

## **Successful Internet Searches**

### **One-time search/Common question**

- Try a straightforward English language query
- Use Google Instant (see I. below)
- Use Google Search Shortcuts (see II. below)

### **Repeated searches/Common topics (“Internet Reference Library”)**

- Research and bookmark websites (see III. and IV. below)

### **Repeated searches/Specialized topics (“Personal Library”)**

- Research and bookmark websites (see IV. and V. below)

### **One-time search/Specialized question**

- Structured query (see VI. below)
- Iterative and Collateral searches (see VI. below)
- Setting up an Email Alert (see VIII. below)

## **I. Google Instant**

Turning it on:

- From the main Google screen, go to the upper right and highlight the symbol for a Cog Wheel in the upper right (next to Sign In or your name)
- Click on Search Settings
- It is about halfway down the screen

What does it do?

- Offers suggested searches based on what other people are searching
- May take into account your geographic location
- Will take into account your prior searches if you are signed in to Google

How do you use it?

- Watch as you type. The search results that are shown match the top suggested search and may be what you seek. Keep typing for more specific results.

## **II. Google Shortcuts**

### **A. Web Search Features**

What do these do?

- Give a quick answer to many common questions, such as airline flight status, conversion of measurements or currencies, weather, etc.

How can you find a list?

- One is attached (Appendix 1). You can also find it by going to the main Google screen, clicking More in the top row, and the Even More at the bottom of that listing. Featured Searches can be found at the bottom of the left hand column. Click and you will get a complete description of the most common Search Features.

## **B. Subscribed Links**

Turning them on:

From the main Google screen, go to the upper right and highlight Settings  
Click on Search Settings  
It is at the bottom of the screen

What do these do?

Allow you to tell Google to include specialized reference sites when you search.

## **III. The Internet Reference Library**

\* indicates subscription site

Dictionary and Thesaurus are built into Google  
Atlas with road directions and traffic reports is built into Google Maps  
Wikipedia (<http://en.wikipedia.org>)  
Medical references ([www.webmd.com](http://www.webmd.com), [www.mayoclinic.com](http://www.mayoclinic.com))  
Product reviews ([www.amazon.com](http://www.amazon.com), [www.consumerreports.org](http://www.consumerreports.org)\*)  
Airline schedules ([www.travelocity.com](http://www.travelocity.com))  
Living people ([www.411.com](http://www.411.com))

Bookmark one or more promising sites  
Test them over time to see which you like for particular searches

## **IV. How to Organize Bookmarks**

\* Called Favorites in Internet Explorer \*

Creating a structure for your bookmarks  
Click on "Bookmarks" in the Menu Toolbar  
Click on "Organize Bookmarks"  
This lets you set up a filing structure with primary and secondary folders  
(Example: Primary might be Travel; secondary might be Airlines,  
Auto Rental, Hotels, etc.)

You can move your existing bookmarks into these folders.  
When you make a new bookmark, you can put it into the folder as desired.

\* Remember – when you bookmark a website you can create your own name for it \*

## **V. How to find Personal Library Websites**

Search the primary topic of interest (e.g., "opera", not "Carmen")  
Check Google Related Searches (at bottom of the page)  
As you search, keep track of the number of "hits" (listed just below query)  
Check Google Wonder Wheel; Something Different; and Timeline  
Available in the Search Tools section (bottom of left column)  
Go to Wikipedia and check your spelling and vocabulary

Look for links to promising websites  
Search "Top Ten Websites for ..."  
Test a few and see how you like their results

Bookmark one or more promising sites  
Test them over time to see which you like for particular searches

## **VI. Structuring an Individual Query**

- A. Find a website and search that website
  - Product information (find the company website)
  - Travel information (find a website for the location)
  - Sports statistics (find the team)
- B. Try a direct, specialized search
  - Target 6-8 keywords (Google will take up to 32)
  - Try Advanced Search
  - Keep "Instant On" and watch it closely
  - Try Related Searches; Wonder Wheel; Something Different; Timeline
- C. Try Wikipedia and linkages
- D. Do iterative searching
  - Keep track of promising words that seem to enrich the search
  - Add or change your keywords to incorporate these promising words
- E. Do collateral searching
  - Search closely related terms to find the keyword you need when you can't remember it or the keyword you remember has no relevant hits or too many hits.
    - Example: Search John Smith's brother Bertrand Smith to find his family
    - Example: Search Oakmont Drive on a map to find a street name here
    - Example: Search Glen Ellen wineries to find a list with Benzinger on it
- F. Find a promising website and find similar websites
  - Click on "Similar" located under the search result
  - Search using Related:website name

## **VII. Set up an Email Alert on Google**

- A. Enter the search criteria you want
- B. Click on NEWS (left side)
- C. At the bottom of the results page Click on "Create an Email Alert"
- D. Fill out the form and indicate "Creat Alert"

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## **Appendix 1. Google Web Search Features** (as of 2/1/11)

### Everyday Essentials

Weather – the word weather and the location (weather San Francisco)

\* note that location can be a name or zip code \*

Stock Quotes – the stock symbol (CSCO)

Time – the word time and the location (time London)

Sports Scores – the team name (San Francisco Giants)

Music – the artist (Nirvana)

Sunrise/Sunset – the word and location (Sunrise San Francisco)

### Reference Tools

Calculator – put in the numbers you want ( $4 \times 6 / 5 =$ ) and the answer is shown

Book Search – Click on Book Search (first item under More) and

input the author's name (Robert Louis Stevenson)

Earthquake – the word earthquake and the location (earthquake 95409)

Unit conversion – put in what you want (1.5 cm in inches) and it gives the answer

Public data – put in words like “population” or “unemployment rate” and a location (population Santa Rosa)

### Choosing Keywords

Search for synonyms – put ~ first (~population)

Definitions – put define and the word you want defined (define population)

Spell checker – put in the word (Chatanooga)

### Local Search

Local business/restaurant – put your keywords and the location (pizza 95409)

Movie showtimes – put the word movies and location (movies 95409)

### Health

Health conditions – enter the keyword (asthma)

Medications – enter the generic or brand name (Aleve)

Poison control – get the poison control hotline by typing “poison control”

Suicide prevention – get the hotline by typing “suicide prevention”

Flu prevention – type the word “flu”

### Trip planning

Flight status – enter the airline name and flight number (Southwest 644)

Currency conversion – enter the amount and currencies (150 GBP in USD)

Maps – type the name or zip code and the word map (95409 map)

### Numerical

Package tracking – enter a UPS, Fedex, or USPS number

Patent numbers – enter the word patent and a number (patent 5997895)