

## 2 MINUTE BRIEFING: GOOGLE OPERATORS

If you find the complete list of Google Operators confusing we have printed the main ones in the table below. They can be used in Web Search, Image Search, Groups, Directory, News and Product search with different results.

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Operator	Description
"marketing assistance"	Phrase search. Exact words in that exact order.
marketing -assistance	Exclude word. A minus sign immediately before a word indicates that you do not want pages that contain this word to appear in your results.
marketing * ltd	Wildcard or unknown word (space either side of asterix).
marketing assistance +ltd	Search for a word exactly as it is so search would include 'limited'. Useful for including stop words such as 'and', 'of' etc.
marketing ~assistance	Search for a specific term and its synonyms (such as 'help' for 'assistance')
allinurl:marketing assistance	Requires both 'marketing' and 'assistance' to be in URL. Other operators include:- allintitle, allinanchor, allintext.
info:www.marketing-assistance.co.uk	Displays information about the web site specified in the URL. The same information can be found by using the individual operators: site, cache, link, related.
site:marketing-assistance.co.uk	Restricts a search to a specific site. The search phrase [training site:marketing-assistance.co.uk] finds all references to training on this web site.