

Power Googling

Keyword Searches

When searching for 1+ keywords, Google automatically searches for all keywords entered into the search box.

chicken soup **is the same as** chicken **AND** soup

Remember:

- A Google search can have up to 32 search terms
- Avoid words like “the,” “I,” “a,” “are,” “be,” because Google ignores them
- Watch your spelling – “you’re” will return different results than “your”
- Be specific / watch for words with more than one meaning (e.g., citadel, plant)
- Google doesn’t make a distinction between uppercase (capital) and lowercase letters, so you can use lowercase for all of your search terms.

Finding Better Results

A. Reducing the Number of Results

1. Use more descriptive keywords

Example:

chicken soup **vs** spicy chicken soup recipe

2. Use phrase searching

Example: “**spicy chicken soup**” recipe

3. Use a “-” (minus sign) in front of a keyword to remove all results with that search term

Example: **halifax genealogy -virginia**

Remember:

- There is no space between the “-” (minus sign) and the keyword
- Using the “-” (minus sign) can reduce a lot of irrelevant pages from your search results, but it can also eliminate relevant results

B. Increasing the Number of Results

1. Use **OR** to broaden your search and to increase the number of search results

Example: **car OR vehicle OR automobile inspections**

Google retrieves web pages containing:

car	AND	inspections
vehicle	AND	inspections
automobile	AND	inspections

Remember:

If you write the **OR** operator as **or**, Google will ignore it because **or** is a stop word.

2. Use the ~ (**tilde**) in front of a keyword to search for that keyword *plus* its synonyms

Example: ~**car**

Site Searching

site:

- Looks for your search terms in a specific web site or domain
- Domains include:

.gov	government agencies	.ca	Canada
.edu	educational institutions	.uk	United Kingdom
.com	commercial businesses		
.org	not-for-profit organizations		
.mil	military		

Example: **site:ca "income tax"**

intitle:

- Searches for your search terms in the titles of web pages

Example: **personal computer intitle:buying guide**

Other Google Searches

A. Google Images

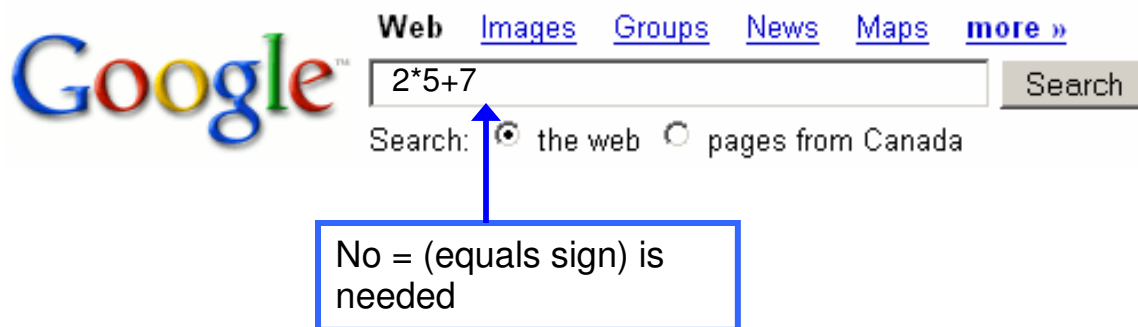
To find images:

1. Click on the “Images” link
2. Enter your search terms



B. Google Calculator

To calculate a mathematical equation, simply enter the equation as it's written



To convert a value from one set of units to another (e.g., pounds → kilograms):

1. Enter the amount you want to convert (with units), then
2. Enter the units you want to convert it to



Common Terms & Abbreviations

fl oz = fluid ounce
cup
quart
pint
ml = milliliter
l = litre

kg = kilogram
lb = pound
oz = ounce
g = gram

mi = miles
yd = yard
cm = centimetre
m = metre
km = kilometre

C. Google Glossary

- Can be a good tool to use when you are looking for a definition of a word

To view a list of definitions:

1. Enter “define:”
2. Enter the word that you need the definition for



Remember:

- There is no space between “define” and the colon (:)

FOR MORE INFORMATION

- **Google Guide: making searching even easier**
www.googleguide.com
- **Google Help Center: Google Search Guides**
<http://www.google.ca/help/basics.html>



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