

## Review

- History of start up
- All the US companies owned
- Brin and Page
- Chrome
- All the tools
  - Cloud computing
- gMail

## Search types

- Crawler Search Engines – Google
- Directory Search Engines –  
Shopping sites
- Hybrid Search Engines

## Search

- Indexed search – crawler – Google
  - Page titles, body copy and other elements all play a role

## Search

- Directory search –
  - information from submissions
  - includes a short description to the directory for the entire site
  - or from editors who write one for sites they review.

## Search

- Hybrid Search
  - crawler-type and human-powered results to be combined
    - MSN gets directory results from Looksmart and crawler results from Yahoo and Google

## Search

- All
  - Links to other sites
    - Traffic is observed

## Search Google

- Google in last two years

- Shift from exact keywords

To

- target keywords – words Google deems to be more relevant -- **Hugely Important Shift**

- Results in a more trust oriented approach

# Search the web

<http://www.search-this.com/search-engine-decoder/>

## Search the web skills

- The best way to learn search skills is by practice.
  - Basic
  - Advanced

## Search the web

- Filtered search

Searching...	Results in...
cable <b>AND</b> car	Documents with both words
cable <b>OR</b> car	The greatest amount of matches; documents with either word
cable <b>NOT</b> car	Documents about cable, but not about cable cars; a good way to limit the search.

# Search Google

- Google in last two years

## **Instant**

- Starts the search as you're still typing

## instant

Google instant is new search enhancement that shows results as you type.

Google Instant can save 2.5 seconds per search



## Google search results



Click these links to learn more:

- ① [Header](#)
- ② [Search bar](#)
- ③ [Search results](#)
- ④ [Tools & filters](#)
- ⑤ [Ads](#)
- ⑥ [Bottom of the page](#)

## Google Advanced



Advanced Search

[Advanced Search](#)

search tips

**Find web pages that have...**

all these words:

this exact wording or phrase:  [tip](#)

one or more of these words:  OR  OR  [tip](#)

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

any of these unwanted words:  [tip](#)

**Need more tools?**

Reading level:

Results per page:  This option does not apply in [Google Instant](#).

Language:

File type:

Search within a site or domain:   
(e.g. youtube.com, .edu)

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

## Tip

**Use a statement, not a question**  
**Red Sox won world series in**

**Instead of**  
**when did the Red Sox win the world series**

### Tip -- Keep it simple

- If you're looking for a particular company, just enter its name, or as much of its name as you can recall.
- If you're looking for a particular concept, place, or product, start with its name.
- If you're looking for a pizza restaurant
  - just enter pizza and the name of your town or your zip code.

## Tip

**Think how the page you are looking for will be written.** A search engine is not a human, it is a program that matches the words you give to pages on the web. **Use the words that are most likely to appear on the page.**

## Tip - Example

- instead of [my head hurts], put in [headache]
  - That's the term a medical page will use.

## Tip - Example

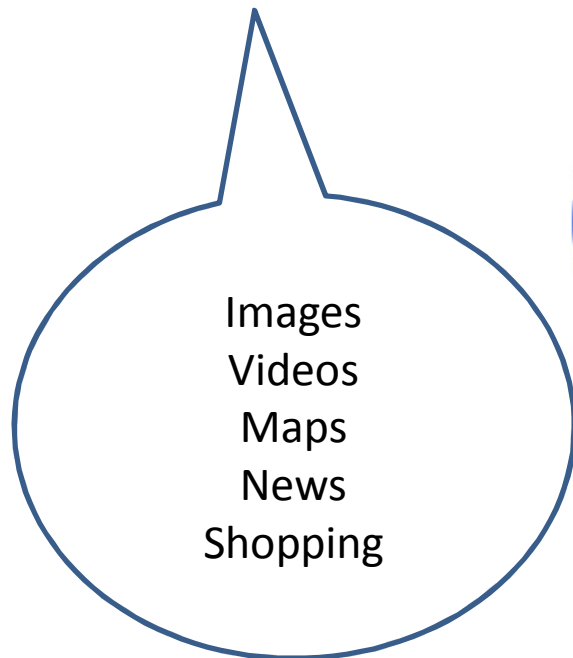
- The query [ in what country are bats considered an omen of good luck? ] is very clear to a person, but the document that gives the answer may not have those words.
  - Instead [ bats are considered good luck in ] or even just [ bats good luck ], because that is probably what the right page will contain

# Search in answer form, not question

- “IRS stands for” rather than “What does IRS stand for?”
- “man first landed on the moon in” rather than “when did man first land on the moon?”
- “the sky is blue because” instead of “why is the sky blue?”

## Other search features

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼



Google

## Obscure tips

If you're doing an image search for Paris Hilton and don't want any of the French city, a special URL parameter in Google's Image search will do the trick. Add `&imgtype=face` to the end of your image search to just get images of faces, without any inanimate objects. Try it out with a search for `rose` (which returns many photos of flowers) versus `rose` with the face parameter.

## Obscure tips

### Find related terms and documents

One of the lesser used tricks:

- Add a tilde (~) to your search term in order to gather related terms.
  - For example, **~nutrition** will return results with the words nutrition, food, and health in them.

## Obscure tips

### Better than

One of the lesser used tricks:

- Simply search for, in quotes: "better than \_keyword\_"
  - Results will almost always lead to alternatives

## More info on your own

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<http://answers.yahoo.com/question/index?qid=20080508032225AAvfXkW>

## Google versus Bing

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more ▾](#)



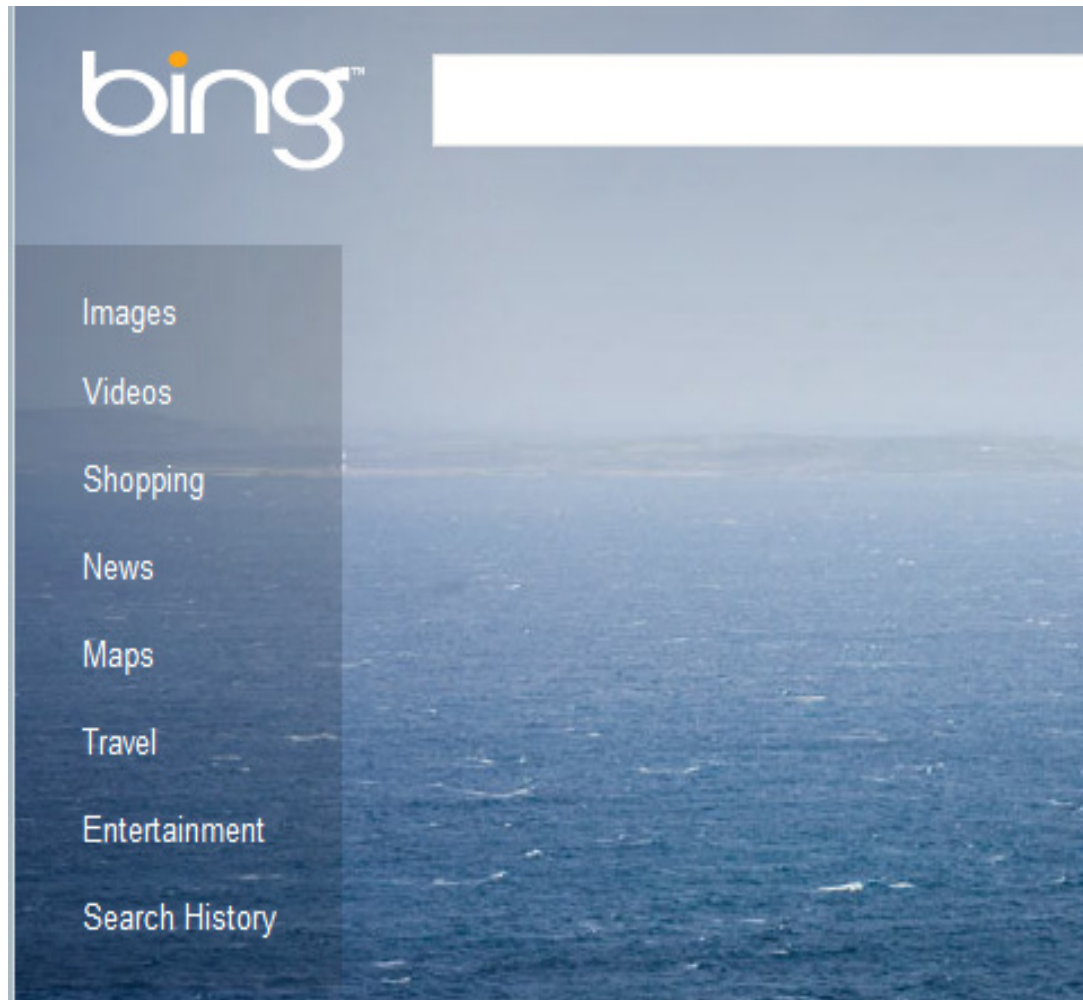
Google



UMASS  
BOSTON

## *All Things Google*

# Google versus Bing



Geri carter  
Spring 2011



## *All Things Google*

- On to Gmail