



## headline news: Oil - what a rip off

### Search more effectively by using Google Search Commands

Using specialised Google searches is a pretty simple but powerful tool. Google has enabled a long list of search shortcuts that will allow you to do all kinds of things besides simply search for a plumber in your town. By adding what Google calls an operator followed by a colon : you can get some pretty interesting research done very quickly.

Here is a list of our top 10.

- \* site: (get your search results for only one website - this would show pages on Duct Tape Marketing with the word referral) - site:ducttapemarketing.com "referrals"
- \* link: (find page that link back to a page or entire site) - link:www.ducttapemarketing.com/blog
- \* info: (find info about a page) - info:www.ducttapemarketing.com
- \* related: (shows pages that Google think are related to a site) - related:www.ducttapemarketing.com
- \* cache: (shows what a page looked like in previous version) - cache:ducttapemarketing.com
- \* filetype: (search for specific filetypes only) marketing filetype:ppt
- \* allintitle: (search keywords in page title) - allintitle:public relations
- \* allinanchor: (search for link or anchor text) - allinanchor:get more referrals
- \* inurl: (restrict search to page URLs) inurl:smallbusiness
- \* allintext: (words specified in body text) allintext:duct tape
- \* acronym: (secret to staying young) He's a pitcher, part yogi and part recluse. Impressively liberated from our opulent life-style, Sidd's deciding about yoga

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