



## Tips on Effective Internet Searching

The following information is designed to help students use the web more effectively as part of the career search process.

### DEFINITIONS

- **Boolean** – type of search language or search operators used by most search engines and web directories. NOTE: See the list of Google Shortcuts (Boolean [Power] Search terms) on the back of this page.
- **Search String** – a means of joining words together using symbols to refine the search.
- **Power Search** – similar to using Advanced Search in any search engine; helps refine the search more so than may be possible using the Advanced Search option.
- **Peer Search** – uses a person's name, business address, email address or phone number to locate additional links about the person, or it may locate similar people or peers.
- **Search Engines** - search engines are huge databases that use spiders (tools that feed pages to search engines) to collect results. Search engines cover more of the Web's information and return more results but you won't always get the results you're seeking.
  - **Google** – always a safe bet for most search queries; you'll usually find useable results on the first page.
  - **Yahoo** – also a good choice; finds results that Google does not necessarily pick up.
  - **Answers.com, BrainBoost, Factbites, Ask** – search engines that answer factual questions.
- **Meta-Search Engines** - combine results from multiple search engines to search the broadest range of information; they return results from smaller search engines and directories.
  - **Yippy** – searches Bing, Ask, Open Directory and Yahoo (as of 6/15/10)
  - **Dogpile** - Searches Google, Yahoo, Bing, and Ask.com (as of 6/15/10)
  - **Make Your Own Meta-Search Engine** - Google Custom Search Engines (CSEs) focus on selected web sites within the Google database. A Google account or Gmail account are needed. Use them to focus on pages on a subject. Use the following limiter commands, followed by keywords focusing on your topic:

`inurl:cse inurl:cx site:google.com anthropology`

`inurl:cse inurl:cx site:google.com physics`

- **Directories** – collections of web sites organized by subject; covers only a small part of the web but the information is very dependable. There are two kinds:
  - **Academic & Professional Directories** – created and maintained by subject experts
  - **Commercial** – cater to general public and compete for trafficA comprehensive list of directories (both free and subscription) are maintained by Heterick Library; search the library's website under "Databases – Alpha & Subject Listing." Some favorites include:
  - **Associations Unlimited** - for finding professional organizations related to your career choice
  - **Hoover's** – information on public \* private companies world-wide
- **Deep Web Search** – a means of searching for information that search engines and directories don't have direct access to; estimated at 500 times larger than what is searchable through search engines. Start BIG and narrow the search as you go by refining the search string; use Google Shortcuts on the back of this page.

### ADDITIONAL RESOURCES FOR EMPLOYER RESEARCH

- **Occupational Outlook Handbook**, [www.bls.gov](http://www.bls.gov) –information on 100's of occupations including: training/education, earnings, job prospects, typical tasks, and working conditions.
- **O-Net** – database of 100's of occupations that gives the user the option to use a basic career exploration tool to assess and help define career choices.
- **LinkedIn.com** - a professional network for exchanging knowledge, ideas, and opportunities with a broader network of professionals

### SELECTED RESOURCES FOR GRADUATE/PROFESSIONAL SCHOOL RESEARCH

- Peterson's.com - a guide to college information and graduate programs
- Gradschools.com – graduate school directory
- AllAboutGradSchool.com - geographical listing of business, law, medical and engineering graduate schools
- Law School Admissions Council (LSAC) – registration/information for the Law School Admissions Test (LSAT)
- Educational Testing Services (ETS) - Graduate Record Exam (GRE) – registration/information
- MBA.com – registration/information about the Graduate Management Admissions Test (GMAT)
- Assoc. of American Medical Colleges (AAMC) – registration/information for Medical College Admissions Test (MCAT)

# Google Search Shortcuts-Google Cheat Sheet

Google for Power Searchers From: <http://websearch.about.com/library/cheatsheet/ngooglecheatsheet.htm>

Here are the top Google Shortcuts that any savvy Googler should have under his or her belt. You'll find that using these Google Search Shortcuts will greatly cut down on your Google search time, as well as make your Google searches more effective and more efficient.

Google Shortcut	Finds Pages That Have...
<b>nokia phone</b>	the words <b>nokia</b> and <b>phone</b>
sailing <b>OR</b> boating	either the word <b>sailing</b> or the word <b>boating</b>
"love me tender"	the exact phrase <b>love me tender</b>
printer -cartridge	the word <b>printer</b> but NOT the word <b>cartridge</b>
Toy Story +2	movie title including the number 2
~auto	looks up the word <b>auto</b> and synonyms
define:serendipity	definitions of the word <b>serendipity</b>
how now * cow	the words <b>how now cow</b> separated by one or more words
+	addition; <b>978+456</b>
-	subtraction; <b>978-456</b>
*	multiplication; <b>978*456</b>
/	division; <b>978/456</b>
% of	percentage; <b>50% of 100</b>
^	raise to a power; <b>4^18</b> (4 to the eighteenth power)
old in new (conversion)	<b>45 celsius in Fahrenheit</b>
<b>site:</b> (search only one website)	<b>site:websearch.about.com</b> "invisible web"
<b>link:</b> (find linked pages)	<b>link:www.lifehacker.com</b>
<b>#...#</b> (search within a number range)	<b>nokia phone \$200...\$300</b>
<b>daterange:</b> (search within specific date range)	<b>bosnia daterange:200508-200510</b>
<b>safesearch:</b> (exclude adult content)	<b>safesearch:breast cancer</b>
<b>info:</b> (find info about a page)	<b>info:www.websearch.about.com</b>
<b>related:</b> (related pages)	<b>related:www.websearch.about.com</b>
<b>cache:</b> (view cached page)	<b>cache:google.com</b>
<b>filetype:</b> (restrict search to specific filetype)	<b>zoology filetype:ppt</b>
<b>allintitle:</b> (search for keywords in page title)	<b>allintitle:"nike" running</b>
<b>inurl:</b> (restrict search to page URLs)	<b>inurl:chewbacca</b>
<b>site:.edu</b> (specific domain search)	<b>site:.edu, site:.gov, site:.org, etc.</b>
<b>site:country code</b> (restrict search to country)	<b>site:.br</b> "rio de Janeiro"
<b>intext:</b> (search for keyword in body text)	<b>intext:parlor</b>
<b>allintext:</b> (return pages with all words specified in body text)	<b>allintext:north pole</b>
<b>book</b> (search book text)	<b>book The Lord of the Rings</b>
<b>phonebook:</b> (find a phone number)	<b>phonebook:Google CA</b>
<b>bphonebook:</b> (find business phone numbers)	<b>bphonebook:Intel OR</b>
<b>rphonebook:</b> (find residential phone numbers)	<b>rphonebook:Joe Smith Seattle WA</b>
<b>movie:</b> (search for showtimes)	<b>movie:wallace and gromit 97110</b>
<b>stocks:</b> (get a stock quote)	<b>stocks:ncesa</b>
<b>weather:</b> (get local weather)	<b>weather:97132</b>

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