

GOOGLE Search made Easy by Dory Hippauf

□ **Explicit Phrase:**

Let's say you are looking for content about internet marketing. Instead of just typing *internet marketing* into the Google search box, you will likely be better off searching explicitly for the phrase. To do this, simply enclose the search phrase within double quotes.

Example: "internet marketing"

□ **Exclude Words:**

Let's say you want to search for content about internet marketing, but you want to exclude any results that contain the term *advertising*. To do this, simply use the "-" sign in front of the word you want to exclude.

Example Search: internet marketing -advertising

□ **Site Specific Search:**

Often, you want to search a specific website for content that matches a certain phrase.

Even if the site doesn't support a built-in search feature, you can use Google to search the site for your term. Simply use the "site:somesite.com" modifier.

Example: "internet marketing" site:www.smallbusinesshub.com

□ **Similar Words and Synonyms:**

Let's say you want to include a word in your search, but want to include results that contain similar words or synonyms. To do this, use the "~" in front of the word.

Example: "internet marketing" ~professional

□ **Specific Document Types:**

If you're looking to find results that are of a specific type, you can use the modifier "filetype:". For example, you might want to find only PowerPoint presentations related to internet marketing.

Example: "internet marketing" filetype:ppt

□ **This OR That:**

By default, when you do a search, Google will include all the terms specified in the search. If you are looking for any one of one or more terms to match, then you can use the OR operator. (Note: The OR has to be capitalized).

Example: internet marketing OR advertising

Read more: <http://blog.hubspot.com/blog/tabid/6307/bid/1264/12-Quick-Tips-To-Search-Google-Like-An-Expert.aspx#ixzz1p5oX01Tg>