

Search Success on the Internet

Hop on the internet and chances are high you will find yourself face to face with a search engine. Whether you are looking for specific information or just “surfin the net”, search engines are your portal into the billions of websites growing in number every day. Pack these simple tools in your bag before you set out on your journey into the web to help you find your way more quickly, easily and powerfully.

1. Get specifics ready before you start searching.

Let's say you were looking for light bulbs. You may be interested in more information on a specific brand or perhaps a type of bulb (e.g. incandescent, full spectrum, or compact fluorescent). Perhaps you want to know where you can buy light bulbs. What other information about light bulbs are you trying to discover?

As with most things, the more time you prepare the faster you'll tend to see results.

2. Think of concise yet descriptive multi-word phrases to define this specific information you are seeking.

Returning to our light bulb example, assume you want to know more about these new energy efficient bulbs that are supposed to save you money. Some descriptive phrases might be:

energy efficient light bulbs
cost saving light bulbs
household savings light bulbs

The key here is using multiple words to describe precisely the information you need. The more specific you are the more relevant the websites the search engines will show you.

Tips: Search engines typically ignore punctuation and filler words such as where, or, and, a, the, how, if, etc because these words would slow down searching time while not improving the results. See Power Tools below.

Most search engines will interpret and convert upper case letters into lower case letters so you don't have to worry about improper capitalization affecting your search results.

The order of words in your descriptive phrase influences the results returned by the search engine. Say you are searching for *car bumpers* but use the phrase *bumper cars* instead; you might not get the results you were expecting.

3. Use these descriptive phrase(s) you created to begin your search.

Search engines are designed and programmed assuming you are asking a question such as “What information is available about <descriptive phrase>”? The program uses a mathematical formula called an algorithm to determine which websites best match the phrase you used and therefore most likely to answer your question. Sometimes there are hits and other times there are misses.

As you look through the websites returned in the search engine results, be on the watch for other descriptive or key phrases that describe what you are looking for in a better way. Start a new search using this more appropriate phrase and see what kind of results are returned.

Keep refining your searches as you require more and more specific information or have “questions” about other aspects of your topic.

4. If you aren't finding what you are looking for, try using a different search engine. Each search engine has its own way of organizing websites on the internet. The “big 3” search engines are Google (www.google.com), Yahoo! (www.yahoo.com) and MSN (www.msn.com).

The Power Tools

You can increase greatly your ability to find information on the internet easily and quickly by knowing three simple tools that work in virtually every search engine. Incorporate “”, +, and – into your descriptive search phrases and notice the difference immediately.

1. “”

Use quotation marks (“ ”) to indicate the exact phrase or order words must appear in the search results. Search engines will assume any words in your search phrase not contained in quotation marks can appear in any order in the results.

As well, any filler words inside the quotes are included in the search results rather than ignored (e.g. paris in spring).

2. -

Use a minus sign (–) in front of any word or phrase to exclude it from the search results. There must be a space to the left of the – sign (eg. energy efficient light bulbs –tubes).

3. +

Use a plus sign (+) in front of any filler word that must appear in the search results. There must be a space to the left of the + sign (e.g. paris +in spring).

Search engines generally assume all words within a search phrase must appear in the search results (but not necessarily in the same order). There is an implied + in front of all the words.

Experience has shown, however, different search results can be displayed if you use a + in front of each word or phrase. If you want to ensure all the words or phrases are included in the search results, you can type a + in front of all the words in your search phrase. The choice is up to you.

4. All together now

Combine the power of these tools and create laser sharp searches. Use “”, -, and + all in one search phrase to produce the specific results you are seeking.

Examples:

“energy efficient” “light bulbs” -tubes
+headaches +“light bulbs” +“full spectrum”

If this Search Engine Tips Report was helpful to you in searching the internet more successfully, please read on ...

Free Distribution Rights: You have permission to distribute copies of this report as long as the report is given free of charge, without alteration in any way, and in this PDF format.

If this Report was not helpful to you in searching the internet more successfully, please visit Kitchen Table Wisdom (www.kitchentablewisdom.com) to pass along your suggestions to make this report more beneficial for everyone.