





Search Engines

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) on a light beige background.

reference guide 

SEARCH OPERATOR 	DESCRIPTION 	APPLICATION 	EXAMPLE 
site:	Focuses your search to a specific domain	Find out how many pages are indexed by Google	site:domain name
intitle: allintitle:	Narrows the results down to results in the page title	Find pages using your keyword in the page title	intitle:keyword allintitle:keyword
inanchor: allinanchor:	Focuses your search to results in the anchor text of links pointing back to a page	Find the competition who are actively using a keyword as part of their link building campaign	inanchor:keyword allinanchor:keyword
inurl: allinurl:	Reveals pages containing your keyword in the URL	Find the competition who have optimised their URLs for your keywords	inurl:keyword allinurl:keyword
intext: allintext:	Results that have your keywords in the body copy	Find sites that are actively optimised for your keywords	intext:keyword allintext:keyword
author:	Search for an author	Find articles written by a specific person. Get some background on the target of an outreach project	author:author's name
cache:	View Google's cache of your site	Find out if your latest updates have been cached by Google	cache:url
info:	Get more info on a webpage	Find out if you have DNS issues or duplicate content on your site as well as other links to useful info about your page	info:url
*	Wildcard search will insert any word into your query	This will bring up other things associated to your keyword, partial matches for phrases that may be useful	top * blogs

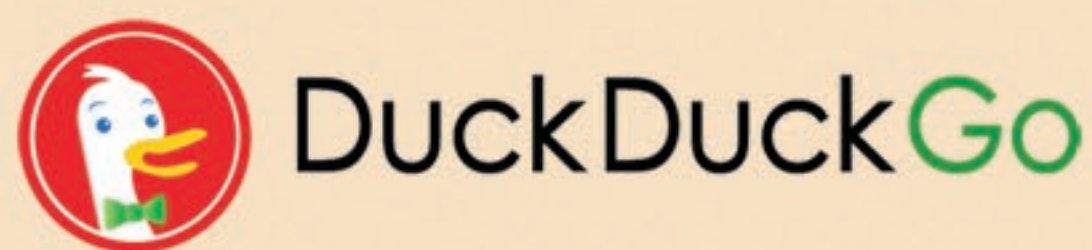
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SEARCH OPERATOR 	DESCRIPTION 	APPLICATION 	EXAMPLE 
site:	Focuses your search to a specific domain	Find out how many pages are indexed by Bing	site:domain name
filetype:	Find a file of a specified file type on the web	Find certain document types on the web, like a .pdf for information in an easy to download format	filetype:pdf
contains:	Takes you to the page that your specified file type is linked from	Find places that have hosted specific file types, e.g. when searching for sites to pitch a whitepaper to	contains:pdf
feed:	Lists RSS and Atom feeds relating to the topic you're searching for	Ideal for finding blogs suitable for guest posting on a specific topic	feed:topic
linkfromdomain:	Allows you to see all the domains any site is linking out to	This could be used in any number of ways; from seeing where your site is linking out to, to finding similar blogs where one has linked to the other	linkfromdomain:url

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SEARCH OPERATOR 	DESCRIPTION 	APPLICATION 	EXAMPLE 
\	Takes you to the first search result for your query	If you're feeling 'ducky'	\keyword
!	Searches for your keyword using another sites search engine	Use a site's search function without having to go to it	!amazon keyword
inbody:	Results that have your keywords in the body copy	Find sites that are actively optimised for your keywords	inbody:keyword
intitle:	Narrows the results down to results in the page title	Find pages using your keyword in the page title	intitle:keyword
filetype:	Find a file of a specified file type on the web	Find places that have hosted specific file types, e.g. when searching for sites to pitch a whitepaper to	filetype:pdf
site:.cc	'Boost' search results from a specific country	Ideal for placing country specific content	site:.fr keyword
sort:date	Sorts your results by date	Find recent trends in a particular niche for article ideas	sort:date keyword

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YAHOO!





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SEARCH OPERATOR 	DESCRIPTION 	APPLICATION 	EXAMPLE 
link:	Find pages that link to a specific URL	Find out who is linking to a competitor's article and approach them for a link to yours. Broken link building too!	link:url
site:	Find all sites with a specific TLD	Narrow your search down to authoritative .edu sites	site:edu
inurl:	Narrows a search to pages with a chosen keyword in their URL	Find the competition who have optimised their URLs for your keywords	inurl:keyword
intitle:	Narrows the results down to results in the page title	Find pages using your keyword in the page title	intitle:keyword
originurlextension:	Find a file of a specified file type on the web	Looking to place a .ppt presentation? Find sites already featuring powerpoint documents	originurlextension:ppt
region:	Focuses your search on sites belonging to a specific territory	Ideal for finding relevant sites when placing region specific content	region:europe

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SEARCH OPERATOR 	DESCRIPTION 	APPLICATION 	EXAMPLE 
@	Searches for tweets that have referenced this username	Find tweets to, from, and about a specific user	@username
from:	Will show only tweets sent by this user	Find out what an influencer in your niche has been tweeting about	from:username
to:	Will show only tweets sent to or directed at this user	Find out who is getting in touch with influencers, see what kind of tweets they respond to	to:username
#	Will show all results that include that hashtag	Group together all the latest tweets on topic for article ideas	#keyword
since: until:	Search for tweets based on when they were sent	Find tweets sent before and after a marketing campaign	since:YYYY-MM-DD until:YYYY-MM-DD
near:	Find tweets sent from near a certain location	Send timely tweets at people near you	near:Nottingham within:10miles
filter:links	Use to only show tweets that contain links	Look at the kind of information people in your niche are sharing	filter:links keyword
:) :(Find tweets that are positive or negative	Find out when people are saying negative things about your competitors and use it to your advantage	keyword :(keyword :)
lang:	To show only tweets in a particular language	Find only tweets in a language you understand!	lang:en
?	Include a question mark in a search term to show only tweets that ask a question	Find people asking questions in your niche that you can respond to	keyword?





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You Tube

reference guide


SEARCH OPERATOR 	DESCRIPTION 	APPLICATION 	EXAMPLE 
tag:	Searches for videos with your keyword as a tag	Look for videos about a certain topic	tag:keyword
##	Another version of the tag based search	Look for videos about a certain topic	##:keyword
before: after:	Searches for videos based on when they were uploaded	Find videos released before or after an event	before:YYYY-MM-DD after:YYYY-MM-DD
title:	Searches for videos with your keyword in the title	Find videos based on a particular topic	title:keyword
description:	Searches for videos with your keyword in the description	Find videos based on a particular topic	description:keyword
()	Search for multiple keywords by grouping them in parentheses	Find videos relevant to multiple topics	description:(keyword keyword)





Search your own YouTube videos

SEARCH OPERATOR 	DESCRIPTION 	APPLICATION 	EXAMPLE 
is:	Searches for videos that are public, private, or unlisted	Find out which of your videos are showing up	is:public
length	Searches for videos of a certain length	Avoid finding especially long or short videos	length>60 length<100 finds a video longer than 60 seconds but shorter than 100

Search operators that work in:



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SEARCH OPERATOR 	DESCRIPTION 	APPLICATION 	EXAMPLE 
" "	Search for a specific phrase	Find people posting about your niche to get in touch with	"keyword"
+	Ensure that two separate keywords are returned in the results	Find people posting about more than one term you're interested in	keyword + keyword
-	Exclude unwanted concepts	Find people posting about one topic but not another	keyword - keyword
OR	Search for one keyword or another	Useful if you want to find people posting about multiple topics	keyword OR keyword