

# **Search Techniques & Alternative Search Engines, From Google to EBay**

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# Search Engines (a few suggested sites)

- Google [www.google.com](http://www.google.com)
- Microsoft [www.bing.com](http://www.bing.com)
- Yahoo [search.yahoo.com](http://search.yahoo.com)
- Ask Jeeves [www.ask.com](http://www.ask.com)
- Viewzi [www.viewzi.com](http://www.viewzi.com)
  - Photo/Video Wall
- Sites that search other search sites (Meta Searches)
  - Meta Crawler [www.metacrawler.com](http://www.metacrawler.com)
  - Clusty [www.clusty.com](http://www.clusty.com)

# Sponsored Sites

- All search engines accept fees from companies which give the company “preferred” placement in search results

The screenshot displays search results for the query "ram memory". On the left, a grey box highlights the top three results, which are sponsored sites. Each sponsored result includes a green checkmark icon, a title, a URL, and a brief description. The first sponsored result is "Crucial Memory Upgrades" from crucial.com, offering factory direct prices and free shipping. The second is "Computer RAM Deals" from tigerdirect.com, advertising close-out prices and same-day shipping. The third is "Dodge Ram" from Dodge.com, providing photos, specs, and price quotes. Below the sponsored sites is an organic result for "Random access memory" from Wikipedia, which includes a green checkmark icon and a brief definition of RAM. On the right side of the search results, there is a vertical list of blue links: "ram memory", "Computer Ram", "Ram Test", "St Louis Rams", "Ram Restaurant", "Ram Mounts", and "Ram Videos". Below this list, another "Sponsored sites" section is visible, featuring a result for "Upgrade Computer RAM" from 4allmemory.com, which includes a green checkmark icon and a brief description of their services.

**Sponsored sites**

- [Crucial Memory Upgrades](#) - crucial.com  
Factory Direct Memory And Prices. Plus, Free Shipping and Support.
- [Computer RAM Deals](#) - www.tigerdirect.com  
Close-Out Prices on Computer RAM. Same Day Shipping, Buy Now!
- [Dodge Ram](#) - www.Dodge.com/ram\_truck  
View Dodge Ram Photos & Specs - Get Price Quotes & More - Dodge.com

[Random access memory](#) - Wikipedia, the free encyclopedia ✓  
Random access memory (usually known by its acronym, RAM) is a type of computer data storage. Today it takes the form of integrated circuits that allow the stored data to be accessed in any order, i.e. at random. The word random thus refers to the fact that any piece of data can be returned in a...

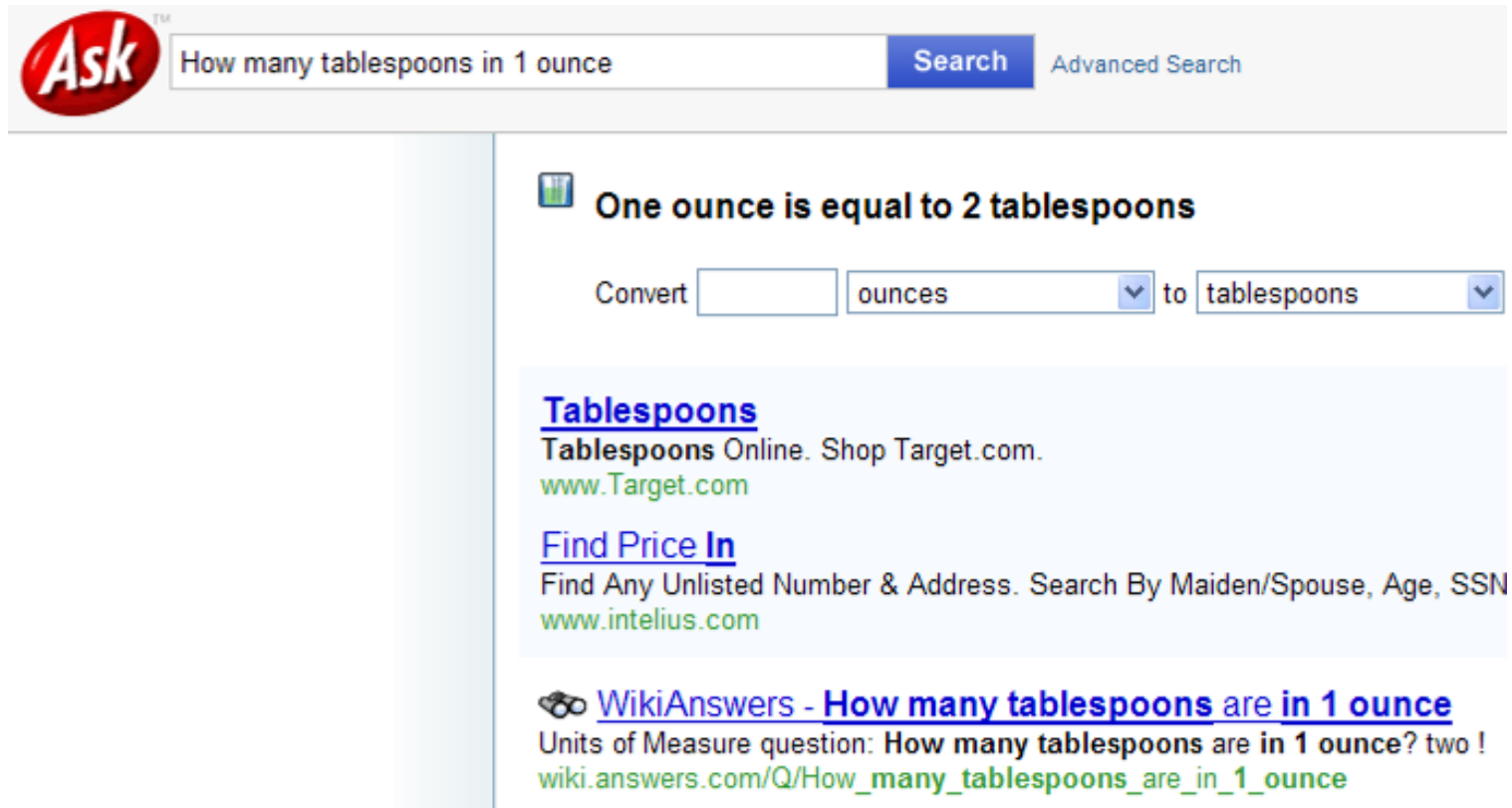
**Sponsored sites**

- [Upgrade Computer RAM](#)  
Computer RAM Memory. Great customer care. Free Installation  
www.4allmemory.com/RAM

ram


# Ask (Ask Jeeves)

- Use English phrases/sentences



The screenshot shows the Ask.com search interface. At the top left is the Ask logo. The search bar contains the text "How many tablespoons in 1 ounce". To the right of the search bar is a blue "Search" button and a link to "Advanced Search". Below the search bar, the search results are displayed. The first result is a conversion tool: "One ounce is equal to 2 tablespoons". Below this, there is a form with "Convert" followed by an empty input field, a dropdown menu set to "ounces", the word "to", another empty input field, and a dropdown menu set to "tablespoons". Below the form, there are three search results listed in a light blue box. The first result is "Tablespoons" with a link to "www.Target.com". The second result is "Find Price In" with a link to "www.intelius.com". The third result is "WikiAnswers - How many tablespoons are in 1 ounce" with a link to "wiki.answers.com/Q/How\_many\_tablespoons\_are\_in\_1\_ounce".


**Ask**™ How many tablespoons in 1 ounce **Search** Advanced Search

 **One ounce is equal to 2 tablespoons**

Convert  ounces to  tablespoons

**Tablespoons**  
Tablespoons Online. Shop Target.com.  
[www.Target.com](http://www.Target.com)

**Find Price In**  
Find Any Unlisted Number & Address. Search By Maiden/Spouse, Age, SSN  
[www.intelius.com](http://www.intelius.com)

 **WikiAnswers - How many tablespoons are in 1 ounce**  
Units of Measure question: How many tablespoons are in 1 ounce? two !  
[wiki.answers.com/Q/How\\_many\\_tablespoons\\_are\\_in\\_1\\_ounce](http://wiki.answers.com/Q/How_many_tablespoons_are_in_1_ounce)

# Google Basic Search -1

## The Essentials of Google Search

Doing a search on Google is easy. Simply type one or more search terms (the words or phrase that best describe the information you want to find) into the search box and hit the 'Enter'

In response, Google produces a results page: a list of web pages related to your search terms, with the most relevant page appearing first, then the next, and so on.

Here are some basic tips to help you maximize the effectiveness of your search:

- [Choosing search terms](#)
- [Automatic "and" queries](#)
- [Word variations](#)
- [Negative terms](#)
- [Capitalization](#)
- [Exclusion of common words](#)
- [Phrase searches](#)
- [I'm Feeling Lucky](#)

### Choosing search terms

Choosing the right search terms is the key to finding the information you need.

Start with the obvious – if you're looking for general information on Hawaii, try **Hawaii**.

But it's often advisable to use multiple search terms; if you're planning a Hawaiian vacation, you'll do better with **vacation Hawaii** than with either **vacation** or **Hawaii** by themselves. And **vacation Hawaii golf** may produce even better (or, depending on your perspective, worse) results.

You might also ask yourself if your search terms are sufficiently specific. It's better to search on **luxury hotels Maui** than on **tropical island hotels**. But choose your search terms carefully; Google looks for the search terms you chose, so **luxury hotels Maui** will probably deliver better results than **really nice places to spend the night in Maui**.

# Google Basic Search -2

## Capitalization

Google searches are **NOT** case sensitive. All letters, regardless of how you type them, will be understood as lower case. For example, searches for **george washington**, **George Washington**, and **gEoRgE wAsHiNgToN** will all return the same results.

## Automatic "and" queries

By default, Google only returns pages that include all of your search terms. There is no need to include "and" between terms. Keep in mind that the order in which the terms are typed will affect the search results. To restrict a search further, just include more terms. For example, to plan a vacation to Hawaii, simply type **vacation hawaii**.

## Automatic exclusion of common words

Google ignores common words and characters such as "where" and "how", as well as certain single digits and single letters, because they tend to slow down your search without improving the results.

If a common word is essential to getting the results you want, you can include it by putting a "+" sign in front of it. (Be sure to include a space before the "+" sign.)

Another method for doing this is conducting a phrase search, which simply means putting quotation marks around two or more words. Common words in a phrase search (e.g., "where are you") are included in the search.

For example, to search for Star Wars, Episode I, use:

OR

# Google Basic Search -3

## Word variations (stemming)

Google now uses stemming technology. Thus, when appropriate, it will search not only for your search terms, but also for words that are similar to some or all of those terms. If you search for **pet lemur dietary needs**, Google will also search for **pet lemur diet needs**, and other related variations of your terms. Any variants of your terms that were searched for will be highlighted in the snippet of text accompanying each result.

## Phrase searches

Sometimes you'll only want results that include an exact phrase. In this case, simply put quotation marks around your search terms.

Phrase searches are particularly effective if you're searching for proper names ("**George Washington**"), lyrics ("**the long and winding road**"), or other famous phrases ("**This was their finest hour**").

## Negative terms

If your search term has more than one meaning (**bass**, for example, could refer to fishing or music) you can focus your search by putting a minus sign ("-") in front of words related to the meaning you want to avoid.

For example, here's how you'd find pages about bass-heavy lakes, but not bass-heavy music:

Note: when you include a negative term in your search, be sure to include a space before the minus sign.

## And finally... "I'm Feeling Lucky"

After you've entered your search terms, you might want to try the "I'm Feeling Lucky" button, which takes you straight to the most relevant website that Google found for your query. You won't see the search results page at all, but if you did, the "I'm Feeling Lucky" site would be listed on top.

For example, if you're looking for the Stanford University homepage, just enter **Stanford** and click "I'm Feeling Lucky" instead of the Google Search button. Google will take you directly to "www.stanford.edu."

# Advanced Google Search



Use the form below and your advanced search will appear here

### Find web pages that have...

all these words:

this exact wording or phrase:

one or more of these words:

 OR  OR 

[tip](#)

[tip](#)

### But don't show pages that have...

any of these unwanted words:

[tip](#)

### Need more tools?

Results per page:

Language:

File type:

Search within a site or domain:

(e.g. youtube.com, .edu)

[+ Date, usage rights, numeric range, and more](#)

Advanced Search



# Google Cheat Sheet -1

OPERATOR EXAMPLE	FINDS PAGES CONTAINING...
vacation hawaii	the words <b>vacation</b> and <b>Hawaii</b> .
<i>Maui OR Hawaii</i>	either the word <b>Maui</b> or the word <b>Hawaii</b>
<i>"To each his own"</i>	the exact phrase <b>to each his own</b>
<i>virus -computer</i>	the word <b>virus</b> but NOT the word <b>computer</b>
<i>+sock</i>	Only the word <b>sock</b> , and not the plural or any tenses or synonyms
<i>~auto loan</i>	loan info for both the word <b>auto</b> and its synonyms: <b>truck</b> , <b>car</b> , etc.
<i>define:computer</i>	definitions of the word <b>computer</b> from around the Web.
<i>red * blue</i>	the words <b>red</b> and <b>blue</b> separated by one or more words.
<i>I'm Feeling Lucky</i>	Takes you directly to first web page returned for your query.

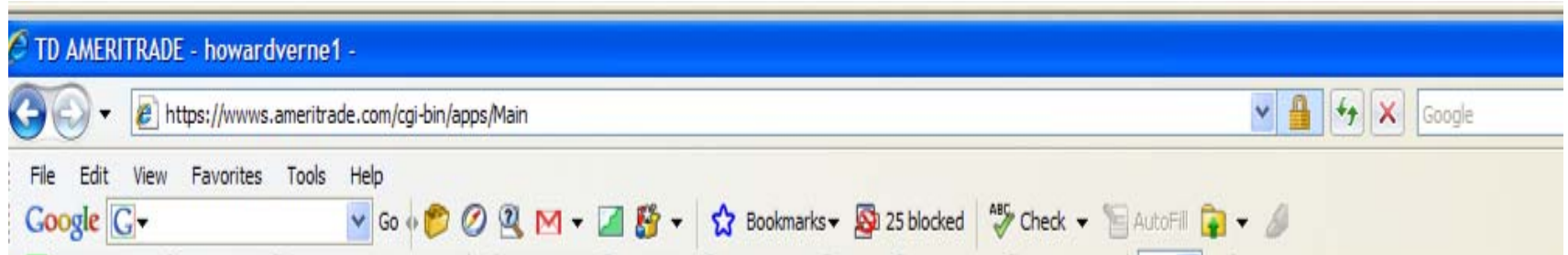
  

CALCULATOR OPERATORS	MEANING	TYPE INTO SEARCH BOX
<b>+</b>	addition	<b>45 + 39</b>
<b>-</b>	subtraction	<b>45 - 39</b>
<b>*</b>	multiplication	<b>45 * 39</b>
<b>/</b>	division	<b>45 / 39</b>
<b>% of</b>	percentage of	<b>45% of 39</b>

# Google Cheat Sheet -2

ADVANCED OPERATORS	MEANING	WHAT TO TYPE INTO SEARCH BOX (& DESCRIPTION OF RESULTS)
<b>site:</b>	Search only one website	<b>admission site:www.stanford.edu</b> (Search Stanford Univ. site for admissions info.)
[#]...[#]	Search within a range of numbers	<b>DVD player \$100..150</b> (Search for DVD players between \$100 and \$150)
<b>link:</b>	linked pages	<b>link:www.stanford.edu</b> (Find pages that link to the Stanford University website.)
<b>info:</b>	Info about a page	<b>info:www.stanford.edu</b> (Find information about the Stanford University website.)
<b>related:</b>	Related pages	<b>related:www.stanford.edu</b> (Find websites related to the Stanford University website.)

# Google Toolbar



- Google Search
- Google Map
- Google Mail
- Google Bookmarks
- Google Pop Up Blocker (IE Only)
- Google Spell Check
- Google Auto fill

# Viewzi Photo wall

The screenshot displays the Viewzi Photo wall interface for the search term "reese witherspoon". At the top, there is a search bar with the text "reese witherspoon" and a "viewzi Search" button. Below the search bar, there are several navigation tabs: "Photos", "Celebrity Gossip", "Web Screenshot", "Simple Text", and "Viddler Videos". The "Viddler Videos" tab is currently selected, and it shows a count of "16 MORE".

Below the navigation tabs, there is a "IMAGE SIZE: SMALL LARGE" selector and social media links for "flickr" and "SmugMug". The main content area is a grid of photo thumbnails. The thumbnails are arranged in four rows. The first row contains 11 thumbnails, the second row contains 10, the third row contains 12, and the fourth row contains 13. The thumbnails show various images of Reese Witherspoon, including red carpet photos, portraits, and scenes from movies. A watermark "photo proof" is visible on several thumbnails in the lower rows.

# Other Sites that use Advanced Search Techniques

- EBay
- Best Buy
- Amazon
- Kohls
- Sears

# Advanced EBay Search

[Click here to see your favorite searches](#)

Enter keyword or item number

In this category

See [general search tips](#) and [advanced search commands](#).

Search title and description  Show completed listings only  Save this search to My eBay

---

**Exclude these words**

Exclude words from your search

---

**Items Priced**

Min: US \$  Max: US \$

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**From Sellers**

From any Sellers

From specific sellers (enter sellers' user IDs)

Search up to 10 sellers, separate names by a comma or a space.

From My Favorite Sellers

Search sellers from [My Favorite Sellers](#) list

# *Searching for People*

- The following sites will allow you to locate phone numbers, addresses, etc
- **Beware**, they also contain links to sites which will charge you for additional information.
- If the person you are looking for is active on the web – you can also *Google* them
- [switchboard.com](http://switchboard.com)
- [zabasearch.com](http://zabasearch.com)
- [www.freeality.com/finde.htm](http://www.freeality.com/finde.htm)
  - Points to other search sites
  - Many *Reverse* lookups
- [Whitepages.com](http://Whitepages.com)