

Refine web searches

FROM support.google.com

You can use symbols or words in your search to make your search 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. A search for `site:nytimes.com` will work, but `site: nytimes.com` won't.

Refine image searches

Overall Advanced Search

1. Go to [Advanced Image Search](#). (In Settings)
2. Use filters like region or file type to narrow your results.
3. At the bottom, click Advanced Search.

Search for an exact image size

Right after the word you're looking for, add the text `imagesize:widthxheight`. Make sure to add the dimensions in pixels.

Example: `imagesize:500x400`

COMMON SEARCH TECHNIQUES

Search social media

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

Search for a price

Put `$` in front of a number. For example: `camera $400`.

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, `jaguar speed -car`

Search for an exact match

Put a word or phrase inside quotes. For example, `"tallest building"`.

Search within a range of numbers

Put `..` between two numbers. For example, `camera $50..$100`.

Combine searches

Put `"OR"` between each search query. For example, `marathon OR race`.

Search for a specific site

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

Search for related sites

Put `"related:"` in front of a web address you already know. For example, `related:time.com`.

See Google's cached version of a site

Put `"cache:"` in front of the site address.

Important: Not all search operators return exhaustive results.

EXTENSIVE SEO LIST W/ DESCRIPTION

Google Advanced Search Operators: 50+ Google Search Commands

You could use them to do your job more efficiently.

For example: When gauging the amount of content dedicated to a specific topic, you can quickly filter out 90% of simple mentions.

With just one advanced operator you go from 772 million results:



SEO



All

News

Videos

Books

Images

More

Settings

Tools

About 772,000,000 results (0.60 seconds)

To a much more specific 61.5 million.



intitle:seo



All

News

Videos

Books

Images

More

Settings

Tools

About 61,500,000 results (0.52 seconds)

And this is just scratching the surface of the power of Google's search operators.

You might also be interested in advanced keyword research. Get the same hyperfocus in a keyword search that you do with search operators.

How to Accomplish More with Search Operators

This full article will cover advanced tactics, why you'd use them, and how to put them into action. Look for some of those special angles listed just below the video.

You can also reference this video for more common practical uses of search operators and how you'd put them into action.

Any links mentioned during the video won't be in the description, but will instead be at the end of this article.

You can scroll through the article or use these links to jump ahead to specific things you can do with Google Search Operators:

1. Find internal duplicate content and other indexation errors
2. Find news results from certain sources to spice up your content
3. Find pages that contain certain keywords
4. Find quotes and force accurate results for long-tail keywords
5. Find direct competitors
6. Find original research, statistics and case studies on a certain topic
7. Find out how Google is categorizing your site
8. Find backlink and content opportunities
9. Quickly gauge the competitiveness of long-tail keywords
10. Find sites that have a specific keyword in their URL

Google Advanced Search Operators

In this industry, we can safely assume that you probably know your way around Google already. That's why we'll start with the advanced operators.

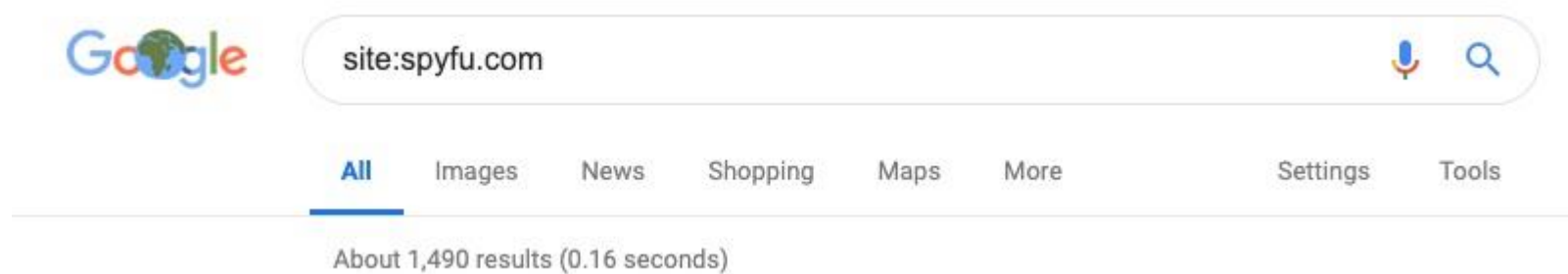
These operators help you navigate specific websites, or narrow your search in ways most laymen don't need to do.

Site:

Limit your search to a single site.

You can do a general search and quickly check if your indexed pages match up with your own database.

(If we use this for our own site, we see that roughly 1,490 results show up.)

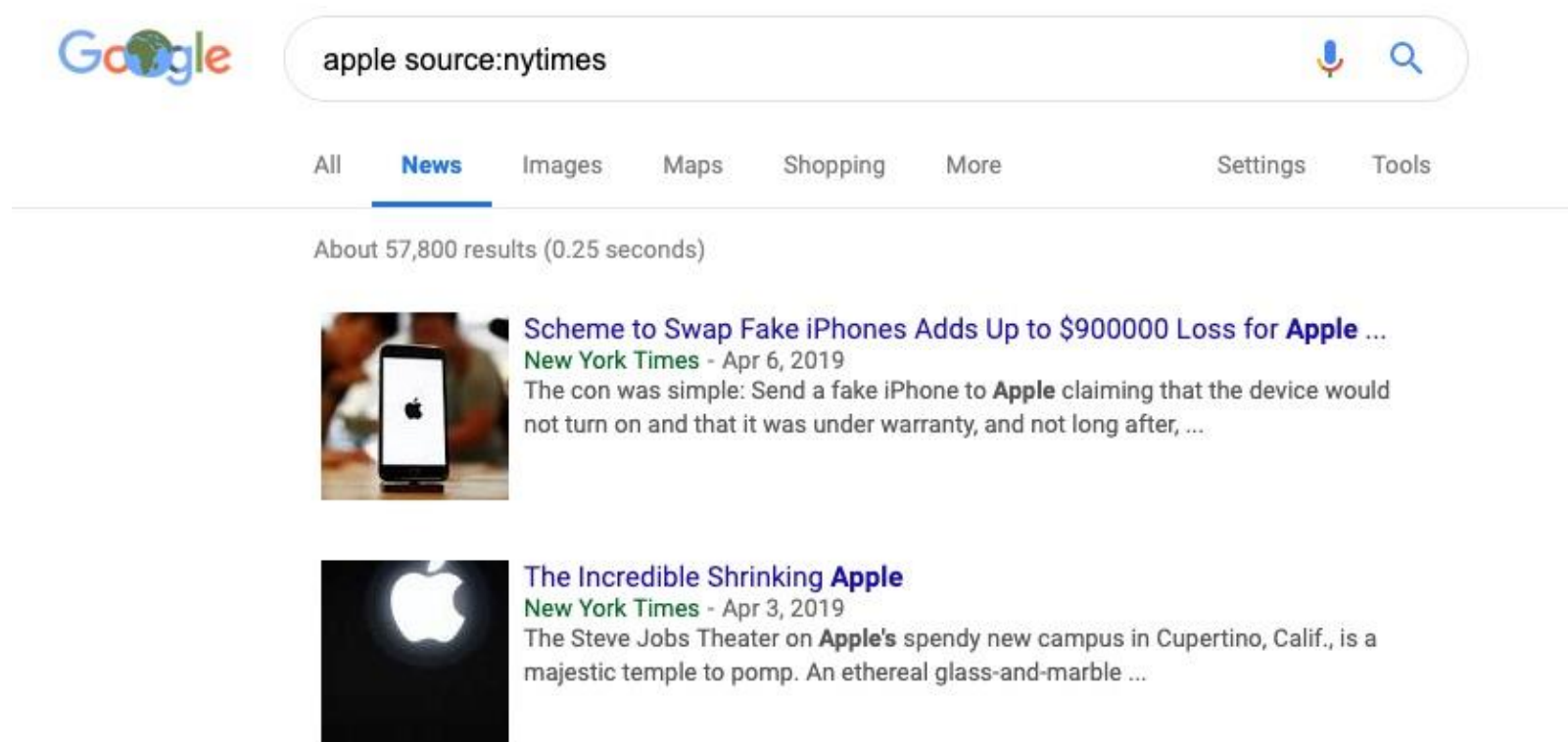


Use to:

- Find internal duplicate content and other SEO errors.
- Find link opportunities on a specific site. (Industry sites that have covered direct competitors, but not your product, in a comparison post)

Source:

The sister operator of site. Allows you to choose a specific source in Google News. (Useful if you have to cite specific news sources when you write news pieces.)



Use to:

- Source news pieces to reliable sites.
- Find quotes and tidbits to spice up your content.

Intext:

Intext tells Google that you want results where the text appears in the body of the page. (If the text appears in the title, but not the body text, it won't be returned as a result. Since it virtually functions the same as a normal Google result, there aren't many advanced uses. *We kept it in the list to contrast it against this next operator "Allintext."*

Example - intext:airpods

Allintext:

Basically the same as intext, but every word in the query has to be in the body text of a page. Otherwise, Google does not include it in results. Essentially functions as using " " quotes on individual words.

Use to:

- Find quotes.
- Force accurate results for long-tail keywords.

Example - allintext:airpods 2

Intitle:

Intitle tells Google that you only want results where pages include the search term in their meta title tag. This operator helps you understand how many pages target a particular search phrase.

Use to:

- Check levels of competitiveness of keywords.
- Find backlink opportunities.

Example - intitle:samsung

Allintitle:

Same as intitle, but ensures every word in the query is in the title meta tag of all results. If you sold airpods on your ecommerce site you could use this operator to find other websites that have 'airpods' in their titles. This is a quick and easy way to spot your direct competition.



allintitle:airpods



All

Shopping

News

Images

Videos

More

Settings

Tools

About 2,850,000 results (0.52 seconds)

(Image source)

Use to:

- Find direct competitors.
- Gauge levels of content dedicated to a long-tail keyword.

Inurl:

Like with Intitle & Intext, Google will only return results where the search words are included in the URL. This will often drastically reduce search volume and can be handy for finding potential direct competitors.



inurl:airpods



All

Shopping

News

Images

Videos

More

Settings

Tools

About 999,000 results (0.45 seconds)

AirPods - Apple

<https://www.apple.com/airpods/> ▼

Now with more talk time, voice-activated Siri access — and a new wireless charging case — **AirPods** deliver an unparalleled wireless headphone experience. ... And the **AirPods** experience is just as amazing whether you're using them with your iPhone, Apple Watch, iPad, or Mac.

Buy AirPods with Wireless Charging Case - Apple

<https://www.apple.com/shop/product/MRXJ2AM/.../airpods-with-wireless-charging-ca...> ▼

★★★★★ Rating: 4 - 44 reviews - \$199.00

The new **AirPods** — complete with Wireless Charging Case — deliver the wireless headphone experience, reimagined. Just pull them out of the case and they're ready to use with your iPhone, Apple Watch, iPad, or Mac. ... Charge your **AirPods** quickly and easily with the Wireless ...

[AirPods with Wireless](#) · [80 Questions](#) · [Catalyst Waterproof Case](#)

Amazon.com: Apple AirPods with Charging Case (Previous Model)

<https://www.amazon.com/Apple-MMEF2AM-AirPods-Wireless.../B01MQWUXZS> ▼

★★★★★ Rating: 4.4 - 3,326 reviews

Amazon.com: Apple AirPods with Charging Case (Previous Model)

[AirPods & Headphones](#) · [Apple AirPods with Wireless](#) · [iPhone Accessories](#)

(Image source)

Use this search operator to:

- Find direct competitors.
- Filter out bad results.
- Find backlink opportunities.

Allinurl:

All words included in the search query must be in the URL to become a result. For long search phrases, this often returns only a handful or no results at all.

Use this search operator to:

- Filter out bad results for popular topics.

Example - allinurl:apple airpods

Filetype:

Filetype: tells Google to return only results of, you guessed it, a specific type of file. It is useful when looking for research, which is often in PDF or other document file formats, rather than HTML.



seo filetype:pdf



All

News

Videos

Books

Images

More

Settings

Tools

About 31,500,000 results (0.55 seconds)

[PDF] this is a ranking factor - Neil Patel

<https://neilpatel.com/wp-content/.../10/Neil-Patels-Advanced-Cheatsheet-to-SEO.pdf> ▼

NEIL PATEL'S ADVANCED CHEAT SHEET TO **SEO**. I rank for some of the most competitive keywords on Google. From "seo" to "online marketing," I dominate ...

People also ask

What is the SEO in marketing?



Do SEO by yourself?



What is SEO job description?



What is SEO in simple terms?



[Feedback](#)

[PDF] SEO - Digital Firefly Marketing

<https://digitalfireflymarketing.com/wp-content/uploads/2017/.../SEO-ebook-Final.pdf> ▼

understanding the basics of **search engine optimization**. 2. Feel Free to Share. Introduction to **SEO**. What is **search engine optimization**? It's a question that is ...

[PDF] SEO Made Simple - Wordtracker

<https://www.wordtracker.com/attachments/seo-made-simple.pdf> ▼

learn the basics of **SEO** including how to find the right keywords using the Wordtracker Keywords tool and how to test their value using PPC. (pay per click) ...

(Image source)

Use this search operator to:

- Quickly find original research, statistics and case studies on a certain topic.

Related:

Related: is an operator that helps you find sites related to a specified URL. Using it is an illuminating look into how Google categorizes your website and your competitors.

For example, if we take a look at the results for airbnb.com, it returns the usual **SEO** suspects, but also some peripheral competitors for attention.



related:airbnb.com



All

Images

Maps

Shopping

More

Settings

Tools

About 48 results (0.28 seconds)

Vrbo | Book your vacation rentals: beach houses, cabins, condos & more

<https://www.vrbo.com/> ▼

Book amazing rentals on Vrbo - the most popular vacation rental site in the US. ✓+2 million rentals worldwide ✓19+ million reviews ✓Secure online payment ...

HomeAway.com | Book your vacation rentals: beach houses, cabins ...

<https://www.homeaway.com/> ▼

Book amazing rentals on HomeAway.com - the most popular vacation rental site in the US. ✓+2 million rentals worldwide ✓19+ million reviews ✓Secure online ...

FlipKey: Vacation Rentals – Beach Houses, Cabins, Condos, Cottages ...

<https://www.flipkey.com/> ▼

Find amazing deals, authentic guest reviews, and a comprehensive selection of more than 300000 of active properties vacation rentals around the world.

TripAdvisor: Read Reviews, Compare Prices & Book

<https://www.tripadvisor.com/> ▼

World's Largest Travel Site. 600 million+ unbiased traveler reviews. Search 200+ sites to find the best hotel prices.

(Image source)

Obviously, Airbnb's two biggest competitors VRBO and Homeaway made the cut, but there's something else. A more generalist booking website is listed as well. So from that, we learn that Google understands the categorical hierarchy of SEO inside of online travel.

Use this search operator to:

- Find competitors.
- Understand how Google is categorizing your site.

AROUND(X)

Limit results to pages that contain search words within X words of each other. Useful for finding quotes and song lyrics you don't quite remember, but not much else. Google will bold the phrases it thinks you are looking for, not just the search words. (Note: It defines a range with a max of X, not just X.)



seo AROUND(12) worst



All

News

Images

Videos

Shopping

More

Settings

Tools

About 23,400,000 results (0.45 seconds)

10 Bad SEO Practices That Will Destroy Your Google Rankings

<https://www.reliablesoft.net> › SEO Articles ▼

Bad SEO is not something new or something uncommon and yes it can really destroy your Google rankings. In this article I will explain what **bad SEO** is and ...

Single Page Websites: Are They Good or Bad for SEO? | SEJ

<https://www.searchenginejournal.com> › SEO ▼

Mar 21, 2017 - But does the design of your website impact your **SEO**? Could a single page site actually hurt your chances of ranking with Google? Below, we've explored some of the pros and cons of single page sites and how the simple format could potentially impact your **SEO**. ... Single page websites ...

Which is the worst website for SEO? - Quora

<https://www.quora.com/Which-is-the-worst-website-for-SEO>

Jan 13, 2017 - What are some of the **worst things to do in SEO** for any website? ... having just an traditional design, irrelevant content considered as **worst seo** website.

Is scrapping the content bad for SEO ?	Feb 28, 2019
What is the worst SEO practice that novice content developers ...	Oct 10, 2018
Are drop-down menus ever bad for your SEO ?	Jan 22, 2018
Why is Shopify bad for SEO ?	Apr 15, 2016
More results from www.quora.com	

The 10 Worst SEO Practices on the Web - WebFX

<https://www.webfx.com/blog/seo/10-worst-seo-practices-internet/> ▼

Best practices in SEO are the only way to keep your site in Google's good books. Here are 10 of the **worst SEO** practices to avoid on the Web.

(Image source)

Use this search operator to:

- Find quotes you only vaguely remember.
- Find official statements/case studies/research that back up a point you want to make.

Basic Search Operators

Google's basic search operators help filter the results you get from your search.

You should be familiar with every single one of these, so consider this a review, not a lesson. (As such the descriptions will be brief and there are no screenshots to explain.)

"" (Quotes)

Putting your search term in quotes initiates an exact match search for that phrase. The exact words in that exact order have to be on the page or. Using it on single words excludes synonyms and related words.

Example - "Elon Musk"

AND

Google will search for results related to both/all terms that you've typed in the search field. Typically Google's algorithm will correctly estimate whether it's a phrase search or multiple separate terms, making AND mostly redundant.

Example - seo AND content

-

The hyphen (like a minus sign) helps you exclude words from your search queries. For example, you can search for "SEO California" but exclude "LA" if you don't want results from that city.

Example - "SEO California -Los -Angeles -LA"

*

The asterisk tells Google to "fill in the blank". Similar to the more advanced AROUND(X) but you don't specify the max length of a phrase. Like AROUND(X) it can be useful for finding quotes and phrases.

Example - Elon * Tesla

()

Brackets group together terms or search operators to help structure an advanced search.

Example - allinurl: SEO (Los Angeles OR San Diego OR San Francisco).

OR / |

OR or | (pipe) tells Google a certain word in the query can be interchanged for another. Typically best used with brackets like in the example above.

Example - Musk OR bezos

\$ / €

This operator helps you search for products by price.

Example - iPhone 8 Plus 400\$

#..#

Putting two dots between two years creates a Google search command for results that fall within that year range.

Example - ted talks 2016..2020

Google Content / Card Operators

Google and SEO sites classify these as search operators. But, they interact with Google's own content/function and don't necessarily trigger an internet search.

- Define:
- Cache:
- Weather:
- Stocks:
- Map:
- Movie:
- In / To

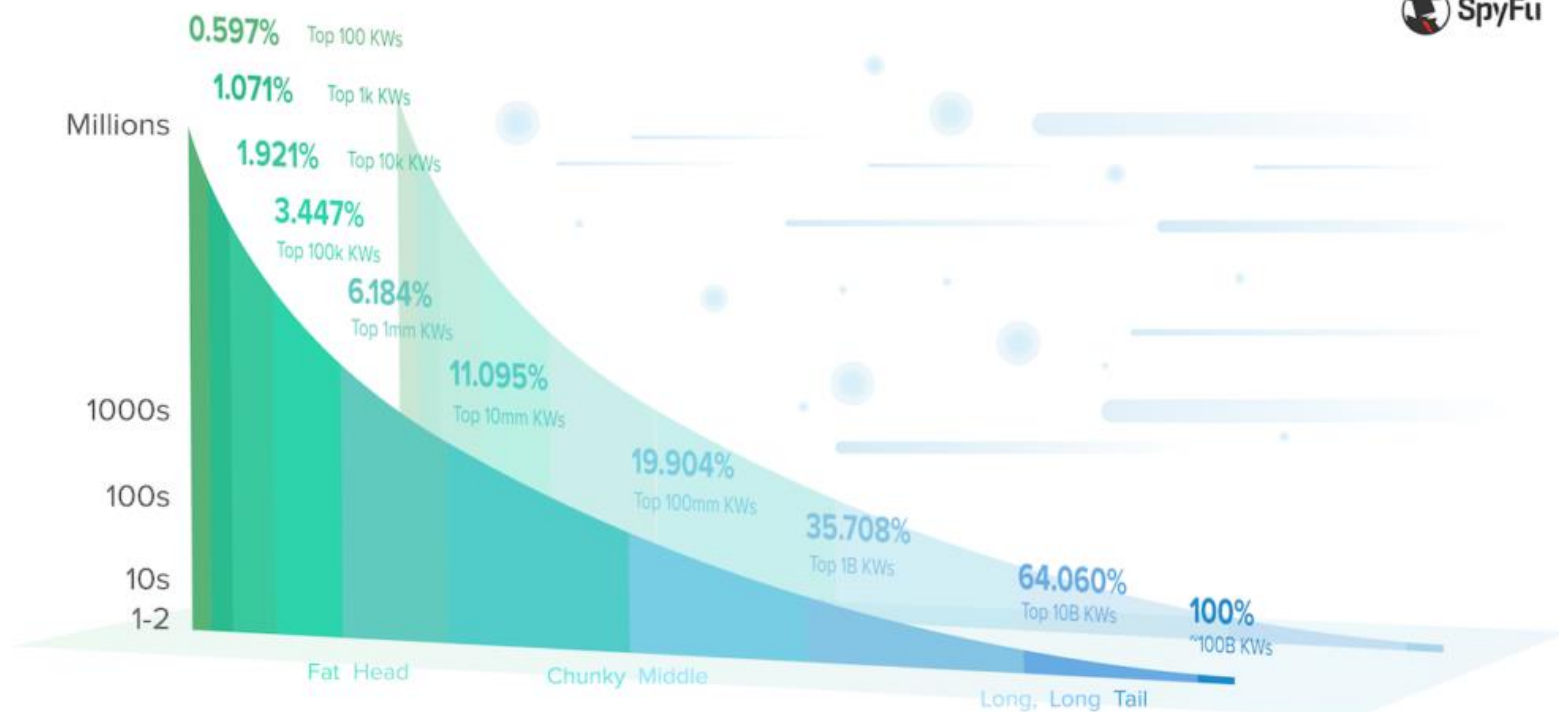
They might not be useful for research purposes, but understanding is a piece of the puzzle having a holistic understanding of Google search.

More Actionable Things You Can Do with Search Operators

Quickly Gauge Competitiveness Of Long-Tail Keywords

For over 10 years we've known that the long tail is actually the bigger piece of the pie.

More than 50% of searches are 3 words **or longer**.



Search and the Long Tail

60% of Google searches are made for queries that are not even in the **top 1 BILLION** most popular ones.
Let that sink in.

That speaks to the importance of long tail keywords. Finding and capitalizing on the long tail is key to your SEO success.

When you think of long tail keywords, check the field for anyone who's there already. Google makes it simple for you to gauge competitiveness for specific terms with the operator “allintitle”.

For example, let’s say you had a new content idea and you wanted to target the phrase “SEO small business San Diego”. You could quickly do an allintitle search.



(image source)

The results tell you that there are already 100 websites that have a dedicated page to this search term.

A Google search like this can be a useful indicator to quickly qualify keywords before you write them down into your content plan.

If you are looking for more complete insights into competitive metrics, though, try keyword tools like SpyFu where special commands are built in as features. For example, typing a domain into the Keyword Research search bar acts as a search operator to uncover the keywords that the domain ranks for and the keywords they buy. It's a simple but effective step that helps you find results just like a special Google search command.

We recently covered competitive analysis on the blog, and how you can use the tools we provide to know everything about your competition. If you need help finding keyword ideas, we can also help with that.

SEO Overview		Competitors	Kombat	Keyword Groups	SEO Keywords	Ranking History	Backlinks	SEO Reports
Most Valuable Keywords ▾		shoes		T		ADD MULTIPLE		EXPORT
<input checked="" type="checkbox"/>	Keyword	Cost/Click	Ranking Difficulty	Searches/Mo	Est. Clicks/Mo	Est. Click Value/Mo		
<input checked="" type="checkbox"/>	zappos.com/dc							
<input checked="" type="checkbox"/>	shoes	\$19.56	57	301k	1.98k	\$38.6k	ADDED	🗑
<input checked="" type="checkbox"/>	zappos.com/shoes	\$0.71	58	1.00M	14.0k	\$10.0k	ADDED	🗑
<input checked="" type="checkbox"/>	women's shoes							
<input checked="" type="checkbox"/>	zappos.com/womens-shoes	\$0.33	55	22.2k	2.00k	\$4.67k	ADD	🗑
<input checked="" type="checkbox"/>	running shoes							
<input checked="" type="checkbox"/>	zappos.com/running-shoes	\$0.55	53	165k	4.53k	\$3.39k	ADD	🗑
<input checked="" type="checkbox"/>	munro shoes	\$0.38	52	14.8k	255	\$2.93k	ADDED	🗑
<input checked="" type="checkbox"/>	zappos.com/munro-american	\$0.20	51	90.5k	2.13k	\$2.56k	ADDED	🗑
<input checked="" type="checkbox"/>	online shoes'	\$0.90	55	165k	2.80k	\$2.52k	ADDED	🗑
<input checked="" type="checkbox"/>	zappos.com							
<input checked="" type="checkbox"/>	zappos online	\$0.81	57	550k	2.96k	\$2.40k	ADDED	🗑
<input checked="" type="checkbox"/>	women's shoes	\$0.89	54	74.0k	2.45k	\$2.18k	ADD	🗑
<input checked="" type="checkbox"/>	boat shoes	\$0.69	49	90.5k	2.80k	\$1.93k	ADDED	🗑
	zappos.com/boat-shoes/ck_xarcy1we.zso							

Long tail keywords are an integral part of SEO strategy, and while doing an operator qualified search is good for quick insights, it doesn't go as in-depth as our tools.

Find Statistics & Research To Enhance Your Content

76.7 million pieces of content were published in February alone on WordPress.com blogs. That's more than 2,7 million a day, and it's not even the entire internet.



This simple statistic shows you the most important thing about content; there's too much of it.

And it's confusing the end users. Trust in online reviews decreased significantly from 2015-2018. It declined from 31% who unequivocally believed in all reviews in 2015, down to 19% in 2018.

This decline was likely caused by the incredible increase in Amazon Associates and other affiliate websites.

These sites often have fake or dubious reviews, and this has impacted the reputation of the web as a whole. Bounce rates for many sites are increasing as it gets harder to gain user trust and attention.

But you need to get it if you want to conquer the top of Google SERPs. Results in the top 3 tend to have a lower than 45% bounce rate.

There's too much content out there, and people are suffering from information overload. And people have less trust in internet content as there is more of it and they recognize less.

Why should they read yours?

How do you pique interest and gain trust in one move? How can you reduce bounce rates with the content itself?

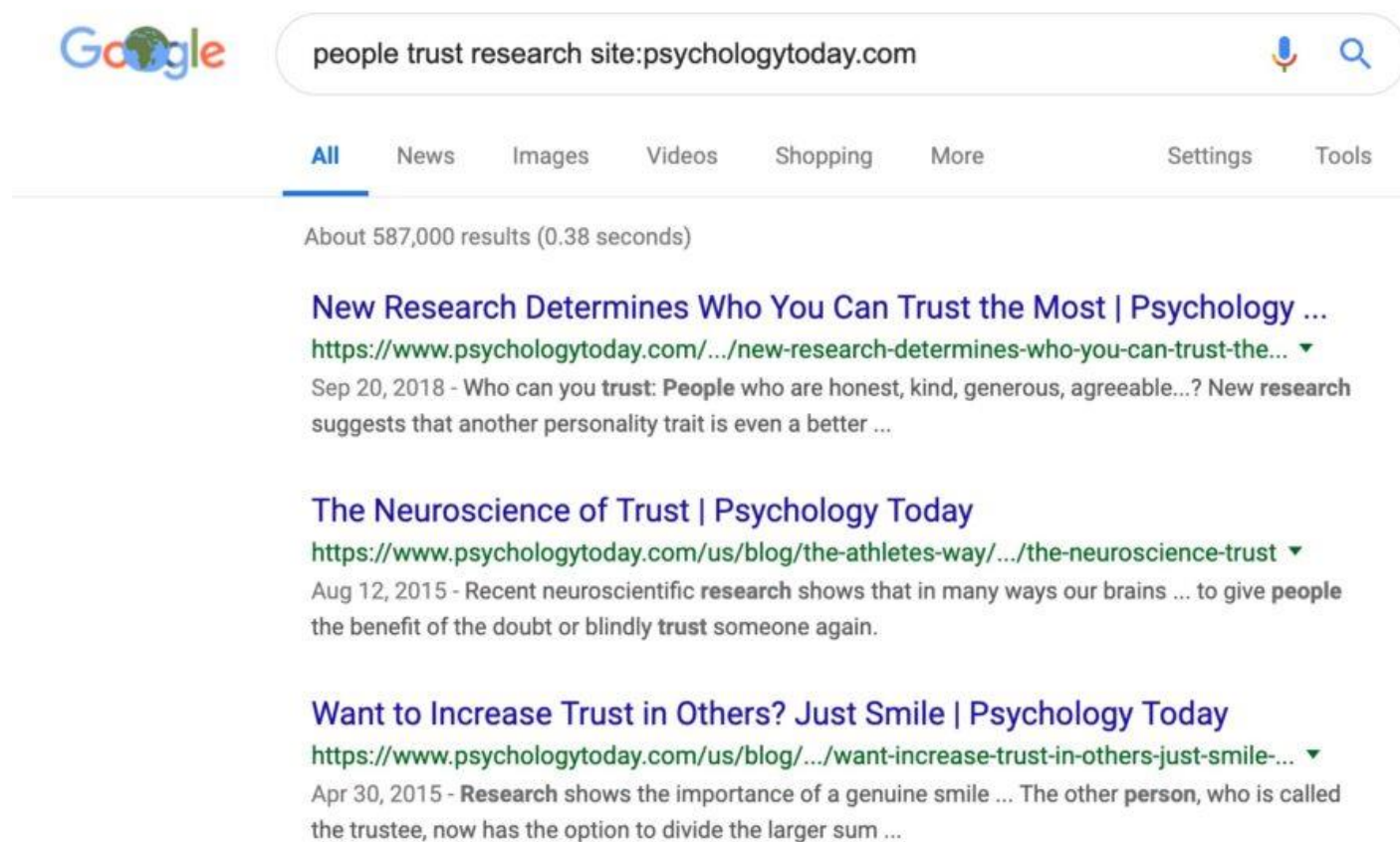
Statistics from a reliable source. Borrowed trust.

When you read this section of the post, the first thing you saw was a statistic sourced to the blog giant WordPress. If anyone has reliable data on the internet and content, it's them.

So I borrowed their trustworthiness to level up my content.

Google makes it easy to do the same for any topic.

Specify the trustworthy site you want to source research to when you search for statistics.



(image source)

You can even search through multiple sources at once using brackets and |.



people trust research (site:psychologytoday.com OR site:apa.org)



All

News

Images

Videos

Shopping

More

Settings

Tools

About 9,920,000 results (0.39 seconds)

New Research Determines Who You Can Trust the Most | Psychology ...

<https://www.psychologytoday.com/.../new-research-determines-who-you-can-trust-the...> ▼

Sep 20, 2018 - Who can you trust: People who are honest, kind, generous, agreeable...? New research suggests that another personality trait is even a better ...

Who Do You Trust? | Psychology Today

<https://www.psychologytoday.com/us/blog/between-cultures/.../who-do-you-trust> ▼

Jun 5, 2017 - According to Meyer, it's the different ways people come to feel trust ... "What we have seen in research, is that in some parts of the world like the ...

Want to Increase Trust in Others? Just Smile | Psychology Today

<https://www.psychologytoday.com/us/blog/.../want-increase-trust-in-others-just-smile-...> ▼

Apr 30, 2015 - Research shows the importance of a genuine smile ... The other person, who is called the trustee, now has the option to divide the larger sum ...

[PDF] Trust at Zero Acquaintance - American Psychological Association

<https://www.apa.org/pubs/journals/releases/psp-a0036673.pdf> ▼

by D Dunning - Cited by 133 - Related articles

Oct 10, 2013 - and economists that it is irrational to do so, people trust strangers Research on speech acts reflects this respect: People respond to.

(image source).

Using this Google search command lets you find the combination of research and source that you want.

Statistics alone are no longer enough.

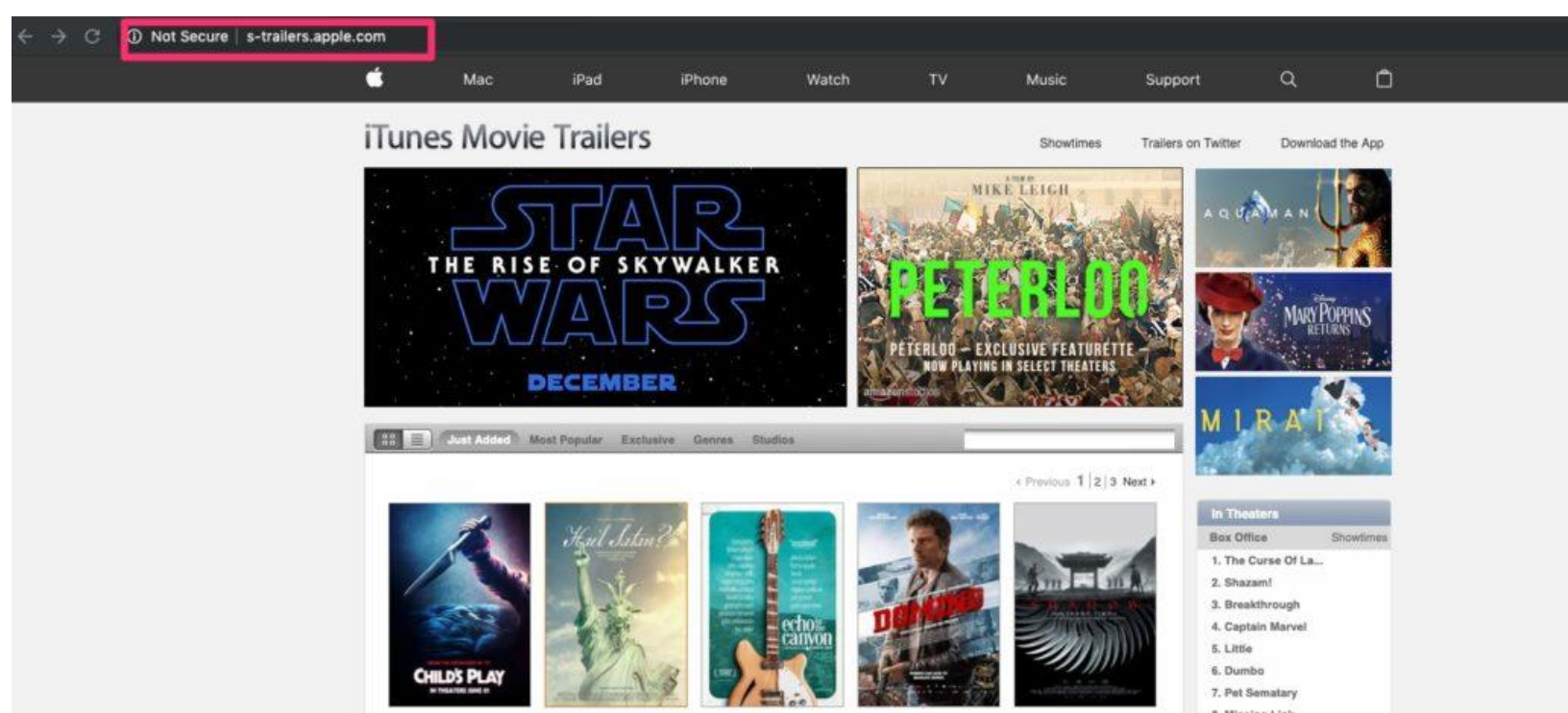
A reliable, interesting statistic, however, can help take your content to the next level.

Find Glaring Indexation Errors & Other SEO Issues

In a recent SEO study, 175 million websites were checked, and they found 300 million SEO errors. Almost 10% of the sites had issues with duplicated content or canonical tags.

Translation: Most websites have SEO errors, even with increased spending on SEO and content marketing.

Even Apple has pages on HTTP despite HTTPS being an official ranking factor for crying out loud. (And indexed pages for discontinued services.)



([image source](#)).

Sometimes the big dedicated budget can be the problem.

When larger companies have separate content teams in different departments, it can be hard to coordinate and make sure everything is up to snuff.

Even the most profitable company on the planet makes mistakes here.

One easy step you can take to find and fix insecure pages is to use the search command "site:YOURSITE.com -inurl:https."

That is exactly how I quickly found an HTTP page on apple.com.



site:apple.com -inurl:https



All

Images

News

Shopping

Maps

More

Settings

Tools

About 397,000 results (1.94 seconds)

macOS High Sierra - Apple (NO)

www.apple.com/no/osx ▾ Translate this page

macOS High Sierra utstyrer Macen med bedre funksjoner og fremtidsrettet teknologi.

iTunes Movie Trailers

s-trailers.apple.com/ ▾

View the latest movie trailers for many current and upcoming releases. Many trailers are available in high-quality HD, iPod, and iPhone versions.

iPod - Apple (CI)

www.apple.com/ci/ipod/ ▾ Translate this page

Découvrez l'iPod. Téléchargez iTunes gratuitement. Visitez le site pour acheter ou obtenir de l'aide et des infos.

Hot News - Apple

www.apple.com/hotnews/index.html ▾

The latest Apple news, reviews, and product release information.

(image source)

Another common issue is double indexing, but you can check for duplicate content with the Google site search command.

Again, the site: operator comes to the rescue.

Common offenders:

- Product descriptions.
- Case studies used on multiple pages.
- Long CTAs with short unique content on various pages.

A quick search for duplicate product entries for sennheiser.com shows that they are in the clear.



site:sennheiser.com "The HD 400S features a one-button smart remote cc

All

Shopping

Images

Videos

News

More

Settings

Tools

2 results (0.50 seconds)

"these" (and any subsequent words) was ignored because we limit queries to 32 words.

Sennheiser HD 400S -- The HD 400S features a one-button smart ...

<https://en-us.sennheiser.com/headphones-mic-stereo-over-ear-hd-400s>

The HD 4.20s has been succeeded by the HD 300 and the HD 400S. The HD 400S features a one-button smart remote conveniently located on the cable, which ...

HD 400S - Sennheiser Online Store

<https://singapore.sennheiser.com/products/hd-400s>

SGD 99.00 - In stock

The HD 400S features a one-button smart remote conveniently located on the cable, which allows you to control music and take calls with ease, and the sturdy ...

In order to show you the most relevant results, we have omitted some entries very similar to the 2 already displayed.

If you like, you can repeat the search with the omitted results included.

([image source](#)).

If you work with clients that have big content budgets, or large ecommerce sites, it's important to do these kinds of checks regularly.

You can even teach non-SEO members of the team to use Google Search operators to do these kinds of tests.

That way you can effectively share the responsibility and improve the organizations SEO as a whole.

Find Backlink & Content Opportunities

High-quality backlinks are still one of the most reliable ranking factors out there.

In a 2018 study, more Backlinks still had the strongest correlation with higher rankings compared to any other factor. On average, the 1st result had over 700% the number of backlinks of result 10. And over 300% the amount of referring domains.

Backlinks are still the most reliable ranking factor



The top result has 700% more backlinks than nr. 10 on average.

Translation: a diverse backlink portfolio is still incredibly important in 2020.

But backlinks don't just appear out of thin air.

Buying them isn't an option (Google more than frowns upon this), and people don't just hand them out for free either.

You have to do your research.

Maybe you even use some basic search operators to help you already.

But some advanced combinations can speed up your search dramatically.

If you combine `intitle:` with `inurl:` you can often eliminate 100% of the fluff from search results, and find resource/link pages that you need.

(Note: Allin operators tend not to play nicely together, so stick to `in`.)



intitle: content marketing blogs inurl:content-marketing-blogs



All

News

Images

Videos

Shopping

More

Settings

Tools

1 result (0.29 seconds)

Top 42 Content Marketing Blogs - Content Marketing Institute

<https://contentmarketinginstitute.com/top-content-marketing-blogs/> ▼

The Junta42 Top 42 **Content Marketing Blogs** list highlighted the best bloggers on the web discussing content marketing. Each blog on the list was rated by our ...

Screenshot of example search on Google.

You can also quickly find authority sites who have done reviews or comparison posts that don't include your service or product.

This can be done using a combination of OR and removing your own brand names with the hyphen -.

For example: "laptop vs (macbook OR hp OR Huawei) -dell".



laptop vs (macbook OR hp OR Huawei) -dell



All

Shopping

Videos

News

Images

More

Settings

Tools

About 182,000,000 results (0.47 seconds)

Apple's MacBook Air vs. Microsoft's Surface Laptop 2 - MacRumors

<https://www.macrumors.com/2019/02/26/macbook-air-vs-surface-laptop-2/> ▼

Feb 26, 2019 - The base model Surface **Laptop** 2 features a 1.6GHz 8th-Gen dual-core Core i5 processor, 8GB RAM, and 256GB of SSD storage all for \$999, while the base 2018 **MacBook** Air, offering similar specifications with less storage – a 1.6GHz 8th-Gen dual-core Core i5 processor, 8GB RAM, and a 128GB SSD – is priced starting at \$...

People also ask

Is MacBook Air or Pro better? ▼

Which is better MacBook or Macbook Pro? ▼

What is the best Apple laptop? ▼

What is difference between MacBook and macbook air? ▼

[Feedback](#)

Apple MacBook Pro vs Google Pixelbook Comparison Best Laptop 2019

<https://www.ikream.com/.../apple-macbook-pro-vs-google-pixelbook-comparison-bes...> ▼

4 days ago - For a long time, if you wanted a compact **laptop** with excellent build quality and reliable performance, the Apple **MacBook** Pro was your only ...

Example search on Google.

This phrase would help an SEO or content manager at dell quickly identify opportunities in the tech blogosphere.

Of course, site: also comes in handy here, as you can check whether or not industry websites have covered your products yet.

All in all, Google is an excellent tool for this, but it can be very time consuming to do the checking and ideation manually.

SpyFu helps you identify backlink opportunities with much less sweat required.

The Officially Retired Search Operators

These inactive search operators no longer work. Some have officially been discontinued or deprecated, and others were attached to Google properties that have since been shut down.

Link: operator

Old school SEOs will fondly remember this one. In the past, you could use the "link:" operator to find pages linking to a specified URL. Google officially discontinued this operator back in 2017.

Tip: One workaround for this lives inside the SpyFu backlinks feature. Type the domain into the search bar, and just like with the past Google search operator, you

will see the pages that link to it.

spyfu.com/backlinks?query=betabrand.com

Overview

SEO Research

PPC Research

Keyword Research

Backlinks

List Builder

betabrand.com

Q

Backlinks

Backlinks Outreach

Backlinks

Enter a keyword you want to rank on

Enter Keyword

Refine Results	Backlink	Domain Monthly Organic Clicks	Page Monthly Organic Clicks	Domain Strength
<div>Backlink Types</div> <div><div><input type="checkbox"/> NEWS</div><div><input type="checkbox"/> BLOGS</div><div><input type="checkbox"/> HAS AFFILIATE LINKS</div><div><input type="checkbox"/> FORUMS</div><div><input type="checkbox"/> DIRECTORIES</div><div><input type="checkbox"/> .GOV / .EDU</div></div> <div>Hidden Domains</div>	<input type="checkbox"/> https://www.ozy.com/immodest-proposal/wtf-is-a-pantsuit-anyway/70081/	880k	105	5
	<input type="checkbox"/> https://risnews.com/betabrand-takes-crowdfunding-max	610k	480	5
	<input type="checkbox"/> https://www.chicagotribune.com/lifestyles/fashion/sc-cons-0622-answer-an...	10M	26	7
	<input type="checkbox"/> https://www.diplomaframe.com/chc-blog/grad-gifts-daughter/	76k	240	5
	<input type="checkbox"/> https://www.bostonglobe.com/lifestyle/travel/2014/09/06/what-happened-...	5.1M	14	6
	<input type="checkbox"/> https://www.truconversion.com/blog/conversion-rate-optimization/14-ama...	650	12	3
	<input type="checkbox"/> https://hiconsumption.com/best-bike-commute-pants/	1.8M	40	

Other Deprecated Search Operators:

- +
- ~
- inpostauthor:
- allinpostauthor:
- inposttitle:
- info:
- daterange:
- phonebook:
- #
- blogurl:
- inanchor:
- allinanchor:
- loc:placename
- location:

Google is continually working on new things and discarding old projects. So don't expect the list above to stay the same for very long.

They typically dispense of advanced and rarely used search operators without any prior warning at all, so make sure you get the most out of them while you still can.

Conclusion

While SEO tools and APIs are getting more and more sophisticated, it never hurts to go back to our roots as SEOs.

By using the Google search algorithm yourself, you get first-hand experience as a consumer, whilst also working on fixing SEO problems for yourself, or your client.

Sometimes the best ideas come to us at the worst times, and by learning to do the basics with only Google, you have the ability to instantly check & improve your SEO from the comfort of your search engine.

6. Find resource page opportunities

“Resource” pages round-up the best resources on a topic.

Here's what a so-called “resource” page looks like:

53 Broken Link Building Resources

A Round-Up

SHARE THIS:     

I'm currently at work on a sort of "multi-tool" for large scale broken link building. Obviously I'm learning by doing, but reading definitely adds to my education that culminated in the launch of the [Broken Link Building](#) tool! If you are a broken link builder you should definitely go [check it out](#) :)

All of those links you see = links to resources on other sites.

(Ironically—given the subject nature of that particular page—a lot of those links are broken)

FURTHER READING

- [A Simple \(But Complete\) Guide to Broken Link Building](#)
- [How to Find and Fix Broken Links \(to Reclaim Valuable "Link Juice"\)](#)

So if you have a cool resource on your site, you can:

1. find relevant "resource" pages;
2. pitch your resource for inclusion

Here's one way to find them:

fitness (intitle:"resources" | inurl:resources)



But that can return a lot of junk.

Here's a cool way to narrow it down:

intitle:fitness AND intitle:resources AND inurl:resources



Or narrow it down even further with:

allintitle:fitness 5|6|7|8|9|10|11|12|13|14|15 resources



Using `allintitle:` here ensures that the title tag contains the words “fitness” AND “resources,” and also a number between 5–15.



A NOTE ABOUT THE #..# OPERATOR

I know what you’re thinking:

Why not use the `#..#` operator instead of that long sequence of numbers.

Good point!

Let’s try it:



[All](#) [News](#) [Images](#) [Maps](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

3 results (0.19 seconds)

Confused? Here’s the deal:

This operator doesn’t play nicely with most other operators.

Nor does it seem to work a lot of the time anyway—it’s definitely hit and miss.

So I recommend using a sequence of numbers separated by “OR” or the pipe (“|”) operator.



It’s a bit of a hassle, but it works.

8. Find more link prospects... AND check how relevant they *really* are

Let’s assume you’ve found a site that you want a link from.

It’s been manually vetted for relevance... and all looks good.

Here’s how to find a list of similar sites or pages:



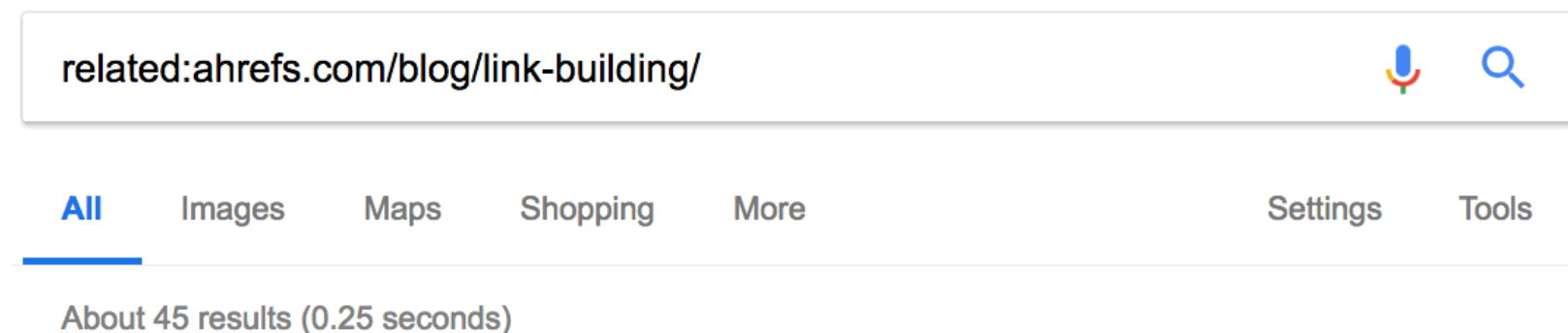
This returned ~49 results—all of which were similar sites.

SIDENOTE.

In the example above, we're looking for similar sites to Ahrefs' blog—not Ahrefs as a whole.

WANT TO DO THE SAME FOR SPECIFIC PAGES? NO PROBLEM

Let's try our [link building guide](#).



That's ~45 results, all of which are *very* similar. 😊

Here's one of the results: yoast.com/seo-blog

I'm quite familiar with Yoast, so I know it's a relevant site/prospect.

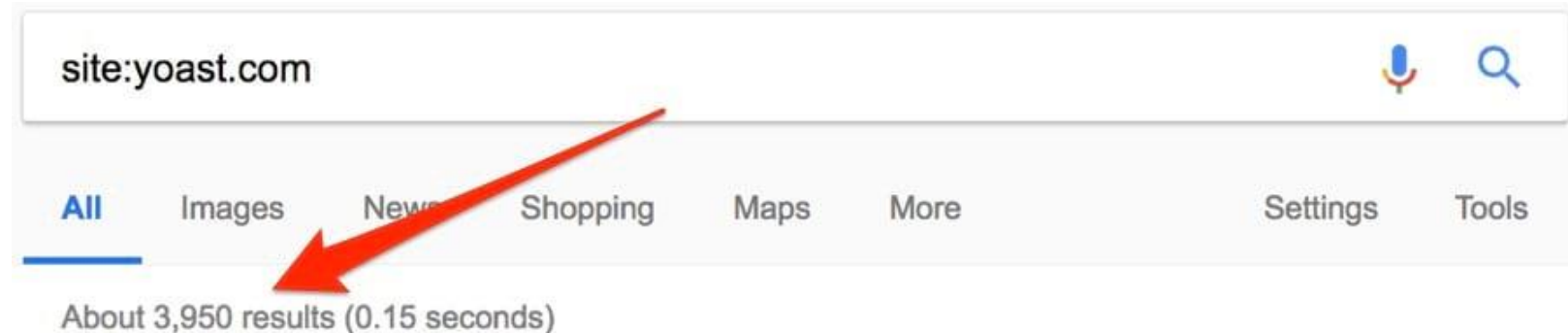
But let's assume that I know nothing about this site, how could I quickly vet this prospect?

Here's how:

1. do a `site:domain.com` search, and note down the number of results;
2. do a `site:domain.com [niche]` search, then also note down the number of results;
3. divide the second number by the first—if it's above 0.5, it's a good, relevant prospect; if it's above 0.75, it's a super-relevant prospect.

Let's try this with yoast.com.

Here's the number of results for a simple `site:` search:



And `site: [niche]`:

site:yoast.com seo



All

News

Images

Videos

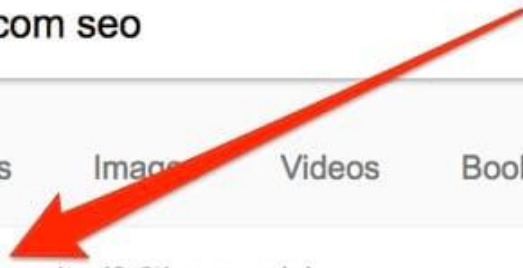
Books

More

Settings

Tools

About 3,330 results (0.21 seconds)



So that's $3,950 / 3,330 = \sim 0.84$.

(Remember, >0.75 translates to a very relevant prospect, usually)

Now let's try the same for a site that I know to be irrelevant: *greatist.com*.

Number of results for **site:greatist.com** search: ~18,000

Number of results for **site:greatist.com SEO** search: ~7

($18,000 / 7 = \sim 0.0004$ = a totally irrelevant site)

IMPORTANT! This is a great way to quickly eliminate highly-irrelevant tactics, but it's not foolproof—you will sometimes get strange or unenlightening results. I also want to stress that it's certainly no replacement for manually checking a potential prospect's website. You should ALWAYS thoroughly check a prospect's site before reaching out to them. Failure to do that = **SPAMMING**.

HERE'S ANOTHER WAY TO FIND SIMILAR DOMAINS/PROSPECTS...

[Site Explorer](#) > relevant domain > Competing Domains

For example, let's assume I was looking for more SEO-related link prospects.

I could enter *ahrefs.com/blog* into Site Explorer.

Then check the Competing Domains.

17,507	6,560	112,942		searchenginewatch.com ▼
18,641	5,426	29,902		backlinko.com ▼
19,164	4,903	7,143,764		google.com ▼
19,232	4,835	42,705		semrush.com ▼
19,408	4,659	169,180		shoutmeloud.com ▼
19,721	4,346	21,113		hobo-web.co.uk ▼
19,931	4,136	291,912		labnol.org ▼
20,460	3,607	5,740		siegemedia.com ▼
21,201	2,866	400,104		bufferapp.com ▼

This will reveal domains competing for the same keywords.

prospects

Got someone in mind that you want to reach out to?

Try this trick to find their contact details:

tim soulo ahrefs (site:twitter.com | site:facebook.com | site:linkedin.com)



SIDENOTE.

You NEED to know their name for this one. This is usually quite easy to find on most websites—it's just the contact details that can be somewhat elusive.

Here are the top 4 results:

fea

Tim Soulo (@timsoulo) | Twitter

<https://twitter.com/timsoulo> ▼



Head of marketing & product strategy at **@ahrefs** - SEO toolset powered by seriously Big Data. ... ahrefs.com/tim. ... **Tim Soulo** @timsoulo 4 Oct 2017.

Tim Soulo - Head of Marketing / Product Strategy - Ahrefs | LinkedIn

<https://sg.linkedin.com/in/timsoulo> ▼



Ahrefs.com is a very powerful toolset for SEOs and online marketers. ... **BloggerJet.com** - is my personal blog, where I talk about online marketing, blogging, SEO, conversion optimisation and tons of other cool stuff. ... View **Tim Soulo's** full profile to...

Ahrefs (@ahrefs) | Twitter

<https://twitter.com/ahrefs> ▼

The latest Tweets from **Ahrefs (@ahrefs)**. #SEO toolset powered by the best and most complete data in the industry. See for yourself: <https://t.co/Ho1mFGc0PS>. Singapore.

Tim Soulo | Facebook

<https://www.facebook.com/timsoulo> ▼



To connect with Tim, sign up for Facebook today. Log In. or. Sign Up. About **Tim Soulo**. Work. **Ahrefs**. Marketer. Current City and Hometown. Singapore. Current city. Favorites. Music. Boris Roodbwoy. Games. OwlAge. Athletes. Vasyi Lomachenko / Василий Ломаченко. Sports Teams. Kitoons. Other. Valery Nechaiev ...

BINGO.

You can then contact them directly via social media.

Or use some of the tips from steps #4 and #6 in [this article](#) to hunt down an email address.
