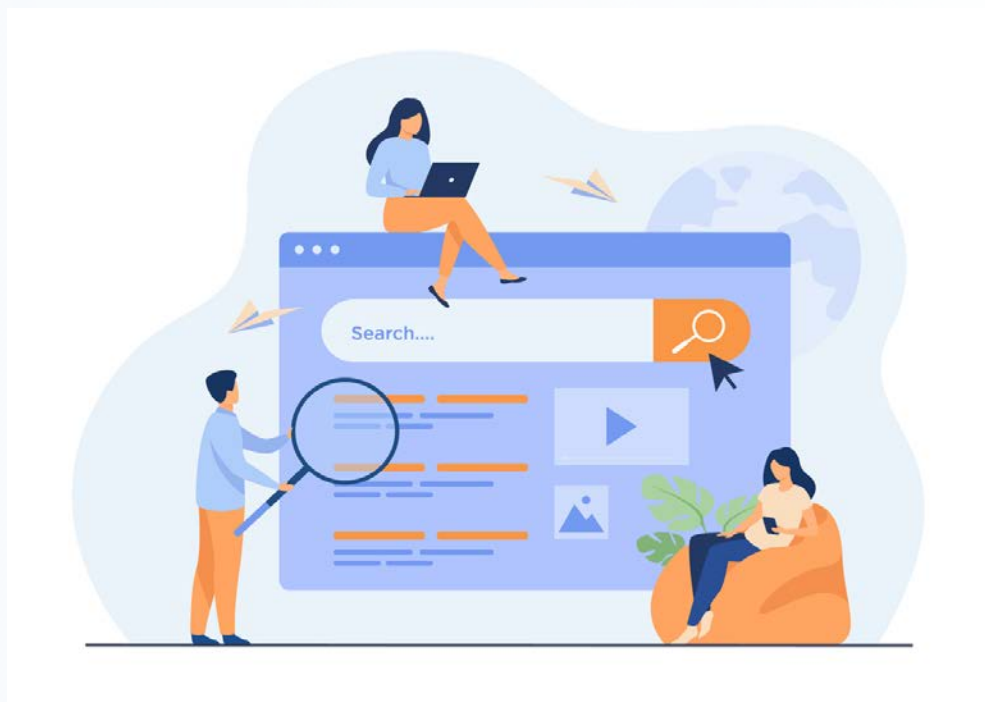




# Google Search Tips: A Cheat Sheet for Investigators

Google is free, yet can help you uncover as much, if not more intel than expensive online tools. You just have to know the right tips and tricks to avoid being overwhelmed with information.



# Use Google Operators

Google operators tell the site to include or exclude certain results, just by adding a symbol to your query.

Some common ones include:

1

“” (find results that contain the entire phrase inside the quotation marks)

2

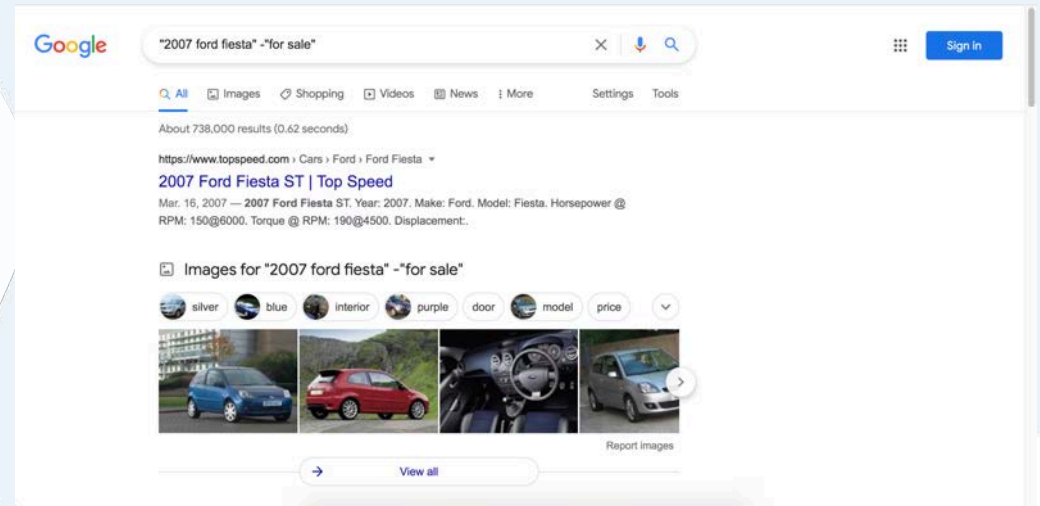
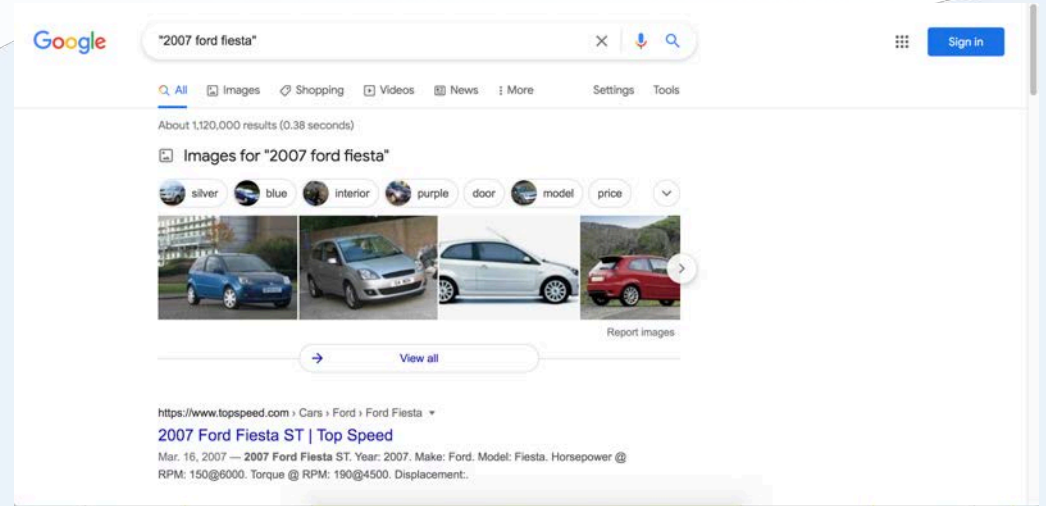
**AND or +** (find results that include one part of your query and the other)

3

**OR** (find results that include one part of your query or the other)

4

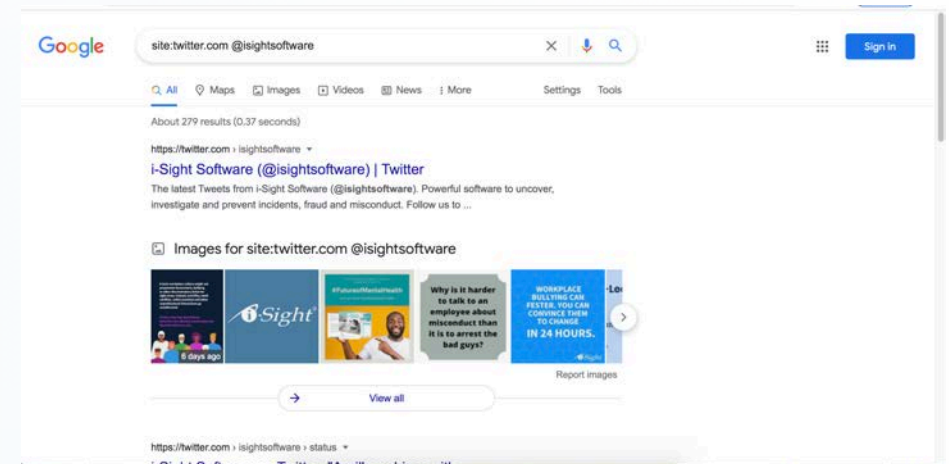
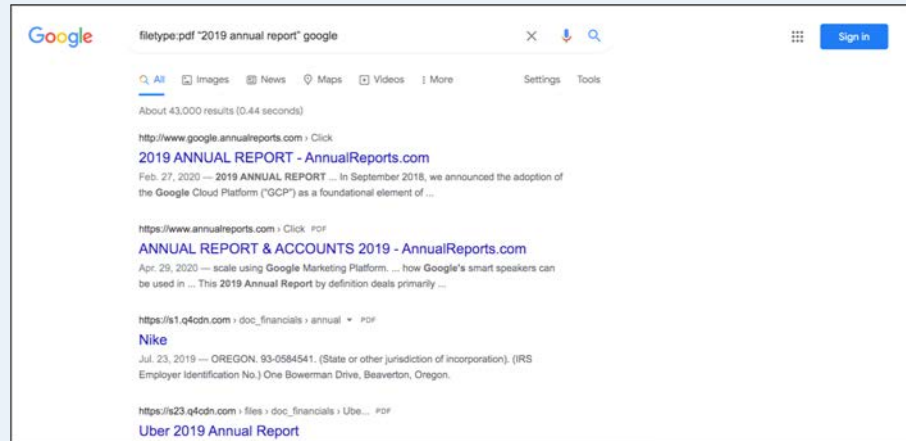
- (exclude results containing the word or phrase following the minus symbol)



## Narrow Results by Type



Are you looking for a very specific type of information, such as images or documents? Search by file type to speed up the process. Ex: **filetype:pdf “2019 annual report”**



## Narrow Results by Source



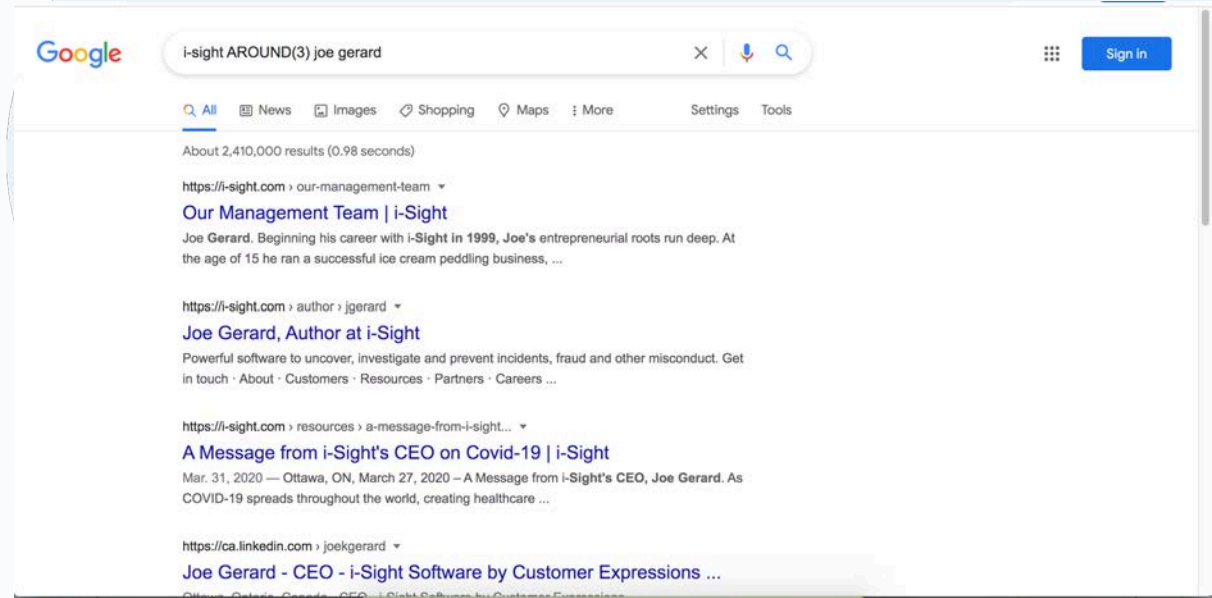
Want to find information from a specific website while maintaining your privacy (and overcoming poor website search functions)? Use site search. This tactic works well for uncovering social media profiles and posts. Ex: **site:twitter.com @joeschmo55** or **site:Aflac.com “2019 annual report”**

## Use Proximity Search

Google brings up results that contain the separate parts of your query anywhere on the page. That can mean that they aren't always relevant to your investigation.

To narrow it down, use proximity search to ensure your words or phrases are close to each other on the page.

- **“joe schmo” \* sacramento (wild card, 15 words apart, also works to fill in words or names you don't know)**
- **“joe schmo” AROUND(5) sacramento (set number in parentheses to number of words you want them to be apart)**

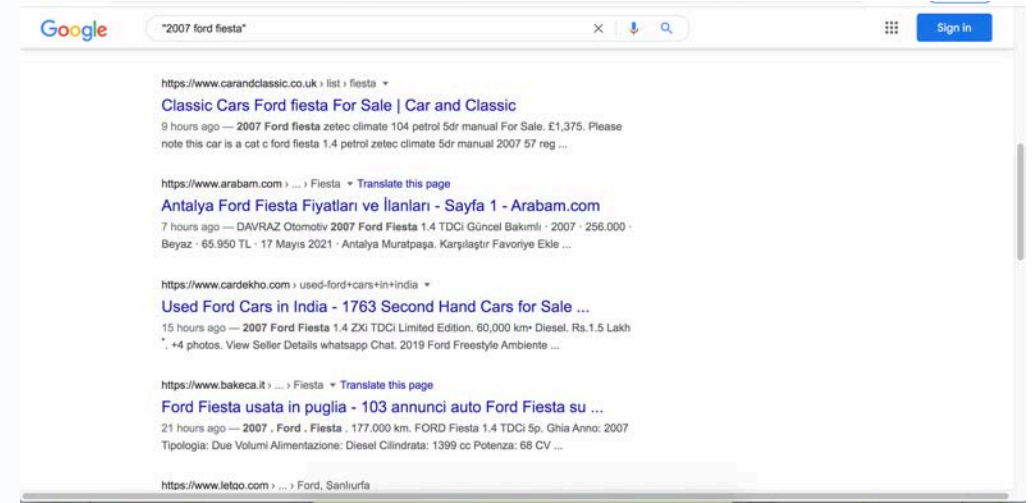
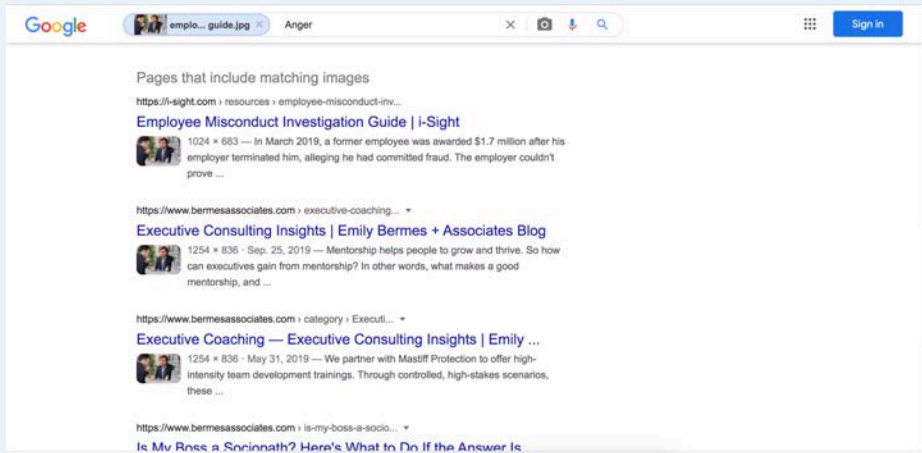




## Search by Image



If you need to find out the source of or more information about an image, conduct a reverse image search in Google. Go to [images.google.com](https://images.google.com), then click on the camera icon in the search bar. You can upload an image file or link to a URL to find other places where the image appears on the internet.



## Select a Timeframe



Are you looking for recent information on a subject, or intel from decades past? After submitting a search query, go to “Tools” and click the drop-down menu under “Any time.” You can narrow the results to those from the past hour, day, week, month, year or a custom time frame.

## Use Advanced Search

Google's Advanced Search option lets you denote aspects of your search without using operators or other tricks.

From your home Google page, select "Settings" in the bottom right corner. You'll be taken to a page where you can specify the results':

- Words and numbers
- Language
- Country or region
- File type
- Origin site
- Query location on the page

The screenshot displays the Google Advanced Search interface. It is divided into two main sections: "Find pages with..." and "Then narrow your results by...".

**Find pages with...**

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: "2007 ford fiesta"	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: -"for sale"	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: 10..35 kg, £300..£500, 2010..2011

**Then narrow your results by...**

language:	English	Find pages in the language that you select.
region:	Canada	Find pages published in a particular region.
last update:	upto a month ago	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.

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