POWER SEARCHING

PT. 1: *Advanced Search Operators*

An Infopeople Webinar
Wednesday, January 14, 2015
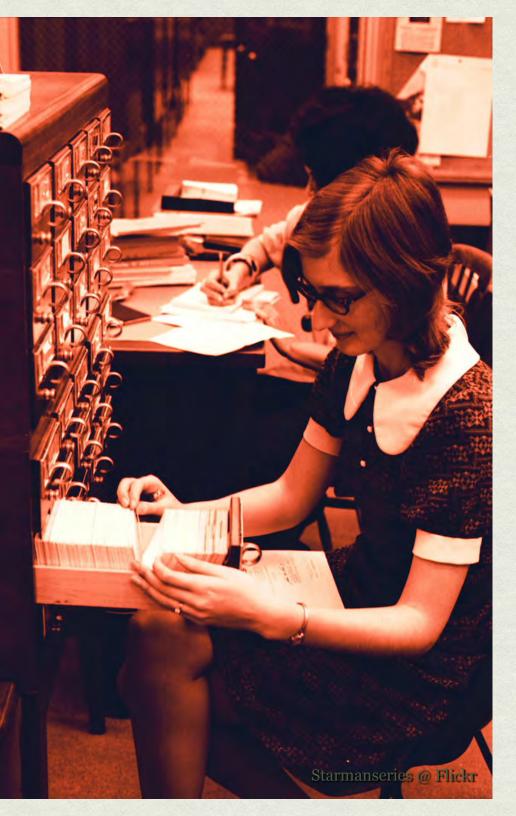
Presented by Rita Gavelis

Library
the original search engine

Search Engine Comparison

85% unique URLs

12% overlap across 2

3% overlap across 3

SEOPlanter@flickr

How search engines work

Indexing

Page Ranking

Selecting the right terms

Word order

Phrasing

Google

Advanced Search

Find pages with...

all these words:

this exact word or phrase:

any of these words:

none of these words:

numbers ranging from: to

2014

Search Operator Chart

Type of search	Formula	Sample search phrasing
Search for an exact word or phrase	*"use quotes"*	"New England", "New Mexico", "2012 Presidential Election", "John Quincy Adams" **NOTE**: Only use this if you're looking for a very precise word or phrase, otherwise you could be excluding helpful results by mistake.
Exclude a word or website Boolean NOT	*-word* *NOT word*	Virus –computer (excludes results mentioning computer viruses) Microsoft tablets –Microsoft.com (searches for Microsoft tablets but removes results from Microsoft.com
Synonyms	*~synonym*	~food facts (includes results for "nutrition facts") ~car repair (includes results for "automotive repair") **NOTE:** This is useful if you are not sure which keywords websites are using

Advanced Search Operators

SAMPLE SEARCHES

Thank You

Rita Gavelis
rita@libassist.com

Part 2: Wednesday, March 11, 2015 @ 12 Noon Pacific
- Power Searching: alternative search engines, social media and subject indices

Part 3: Wednesday, May 13, 2015 @ 12 Noon Pacific
- Power Searching: databases and the hidden web

nfopeople → *helping libraries think different*