Cheatography

Google Search Engine Optimization(SEO) Cheat Sheet Cheat Sheet by AoNo (SerenaHoenn) via cheatography.com/20375/cs/3169/

Basic Examples				
This Search	Finds Pages Containing			
biking Italy	the words biking and Italy			
recycle steel OR iron	information on recycling steel or recycling iron			
"I have a dream"	the exact phrase I have a dream			
salsa – dance	the word salsa but NOT the word dance			
Louis "I" France	information about Louis the First (I), weeding out other kings of France			
castle ~glossary	glossaries about castles, as well as dictonaries, lists of terms, terminology, etc.			
fortune-t- elling	all forms of the term, whether spelled as a single word, a phrase, or hyphenated			
define:im broglio	definitions of the word imbroglio from the Web			

Alternative Query Types

Operators	Meaning	Type Into Search Box (& Results)
cache:	Display Google's cached version of a web page.	cache:www.irs.g- ov(Show Google's cached version of the US Internal Revenue Service home page.)
info: (or id:)	Find info about a page.	info:www.theoni- on.com (Find information about The Onion website.)
related:	List web pages that are similar or related to the URL.	related:www.hea- Ithfinder.gov (Find websites related to the Healthfinder website.)

Calculator		
Operators	Meaning	Type Into Search Box (& Results)
+ _ * /	basic arithmetic	12 + 34 - 56 * 7 / 8
% of	percentage of	45% of 39
^ or **	raise to a power	2^5 or 2**5
old units in new units	convert units	300 Euros in USD, 130 lbs in kg, or 31 in hex

Restrict Search to Google News

Operators	Meaning	Type Into Search Box (& Results)
location:	Find News articles from sources located in the specified location.	queen locati- on:uk (Find British news articles on the Queen.)
source:	Find News articles from specified sources.	peace source:ha_aretz (Show articles on peace from the Israeli newspaper Ha'aretz.)

Restrict Search to Google Groups

Restrict Search to Google Groups (cont)

insubject:	Find	insubject:"crazy		
	Groups	quilts" (Find		
	messages	articles		
	containing	containing crazy		
	crazy quilts	quilts in the		
	in the	subject line.)		
	subject.			

Restrict Search					
Operators	Meaning	Type Into Search Box (& Results)			
city1 city2	Book flights.	sfo bos (Book flights from San Francisco (SFO) to Boston (BOS).)			
site:	Search only one website or domain.	Halloween site:www.cen- sus.gov (Search for information on Halloween gathered by the US Census Bureau.)			
[#][#]	Search within a range of numbers.	Dave Barry pirate 20022006 (Search for Dave Barry articles mentioning pirates written in these years.)			
filetype: (or ext:)	Find documents of the specified type.	Form 1098-T IRS filetype:pdf (Find the US tax form 1098-T in PDF format.)			
link: Find linked pages, i.e., show pages that point to the URL.		link:warriorlibrar- ian.com (Find pages that link to Warrior Librar- ian's website.)			

Operators	Meaning	Type Into Search Box (& Results)
author:	Find Groups messages from the specified author.	flying author:Hamish author:Reid (Search for Hamish Reid's articles on flying.)
group:	Find Groups messages from the specified newsgroup.	ivan doig group:rec.ar- ts.books (Search for postings about Ivan Doig in the group rec.ar- ts.books.)



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Specialized Information Queries		Specialized Information Queries (cont)		Restrict	Restrict Search to Sites where Query			
Operators book (or books)	Meaning Search full-text of books.	Type Into Search Box (& Results) book Ender's Game (Show book-related information. Note: No colon needed after	weather	Given a location (US zip code or city), show the weather	weather Seattle WA, weather 81612 (Show the current weather and forecast. Note: No colon after weather.)	Words A	The terms must appear in the text of the	nt) Dan Shugar intext:Po- werlight (Find pages mentioning Dan Shugar where his company, Powerlight, is included in the text of the page, i.e., less likely to be
define,	Show a	book.) define	Words Ap	Restrict Search to Sites where Query Words Appear		allint-	page. All	from the corporate website.) allintitle: Google
what is, what are	definition for a word or phrase.	monopsony, what is podcast (Show a definition for the words monopsony and podcast. Note: No colon after define, what is,	Operators allina- nchor:	Meaning All query words must appear in anchor	Type Into Search Box (& Results) allinanchor:useful parenting sites (Search for pages that are called useful parenting sites by others.)	itle:	query words must appear in the title of the page.	Advanced Operators (Search for pages with titles containing "Goo- gle," "Advanced,", and "Operators".)
define:	Provide definitions for words, phrases, and acronyms from the	or what are.) define:kerning (Find definitions for kerning from the Web.)	inanchor:	text of links to the page. Terms must appear in	restaurants Portland inanchor:- kid-friendly (Search for pages	intitle:	The terms must appear in the title of the page.	movies comedy intitl- e:top ten (Search for pages with the words movie and comedy that include top ten in the title of the page.)
movie:	Web. Find reviews and showtimes.	movie: traffic (Search for information about this movie, including	allintext:	anchor text of links to the page. All	on Portland restau- rants for which links to the page say they are "kid friendly.") allintext:ingredients	allinurl:	All query words must appear in the	allinurl:pez faq (Search for pages containing the words pez & faq in the URL.)
	reviews, showtimes, etc.)		query words	cilantro chicken lime (Search for	inurl:	URL. The	pharmaceutical inurl:-	
stocks:	Given ticker symbols, show stock information	stocks: goog (Find Google's current stock price.)		must appear in the text of the page.	recipes with these three ingredients.)		terms must appear in the URL of the	investor (Search for pages in which the URL contains the word investor.)



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