

**Google?**

**What's a Google?**

**and**

**What do you do with it?**

# A Brief Discussion of Google

for MLCUG

by

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# Types of Searches

**There are generally two types of search engines on the internet<sup>1</sup>:**

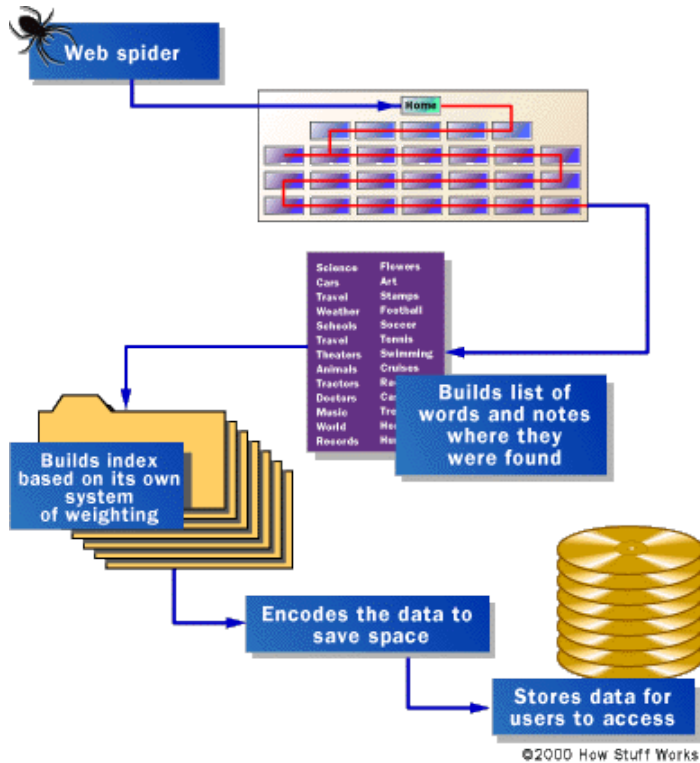
- **Searchable subject index (Yahoo)**
  - **Searches titles and descriptions (keywords)**
- **Full text search (Google)**
  - **Searches titles, descriptions (keywords), and page text**

1. Google Pocket Guide, O'Reilly, June 2003

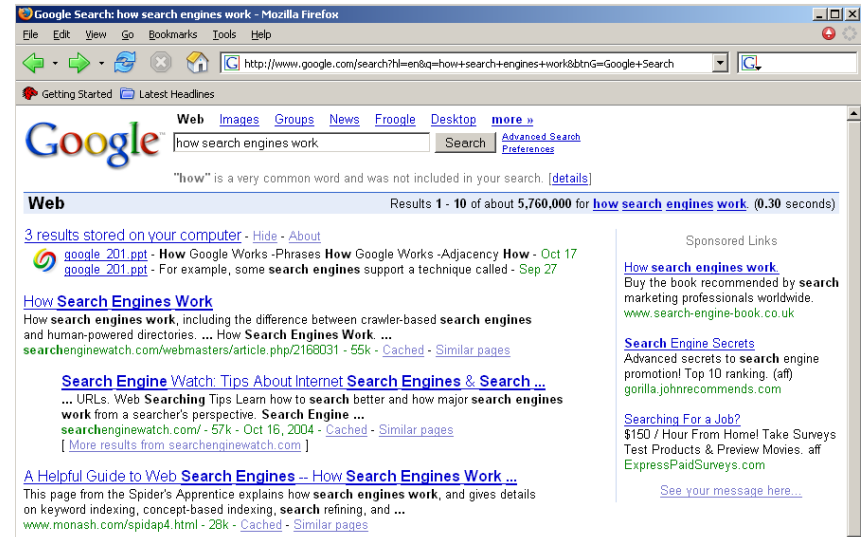


# Anatomy of a Google Search

## Server Side



## Client Side



Let's have a look at the

Google

Front Page



# Let's Review: What's on the Google Front Page?

- Search box for keyword input
- Links for additional functionality
- Advanced Search
- Preferences
- Language Tools
- Images
- Video

Hey, that's a lot of good stuff but tell me...

# How Do I Get Good Results?

- Pick your keywords carefully & be specific
- Do NOT exceed 10 keywords
- Use Boolean modifiers
- Use advanced operators

Note: Google ignores some words\*:

a, about, an, and, are, as, at, be, by, from, how, i, in, is, it, of,  
on, or, that, the, this, to, we, what, when, where, which, with

\*From: Google 201, Advanced Googology - Patrick Crispen, CSU



# What are Google's Boolean Modifiers

- AND is always implied
- OR: Escobar (Narcotics OR Cocaine)
- "-" = NOT: Escobar -Pablo
- "+" = MUST: Escobar +Roberto
- Use quotes for exact phrase matching:
  - "nobody puts baby in a corner"



# How do I do a basic search?

- Use the plus sign (+) to force a search for a word. Use the minus sign (-) to exclude a word from a search. No space follows these signs.
- To search for a phrase, supply the phrase surrounded by double quotes (" ").
- A period (.) serves as a single-character wildcard.
- An asterisk (\*) represents any word—not the completion of a word, as is traditionally used.

Source: <http://tinyurl.com/dnhc3>



# How do I do an advanced search?

Advanced Search Page:

[http://www.google.com/advanced\\_search](http://www.google.com/advanced_search)

The screenshot shows the Google Advanced Search page in a Mozilla Firefox browser window. The browser's address bar displays the URL [http://www.google.com/advanced\\_search](http://www.google.com/advanced_search). The page features the Google logo and the title "Advanced Search" with links for "Advanced Search Tips" and "About Google".

The main search section is titled "Find results" and includes four radio button options: "with all of the words", "with the exact phrase", "with at least one of the words", and "without the words". Each option has a corresponding text input field. To the right of these fields is a dropdown menu showing "10 results" and a "Google Search" button.

Below this section are several filter categories, each with a "Return" description, a dropdown menu, and a text input field:

- Language:** Return pages written in [any language]
- File Format:** Only [ ] return results of the file format [any format]
- Date:** Return web pages updated in the [anytime]
- Numeric Range:** Return web pages containing numbers between [ ] and [ ]
- Occurrences:** Return results where my terms occur [anywhere in the page]
- Domain:** Only [ ] return results from the site or domain [e.g. google.com, .org [More info](#)]

The "SafeSearch" section has two radio buttons: "No filtering" (selected) and "Filter using [SafeSearch](#)".

There are three additional search sections:

- Froogle Product Search (BETA):** Products Find products for sale [ ] Search. Below the search button, it says "To browse for products, start at the [Froogle home page](#)".
- Page-Specific Search:** Similar Find pages similar to the page [ ] Search. Below the search button, it says "e.g. [www.google.com/help.html](http://www.google.com/help.html)".
- Links:** Find pages that link to the page [ ] Search.



# What are advanced operators?

Google advanced operators help refine searches and they use a syntax such as the following:

***operator:search\_term***

Notice that there's no space between the operator, the colon, and the search term.

- The **site:** operator instructs Google to restrict a search to a specific web site or domain. The web site to search must be supplied after the colon. You can add additional information after the **search\_term** to increase the specificity of your request.
- The **link:** operator instructs Google to search within hyperlinks for a search term.
- The **cache:** operator displays the version of a web page as it appeared when Google crawled the site. The URL of the site must be supplied after the colon.

# What are advanced operators?

Note: Google searches not only the content of a page, but the title and URL as well.

- The **Directory:** operator instructs Google to search a subject index based on the Open Directory Project (<http://www.dmoz.org>) which indexes sites not pages.
- The **intitle:** operator instructs Google to search for a term within the title of a document.
- The **inurl:** operator instructs Google to search only within the URL (web address) of a document. The search term must follow the colon.

• Source: <http://tinyurl.com/dnhc3>

# Advanced Operators

- cache:
- define:
- info:
- intext:
- intitle:
- inurl:
- link:
- related:
- stocks:
- filetype:
- numrange 1973..2005
- source:
- phonebook:

**DEMO:**

on-2-13-1973..2004

visa

4356000000000000..4356999999999999



[Sign in](#)



Web [Images](#) [Video](#) <sup>New!</sup> [News](#) [Maps](#) [more »](#)

Search

[Advanced Search](#)  
[Preferences](#)

**Web** Results **1 - 10** of about **221** for **weblogs posted on-2-13-1973..2004**. (1.88 seconds)

[Laurable's Poetry Weblog](#) ✓

A poetry **weblog** which enhances the Laurable dot com Poetry Audio Links Index and focuses on links to poetry ... **posted** by Laurable **on 2/13/2002** 08:28:01 PM ...  
[www.laurable.com/log/2002\\_02\\_01\\_archive.html](http://www.laurable.com/log/2002_02_01_archive.html) - 39k - [Cached](#) - [Similar pages](#)

[Laurable's Poetry Weblog](#) ✓

A new **weblog** by Brian Kim Stefans, Circulars, poets, artists and critics respond to us global policy. **posted** by Laurable **on 2/13/2003** 10:51:23 AM ...  
[www.laurable.com/log/2003\\_02\\_01\\_archive.html](http://www.laurable.com/log/2003_02_01_archive.html) - 94k - [Cached](#) - [Similar pages](#)  
[ [More results from www.laurable.com](#) ]

[Nikhil Kothari's Weblog : Introduction...](#) ✓

The first **post** into my **weblog**... with a few words about me and this **weblog**, what you might expect to see in the ... Morten. **Posted on 2/13/2004** @ 3:14 AM ...  
[www.nikhilk.net/Introduction.aspx](http://www.nikhilk.net/Introduction.aspx) - 46k - [Cached](#) - [Similar pages](#)

[James@The Bloomers: February 2004](#) ?

Orange unveils 3G - and mobile video **weblogs**. **posted** on 2/24/2004 ... **posted on 2/13/2004**. I could spend all my time at the moment lost in my favourite ...  
[thebloomers.blogspot.com/2004\\_02\\_01\\_thebloomers\\_archive.html](http://thebloomers.blogspot.com/2004_02_01_thebloomers_archive.html) - 99k - [Cached](#) - [Similar pages](#)

[Weblogsl... industrial strength weblog](#) ✓

Find Next Find Previous Highlight all Match case

# What results can I expect when using advanced operators?

- `inurl`: Results will contain pages with the highlighted text inside the page URL
- `intitle`: Results will contain pages with the highlighted text inside the page title
- `intext`: Results will contain pages with the highlighted text inside the pages body

# What results can I expect when using advanced operators?

- `site:` Results will contain pages that match the domain (if any) of the highlighted text
- `ext:` Results will contain files that match the extension (if any) of the highlighted text
- `filetype:` \*see `ext:` (also, both `ext:` and `filetype:` must be used with another search item)



# There are many Google extras...

- Translation and Language options - over 100 to choose from:  
[http://www.google.com/language\\_tools](http://www.google.com/language_tools)
- Stock Quotes - enter stocks:, example: stocks:GOOG
- Newsgroups - <http://groups.google.com>
- Calculator - "1024 minus 768" or "12 to the 10 power"
- Froogle - <http://froogle.google.com>
- Images - <http://images.google.com>
- Spell Checking - just type it in: "convenience"
- Blogger - <http://www.blogger.com/start>

Extras can be found at <http://www.google.com/help/features.html>

Google is great for learning and fun and research. There's the original Google for all of that; there's Picasa for graphics; there's a free group of software from Google and other companies that helps you browse the web faster, remove spyware and viruses, organize your photos, and more and it's called Google Pack. Try it. All you need is a good imagination



Thanks for your attention.

Goodbye for now.