Super Searcher Strategies

Mary Ellen Bates March 28, 2017

Reluctant—Entrepreneur.com
Google
search tips & tricks
Google’s RankBrain kicks in

Machine learning
Boolean isn’t Boolean any more
“We think you really meant this…”
Less emphasis on text-search features
More emphasis on your search history

Reluctant-Entrepreneur.com
Impact on search pros

“Everything you know is wrong”

Forget finality, certainty, repeatability

Creativity counts
Don’t be too clever

Too many terms = lower results
Don’t use long OR statements
Use Google’s auto-synonyming
Graze, don’t just dig deep
Try multiple approaches

For terms you want closely related, try all these:
word1 word2
word1–word2
“word1 word2”
Inexact “exact” searching

Verbatim

Search tools -> All Results -> Verbatim

Intext:

To avoid hits from anchor text links

“word”
Use * strategically

* replaces any term in URL

For innovation initiatives at NASA:

`site:*.nasa.* inurl:innovation`

For finding email addresses with middle initials

"mary.*.bates@batesinfo.com"
Google Web ≠ Google Scholar

Search both Web and Scholar to catch trends, experts

Use Scholar’s Advanced Search feature
Custom Search Engine

Google still does custom search!
Favor/require/suppress specific URLs
Append search terms
Help your clients search better!
Fight fake information!

cse.google.com
Google’s “My Activity”

myactivity.google.com

Creepy or useful?

ONLY visible to you
OTHER search engines
Bing

Always my second choice

Different index, different ranking

linkfromdomain:

See pages linked from a URL

linkfromdomain:lifehacker.com todo

finds good “to-list” tools
Find pages that link to a file type with contains:
contains:mp3
contains:xls
contains:pdf
Peekier.com

Anonymous search engine

Mostly Bing, and its own crawl

Preview images of the results
‘What haven’t you found?’™
Filter by site popularity
Eliminate ‘click-bait’

Essential for people-searching, other long-tail niche searches
Diabetes Type 2 Recipes - Cooking For Diabetics
http://cookingfordiabetics.org/diabetes-type-2-recipes/
Type 2 diabetes (sometimes called mature onset diabetes) is the most common form of diabetes, accounting for 90% of cases diabetes. This disease affects nearly 17 ...

Recipes - Diabetes Queensland
Diabetes Queensland provides you with healthy recipes to assist you in maintaining a healthy lifestyle with regular exercise. Submit your own recipe.

Living with Type 2 Diabetes - Easy Recipes for Diabetics
Type 2 diabetes, find the easy to prepare, effective day to day diabetic recipes, cheaper foods diet plans

Triple chocolate brownies - Diabetes Queensland
Diabetes Queensland provides you with healthy recipes to assist you in maintaining a healthy lifestyle with regular exercise. Submit your own recipe.

Recipes For Diabetes Type 2
Search the web, save the planet

Ecosia.org
Plants trees in Africa with its ad revenue
(6.5 million 🌳 so far!)
Powered by Bing
Other search tricks
A case for case studies

Need examples of who’s doing something well?

Look for CASE STUDIES on the topic

See Marydee Ojala’s Dollar Sign column in Jul/Aug 2016 Online Searcher
EVERY CRS report!

everycrsreport.com
Nonpartisan perspective
Full-text searchable
8,000 reports and counting
Clients don’t know what to ask for

What other data sets would be helpful?

What is your client not asking you for?
Knowing when 0 means 0

WHY did you get no results?
- Typos, transposed letters
- Wrong logic or syntax
- Not using common nomenclature
- Unquestioned assumptions
- Wrong database/file/index
Knowing when 0 means 0

Tell a story
Do the gaps correlate to an event?
What related info did you find?
What do you recommend next?
Use link searches for insight

Unfamiliar site?
Validate by seeing who links to it
Do linking sites show a bias or PoV?
Review outgoing links; where to?
Link searching

Gigablast syntax is link:the.url

Or try openlinkprofiler.org
Remember the deep web

Use search engines for leads:

*Keywords* (database OR dataset OR archive)

*Keywords* (portal OR resources OR “online tool”)
Finding deep web content

Start with one known source
Association, NGO, non-profit, library or museum, etc.

Look for govt portals
data.gov, usa.gov/statistics, etc.

Then use Bing’s linkfromdomain:
Reverse image search

Is anyone using our photos?

ID useful chart, person

Then look for other copies of that image
Reverse image search

Search by image URL or drag/drop an image

Google Image Search, click the 📷 Tineye.com
More image searching

Use image search to find reports!

Example:

search Google Images for “dog food” “market share”

Skim/mouse-over results
Searching with images

Notice that petfoodindustry.com is a good source.

Then search the web for:

“market share” 2016..2018 site:petfoodindustry.com
Get leads for experts

site:twitter.com/*/*lists inurl:librarians

Gets Twitter lists about librarians
ID similar orgs in LinkedIn

Nordic World Heritage Foundation
Civic & Social Organization
1-10 employees

The Nordic World Heritage Foundation (NWHF) is a category II centre, working under the auspices of UNESCO, supporting the implementation of UNESCO’s World Heritage Convention (1972) for the Protection of the World’s Cultural and Natural Heritage in cooperation with the World Heritage Centre.

NWHF is organised as a non-profit Foundation supporting international activities within the programme framework of UNESCO.

NWHF has since 1996 worked with the role of culture, nature and environment in development cooperation and has extensive knowledge and experience in the field of bi- and multilateral cooperation. Poverty alleviation, coordination, and partnership development are key themes. The main geographical focus areas are Southeast Asia and Sub-Saharan Africa and the Pacific.

Website
http://www.nwhf.no

Industry
Civic & Social Organization

Type
Non Profit

Headquarters
Norway

Company Size
1-10 employees

Similar companies

Nordic Heritage Museum
Museums and Institutions
11-50 employees

DVPM / OWHC / OCPM
Government Relations
11-50 employees

HUGH STUART EXPLORATION CONSULTANTS LTD
Mining & Metals
2-10 employees

American Institute for Conservation of Historic and Artistic Works
Nonprofit Organization Management
11-50 employees

UNESCO
International Affairs
1,001-5,000 employees

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Curate open access resources

Open-access journals: doaj.org
Open-access books: doabooks.org
Open-access repositories: opendoar.org
Curate open access resources

Public Library of Science: plos.org

OpenGrey (Grey Lit in Europe)
opengrey.eu

BASE – Bielefeld Academic Search Engine
base-search.net
Can’t ID a phone number?

Look it up in Facebook!
3037727095

POSTED BY

Anyone
You
Your Friends
Your Friends and Groups

Choose a Source...

Mary Ellen Bates
Owner at Bates Information Services
Read 100 Things To Do In Denver Before You Die
Lives in Boulder, Colorado

Search Pakistan Phone Numbers (+92) 30377270... Mobile Directory ...
inspecteasy.com › Phone Directory › Pakistan ↓
... 3037727090 · 3037727091 · 3037727092 · 3037727093 · 3037727094 · 3037727095 · 3037727096 · 3037727097 · 3037727098 · 3037727099.
# Privacy Settings and Tools

<table>
<thead>
<tr>
<th>Who can see my stuff?</th>
<th>Who can see your future posts?</th>
<th>Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review all your posts and things you're tagged in</td>
<td>Limit the audience for posts you've shared with friends of friends or Public?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Who can contact me?</th>
<th>Who can send you friend requests?</th>
<th>Everyone</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Who can look me up?</th>
<th>Who can look you up using the email address you provided?</th>
<th>Everyone</th>
</tr>
</thead>
<tbody>
<tr>
<td>This applies to people who can't already see your phone number.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Everyone</th>
</tr>
</thead>
</table>

**Who can look you up using the phone number you provided?**
Preview shortened URLs

checkshorturl.com

Type in short URL
See the expanded version, screen shot, description
<table>
<thead>
<tr>
<th><strong>Long URL</strong></th>
<th><a href="https://reluctant-entrepreneur.com/2017/02/04/how-to-make-yourself-competition-proof/">https://reluctant-entrepreneur.com/2017/02/04/how-to-make-yourself-competition-proof/</a></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Delay</strong></td>
<td>2.14 second(s)</td>
</tr>
<tr>
<td><strong>Short URL</strong></td>
<td><a href="http://owl.li/1TNE308GEC5">http://owl.li/1TNE308GEC5</a></td>
</tr>
<tr>
<td><strong>Redirection</strong></td>
<td>301</td>
</tr>
<tr>
<td><strong>Search long URL on</strong></td>
<td>Yahoo</td>
</tr>
<tr>
<td><strong>Check if safe on</strong></td>
<td>Web Of Trust</td>
</tr>
<tr>
<td><strong>Title</strong></td>
<td>How to make yourself competition-proof</td>
</tr>
<tr>
<td><strong>Description</strong></td>
<td>I was chatting with a friend the other day who, among other things, is a professional wallpaper installer. A local hotel had contacted her and asked for a bid to redo all the wall coverings in their halls. She knew that her</td>
</tr>
</tbody>
</table>
PrintFriendly.com

Creates a printer-friendly version of a web page

Edit out images, extraneous matter, change font size

Browser plug-in, too
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