

Google dorks for growth hackers



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A comprehensive guide on google docs for growth hackers 🔥



A **Google dork** is a search string that uses Google's custom search operators to filter down search results. When used creatively, these filters can return information that wasn't meant to be found. Exploiting Google dorks is known as **Google dorking** or **Google hacking**.

Personally, I use Google dorks for a lot for multiple reasons, including but not limited to:

- Finding contact information for top influencers
- Creating a list of 10,000+ PR contacts
- Building a huge database of 5,000 PR contacts
- Finding cold emailing and cold calling scripts used by the top people in any niche
- Spying on how my competitors are running their business.

All of this and much more for \$0.

You can search Google for strings that are optimized to return sensitive documents...

Like contact lists, potential leads & more.

A lot of these documents probably shouldn't have been on Google.

Here's how you can put google dorks together yourself:

HOW TO FILTER YOUR GOOGLE SEARCHES WITH OPERATORS

You can filter your search with **Google Operators**.

An operator is a short string that tells Google which results you want to remove...

And which you want to show more of.

Here are some of the most popular search operators. (See the full list [here](#).)

OR: A logical OR: tesla OR edison

"Search Term": Search for an exact match: "tallest building"

```
- : Exclude words from your search : jaguar speed -car
+ : Search for a synonym : +California
info: Get details about a site : info:google.com
site: Search within a specific website : site:youtube.com
filetype: Target a specific extension : filetype:pdf
intitle: Search for a phrase in the title : intitle: "tesla vs edison"
```

Include these in your google searches to filter down the results you'll get.

THE BIG LIST OF GOOGLE DORKS.

*These Google dorks search for **CSV, XLS and XLSX** files that contain **email addresses** in them. This is perfect for finding contacts that you should reach out to.*

GoalQueryFind CEO contact lists

```
+CEO "email" filetype:csv | filetype:xls | filetype:xlsx
```

Find blogger contact lists

```
"blogger" "email" filetype:csv OR filetype:xls OR filetype:xlsx
```

Find backlink sources

```
"dofollow" OR "nofollow" OR "backlink" "contact" OR "email"  
filetype:csv OR filetype:xls OR filetype:xlsx
```

Find Marketing contact lists

```
filetype:csv OR filetype:xls OR filetype:xlsx "Marketing" "email"  
"contact" OR "lead" OR "prospect" -sample 2017 "website" -template
```

*These Google dorks search for **Request For Proposals** across different verticals.
These are great for finding opportunities to apply for RFP's you might not have
known about otherwise*

GoalQueryFind SEO RFP's

```
"Request for proposal" | "RFP" filetype:doc | filetype:pdf |  
filetype:docx "SEO" | "search engine optimization" -template -sample  
2017
```

Find PPC RFP's

```
"Request for proposal" | "RFP" filetype:doc | filetype:pdf |  
filetype:docx "PPC" | "PAY PER CLICK" OR "Facebook Ad" -template -  
sample 2017
```

Find web design RFP's

```
"Request for proposal" | "RFP" filetype:doc | filetype:pdf |  
filetype:docx "web design" | "website design" | "website  
development" -template -sample 2017
```

Find Accounting RFP's

```
"Request for proposal" | "RFP" filetype:doc | filetype:pdf |  
filetype:docx "accounting" -template -sample 2017
```

Find Legal Service RFP's

```
"Request for proposal" | "RFP" filetype:doc | filetype:pdf |  
filetype:docx "legal" -template -sample 2017
```

Find Business Service RFP's

```
"Request for proposal" | "RFP" filetype:doc | filetype:pdf |  
filetype:docx "management" -template -sample 2017
```

Find PR RFP's

```
"Request for proposal" | "RFP" filetype:doc | filetype:pdf |  
filetype:docx "PR" | "public relations" -template -sample 2017
```

Find writing RFP's

```
"Request for proposal" OR "RFP" filetype:doc OR filetype:pdf OR  
filetype:docx "writing" -template -sample 2017
```

*These Google dorks search for **marketing proposals** across verticals. This is useful to learn about your competitors and see what top-tier marketing proposals look like.*

GoalQueryFind social media proposals

```
intitle:proposal "confidential" | "proprietary" | "do not  
distribute" filetype:ppt | filetype:pptx | filetype:pdf |  
filetype:doc | filetype:docx "social media management" | "facebook  
management" | "social media" | "SMM"-example -sample -request
```


Find PPC Proposals

```
intitle:proposal "confidential" | "proprietary" | "do not  
distribute" "PPC" filetype:ppt | filetype:pptx | filetype:pdf |  
filetype:doc | filetype:docx -example -sample -request
```

Find SEO Proposals

```
intitle:proposal "confidential" | "proprietary" | "do not  
distribute" "SEO" filetype:ppt | filetype:pptx | filetype:pdf |  
filetype:doc | filetype:docx -example -sample -request
```

Find Web Design Proposals

```
intitle:proposal "web design" | "web development" filetype:ppt |  
filetype:pptx | filetype:pdf | filetype:doc | filetype:docx -example  
-sample -request -school -student -students
```

Find PR Proposals

```
intitle:proposal "confidential" | "proprietary" | "do not  
distribute" "PR" | "press relations" filetype:ppt | filetype:pptx |  
filetype:pdf | filetype:doc | filetype:docx -example -sample -  
request
```

These are miscellaneous google dorks that can help with improving your marketing & business processes.

GoalQueryFind marketing playbooks

```
intitle:playbook filetype:pdf | filetype:ppt | filetype:pptx |  
filetype:doc | filetype: docx marketing
```

Find cold calling scripts

```
intitle:script "cold calling" filetype:doc | filetype:docx
```

Find email marketing templates

```
intitle:template "marketing" "email" filetype:doc | filetype:docx
```

Find work email addresses

```
filetype:csv OR filetype:xls OR filetype:xlsx "email" "@" "First  
Name" "Last Name" "Company" -sample 2017 "website" -template  
"contacts"
```

Find work phone numbers

```
filetype:csv OR filetype:xls OR filetype:xlsx "phone" "First Name"  
"Last Name" "Company" -sample 2017 "website" -template "contacts"
```

Find LinkedIn profiles of influencers in growth

```
site:linkedin.com/in/ "growth"
```

Find LinkedIn profiles of influencers in marketing

```
site:linkedin.com/in/ "marketing"
```

Find LinkedIn profiles of influencers in social media

```
site:linkedin.com/in/ "social media"
```

Find Calendly links of marketers.

```
site:calendly.com "marketing" | "growth" | "PPC" | "SEO" | "Social"  
| "Consult" -blog
```

Find freelance contracts

```
intitle:contract filetype:doc | filetype:docx "freelance" -sample
```

Find agency contracts

```
intitle:contract filetype:doc | filetype:docx | filetype:pdf -sample  
"marketing agency"
```

P.P.S: If you liked this, give me atleast a dozen claps for good luck ;)

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Google

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Digital Marketing

1.1K claps



Rahul Lakhaney

Director of growth @rise. CTO turned Growth Hacker.

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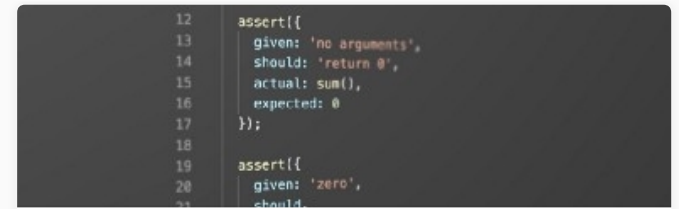


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