

## 6 Ways to Search the Web More Effectively

This is not an exhaustive list of techniques, just some interesting ways to find things on the web.

- 1) **Use Quotation Marks:** When quotation marks are used around a phrase (i.e. "best business practices"), the search engine will return only pages that include the search terms in exactly the same order in which they were typed. If typed without quotes, the search engine will return pages that contain any occurrence of those words anywhere on a page.
- 2) **Site Search with Google:** The word "site" followed by a colon enables a user to restrict a search to a specific site. To do this, use the **key search words site:samplomain.com** syntax in the Google search box.
- 3) **Use the Inurl Syntax:** this technique allows you to search for words within the URL. For example, if a user wanted to find all the URL's (web addresses) that contained the word "flower" in Google, he/she would type: **inurl:flower**. The technique can also be used in Yahoo - inurl:flower, in A9.com: inurl:flower, Ask.com and AOL Search.
- 4) **Use Basic Math to Search More of the Web:** Use the minus symbol ( - ) when you want a search engine to find pages that have one search word on them, but you need the search engine to exclude other words commonly associated with that search word. For example type **Superman -Krypton** to return pages that contain Superman, but do not contain the word Krypton. Conversely, the plus symbol ( + ) will allow a user to require that pages returned in a search must include certain words. For example type **football +nfl** and the search will return only page that include both terms.
- 5) **Print the Google "cheat sheet":** Goggle is the most popular search engine. There are a lot of different shortcuts that can expedite a search. Visit <http://websearch.about.com/library/cheatsheet/ngooglecheatsheet.htm> for a printable copy of the Google "cheat sheet" shortcuts.
- 6) **Search A Specific Domain:** If a user wanted to limit a search to a specific domain (i.e. .edu for education, .gov for government, .tv for television, etc) he/she would type **site:.edu** (if limiting to education sites). For example, when searching for "cheese", but only in .edu sites, type: **site:.edu cheese**.

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