

Examples of Effective Google Searches and More

~ Double Click May 2017 Presentation ~

What is a Boolean Operator?

Boolean Operators are simple words (AND, OR, NOT or AND NOT) used as conjunctions to combine or exclude keywords in a search, resulting in more focused and productive results. This should save time and effort by eliminating inappropriate hits that must be scanned before discarding.

Why is it called “Boolean”?

George Boole (/ˈbuːl/; 2 November 1815 – 8 December 1864) was an English mathematician, educator, philosopher and logician. He worked in the fields of differential equations and algebraic logic, and is best known as the author of *The Laws of Thought* (1854) which contains Boolean algebra.

Punctuation

- **Exact Match: Quotes “ “**
“search string“
“fool me once”
- **Missing Words: Asterisk ***
*string1 * string2*
rain in * falls mainly in the plain
- **Limit by Exclusion: Minus sign -**
string -exclude
village of webster -ny
- **Enhance by Inclusion: Plus sign +**
string +include
village of webster +wi
- **Price in US Dollars: Dollar sign \$**
string \$number
paper currency \$10
- **Range of Numbers: 2 Periods ..**
number1..number2
amazon.com shotgun mic for iphone \$10..\$70
- **Social Tags: @ sign**
@twittername

@macdoctorwho

- **Social Tags: # sign**
#hashtags
#doctorwho

Search Operators

- **site: *site or domain***
site: double-click.org
- **link: *site or domain***
link: double-click.org
- **related: *site or domain***
related: double-click.org
- **filetype: *site or domain***
filetype: pdf "Romeo and Juliet"
File types indexable by Google
<https://support.google.com/webmasters/answer/35287>
- **OR: *string1 OR string2***
how to draw OR paint
- **AND: *string1 AND string2***
how to draw AND paint

General Utilities

- **Dictionary - define: *string***
define: tardis
- **Weather**
weather milwaukee
- **Stock Prices - stock: *string***
stock: aapl

Units of Measurement Conversion

Area
Data Transfer Rate
Energy
Frequency
Fuel Economy
Length

Mass
Plane Angle
Pressure
Speed
Temperature
Time
Volume

- **Length**
 - 1 mile to rod
320 rods
 - 1 mile to feet
5280 feet
- **Mass**
 - 1 ton to ounces
32000 ounces
- **Time**
 - 1 year to minutes
525600 minutes

Base Conversion

base 10 (decimal) = 0d____
base 2 (binary) = 0b____
base 8 (octal) = 0o____
base 16 (hexidecimal) = 0x____

convert base-x to base-y

- convert 255 to hex
0xFF
- convert 255 to base 16
0xFF
- convert 255 to binary
0b11111111
- convert 255 to base 2
0b11111111

Math

- **Four Function: + - x /**
 $2 \times 2 = 4$
- **Exponential: ^**
 $2^2 = 4$
- **Math Constant - Pi:**
“pi” represented by the value **3.14159265359**
- **Square Root: sqrt**
 $\text{sqrt } 4 = 2$

“OH Google, You’ve Found It Again!”

The Art of Effective Searches

~ May 2017 ~

- **I Think Its Funny: “If Google Was A Guy (Part 5)”**
<https://www.youtube.com/watch?v=9ze87zQFSak>
- **How to Change the Default Search Engine in Safari for Mac OS X**
<https://www.tekrevue.com/tip/change-search-engine-safari-mac-os-x/>
- **Think You Know How To Google?**
<https://www.digitaltrends.com/computing/the-35-best-google-search-tips-and-tricks/>
- **Google Search Help: Refine Web Searches**
<https://support.google.com/websearch/answer/2466433>
- **Google Advanced Search**
https://www.google.com/advanced_search
- **Google Advanced Image Search**
https://www.google.com/advanced_image_search
- **Google My Activity**
<https://myactivity.google.com>
- **I Think Its Funny Too: “Amazon Echo - SNL”**
https://www.youtube.com/watch?v=YvT_gqs5ETk