

# Tricks and Tips for Better Web Search

## Thursday 6<sup>th</sup> December, 2007, Theatre E, 12.15-12.45

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Stand 734







## A search engine's results may vary

- In content and presentation
- From one minute to the next
  - different server being used
- Country versions
  - different emphasis
  - local content
  - different interface
  - different search features
- Different 'brands'
  - Live.com, Tafiti
  - Yahoo, Yahoo Alpha, AlltheWeb
  - Exalead, Baagz







- Number of hits is often fictional
- Thousands of different servers around the world, running different versions of the database, search features and ranking algorithms
- Google experiment
  - site:www.charity-commission.gov.uk "makes grants to organisations"
  - posted to several discussion lists, results from 157 people
  - majority were 40500, 48600, 49000 hits
  - a handful reported ca 22000
  - Google Canada 5400
  - many displayed 78 results
  - "repeat search with omitted results" ca 250 results

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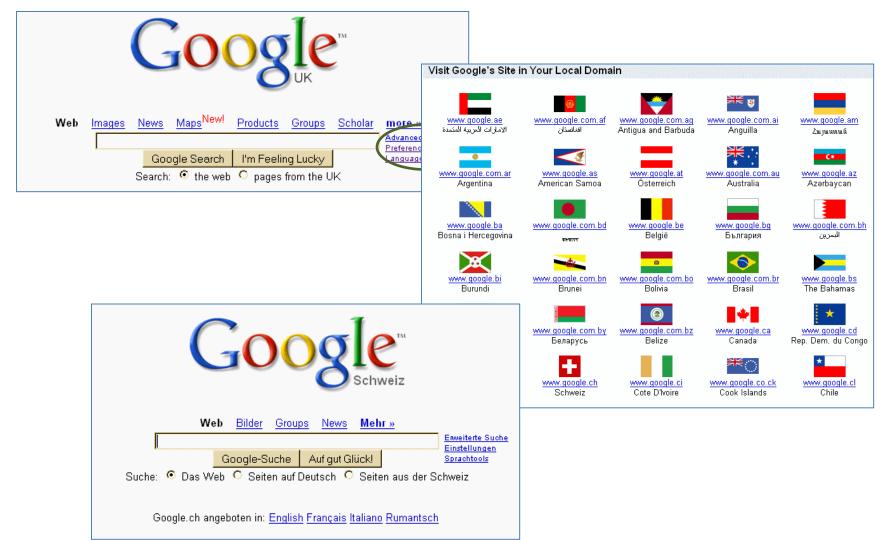
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#### Changing Google 'country'





- Country option in general web search engines looks at
  - domain name
  - the IP address and location of the web site
  - sometimes the language
- Yahoo region command
  - Inherited from Inktomi
  - region:
    - e.g. region:europe, region:mediterranean
    - others are africa, asia, centralamerica, northamerica, southamerica, mideast, southeastasia, downunder
- Greg Notess Search Engine Showdown
  - http://www.searchengineshowdown.com/





- Phil Bradley's Country Search Engines
  - http://www.philb.com/countryse.htm
- Search Engine Colossus
  - http://www.searchenginecolossus.com/
- Search Engine Wiki
  - <u>http://www.searchenginewiki.com/CategorySearchEngines</u>





- Go into preferences and increase the number of results that you display per page from 10 to 50 or 100
- Beats the SEO
- Beats the search tools own 'preferred' sites
- Beats the undocumented enhanced page rankings



- By default, all of the major search tools currently look for all of your terms in a page
- Use double quote marks around phrases
  - e.g. "climate change"
- To exclude pages containing a term, precede the term with a minus sign (-)
  - can also exclude sites from your search using minus and the site command, for example –site:rubbishsite.co.uk
- Use OR for alternative terms
  - e.g. oil OR petroleum
  - OR must be in capital letters





- Imagine what you would like to appear in your ideal document and include those terms in your strategy
- Partially answer your question in your strategy
  - "most active volcano in the world is"
- Use the file formats and domain search to refine your search

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#### Page-Specific Search

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Links Find pages that link to the page Search	Simu	Tind pages similar to the page	e.g. www.google.com/help.html
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#### **Topic-Specific Searches**

<u>Google Book Search</u> - Search the full text of books <u>Google Scholar</u> - Search scholarly papers



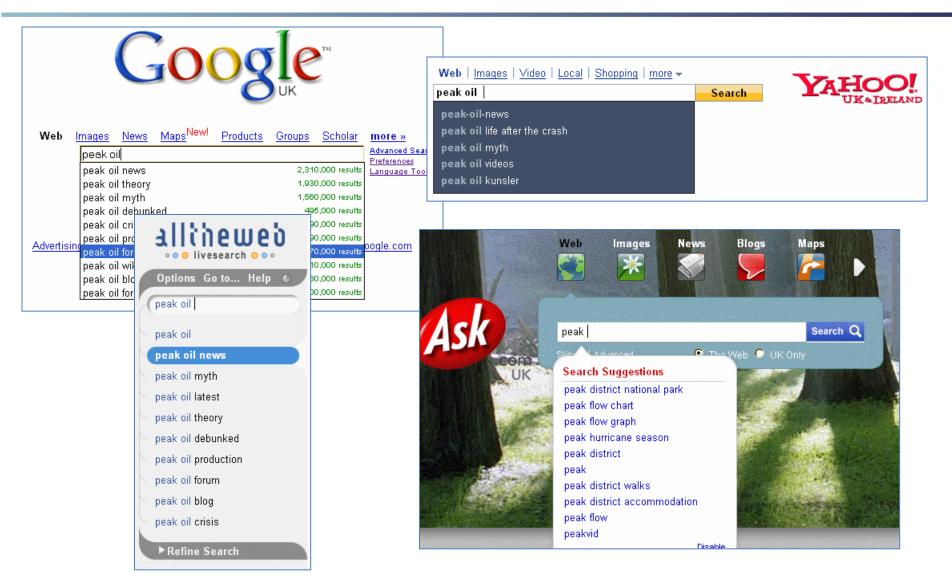


- Imagine what you would like to appear in your ideal document and include those terms in your strategy
- Partially answer your question in your strategy
  - "most active volcano in the world is"
- Use the file formats and domain search to refine your search
- Repeat your key search terms in your strategy
  - chocolate production UK france belgium
  - chocolate production UK france belgium belgium belgium
    - give different results
- Change the order of your terms
  - chocolate production Belgium Switzerland
  - production Belgium Switzerland chocolate
    - different results



## RBA

#### Check out search 'suggestions'



6 December 2007





#### Check out the search results suggestions

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#### Check out the search results suggestions

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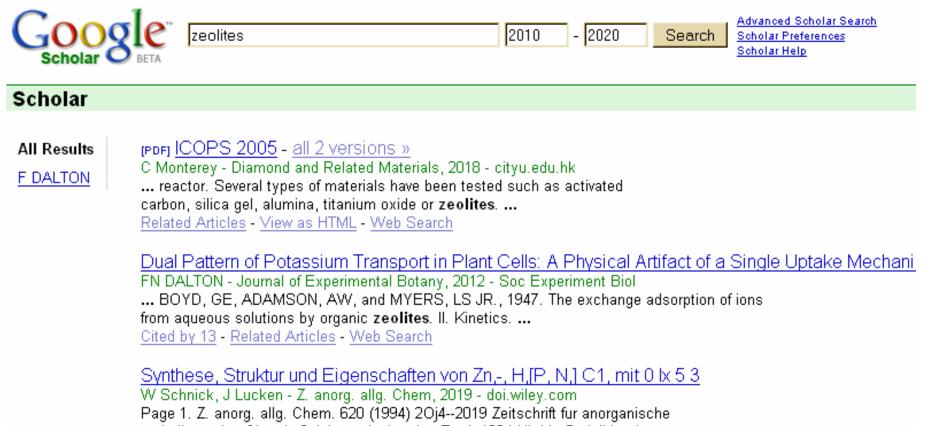




- General Web search
  - Unstructured data no separate 'date published' field or metadata
  - Date is not the date on which the information was collected, generated or originally published.
  - The date used is the one when the information was loaded or reloaded onto the web site
- Google Scholar, Advanced Search, year published, does not use publishers' metadata
  - picks up any number anywhere in the document that matches the numbers you type into the publication years
- Academic Live Advanced Search, year published does use publishers' metadata



#### Google Scholar date search





#### Academic Live Date Search

zeolites		Search Academic Web
cademic res	ults	
Keyword: zeolites	Date	Range: From: 2010 to: 2020
Author:	Journal / Confe	rence: Search
		Sort by relevance 🔹 Normal detail 💌
We did not find an	y results for <b>zeolites 2010 202</b> 0	).
Search tips:		
<ul><li>Try rephrasing</li><li>Try less speci</li></ul>	are spelled correctly. 3 keywords or using synony fic keywords. eries as concise as possible	
Other resources	that may help you:	





- Advanced Search screens can help but command line enables you to build up more complex searches
- For example:
  - "oil production" forecasts 2007..2020 site:gov filetype:ppt OR filetype:pdf
- Learn which search engines support which Boolean operators
  - Yahoo, Exalead and Live support AND, OR, NOT and nested searches (parentheses) but don't go overboard!
- Take care...





#### Why does

site:charity-commission.gov.uk grants

give 2160 results

and

Site:charity-commission.gov.uk grants

give:

Your search - Site: charity-commission.gov.uk grants - did not match any documents.

Suggestions:

- · Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.
- Try fewer keywords.





Site:charity-commission.gov.uk grants

When the results are displayed click on Advanced Search

Google	Advanced Search	
Find results	with <b>all</b> of the words with the <b>exact phrase</b> with <b>at least one</b> of the words <b>without</b> the words	grants Site charity commission go∨

Google sees the capital 'S' and the hyphen in charity-commission and thinks the site search is a phrase search!





- Double quote marks around your terms searches for them as an exact phrase match
  - "climate change"
- Google
  - use the asterisk (\*) to stand in for one or more terms
  - climate \* change
- Exalead
  - NEAR finds words within 16 words of one another
  - NEAR/n finds words within the specified number of words of one another
    - climate NEAR/4 change





- Find pages that link to your known page
  - pages that link to one another often similar in content
  - find listings that often include invisible web resources
- Link command
  - Google
    - link:www.rba.co.uk (77 pages but cannot exclude starting page)
  - Yahoo
    - link:http://www.rba.co.uk/ -site:www.rba.co.uk(214)
    - linkdomain:www.rba.co.uk –site:www.rba.co.uk (9070)
  - Live Search
    - +link:www.rba.co.uk -site:www.rba.co.uk (359)
    - +linkdomain:www.rba.co.uk -site:www.rba.co.uk (32,600)
    - also linkfromdomain:





#### Unique Google search features

- Automatically looks for variations on your terms
  - to stop it, precede your terms with plus signs
     e.g. air +pollution
- Synonym search
  - precede your search terms with a tilde (~)
- Numeric range search
  - can be weights, distances, years, prices (but only recognises \$)
  - Syntax is
    - search term(s) first value..second value unit of measurement
      - "oil production" forecasts 2005..2012
      - -toblerone 1..5 kg



#### Google numeric range



	Web     Images     News     Maps     Products     Groups     Scholar     more »       toblerone 15 kg     Search     Advanced Search Preferences       Search:     Images     O pages from the UK
Web	
Try your search on <u>Yahoo</u> ,	<u>Ask, AllTheWeb, Live, Lycos, Technorati, Feedster, Wikipedia, Bloglines, Altavista, A9</u>
chocolates by post www.ameliechocolat.co.uk	Luxury continental chocolates Free UK delivery!
Buy Toblerone Milk Giant Woolworths.co.uk now to p	<u>Giant Bar - <b>4.5kg</b> from Woolworths.co.uk online shop</u> Bar - <b>4.5kg</b> from Woolworths.co.uk Online Shop. Visit urchase <b>Toblerone</b> Milk Giant Bar - <b>4.5kg</b> online. /jsp/product/index.jsp?pid=50295663 - 21k - <u>liter</u> - <u>History</u>
of an "unspeakably huge longer lift a mere <b>Tobleron</b>	<u>ome-made "Mars Christmas"</u> " £39.99 Kraft <b>Toblerone</b> he saw in Wigan Tesco, could no e bar. It weighed an extraordinary <b>4.5kg</b> p?story=0312100935sbc - 36k - i <u>lter</u> - <u>History</u>
Jumbo <b>Toblerone - 4.5kg</b> Price Tikapur, Trisuli, Tu	nline Shopping Nepal. Send Gifts to Nepal :: Jumbo Limited Edition. Item. Jumbo Toblerone - 4.5kg Limited Edition. Ishipur, Urlabari. Weight: 4.5 Kg aill.asp?catid=&itemid=11915 - 56k - <u>liter</u> - <u>History</u>
	rone? - Yahoo!Xtra Answers " - Find the answer to this question and millions more on

6 Decemb nz.answers.yahoo.com/question/index?qid=20071127181749AAdZzqA - 21k -Cached - Similar pages - Filter - History



## Unique Google search features (2)

- Proximity
  - use the asterisk (\*) to stand in for one or more terms
  - climate \* change
  - separates the terms by one or more words
    - no information on maximum number of terms of separation





#### Exalead

- http://www.exalead.com/
- http://www.exalead.co.uk/
- Supports wild cards
  - asterisk (\*) at the end of a word
    - pollut\* finds pollute, pollutant, polluting etc.
- NEAR finds words within 16 terms of one another
  - NEAR/n finds words within n number of terms one another
    - climate NEAR/3 change
- Approximate spelling, phonetic search







- Evaluated subject listings
  - Alacrawiki Industry Spotlights- <u>http://www.alacrawiki.com/</u>
  - Intute <u>http://www.intute.ac.uk/</u>
  - Pinakes <u>http://www.hw.ac.uk/libWWW/irn/pinakes/pinakes.html</u>
  - heavy human involvement
  - evaluation and assessment of content
  - only the home page or relevant section of a site is listed
- Customised search engines
  - AlacraSearch <u>http://www.alacra.com/alacrasearch/</u>



# Should you be using standard search engines?



- Think type of information
  - news, official company information, statistics
- Reference sources
  - For example:
    - PubMed
    - Scirus
    - Academic Live, Live Books
    - TechXtra
    - Google Scholar, Google Books
    - Scitopia.org
- Structured databases e.g. Web of Science, Scopus, STN, Factiva, LexisNexis etc





- May still be on the site somewhere
  - use the domain/site command in any of the major search engines
- Search engine cache copies
  - Google, Yahoo, Live, Ask, Exalead
- Wayback machine
  - http://www.archive.org/
  - from 1996 to about 6 months ago



#### http://www.archive.org/



		Enter Web Address: http:// All 💌 Take Me Back Adv. Search Compare Archive Pages			
Searched for <u>http://www.google.com/</u>				3305 Results	
lote some duplicates are not shown. See denotes when site was updated.					
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6 December 2007



#### Forgotten which search tool to use? http://www.intelways.com/



Start General Images Video News Social Files Reference Academic Business Tech Shop ntelways chocolate cake recipe Search Google Yahoo Live Ask Freebase Exalead Accoona Gigablast DMOZ Snap Hakia Clush Clusty Izito DogPile Ixquick Mamma Surfwax Searchles Sproose Blogs: Technorati Serph Sphere Icerocket Google People Powered: Digg Reddit Liveleak Newsvine NowPublic Propeller Wikio chocolate cake recipe Showing 1-10 of 3,101,000 MyStuff • Chocolate Cake Recipes Chocolate Lovers' Favorite Cake Review Rating: 92% 557 Ratings | 468 Reviews Web | Images | City | News | More » Almond Coconut Chocolate Cake Review Rating: 92% 162 Ratings | 139 Reviews Q chocolate cake recipe Dark Chocolate Cake | Review Rating: 90% 204 Ratings | 177 Reviews Advanced Chocolate Cakes with Liquid Centers Review Rating: 92% 61 Ratings | 56 Reviews More on Chocolate Cakes: All Recipes | Cake | Dessert Narrow Your Search Best . Moist Chocolate Cake Chocolate Cake Recipe Sponsored Results Recipe Quick & Easy Chocolate Cake Recipes Download Free Recipe Finder Toolbar German Chocolate Cake toolbar.alot.com/recipes Recipe Easy Chocolate Cake Recipes Make Chocolate Cake Hundreds of recipes to browse and enjoy. New recipes added daily www.AgaLinks.com/recipes Rich Chocolate Cake Recipe German Chocolate Cake Chocolate Cake Recipe Recipe from Scratch This recipe is from "Old Favorites from New Friends", The Wellesley Newcomer ... This is Bakers German Chocolate the cake your mom used to make -- the kind you can't ... Cake Recipe www.cs.umb.edu/~pme/cake.html · Cached Recipe to a Chocolate Fudge Cake Double Chocolate Layer Cake Recipe at Epicurious.com Carrot Cake Recipe Find delicious chocolate recipes, like double chocolate layer cake, and other recipes at Chocolate Cake Recipe UK Epicurious.com... More » www.epicurious.com/recipes/recipe views/views/101275 · Cached

#### Chocolate Cake Recipes (Recipe Collection)

A selection of our best chocolate cake recipes. The recipe collection includes Death By





- Different country versions
  - different presentation
  - different content
  - different search options
  - different ranking of results
- Use the advanced search screens
- Learn 'command line' searching
- Think about the type and format of information you need
- Think beyond the likes of Google search 'à la carte'





- PowerPoint now on the RBA web site (<u>www.rba.co.uk</u>) and Slideshare
- Summary and comparison of search engine features
  - <u>http://www.rba.co.uk/search/compare.shtml</u>
  - <u>http://www.rba.co.uk/search/compare.pdf</u>
- Karen Blakeman's Blog » Blog Archive » UKeiG Top Search Tips
  - <u>http://www.rba.co.uk/wordpress/2007/11/29/ukeig-top-search-tips/</u>
- UKeiG fact sheet "Top Search Tips" available on Stand 734
  - <u>http://www.ukeig.org.uk/factsheets/</u> (UKeiG members only)



# Tricks and Tips for Better Web Search

## Thursday 6<sup>th</sup> December, 2007, Theatre E, 12.15-12.45

Karen Blakeman, RBA Information Services & UKeiG Committee Member

Stand 734

