

candour

The site: and intitle: operator



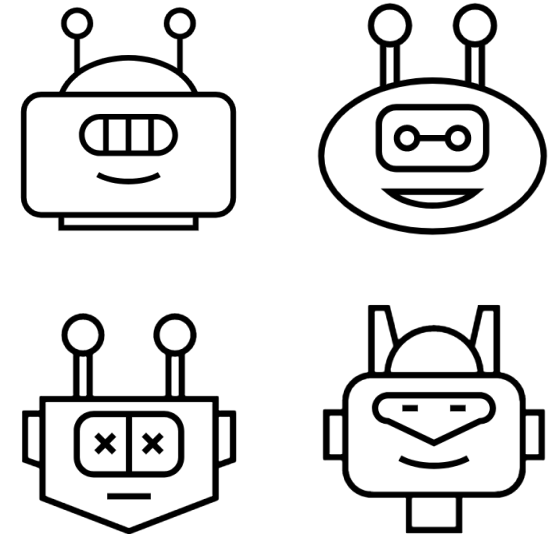
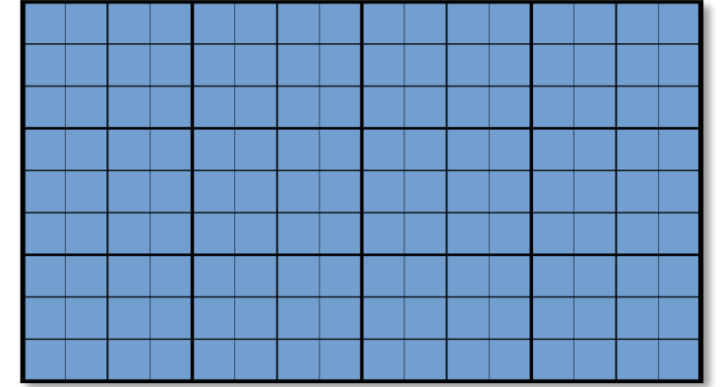
Trainer:

Mark Williams-Cook
Candour



Google operators

Are special 'commands' you can use in Google searches to return specific kind of results.

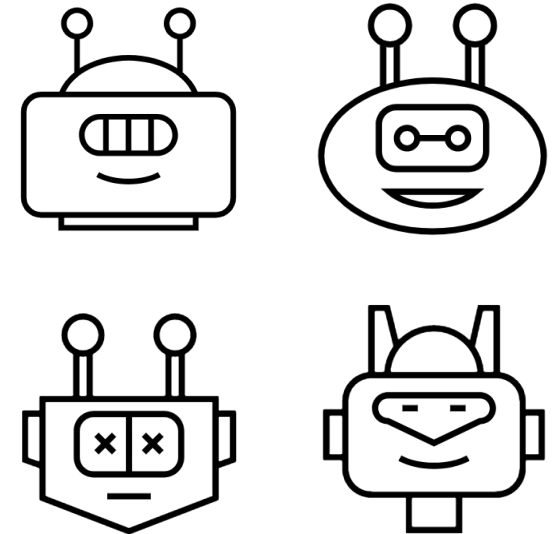
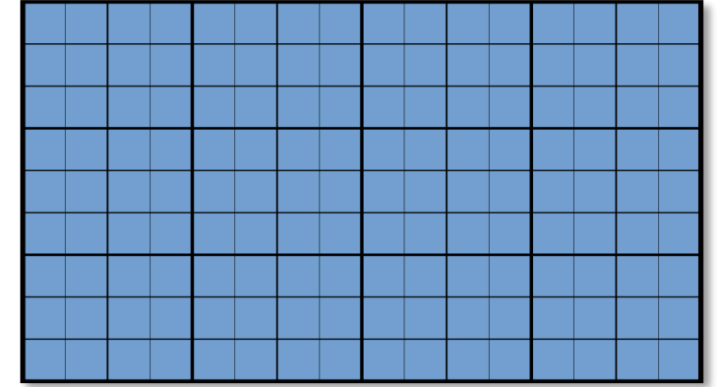


The site: operator

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Site: operator

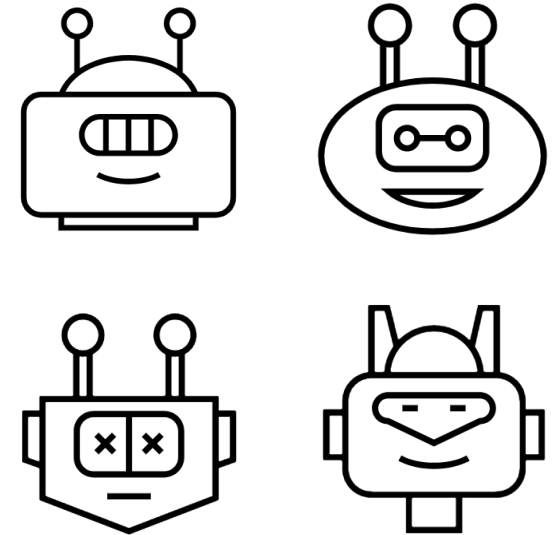
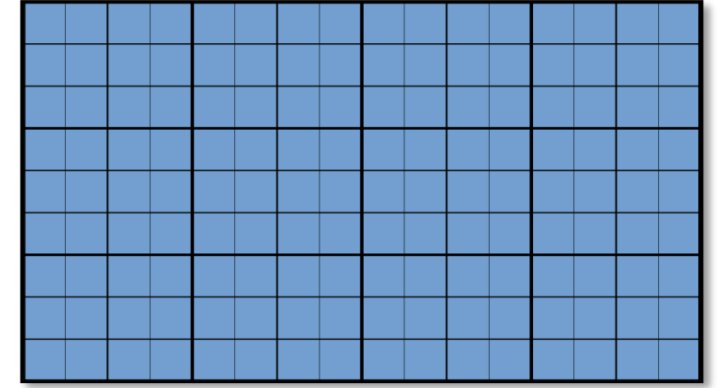


The site: operator

Site: operator

You can use the site: operator to force Google to only return results from a specific domain. It works with sub-domains, sub-folders too.

Site:**yourdomain.com**

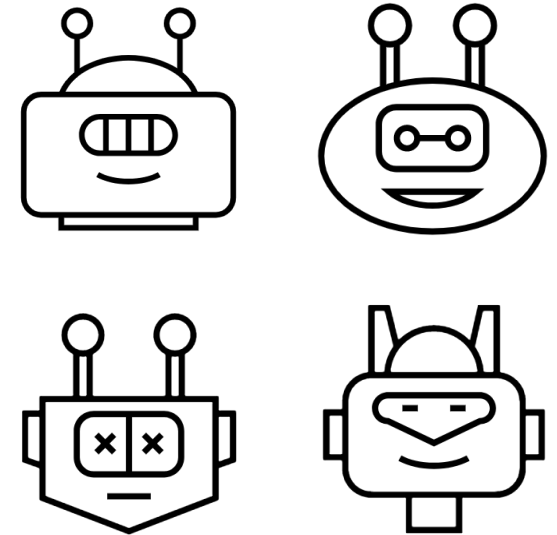
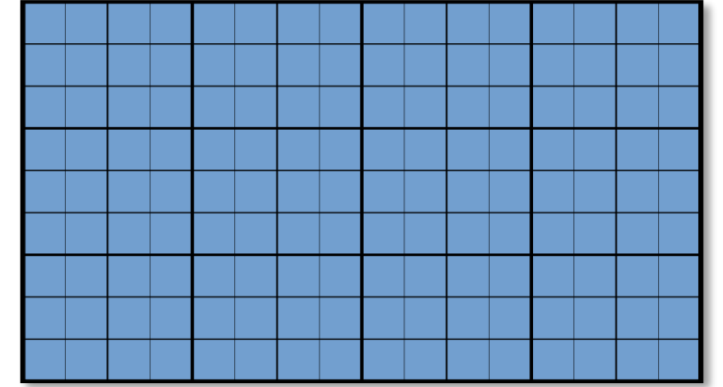


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Site:forum.yourdomain.com

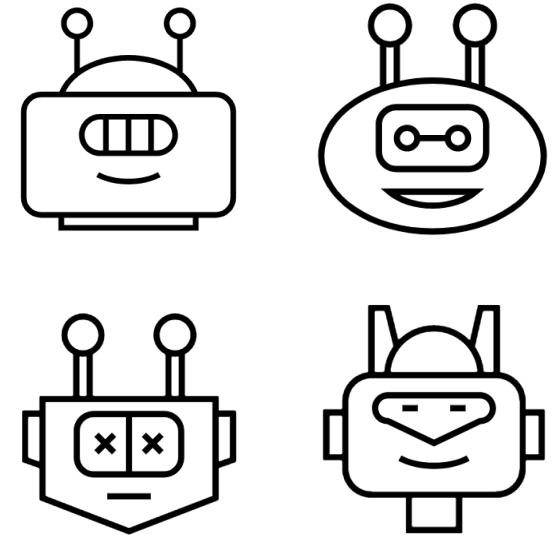
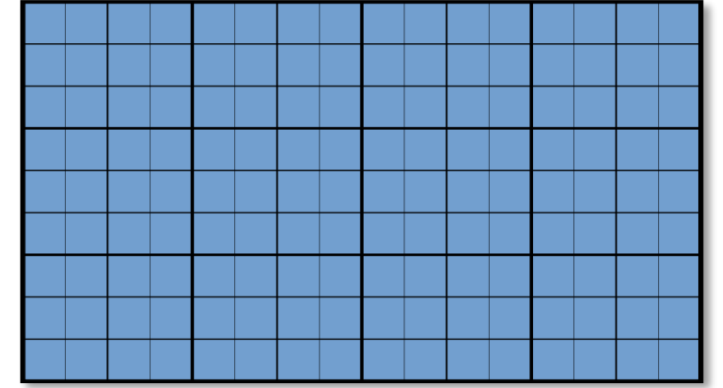


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Site:**yourdomain.com/blog**

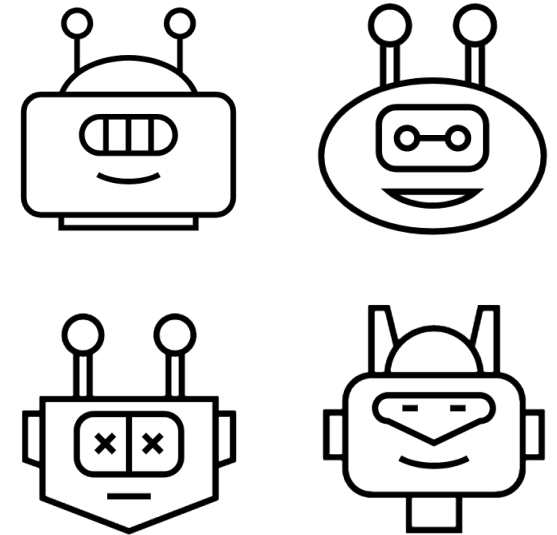
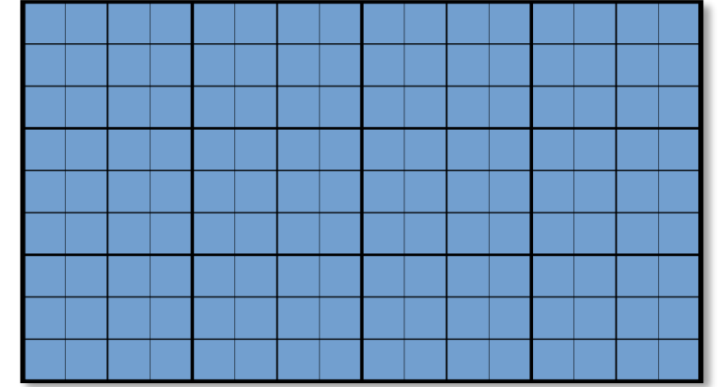


The site: operator

Site: operator

1. Estimate coverage

Find out what Google knows about, get a hint on if Google is having trouble accessing your pages or if there are underlying technical issues.



Challenge



Use the site: operator for your own website.

Is there far more pages than you expected or far fewer?

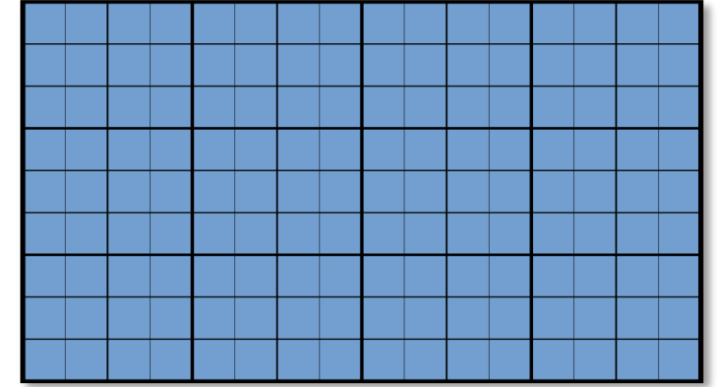
Did you discover anything that “shouldn’t” be there?

Key concept

The site: command can give you a rough overview of how many pages Google knows about for any website*

It can also highlight pages you may not know about such as blank pages or things you didn't know were published!

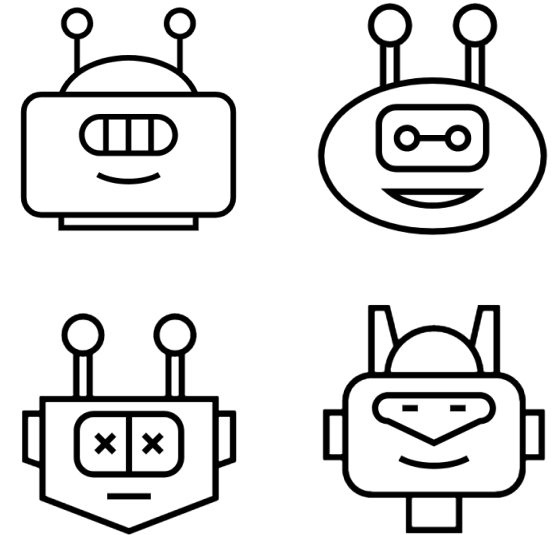
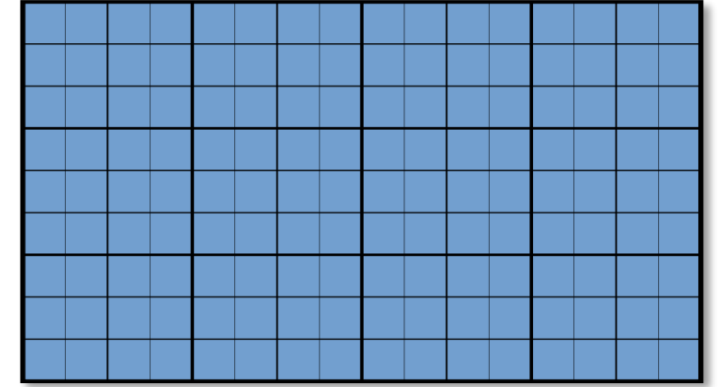
*It can return pages not in the index!



Site: operator

2. Check for specific content

A very quick way to see which pages on your site cover a specific topic. Very important information to planning tasks like internal linking.



Challenge



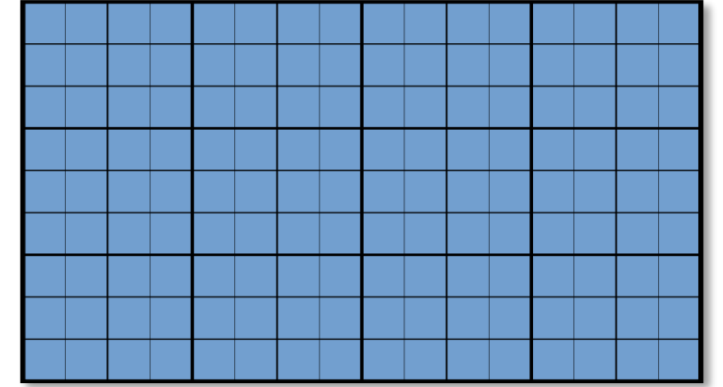
Use the site: operator for your own website along with a search term in “quotation marks”.

Get a feeling where you have “clusters” of topic-specific information on your site and consider how they are linked together.

Key concept

You can combine the site: operator with a search term within “quotation marks” to search that one site or part of site for the existence of that search term.

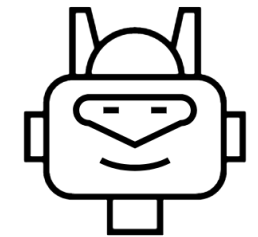
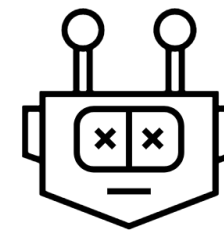
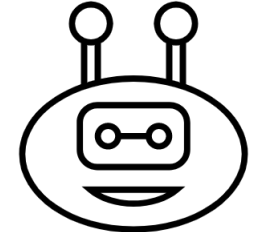
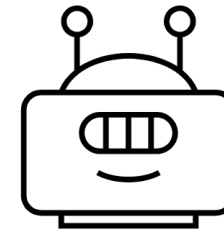
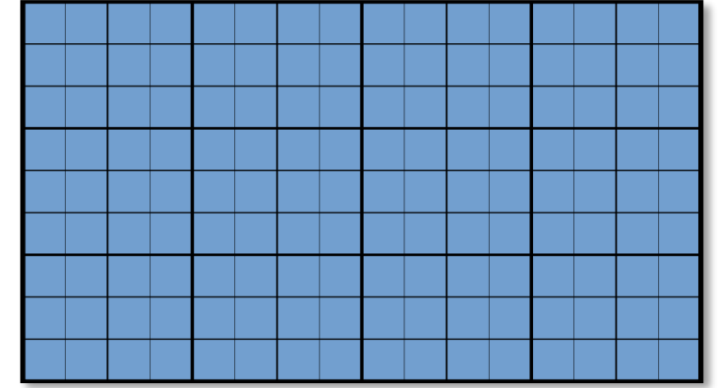
It can be more effective than on-site search!



Site: operator

3. Check for optimised titles

The title of a page is one of the most important ranking factors. You need to have one clear page targeting one intent to make it easy for users and search engines.



The site: operator

Challenge



Use the site: operator for your own website, in combination with the intitle: operator and search term in “quotation marks”.

Did you have any of your title tags optimised for the phrases you expected?

Do you have too many pages optimised for the same thing?

Key concept

You can combine the site: operator with the intitle: operator and quotation marks to check for the existence of specific phrases within title tags.

This is a fast way to check how many pages you have optimised for a specific search term, if any!

