

Boost eLearning's Google Search Training

Quick Lesson: User Notes

For Business Research

Notes to help you apply the lessons

1. " " Phrase

Use it to keep your search terms together
Type: quotation marks around the phrase
For example: "safe materials" country restaurant guidelines

2. OR Or

Use it to conduct multiple searches simultaneously
Type: OR in between each search term
For example: overseas sales Chrysler OR Ford OR GM

3. - Not

Use it to exclude certain words from your search results
Type: - (minus sign) in front of each term you want to exclude
For example: fragrance -discount -price -beauty

4. filetype: Filetype

Use it to find completed files (.xls, .pdf, .ppt)
Type: filetype: followed by the type of file you are looking for
For example: Korean auto sales filetype:ppt

5. site: Site Search

Use it to search within a specific website
Type: site: followed by the web address
For example: director investor relations site:americanexpress.com

6. Date Range

Use it to search within a time range
Type: your terms, search, open show options, then select timeline
For example: online clothing sales, click search, show options, timeline

7. allin-----: Keyword Location

Use it to search for keywords in a specific location
Type: the search terms, allin followed by title:, body:, url:, or links: depending on how you want to target your search
For example: allintitle:companies nasdaq Israel

8. Region Search

Use it to find results within a specific region
Type: terms of search and select region from the Advanced Search Page
For example: Ratan Tata, India

9. .. Number - Range

Use it to find information within a number range
Type: two dots in between the numbers
For example: Laptop computer \$500..\$2000

10. Advanced Search

Use it to select from many search features
Type: select the Advanced Search link to the right of the Google Search Bar
For example: easily refine your searches for best results

11. define: Define

Use it to define a word
Type: define: followed by the word
For example: define:return on equity

12. Image Search

Use it to search only for images of people or products
Select: image, advanced image search
For example: enter any name to find available images

13. info: Info

Use it to get a picture of how a website is linked to other websites
Type: info: followed by the web address
For example: info:www.weyerhaeuser.com

14. ~ Synonym Finder

Use it to get results with synonyms of your search terms
Type: ~(tilde) in front of each term
For example: ~purchasing at Allstate

15. * Wildcard

Use it to fill in the blank
Type: * (asterisk) in between two terms
For example: housing prices have ** the past year