

Google – search tips

Search like a professional

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Google Search Tips

Google Search engines are responsible for 85% of the on line searches, of this approximately 65% were for people wanting to buy something; the other 20% were classed as research.

We give you some tips on how to use Google as the professionals do, and find what you are looking for quicker.

Be Specific with Google Searches

1 Lets say you want to find a 'Courier' firm. If you enter the word :- 'Couriers' you will come up with millions of courier firms, and finding the one you want will take a long time

2 You can clarify your search by specifying an area:- 'Yorkshire Couriers', or narrow it down a little more by using the term 'Yorkshire Parcel Couriers'

3 If you are looking for a specialised courier, most specialised couriers will have optimised their site for phrases people will type in for that particular specialised market, such as :- 'Hanging Garment Deliveries'. Or more specific:-'Hanging Garment Deliveries UK and Europe'

The more specific your search is, the easier it is to find what you are looking for.

You can use the 'This Or That'

All search terms are usually not case sensitive. This term is case sensitive, the 'OR' must be in uppercase.:- for example 'hanging garment deliveries europe OR pallet deliveries uk and europe'

Similar Words

If you are searching for a specific word, and you want to include similar words or synonyms. Use '~' between the words. :- for example ' Courires~transport'

Exclude Words

If you want to exclude words from the Google search use '-' between the words. :- for example 'Couriers – Transport'

Site search

If you want to search a site, such as this one for a particular phrase, use site:www.rftexpresscouriers.co.uk:- for example "1p per mile"
site:www.rftexpresscouriers.co.uk

Numerical Range search

To find results that contains any of a range of numbers. Use this '..' search parameter for example :- Births 1967..2010 or laptop £200..£300

Calculator

You can type your expression direct into the Google search box. Example 35% of 17. More examples on <http://www.google.com/help/cheatsheet.html>

Converter

Convert currency, GBP to US Dollars ,sizes from metric to inches, litres to gallons, Example 1 metre=?inches

Weather

Check the weather where you are or where you are going. Example:- weather London

Definitions

Look up the definition of word quickly: Example :- define:austerity

Lyrics

Typing the name of a song followed by :lyric will generate the lyrics for that song for example :- dancing queen:lyric

Google Cell Phone Search

Search Google from your cell phone by sending your search query to 466-45 (google) You get the results as a text message.

Hope you find these interesting, if you know any more, email me. These will probably work on other search engines.

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