

Example of Search Strategy Review

I used Google for the first couple of searches, using keywords I typed in:

USB technology

Google provided me with 15,558,120 possible web pages and considering the top 10 of these, I found one or two websites quite good for information but not ideal for the depth of data I required.

I then typed into Google using Boolean

“Computer Technology” AND “advancement of USB” NOT “selling USB products”

Google provided me with 14,509 possible web pages and considering the reduction of the possible web pages narrowed down to the keyword phrases using Boolean operators, meant my top 10 possible web pages provided 8 or 9 different very good sources of information. I didn’t find many selling USB products because of the NOT operator. Boolean certainly worked well and I would use it again next time for this type of search.

The initial search didn’t go so well but the second one for this particular topic did provide something much better and much more efficient too. Some of the information I found in general across all searches was out of date (not very current) information, so I might use the Advanced tool for time of publishing of web page, for example, within Google I can click on Tools and narrow down the time frame.

In future, I would use Bing and possibly a meta search engine such as Dogpile. I would also try changing my keywords, use different phrases and possibly adapt my search quicker with taking more notes to learn from in the future too.

The keywords and phrases I would use next time would be:

“Technology of USB” AND “new USB products” NOT “selling USB products”

The NOT “selling USB products” worked well this time and I would use it again next time.

See the next page for some hints and tips.

I considered these questions for the analysis and evaluation of my search strategy:

What went well?

What search engine worked best?

What criteria provided best results?

What keywords would work better next time?

In general, what went well and what could be better?

What have you been learning from this whole process?

Did you find what you wanted, less or more than expected?

Was it quality returns with good quality websites?

What other tools or changes could you make next time?