



ASSOCIATION OF INTERNET
RESEARCH SPECIALISTS—
EDUCATION INITIATIVE
2025-2026

WEBINAR EVENT

WEB SEARCH WITH GOOGLE OPERATORS
DETAILS OF EDUCATIONAL CONTENT



Event Reference :
WBR11182025-1

Prepared By :
BOARD OF EDUCATION AOFIRS

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Webinar: Web Search with Google Search Operators

- **Duration:** 3 Hours (180 Minutes)
- **Target Audience:** Researchers, Analysts, Content Marketers, SEO Professionals, Journalists, and anyone seeking advanced information retrieval skills.
- **Goal:** To transform participants from casual Google users into "Search Ninjas" capable of executing exact and surgical queries.

Module 1: The Foundation of Search & Essential Operators (40 Minutes)

Time	Topic	Key Learning Objectives	Activities / Notes
0:00 - 0:10	Welcome & Introduction	Define the shift from "Googling" to "Advanced Querying." Set expectations and review the course agenda.	Quick poll: "What's your biggest search frustration?"
0:10 - 0:20	Understanding How Google Thinks	Review the difference between common keywords, tokens, and search operators. Introduce the concept of Boolean logic (AND, OR, NOT).	Instructor Demo: Running a simple search vs. a basic operator search.
0:20 - 0:40	The Big Four (Foundational Operators)	Master the most essential, high-impact operators for daily use: "quotation marks": Exact phrase matching. (Crucial for plagiarism/citation checks) - minus sign: Exclusion (e.g., Apple - fruit) **OR or `	pipe:** Combining search terms (must be uppercase)\

Module 2: Site, File, and Content Location Operators (60 Minutes)

Time	Topic	Key Learning Objectives	Activities / Notes
0:40 - 0:55	Site and Domain Restriction (site:)	Learn how to confine searches to a single domain, TLD (e.g., .gov, .edu), or even a subdomain. Understand its use for site audits and internal research.	Demo: Searching a competitor's site for a specific topic, e.g., site:competitor.com "pricing strategy"

0:55 - 1:10	Filetype Specificity (filetype:)	Identify and retrieve specific file formats (PDF, DOCX, PPT, XLS) for finding proprietary research, reports, and presentations.	Practical application: Locating recent industry white papers: "industry trends 2024" filetype:pdf
1:10 - 1:30	Targeting the Page Structure (intitle:, inurl:)	Learn how to target keywords only within the page's HTML title, URL, or anchor text. Differentiate between intitle: and allintitle:.	Scenario: Finding pages dedicated to "guest post submission" using intitle:"write for us".
1:30 - 1:40	BREAK (10 Minutes)	Quick mental reset and screen break. Open floor for quick Q&A related to Modules 1 & 2.	

Module 3: Proximity, Timing, and Information Gathering (60 Minutes)

Time	Topic	Key Learning Objectives	Activities / Notes
1:40 - 2:00	Proximity Search (AROUND(X))	Understand how to search for two terms that appear within a specific number of words (X) of each other. This is critical for finding contextually relevant relationships between concepts.	Demo: Finding discussions where "AI" and "ethics" are closely linked, e.g., AI AROUND(5) ethics.
2:00 - 2:20	Date & Time Filtering (before:, after:)	Use date operators to restrict results to specific timeframes (e.g., finding information published <i>after</i> a product launch or <i>before</i> a particular change of regulation).	Practical application: Finding content only published in the last quarter: "market analysis" after:2025-01-01.
2:20 - 2:35	Contextual Operators (related:, cache:, define:)	Explore tools for discovery and verification: related:: Find websites similar to a known URL. cache:: View the last indexed version of a	Instructor Demo: Using related:nytimes.com to find similar news sources.

page.define:: Get quick definitions.

2:35 - Operator Best Practices	Review common errors: avoiding spaces after the colon (site:example.com), ensuring OR is capitalized, and the power of parentheses for grouping (()).	Quick self-assessment quiz on operator syntax.
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Module 4: Advanced Combination Queries & Strategy (20 Minutes)

Time	Topic	Key Learning Objectives	Activities / Notes
2:40 - 3:00	The Search Strategy Pyramid & Combination Queries	Learn to stack 3 or more operators to execute surgical, high-level research tasks: Competitive Analysis: Find all PDF case studies on a competitor's site: site:competitor.com "case study" filetype:pdf Link/Outreach Opportunities: Find sites accepting guest posts in a niche: intitle:"write for us" "your niche" - site:linkedin.com	Final Challenge: Participants build and execute a complex query based on a provided scenario.
3:00 - 3:10	Q&A and Next Steps	Address participant questions. Provide a final, downloadable "Operator Cheat Sheet" summary.	Discuss next steps for continuous learning and practice.
3:10 - 3:20	Bonus: Using Advanced Search Page	A quick look at the visual interface (google.com/advanced_search) and how it translates to command line queries.	Quick live walkthrough.
3:20 - 3:30	Final Wrap-up	Thank you and final survey.	

Total Time: 180 Minutes (3 Hours)

Included in Package

- **E-book:** Online Search & Research Methods
- PowerPoint PDF
- Discount Coupon 20%

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