

## Be a "Google" Guru: Google Tips & Tricks

### What is Google?

"Google is a search engine that uses a "spider" and crawls thru and indexes the World Wide Web.

### Why use Google?

Use a web search engine when you:

- Have forgotten or don't know the URL (web address) for a website
- Need a quick fact or two
- Are more concerned with speed of retrieval, than with the accuracy of information
- Need a webpage, but not other types of documents

### Evaluating Websites for Credibility

Always be aware of where the information you're getting is coming from; the authority and credibility of the source, how current the information is/how regularly the site is updated; is the site's main purpose to make money (.com), educate (.edu), support/promote an organization and/or a point of view (.org), provide gov't information (.gov)

#### Domain Names

- ♦ .com: commercial, for-profit
- ♦ .org: service or non-profit organizations
- ♦ .edu: educational institutions
- ♦ .gov: government agencies or dept.
- ♦ .net: networking organizations

### How Does Google Rank Results?

Google weights word location (in the title or header) and page popularity (how many pages link to a page in your results list). Also important are word frequency, word order, and word proximity.

### How Many Characters Can Be Searched In One Query?

There is a limit of 32 words.

### Does Google Use Stop Words?

Yes, words such as *a, an, the* are considered stop words and will not be searched unless placed within quotation marks "" Ex: ("*black and white*")

## Search Engines

- ♦ Are searchable by keyword & search millions of web pages.
- ♦ Allow both simple and advanced searches
- ♦ Search results are usually ranked in order of relevancy.

Type search terms into a search box to find links to relevant websites.

- Hurricane rating system
- Closest presidential election
- Nobel Prize global warming

## Search Tip Strategies

- ♦ Identify **Keywords** or Concepts, and Synonyms
- ♦ If in doubt, begin your search **broadly** and then narrow or refine your search
- ♦ Use the "Big Bite" strategy. Start with a fairly broad query, then narrow results by adding more terms as needed:
  - ♦ **~teen ~pregnancy**
  - ♦ **~teen ~pregnancy ~prevent**
  - ♦ **~teen ~pregnancy ~prevent ~internet OR ~online**
  - ♦ • Try using more specific terms rather than fewer general terms in a search

### Tip #1: Exact Phrase Searching

Use "quotation marks" to isolate specific words and phrases

- ♦ Example: "voter apathy"
- ♦ Example: "it was the best of times"

### Tip #2: Negative Term Searching

Use when word has more than 1 meaning.

Insert minus sign "-" or **NOT** before words related to the meaning you want to avoid

- ♦ Example: dolphins -football
- ♦ Example: paris france NOT hilton

### Tip #3: Broad Searching

Find results that include either of two or more search terms to broaden your search

Use uppercase **OR**

- ♦ Example: recipe brownie OR blondie

### Tip #4: "Fill in the Blank" Searching

Ask a question by using the fill-in-the-blanks approach by placing an **asterisk "\*"** in the part of the sentence or question that you want filled in.

- ♦ Example: the parachute was invented by \*

### Tip #5: Synonym Searching

*Synonymous or related terms* can be retrieved by using the tilde (~). The ~ should be used with caution as additional terms may be too broad to be useful in searching (~nutrition retrieves health or food).

- ♦ Example: ~nutrition retrieves health or food or diet

## Google Local

Find local information with short, specific searches.

Local Listings	Weather	Movies	Stock Quotes	Glossary
<b>Ex:</b> pizza 81501	<b>Ex:</b> weather moab	<b>Ex:</b> Indiana jones 81501	<b>Ex:</b> msft	<b>Ex:</b> define spam

Zip Code	Translation	Q&A	Area Code	Calculator
<b>Ex:</b> 66382	<b>Ex:</b> translate hello in french	<b>Ex:</b> Hillary Clinton birthday	<b>Ex:</b> 719	<b>Ex:</b> 52 * 12

## Google Advanced

- Google Advanced Search is a link to the right of the Google search bar. It allows you to limit your results by domain (.gov, .edu, .org, etc.) and it lets you see more

**Google** **Advanced Search** [Advanced Search Tips](#) | [About Google](#)

Find results with **all** of the words  100 results

with the **exact phrase**

with **at least one** of the words

**without** the words

**Language** Return pages written in

**Region** Search pages located in:

**File Format**  return results of the file format

**Date** Return web pages first seen in the

**Numeric Range** Return web pages containing numbers between  and

**Occurrences** Return results where my terms occur

**Domain**  return results from the site or domain   
e.g. google.com, .org [More info](#)

## Google Images

- Google Images allows you to search exclusively for pictures. Choose the *Images* link in the upper left corner of the Google home page.

## Google Unclesam: Government Information

- Google Uncle Sam lets you search government information such as health information, statistics, and government related tasks such as filing taxes or applying for licenses. Access Google Uncle Sam by going to: <http://www.google.com/unclesam>.

## Google Maps

- Find directions to locations and satellite images on Google Maps. Choose the *Maps* link in the upper left corner of the Google home page.

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Google Maps e.g., "10 market st, san francisco" or "hotels near lax"  
 from: 208 Edgemont Blvd., alamosa, co to: 423 4th st, alamosa, co

[Search the map](#) [Find businesses](#) [Get directions](#)

**Search Results** My Maps

Avoid highways [Get reverse directions](#)

**From:** 208 Edgemont Blvd  
Alamosa, CO 81101

**Drive:** 1.3 mi – about 5 mins

- Head **north** on **Edgemont Blvd** toward **2nd St** 0.1 mi
- Turn **right** at **1st St** 0.8 mi
- Turn **right** at **State Ave** 0.2 mi
- Turn **left** at **4th St** 0.2 mi

**To:** 423 4th St  
Alamosa, CO 81101

[Add destination ...](#)

These directions are for planning purposes only. You may find that construction projects, traffic, or other events may cause road conditions to differ from the map results.

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## I'm Feeling Lucky

- Enter search terms and use the **I'm Feeling Lucky** button. This takes you straight to the most relevant website that Google found for your query. You won't see the search results page at all.
  - For example, if looking for the Stanford University homepage, just enter **Stanford** and click **I'm Feeling Lucky** instead of the Google **Search** button. Google will take you directly to "www.stanford.edu."