



Session: 2

Exploring Google Search

Objectives

SEO

- ◆ Describe advanced search techniques
- ◆ Describe Google Search settings or preferences
- ◆ Describe the different types of Google Search
- ◆ Explain the working of Google Search

Introduction

- ◆ Google, the most popular search engine, is used to search for information from all over the world.
- ◆ This information can include Web pages, images, videos, news, maps, and so on.
- ◆ Google Search enables to narrow down the searches.



- ◆ A user can use various techniques and tools to search for relevant content on Google.
- ◆ Following are the techniques used by Google:

Basic Search

- The user enters a keyword and a search result page is displayed.

Advanced Search

- Allows user to quickly refine the search by using Boolean logic fields such as AND, OR, and NOT.

Advanced Search Techniques 2-11

SEO

- ◆ To open the **Advanced search** option:

1. Open the **Google Chrome** browser.
2. Type **www.google.com** in the Address bar.
3. Click the **Settings** link at the bottom of the page and select **Advanced search** from the menu.



Advanced Search Techniques 3-11

SEO

- The **Advanced search** page appears with different parameters. A part of the page is shown in the following figure:

Find pages with...

all these words:

this exact word or phrase:

any of these words:

none of these words:

numbers ranging from: to

Searches for all words typed in the search box

Searches for all the words that must be present together in a Web site

Searches for results that match either one or more of the words

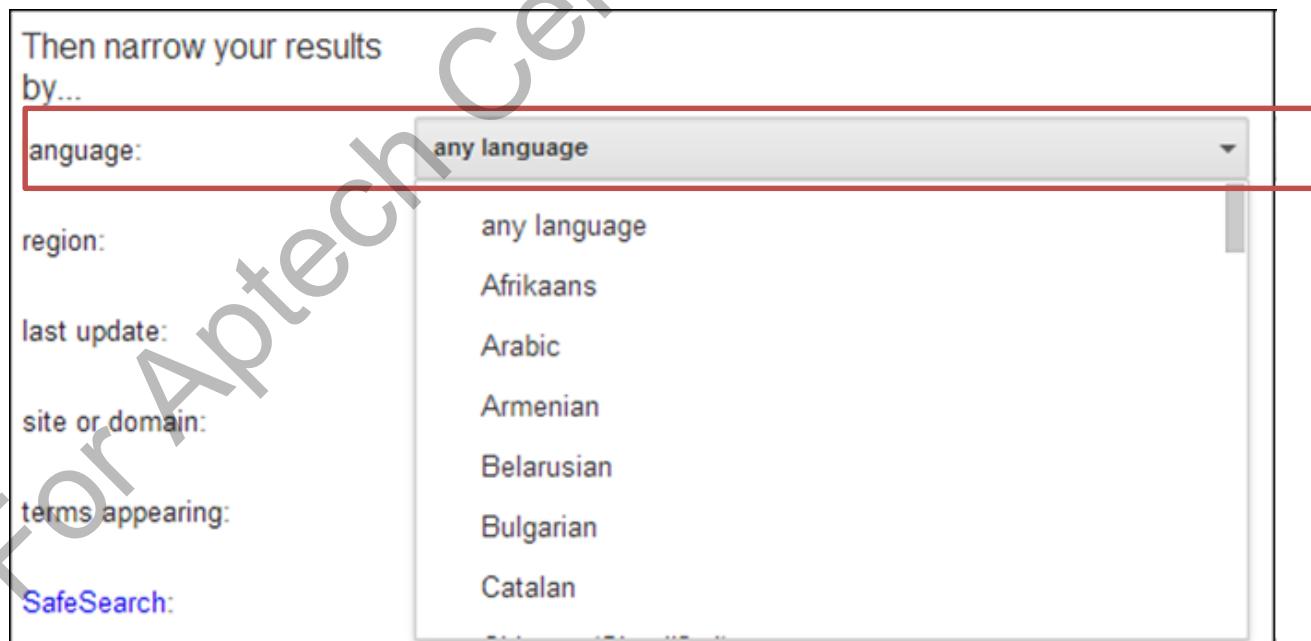
Eliminates unwanted words from the results page

Searches for results that are in the given range of numbers

Advanced Search Techniques 4-11

SEO

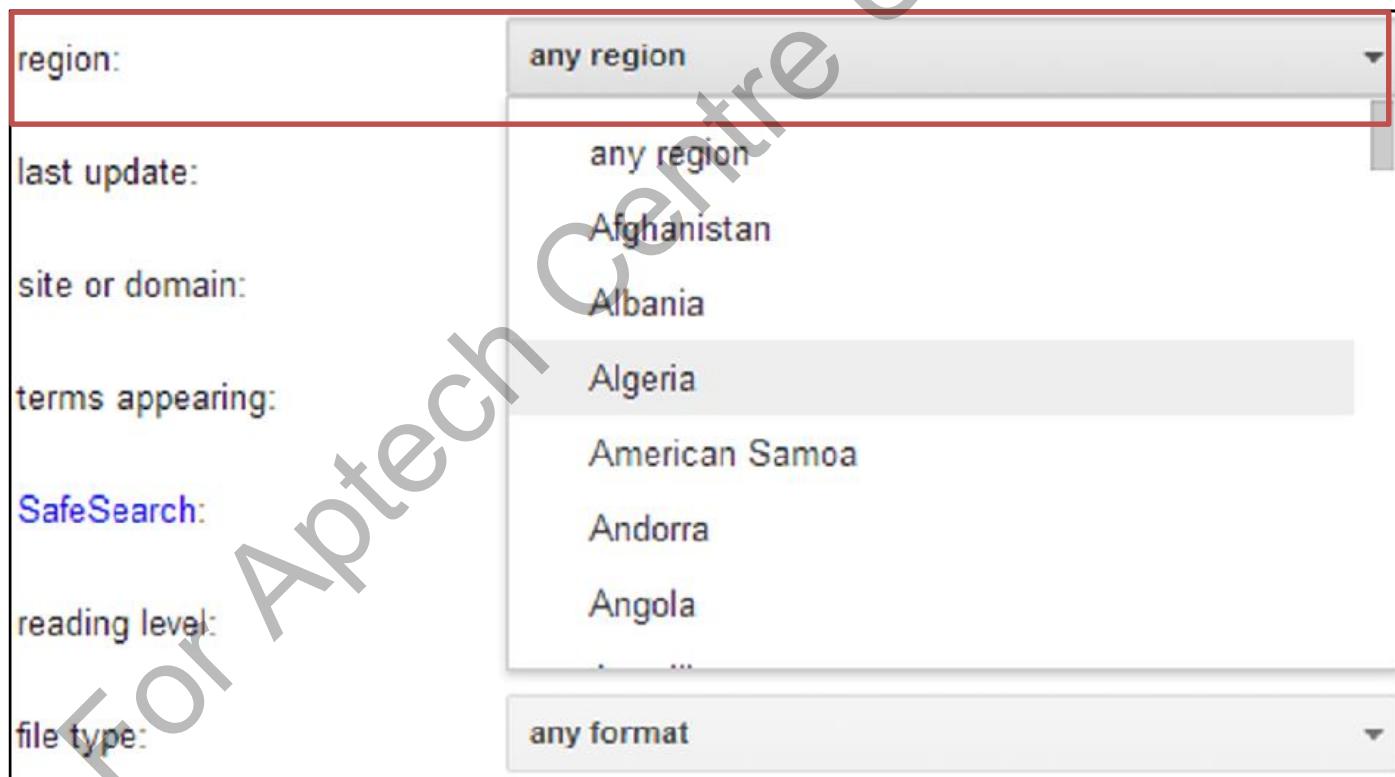
- ◆ You can also filter or narrow down your results based on various criteria.
- ◆ Some of these are as follows:
 - ❖ **language** - Restrict results to pages written in a language that is selected from the language list.



Advanced Search Techniques 5-11

SEO

- ❖ **region** - Displays search result pages from a country which is specified in the region list. Following figure displays the **region** list:



Advanced Search Techniques 6-11



- ❖ **last update** - Find pages uploaded within the time that you specify.



- ❖ **site or domain** - Restricts search results to only a specific Web site such as, wikipedia.org, or say .edu, .org, or .gov.



Advanced Search Techniques 7-11

SEO

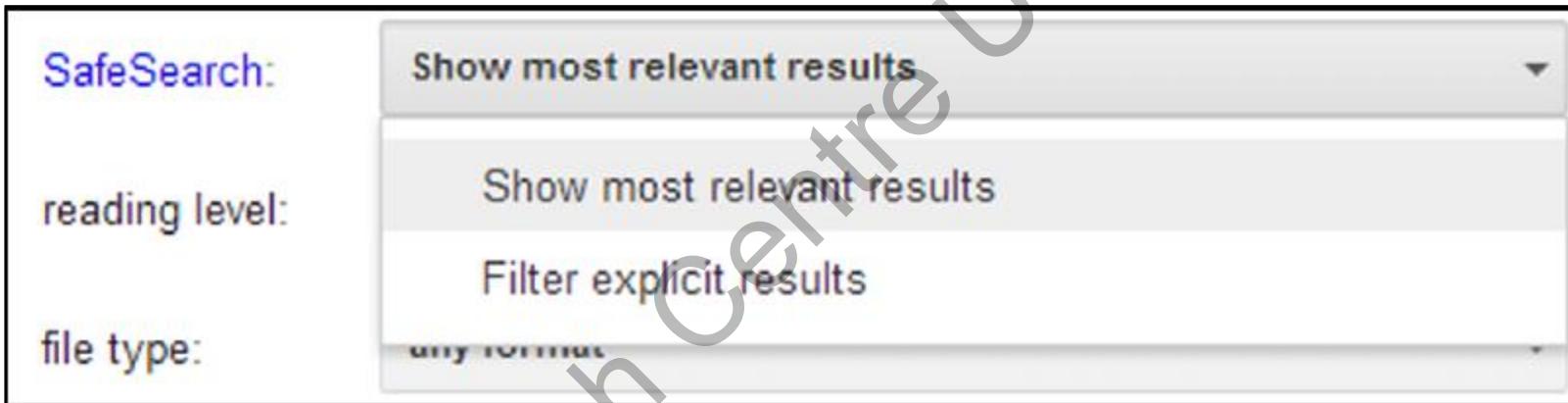
- ❖ **terms appearing** - Specifies the location of the search term which can appear either in the page, or in the title, or in the text, or in the URL, or in links to the page. Following figure shows the available options:



Advanced Search Techniques 8-11

SEO

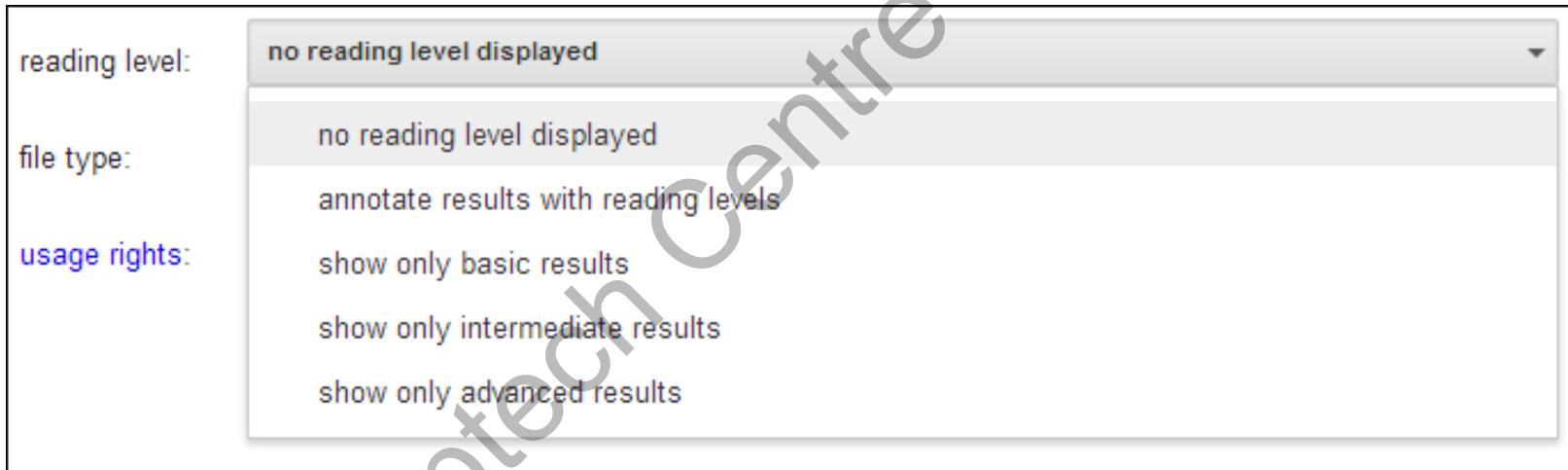
- ◆ **SafeSearch** - Filters out adult content and inappropriate graphics. Figure displays the various **SafeSearch** options.



Advanced Search Techniques 9-11

SEO

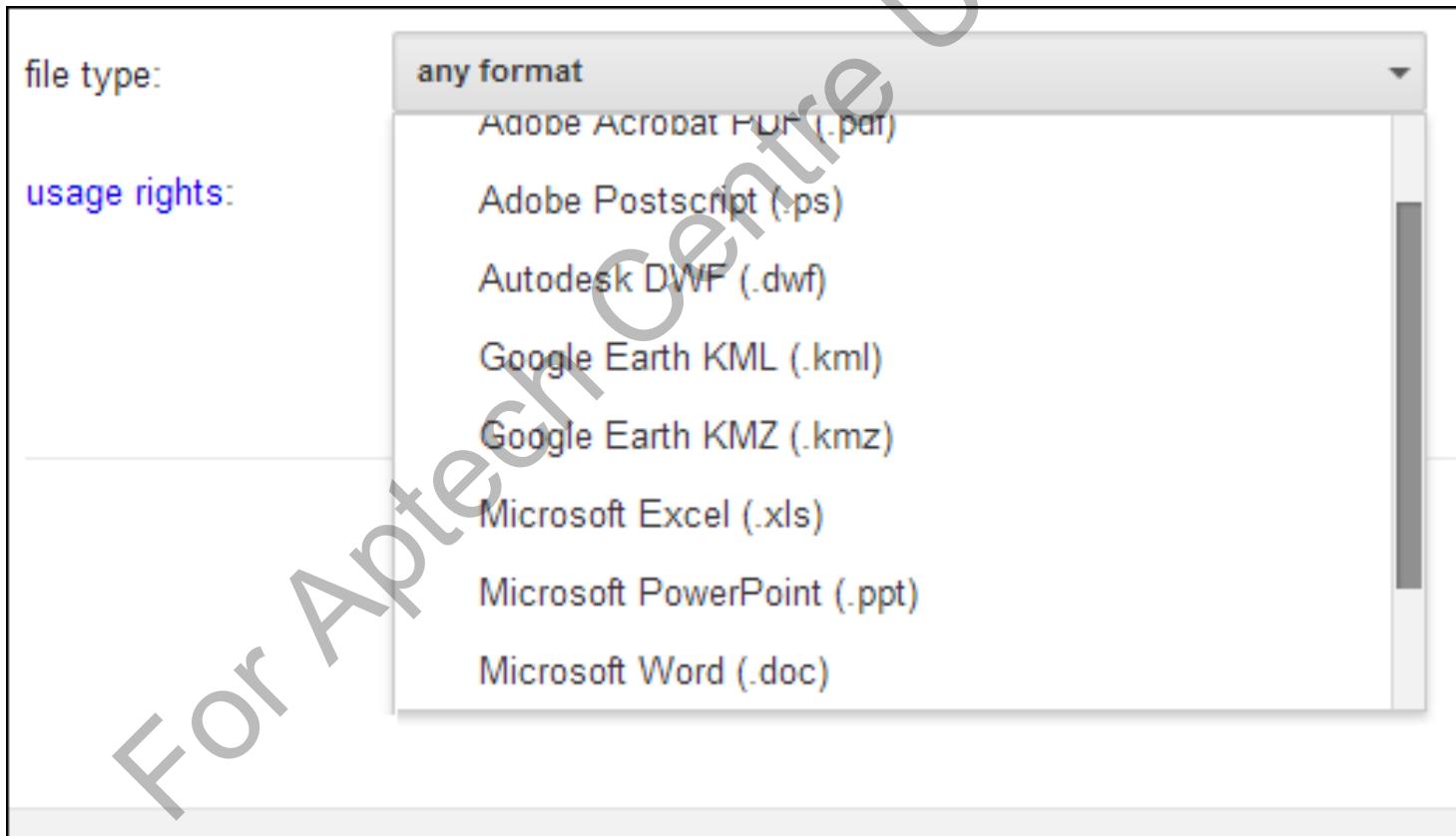
- ◆ **reading level** - Restricts the search result page to any one of the three categories namely, basic, intermediate, and advanced. Following figure displays the **reading level** list:



Advanced Search Techniques 10-11

SEO

- ❖ **file type** - Restricts search results to a file format specified from the file type list. Following figure displays the **file type** list:



- ❖ **usage rights:** Finds Web content such as images, text, and videos which can be reused, modified, or shared. Useful to locate content that can be reused. Following figure displays the **usage rights** list:



Google Search Preferences 1-3

SEO

Search results can be customized to appear according to the user's requirement using the Google Search preferences.

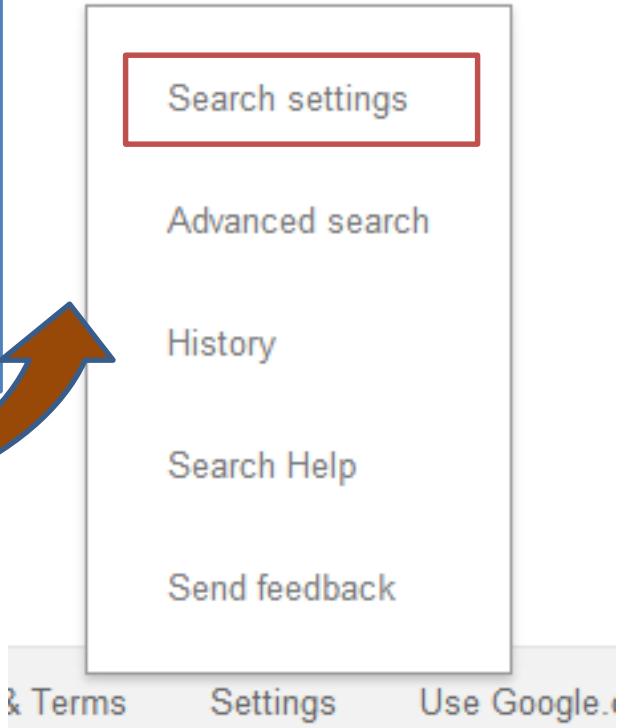
Google Search engine provides more relevant and useful search results.

Google Search Preferences 2-3

SEO

To open the Google search preferences page, perform the following steps:

1. Open **Google Chrome** browser.
2. Type **www.google.com** in the Address bar.
3. Click the **Settings** link at the bottom of the page.
4. Select **Search settings** from the options list.



Google Search Preferences 3-3

SEO

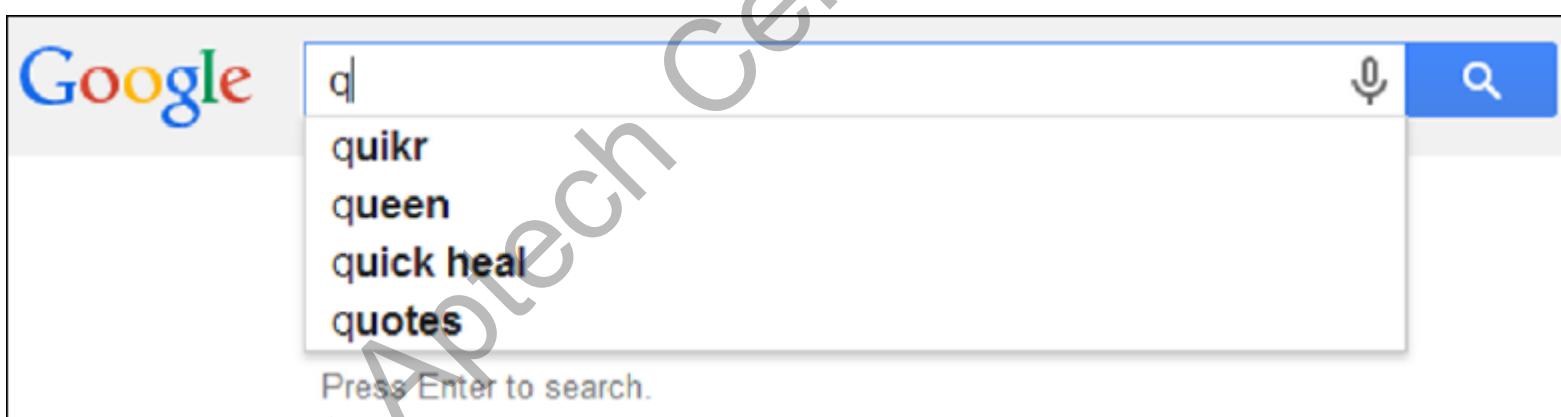
- The **Search Settings** page is displayed. A part of the page is shown in the following figure:

The screenshot shows the 'Search Settings' page with the following sections:

- Safe Search Filters**: Turn on SafeSearch to filter sexually explicit content from your search results.
 Filter explicit results. [Lock SafeSearch](#)
- Google Instant predictions**: When should we show you results as you type?
 - Only when my computer is fast enough.
 - Always show Instant results.
 - Never show Instant results.
- Results per page**: A slider scale from 10 (Faster) to 100 (Slower). The slider is positioned at 100.

Google Instant predictions

- Displays the search results as user types the search term.
- Predicts the user's search query and displays text in grey.
- Disable Google Instant predictions option by clicking OFF button.



SEO

SafeSearch Filters

- Filters out explicit adult content from search results.
- Allows user to adjust the browser settings.
- Allows user to activate the Lock SafeSearch feature.

Search results	SafeSearch Filters
Languages	Turn on SafeSearch to filter sexually explicit content from your search results.
Location	<input type="checkbox"/> Filter explicit results. Lock SafeSearch
Help	
Google Instant predictions	
When should we show you results as you type?	
<input type="radio"/> Only when my computer is fast enough.	
<input type="radio"/> Always show Instant results.	
<input checked="" type="radio"/> Never show Instant results.	

Search Results 3-13

SEO

Location

- Allow users to find information relevant to the specified location when using Search, Maps, News, and other Google Apps.

Search Settings

Search results Where are you?

Languages street address, zip code, city and state, or country

Location

Help

A location helps Google find more relevant information when you use Search, Maps, and other Google products. Learn how Google saves location information on this computer.

Save Cancel

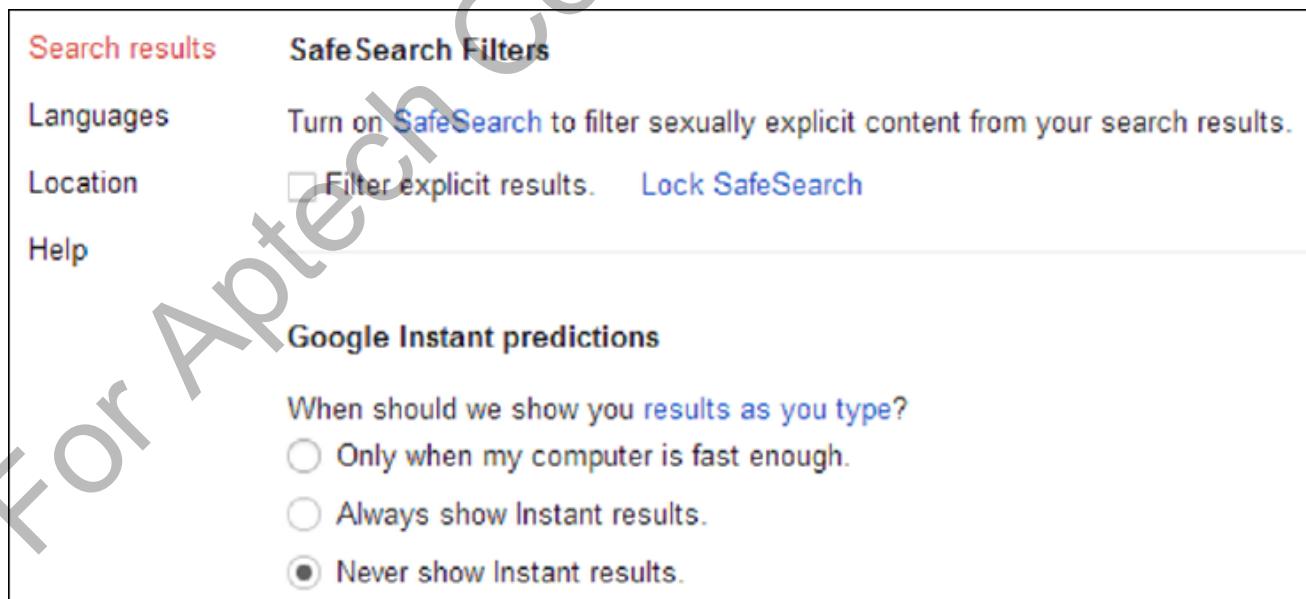
Sign in to use any previous settings. Learn more



◆ Lock Safe Search:

- ❖ The **Lock Safe Search** option locks the **SafeSearch Filters** settings so that other users cannot change the settings.
- ❖ The lock can only be removed only by the Google account that set it.

- ◆ To turn on **Lock Safe Search**, perform the following steps:
 - ❖ Open **Google Chrome** browser and type **www.google.com** in the Address bar.
 - ❖ Click the **Settings** link at the bottom of the page and select **Search settings** from the menu.
 - ❖ In the **SafeSearch Filters** pane, make sure SafeSearch is turned on by checking the **Filter explicit results** check box.
 - ❖ Click **Lock Safe Search** as shown in the following figure:



- ◆ A confirmation page is displayed indicating that SafeSearch lock has been applied. Following figure displays the **SafeSearch Filtering Confirmation** page:

« Back to Search settings

✓ SafeSearch is locked across all Google domains

To indicate that SafeSearch is locked for searches from this browser we've added colored balls to the top of all search pages. If the colored balls are not present, then SafeSearch is not locked. [Learn more](#)

Web Images Videos Maps News Shopping Mail more ▾

Google Games Search Advanced Search

SafeSearch is locked Search: the web pages from the UK

Web Show options... Results 1 - 10 of about 997,000,000 for Games [definition] with Safesearch on. (0.19 seconds)

Free online games
www.google.co.uk/ig Play fun video games on your Google homepage

Play Games - Free Online Games at AddictingGames!
Play over 3000 free online games! Including arcade games, puzzle games, funny games, sports games, shooting games, and more! New free games every day at ...
Shooting - Bubble Shooter - Puzzle - Adventure
www.addictinggames.com Cached Similar

Games at Miniclip.com - Play Free Games
Play Free Online Games: sports games, massive multiplayer games, action games, puzzle games, flash games and more.
8 Ball Pool - Snooker - Action - Quick Fire Pool
www.miniclip.com Cached Similar

games
A stunning massively multiplayer online roleplaying named Aion!
eu.nsoft.com/en-gb/aion/

Free Games on Plan Planet
Games, Puzzles, Stories & More... Explore the world with Plan! www.planplanet.org/freegamesforkids

Play Free Games At Pogo
Play Over 100 Games Online At Pogo. Sign Up & Play For Free. Join Today

- ◆ Two ways to enable users to identify that the **SafeSearch Lock** feature is on are as follows:

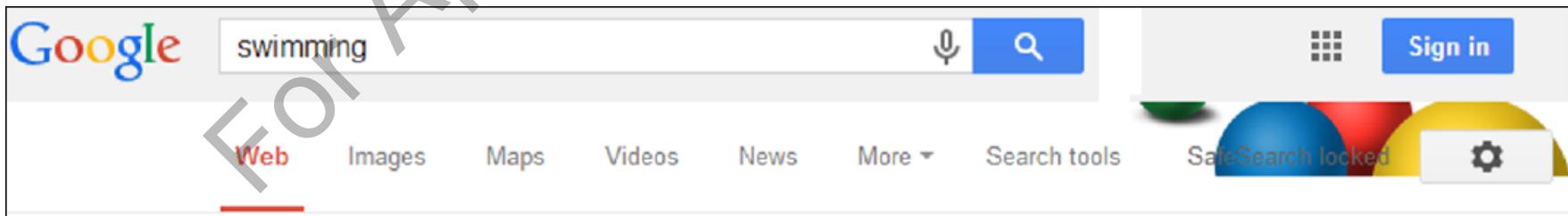
1

- SafeSearch locked is displayed on the right of the search box as shown in the given figure.

2

- Colored balls appear on the right of the Google Search result page as shown in the following figure.

Example:



Results per page

- By default, Google Instant displays 10 search results per page.
- More can be viewed by disabling the Google Instant feature.

Spoken answers

- Allows users to search by speaking into an inbuilt or an external microphone attached to the computer or mobile device.
- Users can choose to have their voice search results returned in voice by selecting **Speak answers for voice search** radio button or as text by clicking the **Just show text** radio button.

- ◆ Spoken answers are turned on by default, as shown in the following figure:

Spoken answers

When you search by voice, should we speak the answers aloud?

- Speak answers for voice search
- Just show text

Search Results 10-13

SEO

Where results open

- By default, clicking any search result pages open in the same window or tab.
- To open the results in a separate window, select the **Open each selected result in a new browser window** check box.

Where results open

Open each selected result in a new browser window.

Blocking unwanted results

- Allows the user to block unwanted search result.

Search History

- Tracks searches and visited pages whenever user searches on the Web.
- Deletes the Web history by signing in to the Google account.

Search Results 12-13

SEO

Web History  Only you can see your history

All History Your history makes your Google experience better
Web Your history helps you find what you're looking for faster and gives you quick access to pages you've visited before.

Images More relevant results
News Get better results and recommendations.

Shopping  Smarter predictions
Ads See improved search predictions as you type.

Videos  History on any device
Maps Open recent searches from your computer on your phone or tablet.

Blogs 

Books

Visual Search  Turn Web History on  No thanks

Travel ©2014 Google Google Home Web History Help Privacy & Terms About Google

Finance

Bookmarks

To remove the searched sites from Google Web history, perform the following steps:

1. Open **Google Chrome** browser.
2. Type **www.google.com** in the Address bar.
3. Click **Sign in** button in the top right of the page. Enter Google account e-mail and password, and then click **Sign in**.
4. Click the gear icon and click **Search Settings**. Scroll down on the **Search Settings** page and click **Web History** hyperlink.
5. Click **Remove all Web History**. Select individual entries from the list that you do not want and select **Remove**.
6. After deleting Web history, sign out of the Google account.

- ◆ Users can customize the language of the Google home page.



Turkish

Dutch

- ◆ To do this, users need to select and configure their interface and search result language.

Languages 2-2

SEO

- ◆ Click the **Languages** option on the left to display the **Languages** pane as shown in the following figure:

The screenshot shows the 'Search Settings' page with the 'Languages' tab selected. On the left, there are links for 'Search results', 'Languages' (which is active), 'Location', and 'Help'. The main content area is titled 'Which language should Google products use?'. It lists several languages with radio buttons for selection. The 'English' option is currently selected. Other languages listed include Deutsch, hrvatski, português (Portugal), Thai; español, italiano, Tiếng Việt, 한국어; español (Latinoamérica), Nederlands, Türkçe, 中文 (简体); français, polski, русский, 中文 (繁體); and português (Brasil), العربية, 日本語. Below this section, it says 'Currently showing search results in: English' with an 'Edit' link. At the bottom right are 'Save' and 'Cancel' buttons, and a note to 'Sign in to use any previous settings. Learn more'.

Search Settings

Search results Which language should Google products use?

Languages English português (Portugal) Thai
Location español italiano Tiếng Việt 한국어
Help español (Latinoamérica) Nederlands Türkçe 中文 (简体)
Deutsch hrvatski polski русский 中文 (繁體)
français português (Brasil) العربية 日本語

Show more

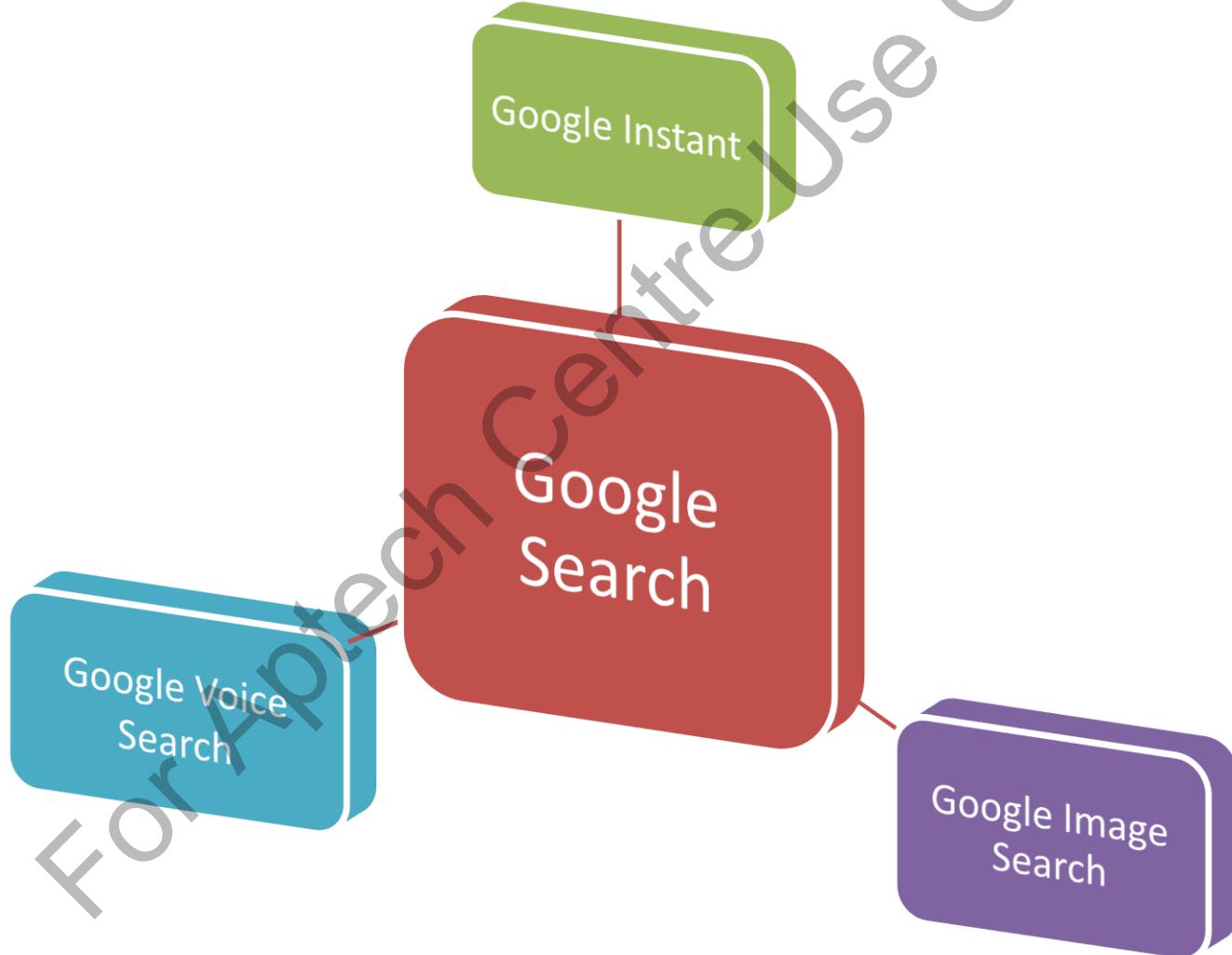
Currently showing search results in:
English [Edit](#)

[Save](#) [Cancel](#)

Sign in to use any previous settings. [Learn more](#)

Types of Google Search

SEO



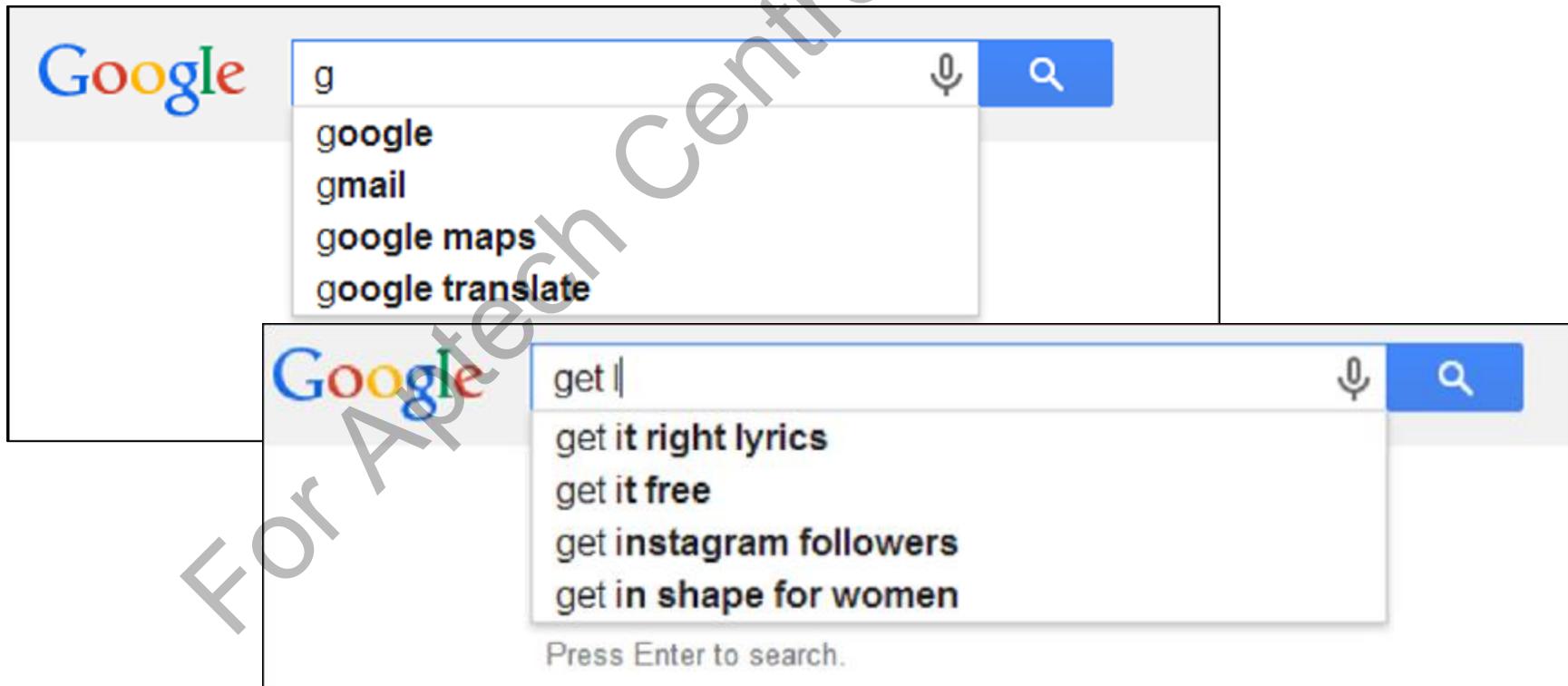
Google Instant

- Saves time because it shows relevant results while typing.
- Shows the dynamically generated results and users can stop typing as soon as they find the result.
- Add one or more words in the search box if the required results are not found.

Google Instant 2-2

SEO

- ◆ Benefits of **Google Instant** are as follows:
 - ❖ **Saves Time** - It saves time because it shows relevant results while typing.
 - ❖ **Smarter Predictions** - It shows the dynamically generated results and users can stop typing as soon as they find the result.
 - ❖ **Search Smarter** - It shows instant results while typing in the search box.



SEO

Google Voice Search

- User has to speak instead of typing the search query, to search on google.com site.
- Displays search results based on the user's audio input (voice).
- User must have **Google Chrome** and a **built-in or an externally attached microphone**.

Google Voice Search 2-4

SEO

To start search using Google Voice search, perform the following steps:

1. On Google Home page, the microphone icon () is shown in the search box.
2. Click the icon and speak the search terms when the Speak now tooltip is displayed. Following figure displays the microphone icon in the search box:



Google Voice Search 3-4

SEO

- ◆ Users can use Voice Search to find answers to various questions by simply speaking them out.
- ◆ Some examples of Voice Search questions are as follows:
 - ❖ Where is the nearest Italian restaurant?
 - ❖ What time is it in Sydney?
 - ❖ How many dollars is 200 pounds?
 - ❖ What is the weather in Seattle?



Google Voice Search 4-4

SEO

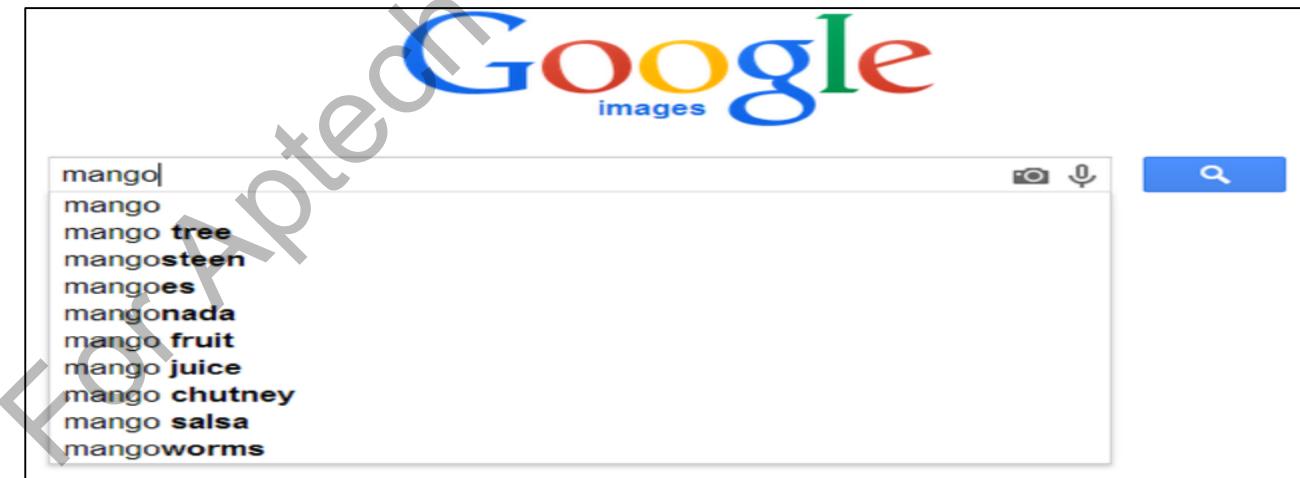
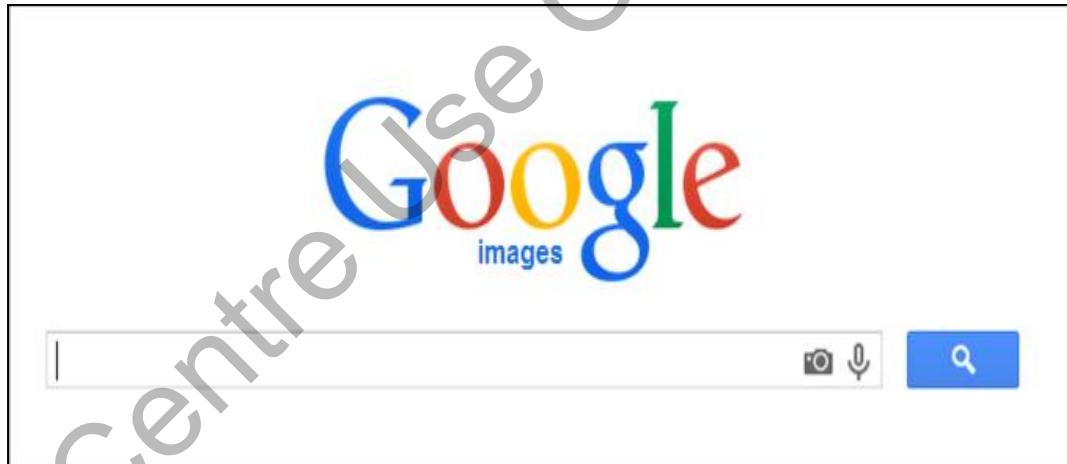
- The search term will be displayed in the search box when it is recognized. It also displays results on the same page as shown in the following figure:

A screenshot of a Google search results page. The search bar at the top contains the query "tower". Below the search bar, there are tabs for "Web", "Maps", "Images", "Shopping", "Videos", "More", and "Search tools". The "Web" tab is selected. A message indicates "About 151,000,000 results (0.48 seconds)". The first result is a link to "Tower - The most powerful Git client for Mac" from www.git-tower.com/. The snippet for this result describes Tower as "The most powerful Git client for Mac" and mentions it has all of Git's advanced features. The second result is a link to "Tower Hobbies - Best Source for Radio Control (R/C or RC ...)" from www.towerhobbies.com/. The snippet for this result describes Tower Hobbies as "The world's premier supplier of radio control models" and mentions they have been serving R/C modelers since 1971.

Google Image Search 1-11

SEO

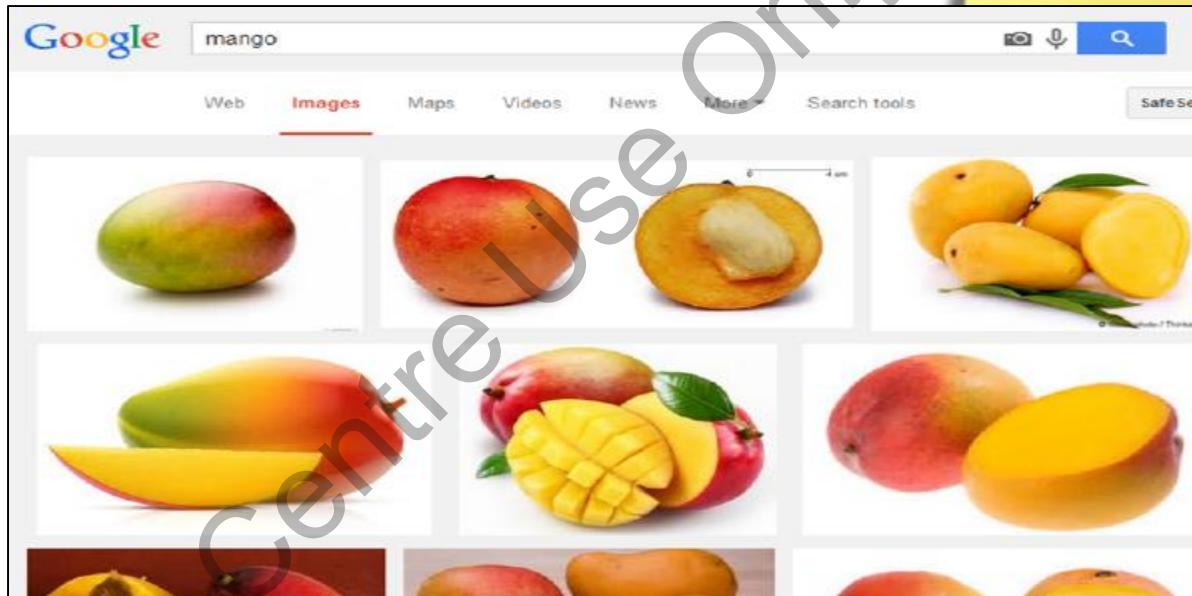
- ◆ Open **Google Home** page.
- ◆ Click the Images link in the top right corner of the page.
- ◆ Type the Search term. For example, mango.



Google Image Search 2-11

SEO

- ◆ The search result is displayed.
- ◆ Click any thumbnail.
- ◆ The image is zoomed and displayed in a box.

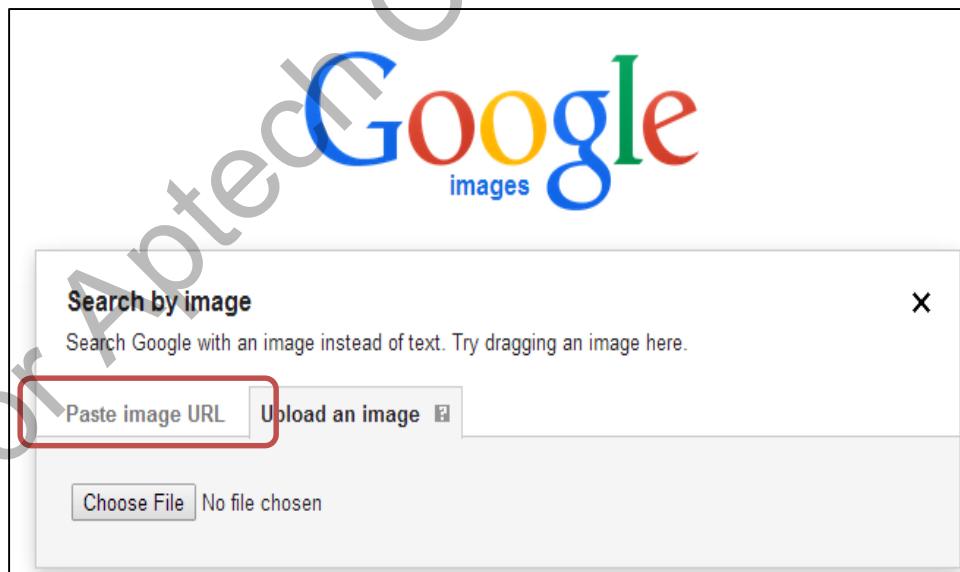
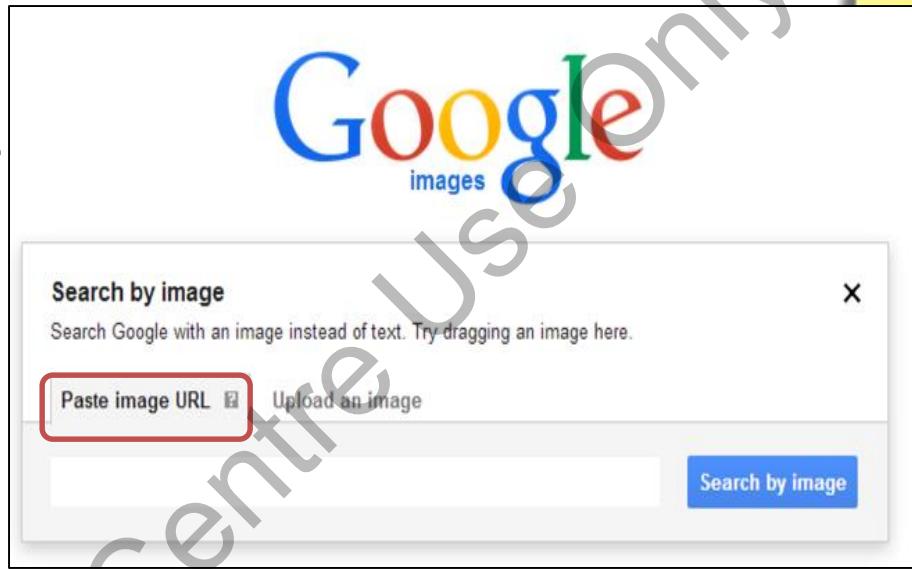


Google Image Search 3-11

SEO

Search by Image:

- ◆ Upload an image from the desktop.
- ◆ Copy and Paste an image URL.
- ◆ Drag and drop an image.
- ◆ Right-click an image on the Web.

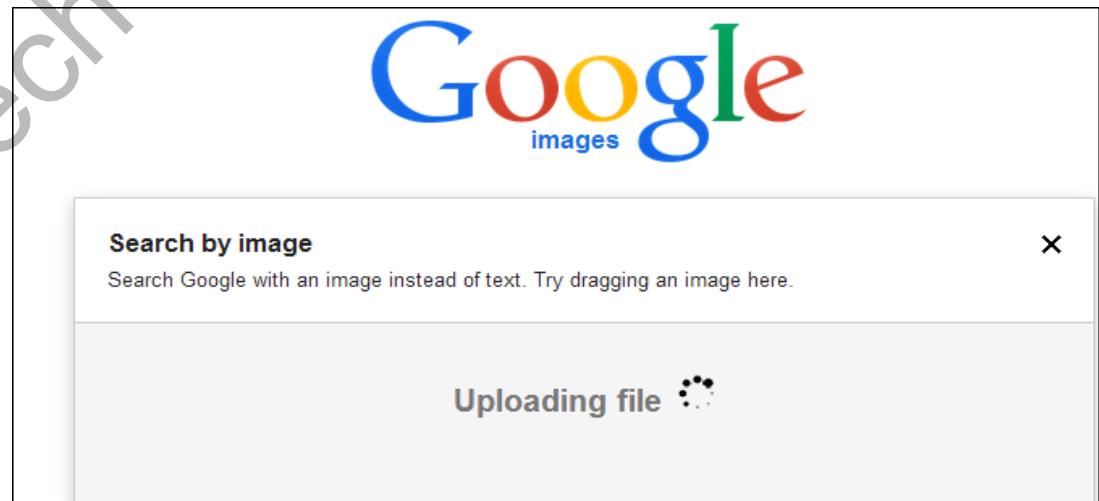
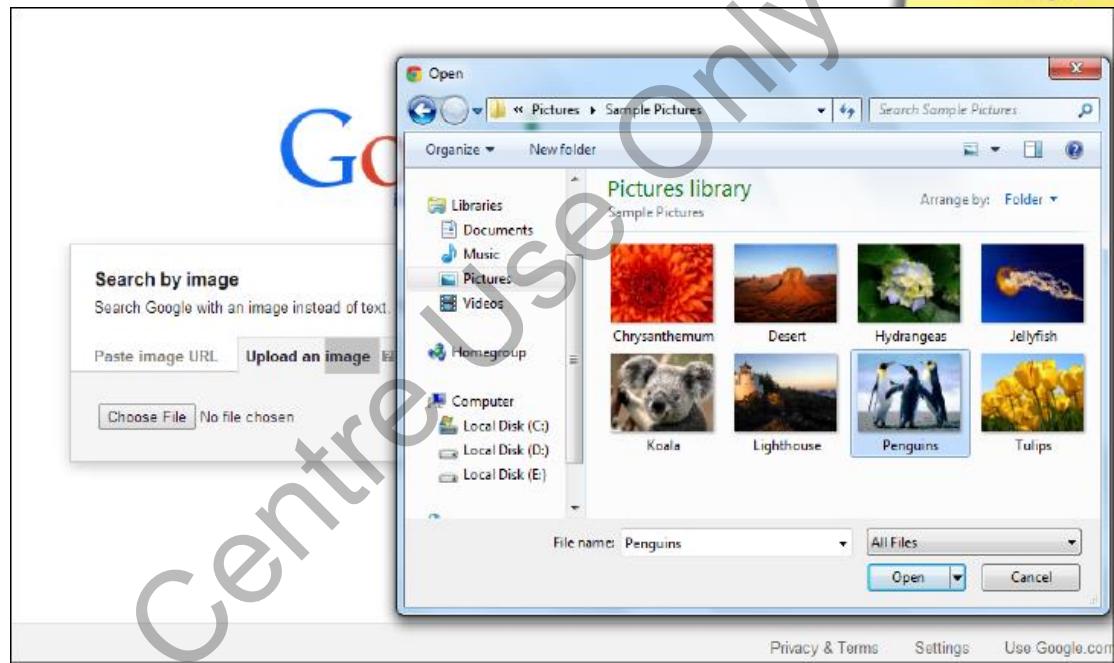


Google Image Search 4-11

SEO

Upload an image from the Desktop:

- ◆ Click **Choose File**.
- ◆ It displays the Open dialog box.
- ◆ Select the file and click **Open**.
- ◆ The image uploading process begins.



Google Image Search 5-11

SEO

- ◆ The result page appears.
- ◆ The result contains image thumbnails.
- ◆ It also displays Web site that has images similar to the uploaded image.

The screenshot shows the Google Images search results for the query "Penguins.jpg". The interface includes the Google logo, a search bar with the query "Penguins.jpg", and navigation tabs for Web, Images, News, Maps, and More. Below the tabs, it displays "About 1,550 results (0.82 seconds)". The first result is a thumbnail of three penguins, with details showing an image size of 1024 × 768 and links to find other sizes or view all sizes. The best guess for the image is "penguins jpg". The second result is a link to "File:Emperor_penguins.jpg - Wikipedia, the free encyclopedia" with a snippet about Emperor penguins from Wikipedia. The third result is a link to "Penguins Pictures, Images & Photos | Photobucket" with a snippet about browsing penguin photos and videos. At the bottom, there is a section for "Visually similar images" featuring a grid of nine smaller penguin thumbnails.

Google Image Search 6-11

SEO

Search Using an image from a Web Site:

- ◆ Type any search term in the search box, for example, elephants.
- ◆ Open any link from the results page.
- ◆ Right-click an image and select **Copy image URL** option.

For Aptech Certified Use Only

Elephant

[4 Bodily Signs a Heart Attack is Near \(Newsmax Health\)](#)

From Wikipedia, the free encyclopedia

This article is about the living species. For extinct relatives also known as elephants, see *Elephantidae*. For other uses, see *Elephant*.

Elephants are large mammals of the family *Elephantidae* and the order *Proboscidea*. Traditionally, two species are recognised, the African elephant (*Loxodonta africana*) and the Asian elephant (*Elephas maximus*), although some evidence suggests that African bush elephants and African forest elephants are separate species (*L. africana* and *L. cyclotis* respectively). Elephants are scattered throughout sub-Saharan Africa, South Asia, and Southeast Asia. *Elephantidae* are the only surviving family of the order *Proboscidea*; other, now extinct, families of the order include *mammoths* and *mastodonts*. Male African elephants are the largest surviving terrestrial animals and can reach a height of 4 m (13 ft) and weigh 7,000 kg (15,000 lb). All elephants have several distinctive features the most notable of which is a long trunk or *proboscis*, used for many purposes, particularly breathing, lifting water and grasping objects. Their *incisors* grow into tusks, which can serve as weapons and as tools for moving objects and digging. Elephants' large ear flaps help to control their body temperature. Their pillar-like legs can carry their great weight. African elephants have larger ears and concave backs while Asian elephants have smaller ears and convex or level backs.

Elephants are herbivorous and can be found in different habitats including savannahs, forests, deserts and marshes. They prefer to stay near water. They are considered to be *keystone species* due to their impact on their environments. Other animals tend to keep their distance; predators such as lions, tigers, hyenas and wild dogs usually target only the young elephants (or "calves"). Females ("cows") tend to live in family groups, which can consist of one female with her calves or several related females with offspring. The groups are led by an individual known as the *matriarch*, often the oldest cow.

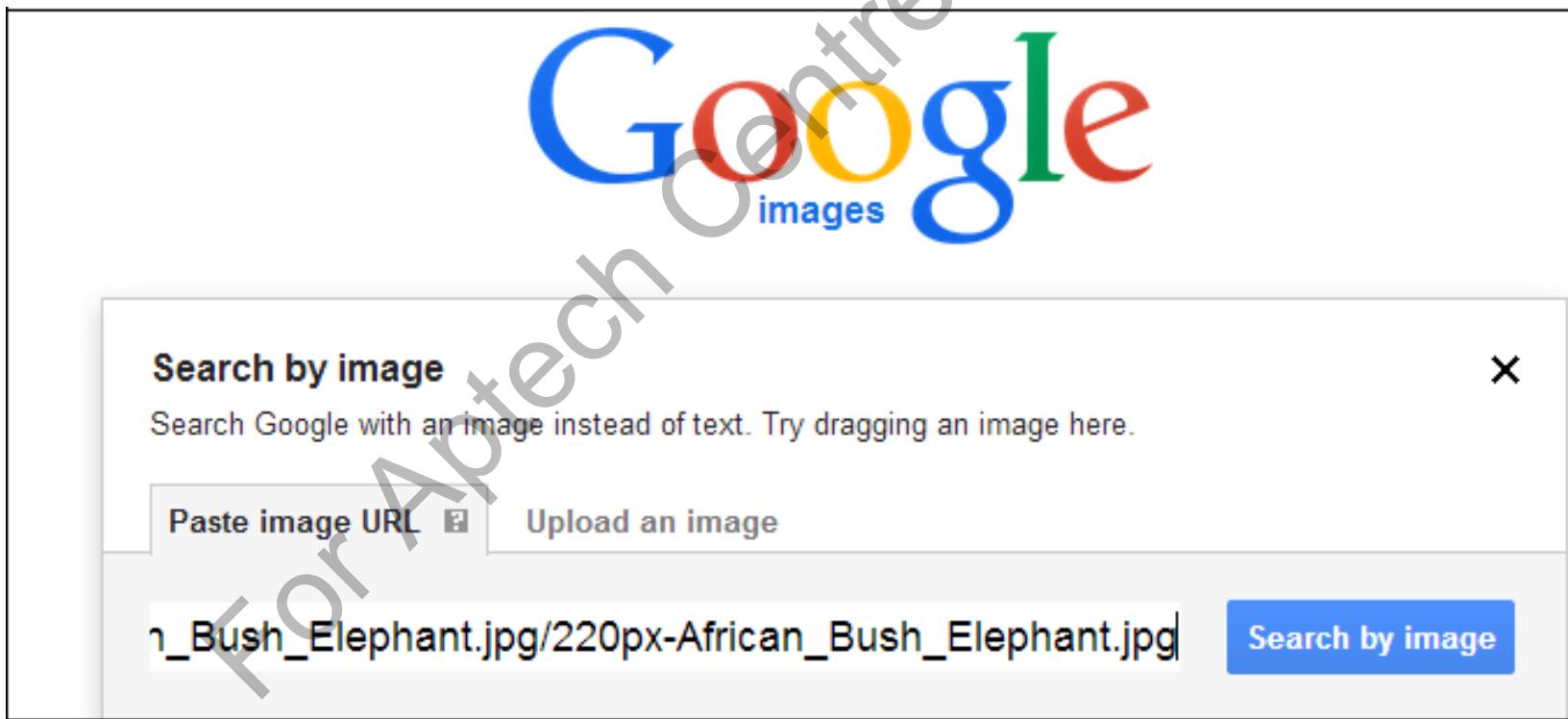
The context menu options are:

- Open link in new tab
- Open link in new window
- Open link in incognito window
- Save link as...
- Copy link address
- Save image as...
- Copy image URL** (highlighted in blue)
- Copy image
- Open image in new tab
- Search Google for this image
- Print...
- HootSuite Hootlet
- Inspect element

Google Image Search 7-11

SEO

- ◆ Open Google images page.
- ◆ Click the (camera) icon in the search box.
- ◆ The Search by image prompt appears.
- ◆ Paste the image URL which has been copied in the search box.



Google Image Search 8-11

SEO

- ◆ Click **Search** to display the Search results.

For Aptech Centre Use Only

ggle **JPG X** elephants

Web **Images** News Maps More ▾ Search tools Share

About 16,000 results (0.97 seconds)

Image size:
220 × 330

Find other sizes of this image:
[All sizes](#) - [Small](#) - [Medium](#) - [Large](#)

Best guess for this image: **elephants**

Elephant
Animal

Elephants are large mammals of the family Elephantidae and the order Proboscidea. Traditionally, two species are recognised, the African elephant and the Asian elephant, although some evidence suggests ... [Wikipedia](#)

Scientific name: Elephantidae
Lifespan: 60 – 70 y ([African elephant](#))
Rank: Subfamily
Lower classifications: [Elephas](#), [African elephant](#)
Gestation period: 547.9 – 669.6 d ([Asian elephant](#)), 669.6 d ([African bush elephant](#))

Elephant - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Elephant

Elephants are large mammals of the family Elephantidae and the order Proboscidea. Traditionally, two species are recognised, the African elephant (*Loxodonta* ...

Google Image Search 9-11

Search an image by dragging it:

- ◆ Open Google images page.
- ◆ Search for any image, for example, Rose.
- ◆ Drag the required image from the Web and drop it to the Google image search box.

The image consists of two screenshots of the Google Image Search interface. The top screenshot shows the 'Search by image' feature, where a red rose image is being dropped into a search box. The bottom screenshot shows the search results for 'red rose', which includes a thumbnail of a red rose, image size information (204 x 247), and links to free photo downloads and brand information.

SEO

For Aptech Only

Google

Search by image

Search Google with an image instead of text. Try dragging an image here.

Drop image here

Valentine Pink Drawing

Red rose

Web Images News Maps More Search tools

About 905 results (1.05 seconds)

Image size:
204 x 247

Find other sizes of this image.
All sizes - Small - Medium - Large

Best guess for this image: [red rose](#)

[Red rose Free Photos for free download \(about 175 files\).](#)
all-free-download.com/free-photos/red-rose.html
Free Photos about red rose (We have about 175 files). [red rose Free Photos for free download](#) ...

[Red Rose : Reality of lingerie](#)
www.redroseindia.in/
Since inception in 1977 by the Vora brothers, 'Red Rose' by Sagar products has carved a niche as a leading brand amongst women's intimate wear. Inspired by ...

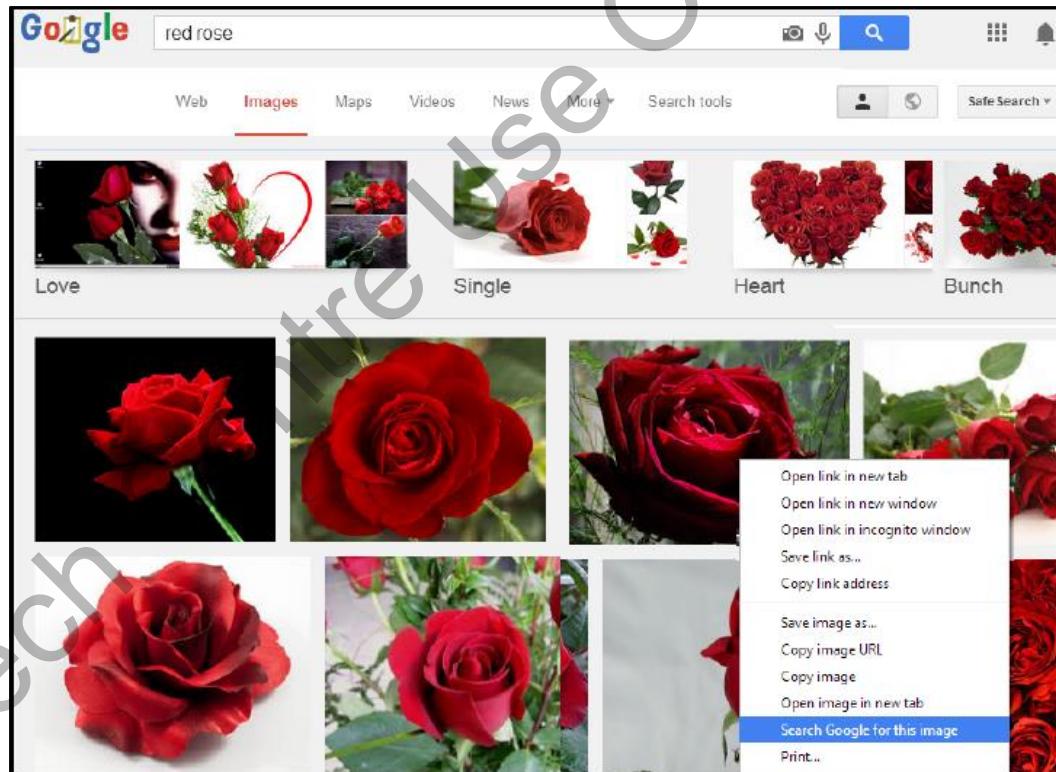
Google Image Search 10-11

SEO

Search Google with the Image:

- ◆ Type the search term in the search box.
- ◆ The result page will be displayed.
- ◆ Open any link from the result page.
- ◆ Right-click required image and select

Search Google with this image option.



Google Image Search 11-11

SEO

- The result is shown as displayed in the following figure:

A screenshot of a Google Images search results page. The search query "rose flower" is entered in the search bar. The "Images" tab is selected, showing approximately 438 results found in 0.79 seconds. The first result is a thumbnail of a single red rose, with its image size listed as 259 x 194 pixels. A note indicates no other sizes of this image were found. Below the thumbnail, the text "Best guess for this image: [rose flower](#)" is displayed. The search results list includes a link to "Red rose flowers - All Free Download" from all-free-download.com, which offers free photos of red rose flowers. Another result is "Rose Flower Wallpapers - Full HD wallpaper search" from hdw.eweb4.com, which provides Rose Flower desktop wallpapers in various resolutions. At the bottom of the search results, there is a section titled "Visually similar images" with four thumbnail preview images.

Working of Google Search Engine 1-3

SEO

- ◆ The results that appear after indexing are of two types that are as follows:
 - ❖ **Organic Search Results** - These are the search results that according to Google are the most relevant to the user.
 - ❖ **Sponsored Search Results** - These search results comprise advertisements that are used as a promotion for a certain organization, product, or service. They consist of links that are related to the keywords but may not be directly associated with them.

Working of Google Search Engine 2-3

SEO

Crawling



Indexing



Serving



Working of Google Search Engine 3-3

SEO

- ◆ **Crawling** - A program that collects information from different Web sites and stores the data in the database of the search engine, such as Googlebot.
- ◆ **Indexing** - After the Googlebot collates and processes the data, it sends the data to the Google index which consists of all the words and their Web page location.
- ◆ **Serving** - To list a site in the Google Search results, the site must instruct the Googlebot to crawl and index the page.

After the information is collected, a PageRank is generated for the site.



Summary

SEO

- ◆ The Google search engine is used to search information that includes Web pages, images, videos, and news.
- ◆ In the basic search techniques, the user enters a keyword and a search result is returned.
- ◆ In the advanced search option user can define the file formats, results per pages, language preferences, and so on.
- ◆ The search results can be customized to appear according to the user's requirement using the Google search preferences.
- ◆ Newly added Google search types are Google Instant, Google Voice search, and Google Image search.
- ◆ Google Instant displays the search results while the user types the search query.
- ◆ The voice search allows the user to quickly search the Web by speaking the search terms.
- ◆ Google search engine classifies the search results as organic links and sponsored links.