

INTERNET SEARCH STRATEGY

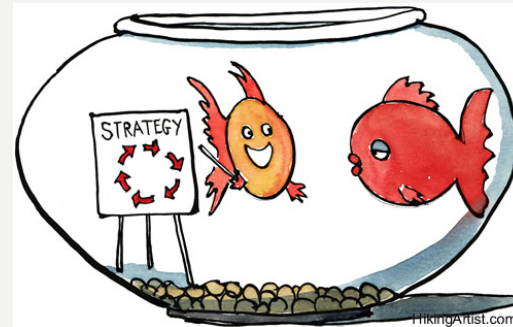
LECTURER: MARK GILLAN

HABITS

- How many people use Google?
- How many people accept the first 10 results Google provides? Do you click on 11 – 20 or next to see the next batch of web page listings?
- Do you know the difference between the terms “Internet” and “Web” or do you think they are exactly the same thing?
- Can you name 3 different web browsers?
- Can you name 5 different search engines?

THE STRATEGY

- So many people take what they are given online. They accept the first piece of information, do not consider how to improve searches and probably waste time obtaining exactly the same as everyone else ... there is so much more to that massive resource.
- We will consider the internet user and their habits.



SEARCH ENGINE



- Everyone has a favourite search engine.
- Name your favourite search engine(s) within your report / form recording and evaluating your search
- Be aware that there are many different types of search engine – they search very differently and can be useful for varying searches
- Think of Google, Bing but also discover meta-search engines and search directories
- When you search using your favourite search engine, try the search again on a different search engine and compare the results.
- Which one do you think gave you the better results?

TYPES OF SEARCH ENGINES

- **Crawler based search engines:** use software known as “spiders” or “crawlers” or “robots” or even “bots” to survey web pages to list them in order of closest to search criteria
 - Google www.google.com
 - Bing www.bing.com
 - Yahoo www.yahoo.com
- **Directories:** human editors decide upon the category and ranking of websites
 - Go Guides Directory www.goguides.org
 - Best of the Web www.botw.org
 - Open Directory www.dmoz.org
- **Meta search engines:** also known as an aggregator search tool produces results based upon various third party search engines
 - Dogpile www.dogpile.com
 - Web Crawler www.webcrawler.com
 - Metasearch www.search.com

KEYWORDS

- What keywords do you intend using for your search?
- Do not type full sentences or word for word within the search dialog box
- Use the most important words and change their order as well as the actual keywords
- Avoid using words like “the”, “of”, “what” etc.
- It is best to use keywords – unless other smaller words are important of course
- Remember, the search engine matches keywords to the websites to avoid words you don’t need and search engines tend to work on priorities within web pages for importance / ranking

NARROW THE SEARCH OR EXPAND

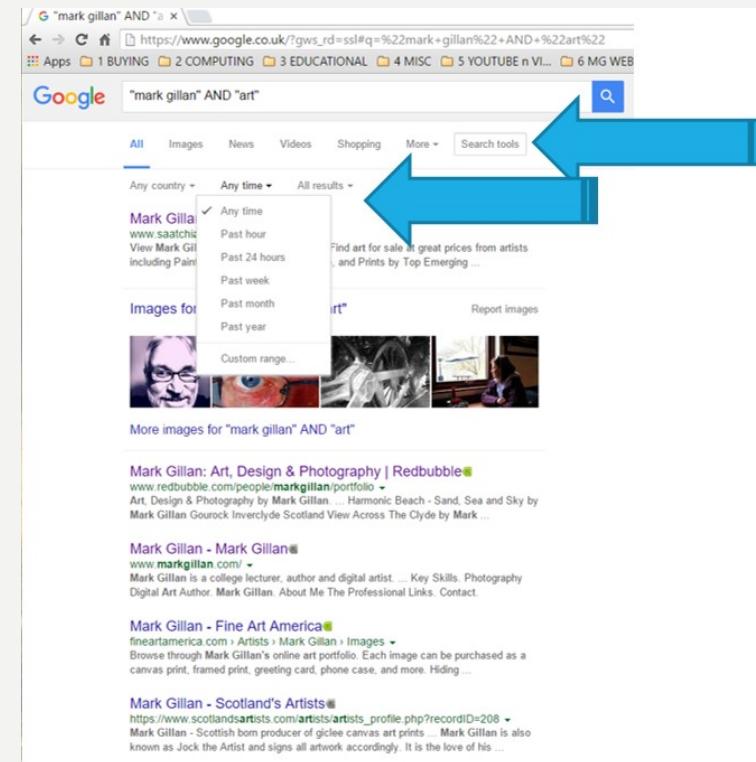
- Searching using advanced technique such as operators can help filter out and include in, although it can reduce and limit too much, so alter phrases and keywords along with the operators. Keep changing and trying new means of obtaining new information
- Keep a written record of your plan, how it worked or didn't work, what you did differently, how you improved the search using advanced technique

Site:

- Use the site: to specify types of domain to which you want returned
For example, Scotland Site:ac (for websites using the academic domain)
Other site / domain restrictions could be Site:com (commercial), Site:org (Charitable) and Site:co.uk (for UK commercial websites)

USE SEARCH TOOLS

- Plan to use variants within keywords and phrases, ensuring a good list will be used
- Use advanced search tools, noting “News” and “More” as well as “Search tools” that allows to narrow down by country, time of publication or edit as well as other results
- Most search engines allow for advanced search techniques



ADVANCED SEARCH TOOLS

Find pages with...		To do this in the search box.
all these words:		Type the important words: tri-colour rat terrier
this exact word or phrase:		Put exact words in quotes: "rat terrier"
any of these words:		Type OR between all the words you want: miniature OR standard
none of these words:		Put a minus sign just before words that you don't want: -rodent, -"Jack Russell"
numbers ranging from:	to	Put two full stops between the numbers and add a unit of measurement: 18..35 kg, £300..£500, 2010..2011

Then narrow your results by...

language:	any language	Find pages in the language that you select.
region:	any region	Find pages published in a particular region.
last update:	anytime	Find pages updated within the time that you specify.
site or domain:		Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing:	anywhere in the page	Search for terms in the whole page, page title or web address, or links to the page you're looking for.
SafeSearch:	Show most relevant results	Tell SafeSearch whether to filter sexually explicit content.
file type:	any format	Find pages in the format that you prefer.
usage rights:	not filtered by licence	Find pages that you are free to use yourself.

[Advanced Search](#)

PLAN VARIOUS SEARCH CRITERIA

- Change keywords, phrases and use Boolean search technique
- Try using different search engines, different types of search engines and make good use of the advanced search technique



IMPORTANT: PLAN AND RECORD

- Record everything you do.
 - Ensure you list your planned strategy prior to searching, consider as many varying keywords
 - List everything in the relevant format prior to searching
 - Make notes as you search as to how well your strategy is working and what you have altered to obtain better results also noting the actual results demonstrating your changing strategy as you go along
 - Be honest
- 
- Remember: Record your plan prior to searching
 - Remember: A plan must be recorded for each piece of information / task to which you are searching. The report must be in full, using the headings as supplied