

# Googling to the MAX

## Quality Web Searching

By Beverly Johnson

## What is Google?

- Google is a search engine for Web documents, images, and more
  - 8+ billion pages
  - www.google.com
- Google is also a
  - Calculator
  - Dictionary
  - Phone book
  - Measurement converter
  - Directions guide

## Tips for Effective Searches

- Be specific – Use more terms  
(AND is implied between terms  
32 word maximum)
  - Bicycle compact fold-up lightweight
  - Strawberry spinach salad
  - Iraq most wanted
- Use OR (*in caps*) between terms
  - California OR Oregon

## Google Tips

- Search for phrases with “ “
  - Lyrics “When the deep purple falls”
  - “I have a dream”
- Terms are not case sensitive
  - “GeOrGe WaShiNgTon”
- Order of terms is important
  - Grass snake
  - Snake grass

## Google Tips

- Force inclusion with +
  - “Star Wars” +III (*no space after the +*)
  - Bass + music
- Force exclusion with –
  - Bass – music (*no space after the -*)
  - Recipes “chocolate chip cookies” –oatmeal

## Google Tips

- Use Synonym searches
  - ~food ~facts
- Use a wild card, (\*), within “ “
  - “The Center for \* Generations”
  - Death-rate “meso\*oma” US
- Apostrophes and hyphens are not ignored

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### Google Tips

- **Intitle:** *(no space after the colon)*
  - Intitle:tutorial +Word
- **Inurl:** *(no space after the colon)*
  - Inurl:"dark chocolate"
- **Filetype:** *(no space after the colon)*
  - Form 1040 filetype:pdf

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### Google Functions

- **Dictionary** *(no space after the colon)*
  - Define:internet
- **Calculator**
  - $(2 + 3) * 10 / 2 ^ 2$
- **Get Stock Quotes**
  - Goog
  - IBM

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### Google Functions

- **Phone Book**
  - Harry Anderson Sioux Falls SD
  - Rphonebook: Hillstrom Sioux Falls SD
- **Reverse Phone Book**
  - 605-336-6722

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### Google Functions

- **Measurement Converter**
  - How many teaspoons in a tablespoon
  - How many bytes in a gigabyte
- **Street Maps**
  - 2300 West 46th Street, Sioux Falls, SD
  - 1600 Pennsylvania Avenue Washington DC

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### Google Functions

- **Weather**
  - Weather 57105
- **Airport conditions**
  - MSP airport
- **Flight tracking**
  - United Airlines 5828

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### Google Features

- **Zip Codes & Area Codes**
  - 51037
  - 303
- **UPS, FedEx, USPS tracking number**
  - Type in the number and click Go
- **Spell Checker**
  - Thesarus  
*(Do you mean Thesaurus)*

## Google Functions

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- Vehicle ID (VIN) number
  - Type in the VIN number to see the history of the vehicle
- UPC codes
  - Type in the UPC code to see the name of the product

## Google Features

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- Use the Advanced Search page
- Search for images *(Click the Image tab)*
  - Bird cardinal

## Try Another Search Engine

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- Alta Vista – [www.altavista.com](http://www.altavista.com)
- All The Web – [www.alltheweb.com](http://www.alltheweb.com)
- Teoma – [www.teoma.com](http://www.teoma.com)
- Dogpile – [www.dogpile.com](http://www.dogpile.com)
- Metacrawler – [www.metacrawler.com](http://www.metacrawler.com)
- Librarian's Index – <http://lii.org>

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