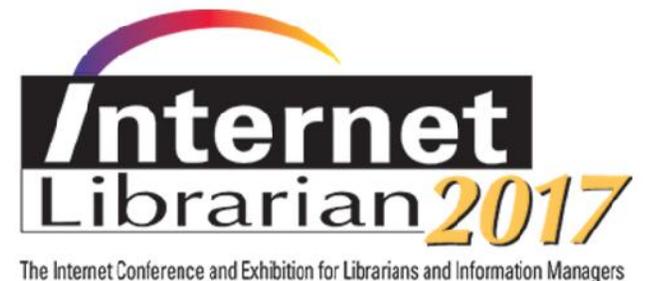
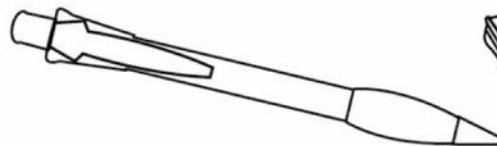
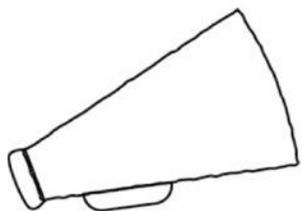


Super Searcher Strategies

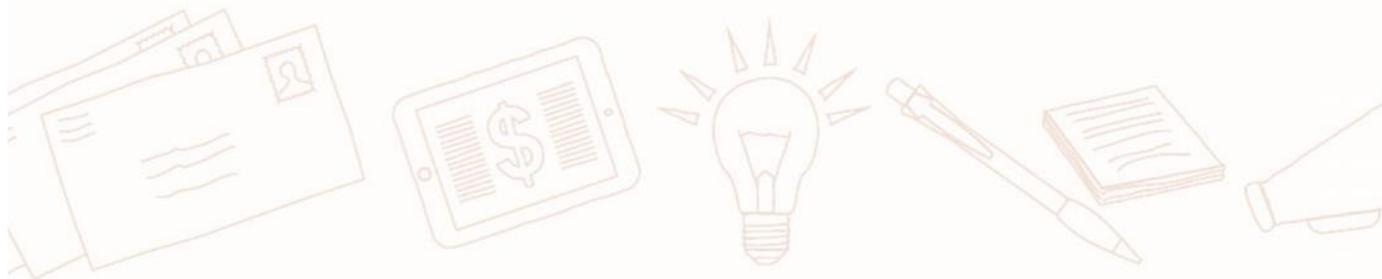
Mary Ellen Bates

Oct 23, 2017

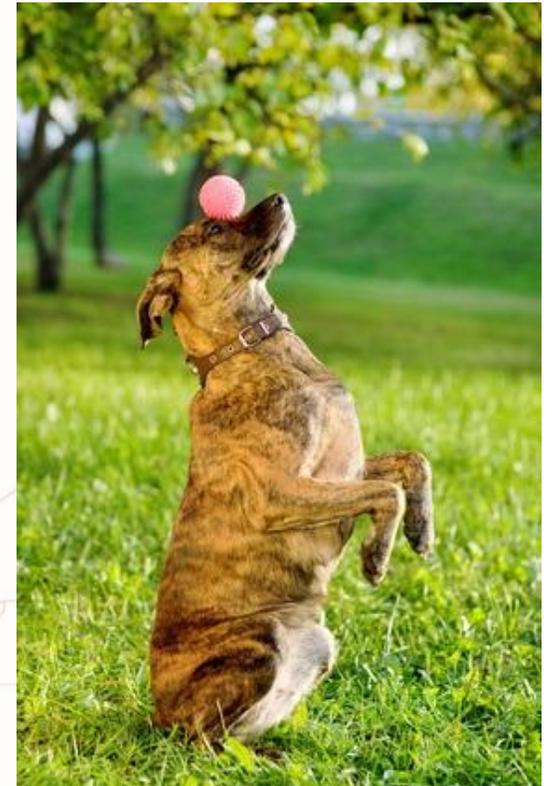
BatesInfo.com



Search tips & tricks



@mebs



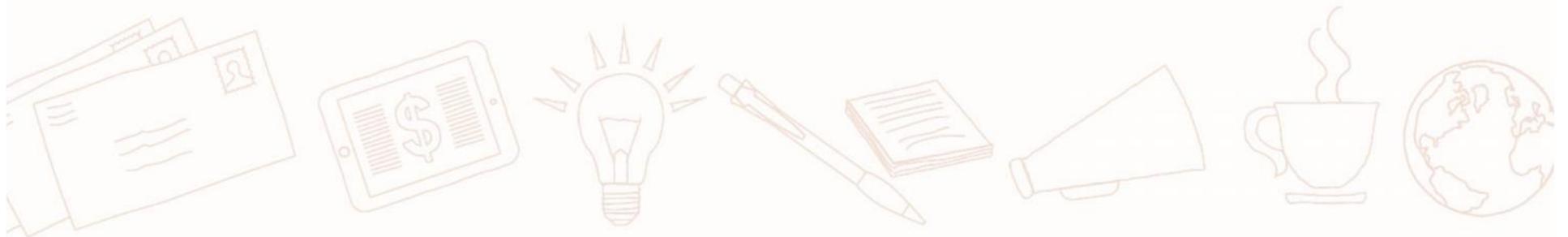
Don't get complex

Too many terms = lower results

Don't use long OR statements

Graze, don't just dig deep

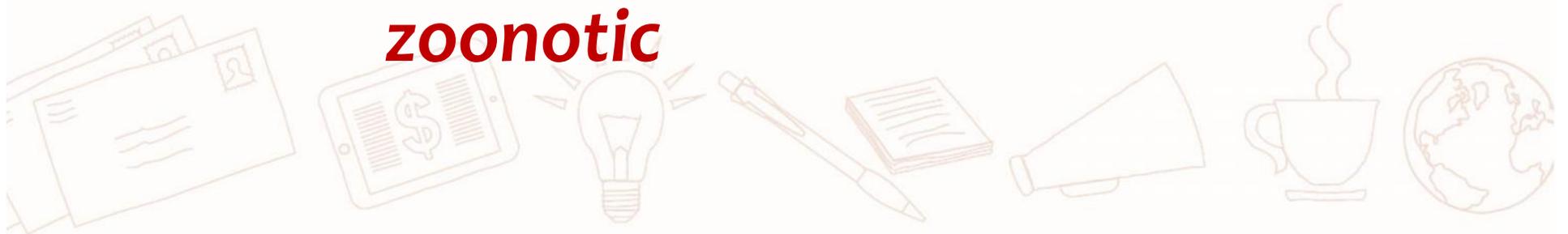
~~Trust~~ Learn to love relevance ranking



Test Google's word variants

Roughly same results for *desk*,
desks, and *desk OR desks*

Very different results for *zoonoses*,
zoonosis, *zoonotic*, and
zoonoses OR zoonosis OR
zoonotic



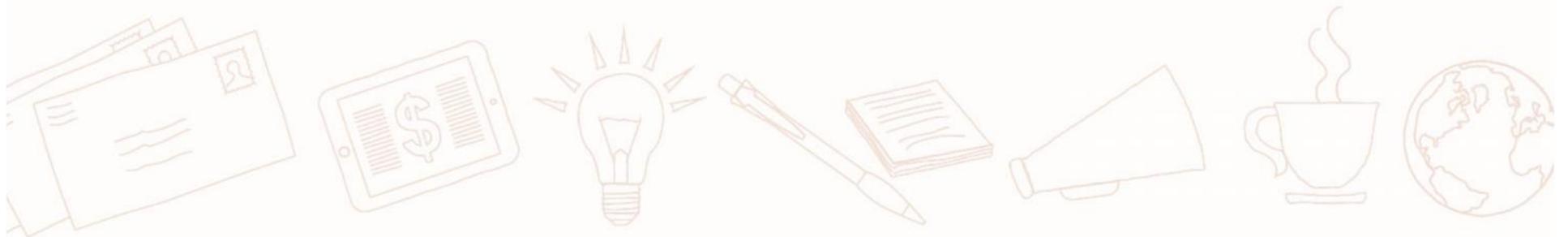
Test Google's adjacency

For terms you want closely related,
try all these:

word1 word2

word1–word2

"word1 word2"



millennials sustainability

millennials-sustainability

"millennials sustainability"



All News Images Videos

All News Images Videos Shopping

All News Images Videos Shopping More

Settings Tools

About 1,540,000 results (0.81 seconds)

About 1,540,000 results (0.77 seconds)

About 3,260 results (0.85 seconds)

Green Generation: Millennials Say
www.nielsen.com/.../green-generation-mil
Nov 5, 2015 - Despite the fact that Millennials climates in the past 100 years, a recent Nielsen

Green Generation: Millennials Say Sustainab
www.nielsen.com/.../green-generation-millennials-say-su
Nov 5, 2015 - Despite the fact that Millennials are coming of climates in the past 100 years, a recent Nielsen global ...

Green Generation: Millennials Say Sustainability Is a Shopping Priority
www.nielsen.com/.../green-generation-millennials-say-sustainability-is-a-shopping-pri...
Nov 5, 2015 - Despite the fact that Millennials are coming of age in one of the most difficult economic climates in the past 100 years, a recent Nielsen global ...

Millennials Drive Sustainability - C
https://www.credit-suisse.com/articles/ne
Feb 13, 2017 - Sustainability is a key concern processes and production practices to make i

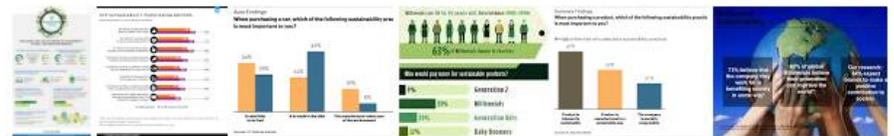
Millennials Drive Sustainability - Credit Swiss
https://www.credit-suisse.com/microsites/next/en/.../m
Jan 17, 2017 - The millennials are the most sustainability-co Nielsen and Deloitte show that millennials are most ...

How important is sustainability to millennials - Business Insider
www.businessinsider.com/how-important-is-sustainability-to-millennials-2015-10
Oct 27, 2015 - An emerging retail trend is key for attracting millennials. ... To delve deeper into the value millennial consumers place on sustainability, A.T. ... Millennials' demand for sustainable products, not just socially responsible companies, represents an important shift in consumer ...

Millennials Driving Brands To Pra
https://www.forbes.com/.../millennials-dri
Mar 17, 2017 - As our population gets older, n published its annual Global Corporate Sustain

How important is sustainability to millennial
www.businessinsider.com/how-important-is-sustainabi
Oct 27, 2015 - Millennials also said they are drawn to brands values: "I like to think forward. For me, sustainability trumps.

Images for "millennials sustainability"



More images for "millennials sustainability"

Report images

Brands are learning millennials' l
https://qz.com/.../millennials-are-making-i
Jun 19, 2017 - Millennials are making it t conscious consumerism: "organic," "sustain

Millennials Driving Brands To Practice Socia
https://www.forbes.com/.../millennials-driving-brands-to
Mar 17, 2017 - As our population gets older, millennials are g published its annual Global Corporate Sustainability Report.

How important is sustainability to
www.businessinsider.com/how-important
Oct 27, 2015 - Millennials also said they are d values: "I like to think forward. For me, sustain

Brands are learning millennials' language fo
https://qz.com/.../millennials-are-making-it-luxe-to-be-m
Jun 19, 2017 - Millennials are making it luxe to be more ethic conscious consumerism: "organic," "sustainable," "ethical.

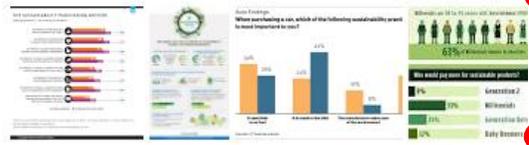
Millennials' sustainability attitudes contrast with actions | Medill ...
news.medill.northwestern.edu/.../millennials-sustainability-attitudes-contrast-with-actio
Mar 8, 2016 - Although millennials grew up surrounded by conversations of sustainability and conservation, do their actions now reflect what they have learned? ... Energy and environment research firm Shelton Group conducted a study in 2012 focused partly on millennials and their attitudes toward ...

Images for millennials sustainab



More images for millennials sustainab

Images for millennials-sustainability



More images for millennials-sustainability

Survey says millennials will be key drivers of sustainability in business ...
www.recyclingtoday.com/article/cox-conserves-millennials-sustainability-survey/
Cox Conserves Sustainability Survey finds millennials will drive adoption of environmentally friendly practices in small and medium businesses.

[PDF] Sustainability and Mountain Tourism: The Millennial's ... - MDPI

www.mdpi.com/2071-1050/9/7/1219/pdf
Jul 11, 2017 - Keywords: millennial, sustainability, mountain tourism, mountain sports. 1. Introduction. As other productive sectors, tourism is experiencing a

Morgan Stanley report on Wall St
www.businessinsider.com/morgan-stanley
Aug 10, 2017 - Millennials are driving the new survey of 1,000 investors by Morgan Stanley's

Millennials willing to pay more for sustainab
https://www.cnbc.com/.../millennials-willing-to-pay-more
Nov 4, 2016 - If you look at the millennials, they are the first to spend more for better quality, for sustainability, for ...

Millennials and The Future of Sustainability - Good360

https://good360.org/millennials-and-the-future-of-sustainability/
Jan 5, 2016 - Millennials care about sustainability, especially in your workplace. As Sustainable Brands and a recent survey conducted by Cox Enterprises

Use * for proximity search

*“concept1 * concept2”*

*“concept 1 * * concept2”*

*** and * * are multi-word placeholders**

h/t to Tara Calishain / Researchbuzz

Example: Impact of Twitter in the workplace

“Twitter * workplace”

“Twitter * * workplace”

“workplace * Twitter”

“workplace * * Twitter”



34 results (0.73 seconds) 34 results (0.49 seconds) 41 results (0.68 seconds) About 47 results (0.65 seconds)

- Ontario At Work on Twitter:**
<https://twitter.com/ONlabour/status/7187654321>
 Jul 31, 2017 - Ontario At Work Verified Labour. Terms of use <http://ontario.ca>
- WORKPLACE (@_workplace)**
https://twitter.com/_workplace_?lang=en
 1587 tweets • 61 photos/videos • 4473 followers
 Gateshead this weekend #athingheard
- Impractical Jokers on Twitter:**
<https://twitter.com/truTVjokers/status/7187654321>
 Jun 28, 2017 - With workplace safety, Thursday's Inside Jokes, 10:30/9:30c!
- Ontario At Work on Twitter:**
<https://twitter.com/onlabour/status/7187654321>
 Apr 13, 2017 - Ontario At Work Verified Labour. Terms of use <http://ontario.ca>
- Judith O. on Twitter: "Today"**
<https://twitter.com/citizenjudie/status/7187654321>
 Jun 6, 2017 - Judith O. @citizenju Tweets. © 2017 Twitter; About · Help
- OSHA_DOL on Twitter: "Is your workplace safe?"**
https://twitter.com/OSHA_DOL/status/7187654321
 Jun 14, 2017 - OSHA_DOL Verified account health since 1971. The Occupational Safety and Health Administration (OSHA) is the federal agency responsible for enforcing workplace safety and health regulations. #WorkplaceSafety #OSHA #DOL
- Tim Ryan on Twitter: "Our workplaces are the future"**
https://twitter.com/Timothy_F_Ryan/status/7187654321
 Jul 27, 2017 - Tim Ryan · @Timothy_F_Ryan great kids; marathon runner; hockey fan
- KM_Spotlight on Twitter: "Technology is changing the way we work"**
https://twitter.com/km_spotlight/status/7187654321
 Mar 23, 2017 - KM_Spotlight · @KM_Spotlight thinking to the most advanced technologies
- Merck on Twitter: "Creating a safe workplace"**
<https://twitter.com/Merck/status/7187654321>
 Jun 14, 2017 - Merck · @Merck Creating a safe workplace for our employees is a top priority. We're committed to providing a safe and healthy work environment for all our employees. #WorkplaceSafety #Merck
- The Pros and Cons of Twitter in the Workplace**
www.brighthub.com › ... › Computer Security
 Take a look at what the popular social networking site has to offer to your business. With the information here, you will be able to make an informed decision about whether or not you should use Twitter in your workplace.
- Twitter in the workplace: what you need to know**
www.corderycompliance.com/twitter-in-the-workplace
 Jan 26, 2015 - The rise of Twitter has been the ten most visited websites in the world in the last year. This is a double-edged sword. While it offers many benefits, it also presents several challenges for businesses. Here are some of the most common ones:
- WORKPLACE (@_workplace_) | Twitter**
https://twitter.com/_workplace_?lang=en
 1587 tweets • 61 photos/videos • 4473 followers
 Gateshead this weekend #athingheard #DL
- Twitter Workplace Services Dejeu**
<https://www.glassdoor.com> › Interviews
 Aug 9, 2017 - 1 Twitter Workplace Services Dejeu interviewed anonymously by Twitter interview candidate
- Twitter in the workplace – the 10 rules**
<https://techtalk.gfi.com>/twitter-workplace
 Feb 12, 2010 - Rules for using Twitter in the workplace
- This Viral Twitter Thread About Workplace Safety**
<https://www.bustle.com>/.../this-viral-tweet-about-workplace-safety
 Mar 10, 2017 - On Thursday, a Twitter thread about workplace safety went viral. Schneider recounted his experience working in a dangerous environment.
- Twitter apologizes for company's workplace safety**
<https://www.bizjournals.com>/.../why-tweet-apologizes-for-workplace-safety
 Jul 23, 2015 - Red solo cups, kegs and beer. #withitsworkplace, but a team at Twitter has apologized for a workplace safety incident.
- 10 Twitter Tips for the Workplace**
<https://www.pcworld.com>/article/1629
 Apr 12, 2009 - "You really want to focus on building communities you need to engage to help you succeed in the workplace."
- Major firms ban Twitter from their workplaces**
 A survey of 1,000 HR professionals found that 15% of companies have implemented a policy that bans employees from using social media during work hours. Twitter is one of the most commonly banned platforms.
- Workplace by FB (@WorkplacebyFB) | Twitter**
<https://twitter.com/workplacebyfb?lang=en>
 The latest Tweets from Workplace by FB (@WorkplacebyFB). Official account. The familiar features of Facebook, safe for the enterprise, help you communicate, collaborate, and share.
- News about #workplace on Twitter**
<https://twitter.com/hashtag/workplace?lang=en>
 On Sep 27 @Slalom tweeted: "A culture of collaboration can increase productivity. #EmployeeEngagement #workplace #companyculturepic.twitter.com/..."
- Newham Workplace (@NewhamWorkplace) | Twitter**
<https://twitter.com/newhamworkplace?lang=en>
 #Extra Extra Read all about it #breakingnews Recruiting now for #Newspaper #distributors form £7.50ph DM for info #newham #jobs #workplacepic.twitter.com/...
- Boutique Workplace (@BoutiqueWorkCo) | Twitter**
<https://twitter.com/boutiqueworkco?lang=en>
 The latest Tweets from Boutique Workplace (@BoutiqueWorkCo). Fully serviced Boutique offices in London. We provide workplaces with character allowing you to work in style.
- #workplace - Twitter Search**
<https://twitter.com/search?q=%23workplace%20>
 Embed Tweet. Looking forward to part 2 of #parlforum 'How can we promote positive mental health in the workplace?' pic.twitter.com/hY993suWF4.
- News about #workplace on Twitter**
<https://twitter.com/search?q=%23workplace>
 Collaboration was key in taking this new head office premises into the future.....<http://bit.ly/2fpQmt> #london #design #workplace pic.twitter.com/YequgL9eA7.
- WORKPLACE (@_workplace_) | Twitter**
https://twitter.com/_workplace_?lang=en
 1587 tweets • 61 photos/videos • 4473 followers. "WORKPLACE presents: 2 nights of live music in Gateshead this weekend #athingheard #DUO #Pinnel ..."
- Workplace Insight (@InsightOnWork) | Twitter**
<https://twitter.com/insightonwork?lang=en>
 2074 tweets • 33 photos/videos • 7244 followers. "Majority of workers are optimistic that automation will enhance their work life balance <https://t.co/vezcNdsvb1> ..."

Test multiple versions

what is home depot's market strategy

17,200,000 results

home depot market strategy

1,890,000 results

"market strategy" "home depot"

89,900 results

"home depot" "market strategy"

70,800 results



Test mobile vs desktop results

Google is trying to help...

If mobile, you probably want to *speak a query* & go somewhere

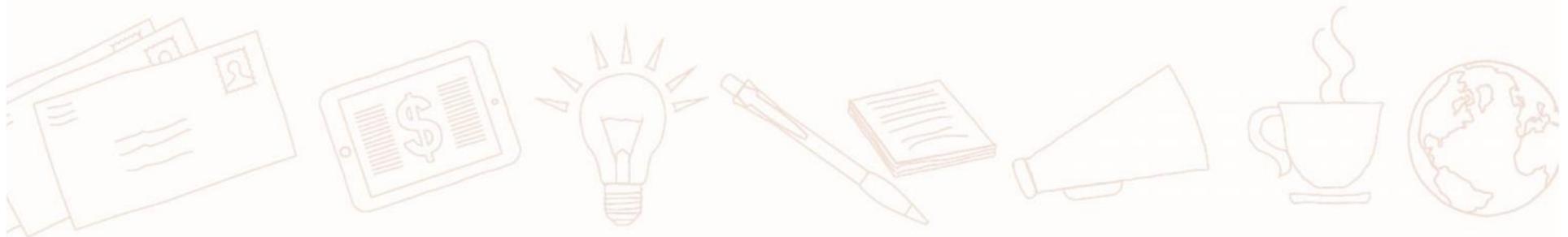
If desktop, *type a query* and do something online



Test mobile vs desktop

**What words would you use if you
*spoke your search out loud?***

Natural language vs Boolean logic



Test different words

Industry/specialized terms

Geographic/linguistic differences

Process or outcome



Use “context” words

Overview

How to OR tutorial OR help

Database OR data set

Reviews

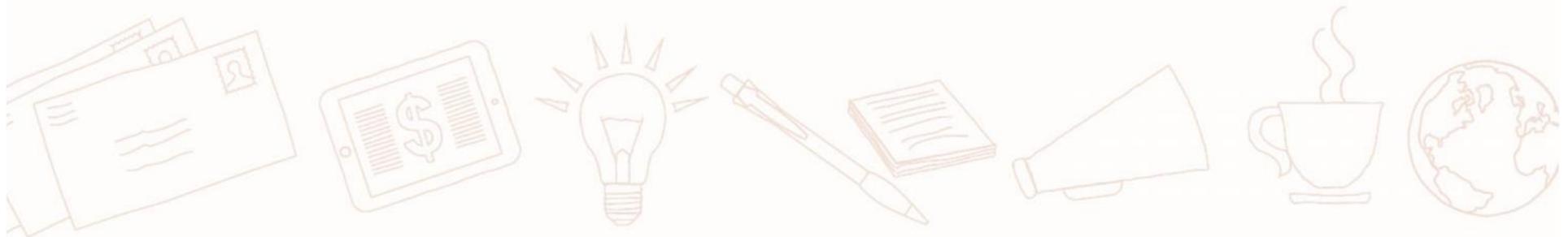
Figure OR chart OR graph



Use country-specific Google

**Non-US topic? Use other country's
Google site**

Look for English version



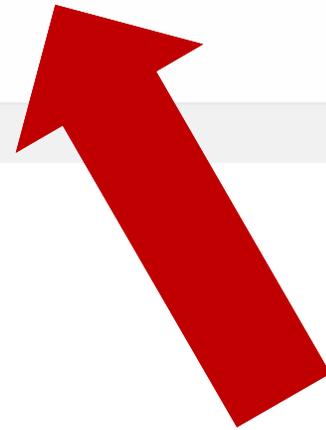
 

Google 검색

I'm Feeling Lucky

한국어 Google.co.kr

English



Need to get smart?

Google Scholar “classic” papers

10 most-cited papers from 10 years ago

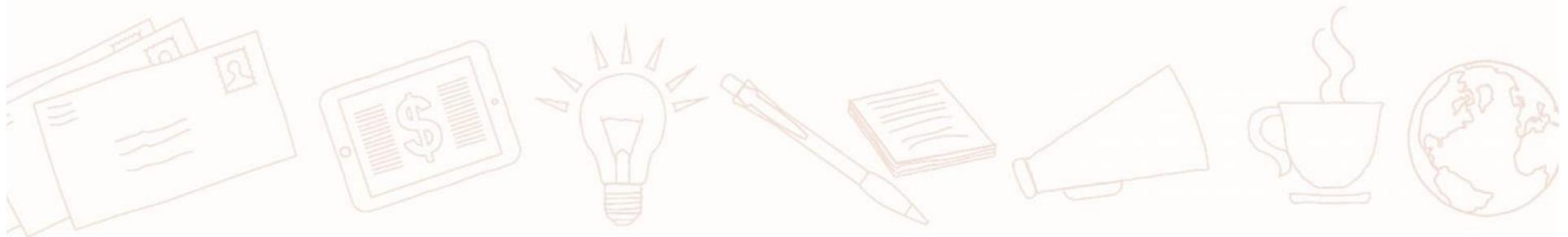
tiny.cc/classic-papers



Pre-view location

**Google's Crisis Map shows you
weather, floods, air quality,
traffic hazards**

google.org/crisismap/



Get creative with Ngram

Find most frequent words *next to a word, over time*

**_NOUN term*

*term *_VERB*

term=>term [one term modifying another]

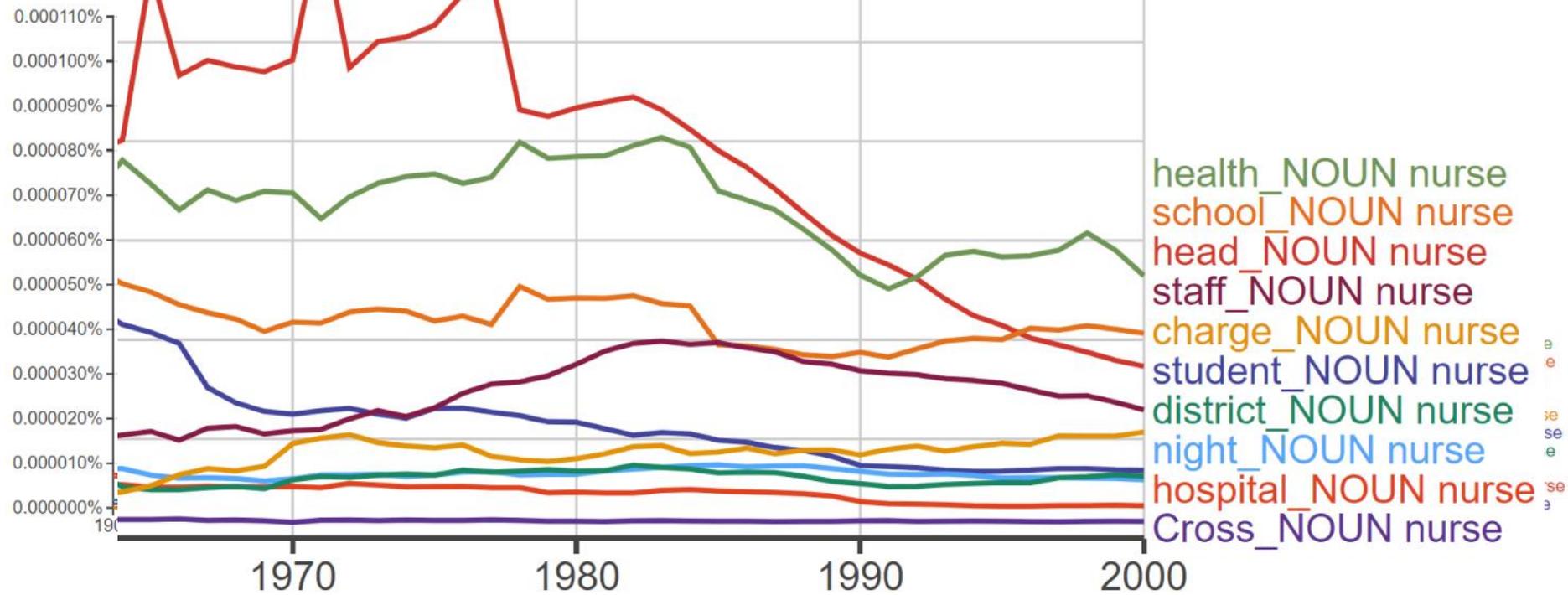
books.google.com/ngrams

*_NOUN nurse

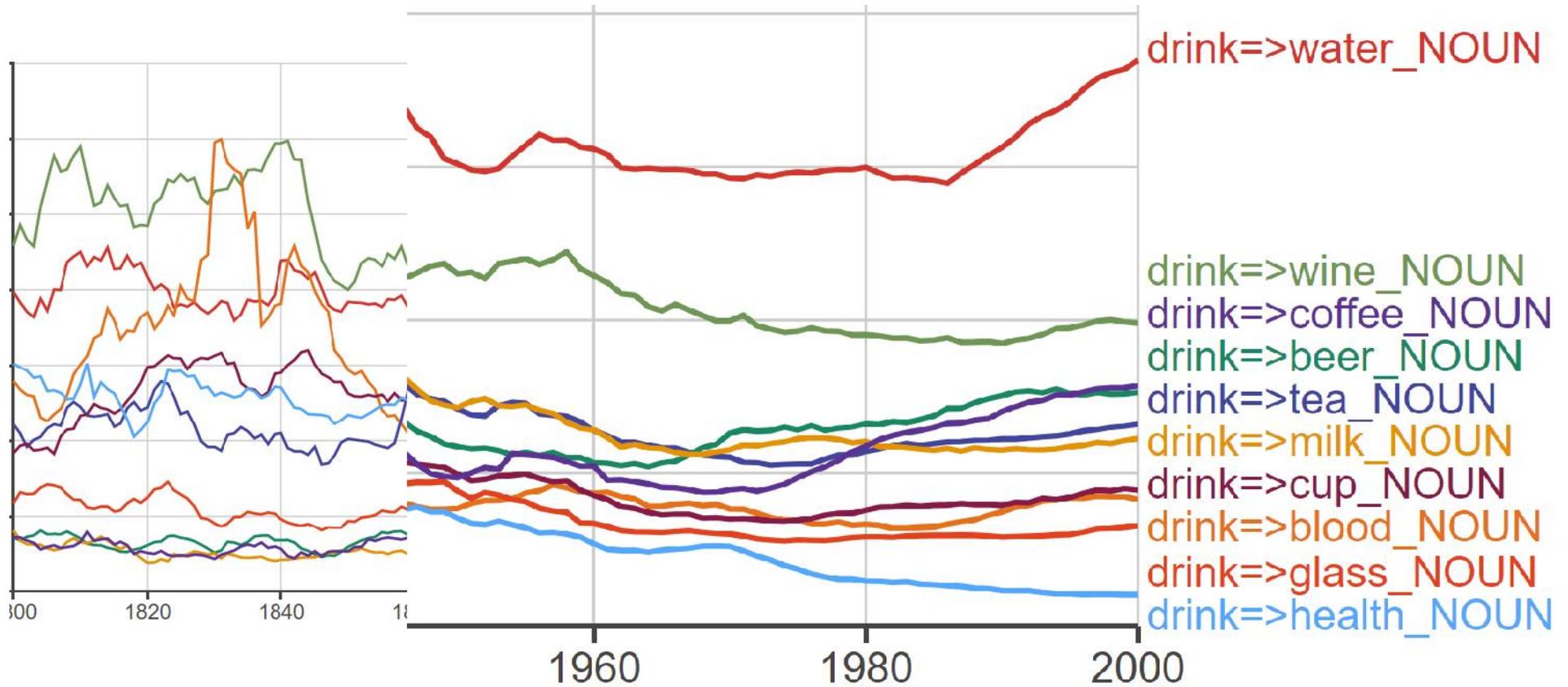
Google Books Ngram Viewer

Graph these comma

between 1900 and



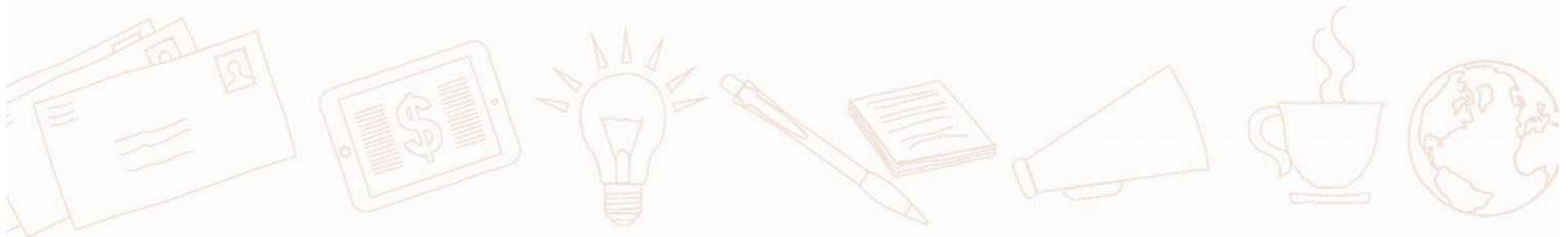
drink=>*_NOUN



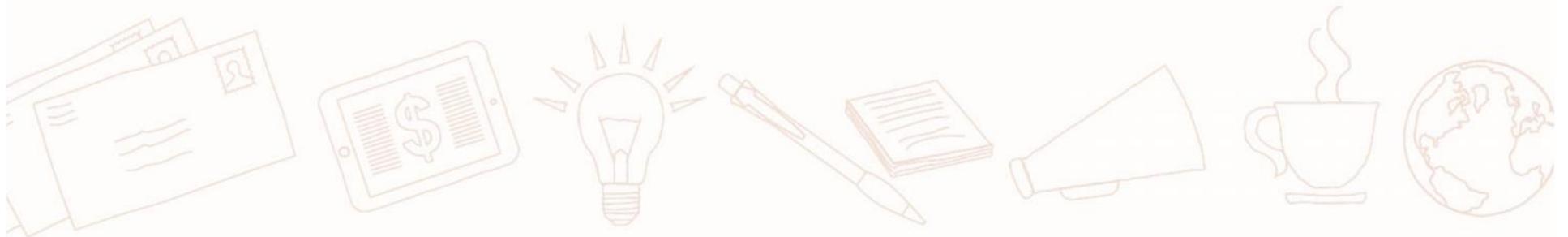
Clients don't know what to ask for

What other data sets would be helpful?

What is your client not asking you for?



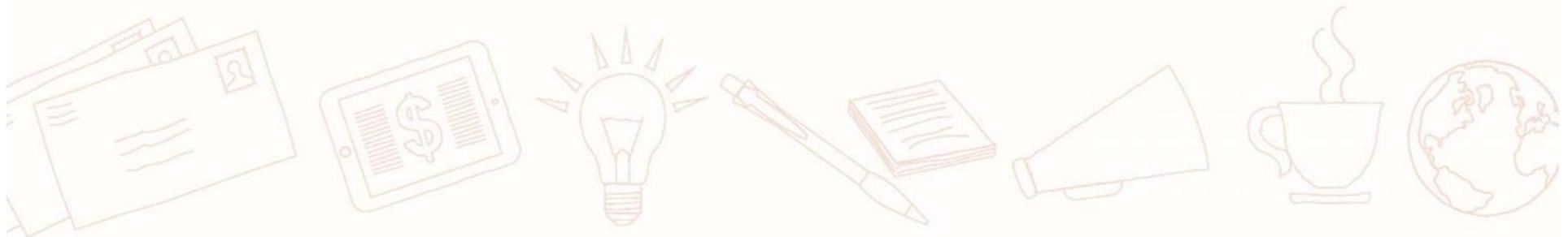
Resources for Searchers



Consider Bing...

Contains:xxx – pages that contain a
link to a file type

contains:pdf, contains:xls, etc.



Use YouTube to learn

Add *channel* filter to focus your search

Add *playlist* filter to find collection of videos

Add *Creative Commons* filter for reusable content



Search news chyrons

Archive.org's Third Eye project

Super-fast-breaking news

OCR of lower 1/3 of broadcast screen

CNN, BBC, Fox, MSNBC

Feed at:

twitter.com/tracey_pooh/lists/third-eye



Use link search to validate

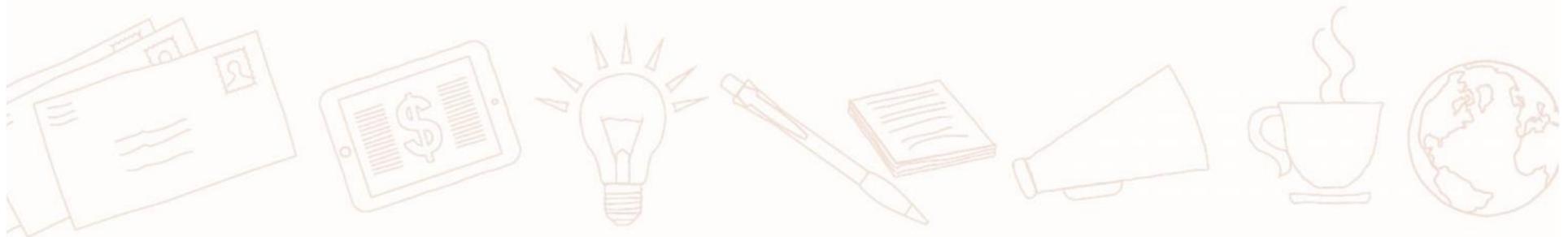
Unfamiliar site? See who links to it

Gigablast syntax is **link:*the.url***

Or try openlinkprofiler.org

Do linking sites show a bias or PoV?

Review outgoing links; where to?

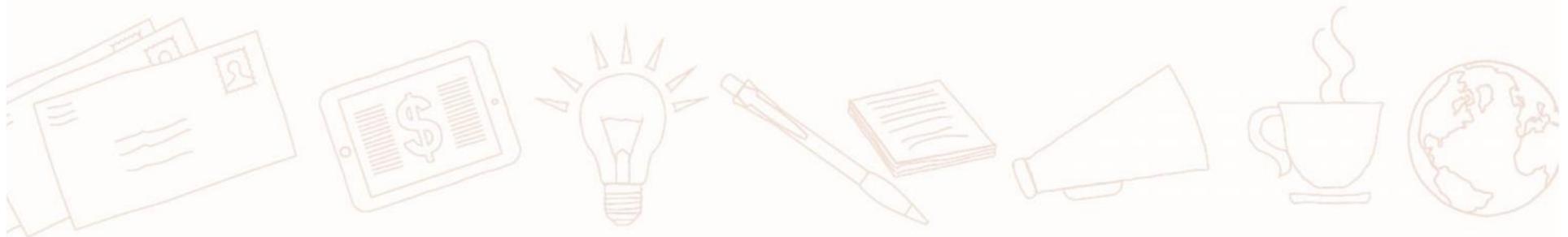


Find “similar” sites

SimilarSites.com

Based on content, link analysis, user behavior, etc.

Use to find *other good sites*

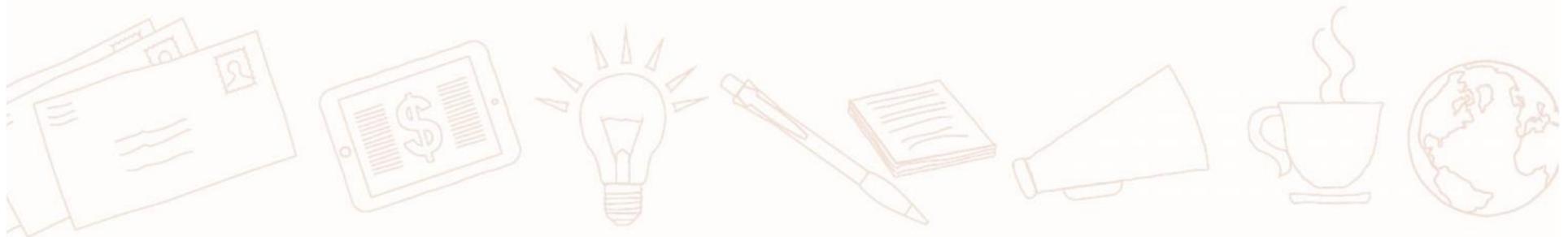


Peekier.com

Anonymous search engine

Mostly Bing, and its own crawl

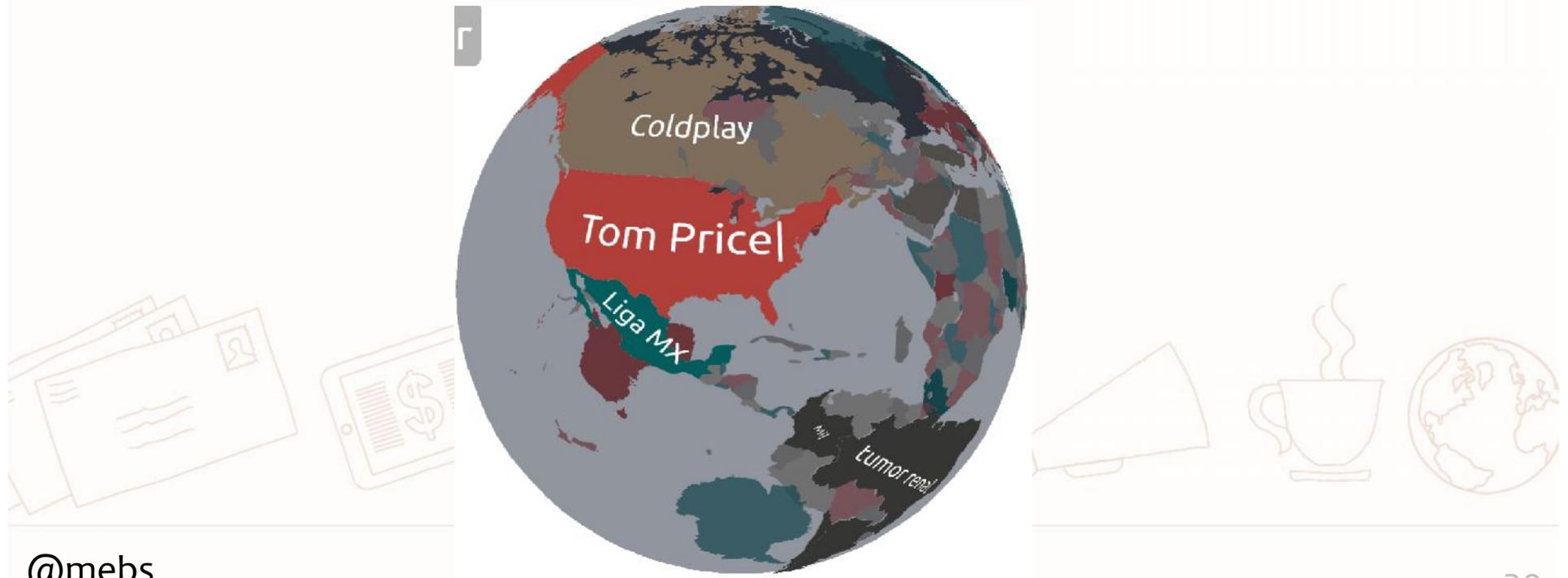
Preview images of the results



Track global trends

10 top search trends, by country

neomam.com/interactive/trendmap



@mebs

Carrot2.org

Meta-search engine, use to review a topic

Web search, PubMed, Wikipedia

Use to ID alternative, related concepts

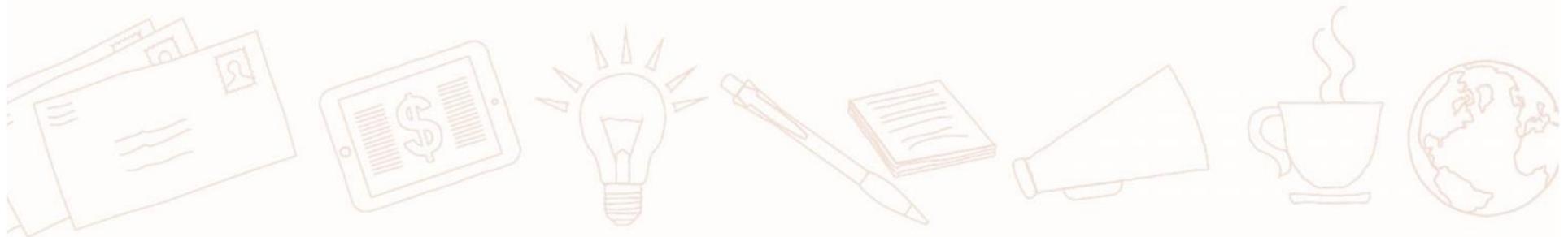


Preview shortened URLs

checkshorturl.com

Type in short URL

**See the expanded version, screen
shot, description**



PrintFriendly.com

Creates a printer-friendly version of a web page

Edit out images, extraneous matter, change font size

Browser plug-in, too



Find Mary Ellen Bates at:

mbates@batesinfo.com

Twitter: @mebs

LinkedIn: maryellenbates

Facebook: maryellenbates

BatesInfo.com

