps:</b> type an <b>address</b>   |                              |                |                            |             |                  |                              |                   |                         |
|  | <b>Stock info:</b> type <b>one or more NYSE, AMEX, NASDAQ or mutual fund codes</b>  |                              |                |                            |             |                  |                              |                   |                         |
|  | <b>White pages:</b> type <b>rphonebook: name address</b>  |                              |                |                            |             |                  |                              |                   |                         |
|  | <b>Yellow pages:</b> type <b>bphonebook:name address</b>  |                              |                |                            |             |                  |                              |                   |                         |
| <b>Zip codes:</b> type a <b>zip code</b> |   |                              |                |                            |             |                  |                              |                   |                         |