

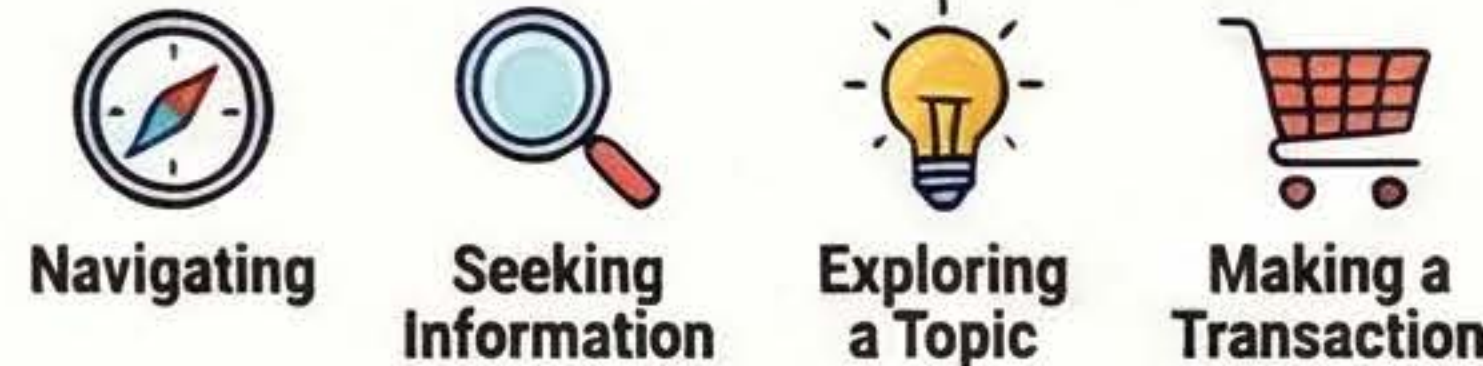
Master Google Search: From Keywords to Precision Queries

A visual guide to constructing more effective and precise Google search queries by understanding search engine mechanics and advanced operators.

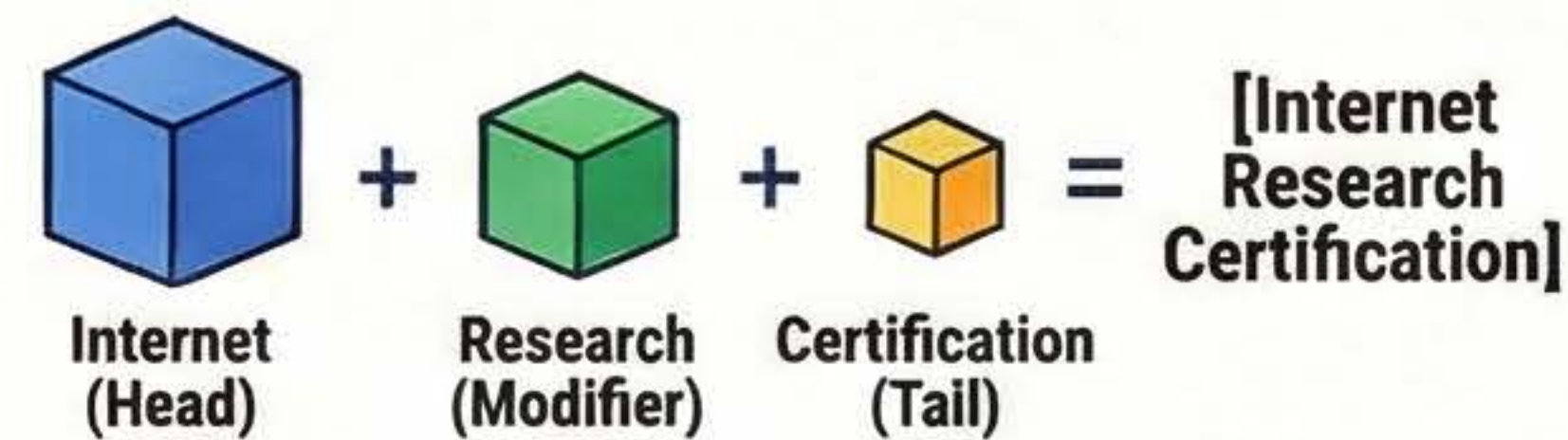


Building a Smarter Query

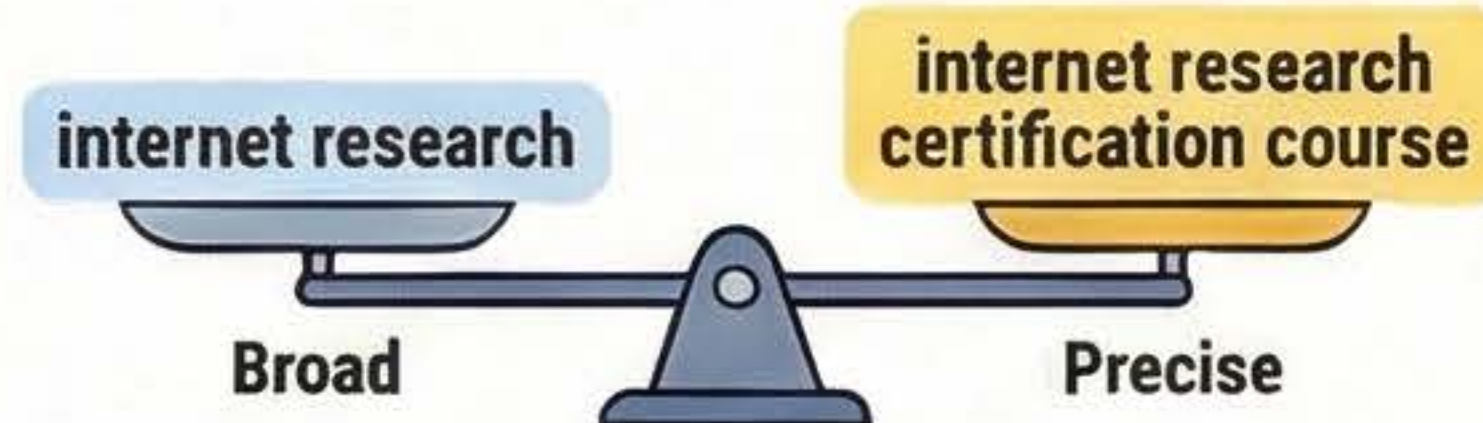
Define Your Search Intent



Structure Your Keywords: Head, Modifier, Tail



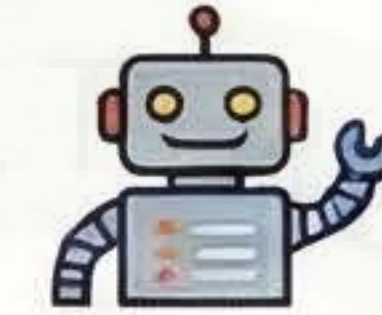
Use Long-Tail Keywords for Precision



How Search Engines See a Webpage



Webpages are built with HTML



Search engine crawlers read HTML code, not just the visible text, to index content.

Content is structured in tags



<title> Important Title
<h1> Main Heading
<p> Paragraph

Search results (snippets) are built from HTML tags

```
<title></title>  
<url>  
  Rest Internet Research  
  Research Courses  
</description>  
</url>
```

Title: Best Internet Research Courses
URL: www.example.com/courses/Internet-research
Description: Discover top-rated internet research certification courses with expert guidance...



Essential Search Operators & Symbols

"search phrase"

"search phrase"

Use quotation marks to find an exact phrase in that specific order.

-exclude

Exclude

Use a minus sign to exclude a specific word from your results.

OR or |

jobs
OR
Careers

Find pages containing either one term or another (e.g., jobs OR careers).

* (Wildcard)

to be or * to be

*

Use an asterisk as a placeholder for unknown words.

Advanced Operators for Precision Search

Operator Structure: operator:value

site:aofirs.org

There should be no space after the colon.



site:

Restricts search to a specific website or domain.

site:gov
"research funding"



filetype:

Restricts search to a specific file format.

"annual report"
filetype:pdf



intitle:

Restricts search to the title of the webpage.

intitle:"best practices"



inurl:

Restricts search to the URL (web address) of the page.

inurl:blog "case study"



intext:

Restricts search to the main body text of the page.

intext:"John Smith"
geophysics



related:

Restricts search to websites similar to a given domain.

related.cnn.com