

Google Search Querying

Google is the first choice for searching content on the Web. Its search box functionalities include advanced searching operators which can additionally limit the scope of search and refine its results as per user's requirements.

It is worth to note that Google is continually working on new things and the list presented below might be changing and rarely-used search operators might be get deprecated at some point of time.

The list below was created based on: [Google Advanced Search Operators: 52 Google Search Commands \[2022\] \(spyfu.com\)](#) and [Debugging with Google Search Operators | Google Search Central | Documentation | Google Developers](#)

Basic Query Operators:

"" (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.
AND operator	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.
- operator	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"
* operator	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: Mackenzie Scott * Donation
() operator	Brackets group together terms or search operators to help structure an advanced search. Example: allinurl: SEO (Los Angeles OR San Diego OR San Francisco).
Year..Year	Putting two dots between two years creates a Google search command for <i>results</i> that fall within that year range. Example: Stacey Abrams 2019..2021
OR / operators	The OR or (pipe) operator actually combines searches. It tells Google that you are looking for either term, or that they can be interchanged. It

	helps to use brackets like in the example above, but it's not necessary. Example: workout yoga or pilates
--	---

Advanced Query Operations:

Site:	This operator limits your search to a single site. There are no spaces between the site: and the domain. Example: site:thepointsguy.com american express	<ul style="list-style-type: none"> - Find multiple related pages from one specific website.
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.) Example: apple source:nytimes.com	<ul style="list-style-type: none"> - Source news pieces to reliable sites.
Intext:	It 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. <i>We kept it in the list to contrast it against this next operator "Allintext."</i> 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.	<ul style="list-style-type: none"> - Find quotes. - Force accurate results for long-tail keywords.
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.	<ul style="list-style-type: none"> - Check levels of competitiveness of keywords.
Allintitle:	This is nearly the same as intitle, but it specifies that <i>every word in your long tail search phrase</i> is found in the title meta tag of all results. If you sold airpod pros on your ecommerce site you could use this operator to find other websites that have "airpod pro" in their titles. This is a	<ul style="list-style-type: none"> - Find direct competitors. - Gauge levels of content dedicated to a

	<p>quick and easy way to spot your direct competition.</p> <p>Example: allintitle:iphone 15 expected features</p>	<p>long-tail keyword.</p>
Inurl:	<p>Like with Intitle and 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.</p> <p>Example: inurl:airpods pro</p>	<ul style="list-style-type: none"> - Find direct competitors. - Filter out bad results.
Allinurl:	<p>This is a long tail version of "inurl" shown above. With the "allinurl" search operator, all words included in the search query must be in the URL.</p>	<ul style="list-style-type: none"> - Filter out bad results for popular topics.
Filetype:	<p>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</p> <p>Example: <u>oer</u> filetype:pdf</p>	<ul style="list-style-type: none"> - Quickly find original research, statistics and case studies on a certain topic.
Related:	<p>It helps you find sites related to a specified URL. Using it is an illuminating look into how Google categorizes your website and your competitors.</p> <p>Example: related:vrbo.com</p>	<ul style="list-style-type: none"> - Find competitors.
AROUND(X)	<p>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.)</p>	<ul style="list-style-type: none"> - Find quotes you only vaguely remember. - Find official statements/case studies/research that back up a point you want to make.

Google Advanced Image 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.

Find Statistics & Research To Enhance Your Content

Other Deprecated Search Operators:

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