



# Advanced Searching Tips

## Advanced Search Function

- Do not forget to try the Advanced Search function of your favorite search engine.
  - The top five search engines are [Google](#), [Bing](#), [Yahoo](#), [Ask](#) and [AOL](#).
    - Check out eBiz | MBA's top 15: <http://www.ebizmba.com/articles/search-engines>
  - Moreover, each has unique features in its Advanced Search Function.
    - Google's Advanced Search Page: [http://www.google.com/advanced\\_search](http://www.google.com/advanced_search)
- Advanced functions include: language, date, location, ranking criteria, and file formats.

## Restrict Searches

- There are additional restrictions that can be used when searching. For example, when searching for educational sites, add to your keyword string **site:edu**, and this will retrieve sites that end with "edu."
- Additional "restrictors": **intitle**, **inurl**, and **link**
- The format for the use of any of these is the restrictor:data type keywords Example: [**site:edu "blended learning"**]

## Google

- Use specific data types when searching in Google. Begin your keyword search with the data type followed by a colon space and then your keywords. See examples below
  - PDF: "blended learning"**
    - This search will retrieve all data types of PDF for the keywords "blended learning."
    - The above example works with most data types you are looking for: article, blog, RSS, theory, concept, model, and so on.
- Punctuation, symbols & operators in search:  
<https://support.google.com/websearch/answer/2466433?hl=en>

## Boolean Parameters

- ⦿ **AND** - "solar AND sun" – retrieves all pages with both words as an exact phrase
- ⦿ **OR** - "solar OR sun" – retrieves all pages with the word solar or the word sun
- ⦿ **NOT** - "dolphin NOT NFL" – retrieves all pages with the word dolphin and that are not related to NFL football
- ⦿ **+ / - Signs** - Can be used instead of AND or NOT
- ⦿ **Double Quotes** - Retrieves the exact phrase of words in the double quotes
- ⦿ **\*** - the Wildcard – Used to replace words you do not know. Example: **charity \*.org** will return all websites that begin with the word charity and ends with .org.
- ⦿ **Parentheses** - Allow you to use both AND and OR operators as well as NOT. Example: (solar OR lunar) AND eclipse
- ⦿ **Tilde (~)** - Can be used to denote all words that have a similar meaning. Example: "Colorado AND ~jobs"
- ⦿ **Proximity operators** - Allow you to specify how close to each other your search terms should appear
  - In what order your search terms should appear
  - Example: total(2n)eclipse – this retrieves as site that has the word total and eclipse within 2 words of each other

## Check these additional resources

- ⦿ **Google Guide:** <http://www.googleguide.com/index.html>
- ⦿ **Google Search Tips: How to Search Like a Pro!:**  
<https://plus.google.com/+AndyCrestodina/posts/i1EWmdmrM5B>
- ⦿ **25 Killer Combos for Google's Site: Operator:**  
<http://moz.com/blog/25-killer-combos-for-googles-site-operator>
- ⦿ **Comprehensive List of Search Engines:**  
<http://www.thesearchenginelist.com/>