

## The Ultimate Guide to GOOGLE

### Google Default Searching

	It's Automatic!	Try it!
<b>AND</b>	Google's Boolean default is <b>AND</b> . If you enter terms without any modifiers, Google will search for all of your terms in the text of pages, in pages that link to a result page, and in other pages on the same site.	<b>google page rank</b>
<b>STEMMING</b>	Google will stem some terms automatically, which means it will find terms with various endings.	<b>kite flying</b> <b>Note:</b> results include <b>kite, kites, kiting, flying, fly, and flies.</b>
<b>STOP words are ignored</b>	Google ignores common terms (a, on, the, etc.).	<b>vacation rentals in the woods</b> <b>Note:</b> <b>in</b> and <b>the</b> are excluded from the search
<b>PUNCTUATION is not ignored</b>	Google does not ignore the following punctuation: ( <sup>'</sup> ) apostrophe (-) hyphen accent marks	Notice your results for each of the following searches:  <b>peoples same-sex elephant</b> <b>people's same-sex elephant</b> <b>peoples' samesex</b>

### Standard Search Operators

	What is it?	Why use it?	Try it!
<b>+ (AND)</b>	It forces Google to turn off <b>STEMMING</b> and include <b>STOP</b> words in search.	To search for exact terms in a phrase without putting them in exact order.	<b>+the king</b> <b>+kite +flying</b>
<b>- (NOT)</b>	Tells Google to exclude results that include specific terms.	To narrow results to pages that more accurately match query when a specific term is commonly associated with an unrelated topic.	<b>soup stock -market</b> <b>java coffee -programming</b>
<b>" "</b> <b>(Phrases)</b>	Tells Google to match results to an exact phrase.	To narrow results to pages that specifically match phrase query.	<b>"global climate change"</b>
<b>OR</b>	A capital <b>OR</b> used between two terms or phrases tells Google to match results using either one or the other.	To expand search results to pages that match different specified combinations of terms.	<b>cheese cheddar OR swiss</b> <b>Note:</b> must use <u>capital</u> <b>OR</b> , lowercase or will be treated like a <b>STOP</b> word

## Standard Search Operators Continued...

	What is it?	Why use it?	Try it!
<b>~ (Synonym)</b>	Tells Google to “think” of related terms and include them in the results.	To not miss out on some useful results when a specific term is not the only way to express query.	<b>~ape</b>  <b>Note:</b> results include <b>monkey and gorilla</b>
<b>.. (Number Range)</b>	Tells Google to look for results falling inside a specified number range.	To convey a range of dates, currency, size, weight, height, etc. specific to query.	<b>prada pumps size 5..6</b> <b>“babe ruth” 1921..1935</b>

## Google Keyword Operators

	What is it?	Why use it	Try it!
<b>intitle:</b>	Restricts a search of specified terms to only the title of web pages.	Narrows results dramatically and can increase relevancy.	<b>intitle:mileage “hybrid cars”</b>
<b>inurl:</b>	Restricts a search of specified terms to only the URLs web pages.	Works well for finding search and help pages, also good for searching subdirectories.	<b>inurl:help "ipod shuffle"</b>
<b>daterange:</b>	Limits the search to the Julian* date range that a page was indexed (not created).	For viewing older content on web sites that have changed or disappeared.	<b>“hurricane katrina”</b> <b>daterange:2453606-2453613</b>  <b>Note:</b> for Julian calendar conversion, visit <a href="http://aa.usno.navy.mil/data/docs/JulianDate.html">http://aa.usno.navy.mil/data/docs/JulianDate.html</a>
<b>filetype:</b>	Restricts a search to only suffixes or filename extensions.	Google indexes more than just HTML pages. Search for pdf, doc (Word), xls (Excel), ppt (PowerPoint).	<b>filetype:pdf “montessori method”</b>

## Google URL Operators

What is it?		Why use it?	Try it!
<b>link:</b>	Searches for pages that contain links to the specified URL.	Useful evaluative tool to discover which sites link to a specific page.	<b>link:www.snopes.com</b>
<b>info:</b>	Provides information about a specified URL.	Another great evaluative tool. Google will display a list of links to more information on URL.	<b>info:www.sfmoma.com</b>
<b>site:</b>	Restricts search results to a specified URL.	Useful tool for searching within a specified site URL.	<b>hurricane katrina</b> <b>site:www.sacbee.com</b>
<b>cache:</b>	Displays Google's cached (stored) information on specified URL.	For viewing older content on web sites that have changed or disappeared.	<b>cache:www.discover.com</b>

## Google Information Operators

What is it?		Try it!
<b>define:</b>	A dictionary feature that finds web pages and web-based dictionary entries for specified term, includes related terms and phrases.	<b>define:internet</b> <b>define:portmanteau</b>  <b>Note:</b> when searching for terms without a modifier Google includes a definition link in the blue bar above the search results
<b>phonebook:</b>	A phone number and address lookup feature.	<b>phonebook:jones 95616</b> <b>phonebook:stacey's 94105</b>  <b>Note:</b> enter a <b>last name or business name</b> and either a state abbreviation or a zip code. Google will display a full address, phone number and map link when available.
<b>stocks:</b>	A direct link feature that takes you to Yahoo! Finance when preceding a stock ticker symbol.	<b>stocks:EBAY</b>  <b>Note:</b> A Google search on stock ticker symbols without a modifier provides brief stock information listed above the search results

## MORE HANDY GOOGLE TOOLS... Just use the box!

Try it!						
<b>Translation</b>	Click <b><u>Translate this page</u></b> after links to web pages in a foreign language on the Google results page to get a rough translation into English.					
<b>Calculator</b>	The Google calculator does basic arithmetic, some advanced math, measures and conversions, and physical constants. For a list of suggested symbols and suggestions, see <a href="http://www.google.com/help/calculator.html">www.google.com/help/calculator.html</a> .					
	<table border="1"> <tr> <td><math>(2*2)+3</math></td> <td><math>\text{sqrt}(9)</math></td> </tr> <tr> <td><math>12/3</math></td> <td><math>\text{sin}(\text{pi}/3)</math></td> </tr> <tr> <td>20% of 150</td> <td>1.21 GW / 88 mph</td> </tr> </table>	$(2*2)+3$	$\text{sqrt}(9)$	$12/3$	$\text{sin}(\text{pi}/3)$	20% of 150
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20% of 150	1.21 GW / 88 mph					
<b>Number Lookups</b>	<b>Tracking for UPS, FedEx, USPS:</b> type the <b>number</b>					
	<b>VIN vehicle info, history:</b> type the <b>number</b>					
	<b>UPC product identification:</b> type the <b>code</b>					
	<b>US patent lookup:</b> type the word <b>patent</b> and the <b>number</b>					
<b>More Shortcuts</b>	<b>Area codes (US):</b> type the 3 digit code to see location on map					
	<b>Airport conditions:</b> type the <b>airport code</b> or <b>city</b> and the word <b>airport</b>					
	<b>Flight tracking:</b> type the word <b>airline</b> and the <b>airport</b>					
	<b>Maps:</b> type an <b>address</b>					
	<b>Stock info:</b> type <b>one or more NYSE, AMEX, NASDAQ or mutual fund codes</b>					
	<b>White pages:</b> type <b>rphonebook: name address</b>					
	<b>Yellow pages:</b> type <b>bphonebook:name address</b>					
<b>Zip codes:</b> type a <b>zip code</b>						

*Adapted from U.C. Davis Libraries*