

Goizueta Business Library

Creating Bridges to Knowledge

Advanced Google Features

Use the following advanced features and tips to ensure that your results yield authoritative, credible evidence to support your recommendations.

Choice of Words Counts. *The more precise your keywords, the better the results.*

Word Order Counts. *Position keywords in the order of importance.*

PHRASES (" ")

Always place phrases in quotes or Google will search for the words separately.

- "stock options"; "private equity"; "South Carolina"; "not for profit"
- Stock options - will search for the words *stocks* and *options* separately, not as a phrase

AND

Google looks for all of the individual keywords to appear in each returned document or website.

Google automatically inserts AND between your term terms, unless you tell it otherwise.

- Healthcare medical devices innovation – will search for each word separately
 - Healthcare AND medical AND devices AND innovation – this is how Google interprets the above search
 - healthcare "medical devices" innovation - a more precise search, yields less but more relevant content.
- Since AND is the default, you never have to include it in your search. BUT if you do, it must be in all caps, e.g. AND

OR

Separate synonyms (e.g. like concepts) with OR to maximize best results.

- Automobiles OR "motor vehicles" OR cars
- Always use all caps, e.g. OR

COMBINING AND & OR

Always separate AND & OR logic with parenthesis.

- ("private equity" OR "venture capital") (trends OR statistics OR data)
- Google interprets this search as – look for content with the phrase private equity or phrase venture capital, and the word trends or statistics or data

Target the Best Sources

SITE:

Targets a specific domain (e.g. gov, edu, org, etc.), country, or just one website.

- site:gov – only searches your keywords within government websites
 - population ("north Carolina" OR florida) site:gov

- site:emory.edu – only searches your keywords in Emory's website
 - enrollment college site:emory.edu
- site:country code – restricts your search to a specific country
 - site:au – only searches Australian websites
 - "talent management" trends site:au
 - [List of Internet Country Codes](#)

INURL:

Search a specific source's content; could be on its website or included on another site.

- inurl:deloitte – only searches URLs that links you to Deloitte's content
 - "online shopping" "customer experience" usage data inurl:deloitte
- Additional inurl searches
 - inurl:blogs – searches blogs
 - inurl:forum – searches discussion boards
 - inurl:youtube; inurl:video – searches videos

Target Document Types

Limit searches to Adobe documents or PowerPoint decks.

FILETYPE:

- filetype:pdf – most reports, studies, whitepapers, and surveys are available in .pdf rather than html.
 - "online shopping" "customer experience" usage data filetype:pdf inurl:deloitte
- filetype:ppt – powerpoint presentations can provide good data snapshots and other useful industry/market insights.
 - "online shopping" "customer experience" usage data filetype:ppt

Filtering with Numbers

Search for a range of numbers by adding two dots .. between two numbers.

Most frequently used to narrow returned content to specified year(s) of publication. It can also be used to identify content containing historical, current, or forecasted data for specified year(s).

- 2015..2025 – looks for mention of any number(s) between 2015 and 2025.
 - ("quick service restaurant" OR qsr) (beacons OR apps) (data OR statistics) 2015..2025

Google Images

When having a hard time locating specific data or if you are looking for lists or rankings of top companies or vendors, try running the search in Google Images. Identify the website or organizations publishing this information, then follow these leads.

- "pet care" market (rank OR ranking OR top)

