GOOGLE SEARCH TIPS & TRICKS

BASIC

Every word you put in the search box counts:

- Don’t use too many, but word order matters
- Don’t ask natural language questions that a human would understand
- Try to use words that will occur on the page you are looking for
- Don’t worry about spelling
- Stop words (the, and, a, for) are generally ignored, unless they matter, like “the who”
- The simpler the better, instead of typing “where is phil’s barbeque restaurant in san marcos California” type “phils bbq san marcos”
- Use Ctrl-F to search within a page (a browser feature, not a Google Search feature)

Search terms are ALWAYS case insensitive

Punctuation is ignored except for special operators (like - ~ “” or *)

Special characters that do matter include @, #, ++, +, %, $

Special characters that are completely ignored include ¶, £, €, ©, ®, ÷, §, (), ?, !

Use previews, related searches and the knowledge graph on Google results pages to refine or broaden your search.

USING FILTERS

Use categories to search alternative or specific media information: Images, Maps, Shopping, News, Videos, Books, Blogs, Flights, Recipes, Patents, etc.

Use Search Tools to filter results within media. Search tools vary depending on the type of media. For instance,

- web searches can be filtered by time;
- image searches by size or color;
- video searches by duration or quality;
- book searches by preview status at Google Books or date of publication;
- news searches by date or blog status;
- place searches by location (i.e., within the United States, etc.);
- recipe searches by ingredients;
- patent searches by type or filing date; and so on.

Using the Advanced Search option will allow even more specific filters to be used.

The results you see can be controlled by using the Search Setting control. Look for the little gear icon in the upper right of the Google Search screen and choose Search Settings.
ADVANCED SEARCHING

define: (causes Google to act as a dictionary; define:syzygy gives the definition for the word)

filetype: (filetype:pdf returns only pdf document results)

site: (site:nytimes.com dogs restricts a search to the New York times web site and returns all articles about dogs)

related: (returns all sites related to a certain site, like related:http://www.sdcl.org/ returns all sites like the San Diego County Library site)

intitle: (returns web sites that have certain words in their titles, like intitle:dickens)

CALCULATOR

+ - * /  add subtract multiply and divide (12+5)

% of  percentage of a number  (12% of 117)

km to miles (or many other units of measure, can be converted in the Google search box)

FOCUSED SEARCHES

Time  (type time and the name of a city to find out what time it is there)

Real time stock quotes  (simply type the company ticker symbol, like aapl for apple computer)

Track packages  (enter your tracking number in the search box - UPS, FedEx and USPS packages are tracked)

Location  (add a zip code to the end of any search term to perform a local search, like pizza 92069 to find pizza restaurants in San Marcos, CA)

Movie show times  (type the name of a movie to get local show times)

Medications  (enter the generic or brand name to get an enormous amount of authoritative information)

Recipes  (after searching for a food item, click the media bar to Recipes to get recipes that use the ingredient)

Cached pages (Click the Cached link in the web site preview, if it exists, to see older versions of a page)

SEARCH INNOVATIONS

Search by Image at http://images.google.com  Click the camera icon to begin the search.

Voice Search  is available on iOS and Android devices

Search by picture - From an Android phone open the Goggles app and snap a picture of the item you want to search for.  On an iPhone open the Google Search app and select Goggles, then take a picture to search.

Google Instant predicts your search as soon as you start typing with suggestions on a drop-down beneath the search box.  Obviously Google in uniquely situated to predict the most common and related searches to any text string.  According to Google using instant search saves 2-5 seconds per search.