

How to REALLY use Google - Part Three

In Part One, we covered the basics of searching on Google.com and in Part Two we moved into more advanced search techniques. In today's third and final installment we will peer into some ways of using Google you may have never thought of or knew existed.

DATE RANGES: You may limit your search to an exact date of a "range" of dates that a page was indexed by Google. To use Google's "daterange" function, you will need to express your dates in "Julian" dates. This date format is expressed as an integer. To convert a common date into Julian format go to: <http://www.24hourtranslations.co.uk/dates.htm>

As an example, if I wanted to find pages (about a certain topic) indexed by Google during the month of May 2003, I would type in:

"direct response marketing" daterange: 2452774-2452803

TYPES OF FILES: You can limit your Google search results to specific files ending in a particular extension (.doc, .txt, .rtf, .pdf etc...)

To find a file on the topic "direct response marketing" in Adobe (.pdf) format you would type in: "direct response marketing" filetype:pdf

You can exclude certain types of files from your search by doing a "negative" search and placing a "minus" (-) sign in front of the "filetype:"

ANCHOR TEXT SEARCHES: Allow you to just search the "anchor" text in web page link anchors. Link anchors are the words that appear between: <.a href="yadayada.html">Direct Response Marketing<.a> In this case it's the phrase Direct Response Marketing.

PLAIN TEXT SEARCHES: By using Google's "intext" search capabilities, you can search JUST the body text of web pages and not any links, urls or titles, just the body. Simply type:

intext:"direct response marketing"

CACHE SEARCHING: This form of searching will only search for results on sites that are stored in Google's "cache" or memory. This sometimes can give you older versions of sites. Example:

cache: direct-response-marketing.net

LINK SEARCHES: Want to know how many and what sites have links back to your site? Just search for your domain preceded by "link:"

link: direct-response-marketing.net

INFO SEARCHING: Find out what information Google has stored about a particular web page or site by searching:

info: direct-response-marketing.net

GOOGLE'S PHONEBOOK: Yes, Google has a phenomenal phone book database allowing you to search for both residential and business phone numbers. You may use the following search orders:

FN or FI (first name or first initial), LN (last name), city
FN (FI), LN, state
FN (FI), LN, area code
FN (FI), LN, zip code
phone # including area code (ex: 111-222-3333)
LN, city, state
LN, zip code

To find the phone number of the Whitehouse you would search:

phonebook: whitehouse washington dc

To find the phone number of the John Smith in Anytown, NY you could search:

phonebook: john smith ny

or

phonebook: smith anytown ny

or

phonebook: j smith ny

STOCK SEARCHING: Google can generate results on just about any stock because they use the stock information from the Yahoo! finance pages. For example:

stocks: ebay

Phew! Now, this list isn't even exhaustive, but it will give 99.99% of you enough information and insight to start REALLY tapping into the top ranked search engine in the world: Google.com Go have some fun!

Did you miss one of the previous search articles? Just go to:
<http://www.direct-response-marketing.net/articlelib/>

Andrew Wroblewski and Steve Robichaud have been helping people and businesses learn how to effectively use the power of the internet since Moby Dick was a minnow.

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