

分享几个实用的谷歌搜索高级语法

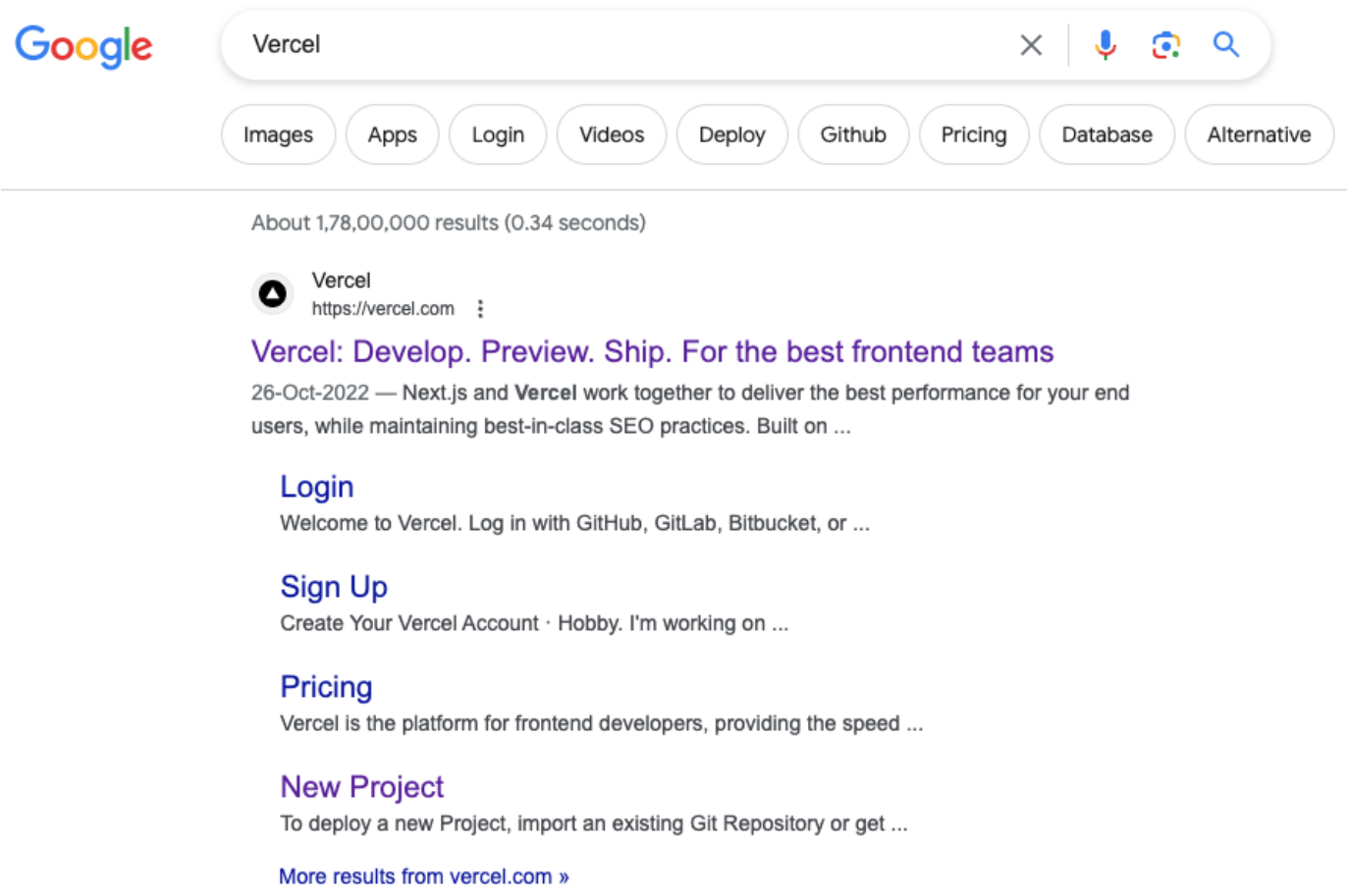
原创 我是哥飞 哥飞 2023-09-25 08:00:35 广东

大家好，我是哥飞。

昨天哥飞发了《ChatPDF.com小调查，帮你梳理这个月访问量540万的AI产品是如何爆火的》，加上上次发的《【5000字调查分析】建站20天拿下480万访问量，俄罗斯版的妙鸭相机是怎么做到的？》，里边在定位数据时，都用到了谷歌的高级搜索语法，今天哥飞就给大家分享一下这些高级语法的用法和用途。

一、基础语法

我们最常用的就是直接输入关键字进行搜索，如想搜索“Vercel”，直接在输入框里输入“Vercel”就可以了。



有时候搜索的关键词包含多个词时，只会部分命中，如搜索“Vercel pricing”，谷歌会自动判断“Vercel”是一个网站，你想找这个网站的价格信息，所以给你展示“https://vercel.com/pricing”页面。



Vercel pricing



Images

Functions

Videos

News

Limits

Bandwidth

Domain

Next.js

Pro

About 20,10,000 results (0.21 seconds)



Vercel

<https://vercel.com/pricing>

Pricing

On top of your included 1,000 GB of Bandwidth on Pro, you can pay as you go for additional Bandwidth at \$40 per 100 GB, uncapped. If you have a free Hobby ...

[Pricing for Web Analytics](#) · [Limits](#) · [Image Optimization with Vercel](#)

此时如果你把搜索词用双引号括住，再搜，出来的就是下面的结果了，官方页面没出来，出来的是别的完全命中了这两个关键词的网页。



"Vercel pricing"



Images

Videos

Functions

Reddit

News

Limits

Bandwidth

Domain

Next.js

About 1,800 results (0.27 seconds)

Vercel Pricing Overview

Name	Price
Hobby	Free
Pro	\$20.001 User Per Month
Enterprise	Contact Us Contact Us



G2

<https://www.g2.com/.../Vercel>

Vercel Pricing Plans & Cost 2023 - G2

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SaaSwothy

<https://www.saaswothy.com/product/pricing>

Vercel Pricing Cost and Pricing plans

Compare Vercel Pricing Against Competitors ; Vercel - Application Development Software
Vercel, 20, per month, per user, No ; Netlify - Content Delivery Network (...

所以双引号的作用就是告诉谷歌，你想得到完全匹配你的搜索词的结果。

二、site 语法

这个语法我们站长最常用，用途是查询某个指定的域名的所有被收录页面，我们通常用来看我们的网站被收录了多少页面，以及某个页面是否被收录。

语法格式：

- `site:[域名]`




举例：

• site:vercel.com

Google

site:vercel.com

×



Images

Videos

Books

Shopping

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Flights

Finance

收录的网页数量

About 2,910 results (0.17 seconds)


Google promotion

Try Google Search Console

www.google.com/webmasters/


Do you own **vercel.com**? Get indexing and ranking data from Google.

点击直达 GSC

vercel.com
https://vercel.com

一般首页排在第一

Vercel: Develop. Preview. Ship. For the best frontend teams
26-Oct-2022 — Vercel's Frontend Cloud gives developers the frameworks, workflows, and infrastructure to build a faster, more personalized Web.

vercel.com
https://vercel.com › experts

其它子域名、子目录、内页等结果

Find a Vercel & Next.js Expert
Hire expert agencies and consultancies to build your app, adopt best practices, remove blockers, and ship on time.

其中GSC哥飞之前介绍过：《如何清晰的知道我们网站在搜索引擎的表现：Google Search Console 使用入门讲解》。
一般排序方式是首页>子域名>子目录>内页。

三、减号语法

减号的用途是排除，去除你不想要的搜索结果。

如搜索“Vercel-site:vercel.com”，就是说搜索所有非vercel官方域名下的“Vercel”结果。

Images

Apps

Login

Videos

News

Database

Pricing

Alternative

Next JS

About 2,10,00,000 results (0.38 seconds)

<https://twitter.com/vercel> ⋮

Vercel (@vercel) · Twitter



Learn more about the Vercel team, including (critically) their favorite memes and emojis.

Twitter · 3 days ago

Next.js 13.5

- ◆ 22% faster local server startup
- ◆ 29% faster HMR (Fast Refresh)
- ◆ 40% less memory usage
- ◆ Optimized package imports
- ◆ `next/image` improvements
- ◆ And over 438 bugs patched!

nextjs.org/13-5

Twitter · 5 days ago

v0 by Vercel Labs

Generate UI with simple text prompts. Copy, paste, ship.

Explore the prompt library and join the waitlist today.

v0.dev

Twitter · 14-Sept-2023



wikipedia.org

<https://en.wikipedia.org/wiki/Vercel> ⋮

Vercel

Vercel Inc., formerly ZEIT, is an American cloud platform as a service company. The company maintains the Next.js web development framework.

再举个例子，最近 iPhone 15 发售了，我们试试直接搜索“iPhone 15”结果是什么。



iPhone 15



Images

Shopping

Videos

Price

News

Photos

Colors

Pro

Pro Max

About 5,90,00,00,000 results (0.59 seconds)



Apple

<https://www.apple.com/iphone-15>

iPhone 15 and iPhone 15 Plus

iPhone 15 and **iPhone 15 Plus**. Dynamic Island. 48MP Main camera with 2x Telephoto. All-day battery life. USB-C. 15.54 cm (6.1") and 17.00 cm (6.7") sizes.



Apple

<https://www.apple.com/iphone/iphone-15>

Buy iPhone 15 and iPhone 15 Plus

Two models, **iPhone 15 Plus**, **iPhone 15**, a hand holds each model,. **iPhone 15 Plus**, front, all-screen design, Dynamic Island centred near top.



Apple

<https://www.apple.com/iphone-15-pro>

iPhone 15 Pro

iPhone 15 Pro is the first iPhone to support USB 3, for a huge leap in data transfer speeds and faster pro workflows than ever before. The new USB-C connector ...



可以看到会出现“iPhone 15”和“iPhone 15 Plus”和“iPhone 15 Pro”等结果。

如果我们只想要找“iPhone 15 Pro”的结果，就可以把“iPhone 15 Plus”给排除掉，那么搜索词是不是这么写“iPhone 15 Pro -iPhone 15 Plus”呢？



iPhone 15 Pro -iPhone 15 Plus



Images

Shopping

Videos

News

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Maps

Flights

Finance

About 0 results (0.21 seconds)

Your search - **iPhone 15 Pro -iPhone 15 Plus** - did not match any documents.

Suggestions:

- Make sure that all words are spelled correctly.
- Try different keywords.
- Try more general keywords.
- Try fewer keywords.

你会发现找不到结果，想到为什么了吗？

因为把“iPhone”给排除掉了，那么我们想要排除“iPhone 15 Plus”，正确的写法是“iPhone 15 Pro -"iPhone 15 Plus"”，也就是用双引号把“iPhone 15 Plus”给全部括起来，就是当作一个词，那么排除时就只会排除“iPhone 15 Plus”。



iPhone 15 Pro -"iPhone 15 Plus"



Images

Shopping

Videos

128gb

256gb

Price

News

Battery mAh

Books

About 4,44,00,00,000 results (0.31 seconds)



Apple

<https://www.apple.com> › iPhone › iPhone 15 Pro

Buy iPhone 15 Pro

Two models, **iPhone 15 Pro Max**, **iPhone 15 Pro**, a hand holds each ... Need help choosing a model? Explore the differences in screen size and battery life. Show more ...

四、intitle 语法

用途是查询网页标题中含有指定关键词的网页。

语法格式:

- **intitle:**[关键词]

举例，搜索“intitle:iPhone”结果如下:



intitle:iPhone



Shopping

Images

Videos

11

13

News

14

12

Latest

About 33,60,00,000 results (0.47 seconds)



Apple

<https://www.apple.com> › iphone

iPhone - Apple (IN)

Why Apple is the best place to buy iPhone. You can choose a payment option that works for you, pay less with a trade-in, connect your new iPhone to your ...

[Buy iPhone 13](#) · [Shop iPhone](#) · [Buy iPhone 14](#) · [iPhone SE](#)



Apple

<https://www.apple.com> › iphone

iPhone

Powerful. Beautiful. Durable. Check out the new iPhone 15 Pro, iPhone 15 Pro Max, iPhone 15, and iPhone 15 Plus.



搜索“intitle:"iPhone 15 Pro"”结果如下:



intitle:"iPhone 15 Pro"



Images

Shopping

Videos

News

Price

Flipkart

Max price in India

Colors

About 21,10,000 results (0.56 seconds)



Apple

<https://www.apple.com/iphone-15-pro>

iPhone 15 Pro - Apple

iPhone 15 Pro and iPhone 15 Pro Max - Apple (IN). Choose another country or region to see content specific to your location and shop online. United States.

Buy

Get ₹2000.00–₹67800.00 off iPhone 15 Pro or iPhone 15 Pro ...

Buy iPhone 15 Pro

Get ₹2000.00–₹67800.00 off iPhone 15 Pro or iPhone 15 Pro ...

Tech specs

iPhone 15 Pro and 15 Pro Max - Technical Specifications ...

Newsroom

iPhone 15 Pro and iPhone 15 Pro Max are designed with ...

[More results from apple.com »](#)

还可以多个语法结合使用，如“intitle:"iPhone 15 Pro" -site:apple.com”。



intitle:"iPhone 15 Pro" -site:apple.com



Images

Shopping

Videos

News

Price

Photos

Max

Colours

2023

About 22,80,000 results (0.46 seconds)



gsmarena.com

https://www.gsmarena.com/apple_iphone_15_pro-1...

Apple iPhone 15 Pro - Full phone specifications

Apple iPhone 15 Pro smartphone. Announced Sep 2023. Features 6.1" display, Apple A17 Pro chipset, 3274 mAh battery, 1024 GB storage, 8 GB RAM, ...



或者“intitle:"iPhone 15 Pro" site:apple.com”。



intitle:"iPhone 15 Pro" site:apple.com



Images

Shopping

Videos

News

Price

Photos

Max

Colours

2023

About 9,990 results (0.38 seconds)



apple.com

https://www.apple.com › iphone-15-pro

iPhone 15 Pro

iPhone 15 Pro and iPhone 15 Pro Max - Apple (IN). Choose another country or region to see content specific to your location and shop online. United States.



apple.com

https://www.apple.com › iPhone › iPhone 15 Pro

Buy iPhone 15 Pro

Get ₹2000.00–₹67800.00 off iPhone 15 Pro or iPhone 15 Pro Max when you trade in an iPhone SE (1st generation) or newer. 0% financing available.

五、inurl 语法

与intitle类似，inurl用途是限定只搜索url中携带指定关键词的网页。

如我们可以用“inurl:login”来找到各个网站的登录页面，这里排除维基百科是为了去掉百科中关于“login”的介绍结果页面。



inurl:login -wikipedia.org



Images

Videos

News

Books

Shopping

Maps

Flights

Finance

About 16,10,00,000 results (0.30 seconds)



Google Accounts

https://accounts.google.com › login

Sign in

Sign in · For my personal use · For work or my business.



Facebook

https://www.facebook.com › login

Log into Facebook

Log into Facebook to start sharing and connecting with your friends, family, and people you know.



Instagram

https://www.instagram.com › accounts › login

Sign up

Welcome back to Instagram. Sign in to check out what your friends, family & interests have been capturing & sharing around the world.

六、filetype 语法

用途是限定搜索结果的文件类型，如可以用“filetype:pdf Travel”来找到所有关于旅游相关的pdf文件。



filetype:pdf Travel



Images

News

Photos

Meaning

Videos

Types of

Examples

Bag

Places

About 31,10,00,000 results (0.33 seconds)



OECD

<https://www.oecd.org> › cfe › tourism › Safe-an...

Safe and seamless travel and improved traveller experience

Enabling and facilitating seamless **travel** requires sufficient and smooth transport connectivity between origin and destination as well as barrier free processes ...

68 pages



The Henley College

<https://www.henleycol.ac.uk> › media › travel-a...

Different Types of Tourism Different Types of Travel

Leisure **Travel** - includes **travel** for holidays, cultural events, recreation sports. Business **Travel** - includes all **travel** for business reasons such as.

2 pages

pdf 页数

支持 pdf、ppt、doc 等很多文件格式，具体见下方表格。

文件类型	文件格式
Adobe Portable Document Format	pdf
Adobe PostScript	ps
Autodesk Design Web Format	dwf
Google Earth	kml, kmz
GPS eXchange Format	gpx
Hancom Hanword	hwp
HTML	htm, html
Microsoft Excel	xls, xlsx
Microsoft PowerPoint	ppt, pptx
Microsoft Word	doc, docx
OpenOffice presentation	odp
OpenOffice spreadsheet	ods
OpenOffice text	odt
Rich Text Format	rtf
Scalable Vector Graphics	svg
TeX/LaTeX	tex
Text	txt
Basic source code	bas
C/C++ source code	c, cc, cpp, cxx, h, hpp
C# source code	cs
Java source code	java
Perl source code	pl

文件类型	文件格式
Python source code	py
Wireless Markup Language	wml, wap
XML	xml

刚才哥飞也给大家演示了，其实这些语法之间是支持搭配使用的，大家可以自由发挥，根据使用场景合理搭配。

好了，今天的文章就分享到这里了。

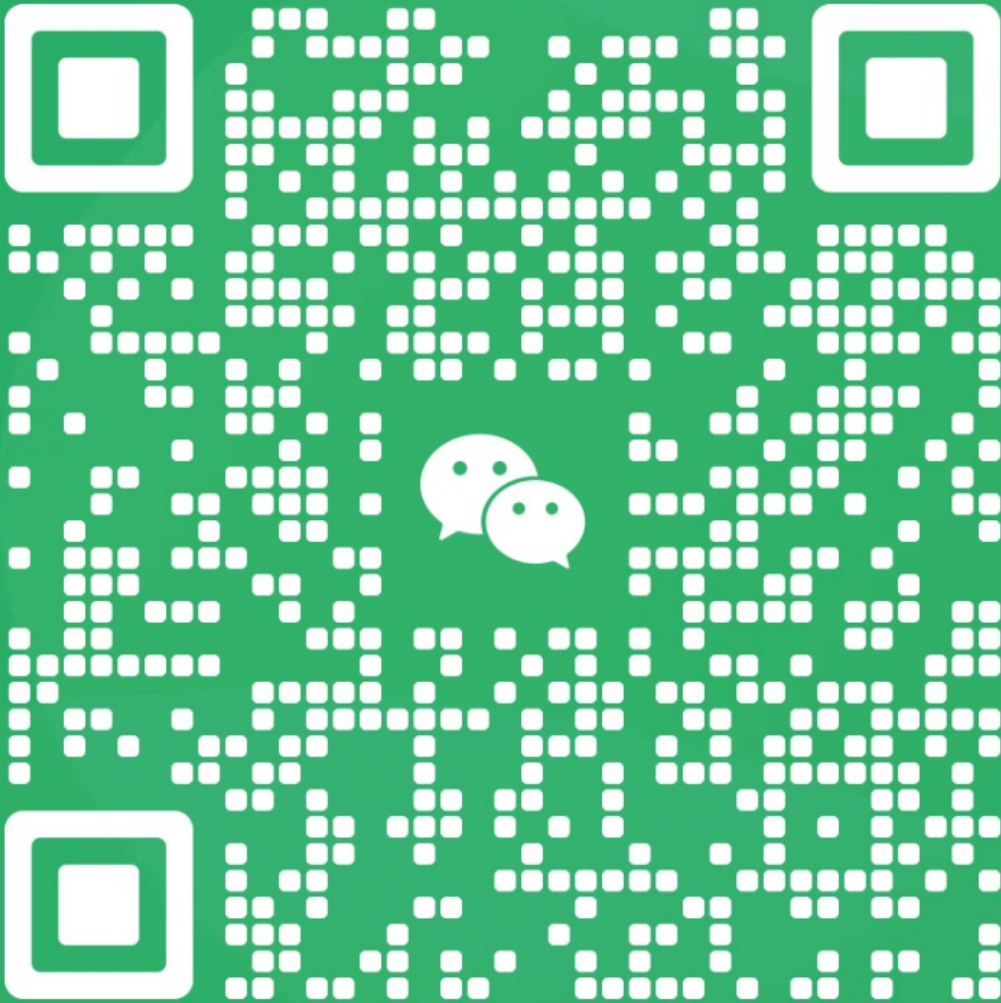
哥飞这个公众号最近从7月中旬开始日更到现在两个月多了，品质保证，欢迎关注。

哥飞，aka GPT 菩萨、出海鼓励师，公众号主要关注出海建站赚钱相关话题，从零开始带你出海建站，欢迎加哥飞微信 qia Yue 交流。



Console.log()

广东 深圳



扫一扫上面的二维码图案，加我为朋友。