

Advanced Google Features

Use the following advanced features and tips to ensure that your results yield authoritative, credible evidence to support your recommendations. Also look at: [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 (" ")

Always place phrases in quotes or Google will search for the words separately.

- "stock options"; "private equity"; "South Carolina"; "not for profit"
- Stock options - will search for the words *stocks* and *options* separately, not just as a phrase

AND

Google looks for all of the individual keywords to appear in each returned document or website.

Google automatically inserts AND between your term terms, unless you tell it otherwise.

- Healthcare medical devices innovation – will search for each word separately
 - Healthcare AND medical AND devices AND innovation – this is how Google interprets the above search
 - healthcare "medical devices" innovation - a more precise search, yields less but more relevant content.
- Since AND is the default, you never have to include it in your search. BUT if you do, it must be in all caps, e.g. AND

OR

Separate synonyms (e.g. like concepts) with OR to maximize best results.

- Automobiles OR "motor vehicles" OR cars
- Always use all caps, e.g. OR

COMBINING AND & OR

Always separate AND & OR logic with parenthesis.

- ("private equity" OR "venture capital") (trends OR statistics OR data)
- Google interprets this search as – look for content with the phrase private equity or phrase venture capital, and the word trends or statistics or data

Target Credible Sources

SITE:

Targets a specific domain (e.g. gov, edu, org, etc.), country, or just one website.

- site:gov – only searches your keywords within government websites
 - population ("north Carolina" OR florida) site:gov
- site:emory.edu – only searches your keywords in Emory's website
 - enrollment college site:emory.edu
- site:org – searches non-profit websites, e.g. associations, think tanks, etc.
- site:country code – restricts your search to a specific country
 - site:au – only searches Australian websites
 - "talent management" trends site:au
 - [List of Internet Country Codes](#)

INURL:

Search a specific source's content; useful when you don't know the exact URL.

- inurl:deloitte – only searches URLs that links you to Deloitte's content
 - "online shopping" "customer experience" usage (data OR statistics) inurl:deloitte
- Additional inurl searches
 - inurl:blogs – searches blogs
 - inurl:forum – searches discussion boards
 - inurl:youtube; inurl:video – searches videos

Target Document Types

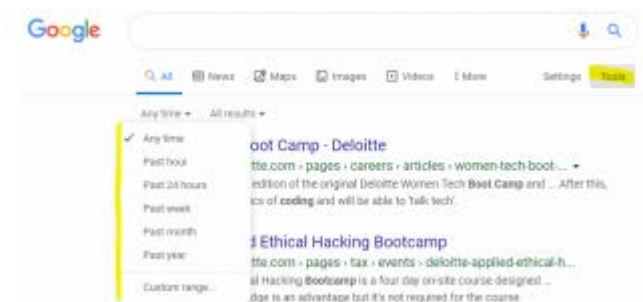
Limit searches to Adobe documents or PowerPoint decks.

FILETYPE:

- filetype:pdf – many reports, studies, whitepapers, and surveys are available in .pdf rather than html. TIP: Begin without limiting results to filetype:pdf in case the report is in HTML.
 - "online shopping" "customer experience" usage data filetype:pdf inurl:deloitte
- filetype:ppt – powerpoint presentations can provide good data snapshots and other useful industry/market insights from conferences and other presentations
 - "online shopping" "customer experience" usage data filetype:ppt

Filter Publication Data

Limit returned results to specified publication dates.



Filter with Numbers/Data

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 mention of any number(s) between 2015 and 2025.
 - ("quick service restaurant" OR qsr) (beacons OR apps) (data OR statistics) 2015..2025

Google Images

When having a hard time locating specific data or if you are looking for lists or rankings of top companies or brands, try running the search in Google Images. Identify the website or organizations publishing this information, then follow these leads.

- "pet care" market (rank OR ranking OR top)

