GOOGLE ADVANCED SEARCH

Google is the most used search engine in the world because it is the most powerful. Nevertheless, are we really able to use the full potential of this wonderful tool that has become the gateway to the Internet? How can the mastery of this tool help you? For a typical query, there are thousands, even millions, of webpages with potentially relevant information. Here we will try to give you some tips to increase your chances of finding the information you were looking for within 60 trillion web pages.

1. GENERAL PRINCIPLES

You can use symbols or words as operators in your search to make your results more precise.

· Google Search usually ignores punctuation that isn't part of a search operator.

· Don't put spaces between the symbol or word and your search term.

As an example, when you want to limit your search to a specific website:

A search for site:ifrc.org will work, but site: ifrc.org won't.

2. COMMON OPERATORS

Search social media

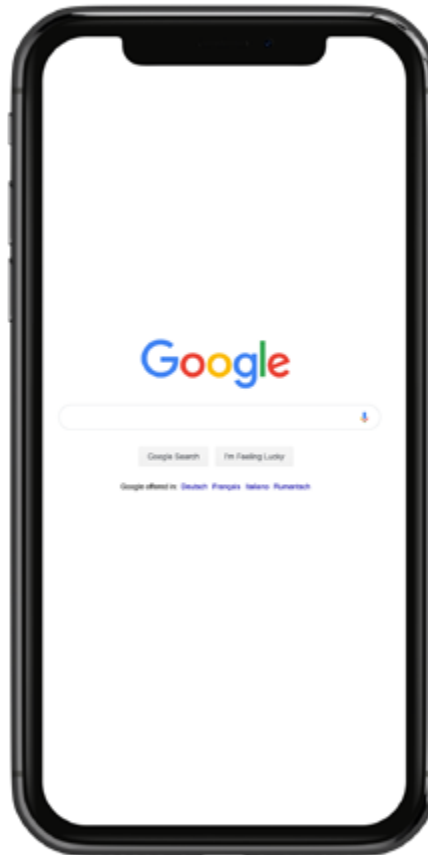Put @ in front of a word to search social media. For example: @twitter.

Search hashtags

Put # in front of a word. For example: #throwbackthursday

Exclude words from your search

Put - in front of a word you want to leave out. For example, Red Cross -ICRC

Search for an exact match

Put a word or phrase inside quotes. For example, "recent droughts".

Search for wildcards or unknown words

Put a * in your word or phrase where you want to leave a placeholder. For example, "largest * in the world".

Search within a range of numbers

Put .. between two numbers. For example, displacement 100..1000.

Combine searches

Put "OR" between each search query. For example, refugees OR migrants.

Search for a specific site

Put "site:" in front of a site or domain. For example, site:nytimes.com or site:.gov.

Search for related sites

Put "related:" in front of a web address you already know. For example, related:ifrc.org.

Get details about a site

Put "info:" in front of the site address. Exemple: info:www.ifrc.org

See Google's cached version of a site

Put "cache:" in front of the site address. Exemple: cache:www.ifrc.org

Search for a file format
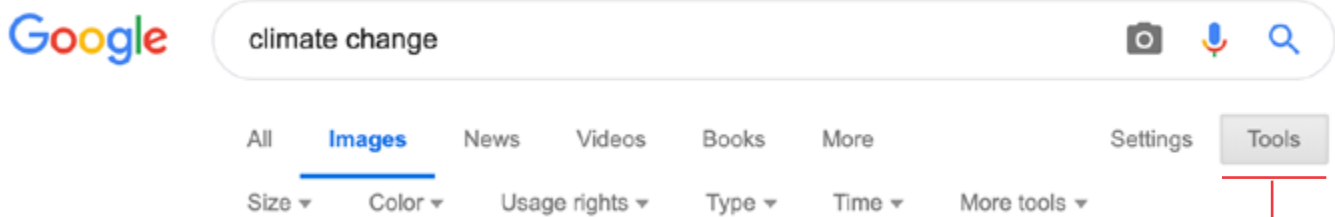
Put "file:" in front of the query. For example, file:pdf world disasters report 2018.

If you don't want to use the operators you still can go the *Advanced Search page* and have access to an "user friendly" interface.

google.com/advanced_search

Find quick answers	Reverse image search
Weather: Search **weather** to see the weather in your location or add a city name, like **weather Geneva**, to find weather for a certain place.	You can use a picture to find related images from the web. Upload a picture
Dictionary: Put **define** in front of any word to see its definition.	On your computer, open a **web browser**, like Chrome or Safari. · Go to **Google Images**. · Click **Search by image** · Click **Upload an image** and then **Choose file or Browse**. · Select a **picture from your computer**. · Click **Open** or **Choose**.
Calculations: Enter a math equation like **3*9123**, or solve complex graphing equations.	
Unit conversions: Enter any conversion, like **3 dollars in euros**.	· **Note:** To drag and drop pictures, you'll need to use Chrome or Firefox.

google.com/advanced_image_search

Quick tip: do not forget that when searching images, you can click on the tool button and refine your query to find exactly what you were looking for.

Google's search engine doesn't just return web pages — it also surfaces media assets like images and video stored on indexed websites.

1. BASIC IMAGE SEARCH

For most web searchers, using Google **Image Search is easy**: just enter your query into the search box and click the Search Images button. Simple!

2. ADVANCED SEARCHING

To fine-tune your image searching, use the advanced-search drop-down menus found on your Google Image search results page or click the **Advanced Search men**u found under the **Settings icon**. From both of these places you can tweak your image search in a number of ways:

- **Color:** Search only for black and white, grayscale, or full-color images (you can pick what color you'd like to highlight, too).
- **SafeSearch:** Don't want explicit results? This is where you can specify that preference.
- **Domain:** Find images only within a specific domain or website.
- **File types:** Look for specific image file formats.
- **Size:** Especially useful when you're looking for a specific size! Search for small, medium, or large images.
- **Keywords:** Just as with Google's regular web search, you can filter your results by looking for all or any of the words in a phrase, even for images that are not related to the words.

The **Advanced Image Search page really comes in handy** if you're looking for images of a particular file type — for example, for a project that requires images in a JPEG format only. **It's also useful if you're looking for a larger or high-resolution image for printing, or a smaller resolution image that will work fine for using on the web**.

3. VIEWING YOUR IMAGES

After you click the **Search Images button**, Google returns a tapestry of paginated results, displayed in a grid, organized by relevance to your original search terms.

For each image displayed in your search results, **Google also lists the size of the image**, the **type of file**, and the originating host's URL. When you click an image, the original page opens in a frame in the middle of the page, along with the Google Images frame around the image thumbnail, the image's full display, and information about the image. **Click the image to view it larger than a thumbnail** from the originating site or go directly to the site itself by clicking the **Visit Page link**. To see the image without any context, click the View Original Image link.

Some images found using Google Image Search aren't viewable after clicking because some website owners use special code and search-engine instructions to keep non-authorized users from downloading images without permission.

4. FILTERING YOUR IMAGE RESULTS

It's inevitable that sometime in your web-search travels you're going to come across something offensive. **Google offers many options for keeping searches safe**. By default, a moderate SafeSearch content filter is activated when you use Google Images; this filtering blocks the display of potentially offensive images only, and not text.

Toggle this SafeSearch filter in any search results page by clicking the SafeSearch drop-down menu and clicking Filter Explicit Results. **Alternatively, shut off Safe-Search to see the raw, unfiltered results of your query**.

5. COPYRIGHTS

Although Google Image Search and its counterpart at Bing will surface many targeted photos and line drawings for you to enjoy, you cannot assume that you can download those images and re-use them without attribution. **Most images enjoy copyright protection** and cannot be modified, used or displayed without the original owner's consent.

In other words: **Just because you found it on the internet doesn't make it free**.