How To Really Use Google.....

By pcpetes.co.uk

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Introduction

Google.com /.co.uk needs no introductions, it was one of the fastest growing internet services and now more popular than Gucci. We all know it as one of the best search engines but google is 'they' as in.. a business offering many things. Are focus will be on using their suburb search engine and maximizing your search results.

We will also show some other interesting things that can be done, which you most likely thought…… 'Not possible'.

"We won't just search for it!
We'll discover new things and pin-point what we actually want."

How many times have you typed a word or two into the google search filed when looking for something only to find 10'0000 billion, million quad-zillion @+%$ING pages on it.!!

OK you click-walk through 100 or more results, but what if the perfect site for your needs is about 60 pages down in the search results? Would you get there before the moon hits earth in 2080?

Few, that's 40 pages done…. S..t coffees cold!

What if,, you search for triple x t-shirts like the beer! But instead get more than you bargained for, like triple x rated web sites and nude pictures! Not to clever if the young ones are sat with you is it?

So.. you get the point, right.. The better at searching you are, the less hassle it will be to actually pin-point what you are looking for.

What you are looking for plays a big part in the methods used to give criteria for the search. If you are looking for a type of business, then it would be done differently than if you were looking for people or supplier of a rare or specific material.

Did I mention a business!! Ho yeah stuff using 118-118 or yellow pages to find a company. You google for them, you'll get more information like ID and address but also maps to them and some background info on the company or even their relationships with other companies you may not want to be associated with.. !!

I think you get the point now.. so lets move on and learn about how we can really open up google's strengths in sniffing out what's wanted..

Googles not just a search engine

Some Google extra's

We know you open google.co.uk or .com, slap some words in the box and click search, but there are tools you can download and install which are closely related to the mighty search engine. The google tool bar is the first most significant one. Install that baby and you can do so much more.. we will cover this in greater detail later..

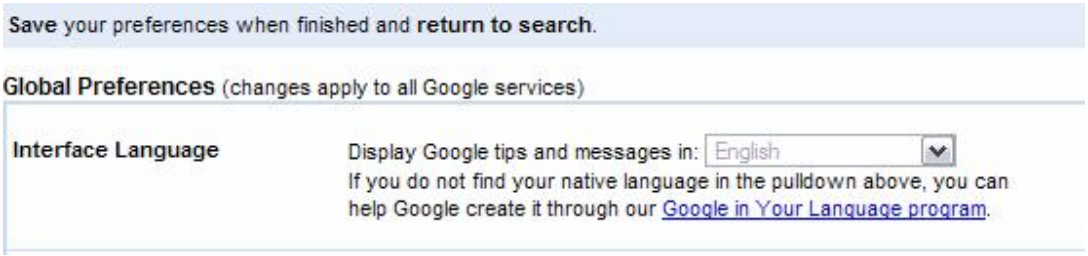
There are services on the google site aside from that search engine you use, Most are aimed at businesses but there are a couple you could make good use of.. We'll cover those as well later..

One key thing to begin with is the preferences link on Google right side of search box that you keep ignoring when you go there to start a search. Its just bellow the 'Advanced Search' option, WHAT! You've been ignoring that one as well!!! Geese! I can see this is going to be a long day..!!

The Google Preferences settings

There are some handy settings that you can use to make google work better for you. Once you get your pref settings sorted they will keep google 'your way' unless you use a different computer to access google. This is because google uses cookies and the windows registry to store your preference settings and both these stay on your computer.

So.. lets do this… goto www.google.co.uk or .com and click that preferences link right side of the search box. You will see the preferences options displayed which begins with the 'Interface Language' option Shown bellow..

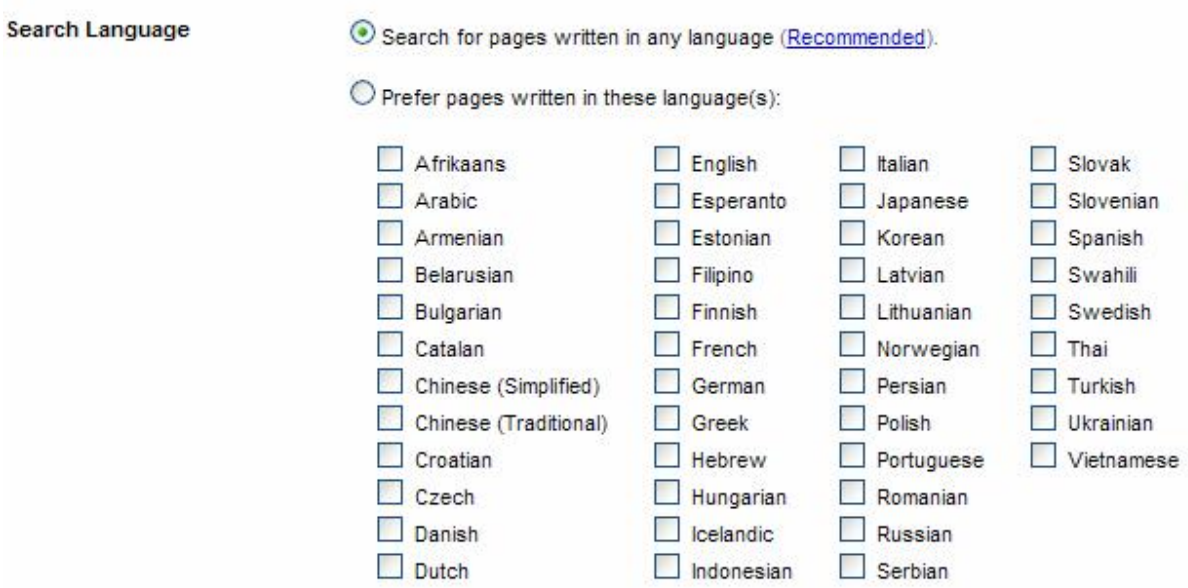


Now you see this option and think, i'm English!! And its set to that anyway..!!! Well, did you know you can change it to 'Elma Thud' so the 'I'm feeling lucky' button becomes 'I'm Feewing Wucky'

I laughed my ass of when I first found this..! You can also set it to Klingon or Hacker. You could set the prefs on your mates PC when their not around, set it to Klingon do a search for star trek stuff and walk away, and get your phone camera ready..

Note: if you set it to Chinese or something you don't understand then you're buggered!!. You will have to go to your cookies folder and delete the google cookie and restart the browser.

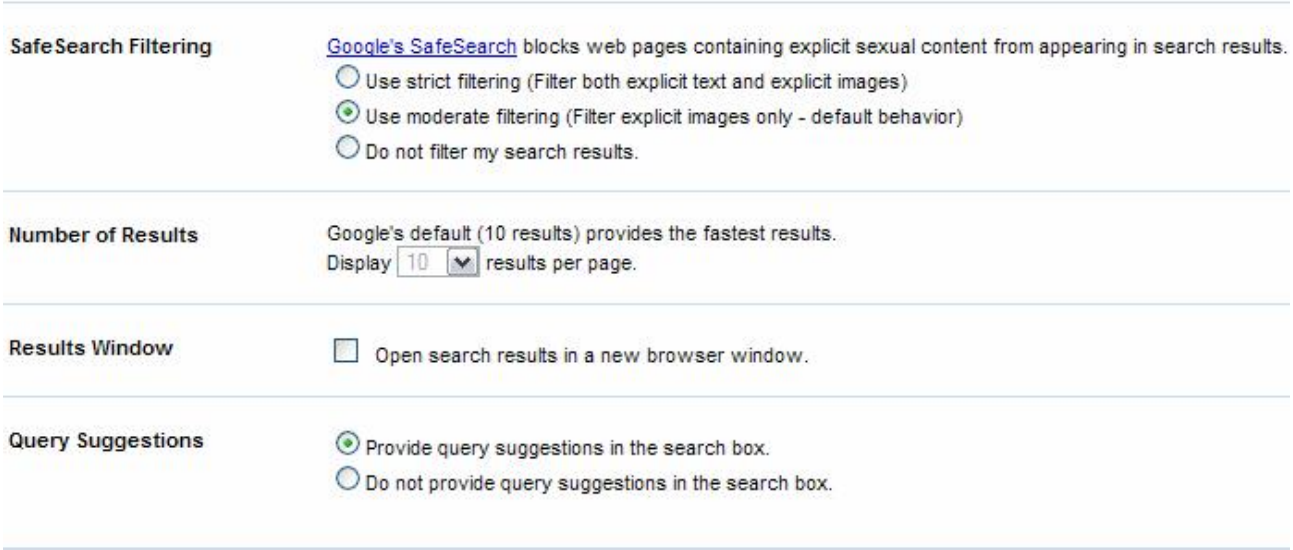
Next lot of settings on the prefs page are as follows…..



In these options you can have multiple ticks in the boxes and set it to 'Prefer pages written in these languages' so.. you may be thinking why! I'm English so I'll only want English!.. Well, the information in that site might still be very relevant and google can translate website pages into English for you. But it is still useful at times to search site of one or two languages only. What upsets me the most, is Elma Thudd is missing from these pref settings..

So leave these settings as is or click box next to your language……

The next set of options look like the following…. (Explanations next page)



The ‘Safe Search Filtering’ option lets you Choose:

Use strict filtering (Filter both explicit text and explicit images)
This option will stop porn sites and other explicit content sites dead in their tracks.. a very good option to set if you like triple x beer…

Use moderate filtering (Filter explicit images only - default behavior)
This option is the default setting and does what it says.. and allows moderate content..

Do not filter my search results.
This switches off filtering all together, and do you know what.. It’s a waste of time having this setting because so much crap comes through, which greatly reduces the chances of you finding your desired content unless you’re mind is severely deranged..

Number of Results

Pretty obvious this one, I’ve set mine to 20 so I get 20 items per page in my search results, just seems quicker when I’m looking through them all.

Results Window

If you tick the box for: ‘Open search results in a new browser window.’ Then of course the web browser opens the website for the selected search result in a new window, why,, well, you get to keep your search results pages away from others you open, but these days web browsers just open a new tab, so leave this one un-checked if you use firefox or internet explorer 6 upwards.

Query suggestions

If this option is set then google will offer possible spelling corrections and or sentence alternatives for you to use after you’ve applied keywords to search for in the search box.. The default setting is to have it active..

Well, if you’ve got your settings how you want them click the ‘Save Settings’ button and we will move on to the next subject..

Keywords for searching with

What's a keyword? When you type words into the google search box, you are typing in what's referred to as keywords. On the google website they often refer to search criteria as keywords.

Its not so much about what keywords you use to find things its how you use them..

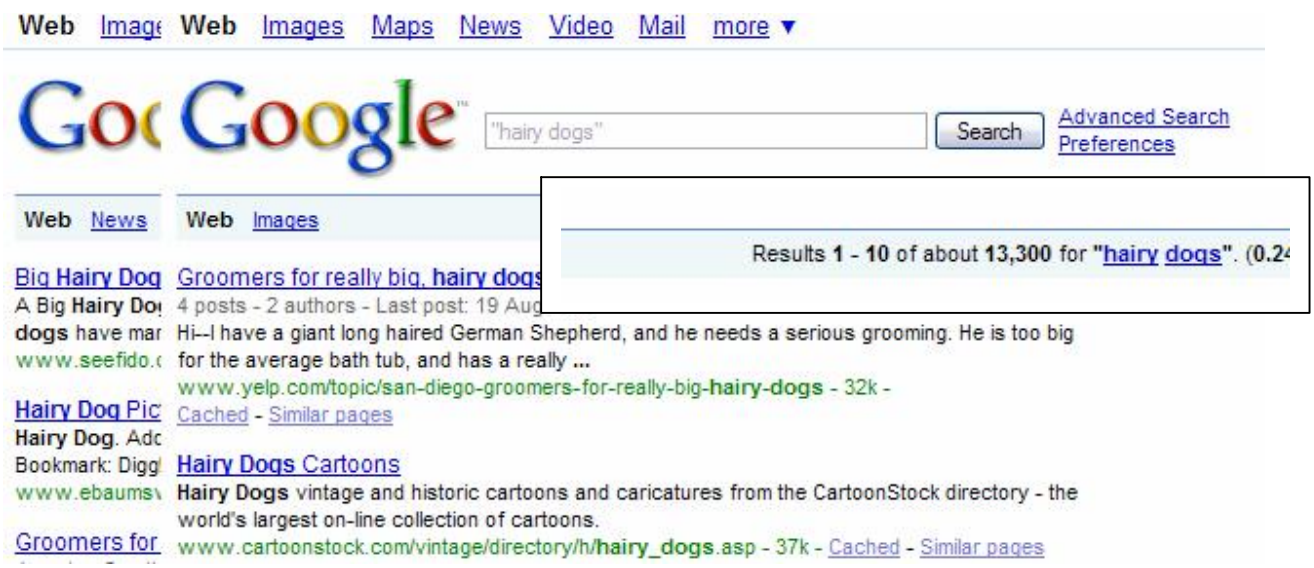
Go to google and type in 'hairy dogs' and click on the search button…. I got the following amount of sites in my results…..(I've put the results on top other image for completeness)

Notice google found 6,390,000 websites on these slipper killers.. Mine get chewed to bits..!!

OK, now i'm going to do the same search again but with one difference.. i'm going to put the keywords 'hairy dogs' inside speech marks so it looks like the following…

Red circle shows how I typed it.. don't add the vertical line, that's the cursor dumb ass!!

On following page are my results after clicking on the search button..



Did you notice the results for the same subject search only retrieved 13,300 sites?
(yours may be more or less) Why? Because putting keywords inside speech marks, tells google only to list pages where the words 'Hairy' and 'Dog' are right next to each other. This makes the search results more relevant by eliminating sites about 'hair on dogs' or about 'dog' web sites not related to 'hairy dogs' only.. You can see this in the two sites in the snap-shot above.. Remember this tip it will save you a s..t load of page walking..

Logical operators to add and remove words

On a calculator we use the plus key to add numbers and the minus key to deduct (remove) numbers. Well, in google believe it or not it's the same, only with string text(words and numbers as text).

Go back to your google search page and edit the keywords in the search box to look like mine in the snap-shot bellow, make sure it's exactly the same...

When you click on search Google will find the sites on 'hairy dogs' but will remove any sites that have the word 'CartoonStock' in them.. Look at the prev snap-shots of our search at top of this page and you will see the sites relating to cartoonStock. Look on the new search results in the browser and you will find those sites are gone!!! We now have a list of sites that are even closer to what we want.. On my results it removed a further 200 less relevant websites.

The '+' operator allows you to list sites that have to or more combinations of words next to each other.

Edit the google keywords to the following….

"Hairy dogs" + "German Shepherd" – "Labrador"

See how much further the search results have been reduced to more relevant sites.. play about with these operators and more keywords like "Black hair" or -"vets" …… you get the idea.!!

If you go to the google page again and click on the advanced search option to the right, it will take you to the advanced search page with some options you can fill in to refine your search. If just want the basic methods of refining your searches this advanced search form will do.

You can do what the form does using some of the keyword search methods we just covered, actually unless you want to search for specific file formats like video or Microsoft power-point then the form is pretty limited. You can use the form to find recently updated websites but it's a little sketchy.

With some more methods under your belt it's more powerful to work straight from the keyword search box like we have been, so let's learn some more methods to use.

Another good keyword operator is 'OR' (best used in capitols only. not 'or')

We could take our last search example and add to it like this….

"Hairy dogs" + "German Shepherd" – "Labrador" OR "hairy dogs" + "jack Russell"

This search gave 200+ websites, when the 'OR' operators taken out, it drops to 175+ websites.
So with the 'OR' operator added google followed to different search paths and added the results of each together.

Now that's pretty cool if you want to get all technical with you're googlelizing, but here's one more little gem to end with.

Ever heard of searching by using wildcards? What's a wildcard? It's a way off adding a marker which can represent any word that relates to your keywords. For instance……

*"Remember, remember the * of *."*

Will most likely find the words 'Fith' and 'November' for you, that is, if you couldn't remember how the saying went but knew most of it… try it now type the keyword search method above in to google and be amazed as it happily finds the missing words for you…

It doesn't end there.. there's more….

Google also has some special operators to use with keywords which are useful in some ways but useless in others.. These special operators always end with a half colon ':' then your keywords, so if I wanted to view a website for which I new the address of but wanted to see google cached version of it, I would use the following special operator.. along with the website address.

Cache:www.pcpetes.co.uk

This spec operator isn't much use on its own but you can add keywords after the site address and google will search for those keywords inside that website only.. so……

Cache:www.pcpetes.co.uk about us

This will open the google cache of our site and highlight all instances of the words 'about' and 'us' which appear in our 'About Us' page as it happens..

You can guess the rest from here. Play with different site addresses and see what you can find. How many websites have you used and wanted to search through but they don't have a search tool for their site. Well, this is how you search them regardless..

Now.. if you really want to narrow down the sites in a search, here are some powerful spec operators to help you do just that.. These ones will search inside the page titles of websites or in their url's (domain names) like www.pcpetes.co.uk or www.google.com are both domain names. So.. You will actually be able to search inside the domain name itself or even inside page titles on a website.. wow..holy S..t! that's what I call going in deep..!!

How do we search inside a domain name then? Its like this… go to google and type in the search criteria shown bellow….

AllInurl:pcpetes

When you click the search button you will see websites with the word 'pcpetes' in their url's. google normally displays site addresses in green. So you should only see websites that have the word 'pcpetes' in their actual address.

Now try the following spec operator to find the word 'games' in the title of web pages.

AllInTitle:Games

When the search results come through randomly open some of them and you will find they all have the word 'game' in their page titles. Firefox and internet explorer show page title at the very top left of browser above the tool bars. If the browser used tabbed prosing you will see the page title in the page tabs on the web browser. And that's it. You are now officially a google power user!

Final comments

Thank you for reading this pcpetes.co.uk white paper on using google. We hope you found it useful, and if not, at least entertaining. Now you can really find what you are looking for on the internet and get better results and closer related websites.. s..t you're a pro now.. well done..

Thank you kindly,

And bye for now..