



# Google 101: Stop Searching and Start Finding

Omnilore Computer Class

Marion Smith

October 24, 2013



## Top Search Terms in 2012 on Yahoo\*

1. Elections
2. iPhone
3. Kim Kardashian
4. Kate Upton
5. Kate Middleton
6. Whitney Houston
7. Olympics
8. Political polls
9. Lindsay Lohan
10. Jennifer Lopez

\* <http://yearinreview.yahoo.com>

## Top Search Terms in Google \*

- October 8, 2013:
  1. Kris Jenner
  2. MLB
  3. Janet Yellen
  4. Beyond Two Souls
  5. New 100 Dollar Bill
  6. Tom Hanks
  7. Christy Nicole Deweese
  8. Supernatural
  9. Tony Gonzalez
  10. Ink Master

\* <http://www.google.com/trends/hottrends>

## Yahoo v. Google or Directory v. Search Engine

- Directory – e.g., Yahoo
  - A Web directory or link directory is a directory on the World Wide Web. It specializes in linking to other websites and categorizing them.
  - Directories are great for “telephone book” searches (e.g., to find the address of the Regal Theater)
  - Directories are not good for “encyclopedia” or “dictionary” searches.

## Yahoo v. Google or Directory v. Search Engine

- Three elements of a Web search engine – e.g., Google
  1. A spider (also called a “crawler” or “bot”) that goes to every page or representative pages on every website that wants to be searchable and reads it using hypertext links on each page to discover and read a site’s other pages.
  2. Another program, called an *indexer*, that reads these documents and creates an index based on the words contained in each document.
  3. A program that receives your search request, compares it to the entries in the index, and returns results to you.

### Rule 1

Be specific...because if you aren't specific, you end up with a useless list of links.

**marion smith**

(about 33,600,000 results)



## Rule 2

Use quotation marks to search for phrases

**“Marion Smith”**

(about 351,000 results)



## Rule 3

Use the – sign to exclude a word

**“Marion Smith” –scrapbook**

(about 320,000 results)

## Rule 4

Use the + sign to require a word  
“Marion Smith” + “Dominguez  
Hills”

(about 648 results)

## Rule 5

Combine symbols as often as  
possible (see rule #1)

“Marion Smith” –scrapbook  
+ “Dominguez Hills”

(about 617 results)

## Summary: Five Search Engine Rules

1. Be specific.
2. Use quotation marks to search for phrases, e.g., "Marion Smith" (about 351,000 results)
3. Use the – sign to exclude a word: e.g., "Marion Smith" -scrapbook (about 320,000 results)
4. Use the + sign to require a word, e.g., "Marion Smith" +"Dominguez Hills" (about 648 results)
5. Combine symbols as often as possible (see rule #1): e.g., "Marion Smith" +"Dominguez Hills" -scrapbook (about 617 results)

## Summary: One more rule

Use the simplest form of the word you're looking for.

- Searching for "scrapbook" yields sites including "scrapbooks" and "scrapbooker".
- Searching for "scrapbooks" would miss a link to "scrapbook".

## Title searches at Google

- Lets you search for pages that have a particular word or phrase in their titles.
- Format – `intitle:terms`

`intitle:"moon landing"`

## Site Searches at Google

- Lets you limit your search to only pages within a specific site or domain, or to exclude pages from a specific site or domain.
- Format - `site:domainname`

`apollo site:nasa.gov`

## URL searches at Google

- Let's you search for pages that have a particular word or phrase in their URLs.
- Format – `inurl:url`

`inurl:apollo`

## A sample Google search

`+inurl:apollo +moon –"john young" +site:nasa.gov`





My favorite Google terms: spell

spell:wierd

Google says:

Showing results for [spell:weird](#)  
Search instead for [spell:wierd](#)



My favorite Google terms: define

define:demagogue

Looks like I spelled it right, since  
Google didn't suggest another  
spelling. Yay 😊



Need to translate something?

Visit <http://translate.google.com/>

Type “Como esta usted”

As of October 8, 71 languages are supported by Google Translate.



Need to find a graphic?

Visit

<http://www.google.com/imghp>

Upload the graphic you’re trying to find, and Google Images will list websites showing the image.

With gratitude to...



Patrick Crispen for presenting Google 101 to me  
in 2003 (see [NetSquirrel.com](http://NetSquirrel.com) – Random stuff  
from Patrick Crispen)

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