

## **5 Hidden Secrets to Finding Things on the Internet**

We all know that searching the web is fairly complex with millions and millions of pages to look through. It's important to learn HOW to search the web. **Before you begin searching, think about what you're really looking for and think about ways you can narrow your search, by being more specific.** Here are 5 secrets that will make searching easier.

### **1. Use the “exact search phrase” in quotes**

When doing a basic inquiry in Google you'll find that Google will show you the results for ALL pages that contain the words you typed in the search field. Putting quotes around the phrase tells Google to give you the exact words in the exact order without alteration. Generally speaking, Google already uses the order and the fact that the words are together as its criteria, so quotes are many times unnecessary. But you may have a good reason to use quotes.

If you're searching for a used MacBook entering it this way will give you mixed results you'll get pages that might contain the word “used” and pages containing “MacBook”.

But if you type in “used MacBook” with quotes you'll get pages with that exact phrase. But if you search for “Dwight Eisenhower” you might miss pages with Dwight D. Eisenhower.

### **2. Be as specific as you can with your searches**

When doing a search add specific words or phrases to narrow down the process of finding what you're seeking.

In our “used MacBook” example try searching with the year included or perhaps the operating system it would include. Like “used Macbook Leopard”.

### **3. Eliminate extra words from the results**

When doing a search for a used MacBook you might get MacBook parts or components. Try searching using the term listed this way: “used MacBook Leopard” –parts.

There's no space between the – and parts. If you type it with a space it will not work properly.

#### 4. Use the 'OR' Command to include more in the search

It's common that some web pages will contain the information you want but might not contain the exact thing you typed in the search box. You can make sure you get the correct information by including two words like:

Macintosh OR MacBook

To make this work **you have to use the OR in ALL CAPS** this tells Google it's an advanced search rather than just the word "or".

#### 5. Search using a synonym option tilde

Sometimes different words can explain the same thing. Tell Google to look for synonyms of the word you choose by adding a tilde "~" in front of the word. Again NO SPACE between the ~ and the word or it won't work. You may want Google NOT to help by including synonyms so you'll want to add a + sign immediately before a word (don't add a space after the + sign). You can also put quotes around a single word for the same results.

#### Some other good things to know about searching

All searching is case **insensitive**. It makes no difference if you enter the search in all caps or lower case.

Describe what you're searching for with as few words as necessary.

You get more relevant results when you use more unique and descriptive search words.

Eliminate "stop words" from a search. They are words like "the" "for" "a". Stop words should be minimized from web page title tags as well.

Using the \$ is used to indicate prices you'll get different results if you enter "iPod touch" and \$iPod touch. You'll get purchasing info when using the later.

When using a hyphen between two words, it signals the words are strongly related.

To search local area only: add a zip code at the end. i.e. movies 60004

The "I'm feeling luck button" automatically takes you to the first page of your query.