

# Goizueta Business Library

*Creating Bridges to Knowledge*

## Advanced Google and Friends: Taking Control of Searching the Web

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### Google: Beyond the Basics

*Don't limit your searches to just a few keywords. Try the following advanced features to improve your results*

**FILE TYPES (filetype:)** – Think creatively about the format in which certain information might be found and include that information into your search strategy. For example, financial data is often in .xls or .csv; presentations in .ppt; whitepapers in .pdf. You can also search for: doc, rtf. Add filetype: to the end of your search: **EXAMPLE: Form 1040 filetype:pdf**

**SITE SEARCH (site:)** – Think about where information “lives” and target particular URLs or specific domains. For example, census data comes from gov web sites, and specifically, [www.bls.gov](http://www.bls.gov); look for academic information in .edu domains and association industry facts in .org. **EXAMPLE: unemployment georgia site:www.bls.gov; restaurant industry trends association site:org**

**SYNONYMS (~)** – Place ~ in front of search terms to retrieve words with similar meaning. **EXAMPLE: ~equity** - retrieves pages with matches to: stocks, investments, capital

**SIMILAR PAGES (related:)** – Quickly locate additional web pages that contain content similar to a specified site. **EXAMPLE: related:finance.yahoo.com** – locates other web sites containing public company financial information.

**NUMBER RANGES (..)** – search for a range of numbers or dates by placing .. between them. **EXAMPLE: 2000..2005** - retrieves 2000, 2001, 2002, 2003, 2004, or 2005.  
**..31** - searches for numbers/dates less than 31; **31..** - searches for numbers/dates greater than 31.

### LIMITING KEYWORDS TO PARTS OF WEB PAGES

**allintitle:** all words following the expression must appear in the page title. **EXAMPLE: allintitle: storytelling leadership** – looks for both storytelling and leadership in the title

**intitle:** first word or phrase following expression must appear in the page title. **EXAMPLE:**

**intitle:"emotional intelligence" goldman** – retrieves pages with emotional intelligence in the title and mention Daniel Goldman somewhere on the page

**inurl:** requires terms to occur anywhere in the URL; very useful when you do not know the exact URL. **EXAMPLE: inurl:deloitte "corporate governance" filetype:pdf** – retrieves .pdf documents from the deloitte web site that discuss corporate governance.

http://business.library.emory.edu

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# Handy Google Shortcuts

*Use Google's search box to quickly retrieve frequently requested information*

## Definitions, Thesaurus, Encyclopedia Lookups

- **define: bonds**
- **define: "stock options"**

## Stock Prices

- **stocks: ko** – links you directly to the relevant Yahoo! Finance page
- **stocks:ko ibm** – links you to a Yahoo! Finance page containing information on both Coca Cola and IBM stock pricing
- **ko** – typing the ticker symbol returns latest stock price (15-20 minute delay), along with an intra-day chart, the daily high and low. Clicking on the ticker symbol link takes you to the related Yahoo! Finance page

## Info

- **info:www.restaurant.org** – displays brief description of the web site

## Calculator

- enter the calculation into the search box to use Google's built-in calculator function
  - **5+5\*2**
  - **half a cup in teaspoons**

## Currency Conversion

- enter the conversion into the search box to use Google's built-in currency converter
  - **USD in GBP**

## Street Maps

- enter a U.S. street address, including zip code or city/state in the search box; the returned results will prompt you to request directions
  - **1300 Clifton Road Atlanta ga**

## Book Search

- **books on "emotional intelligence"** – retrieves Google Book Search\*
  - \*requires registration to use all features

## Weather

- **weather atlanta ga** – retrieves weather conditions and 4 day forecast

## MORE????

Google Help Center - <http://www.google.com/support>

Google Guide: Making Searching Even Easier - [www.googleguide.com](http://www.googleguide.com)

Google Toolbar - <http://toolbar.google.com/?promo=mor-tb-en>