Association *of* Internet Research Specialists

COMPLEX GOOGLE SEARCH QUERIES MADE EASY

A practical guide to finding people, businesses, records, research and media on the web



Naveed Manzoor

English-Ver 7.0

CIRS EXAM | MODULE 1

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Stop searching. Start finding.

The information you need is almost always online: a decision-maker's email address, a court judgment, a property's owner, the original source of a viral video. Ordinary searches bury it under adverts and noise. Complex Google Search Queries Made Easy shows you how to ask for exactly what you want, and get it.

In eleven practical chapters, beginning with a clear primer on every Google search operator, you will learn to find people and contacts, jobs and candidates, competitors and suppliers, products and local services, property records, court cases and legislation, news and research papers, social media groups, and images and video. Every technique is explained step by step with colour-coded diagrams, tested against current documentation, and backed by more than a hundred sources, with knowledge checks to confirm what you have learned.

Fully revised for Edition 7.0, it covers the tools researchers rely on today, from Google Lens and Google Scholar to content credentials for spotting AI-generated media, and the laws and ethics every professional must respect.

Naveed Manzoor is the founder of the Association of Internet Research Specialists (AOFIRS) and creator of the Certified Internet Research Specialist (CIRS™) program. With twenty-five years of experience teaching online research to investigators, legal professionals and analysts in more than 80 countries, nine technical books and a U.S. patent in search-engine query optimization, he is one of the most experienced trainers in the field.

For researchers, investigators, journalists, librarians, recruiters, sales professionals, students and CIRS™ candidates.

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