

HOW GOOD IS GOOGLE?

Ways to improve your search results

GOOGLE search tips:

a. Double quotations “ ”

- Use to look for words in exact order in which you enter them
eg. hairdressing jobs = 2,170,000 hits
“hairdressing jobs” = 209,000 hits

b. Minus sign -

- Use to exclude word from your results
eg. hairdo = 7,890,000 hits
hairdo –wedding 6,930,000 hits
minus sign must be attached to the word you want to exclude

c. Full colon location **site:edu** **site:org** **site:gov**

- Use to limit your search to pages published by certain groups
eg. hairdressing = 15,100,000 hits
hairdressing site: edu = 918,000 hits

d. Fill in the blank *

- The * or wildcard to search for any unknown term
eg. hair * is very important = hair colouring is very important, hair conditioner is very important, hair transplant surgery is very important.

e. Plus sign

- To find exactly what you are looking for
eg. +haircare will not bring up results of hair care

f. The OR operator (must be in CAPS):

- To specifically allow either one of several words

eg. hairstyles 2010 OR 2011 will give you results about either year, whereas hairstyles 2010 2011 will search for both.

GOOGLE BOOKS

- Go to **google.ca** and click on: **more ▼**
- Choose **books**
- Type in: hairdressing
 - Word of caution: most books are not uploaded in their entirety
 - Try: **Advanced Book Search** for even better results

GOOGLE SCHOLAR:

- Go to **google.ca** and click on: **more ▼**
- Choose **Scholar**
- Type in: hairdressing