

SEO-oriented Search Operators

Search Operator	Definition	Example	How it Helps
inurl:/allinurl:	Search for pages with the keyword in the URL.	inurl:college degrees online	Displays webpages where your terms appear in the URL.
intitle:/allintitle	Find sites that contain a specific word in the page title.	intitle:college.	Find competitors with optimized titles for particular keywords.
intext:/allintext:	Search for sites with the keywords in the body text.	intext:education	Find competitors with optimized content containing keywords you are trying to rank for.
inanchor:/allinanchor:	Search for pages with keyword(s) in the anchor text.	colleges inanchor:online	Find existing sites with certain keywords and phrases in the anchor text.

Advanced Search Operators

Search Operator	Definition	Example	How it Helps
cache:	Find Google's cached version of a website rather than the current version.	cache:URL	View the latest version of the page acquired by spiders. Also view the dates of visits and the content that is no longer live on a site.
info: (Id: is an alias for this)	Find information about a site.	info:URL	Retrieve information about the site including links to pages that link to the webpage.
filetype: Ext: (alternative to filetype:)	Search for a particular file format.	IRS tax forms filetype:pdf	Find a wider view of content available online.
link:	Find external websites that link to a particular URL.	link:mysite.com	Find pages that are pointing to the particular URL.
site:	Find pages on a specific domain.	site:webimax.com "keyword"	Determine what pages are indexed by Google.
daterange:	Find "new" pages in Google within a particular timeframe. Note: You must enter the dates as Julian dates (Julian dates are the number of days since noon universal time on January 1, 4713 BCE.) For example: The date June 12, 2013 is converted as 2456456.	daterange:startdate-enddate	Find pages that are more current and updated.

Basic Search Operators

Search Operator	Definition	Example	How it Helps
" "	Search for an exact phrase.	"SEO companies"	Tells Google to search specifically for content containing the keyword phrase. Helps you find places to internally link on your website and find relevant sites to post content in order to obtain a backlink to your site.
* <i>(asterisk)</i>	A wildcard character used to find documents containing part of a word. This can include a single term or phrase.	college *	Find other words and phrases that may be relevant to your search term.
number ..number	Find results with numbers within a given range such as dates, prices and measurements.	Mega Millions 250,000 .. 2012	Allows you to specifically target a product.
related:	Find sites similar to a specific URL.	related:nytimes.com	To use as a media outlet to find other sites that are similar to what you've been using to post content and links.
define:	Find the definition of a particular word or phrase.	define: online marketing	Gather links to websites associated with the term.

Boolean Operators

Search Operator	Definition	Example	How it Helps
AND	Combine terms and search for documents with all of the terms. Note: AND must be capitalized when used. Google enables this operator by default.	dogs AND dating	Helps narrow your search.
OR	Search for sites that contain at least one of the specific keywords. Note: OR must be capitalized when used or Google will treat it as a term to search.	college OR university	Helps fine-tune your search and yield more effective results.
NOT	Excludes sites that contain a specific word. Note: NOT must be capitalized when used or Google will treat it as a term to search.	colleges NOT universities	Decreases search time by eliminating undesirable sites.

Proximity Operators

Search Operator	Definition	Example	How it Helps
AROUND	Find words or phrases near each other. Note: AROUND must be capitalized when used or Google will treat it as a term to search.	Andy Reid AROUND Chip Kelly	Specifies the proximity in which the search terms appear in the results, yielding more specific results.
NEAR	Pulls pages with the words near each other. Note: NEAR must be capitalized when used or Google will treat it as a term to search.	James NEAR Madison	Helps improve the relevancy of matched pages and helps combat webpages that contain dictionary lists.

Time Operators

Search Operator	Definition	Example	How it Helps
time:	Find the time in a particular location.	Time: Mount Laurel	

Location Operators

Search Operator	Definition	Example	How it Helps
location: (only in news search)	Filter your search according to a location.	location: New Jersey	Find out current events taking place in a particular location.
region:	Find sites that belong to a particular region.	region: USA	Find relevant sites to place content about a specific region

Miscellaneous Operators

Search Operator	Definition	Example
stocks:	Find market data about a particular company.	stocks: Apple
movie:	Find movie-related information.	movie: Forrest Gump
map:	Find a map of a particular location. Type in the name of the location or the zip code.	map: New Jersey
sunrise: & sunset:	See the precise times of sunrise and sunset in a certain location.	sunrise: New Jersey sunset: New Jersey

News Operators

Search Operator	Definition	Example	How it Helps
source:	Find articles in news sources regarding the selected keyword.	Election source: New York Times	Find newsy and relevant sites to link to.
inpostauthor:	Filter your search according to an author's name.	inpostauthor:"name"	Use to find guest blogging opportunities or find a particular author.

Search Operators No Longer Supported By Google

Search Operator	Definition	Example	How it Helped
author:	Search for articles by a specific author. You can search by full name or partial name, or by email address.	author:John Smith	See what newsy and notable content you can link to.
+ (plus character)	Make sure the words are included in every result and ensure the results contained the exact spelling of the word.	animals + farm	Yields more accurate search results.
~ (tilde)	Includes synonyms for the search term in the search results.	~ocean city vacation	Useful for determining additional keywords.