

PC WORLD

Instant Reference Guide: 21 Google Shortcuts, Tips, and Tricks



Make quick searches even quicker with the right word. Use the search bar as a calculator. Track packages. Check flight status. Go shopping. Here's how.

Shortcuts

IF YOU KNOW the right syntax, you can home in on a short list of targeted search results. Here are some of the key search phrases and how to use them.

A PLUS FOR + AND -

TO MAKE GOOGLE include stop words (common words that it would otherwise ignore, such as *the*), you can use a + (plus sign). To make Google exclude stop words, replace the + with a - (minus sign). (With all syntax words, make sure there is no space after either sign or after a colon.) Example: To find keyboard shortcuts in Microsoft Word, type **keyboard+shortcut+word**. Replace *word* with any other application name to get keyboard shortcuts for it, such as OE (for Outlook Express), Quicken, and Acrobat.

YOU ARE INTITLED

INTITLE: Tells Google to search for just words found in Web page titles. Example: **intitle:dark chocolate**

CAUGHT IN THE WEB

INURL: Google looks only in URLs of Web pages. Example: **inurl:baseball**

FILE FORMATS RULE

FILETYPE: There are a number of file types searched by Google in addition to standard HTML-formatted pages. Example: Typing **filetype:doc dark chocolate**

brings back only Word documents on the subject of dark chocolate. Similarly for other file types, only files created with the corresponding program are returned. Examples:


- Adobe Acrobat (**pdf**)
- Lotus 1-2-3 (**wk1, wk2**, and so on)
- Microsoft Excel (**xls**)
- Microsoft PowerPoint (**ppt**)
- Rich Text Format (**rtf**)
- Shockwave Flash (**swf**)
- Text (**ans, txt**)

TEXT SUPPORT

INTEXT: Google searches only in the body text of Web pages—not in links, URLs, or titles. Example: **intext:pcworld** or **intext:pcworld.com**

CITE THE SITE

SITE: Use this bit of syntax when you want to limit Google's search to a particular site. Example: **site:pcworld.com Microsoft mouse** would offer only references to Microsoft mice that are on PC World's Web site.

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FIND THE DEALS

How to Search in Froogle

FROOGLE, GOOGLE'S shopping site, targets the item or stores you are looking for more precisely than if you performed the same search in the Google search bar. But you can still get a large number of hits if an item is sold on a legion of Web sites. To narrow your search even more in Froogle, you can search by a specific store. Example: **store:macys** returns with everything the store sells.

Add an item before, and the search is more specific: **chocolate store:macys**

Once you get the results, Froogle lets you narrow your query by price range, topic area, and more in a separate pane on the left side of the results page.



chocolate
Search terms

94117
Street address, city, or zip
 Save location

Google Search

GOOGLE LOCAL: WANT TO FIND WHERE to buy something in a particular area, check events in the city you live in, or research a place you're going to visit? Go to local.google.com and enter what you are looking for along with the city, state, or zip code to find out.

DIG DEEPER

Google Hack and Guides

USING THE GOOGLE programming code (API), a number of aficionados have come up with Google applications. Check out Google News Map and Google Word Color at Douwe Osinga's blog (find.pcworld.com/43858).

A cornucopia of Google tips is offered at O'Reilly (find.pcworld.com/43856), the site of the publisher of a trio of Google books: *Google Hacks*, *Google: The Missing Manual*, and *Google Pocket Guide*.

Tips and Tricks

GOOGLE IS MORE than a search engine. It is a dictionary, a calculator, an almanac, a phone book, and much more. Here's how to harness its other powers.

TOP 10 WORDS

GOOGLE LIMITS SEARCHES to only the first ten words entered, so keep your search phrases as short as possible.

sign. Example: **2+2** returns with $2+2=4$.

For multiplication, use an asterisk (*); for division, use a forward slash (/).

You can also use Google's calculator to query higher-level mathematics. Go to www.google.com/help/calculator.html for directions.

zero in by adding the area code or zip code as well. Don't have an address? List the last name and a zip code or city and state to get a search result.

GOOGLE'S GOT YOUR NUMBER

PACKAGE TRACKING: Enter your tracking number from Federal Express, United Parcel Service, or the United States Postal Service.

UNIVERSAL PRODUCT CODES: Enter the UPC number to get information on the product and its maker.

FLIGHT NUMBERS: Enter the airline name and flight number for status. Example: **United airlines 150** or **usair 150** ■

SHORT SITED

How Lucky Can You Get?

THE "I'M FEELING LUCKY" button next to the "Google Search" button

I'm Feeling Lucky

takes you directly to the first Web page that would be listed on a regular Google search results page. It is best used as a shortcut to a site that will clearly be the first result.



GOOGLE OPTIONS: TO MINE THE VAST collection of Google's ever-expanding services, go to the icon menu at www.google.com/options/index.html.

Google searches on words in the order they appear, so **book paper** would get you a different result than **paper book**.

DEFINITE DEFINITIONS

DEFINE: Find definitions to words by typing **define:word**. Only the definition is returned. If you want sites based on the word as well, drop the colon. Example: **define word**

BUILT-IN CALCULATOR

USING THE GOOGLE calculator is as easy as $2+2$. Just enter the numbers you'd like to calculate, without the equal

enter a phone area code.) Example: **123 main street san francisco ca**

INSTANT STOCK QUOTES

ENTER A TICKER symbol for a company or mutual fund on the New York Stock Exchange, Nasdaq, or American Stock Exchange for a current quote.

THE BIG PHONE BOOK

ENTER AN INDIVIDUAL residential phone number (312-555-1212) to get a listed address (and map), or enter a first name (or initial), last name, and city to get the number, if listed. You can also