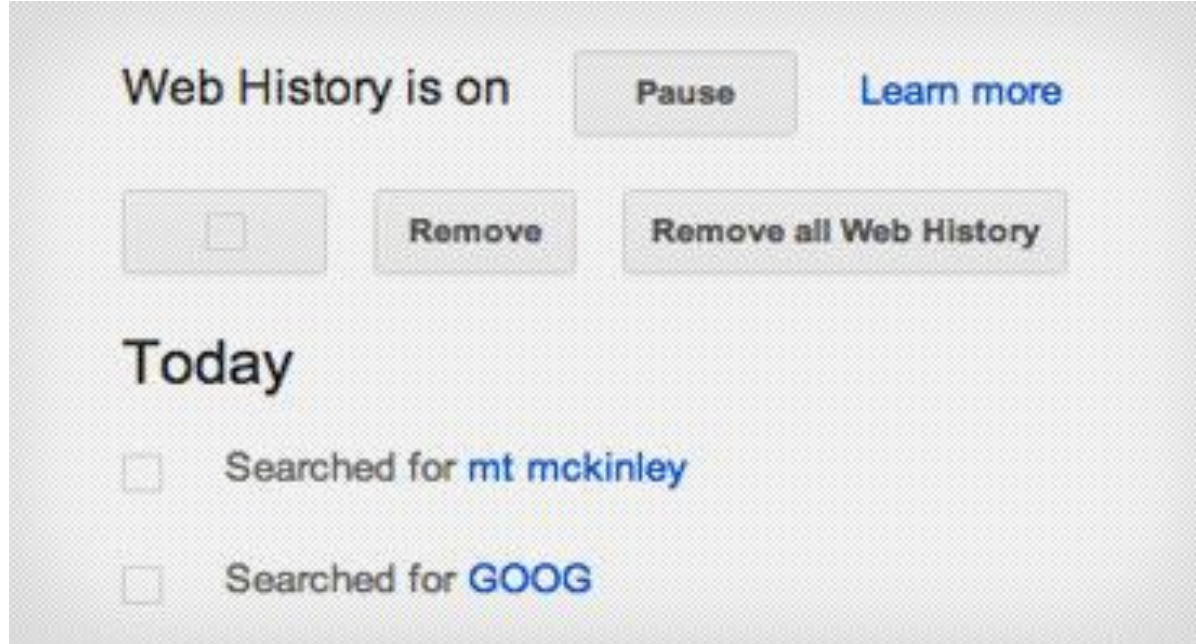


Google All Tips and Tricks

<https://www.google.com/intl/br/insidesearch/tipstricks/>

Web history



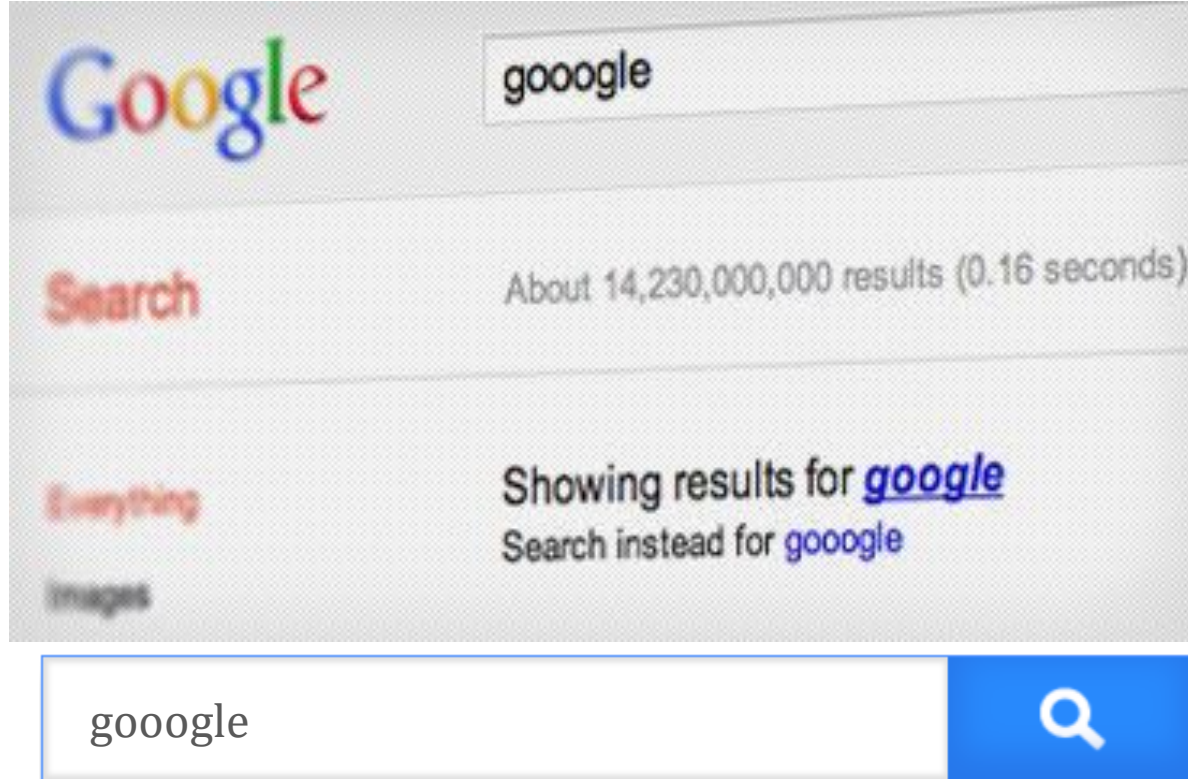
- Web History offers you a log of websites you've visited, a timeline of your actions and the ability to search your own online history.
- Try it out at www.google.com/history.

Start simple

- No matter what you're looking for, our motto is "keep it simple."
- Start by entering a basic name or word.
- If you're looking for a place or product in a specific location, enter the name along with the town or zip code.



Ignore spelling



- Google's spell checker automatically defaults to the most common spelling of a given word, whether or not you spell it correctly.

Use web friendly words

- A search engine works by matching the words you enter to pages on the web.
- So using words that are most likely to appear on pages will yield the best results.
- For example, instead of saying **my head hurts**, say **headache**, because that's the term a medical website would use.

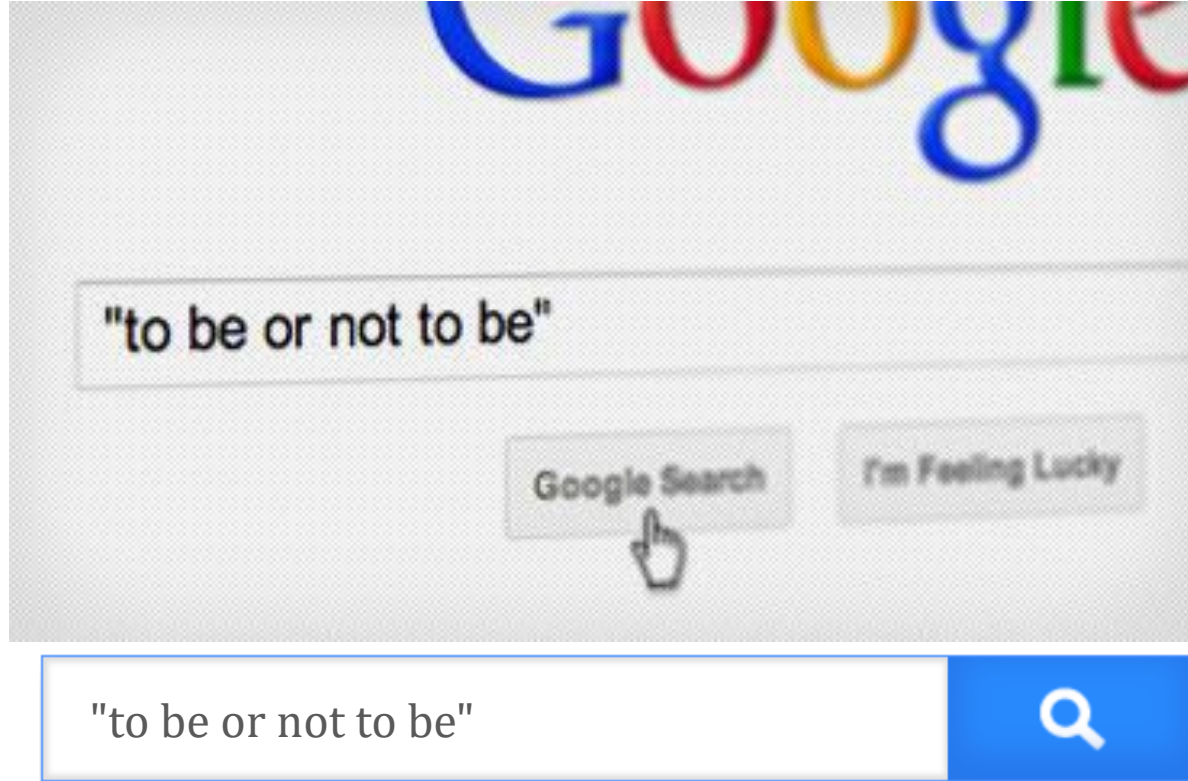


Less is more

- Simple, one or two word search terms will usually give you the broadest results.
- Start with short search terms, then refine your results by adding more words.



Search with an exact phrase



- Put quotation marks around words "[any word]" to search for an exact phrase in an exact order.
- Keep in mind that searching with quotes might exclude relevant results.
- For instance, a search for "**Alexander Bell**" will miss pages that refer to **Alexander G. Bell**.

Use descriptive words

- The more unique the word, the more likely you are to get relevant results.
- So [celebrity ringtones] is probably better than [celebrity sounds].
- Keep in mind though, that even if the word has the correct meaning, if it's not the one most people use, it may not match the pages you need.

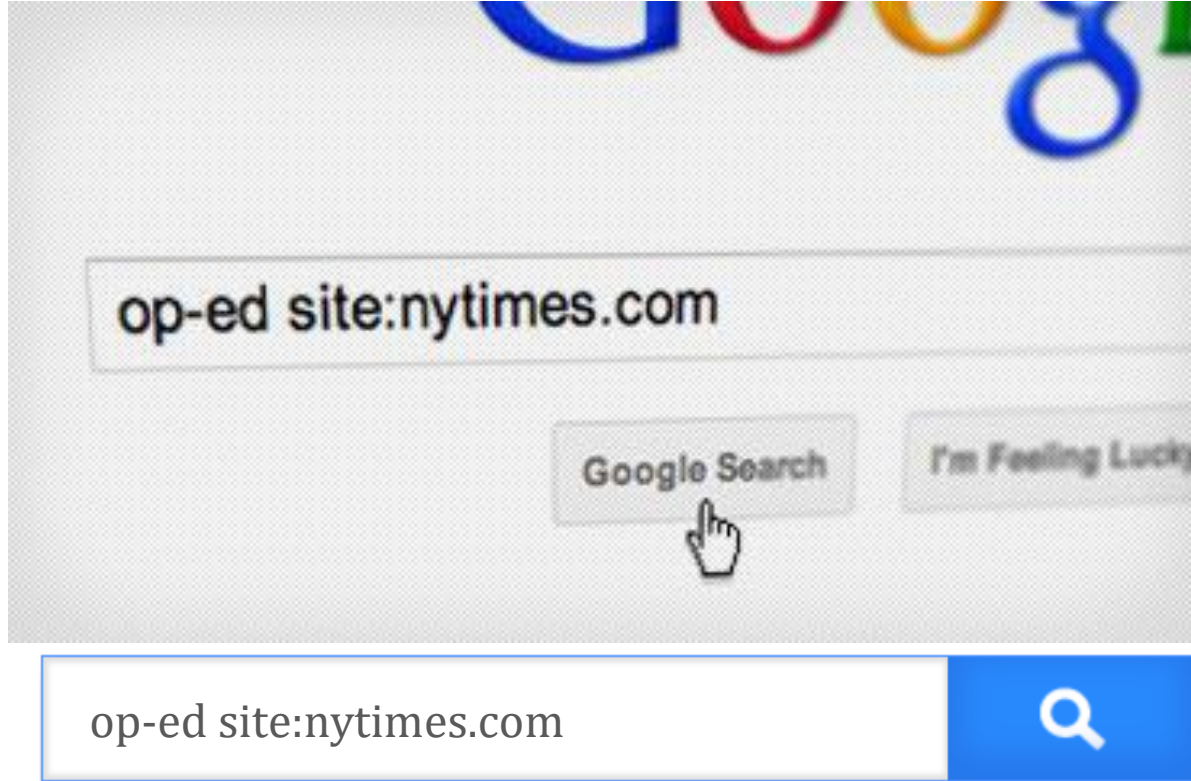


Don't worry about cases

- Search isn't case sensitive.
- A search for **new york times** is the same as a search for **New York Times**.



Search within a specific site



- Precede your query with **site:** if you know you want your answer from within a specific site or type of site (.org, .edu).
- For example: **site:edu** or **site:nytimes.com**.

Don't worry about punctuation

- Search ignores punctuation.
- This includes @#%^*()=[]\ and other special characters.

best restaurant, new york?



Search by file type


- Search for specific types of files, such as PDFs, PPTs, or XLS, by adding **filetype:** and the 3-letter file abbreviation.

affordable health care act filetype:ppt



Include or ignore words and characters in your search

- Highlight common words and characters such as **the** and **&** if they are essential to your search (as in a movie or book title) by putting quotation marks "**the**" around them.
- You can also use the minus - sign to specify particular items you don't want in your results, like ingredients in a recipe.



Find related pages

- Use the **related:** operator to find pages that have similar content by typing **related:** followed by the website address.
- For instance, if you find a website you like, try using **related:[insert URL]** to locate similar websites.

related:simplyrecipes.com/recipes/perfect_guacamole/



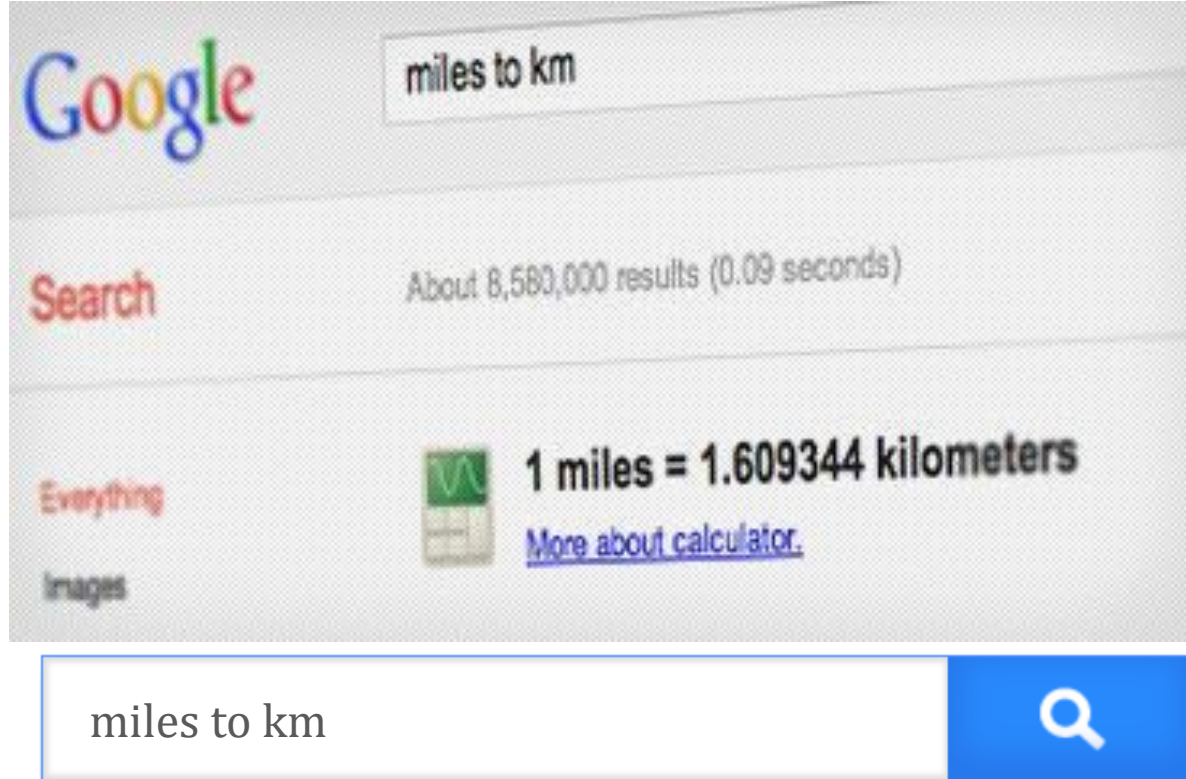
Search numbers in a range

- Stay within your budget by searching only for items within a number range by putting a string .. between amounts.

Sony TV \$300..\$500

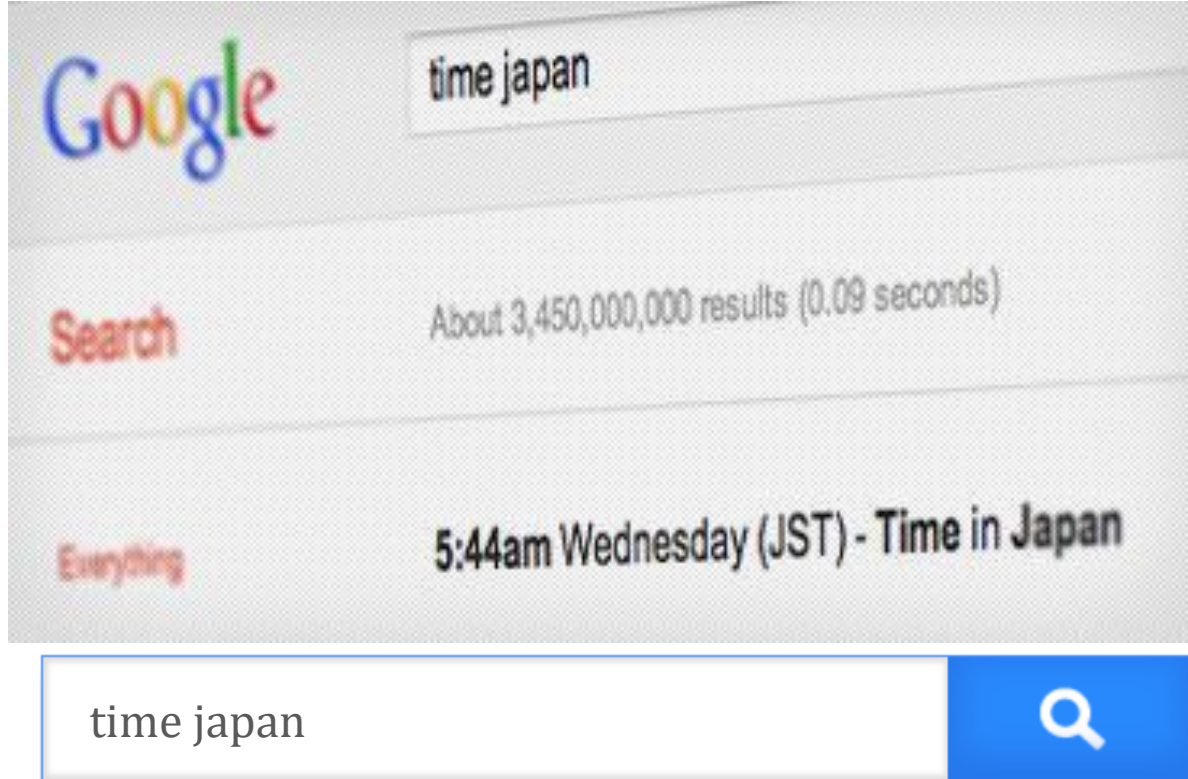


Get number conversions



- Convert any measurement -- like miles to kilometers or ounces to liters -- by typing in the number and unit of measurement.

Get the time



- To see what time it is anywhere in the world, search **time** and the city or country.

Get currency conversions

- Get current exchange rates by searching [currency 1] in [currency 2].



usd in pesos

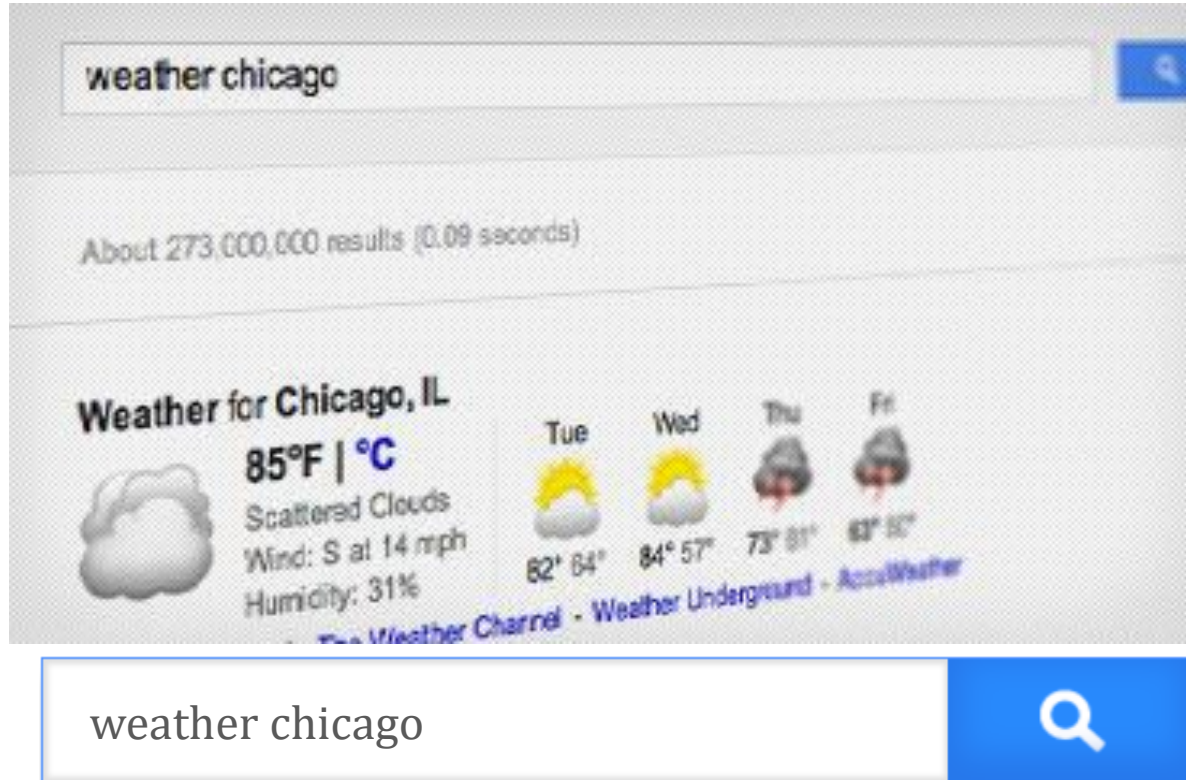


Search the web in all languages

- When you're searching, click "More search tools" on the left panel of your results page, then select "Translated foreign pages."
- The feature will choose the best language in which to search and deliver results translated back in English.

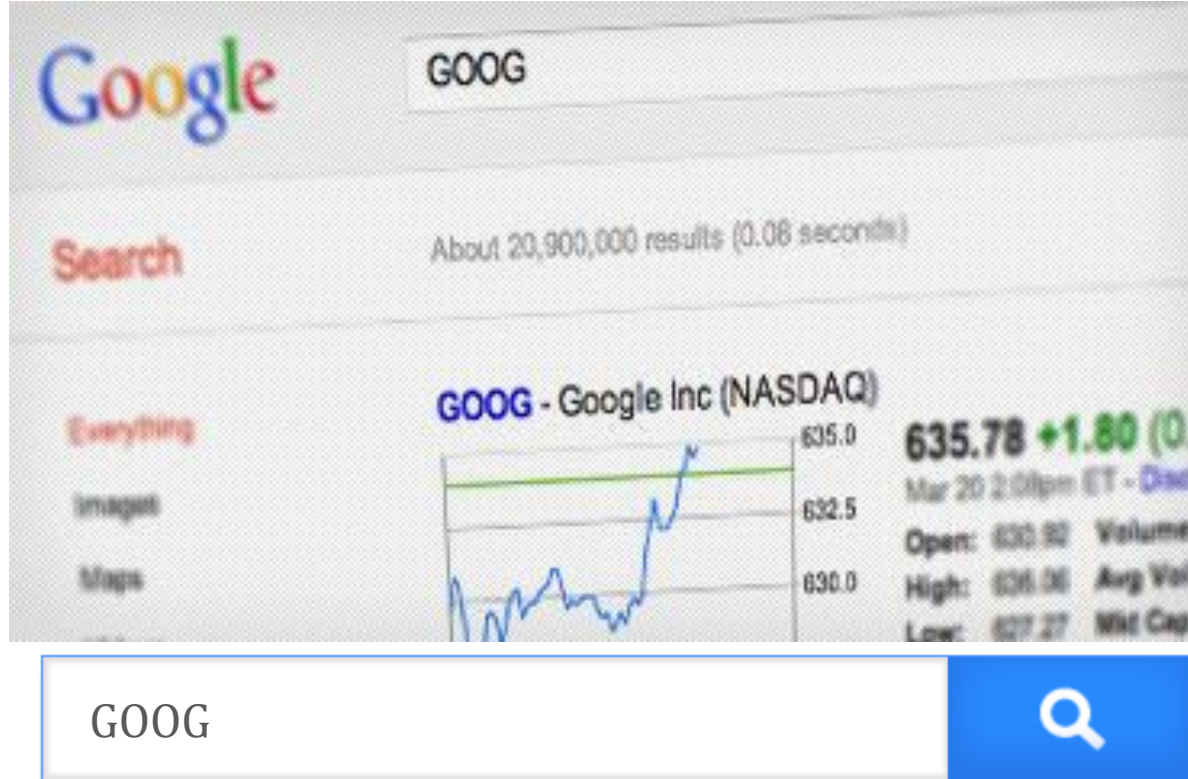


Check the weather



- Search **weather** followed by a U.S. zip code or the name of any city in the world to get the current weather and forecast.
- Enter **weather** by itself to get the weather report for your current location.

Get realtime stock quotes



- Typing any ticker symbol into the search box will get you realtime stock quotes that update live in your search results.
- Click the link on the results page for a detailed market analysis from Google Finance.

Check sport scores and schedules

- Get scores and schedules for your favorite NBA, NFL, NHL and MLB teams simply by typing the team or league into the search box.
- All sports data provided by STATS, Inc.




Search with Goggles



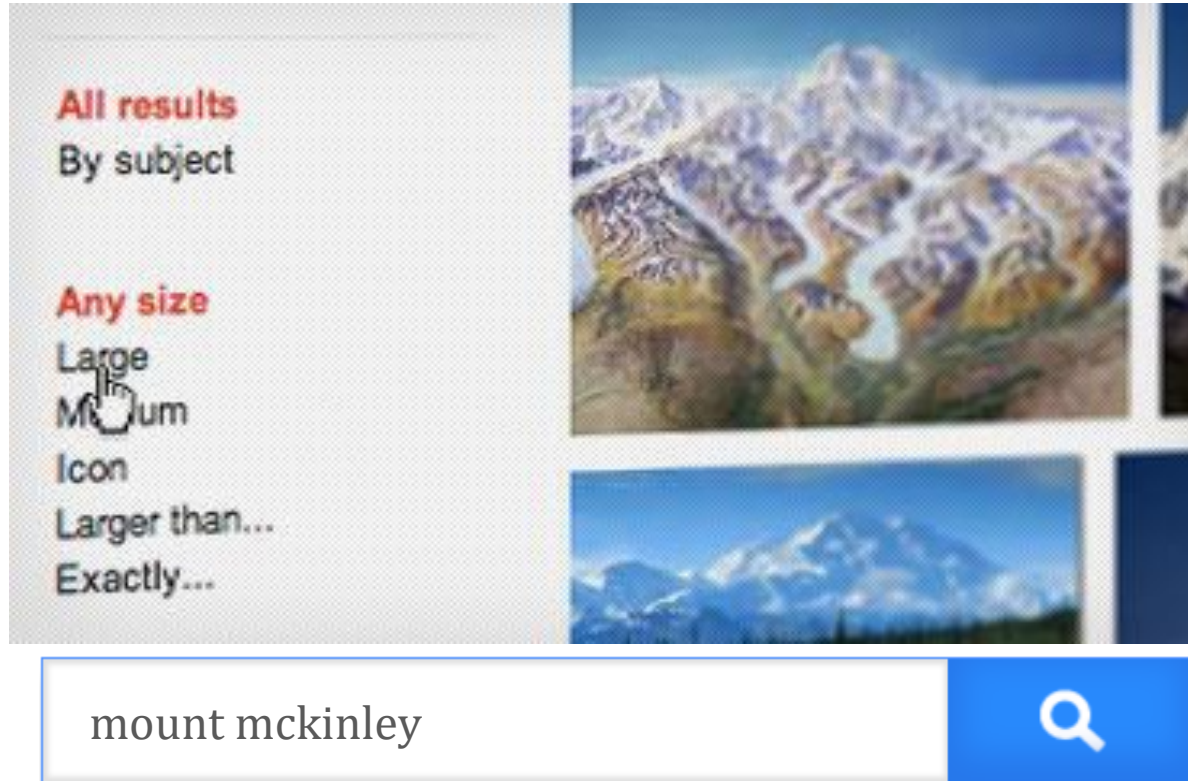
- Want to search the web using your mobile phone's camera instead of words?
- On an Android, open your Google Goggles app (on an iPhone, open the Google Search app and select Goggles), snap a picture of the item you want to search for, and wait for your results.
- No typing necessary.

Track your packages

- Track your UPS, FedEx, or USPS packages by typing the tracking number directly into the search box.
- The results will show you the status of your shipment.

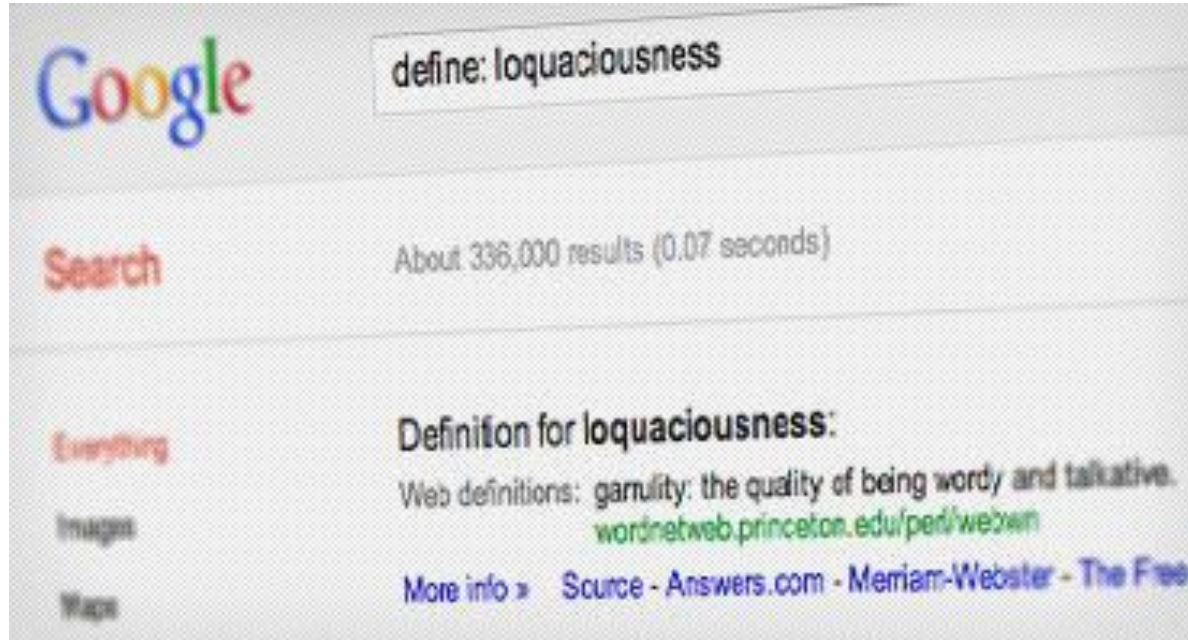
A blue rectangular button with a white magnifying glass icon, used for searching.

Search by advanced image search



- Use Advanced Image Search to find an exact size, color or type of photo or drawing.
- With the tools in the left panel, you can filter your search to include only photos with faces, clip art, high-res images or only images that are available for commercial use.

Get definitions

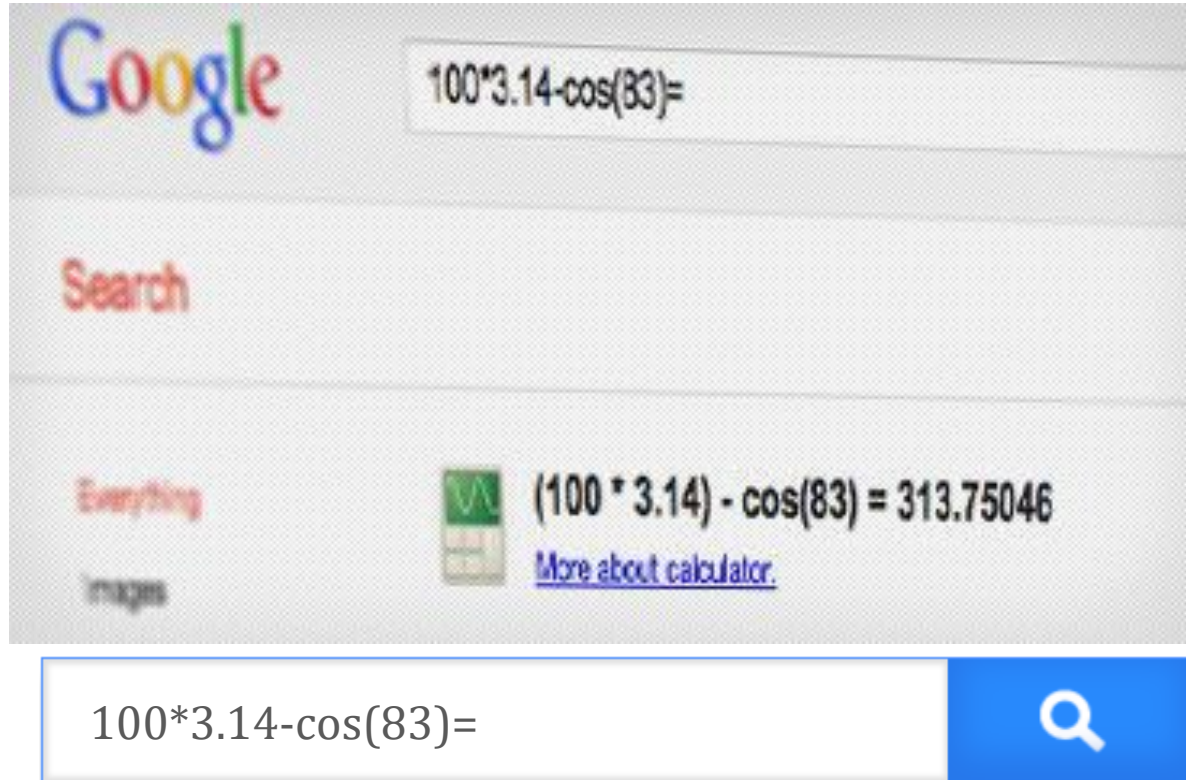


- Put **define:** in front of any word to get its definition.

define: loquaciousness



Calculate anything



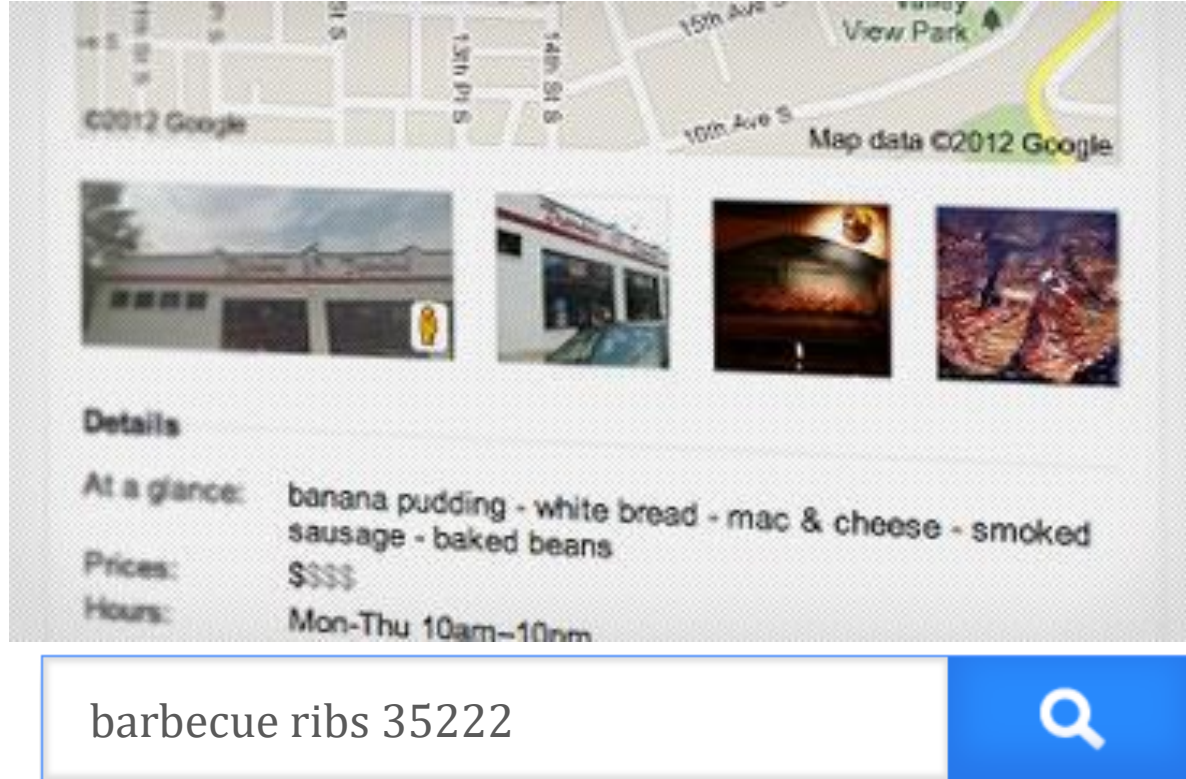
- Enter any math equation into the search box and we'll calculate your answer.

Locate earthquake activity

- Type **earthquake** in the search box and your results will feature U.S.
- Geological Survey info showing the time, place and magnitude of recent earthquakes.



Search by location



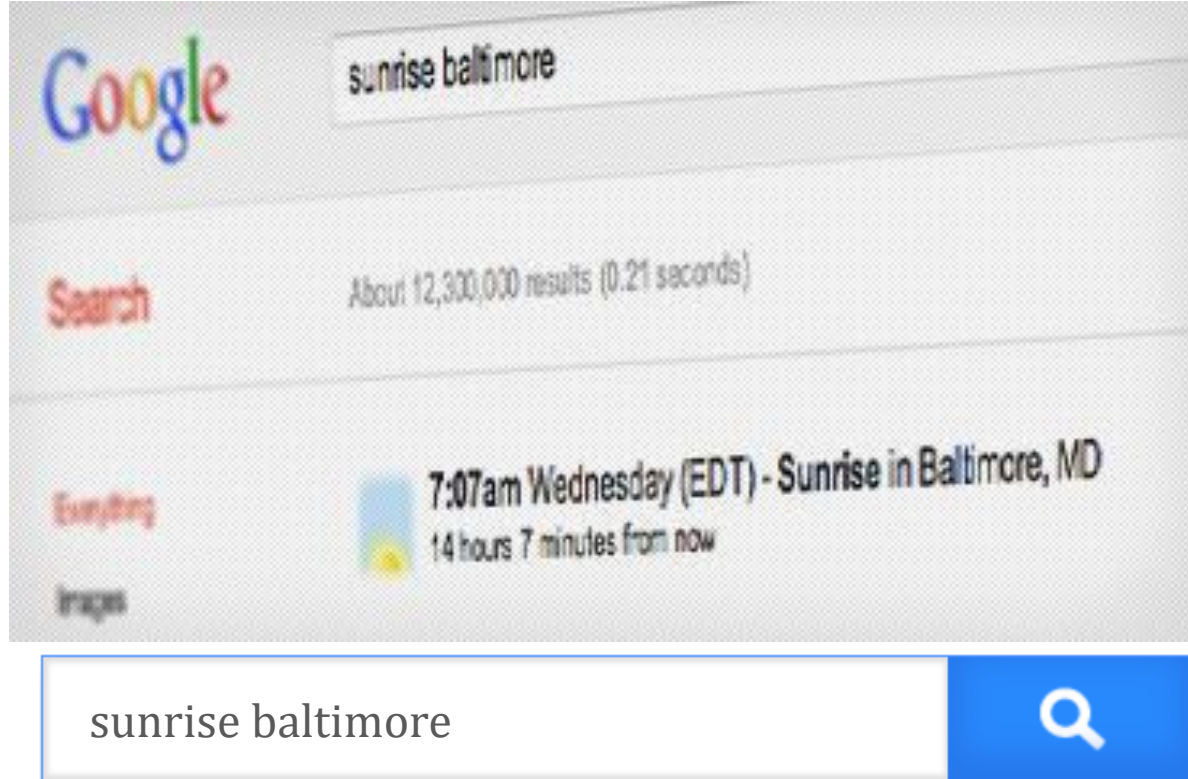
- Add a zip code to the end of any place search like **barbecue ribs** and get results showing the nearest rib joints, along with phone numbers, a map, and even reviews.
- If you don't include your zip code, we may suggest places near you.

Search locations by zip and area codes

- Want to know where a given zip code or area code is located?
- Just type it into the search box.



Get local sunrise/sunset times



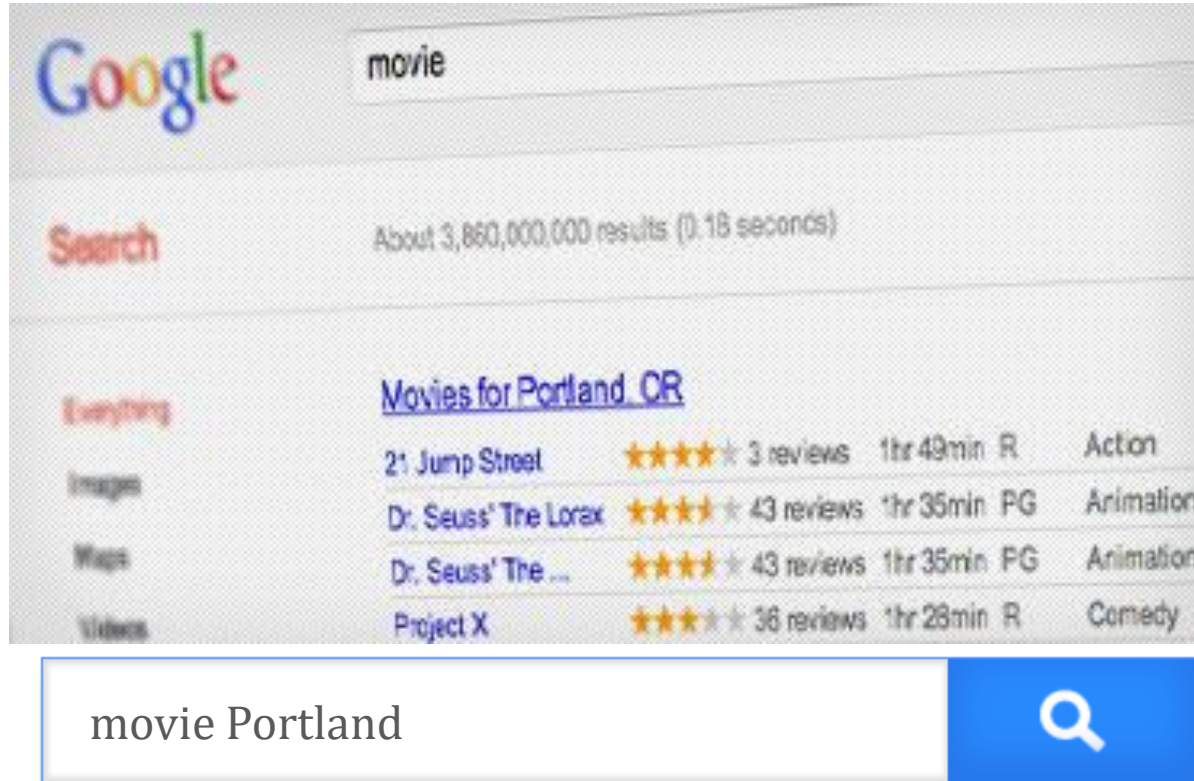
- To see the exact times of sunrises and sunsets in cities around the U.S. and the world, search **sunrise** or **sunset** followed by the city name.

Discover local business

- To find a store, restaurant or other business in a given neighborhood, enter the type of business and the location and we'll deliver a list of nearby places, along with a map, reviews and contact info.
- If you don't include the location in your search, we'll just find locations close to you.



Get movie times



- Search on a **movie** name or just movie to see theater locations and showtimes in your area.

Read public domain books

- Read the complete texts of public domain works like **Moby Dick** for free by selecting "books" in the left panel of your search results.

A blue rectangular button with a white magnifying glass icon, used for searching.

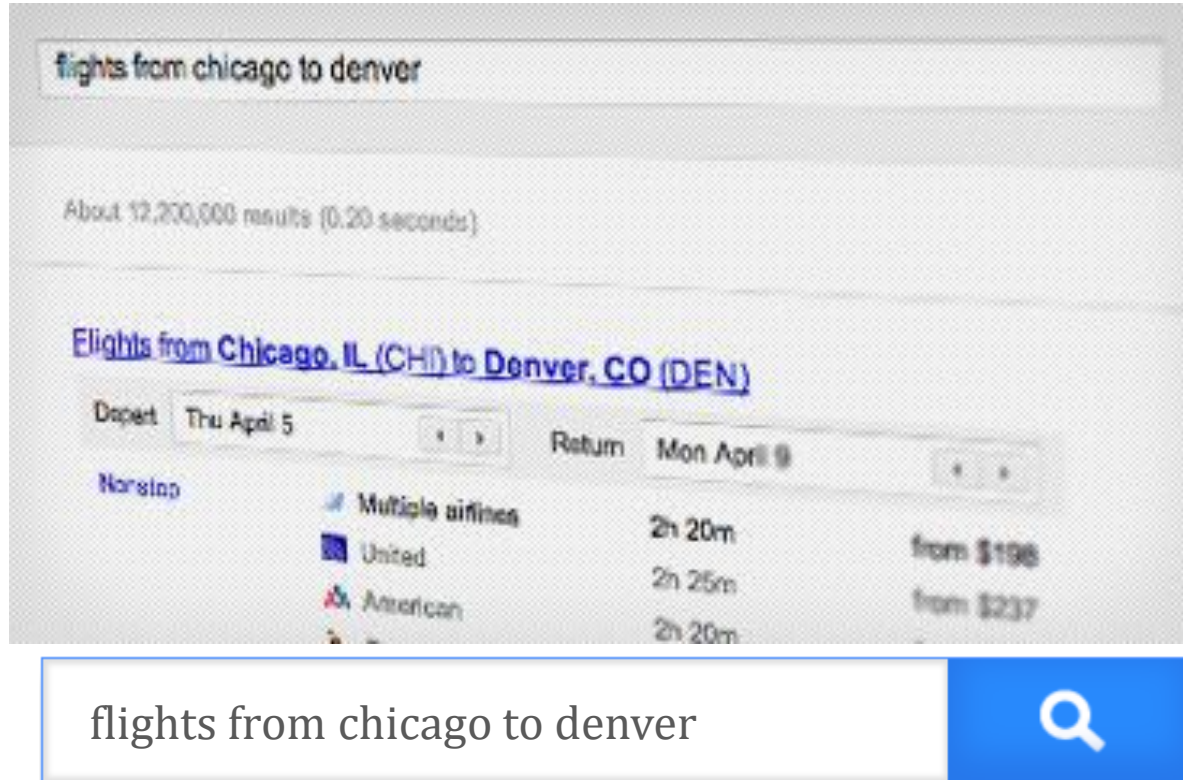
Hone in on a particular range

- To specify a particular number range, type .. then a space, then the numbers in your range.
- For example, if you're searching for cars with over 300 horsepower, search cars **"300.. horsepower"**.
- Here are some other examples: **"220.. V"** or **"1.. RPM"** or **"8000.. Ah"** battery

cars '300.. horsepower'



Check flight schedules



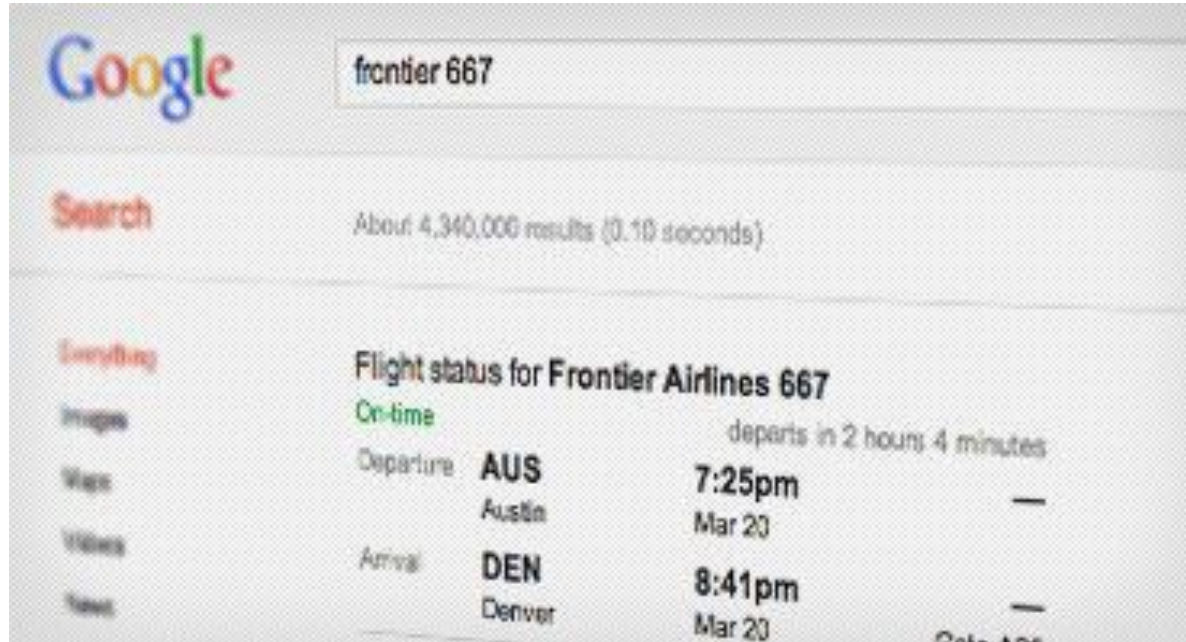
- To see flight schedules to or from a particular destination, type **flights from** or **flights to** followed by the city or airport of interest.
- You can also add another location with **to** or **from** and view the schedule for a specific route.
- *Flight schedule data is provided by OAG and QuickTrip by Innovata.

Research health conditions

- To see information about a common disease or symptom, enter it into the search box and we'll return the beginning of an expert summary.
- You can click through to read the entire article.



Check flight times



- View live arrival and departure information for U.S. flights just by searching the name of the airline and the flight number.

frontier airlines flight status 720

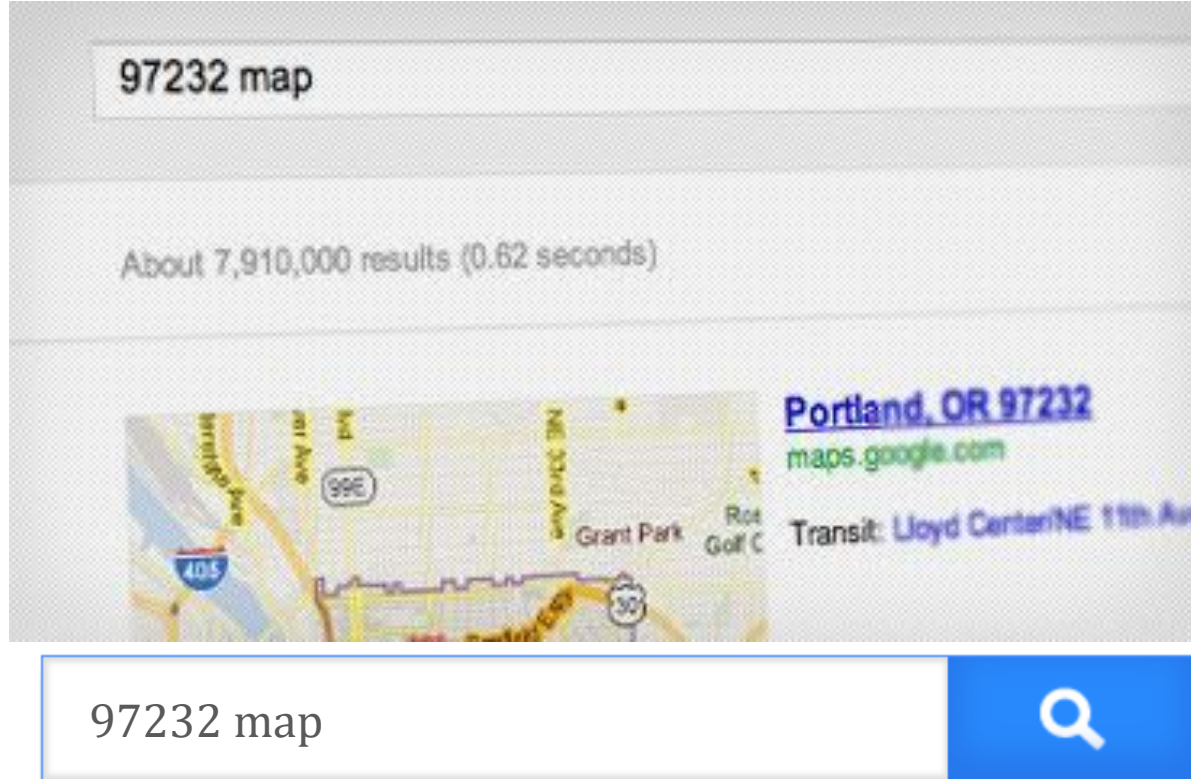


Get world news

- Search any topic and then click the "News" tab in the left panel to get news results from sources around the world.

A blue rectangular button with a white magnifying glass icon, used for searching.

Search for an address



- To map any location, type in the city name or zip code followed by the word [map], and you'll see a map of that location.
- Click on the map to see it on Google Maps.

Similar terms

- Get results that include synonyms by placing the ~ sign immediately in front of your search term.
- A search for Christmas ~dessert recipes, for instance, will return results for desserts, along with candy, cookies and other treats.

Christmas ~dessert recipes



Search by voice



- To search the web by speaking, tap the microphone button on the Google search box on your home screen, or press down for a few seconds on the physical search button on your phone to activate the "Speak Now" screen.
- Voice Search for Android supports Voice Actions on Android 2.2 (Froyo) and above.

Examine public data

- Search demographic terms like **population** or **unemployment rate**, followed by a county, state or country, and you'll get instant data about your chosen location directly from the U.S. Census Bureau and the Bureau of Labor Statistics.
- From there, you can click through to compare rates in different locations.

unemployment rate colorado



Get interactive financial info



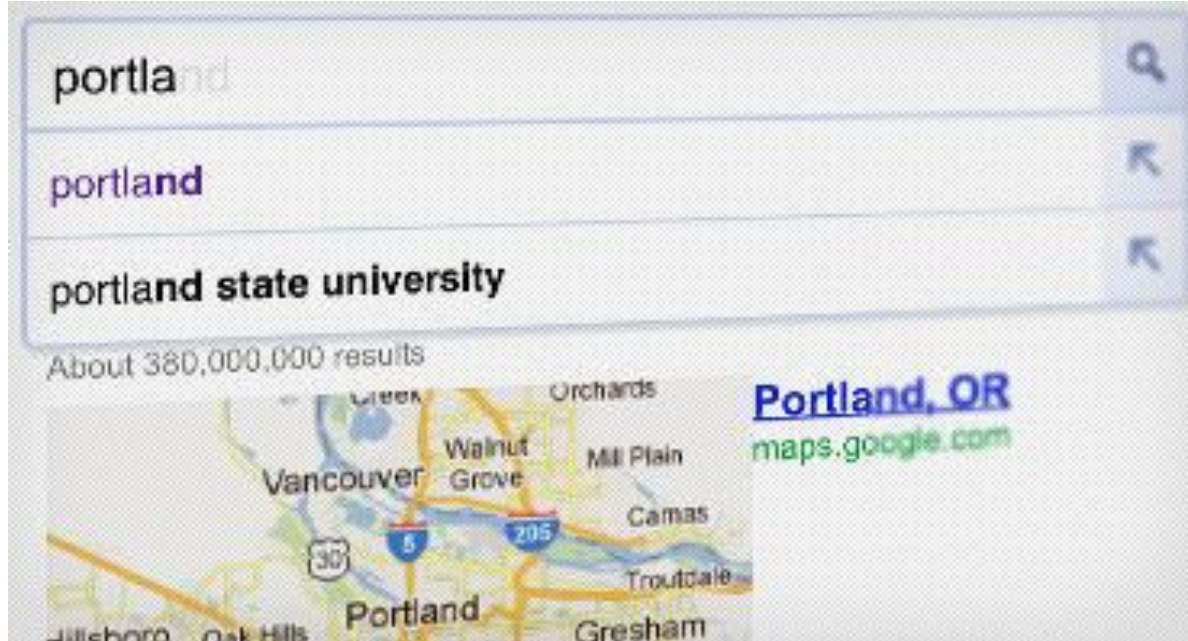
- To get interactive financial results, go to google.com on your iPhone or Android-powered device (2.1 or later) and search for your favorite stock symbol.
- You'll see an interactive graph shown on a card; you can switch views to different date ranges by tapping on the buttons below the graph.

Find medication information

- Search the name of a generic or brand-name prescription drug and we'll display its summary and description.
- You can also click through to more info about side effects, dosage and precautions from the National Institutes of Health.



Instant on mobile



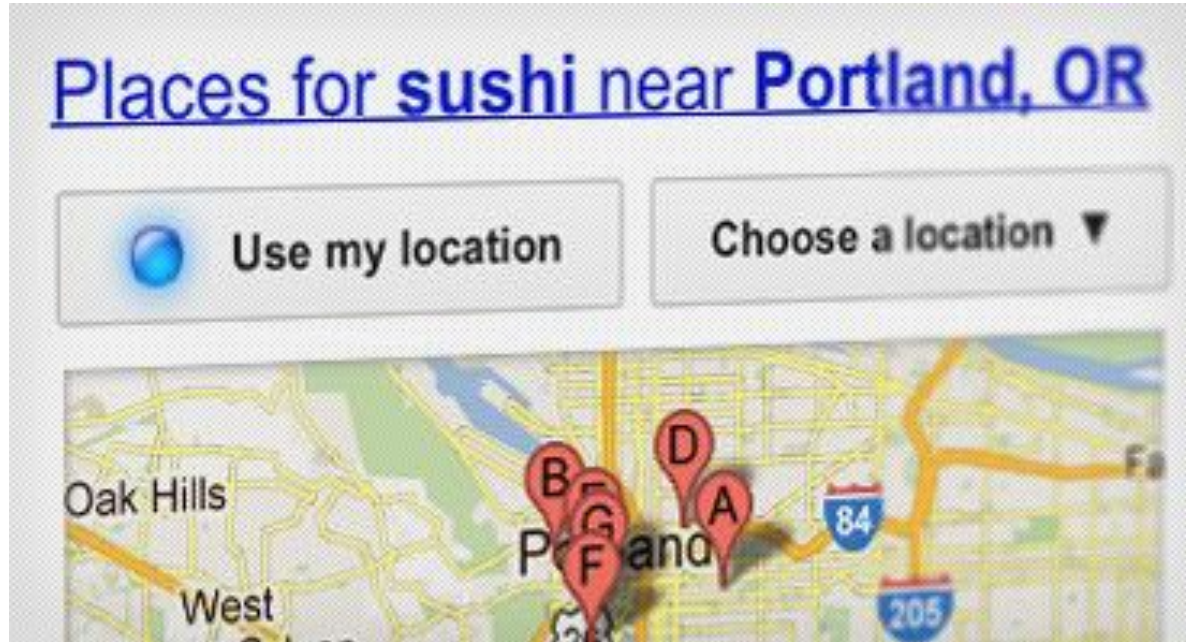
- Google Instant on mobile makes search faster by displaying not just predictions but actual search results as you type.
- The beta version is available for most iPhone and Android devices in the U.S.
- To try it, go to google.com in your phone's browser and tap the Google Instant "Turn on" link beneath the search box (if you don't see the "Turn on" link, try waiting a moment and then refresh the page).

Use instant preview on mobile



- Google Instant Previews is available on mobile for Android (2.2+) and iOS (4.0+) devices across 38 languages.
- Like the desktop version of Instant Previews, you can visually compare search results from webpage snapshots, making it easier to choose the right result faster.

Search by location



- If you want to find sushi nearby, go to Google.com on your smartphone and type "sushi".
- If you've chosen to share your location with Google, you'll get business results near your current location.
- If you want to search somewhere else, specify a location in the query, like pizza Kansas City.

Get interactive weather



- To see a new weather search results snippet that lets you actually play with the results just go to google.com on your iPhone or Android-powered device and search for weather.

Common search techniques ①

▪ Search social media

- Put @ in front of a word to search social media.
- For example: @twitter

▪ Search for a price

- Put \$ in front of a number.
- For example: camera \$400

▪ Search hashtags

- Put # in front of a word.
- For example: #throwbackthursday

▪ Search for wildcards or unknown words

- Put a * in your word or phrase where you want to leave a placeholder.
- For example, "largest * in the world".

▪ Combine searches

- Put "OR" between each search query.
- For example, marathon OR race.

▪ Get details about a site

- Put "info:" in front of the site address.

▪ See Google's cached version of a site

- Put "cache:" in front of the site address.

Common search techniques ②

- Find a page that links to another page
 - Instead of searching for a specific page, you're searching for a page that links to a specific page.
 - If you want to see who cited a New York Times article on their site, you would use this trick to find all the sites that link to it.
 - For Example: **link:nytimes.com**
- Search for word in the body, title or URL of a page
 - Sometimes you only want to find text either within the URL, body or title of a page.
 - Using the qualifier **inurl:** will search just within the url.
 - The qualifier **intext:** will search within the body, while **intitle:** will search only within a page title.
 - For example, **intitle:review** will bring up all the articles with "review" in the page title.

Filter your search results ①

- You can filter and customize your search results to find exactly what you want.
- For example, you can find sites updated within the last 24 hours, or photos of a certain color.
- Ways to filter search results
 - **Type of result:** At the top or bottom of a search results page, you'll see a number of ways to filter your results to see one type of content. For example, click Images to have all of your search results be pictures, or Shopping to see search results that help you find ways to buy the things you searched for.
 - **Search tools:** Once you've decided which type of results you want, you can refine your results even further using Search tools. Search tools can include things like location, color, size, and the date a page was published.

Filter your search results ②

- Search tools you can use for Web results
 - **Publish date:** Limit results according to when they were published on the Web.
 - **Verbatim:** Search for exact words or phrases.
 - **Dictionary:** Find definitions, synonyms, images, and more for your search term.
 - **Private:** If you're signed in to your Google Account, you can see content that was shared with you on Google+ or Gmail.
 - **Nearby:** See results for your current location.
 - **Videos:** Filter by length of video, quality, and source, like youtube.com.
 - **Recipes:** Filter by ingredients, cook time, and calories.
 - **Applications:** Choose the price and operating system, or OS, for available apps.
 - **Patents:** Select a patent's filing or publishing date, the patent office it was filed in, filing status, and type. You can also do a patent search directly at patents.google.com.

Filter your search results ③

- Search tools you can use for Images results
 - **Size:** Pick among large, medium, or icon, or set the exact dimensions.
 - **Color:** Find images of a certain color, black and white, or transparent.
 - **Type:** Only see images that are faces, photos, clip art, line drawings, or animated GIFs.
 - **Time:** Find a photo that was recently published, or published on a certain date.
 - **Usage rights:** See photos that you can reuse or modify.
 - **Free to use or share:** Allows you to copy or redistribute its content if the content remains unchanged.
 - **Free to use share or modify:** Allows you to copy, modify, or redistribute in ways specified in the license.
 - **Commercially:** If you want content for commercial use, be sure to select an option that includes the word "commercially."

Advanced Search

■ Websites

(https://www.google.com/advanced_search)

- Language
- Region
- Last updated date
- Site or domain
- Where the search terms appear on the page
- SafeSearch
- Reading level
- File type
- Usage rights (find pages that you have permission to use)

■ Images

(https://www.google.com/advanced_image_search)

- Size
- Aspect ratio
- Color
- Type (face, animated, etc.)
- Site or domain
- Filetype
- SafeSearch
- Usage rights (find images that you have permission to use)

Report

- Try searching through what you have learned today.
- Submit a report on 20 cases that were efficiently searched by Google.
- Submit a report on various functions and examples of Naver search engine.
- Email: suanlab@gmail.com
- Email Subject: [IR] (student number, name) Report
- Filetype: .doc, .docx or .hwp
- Due date: 9/29