Advanced Google Search Features

Use the following advanced search features and tips to create smart searches that result in credible evidence to support your recommendations. For more details and examples: [Guide to Becoming a Power Google User: Tips and Techniques](#)

Choice of Words Counts. The more precise your keywords, the better the results.

Word Order Counts. Position keywords in the order of importance.

PHRASES (" ")	**Place phrases in quotes or Google will search for the words separately.** • "stock options" | "private equity" | "South Carolina" | "not for profit" • stock options – searches for the words *stocks* and *options* separately, not just as a phrase

AND	**Google requires all individual keywords to appear in each returned document or website.**
	Google automatically inserts AND between your terms, unless you tell it otherwise.
	AND is the default, you never have to include it in your search. BUT if you do, you must use all caps, e.g. AND
	• healthcare medical devices innovation – searches for each word separately
	  • Google's interpretation of this search: healthcare AND medical AND devices AND innovation
	  • The following search yields less but more relevant content
	    • healthcare AND "medical devices" AND innovation

OR	**Use synonyms (e.g. related concepts) to maximize the best search results.** Separate synonyms with OR; you must use all caps, e.g. OR • automobiles OR "motor vehicles" OR cars
COMBINE AND & OR	**Always separate AND & OR logic with parenthesis.** • ("private equity" OR "venture capital" OR VC) AND women AND founders AND (trends OR statistics OR data) • Google interprets this search as: look for content with 1) the phrase *private equity* or phrase *venture capital* or *VC*; and 2) the words *women* and *founders*; and 3) the word *trends* or *statistics* or *data*.

SITE:	**Targets a specific domain (e.g. gov, org, edu), country, or just one website.**
	Add site: at the end of a search.
	• site:gov – Searches your keywords within government websites
	  • population AND ("north carolina" OR florida) AND site:gov
	• site:org – Searches your keywords in nonprofit organizations, e.g. associations, think tanks, etc.
	• site:edu – Searches your keywords in academic websites
	• site:country domain – Searches your keywords in specific country websites
	  • "precision farming" AND trends AND site:au
	  • [List of Internet Country Domains](#)
	• site:URL – Searches your keywords within a specific organization's website
	  • enrollment AND (data OR statistics) AND site:emory.edu

| **INURL:**	**Search a specific source's content; useful when you do not know the exact URL.**
	• inurl:deloitte – only searches URLs that links you to Deloitte's content
	• "online shopping" AND "customer experience" AND usage AND (data OR statistics) AND inurl:deloitte
	URL: is also useful for searching specific types of content, such as blogs, youtube or other videos.
	• inurl:blogs – searches blogs
	• inurl:youtube; inurl:video – searches videos
Publication Date Filter	**Limit returned results to a specific date or date range.**
	Google defaults to all dates unless you tell it otherwise.
	Click Tools>Any time>Custom Range or select Google's choices (e.g. Past Week, Past Month, Past Year).
Data Years Filter	**Search for a range of numbers by adding two dots .. between two numbers.**
	Useful for locating historical, current, or forecasted data for specific year(s) imbedded within documents.
	• 2015..2025 – looks for data for the years between 2015 and 2025. Add at end of search.
	• pet AND consumer AND spending AND (sales OR revenues) AND 2015..2027
	• population AND atlanta AND site:gov AND 2015..2025
Google Images	**Strategy for locating data visualizations examples.**
	• Locate rankings, such as companies, industries, brands.
	• "fast casual" AND restaurant AND (top OR best OR rank OR ranking OR list)
	• CRM AND (software OR vendors) AND (top OR best OR rank OR ranking OR list)
	• Locate data you might expect to find in a market research report when you do not have access to the full report, such as market size, market share, CAGAR, and market segmentation.
	• "precision farming" AND (industry OR market) AND (size OR share OR segmentation OR cagar)
	• Locate data about consumer purchasing behaviors, preferences, or spending
	• Beauty AND (industry OR market) AND consumer AND purchasing AND (behavior OR preferences) AND (data OR statistics)

The four main beauty categories are projected to grow in the next few years.

Global beauty market retail sales, by category, $ billion
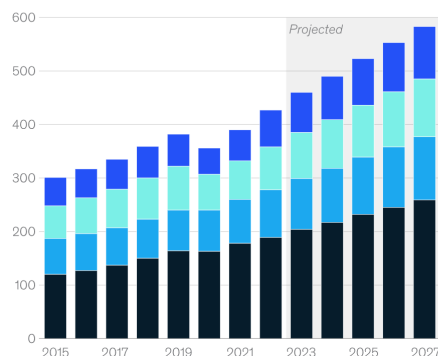
	Year-over-year growth, %		
	2015–19	2019–22	2022–27 projected
Total	6	4	6
Fragrance	3	5	7
Makeup	8	–1	6
Hair care	3	6	6
Skin care	8	5	6

Aspects of beauty shopping experience that are better or worse online vs in-store