

Searching in Internet

- **1. Use Specific Keywords**

- Keywords are the terms that you use to find content on the internet. Making your keywords as specific as possible will help your search engine to track down the information that you want.
- Say, for example, that you want to find a local supplier that can design an exhibition stand for your company. If you type **stand design** into your search engine, the results will include many pages about other types of stand, whereas typing **exhibition stand designer** will return a more concise range of companies.
- You can further refine your search by including other specific keywords. If you add your location, for example, you'll likely find someone local.

- **2. Simplify Your Search Terms**

- Some engines include stop words in their searches. These are frequently used words such as prepositions (in, of, on), conjunctions (and, but) and articles (a, the), which mean that you'll end up with more pages in your search results than you need.
- So, it's usually best to eliminate stop words from your internet searches. The main exception is if you're looking for a specific title or name that includes them.
- Also, use the simplest form of the keywords that you're looking for, by avoiding plurals and verb forms with suffixes such as -ing, -s or -ed. For example, you would improve the quality of your search results by searching for **service** rather than services, or finance rather than financed or financing.

- **3. Use Quotation Marks**

- Enclosing a search term within quotation marks prompts the search engine to search for that specific word or phrase.
- If the term is a single word, using quotation marks will cut out stemmed variations of it. For example, if you search for the word **director**, you'll likely receive a lot of results for direct, direction, directions, and so on, too. Typing "**director**" (with quotation marks), however, will ensure that you only get results for that stem word.