
Google search

DB0340

Mike Pengum

The Google query language

- One recent study indicates that white-collar workers in business spend about 1/3 of their day searching for information.
 - You can likely become significantly better at searching with Google if you understand its search operators
 - Reference: the "Ultimate Google Guide" @ mapelli.info
-
-

Google.com searches 101

Increasing the Number of Results

car **OR** vehicle **OR** automobile inspections
retrieves web pages containing:

car	AND	inspections
vehicle	AND	inspections
automobile	AND	inspections

Agenda

- Performing your own Google searches
 - Google conversions
 - Gaining insights (e.g., marketing related) from others' Google searches
-
-

Google.com searches 101

- Search keywords are not case sensitive: searching for Oregon Ducks (7.5M hits) is the same as oregon ducks
 - Short common words (e.g., "I", "the", "me") are largely ignored by Google
 - avoid such words in your searches
 - search operators are case sensitive: searching for oregon OR ducks football uses OR as the Google operator (325M hits), while oregon or ducks football does not (17M hits)
-
-

Google.com searches 101

- Try this
 - Search for information on post high-school education in Oregon
Answer:
university OR college OR postsecondary "Oregon"
 - Search for information on singer Taio Cruz but you're not sure about the spelling of the first name
Answer:
taio OR taio cruz
-

Other basic Google operators

- exclude word
`oregon ducks -football` (~7M hits)
- " " find particular phrase
`"oregon ducks" football` (~9M hits)
- ~ look for synonyms of word as well
`oregon ducks ~football` (~30M hits)

Google's basic operators

1. You need a buying guide for computers
(Hint: what are some other terms for "computer"?)

Answer: `-computer "buying guide"`

What is the #1 result that appears? It may not be about "computers"

Other basic Google operators

- * wildcard
`"oregon ducks" bowl game` (~3M hits)
- .. accept range of #'s
`"oregon ducks" football "60..80 points"` (~0.1M hits)

Advanced Google operators

- **daterange:**
- Returns documents modified in the given time interval. Dates should be entered in *julian format*
- E.g., Using `"oregon ducks" football "60..80 points" daterange:2455803-2455926` you can filter our prior results to pages dated between 9/01/2011 and 12/31/2011
 - 2455803 is the Julian calendar date for Sep. 1, 2011
 - 2455926 is the Julian calendar date for Dec. 31, 2011

Advanced Google operators

- **filetype:**
- returns links to documents with the given file type.
- E.g., For example searching for `"oregon ducks" football "60..80 points" daterange:2455803-2455926 filetype:pdf` will filter our prior results to find only .pdf pages. (returns 3 hits)

Advanced Google operators

- **site:**
- restricts the results to the given domain name space.
- Examples
 - `site:uoregon.edu "oregon ducks" football filetype:pdf` (33 hits)
will find all Oregon Ducks football related pages on servers using the second level domain: `uoregon.edu`
Note: `site:www.uoregon.edu "oregon ducks" football filetype:pdf` yielded no hits
 - `site:ca "sales tax"`
will find the phrase "sales tax" in pages on Canadian websites

Advanced Google operators

- Results from
site:ca "sales tax"

The screenshot shows a Google search interface with the query "site:ca sales tax". The search results are filtered to Canada. The top result is from the Canada Revenue Agency, titled "General Income Tax and Benefit Package for 2008". Other results include information on provincial sales tax and GST/HST.

Advanced Google operators

inurl:

- lists web pages with specific text in their own URL.

Examples

- inurl:OregonDucksFootball

and...

- inurl:"Oregon Ducks Football"

Which do you think will find more hits?

Advanced Google operators

link:

- lists web pages that link to the given webpage.

E.g., For example

link:http://www.tracktownusa.com/
will list web pages with links pointing to the TrackTownUSA website (returns ~20 hits)

Advanced Google operators

intitle:

- lists web pages with certain text within their HTML <title> tag.

E.g., For example

intitle:"Oregon Ducks Football"

Try this

- Search for information on hybrid cars. You only want to see pages with gas mileage in the title.

Answer: "hybrid cars" intitle:"gas mileage"

- Search for information on soup recipes. You only want to see pages with vegetarian in the title.

Answer: "soup recipes" intitle:vegetarian

Misc. Google operators

weather:

- weather information for the given city
- E.g., weather:eugene.or

flights:

- search for flights using airport codes
- E.g., pdx.sta