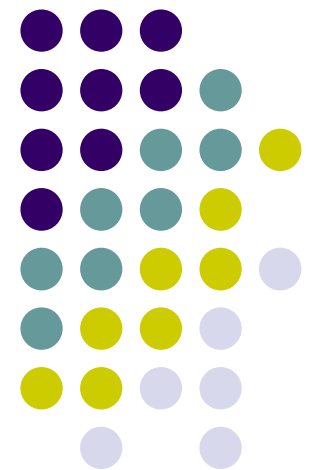


Super Spectacular Searcher Secrets

Mary Ellen Bates
BatesInfo.com

Computers in Libraries
March 21, 2012





Tweeting this?

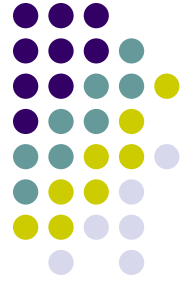
@mebs

#cildc

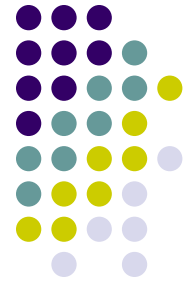
Slides at

batesinfo.com/extras

What I'm obsessing about

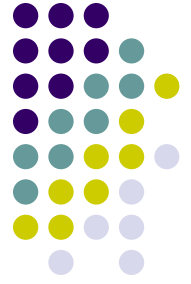


- Higher-value searching
- 5 reasons to care about LinkedIn
- Social media isn't optional any more
- Favorite tips for searching better



HIGHER-VALUE SEARCHING

BEFORE you search

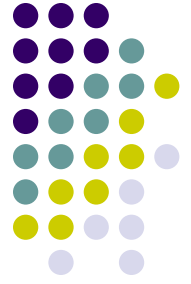


What will the client use this for?

What is the client expecting?

What is 'good enough?'

Every-15-minute check list

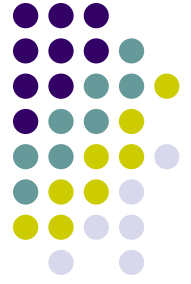


Is this avenue fruitful? Should I pivot?

How much more time do I have?

Any outliers I should follow up on?

Adding context adds value



Capture information context!

Is this content:

Editorial column

Real-time news

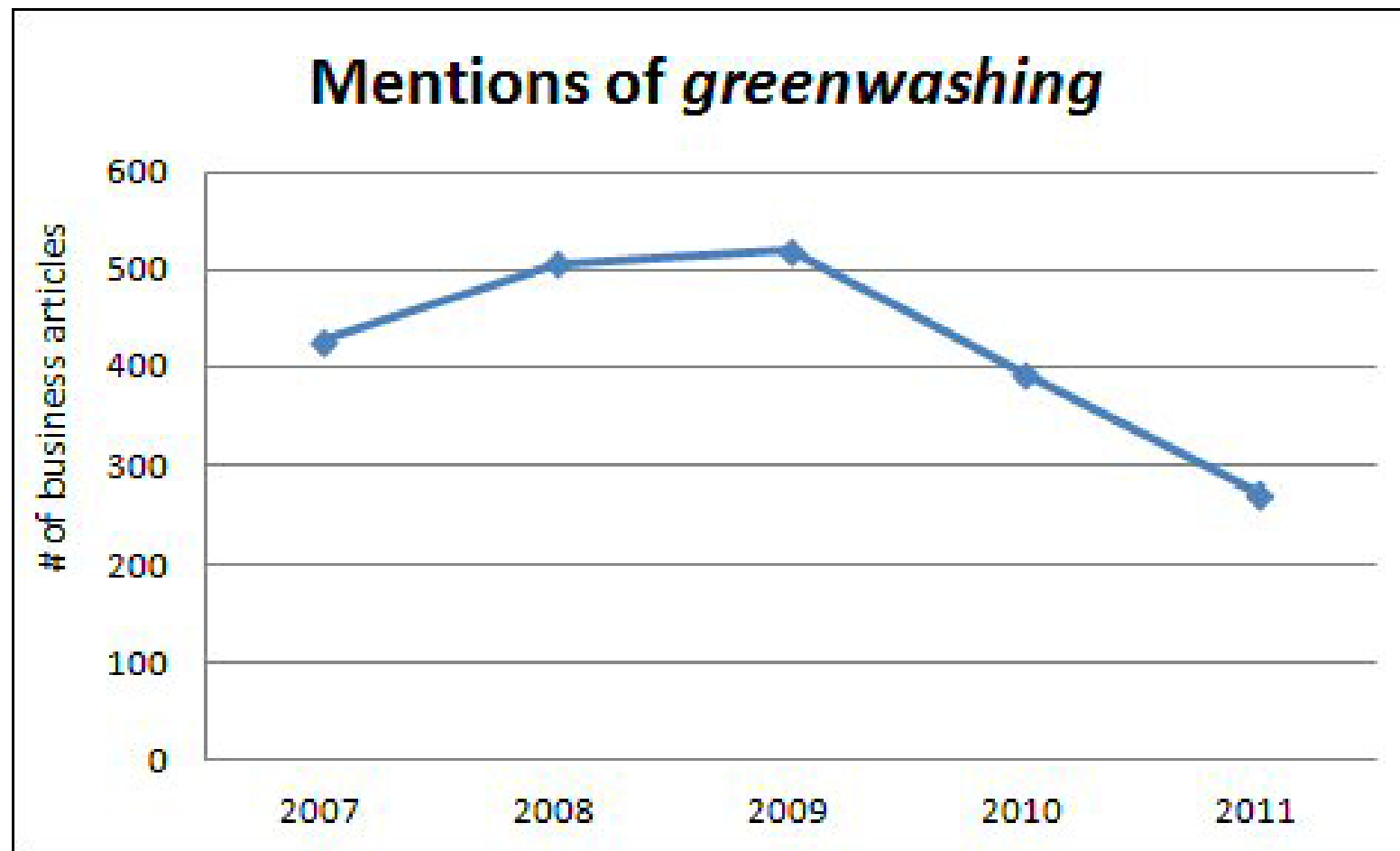
From high-impact/authority person

Print/web

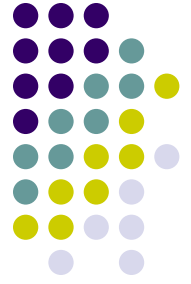
Info about info



Is *greenwashing* emotionally laden?



Yahoo does demographics



Yahoo Clues

Shows queries by age, gender

What did they search before? After?

By location

clues.yahoo.com

Find Trends

android X

iphone X

Discover

Time [-]

Dec 3, 2011 Mar 3, 2012

Number of months ▲ ▼

Day Week **Month** Year

Popular Searches

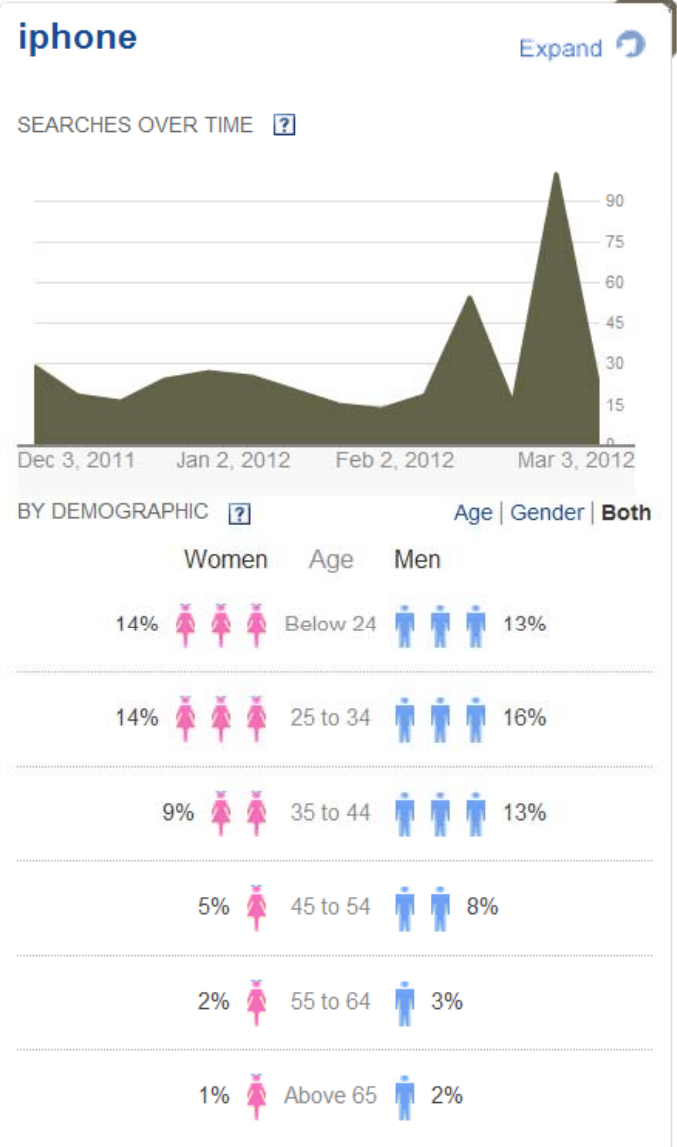
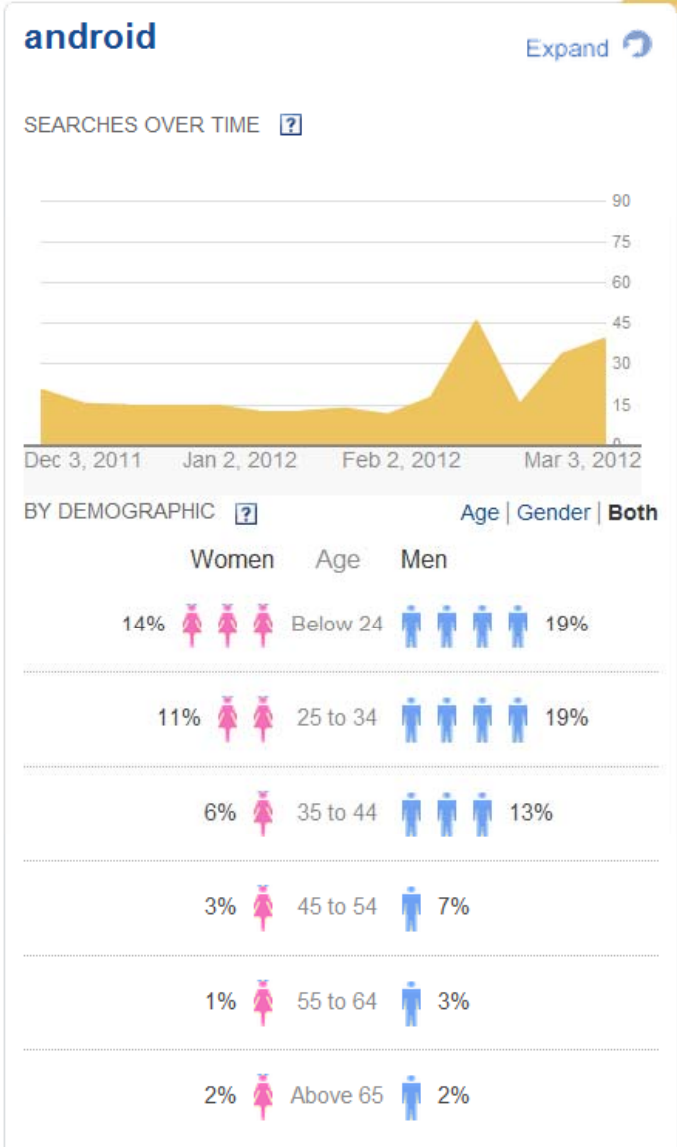
▼ Today

- jessica simpson baby
- asteroid 2012 da14
- whitney houston will
- tara reid
- ashley olsen

► Past Week

► Past Month

► Past Year



World >

1. United States	100
2. Indonesia	78
3. France	77
4. United Kingdom	69
5. Hong Kong	68
6. Germany	65
7. Canada	65
8. Japan	64
9. Italy	59
10. Taiwan	55

SEARCH FLOW [?](#)

Previous Queries		Next Queries
fukushima rea...	fukushima	fukushima rea... fukushima pet...

RELATED SEARCHES [?](#)

japan

World >

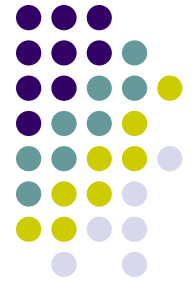
1. United States	100
2. Hong Kong	78
3. Philippines	72
4. United Kingdom	64
5. Malaysia	52
6. Canada	48
7. India	45
8. South Korea	45
9. France	44
10. Japan	38

SEARCH FLOW [?](#)

Previous Queries		Next Queries
hydroelectric... nuclear weapo... power solar power nuclear fissi...	nuclear power	solar power wind power nuclear bomb power nuclear power...

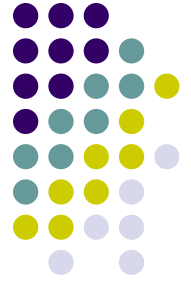
RELATED SEARCHES [?](#)

solar energy, chernobyl, solar power, wind power, geothermal energy, uranium, nuclear energy, fossil fuels
nuclear bomb, nuclear weapons



5 REASONS TO CARE ABOUT LINKEDIN

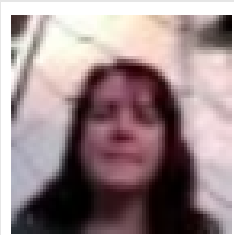
Most jobs aren't advertised



How big is your network?

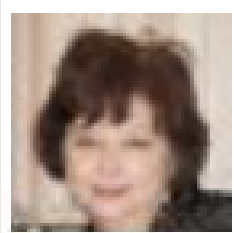
Can others find you easily? Are you
SEO'd?

Most recommended at Enoch Pratt Free Library / State Library Resource Center



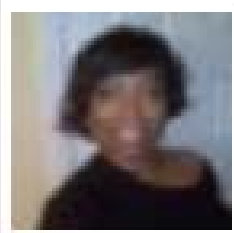
Teresa Duggan

Web Developer / Graphic Artist



Sheree Norton

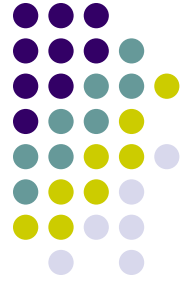
Donor Relations Specialist



Tiffany D. Johnson

OA III

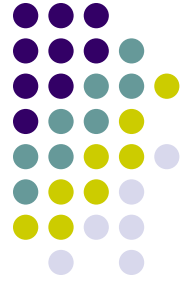
"If only HP knew what HP knows"



What contacts do we have?

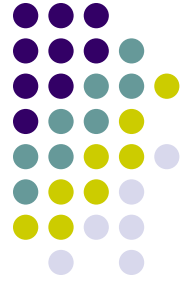
Who knows about?

Building your brand



"Congratulations! How can we help?"

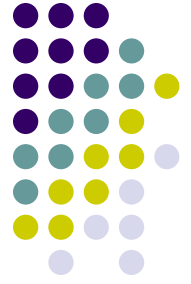
You have competition



- ✓ Non-profits
- ✓ Universities
- ✓ Public libraries
- ✓ School libraries

What does your LinkedIn profile say?

LinkedIn *Skills & Expertise*

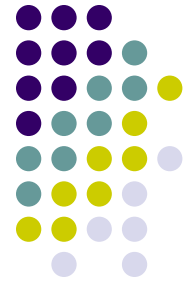


LinkedIn.com/skills

ID people *by expertise*

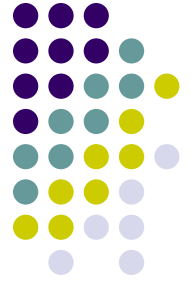
Are you there?

Is your org looking there?



READY OR NOT... SOCIAL MEDIA SEARCHING

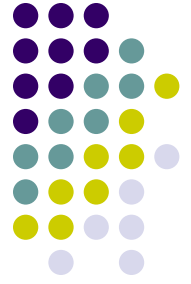
Get on the social media



Just Do It. Use a generic account.

It's OK to lurk.

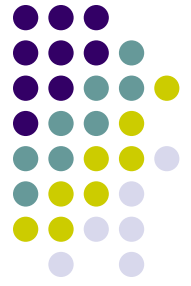
For a wide scan of social media



Samepoint

Tabs for News, **Negative tone**, govt agencies, military, blogs, videos, etc.

Wide scan of social media



Socialmention

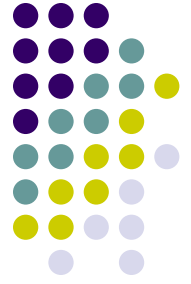
**Social analytics: top keywords,
sources, hashtags, etc.**

Search: events, video,



MY FAVORITE SEARCH TIPS

Tell browsers to get lost



Google

Left panel of search results page

Can't leave the country

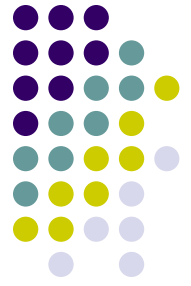
Use country-specific site

Boulder, CO
Auto-detected

Please enter a valid US city or zip code

Close

Tell browsers to get lost



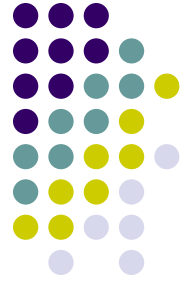
Bing

Preferences page

Anywhere in the world

Different results than country-specific site

Google vs Bing



Anecdotal bake-off

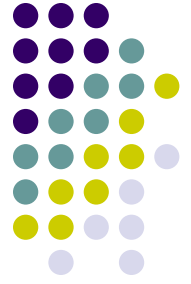
Bing better for quick look-ups

Google allows "last month", "last year"

Complex search? Use both!

[Librarian of fortune.com]

Google can't count?



Compare search results for

"superabsorbent polymers" OR "super
absorbent"

and

("superabsorbent polymers" OR "super
absorbent") OR (sap AND polymers)

Tool for digging deeper



("superabsorbent polymers" OR "super absorbent")

Search

About 12,100,000 results (0.20 seconds)

12,100,000 results



("superabsorbent polymers" OR "super absorbent") OR (sap AND polymers)

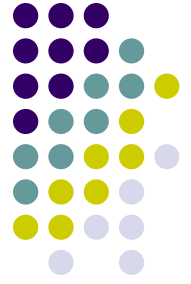
Search

About 982,000 results (0.24 seconds)

982,000 results

**HAVE FUN!
TRY NEW STUFF!**





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mbates@batesinfo.com
BatesInfo.com
Librarian of Fortune.com
MEB adds Value.com
Twitter.com/mebs
+1 303 772 7095