



Become a Google Power User: Tips and Techniques



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Mastering Google's Power Search Commands



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Power Search Commands: General Tips

Word order counts

Position keywords in the order of importance by placing the most critical terms first.

Use fewer words, but the right words

The more precise your keywords, the better the results. Too many words can overwhelm and result in less relevant content.



Power Search Commands: Keywords

You will have more success searching if you distill your topic down to main concepts, otherwise known as keywords.

- *The more precise your keywords, the better the results.*

Example topic: “I want to find information on innovations of medical devices in healthcare, specifically related to cancer.”

Keywords:

- innovation
- medical devices
- healthcare
- cancer



Power Search Commands: Synonyms

Next, brainstorm synonyms for your keywords to broaden your search and ensure you do not miss relevant information. Keep in mind, authors use different keywords to describe concepts.

Example topic: “I want to find information on innovations of medical devices in healthcare, specifically related to cancer.”

Keywords:

- innovation
- medical devices
- healthcare
- cancer

Possible synonyms for each concept:

- *Innovation* > disruption
- *medical devices* - sometimes a keyword stands on its own without synonyms
- *healthcare* > health, medical, medicine
- *cancer* > oncology



Power Search Commands: Trigger Words

Trigger words provide focus and clarity. Think of them as action words that drive Google to return results that target the kinds of content you are looking for.

Possible trigger words include:

- data
- statistics
- impact
- trends
- strategy
- growth
- outcome
- decline



Power Search Commands: Phrases

Always place phrases in quotation marks (“ ”) so that Google searches for the words together in the exact order you wrote them.

Example phrases:

- “stock options”
- “North Carolina”
- “self-driving” – *Note:* Treat hyphenated words as a phrase.
- “autonomous vehicles”
- “medical devices”

Conducting a search for *autonomous vehicles* without quotation marks will return many extraneous results. Without quotation marks, results will include:

- The word *autonomous* anywhere
- The word *vehicles* anywhere
- *Autonomous vehicles* as a phrase



Power Search Commands: Connectors - AND

Google looks for all the individual keywords to appear in each returned document or website. It automatically inserts AND between each search term, unless you tell it otherwise.

Since AND is the default, you never have to include it in your search. But if you choose to, it must be in all capital letters.

Example:

- Healthcare medical devices innovation
 - Google interprets this search as: healthcare AND medical AND devices AND innovation
 - It requires that all 4 search terms be present, in any order
- Healthcare “medical devices” innovation
 - Searching “medical devices” is a more precise search, yielding fewer but more relevant results



Power Search Commands: Connectors - OR

Google requires at least one of the individual keywords to appear in each returned document or website.

- Use OR to separate synonyms, e.g., similar concepts
- Always type OR in all capital letters
- Remember that the benefit of using synonyms is to find the most relevant results

Examples:

- automobiles OR “motor vehicles” OR cars
- innovation OR creativity OR disruption



Power Search Commands: Logic – Combining AND & OR

Use Boolean connectors to create a clearly expressed logic search string, one that will drive Google to return the best content for your research

Structuring your search:

- (synonym OR synonym) (synonym OR synonym)
 - Remember that AND is assumed between the sets of parentheses

Examples:

- (cancer OR oncology) “medical devices” (innovation OR disruption)
- (phone OR “mobile device” OR smartphone) (millennials OR “gen z”)



Power Search Commands: Logic – Combining AND & OR

Now let's break down the logic:

Example: (cancer OR oncology) “medical devices” (innovation OR disruption)

- (at least one of the keywords) AND the phrase AND (at least one of the keywords) must be present in each document or website
- Looks for content that contains: either keywords *cancer* OR *oncology* AND the phrase “*medical devices*” AND either keyword *innovation* OR *disruption*

Example: (phone OR “mobile device” OR smartphone) (millennials OR “gen z”)

- (at least one of the keywords or phrases) AND (at least one of the keywords OR phrases) must be present in each document or website
- Look for content that contains: either keyword OR phrases *phone* OR “*mobile device*” OR *smartphone* AND either keyword/phrase *millennials* OR “*gen z*”



What does this look like in practice? Let's put it together.

Research topic:

- Recent trends toward sustainability in the fashion industry

Here are the factors we need to consider:

- What are the essential keywords or phrases?
- What are some synonyms for these keywords and phrases?
- Are there trigger words that might help?
- What should our word order be?
- What logic should we use in our search statement?



Recent trends toward sustainability in the fashion industry

Step 1: *Start with key concepts/keywords*

- sustainability
- fashion
- industry

Step 3: *Which trigger words will help provide specificity?*

- trends
- impact
- outlook
- strategy

Step 2: *What are the relevant synonyms?*

- **sustainability**
 - “eco-friendly”
 - green
 - recycle
- **fashion**
 - clothing
 - apparel
- **industry**
 - market



Recent trends toward sustainability in the fashion industry

Now, group synonyms for each concept together with OR:

Concept 1: sustainability OR “eco-friendly”
OR green OR recycle

Concept 2: fashion OR clothing OR apparel

Concept 3: industry OR market

Next, group the trigger words:

trends OR impact OR outlook OR strategy



Recent trends toward sustainability in the fashion industry

Put everything together to create a strong Google search statement.

(sustainability OR “eco-friendly” OR green OR recycle) (fashion OR clothing OR apparel)
(industry OR market) (trends OR impact OR outlook OR strategy)

Note: Remember that AND is assumed between words/phrases/parentheticals unless you specify otherwise.



Targeting the Most Credible Sources



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Power Search Commands: Who Owns Information

Use advanced search functions to drive Google to return content from credible, authoritative sources.

Consider:

- Who owns the information?
- Where does that information live?
- Who writes about your topic?

Example: Consulting Firms

- Considered experts in multiple industries due to vast client exposure
- Experienced framing real-world business problems and solving business challenges
- Write free white papers that provide key insights into industry trends, data, and competitor analysis



Power Search Commands: Who Owns Information – Domains

Target specific domains, e.g., government, education, non-profit, countries, or a specific website.

- site:edu
- site:org (typically used for non-profits)
- site:gov
- site:emory.edu

Place the *site:* command after your keywords and at the very end of the search statement.

- enrollment college site:emory.edu
- enrollment college (data OR statistics) site:gov



Power Search Commands: Who Owns Information – INURL

Target a specific URL or websites that are likely to reference that URL. Think of this function as a shortcut when you don't know that complete URL.

Examples:

- inurl:census
- inurl:deloitte
- inurl:nytimes
- inurl:youtube
- inurl:video

Place the *inurl:* command after your keywords and at the very end of the search statement.

Examples:

- streaming (netflix OR amazon OR hulu) (trends OR outlook) inurl:mckinsey
- travel (industry OR market) (pandemic OR “covid-19”) (impact OR future) inurl:(nytimes OR fortune OR forbes)

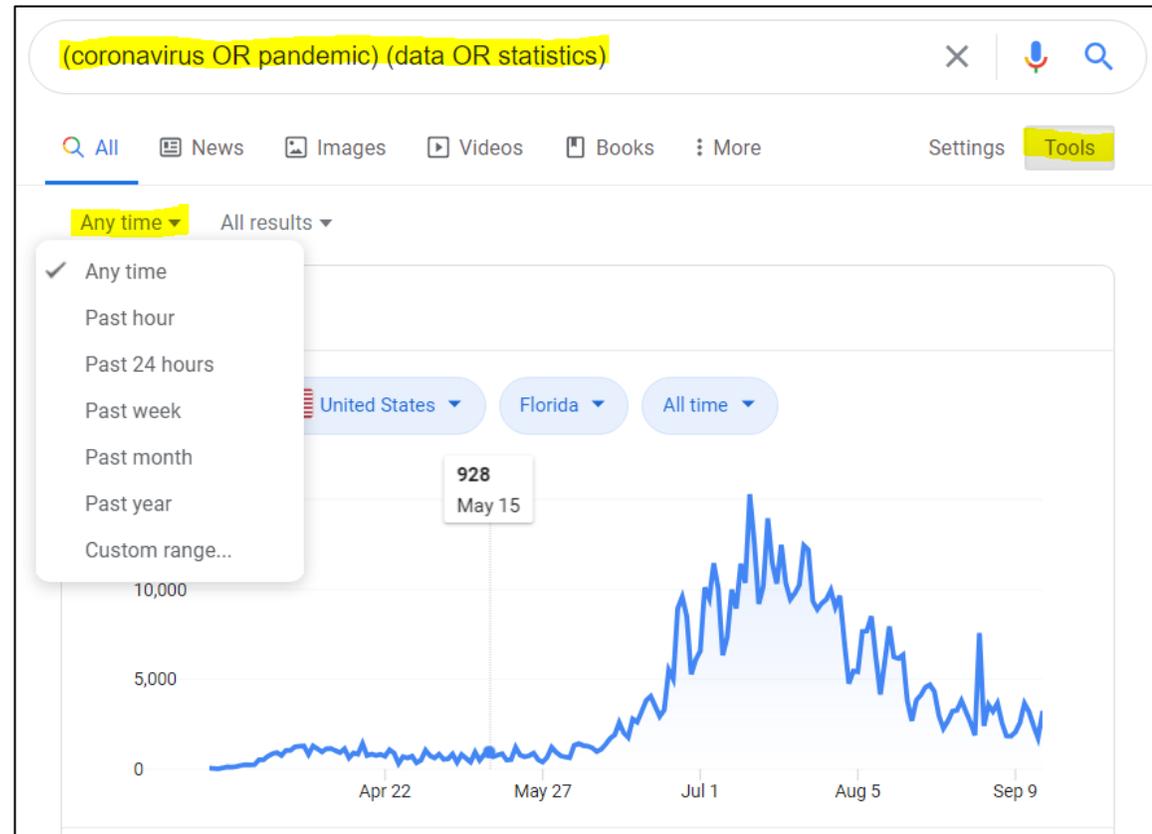


Power Search Commands: Dates - Tools

Use the *Tools* function to limit the publication date of returned content to specific timelines (e.g., one year, 5 years, custom range, etc.). The default is Any Time (i.e., all publication dates).

Example:

- When researching information about COVID-19, use the *Tools*' Custom Range filter to restrict content from March 1, 2020 – present.



Power Search Commands: Dates – Filtering with Numbers

Locate data for specific date ranges by adding two dots between two numbers. This is useful for locating historical, current, or forecasted data embedded within web content.

Examples:

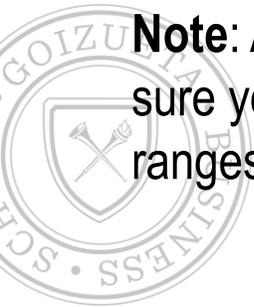
- 2014..2025 – searches for inclusion of years between 2014 and 2025
- (“quick service restaurant” OR qsr) (data OR statistics) 2018..2030 site:org

Note: Always add extra years to your date ranges to make sure you don’t miss relevant data and place the number ranges toward the end of the search statement.

FOOD QUALITY		SPEED OF SERVICE		VALUE FOR MONEY SPENT		HEALTHY OPTIONS	
Brand	% Top Box	Brand	% Top Box	Brand	% Top Box	Brand	% Top Box
Five Guys	72%	Five Guys	55%	In-N-Out	61%	Smashburger	32%
In-N-Out	71%	Culver's	49%	Steak 'n Shake	54%	Red Robin	28%
Smashburger	61%	In-N-Out	49%	Whataburger	52%	In-N-Out	26%
Culver's	59%	Jack In The Box	49%	Culver's	45%	Culver's	26%
Whataburger	55%	Smashburger	48%	Dairy Queen	41%	Whataburger	23%
Steak 'n Shake	50%	Whataburger	44%	Jack In The Box	39%	Dairy Queen	21%
Dairy Queen	44%	Sonic	42%	Burger King	38%	Wendy's	20%
Red Robin	43%	Dairy Queen	38%	Sonic	36%	Five Guys	20%
Sonic	41%	Burger King	37%	Wendy's	36%	Sonic	19%
Jack In The Box	35%	Carl's Jr.	35%	Red Robin	34%	Carl's Jr.	15%
Wendy's	35%	Red Robin	35%	Smashburger	33%	Burger King	15%
Carl's Jr.	35%	Wendy's	34%	Five Guys	32%	McDonald's	14%
Burger King	32%	McDonald's	31%	McDonald's	32%	Steak 'n Shake	13%
McDonald's	26%	Steak 'n Shake	29%	Carl's Jr.	27%	Jack In The Box	12%
OVERALL CLEANLINESS		STAFF FRIENDLINESS		CURB APPEAL		ATMOSPHERE	
Brand	% Top Box	Brand	% Top Box	Brand	% Top Box	Brand	% Top Box
In-N-Out	71%	In-N-Out	73%	In-N-Out	68%	Five Guys	64%
Five Guys	68%	Culver's	70%	Culver's	61%	Culver's	63%
Culver's	66%	Five Guys	67%	Smashburger	59%	In-N-Out	57%
Smashburger	58%	Smashburger	58%	Five Guys	58%	Smashburger	55%
Whataburger	56%	Whataburger	55%	Whataburger	57%	Whataburger	48%
Red Robin	53%	Red Robin	51%	Red Robin	52%	Red Robin	48%
Sonic	49%	Steak 'n Shake	49%	Sonic	46%	Dairy Queen	43%
Dairy Queen	44%	Sonic	48%	Dairy Queen	43%	Sonic	42%
Wendy's	40%	Jack In The Box	47%	Steak 'n Shake	41%	Steak 'n Shake	38%
Jack In The Box	40%	Dairy Queen	46%	Jack In The Box	40%	Wendy's	36%
Steak 'n Shake	39%	Carl's Jr.	40%	McDonald's	38%	Burger King	35%
Burger King	38%	Burger King	38%	Wendy's	37%	McDonald's	30%
McDonald's	37%	Wendy's	37%	Burger King	35%	Carl's Jr.	29%
Carl's Jr.	34%	McDonald's	35%	Carl's Jr.	28%	Jack In The Box	25%



MARKET FORCE



Power Search Commands: Document Types

In Google, you can limit returned content to PowerPoint or PDF formats.

- PowerPoint format often captures conference and other presentation decks and is useful for quickly locating data snapshots found in market research reports.
- Sometimes articles, reports, studies, whitepapers and surveys are available on the internet in PDF format.
 - **Note:** Not all content is uploaded in PDF format. Use sparingly.

Add to your search:

- filetype:(ppt OR pptx)
- filetype:pdf

Examples:

- online shopping “customer journey” usage (data OR statistics) filetype:ppt
- online shopping “customer journey” usage (data OR statistics) filetype:pdf inurl:deloitte

Note: Place the *filetype:* command after your keywords toward the end of the search statement.



Power Search Commands: Google Images

Search Google Images to locate data snapshots quickly and to find company lists or rankings.

After running the search in Google web, click on *Images*.

The screenshot shows a Google search for "pet care" market data. The search bar contains the query "pet care" market (rank OR ranking OR top). The search results include a chart titled "U.S. Pet Care market size, by product, 2014 - 2025 (USD Billion)" and a table titled "Pet Care Industry Trends | Hitwise" showing website visits share.

Websites	Visits Share
Chewy.com	6.60%
PetSmart	4.17%
Petfinder.com	3.79%
PETCO	3.46%
PetMD	3.46%
The Animal Rescue Site	3.34%
Honest to Paws	2.78%
AdoptAPet.com	2.37%
American Kennel Club	2.02%



Google Scholar and Library Linking



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Google Scholar and Library Linking

You can connect Emory Libraries' content to your Google Scholar account.

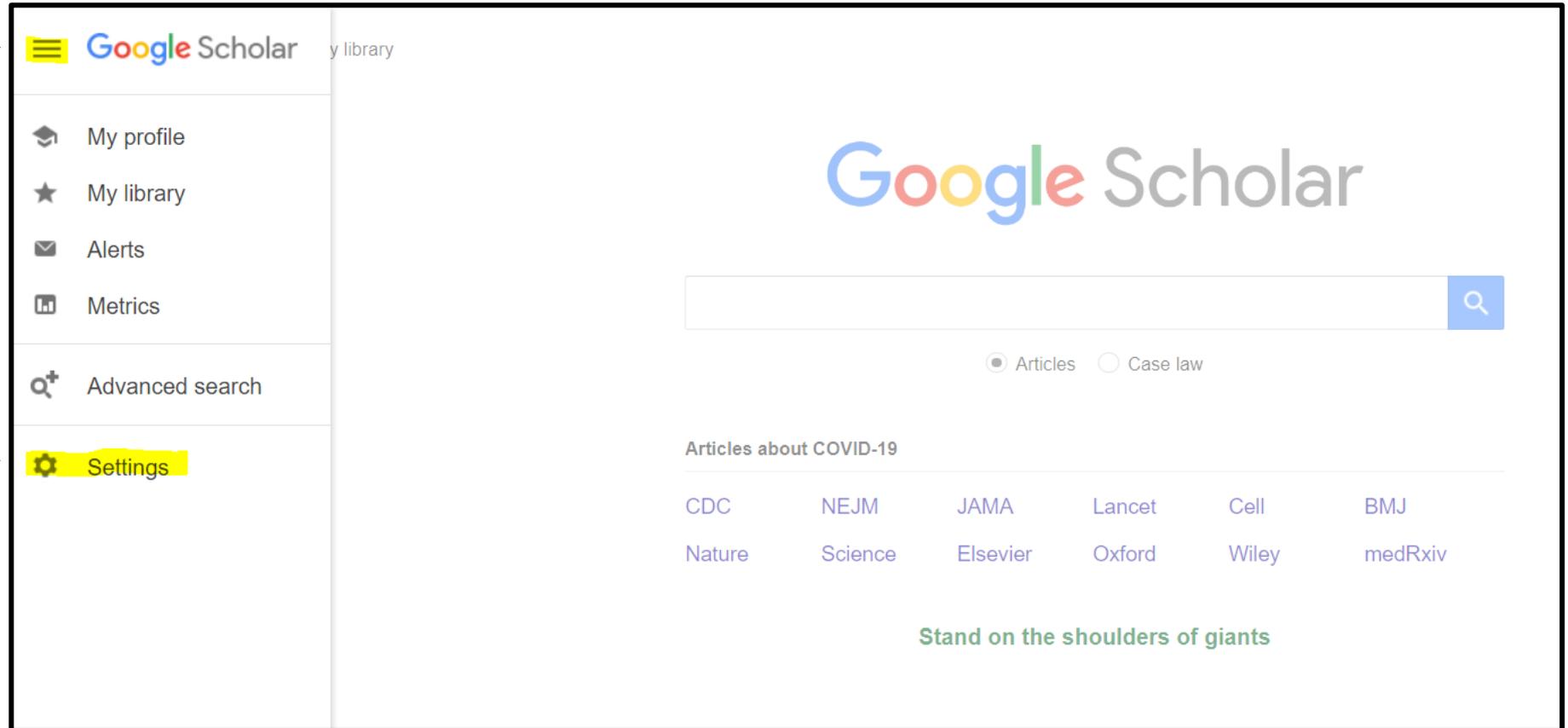
While this feature does not search all of Emory's electronic resources (and therefore is no substitute for database searching), it can be an excellent springboard into further research by helping you identify some journal articles on your topic.



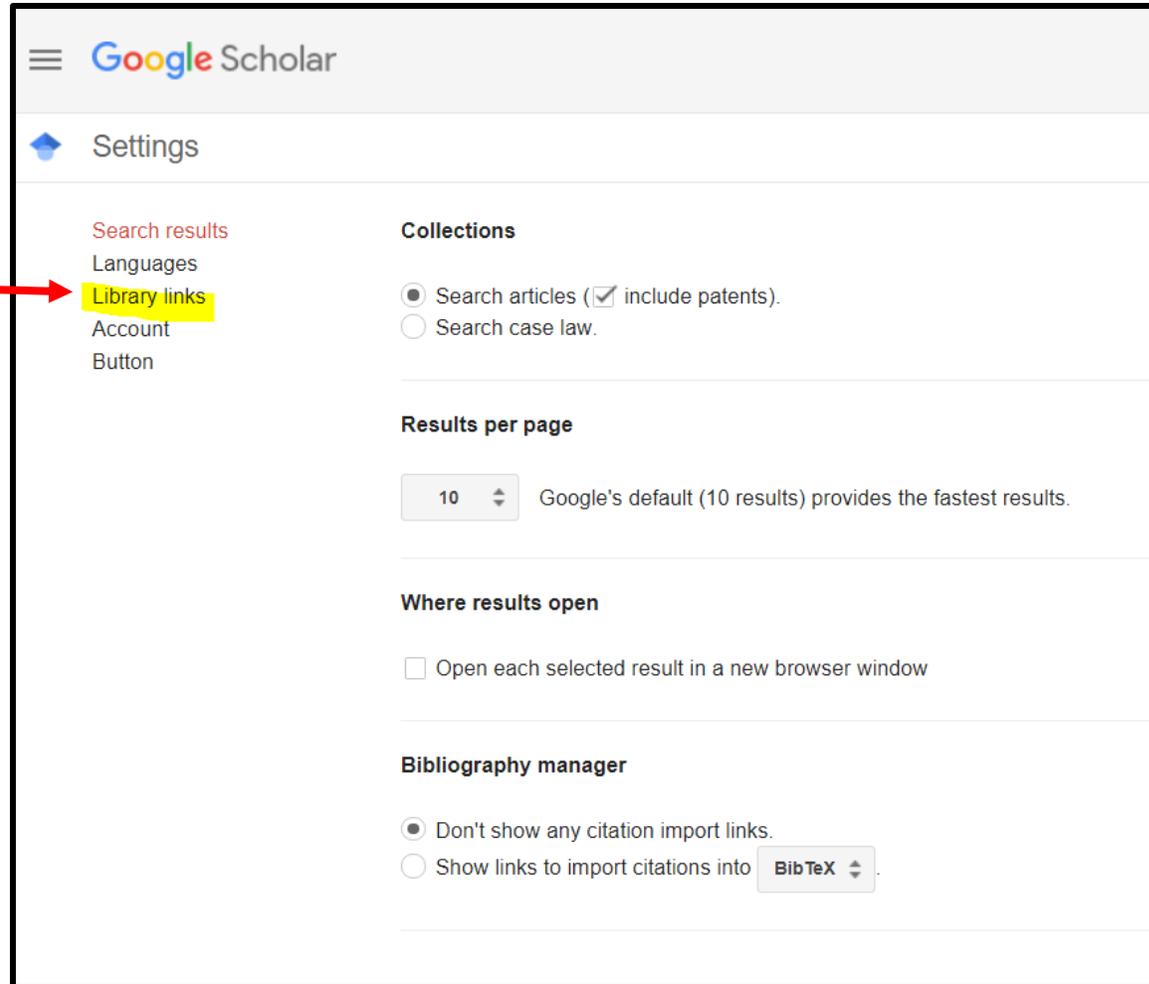
Linking Your Google Scholar Account

First, go to Google Scholar and select the three lines in the upper left-hand corner.

Then, select the Settings option.



Next, select Library links.



Linking Your Google Scholar Account, cont.



The screenshot shows the Google Scholar Settings page. On the left, there is a navigation menu with options: Search results, Languages, Library links (highlighted in red), Account, and Button. The main content area is titled "Show library access links for (choose up to five libraries):". Below this title is a search input field containing "emory university" (highlighted in yellow) and a search button. Below the input field, there is a list of library options with checkboxes: "Open WorldCat - Library Search" (checked) and "Find it @ Emory - Find it @ Emory" (checked and highlighted in yellow). Below the list is a paragraph of text: "Online access to library subscriptions is usually restricted to patrons of that library. You may need to login with your library password, use a campus computer, or configure your browser to use a library proxy. Please visit your library's website or ask a local librarian for assistance." At the bottom right, there are "Save" and "Cancel" buttons. At the very bottom, there is a note: "To retain settings, you must turn on cookies".

Type *Emory University* into the search bar and hit enter.

Select the check box next to *Find it @ Emory* and then hit Save.

Now you are ready to search!



You can tell that library linking has worked when you conduct a search and *Find it @ Emory* shows up to the right of some results. This lets you know that Emory provides access to that particular resource.

Note: the linking feature does not search 100% of Emory's holdings and is not intended to be a substitute for a full database search.

Google Scholar search results for "retail industry digital (transformation OR disruption) (future OR forecast)".

Articles About 124,000 results (0.07 sec)

Any time
Since 2020
Since 2019
Since 2016
Custom range...

Sort by relevance
Sort by date

include patents
 include citations

Create alert

The next digital transformation: from an individual-centered to an everyone-to-everyone economy
S Berman, A Marshall - Strategy & Leadership, 2014 - emerald.com
... good." the retail industry that provides travel-relevant goods, and the logistics industry that provides ... include variables collected not just across the travel domain, but also across retail, social media ... Awareness: what is the depth of market insight and is it reflected in the consumer ...
☆ 83 Cited by 83 Related articles All 4 versions

The Digital Transformation at Organizations—The Case of Retail Sector
MJ Ferreira, F Moreira, CS Pereira, N Durão - World Conference on ..., 2020 - Springer
... a https://www.macrotrends.net/stocks/charts/FTCH/farfetch/market-cap; b https://www ... A., Mitronen, L.: Digitalization in retailing: multi-sided platforms as drivers of industry transformation ... C., Wood, S., Floh, A.: Adaptive resilience and the competition between retail and service ...
☆ 2 Cited by 2 Related articles

E-books: A tale of digital disruption
RJ Gilbert - Journal of Economic Perspectives, 2015 - aeaweb.org
... Agency pricing or resale price maintenance allows the upstream firms to determine retail prices ... able to set profit-maximizing prices if they have better information about market demand ... economic evaluation between wholesale and agency pricing for the e-book industry was the ...
☆ 100 Cited by 100 Related articles All 16 versions

Find it @ Emory

[PDF] aeaweb.org Find it @ Emory



Advanced Search in Google Scholar

You can use the advanced search feature in Google Scholar to locate articles from a specific author, journal title, and within specific publication years.

The image shows a screenshot of the Google Scholar website. On the left is a navigation menu with the following items: 'My profile', 'My library', 'Alerts', 'Metrics', 'Advanced search' (highlighted in yellow), and 'Settings'. The main content area displays the Google Scholar logo and a search bar. An 'Advanced search' dialog box is open, featuring a search bar and several search criteria options: 'Find articles with all of the words', 'with the exact phrase', 'with at least one of the words', 'without the words', and 'where my words occur' (with radio buttons for 'anywhere in the article' and 'in the title of the article'). Below these are fields for 'Return articles authored by' (with example 'PJ Hayes' or McCarthy), 'Return articles published in' (with example 'J Biol Chem or Nature'), and 'Return articles dated between' (with example '1996').



Citations in Google Scholar

Use Google Scholar to think like your faculty. Consider:

- Who is writing about my topic?
- How is the research/thinking around this topic changing over time?

Find out who has cited specific articles (see *Cited by* link under each article) and use the citing tool to make sure you are giving proper credit.

retail industry digital (transformation OR disruption) (future OR forecast)

About 127,000 results (0.07 sec)

The next digital transformation: from an individual-centered to an everyone-to-everyone economy Find it @ Emory

S Berman, A Marshall - Strategy & Leadership (2014) ... good," the **retail industry** that provides travel-relevant goods, and the logistics **industry** that provides ... include variables collected not just across the travel domain, but also across **retail**, social media ... Awareness: what is the depth of **market** insight and is it reflected in the consumer ...

☆ **Cited by 84** Related articles All 4 versions

Cite

MLA Berman, Saul, and Anthony Marshall. "The next digital transformation: from an individual-centered to an everyone-to-everyone economy." *Strategy & Leadership* (2014).

APA Berman, S., & Marshall, A. (2014). The next digital transformation: from an individual-centered to an everyone-to-everyone economy. *Strategy & Leadership*.

Chicago Berman, Saul, and Anthony Marshall. "The next digital transformation: from an individual-centered to an everyone-to-everyone economy." *Strategy & Leadership* (2014).

Harvard Berman, S. and Marshall, A., 2014. The next digital transformation: from an individual-centered to an everyone-to-everyone economy. *Strategy & Leadership*.

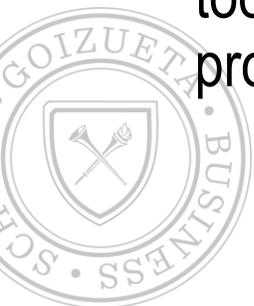
Vancouver Berman S, Marshall A. The next digital transformation: from an individual-centered to an everyone-to-everyone economy.

The next digital transformation: from an individual-centered to an everyone-to-everyone economy Find it @ Emory

S Berman, A Marshall - Strategy & Leadership, 2014 - emerald.com

... good," the **retail industry** that provides travel-relevant goods, and the logistics **industry** that provides ... include variables collected not just across the travel domain, but also across **retail**, social media ... Awareness: what is the depth of **market** insight and is it reflected in the consumer ...

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Questions?

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