

# Google™ Advanced Search Operators

## cache:

Used to get to google's cached (stored) link of the results page

cache:http://www.rankya.com

cache:news.google.com.au

Also keep an eye out of the time of Google cached results. At times you can even access the cached version from a site that may have required registration

## site:

This operator shows search results for a specific site. Query against a site must end in a valid top-level domain name (com, com.au, net etc.)

site:rankya.com

site:targetURL.com

## link:

Shows backlinks pointing back to the URL being searched. Link operator requires a URL. You can also search complete URLs that include directory & also filenames

link:google.com or link:yahoo.com

Note: by the nature of Google being secretive, this operator is very unreliable for proper back link analysis

**Note:** when you see **targetUrl.com** being mentioned, simply replace that with a websites address you want to analyze

**Note:** when you see **targetKeyword** being mentioned, simply replace that with a keyword/s you are interested in



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**inurl:**

**allinurl:**

Search text within a given URL. This gives you the ability to search for precise directories or folders. Extremely powerful operator especially with the site and filetype operators.

`inurl:targetUrl.com`

`allinurl:targetKeyword anotherTargetKeyword`

**intitle:**

**allintitle:**

Search for the title of a page. The title is the text that appears at the top of the Web page, and you can use intitle to locate text in that spot

`intitle:targetKeyword`

`allintitle:targetKeyword anotherTargetKeyword`

**intext:**

**allintext:**

Locates a string within the text of a page. Although I have shown you examples using `intext:targetKeyword` which showed results for `targetKeyword/s` being anywhere on the webpage (as stored by Google cache servers) but when you want to find `targetKeywords` anywhere in the web copy, instead of the title, the URL, and links. Then use `allintext:targetKeyword anotherTargetKeyword`

**Note:** when you see `targetUrl.com` being mentioned, simply replace that with a websites address you want to analyze

**Note:** when you see `targetKeyword` being mentioned, simply replace that with a keyword/s you are interested in



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## filetype:

Out of all the Google operators, **filetype:** operator is one of the rare gems, which really will allow you to find great information on internet's public domain.

It searches for pages that end in a particular file extension. Here some of the useful extensions:

Adobe Flash (.swf) -- Adobe Portable Document Format (.pdf) -- Adobe PostScript (.ps) -- Autodesk Design Web Format (.dwf) -- Google Earth (.kml, .kmz) -- GPS eXchange Format (.gpx) -- Hancom Hanword (.hwp) -- HTML (.htm, .html, other file extensions) -- Microsoft Excel (.xls, .xlsx) -- Microsoft PowerPoint (.ppt, .pptx) -- Microsoft Word (.doc, .docx) -- OpenOffice presentation (.odp) -- OpenOffice spreadsheet (.ods) -- OpenOffice text (.odt) -- Rich Text Format (.rtf, .wri) -- Scalable Vector Graphics (.svg) -- Text (.txt, .text and other file extensions) -- Wireless Markup Language (.wml, .wap) -- Extensible Markup Language XML (.xml) -- Lotus 1-2-3 Spreadsheet (.wk1, .wk2, .wk3, .wk4, .wk5, .wki) -- Lotus WordPro (.lwp) -- MacWrite (.mw) -- Microsoft Works (.wks, .wps, .wdb) -- Microsoft Write (.wri) -- Shockwave Flash (.swf) -- Adobe Illustrator (.ai) -- Adobe Photoshop (.psd)

Don't forget the power of mix and match these advanced operators

**intitle:targetKeyword filetype:xls inurl:targetUrl**

**inurl:targetKeyword allintext:targetKeyword anotherTargetKeyword filetype:pdf inurl:targetUrl**



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**" "**

targetKeyword wrap around "keywords in quotes" lets you search for phrases by enclosing them with quotes " " This is phrase match type

**-**

- minus sign just before the targetKeyword basically fetches results minus the targetKeyword -targetKeyword

**OR**

OR negates search logic by stating: fetch targetKeyword OR anotherTargetKeyword (When you type OR operator in search, then, do so in ALL CAPS)  
Example search: AFL Grand Final 2004 OR 2005 will give you results about either one of these years, whereas AFL Grand Final 2004 2005 (without the OR) will show results that include both years in your results

**Note:** when you see targetKeyword being mentioned, simply replace that with a keyword/s you are interested in



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## Power Search Examples

**Don't forget the power of mix and match these advanced operators**

**"how to" \* KEYWORDOFINTEREST** (Wildcard operator will reveal the most searched terms. So start here)

Then, you may like to test the ABC's like so

**"how to abcdefghijklmnopqrstuvwxyz0123456789" KEYWORDOFINTEREST**

**"how to" abcdefghijklmnopqrstuvwxyz0123456789 KEYWORDOFINTEREST** (notice the ABC's outside the double quotes)

**"how to" fix ABC... WordPress**

**inurl:targetKeyword filetype:pdf**

**inurl:targetKeyword filetype:xls**

**site:www.targetURL.com**

**inurl:www.targetURL.com/ filetype:pdf OR filetype:doc OR filetype:xls**

**allintext:targetKeyword anotherTargetKeyword filetype:pdf OR filetype:doc OR filetype:xls**

