



Refresh Your Search Strategies: New Tools, Tactics, and Technologies

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Think like a detective

Look for clues, not the answer

Look for the page BEFORE the resource

Use your peripheral vision

Be prepared to wade through LOTS of results

Remember the 80:20 rule



Stay focused

Separate essential from tangential

Know when to say “when”

Spend 25% of time post-processing (fight IAOTWFF)

Search strategies

Know (and rank) your search criteria:

Format

Source

Timeliness

Reliability

Breadth/depth

All the ways Google disappoints me

Be wary of zero-click results

2/3 of all searches are mobile

We rely on Google for the one "best" answer

Google's Featured Snippets provide "authoritative" answer

prospect research



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About 223,000,000 results (0.69 seconds)

Prospect research is a technique used by fundraisers, development teams, and nonprofit organizations to learn more about their donors' personal backgrounds, past giving histories, wealth indicators, and philanthropic motivations to evaluate a **prospect's** ability to give (capacity) and warmth (affinity) toward an ...



[Prospect Research: The Ultimate Guide \[Updated ...\]](#)
<https://www.donorsearch.net/prospect-research-ultimate-guide>

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People also ask

What is a prospect research analyst? ▼

Why is prospect research important? ▼

How much do prospect researchers make? ▼

How do I prospect for major donors? ▼

[Feedback](#)



Prospect research

Prospect research, also known as development research or fundraising research, is a technique through which fundraisers, development teams, and nonprofits gather relevant information about potential donors. Research methods include prospect screening companies, prospect research consultants, and in-house researchers. [Wikipedia](#)

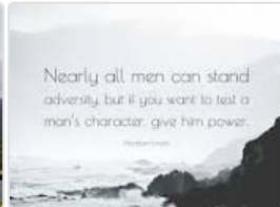
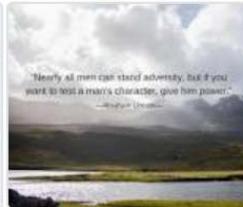
[Feedback](#)



who said If you want to test a man's character, give him power



About 28,000,000 results (1.39 seconds)



Lincoln

Fact check by Snopes.com: Misattributed

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[www.snopes.com](#) › Fact Checks › Questionable Quotes ▾

Did Lincoln Say, 'If You Want to Test a Man's Character, Give ...'

Claim: U.S. President Abraham Lincoln once said, "If you want to test a man's character, give him power," or words to that effect.

Claimed by: Multiple Sources

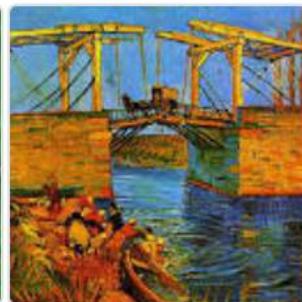
Fact check by Snopes.com: Misattributed



the opposite of cinnamon



About 15,900,000 results (0.92 seconds)



View all

not frog

The opposite of cinnamon is not frog. Jun 21, 2015

[ideasthatastegood.com › 2015/06/21 › the-opposite-of-cinnamon-is-not...](http://ideasthatastegood.com/2015/06/21/the-opposite-of-cinnamon-is-not-frog/)

[The opposite of cinnamon is not frog | ideas that taste good](http://ideasthatastegood.com/2015/06/21/the-opposite-of-cinnamon-is-not-frog/)

Forget those 233,000,000 results

Google won't show more than 400 results

"That's hundreds of results and usually enough for deep research needs. You can enter a related query to refine your search and learn more."

Use tools to refine and filter so you get the *best* 400

Use site: to dig deeper

Dig (somewhat) deeper in a resource

Find pages suppressed or not indexed by site

Difference relevance ranking = different results

Example:

site:gillfoundation.org covid



PRIORITIES ▾ OUTGIVING ABOUT ▾

covid

Go

SEARCH RESULTS



JUNE 30, 2020₁₂



site:gillfoundation.org covid



All

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3 results (0.35 seconds)

gillfoundation.org › press-release › coronavirus-precaut... ▾

Coronavirus Precautions | Gill Foundation

Mar 16, 2020 - Dear friends and partners,. Like all of you, our team has been closely monitoring and assessing the impact of the coronavirus (**COVID-19**). During ...

gillfoundation.org › media-and-news ▾

Media and News – Gill Foundation

As the United States continues to confront the myriad challenges of the **COVID-19** pandemic, I've...
View on Facebook. · Share.

gillfoundation.org › search › feed ▾

Search Results feed | Gill Foundation

Feb 25, 2020 - Dear friends and partners, Like all of you, our team has been closely monitoring and assessing the impact of the coronavirus (**COVID-19**).



Embrace Google's brain

Google monitors your searches
feature AND bug

Expands search to find related info

Filters search to limit the parameters

...and go private

Log out of your browser

And turn on Incognito/Private mode

Use a VPN to leave the country

Then use country-specific Google

Professional search strategies

Search deep instead of broad

Indexing isn't what it used to be ☺

Instead, limit by sources most likely to have results

Use professional services for grey lit

Deep web & grey lit is included in Factiva & ProQuest Dialog

Search by "source type"

Not comprehensive, but pointers to sites to search directly

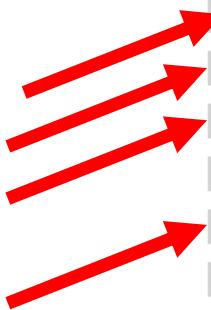
Source type: °

- Select all
- Audio & Video Works
- Blogs, Podcasts, & Websites
- Books
- Conference Papers & Proceedings
- Dissertations & Theses
- Encyclopedias & Reference Works
- Government & Official Publications
- Magazines
- Newspapers
- Other Sources
- Pamphlets & Ephemeral Works
- Reports
- Scholarly Journals
- Standards & Practice Guidelines
- Trade Journals
- Wire Feeds
- Working Papers

Select Source Category

By Type ▼

- A-list Blogs ⓘ ❌
- Business Sources ⓘ ❌
- Business to Consumer Services (B2C) ⓘ ❌
- Dow Jones Sources ⓘ ❌
- Economics and Country Analysis ⓘ ❌
- European Union Sources ⓘ ❌
- General Interest Sources ⓘ ❌
- Government and Politics ⓘ ❌
- Legal Sources ⓘ ❌
- Newsletters ⓘ ❌
- Newspapers: All ⓘ ❌
- Nongovernmental organizations (NGO) ⓘ ❌
- Official Government Sources ⓘ ❌
- Research Reports ⓘ ❌
- Sports ⓘ ❌
- Think Tanks ⓘ ❌
- Top Industry Sources ⓘ ❌
- Trade (B2B) ⓘ ❌
- Transcripts: All ⓘ ❌



Make your results frictionless

Lead with the answer, not a description of the process

Distill, distill, distill

ASK your clients what's frictionless!

"What will you be doing with the results of our research? How can I make it more useful for you?"

And finally...

Question your assumptions regularly

What can be retired? What needs to be added?

Question your value regularly

What do you need to be doing differently now?

Get comfortable living outside your comfort zone

It's easier to pivot when you're not rooted in place

Slides at BatesInfo.com

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