

Guidebook to
**Internet
Searching**

Dean Sherwin
the Art of Stinginess



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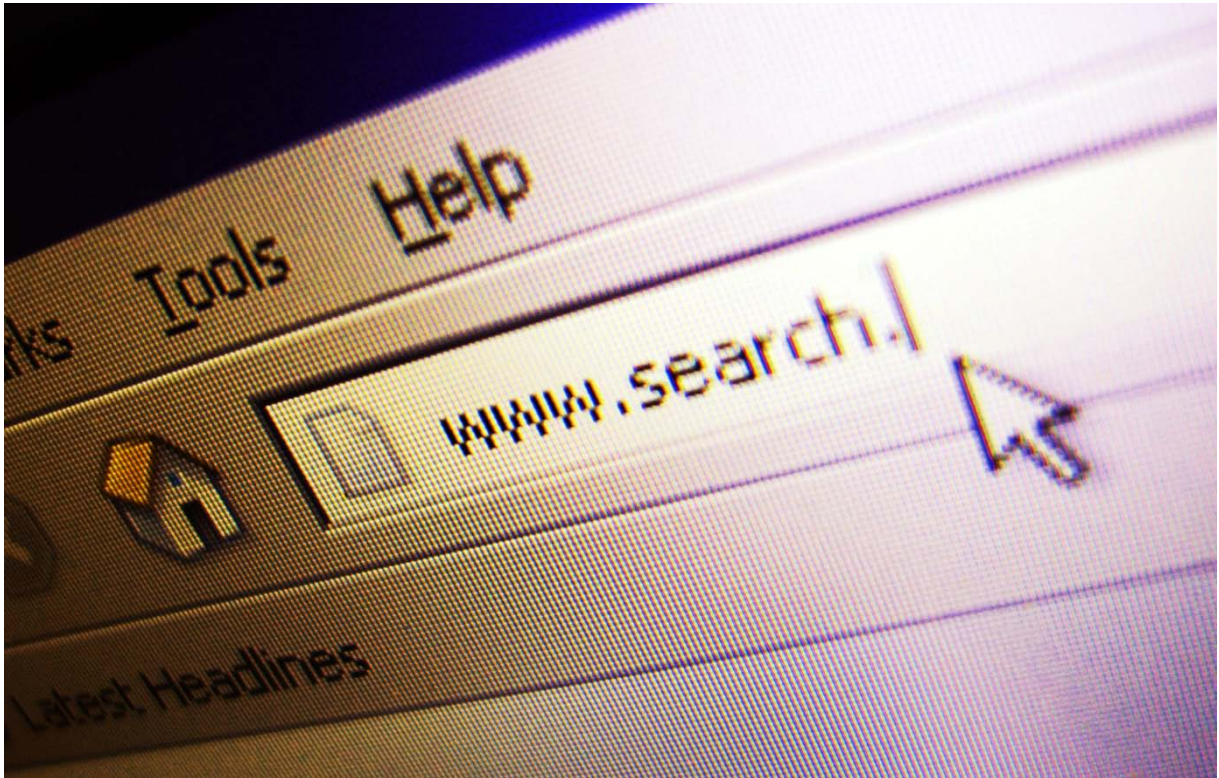
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0. Introduction



I dedicated myself to creating this manual to make searching on the Internet easier for non-techie people. While most of us will know how to use search engines in their most basic form, there are numerous other ways we can go about finding these things, using specific methods for each particular kind of search.

From images, to videos, to products – we've tried to cover all major search engine branches in this guide. We'll also explore how search engines work, to get a better understanding of them. This way you can optimize your search queries, as well as your own online content. Hope you enjoy it.

~Dean Sherwin

1. Basic Rules for Internet Searching

While most grammar and symbols are ignored by search engines to better facilitate the search results, some aren't, as they may be critical to your search. For example the dollar sign (\$) isn't ignored, in case you're searching for a price. The search terms 'Canon 400' and 'Canon \$400' will obviously yield different results. Programming language such as letter sequences and symbols aren't ignored either. Neither are hyphens, depending on how they're used. The key thing to remember about this principle is that if any grammar in your search terms has an undeniable meaning or relevance there, then it will be accounted for.

Small words which could be omitted are not included when searching. For example 'a' or 'the' aren't taken into account (There is one exception to this rule – see below).

Then we have what is referred to as 'Obvious Intent'. If you're searching for 'The Killers', you're clearly looking for pages related to the famous rock band – not homicidal maniacs. Also, the search engine will probably have chosen to include 'The', because it's part of the bands title - even though in other circumstances it would've been omitted.

The search commands below will work for almost any search engine. There are a few exceptions to the rule, which we'll discuss later.

Common Search Commands

- “ ___ ” - By using double quotes, you're implying that you want search results that contain *that exact phrasing*, with no changes to the order of the words.
- ' -' - Using the minus sign (a hyphen, but used differently) omits certain words from the search. However, unlike the hyphen it must be preceded by a space: 'anti-virus' will not omit 'virus', using 'anti -virus' will. This is useful when you know certain words that'll sway your search in a direction you don't want it to go.
- '*' - Using the asterisk symbol will tell that you're looking for additional terms and want to include them in the search. 'Toyota *' will yield many different Toyota car and truck models, but just 'Toyota' will return the official website and related pages.
- 'OR' – By using the OR search command you're saying that you want to search for one of two phrases, like 'Toyota OR Nissan', with the OR in all-caps.

Additional Google Commands

- 'In Title:___' - By putting this before a search terms you're telling Google to only return pages with the query enclosed in the page title. This narrows down search results which could be regarded as ambiguous. I often find this particularly useful when I'm looking for jobs or products that are hard to come by.
- 'Site:___' - By using this command you'll be returned search results only from the specified website. So if we searched Google for 'cell phone site:makeuseof.com ', making sure there was no gap between the colon and the web address, we'd be limiting the results to relevant articles on MakeUseOf.
- '+' - Using the plus sign will yield results that definitely include the words after the plus sign. For example 'Toyota +News' will yield only news stories about the car manufacturer.

For a complete overview of commands, refer to the Google cheat sheet at the end of this manual.

2. The Major Search Engines

Google



[Google](#) is undoubtedly the best known and widely used search engine today, so I'm willing to guess that you've Googled before. It doesn't exactly take an Albert Einstein to figure out how to search for basic things like 'YouTube' or '[use cell phone as modem](#)'. We've all been there.

But what about when you want to find something more specific, or want Google to behave in a specific way? Well, for most Google operations there are certain commands you can enter along with your search, ways you can enter said search or criteria that must be fulfilled when using 'Advanced Search'.

Find web pages that have...

all these words:

this exact wording or phrase: [tip](#)

one or more of these words: OR OR [tip](#)

But don't show pages that have...

any of these unwanted words: [tip](#)

Need more tools?

Results per page:

Language:

File type:

Search within a site or domain:
(e.g. youtube.com, .edu)

[Date, usage rights, numeric range, and more](#)

Date: (how recent the page is)

[Usage rights:](#)

Where your keywords show up:

Region:

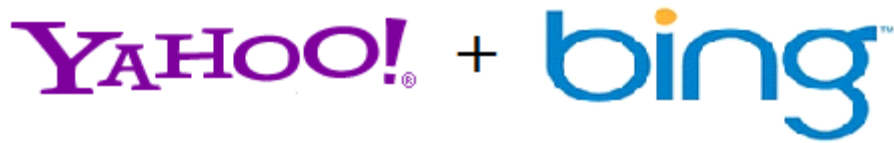
Numeric range: ..
(e.g. \$1500..\$3000)

[SafeSearch:](#) Off On

On the search results page, you can further narrow your search by clicking the link 'Search Within the Results' towards the bottom of the page. This enables you to enter another search term and only look for matching results in the existing results.

For more Google goodness, read Varun Kashyap's article on [10 Firefox Add-ons to Enhance Google Search](#).

Microsoft Bing and Yahoo Search

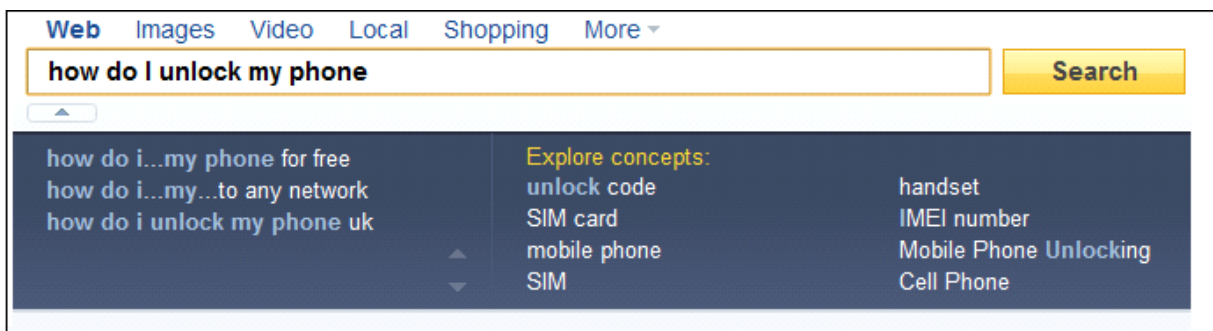


Since [Microsoft Bing](#) bought [Yahoo Search](#) in the third quarter of 2009, both search engines now use the same commands and rules on user's end – even though they index and search the web differently. Most are the same as Google's in an effort to make users migrate more easily, but some differ.

Basic Rules for Searching With Yahoo! and Bing

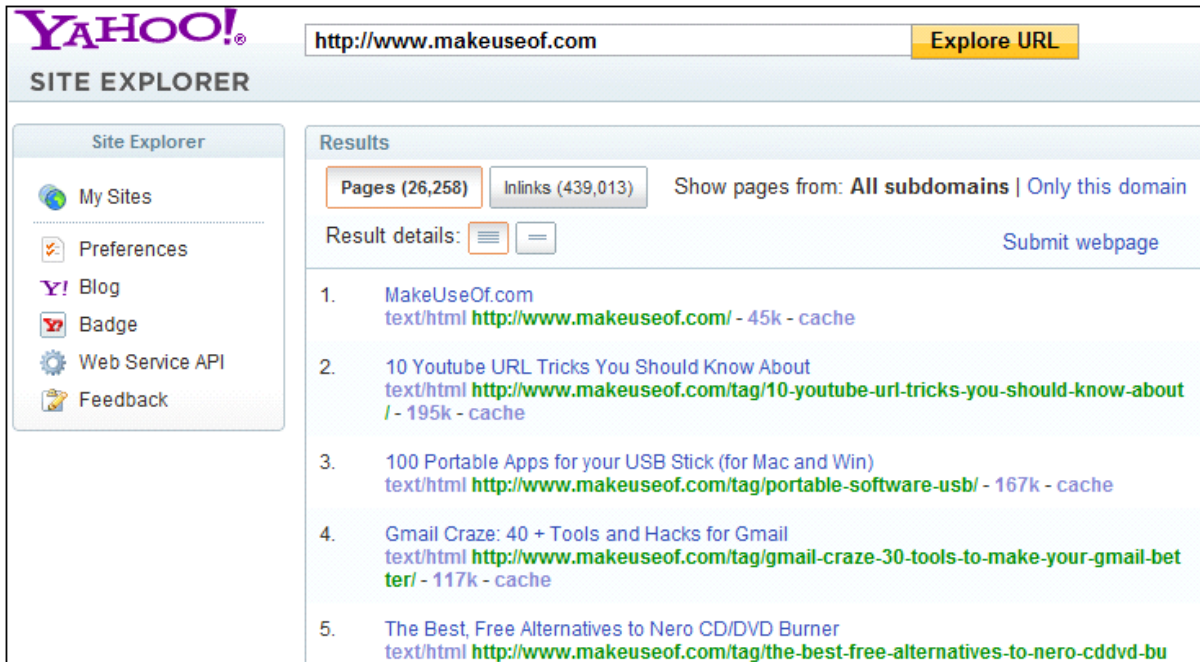
The grammar rules as outlined when we looked at Google are all the same. Again, this is in an effort to make your search results better so you can leave out most grammar unless it is crucial to your search. If this is the case it will fall into the 'Obvious Intent' category.

The 'Suggested Search' function and the 'Explore Concepts' feature are quite cool when using Yahoo! - Basically, when you're entering your search term, previous searches by other users will appear below the text entry box. These are optimized searches and will lead you to better results by clicking on them. The 'Explore Concepts' function which appears to the right of the suggestions as seen in the screen shot gives you keywords and searches related to your main search, which may come in handy later or even exactly be what you're looking for.



Yahoo also features shortcuts for popular informative searches, such as queries relating to weather, transport, airports etc... They work by simply entering a specific term related to the subject followed by the topic in question. So to find information about an airport simply enter in the airport name or code followed by the term 'Airport'. For a cheat sheet containing all of these shortcuts click [here](#).

Yahoo site explorer also allows you to explore a specific site with more ease (as opposed to using the 'site:___' command). It can be found [here](#). You can see a screenshot below, where I demonstrated the feature with [makeuseof.com](#).



The Yahoo! Command

Most commands are the same as when searching with Google. There is only one really specific to Yahoo!

- '!' - Use an exclamation mark to skip by the results page and go to the most relevant result. This only works for Yahoo services such as 'Mail!' or 'Games!' and is similar to the "I'm feeling lucky" feature of Google.

Searching with Microsoft Bing

[Bing](#) differs from Google in numerous ways and may suite you better. Some difference include how Bing will show fewer search results if it is certain it understands what you're searching for. When you hover your mouse over the result you can summon extra information and more pages related to the site.



While Bing doesn't have localized sites (all international versions lead back to [bing.com](#)) it will automatically detect via your IP where you're located to provide relevant results for you in the 'sponsored results' section. You can also select the option on the homepage to only search pages from your local. You can see in the screenshot above that Bing has detected that I am from Ireland and gives me the option to search Irish websites only.

3. People Searches

Pipl

Pipl.com is one of the best known people search engines, and one of the most useful. The homepage is minimalistic and asks you for a little information concerning your target, as you can see in the screenshot below.



The screenshot shows the Pipl search engine interface. At the top is the 'pipl' logo in a large, blue, lowercase font. Below the logo is the text 'The most comprehensive people search on the web'. Underneath are five search tabs: 'Name', 'Email', 'Username', 'Phone', and 'BETA Business'. The 'Name' tab is selected. Below the tabs are five input fields: 'First Name' (containing 'Dean'), 'Last Name' (containing 'Sherwin'), 'City' (containing 'Dublin'), 'State' (empty), and 'Country' (containing 'IE'). A 'Search' button is located below the input fields, and a 'Clear' link is in the bottom right corner.

There are four main tabs above the search box – 'Name', 'Email', 'Username' and 'Phone'. There is also a Business function in Beta to search for a company.

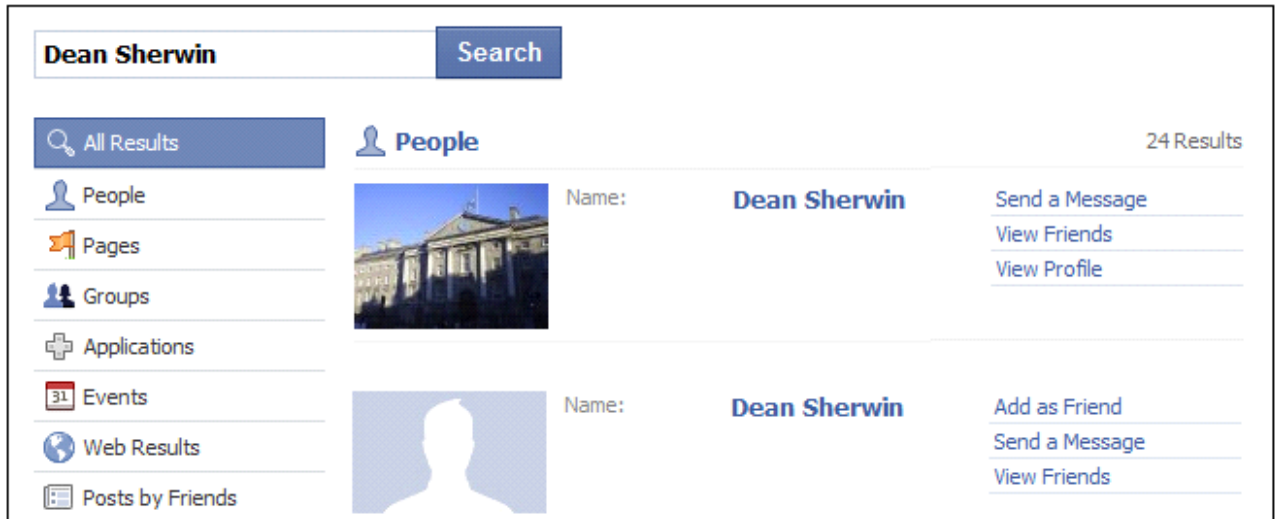
Information Used by Pipl

- Name
- City
- State
- County
- Email address
- Phone Number
- Screen Name (usernames for services such as Facebook, Twitter etc...)
- Company name (for business function only).

Pipl located my website, blogs and sites I work for, mentions in articles and my personal profiles on social networking sites. I got good results because I have a strong online presence. For people with a weak online presence or just a popular name you may have to sift through a lot of results until you find the one you're looking for (especially if you can't supply further info, like an e-mail address or phone number).

Facebook

Searching with [Facebook](#) is fairly simple. However, you must be signed in to do so. Using the search box in the top right hand corner will usually provide you some decent results.

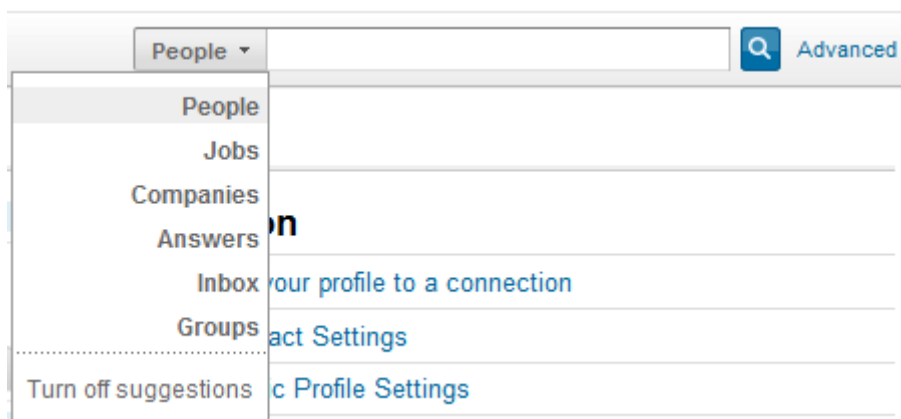


As you can see, there are eight main categories in which the results are organized. This organization is specific to how Facebook is made up: People, Pages, Groups, Apps, Events, Web Pages and posts by people you know.

When searching with Facebook, it's best not to get too complicated. Keep it simple by only searching for the names of people, groups, organizations and *maybe* their location.

LinkedIn

[LinkedIn](#) is a kind of professional social network, which many people use to house their portfolios and, indeed, show them off. It's a great place to find people; especially web workers and people who *need* an online presence because of their jobs.



At the top of the page there is a search function which just asks you for the person's name. Simply type it in and you should find that person if they're on the network.

The people directory, which you can access by launching a blank search, can be used to skim through first and second degree connections. You'll soon notice that with a few levels of 'connections', you can trace back to almost anyone.

Addresses.com

Addresses.com is the ultimate directory to find where people and businesses are located. Aside from this feature, they can also find e-mail addresses, phone numbers and zip codes. You can see the search form below as it is shown on the homepage. This allows you to choose who or what you're looking for.

The image displays four distinct search forms arranged in a 2x2 grid. Each form is enclosed in a rounded rectangular border and contains various input fields and a search button.

- People Search (White background):** Features four input fields: 'First or Initial:', 'Last Name:', 'City or Zip/Area Code:', and 'State:'. The 'State' field is a dropdown menu currently set to 'All States'. There is a checkbox for 'Include Professional Listings' and a dark blue 'Search' button.
- Reverse Phone Lookup (White background):** Features a single large input field for 'Phone Number:' with a placeholder '(e.g. "206-555-1212")'. It includes a checkbox for 'Include Professional Listings' and a dark blue 'Search' button.
- Yellow Pages Search (Yellow background):** Features three input fields: 'Business Name or Category:', 'City or Zip:', and 'State:'. The 'State' field is a dropdown menu currently set to 'Select a State'. It includes a dark blue 'Search' button.
- Email Lookup (Green background):** Features three input fields: 'First Name:', 'Last Name:', and 'State:'. The 'State' field is a dropdown menu currently set to 'All States'. It includes a dark blue 'Search' button.

The Business Directory turned out to be very good, as was the e-mail lookup feature. I could only successfully locate 1/3 people I searched for, which is still pretty impressive, given the fact that not everyone is going to be listed or has a strong online presence.

The information is found by searching billions of current utility records, court records, county records, change of address records, property records, business records, and any other kind of publicly available records.

The only downside is that you have to pay a small fee for exact information about the person, such as their address. However, I found that by taking the information provided to you about their hometown and relatives could easily be used to locate them yourself via internet searches and contacting people close to them. Nobody is ever far from a LinkedIn user, it would seem!

WhoCallsMe?

The logo for WhoCallsMe? features the text "WhoCallsMe?" in white, bold, sans-serif font, centered within a solid orange rectangular background.

Phone Number Search

I thought I'd include [WhoCallsMe?](#) as well as well as the reverse phone look-up service supplied by [Addresses.com](#). Basically, this is a database of suspect telemarketers and scammers who have often rang people before.

These numbers eventually become notorious and are submitted to the database for all to be warned. So if you get a suspect call, it may be worth a search.

For localized reverse look-up services (Canada and Europe), I suggest reading Tina's article on [MakeUseOf – 8 Online Tools to Identify the Owner of a Phone Number](#).

4. Searching for Products and Deals

MakeUseOf just recently published the [Ultimate Shopping Guide](#) - a similar manual, but entirely devoted to tackling the various 'problems' of shopping - online and offline. Check it out!

If there was ever a place to find great deals, weird products and the odd freebie, it was the Internet. Millions of retailers and businesses come online every year, each more desperate than the last to get their name out there, offering unbelievable prices and special offers. Here I'm going to show you some of the best places to find them.


Ask.com Deals

[Ask.com's Deals section](#) is the new kid on the block, but unlike its main arm, the actual Ask search engine, it's really good. Every day thousands of deals and special offers are logged by the service, just waiting to be found by you.




The engine works by categorizing the products and services it has promotional offers on. The most basic way of finding a bargain using Ask Deals is to search for the product or service on the home page. For example, a search for 'televisions' returned the results below.

ALL DEALS & COUPONS **COUPONS ONLY**




Haier 26" Widescreen HDTV LCD TV (HL26R)
HAIER 26IN LCD HDTV 8MS - ATSC/NTSC TUNER 1366 x 768 pixel resolution 800:1 contrast ratio 8ms response time 400 cd/m2 brightness 160H/150V viewing an...
Original Price: \$579.99
[Amazon.com](#)
[www.pronto.com](#) - Share This

42 % off
Price: **\$338.46** ~~\$579.99~~



Sharp LC42SB45UT 42" 1080p 1920 x 1080 2000:1 Widescreen LCD TV
Sharp LC42SB45UT LC42SB45UT 42" 1080p 1920 x 1080 2000:1 Widescreen LCD TV
Original Price: \$1299.00
[pcRUSH](#)
[www.pronto.com](#) - Share This

38 % off
Price: **\$802.08** ~~\$1299.00~~



Panasonic Viera TC-P58V10 58" TV Only \$2296
Panasonic Viera TC-P58V10 58" Full HD 1080p Plasma TV. Now Only \$2296 using coupon code AFLPAN2296 at [6ave.com](#)
Coupon Code: AFLPAN2296 Expires in 8 days

Redeem

There are two tabs near the top. The main one, 'All Deals and Coupons' returns every result for the products searched, while 'Coupons Only' is useful if you're looking for money off a certain product. As you can see, there are massive saving to be had – I spotted some of around 60% .



Along the top of Ask.com's Deals result page there is a horizontal menu bar for filtering your results, shown in the above screenshot. By clicking on any of the tabs, you refine your search accordingly.

Find Local Coupons

in

You can also search for coupon deals near you using the search function to the right side of the results. For example, by entering 'Groceries' in London locates printable coupons for supermarkets in the London area.

This is definitely one of the best deal search engines out there. By using their existing searching power they harvest all the web has to offer, with offers ranging from high to low, from big names such as Amazon right down to the little specialized sites and stores.

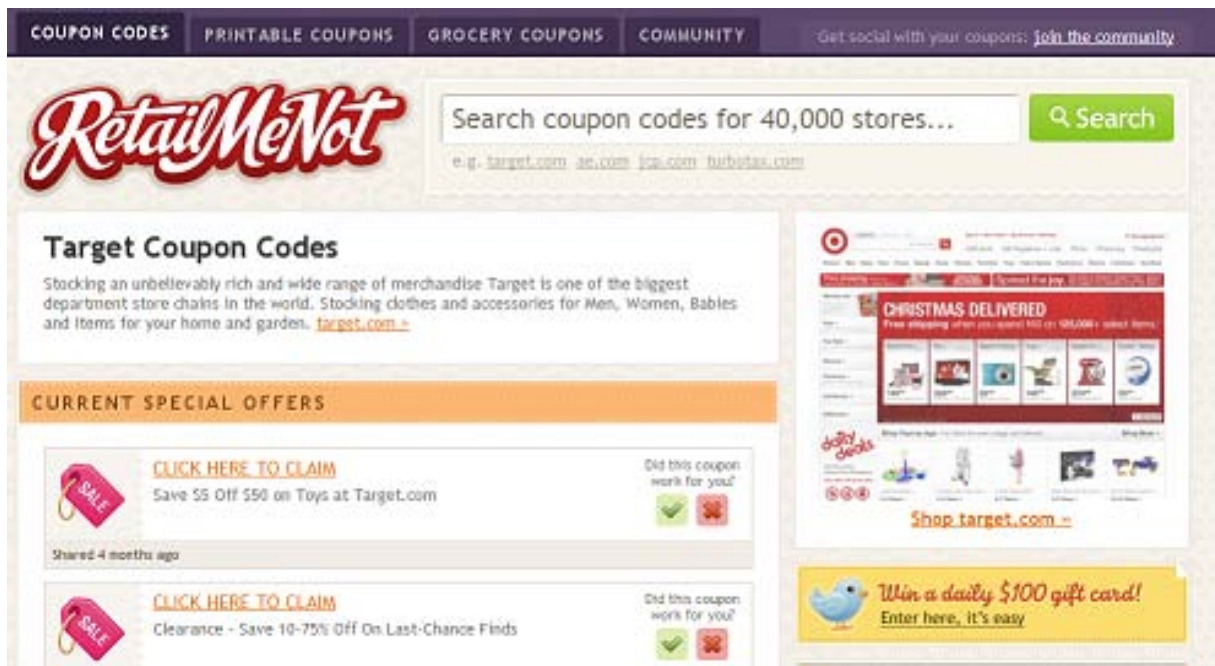
RetailMeNot

Another site for finding good deals on products and getting coupons is [RetailMeNot](#). It boasts proudly the fact that its databases stretches over 40,000 stores in almost every western country including the US, UK, France, Holland, Canada and some countries further afield such as India and Australia.



Firstly, select what you're looking for from the list of tabs along the top of the screen. Your options are Coupon Codes, Printable Coupons and Grocery Coupons.

When you search for a product using the search bar on the homescreen you're returned a list of relevant sites. When I searched for iPod I got hundreds of online tech sites which shared coupon codes with the aggregator. Clicking on the site brings up the relevant coupons which can then be used when purchasing from that site or store.



To see all coupon codes and offers available for one site in particular, simply enter the site's URL into the search box.

Of course, an alternative way to search for coupons is to click on your country's national flag in the right sidebar or one of the product 'tags' which are listed underneath. This will bring you to a search results page with coupons and codes relevant to your chosen option.

Price Grabber

[Price Grabber](#) is the leading, and one of the best price comparison websites on the internet today.



When launching a query, a list of products will appear. By clicking 'Compare Now' underneath a certain product, a list of retailers and online merchants will appear with their corresponding price and a user

satisfaction rating. This rating is a good indication as to whether cheaper services still maintain a good customer satisfaction.

Via the homepage, you can also browse by category, will direct you to a database of comparable products. I found this useful when I was searching for holiday gifts, but wasn't really too sure what I was looking for. Also worth checking out, 'Deal of the Day', features a daily product which has extraordinary savings in comparison to competitors.

Price grabber also offers you your own account. While it's not much of a community-based website, your account allows you to do a lot of cool things, such as keep lists of potential future buys/comparisons and list your own products if you're a merchant.

Google Product Search



As you may have already guessed, [Google Product Search](#) works in the same way as the regular search engine, except that it caters specifically for products. All of the commands are the same as mentioned before. One such command which you may find useful for this particular product search engine is 'site:'. This allows you to search specific sites like eBay or Amazon. For example, if I wanted to search for books on Amazon.com I'd search for 'Books site:Amazon.com'

Below is the main search function which is almost identical to the Google Homepage. The popular searches are all listed out along the bottom. These are optimized through repeated testing by users and have proven to return great results, so it's worth checking those out.

[Search Products](#) [Advanced Product Search Preferences](#)

Search for stuff to buy.

A few of the items recently found with Google Product Search:

digital timer	eternity cologne	chanel no 5	ganesh	rainwear
saitek x45	wreath	disposable cameras	convection oven	grappling hook
boonie hat	luna bars	breadmaker	17 inch monitor	high heels
dockers	pearl earrings	smartwool socks	massage chair	bath pillow
folding poker table	stereo system	sushi kit	pea coat	dvi cable

[Google Home](#) - [Information for Merchants](#) - [Privacy](#) - [Help](#)

©2009 Google

There is also a 'Shopping List' function near the top right hand corner of the screen. This enables you to save products you want to buy so you don't have to go through the bother of searching for them again.

To do this, find a product you would like to buy. Underneath the listed products there is an 'Add to Shopping List' link. Click that to add the product to your list. These are also present on the actual product's page.

To the left of the screen is a sidebar. There you'll be able to narrow down the results. One such feature is the price range tool. This allows you to search within a certain price range. The corresponding search command would be "\$(price1)...\$(price2)".

So for example, if I was looking for a computer under \$400 but over \$200 dollars I would search for 'Computer \$200...\$400'.

Aside from the few sites mentioned above, you can also do much of your shopping online. For this, many will instantly assume that eBay is the cheapest. However, for many products there are much cheaper alternatives. Check out [13 Websites that are Cheaper Than eBay](#) for more information.

Also be sure to take a look at the [Complete MakeUseOf Shopping Guide!](#)

5. Image Searches

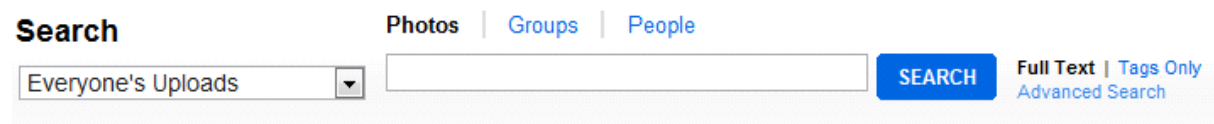
Finding the right images online for your blog/site – or just for a new desktop wallpaper can be harrowing. Size, quality, content and copyright all have to be taken into account. Here are three great image search engines – each of which serves a certain purpose.

Flickr



Without a doubt, [Flickr](#) is your best bet if you want high quality photographs. The images on here will mostly be of a very high resolution and worthy of a desktop wallpaper.

The search function is basic. Just search for a term you want in the picture. However, it's best to think like a photographer. Searching for the term 'Ocean' will return thousands of results all of which will feature the ocean or an artistic interpretation of what an ocean is. However if you're looking for a stormy ocean then it's best to search for just that.



Tags are probably the main different between Flickr and other image searches – especially because of the amount of emphasis they put on them. Because the title of the images can often be intentionally untrue (that's artsy types for you) it's best to include tags in your search, which describes the picture you have in mind. So if you're looking for a stormy ocean you might include waves, storm, beach, boat and choppy in your tags. To make Flickr search for tags only, select that option next to the search box.

You can also search for different groups and people in Flickr using the tabs seen above the search box. Furthermore, you can choose whether to search through everyone's uploads or The Commons which is where great photos are uploaded and selected by the community.

To the right of the search box there is the advanced search. This allows you to further narrow your search by searching for tags, by date, by location, by artistic medium and by license (such as creative commons).

Google Images

The screenshot shows the Google Images search interface. At the top, the Google logo is on the left, followed by a search bar containing the word "sunset". To the right of the search bar is a "Search" button and a link to "Advanced Search". Below the search bar, it says "SafeSearch: Off". A navigation bar below that shows "Web > Images" and a "Show options..." link. On the right side of this bar, it says "Results 1 - 20 of about 42,600,000 (0.03 seconds)". Below the navigation bar, there are four image thumbnails. Each thumbnail has a caption below it, including the image title, dimensions, file size, and source URL, along with a "Find similar images" link.

Sunset
1600 x 1200 - 278k - jpg
[bhargavsk.wordpress.com](#)
[Find similar images](#)

sunset
1152 x 864 - 114k - jpg
[courses.spectrum...](#)
[Find similar images](#)

Sunset at
1280 x 960 - 452k - jpg
[stanford.edu](#)
[Find similar images](#)

sunset-shot-r
475 x 360 - 22k - jpg
[sporefections...](#)
[Find similar images](#)

[Google Images](#) is - obviously - powered by Google Search. It differs from Flickr in that it offers images from all over the web. I find that the style of images is quite unique on Google Images in that they select images from blogs and popular news sources that may be more relevant to a user needing a picture for a blog post, rather than for their wallpaper.

The basic search works the same as the normal Google however you can tweak your results a bit by using the sidebar

The sidebar shows various filtering options for the search results. It is organized into sections: 'Any size' with links for Medium, Large, Icon, Larger than..., and Exactly...; 'Any type' with links for Face, Photo, Clip art, and Line drawing; 'Any color' with links for Full color and Black and white; and 'Specific color' with a grid of color swatches including red, orange, yellow, green, cyan, blue, purple, pink, white, grey, black, and brown.

The sidebar, which can be accessed by clicking 'Show Options' along the top of the search results will help you narrow down your search results. First, select what size you want the image to be. You can either click on one of the predefined sizes or click 'Larger than' and enter in your own specifications.

Selecting the type will further filter the content of the picture.

The final option is my favorite – it gives you the option to select what color you want your picture to be. You might want a picture of the sea at sunset in a fiery red. So just click red. This really enhances how you search for images that will suite your blog, site or profile.

Again, just like with other search engines, using 'Advanced Search' in Google images allows you to specify dates, location and other such variables.

Google Labs Similar Images

Often we have an image stored on our computer which we need except slightly different. Examples might be the angle, time of day, color or lighting. Well with [Google Similar Images](#), currently still in Google Labs, you can look for 'similar images'.



Similar Images



Showing only similar images - [Back to results for paris](#)



300 x 450 - 39k - jpg
www.iiepassport.org



425 x 600 - 30k - jpg
www.northrup.org



360 x 480 - 43k - jpg
www.johnnyjet.com
[Similar images](#)



495 x 660 - 52k - jpg
www.brocku.ca
[Similar images](#)



300 x 400 - 93k - jpg
glasssteelandstone.com
[Similar images](#)

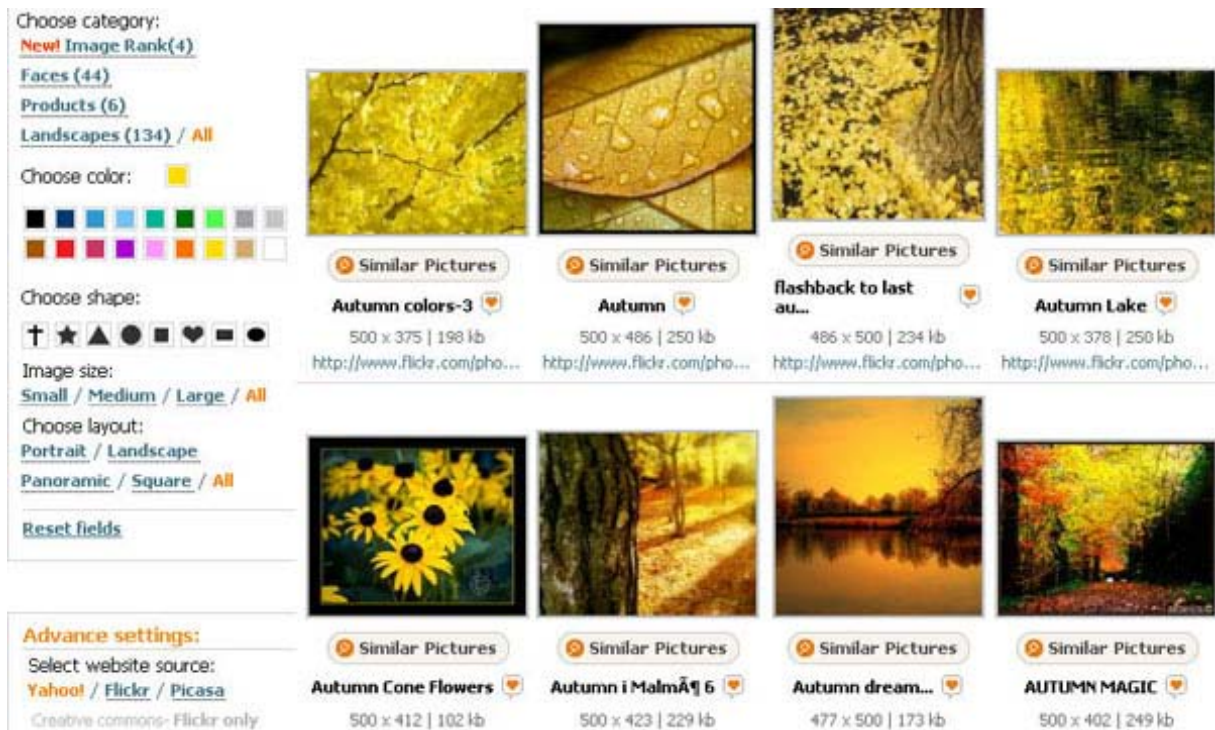


335 x 500 - 47k - jpg
world-city-photos.org
[Similar images](#)

As demonstrated in the screen shot, it's a great tool to gather 'more' visual data on a certain subject. You have an Eiffel Tower picture that's *almost what you're looking for* – launch a Similar Image search, *et voila*.

PictUp

A common problem I run into when creating creative work is gathering images, which goes well with the existing colour scheme. [PictUp](#) allows you to search for images using both text and colour commands.

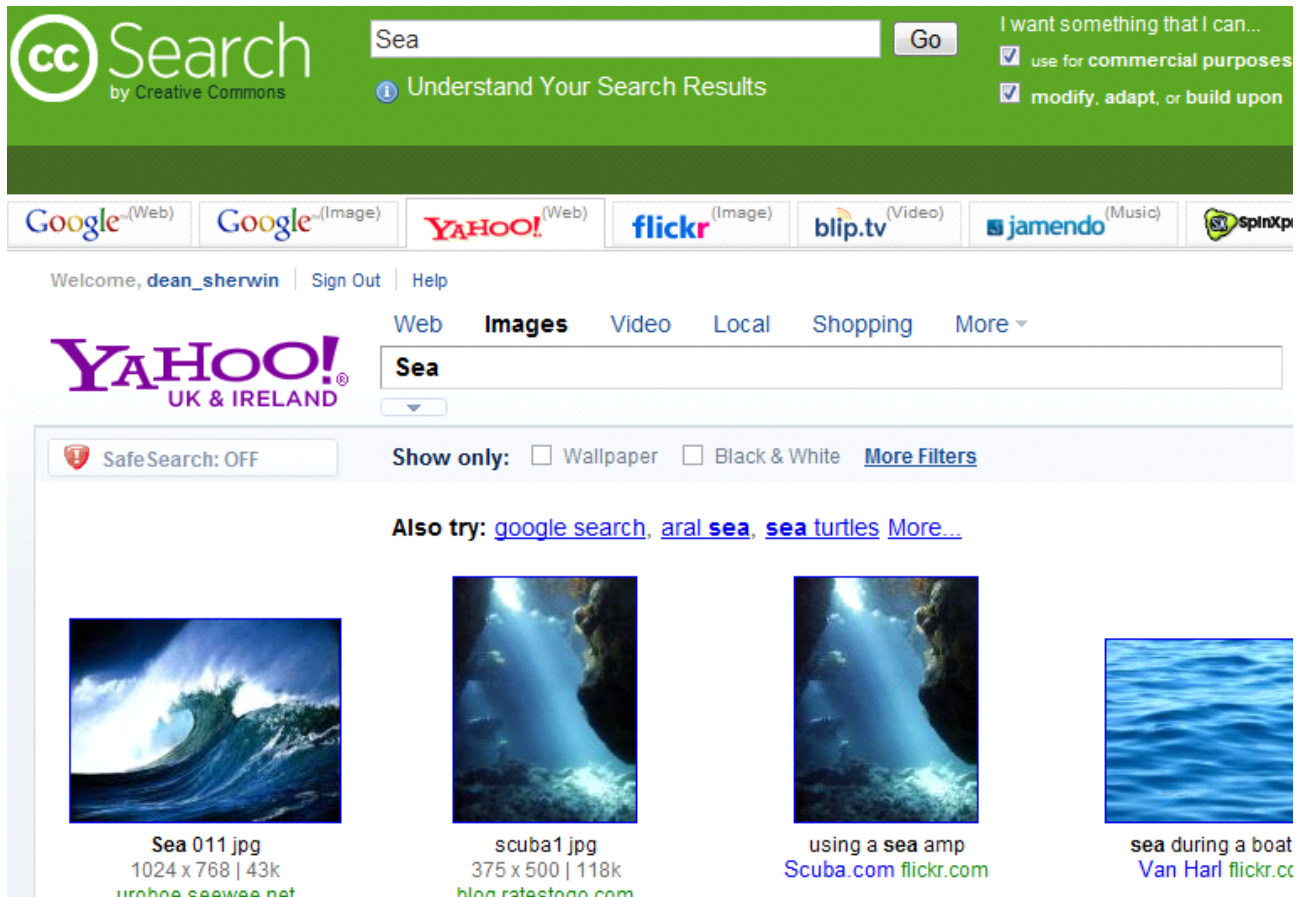


Having entered in your subject term (eg. Nature) you can then specify a particular colour. As you can see from the screenshot above, yellow was the colour of choice here. Further options allow you to choose what shape you want your specified colour appear in. These are just basic shapes such as a triangle, square, circle and cross. Then you have your run-of-the mill filters such as size and dimensions.

Creative Commons Search

CreativeCommons.org hosts a media search engine that allows you to search for content all over the web that has a creative commons license. A creative commons license means you can use the image so long as you're not directly profiting from it (i.e. Selling it) and you give credit to the photographer/artist where they provide their details.

Click 'Find' on the homepage. Along the top of this screen there is their search function where you type in what you want.



Below there is an inline frame which shows results from different image sources (including Flickr and Google Images), all of which will have a CC license.

Creative commons is an excellent image search engine and it is ideal for bloggers and web masters who need free, high quality images for their sites/publications.

6. Video Searches

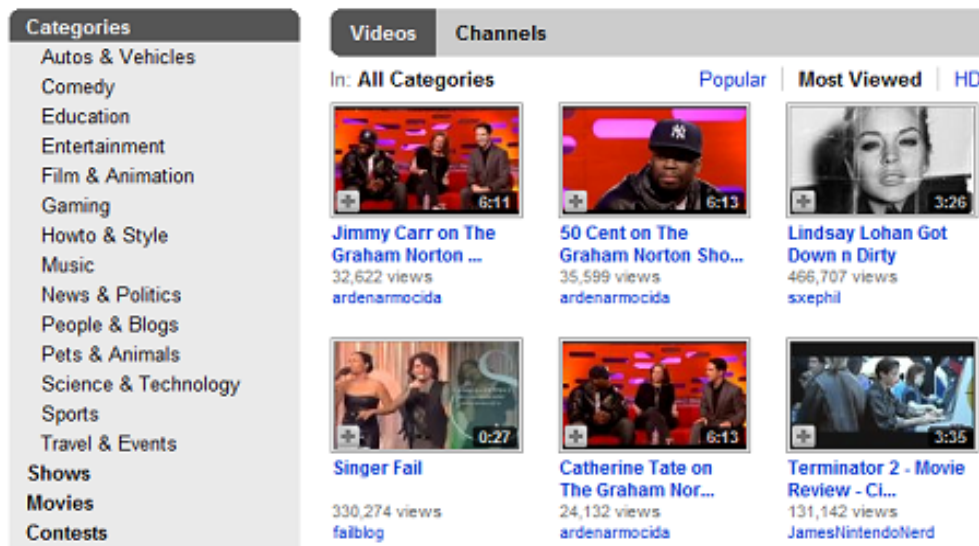
YouTube

The main way to search for videos on [YouTube](#) is using the text entry box on the home screen.. The best tip you can be given when searching is this: think like the uploader. What would you title a video?

For example, say you're looking for a film – let's say the Blues Brothers.

Typing in 'The Blues Brothers' will return theatrical trailers, interviews and fan clips. But typing in 'The Blues Brothers – Part One' will lead you the first video in a sequence that make up the whole film. This is because the user is forced to break up the video when uploading and title the individual clips appropriately.

The homepage contains featured videos and clips which have gone viral (i.e. become massively popular). This is good for finding quality content for entertainment purposes when you're not looking for anything in specific. The star rating are included along side each video.



As demonstrated in the screenshot above, they also have categories which users select when uploading the video. Use this function if you're searching for videos in a certain genre such as 'Comedy' or 'How to'.

One thing in particular to watch out for is small mini-series and dramas which have become very well-known on YouTube. Because it's the biggest video website out there at the minute many wanna-be stars upload great content to the site which could easily make it on to tv, and in some cases have, The main categories to find such content is in Comedy, Drama and People & Blogs.

Bing Video Search

Bing, with [Bing Video Search](#), is also developing quite the repertoire for its video searching. Similar to Yahoo and Google, it displays thumbnails of videos gathered from various sources such as Youtube and Vreel. You also get various filtering options in the left-hand sidebar such as length, resolution and source.



By far the coolest feature of Bing's video search is that when you hover your mouse over the thumbnail in the search results the video starts to play within the thumbnail's frame along with the sound. This allows you to see if it's the right video without clicking through. As you can see, the top-left video in the above results is playing with the option to mute the sound.

Google Video Search

Google also has its own video searching service and it's a good thing too considering they operate two video services – YouTube and Google Video (video.google.com).

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

The screenshot shows the Google Video Search interface. At the top, there's a search bar with 'cars' entered and buttons for 'Search Videos' and 'Search the Web'. Below the search bar, there are links for 'Advanced Video Search', 'Moderate', and 'SafeSearch is on'. The main content area is titled 'Videos' and includes a 'Hide options' button. On the left side, there's a sidebar with various filters: TV view (Grid view), Any duration (Short (0-4 min.), Medium (4-20 min.), Long (20+ min.)), Any time (Past 24 hours, Past week, Past month), Sorted by relevance (Sorted by date), Any quality (High quality), All videos (Full length, Cartoons, Slideshows, Closed captioned), and Any source (mit.edu, dailymotion.com). The main results area shows four video entries: 1. 'Gary Numan - Cars' (03:48 - 2 years ago) with a thumbnail of a stage performance. 2. 'Cars Toon! Mater The Greater' (03:58 - 11 months ago) with a thumbnail of Mater from Disney Pixar's Cars. 3. 'Futuristic Japanese Cars' (01:28 - 1 year ago) with a thumbnail of a futuristic car. 4. 'The City Car' (1:10:30 - 1 year ago) with a thumbnail of a car on a motorcycle. Each entry includes a 'Play video' button and a link to the source website.

When you search for something, there are a list of options along the top of the search box. Click 'video' to display video results for your keywords. The results, a sample screen-shot of which you can see above, are mostly taken from the popular sites such as YouTube and [Metacafe](#) as well as smaller blogs and websites.

Along the top of the results there is a button which reads 'more options'. Click this to expand a sidebar down the left hand sides. This sidebar enables you to filter your results by length, quality, date source and type (cartoon, sideshow etc...).

We know all too well that video isn't limited to streaming media, yet this is what sites like YouTube focus on. If you're looking for downloadable video, you should jump ahead to our next chapter about 'file searches'.

6. Searching for Files

CNET's Download.com (Software)

I think, for reasons I'll outline below, [Download.com](#) (owned by popular tech site cnet) is the best place to look for software to download.

Firstly, they have four main categories, which determine the type of software you'll download. These are 'Windows', 'Mac', 'Mobile' and 'Webware'. The first two are for their respective operating systems however the second two interest me the most.

15167 software results for "design"

Related searches: [home design](#), [graphic design](#), [photoshop](#), [cad](#), [drawing](#)

1 2 3 4 5 6 7 8 ... 1517 next

Show 10 results per page Sort by: Relevance

Narrow search

Results narrowed by:

- Windows
- Remove all

Narrow search

By platforms:

- Windows
- Webware

By license type:

- Free to try (7235)
- Free (4583)
- Purchase (1919)
- Update (1445)

By category:




- Developer Tools (2121)
- Business Software (2115)
- Drivers (1400)
- Games (1238)

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 Flash Website Design Pro 2.0 Create Flash Web sites, intros, banners, and ads. Added on 08/05/2009	User rating: ★★★★★	69,750 total downloads 868 last week	 Download Now  Add to my list
---	--------------------	---	--

▼ SPONSORED MATCH

 5DFly Photo Design 2.30 Design photo book, calendar, or wedding photo with templates. Added on 12/17/2009	Be one of the first to rate this product!	22,549 total downloads 2,374 last week	 Download Now  Buy now  Add to my list
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There is an abundance of apps for all different smart phone platforms such as Android and the iPhone, however they also cater for lower end users by offering hundreds of Java apps which will work on basically any Java enabled cell phone.

The subcategories include 'Security', 'Desktop Enhancements' and 'Business Software'. Each individual program has a star rating out of five and normally a review by a member of Cnet staff (if it's big) or user reviews. You can see a review of 'Twhirl' above.

Using the text entry search function only really good for finding a specific program. Browsing by category is best if you need a tool for a job but you're don't have one in particular in mine. Best of all, even if you do

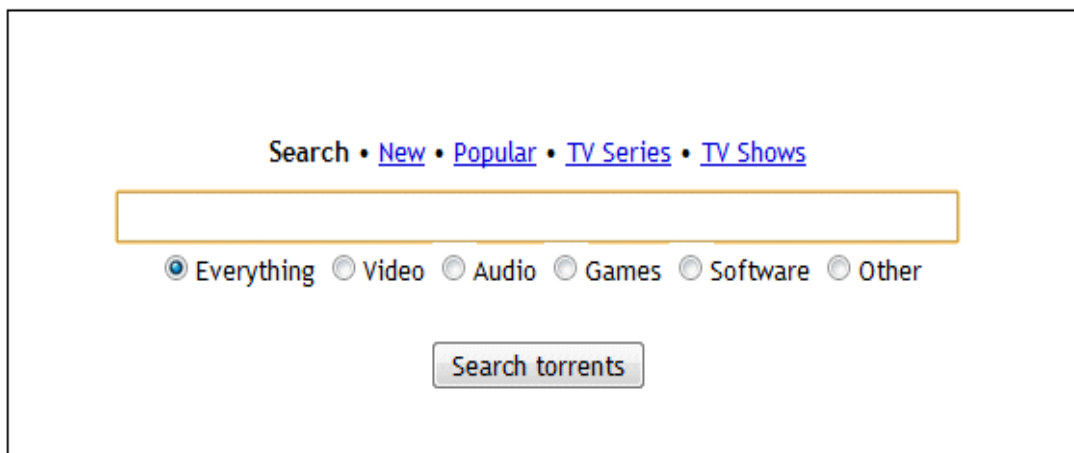
download a tool that's not right for the job you can rest assured that it contains no viruses or malware in general as CNET scans all files before making them publicly available.

BitSnoop (Torrents)



[BitSnoop](#) is a new Torrent search engine that is different from many others because it doesn't just return optimized content depending on what you search – it only returns results that have been filtered and checked for dead torrents, bad links or missing/wrong content.

The search page is similar to that of Google's, with options along the bottom that allow you to choose what kind of files you want to download, such as movies, images and others.



Results for "Oasis" sorted by [TorrentScore](#) / [Peers](#) / [Seeders](#) / [Leechers](#) / [Size](#) / [Health](#) / [Age](#)

1. [Oasis - Lord Dont Slow Me Down \(DVD 2007\) - Pop](#)
★★★★★ – 6,629 / 197 – 5 days – Audio
2. [OASIS - DISCOGRAPHY \[CHANNEL NEO\]](#)
★★★★★ – 151 / 59 – 3 weeks – Audio
3. [Oasis - \(What's the Story\) Morning Glory \(flac\) \[h33t\]\[Foo\]](#)
★★★★★ – 155 / 19 – 3 weeks – Audio
4. [Oasis - Dig Out Your Soul \[2008\]\[CD+SkidVid XviD+Cov\]320Kbps \[skirgsk\]](#)
★★★★★ – 119 / 30 – 3 weeks – Audio

When you search for something, you get really good results that are certain to lead you to the proper content. The results are laid out neatly and there are further search functions on the results page for filtering. See my search for 'Oasis' in the screenshot.

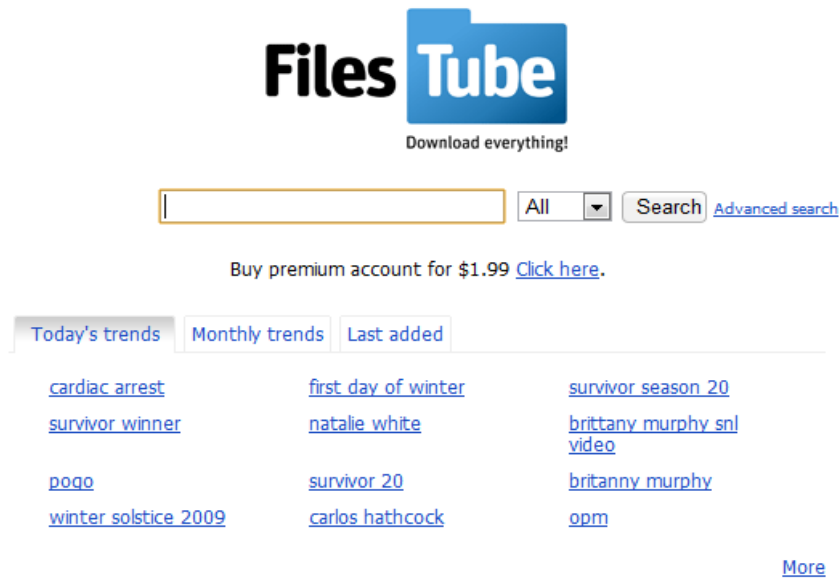
Above the search results, you can use the filter links to narrow your results down, depending on things like file size and torrent age.

BitSnoop also keeps two separate pages for their torrents called [Fresh Torrents](#) and [Popular Torrents](#) so you can check out what's new, or has been downloaded the most.

BitSnoop can be used alongside any Torrent program such as Vuze or BitTorrent to download movies, TV shows, images, music and software.

FilesTube

[FilesTube](#) is a search engine that has, and continues to index all files hosted on file sharing sites like Rapidshare and MegaUpload. You can use it to search for software, games, movies, and pretty much anything else you've got in mind.



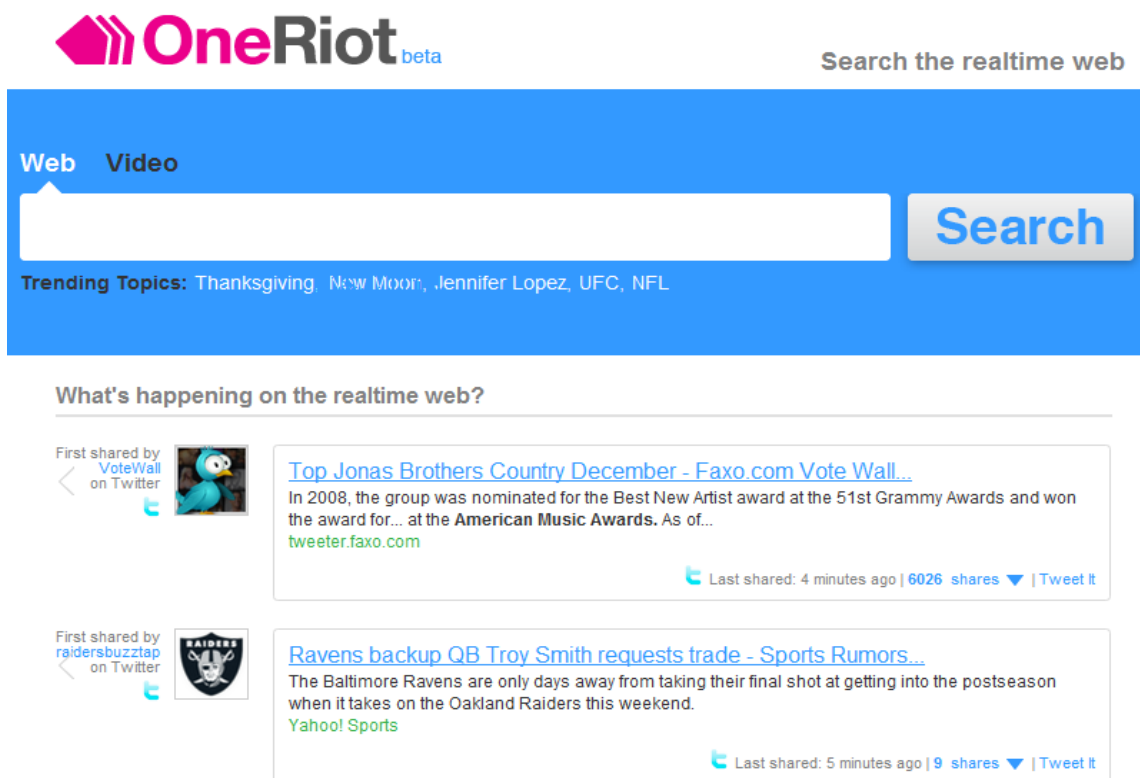
Do note that FilesTube also leads to a lot of copyrighted and illegal files. Although 'Ubuntu' links are undoubtedly legit, 'Photoshop' and 'Unreal Tournament' downloads are of course somewhat more dubious. Exactly what you download, is your own responsibility - but be mindful that this might lead to severe legal consequences.

Other alternative file search facilities include [SearchShared](#) and [Fileshunt](#), both of which index thousands of files, programs and the likes.

8. Real-Time Searches

One Riot

[One Riot](#) is pretty much the ultimate real-time search engine for the web. It works by selecting the most popular sites where news often breaks first or people post gossip and happenings from their locale. Some of the sites they index which regularly appear in top position in the search results include Twitter, Digg, ABC News, Google News, Wired.com and hundreds of other popular websites.



As you can see from the screenshot above, the homepage consists of a large search box followed by a ever changing list of whatever was last indexed by the search engine. For the most part, these are tweets because there are so many of them but many Digg submissions and popular news websites also appear frequently.

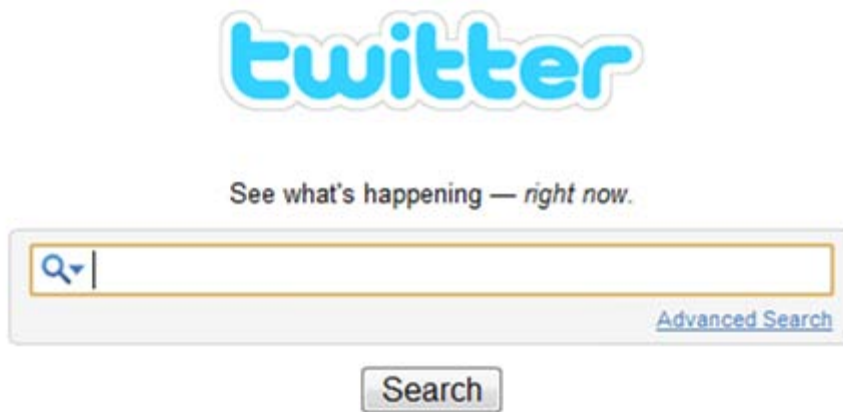
How it Works: When a topic receives lots of attention (i.e. numerous tweets, a news story and maybe a blog post) it will be indexed higher for the time that it's relevant (often just a few hours). After this, it will decline in search ranking as more up to date material becomes available.

For example, searching for Barack Obama will reveal the latest on his speeches, meetings and actions. Further down the list you'll find previous speeches, events and perhaps even his inauguration.

So if you want to see what's the latest news on a particular topic or just what's happening on the web in general, OneRiot is your best bet.

Twitter

Twitter also has its own designated search engine, which is actually very good. It can be found at search.twitter.com. Its main function is to search Twitter's trending topics (presently popular subjects). For example, searching for 'Windows 7' will return a ton of tweets about the new operating system.

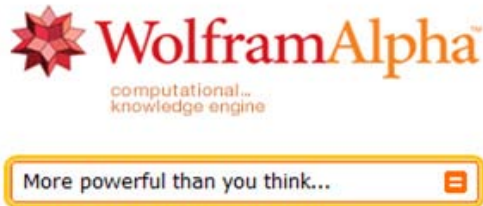


It can also be used to search for fellow tweeters by simply entering their name. This will return their tweets and tweets where they're mentioned. This is especially powerful if you know their Twitter username and add an '@' in front of it. If not, their real name should do.

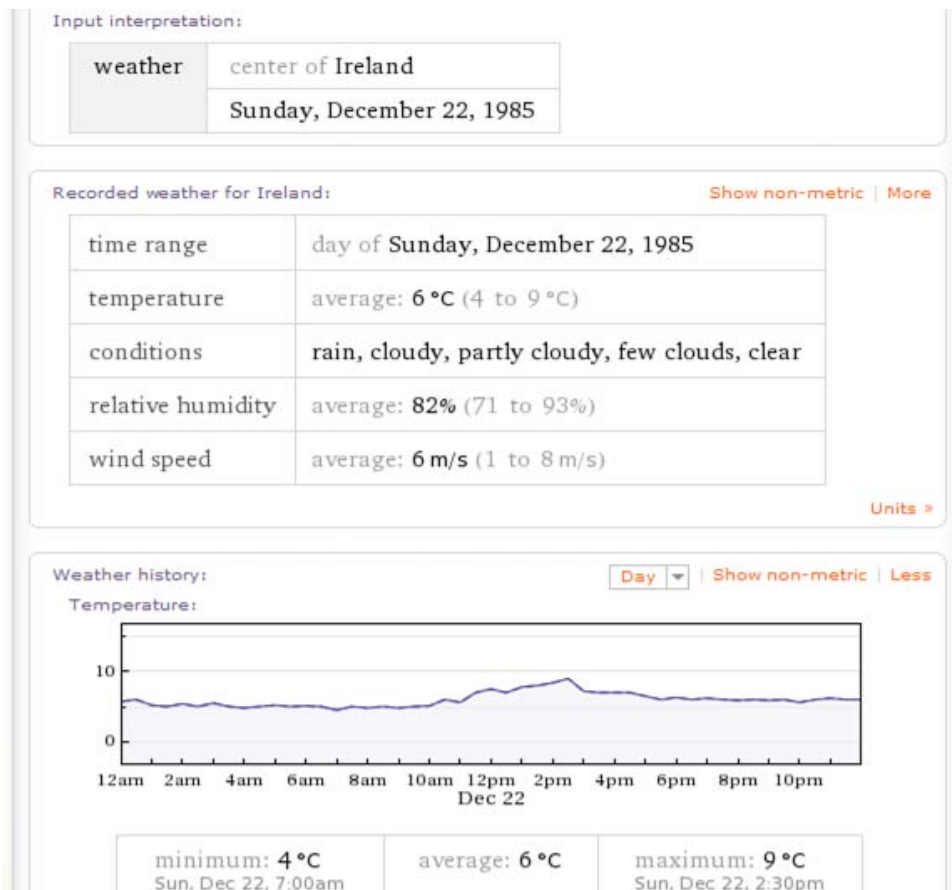
9. Smart Search

WolframAlpha

[WolframAlpha](#) fills a very specific niche - The web is definitely the world's best resource for archives, information, documents and educational resources. But it's finding them that can be difficult. And having such information presented to you in a simple yet perfectly logical manner is an even bigger challenge.



However, with Wolfram Alpha you can find information on pretty much anything you want to. Say for example I search for 'Weather Ireland December 22nd 1985'. I'll get the results below.



The same goes for anything, really. Once you present your task in an objective manner, it should be able to compute it. Entering in a person's name will tell you current census statistics for that name as well as historical information. Entering a complicated mathematical problem will return a detailed answer with step-by-step actions to solve it.

Input interpretation:

series $\cos^{-1}(x)^2$

$\cos^{-1}(x)$ is the inverse cosine function »

Series expansion at $x=-1$: More terms

$$\pi^2 - 2(\sqrt{2}\pi)\sqrt{x+1} + 2(x+1) - \frac{\pi(x+1)^{3/2}}{3\sqrt{2}} +$$

$$\frac{1}{3}(x+1)^2 - \frac{3\pi(x+1)^{5/2}}{40\sqrt{2}} + \frac{4}{45}(x+1)^3 - \frac{5\pi(x+1)^{7/2}}{224\sqrt{2}} +$$

$$\frac{1}{35}(x+1)^4 - \frac{35\pi(x+1)^{9/2}}{4608\sqrt{2}} + \frac{16(x+1)^5}{1575} + O((x+1)^{11/2})$$

Series expansion at $x=0$: More terms

$$\frac{\pi^2}{4} - \pi x + x^2 - \frac{\pi x^3}{6} + \frac{x^4}{3} - \frac{3\pi x^5}{40} + O(x^6)$$

Series expansion at $x=\infty$: More terms

$$\left(-\log^2\left(\frac{1}{x}\right) + \log(4)\log\left(\frac{1}{x}\right) - \frac{\log^2(4)}{4}\right) + \frac{\log(4) - 2\log\left(\frac{1}{x}\right)}{4x^2} +$$

$$\frac{-6\log\left(\frac{1}{x}\right) - 2 + 3\log(4)}{32x^4} + \frac{-20\log\left(\frac{1}{x}\right) - 9 + 10\log(4)}{192x^6} +$$

$$\frac{-210\log\left(\frac{1}{x}\right) - 107 + 105\log(4)}{3072x^8} + O\left(\left(\frac{1}{x}\right)^9\right)$$

This is an excellent tool for students and people compiling reports who need statistics, historical information, science and math answers as well as everyday random facts. All of which can be copied as plain text or downloaded as a PDF.

For more information on Wolfram Alpha, check out Simon's article on the service on [The True Power of the Wolfram Alpha Knowledge Engine](#).

7. Other Special Search Engines

We've covered the most important ones, but there are a lot more specific search engines – almost too many to mention – many owned by other big sites. We've listed a few more below for reference, but if you're looking for more, you can always turn to Google. Yes, I'm very much aware of the irony.

Blogs

- [Regator.com](#)
- [Blog Catalog](#)
- [Blog Digger](#)
- [Technorati](#)

Books

- [Google Books](#)
- [Book Finder](#)
- [Add All](#)
- [Used Book Search](#)

eBooks

- [Scribd](#)
- [Issuu](#)
- [docstoc](#)

Filesharing

- [RapidShare](#)
- [FindThatFile](#)
- [ShareDigger](#)
- [FileWatcher](#)

Jobs

- [Yahoo Jobs](#)
- [Craigslist](#)
- [Job-Search-Engine](#)
- [Just Jobs](#)

Maps

- [Google Maps](#)
- [Map Quest](#)
- [Yahoo Maps](#)

Music

- [Deezer](#)
- [Songza](#)
- [Yahoo! Music](#)

Torrents

- [Torrentz.com](#)
- [IsoHunt](#)
- [SumoTorrent](#)

Video

- [Vimeo](#)
- [Veoh](#)
- [Google Video](#)

Webshops

- [eBay](#)
- [Amazon US / UK](#)

[Yahoo Local](#) – For better results from your country.

If you're looking for more inspiration, check out all [search engine articles on MakeUseOf](#).

8. Tips To Do Better Searching



I'd like to end with a few rules of thumb for better searching. Keep the following items in mind while searching for content.

- ✓ Always keep the search terms broad to start with and then narrow it down if your subject isn't popular.
- ✓ Don't use more terms than necessary - additional (unnecessary) tags may stray the search results.
- ✓ Think in terms of users. How would you title a blog post or video?
- ✓ Most search engines also act as converters. So by entering 500g in ounces, a special field towards the top will give you a conversion with search results displayed below. This works for all units such as currency, temperature, weight, length etc...
- ✓ By searching for a stock symbol (i.e. a code for a particular company on the stock market) you'll be returned with info relating to that company and its shares.
- ✓ To tell if a site is indexed by the search engine, just search for the entire URL, including the 'www'.
- ✓ Current news stories will always be indexed first – if you're searching for an old news story enter a date after your search query.
- ✓ To view archived pages from the internet visit [this link](#)

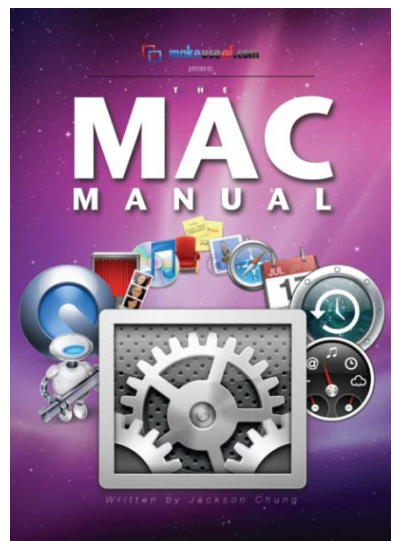
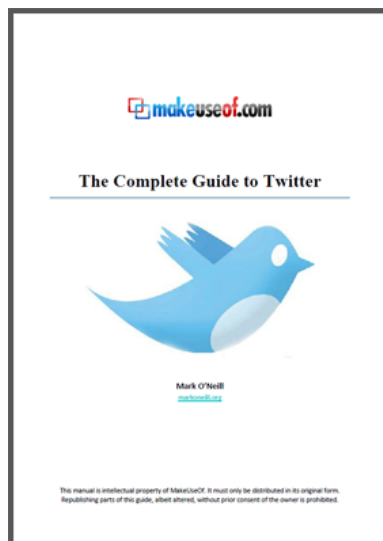
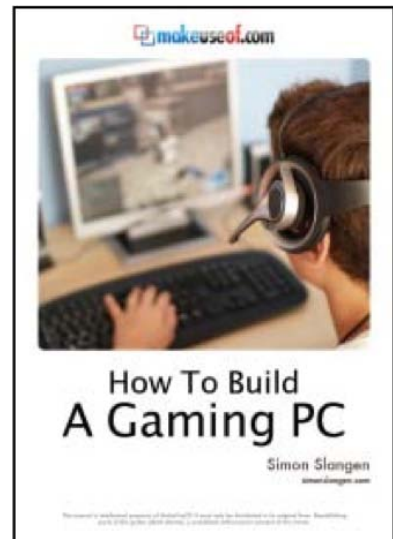


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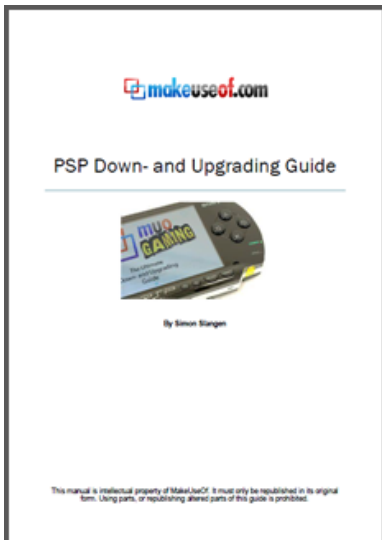
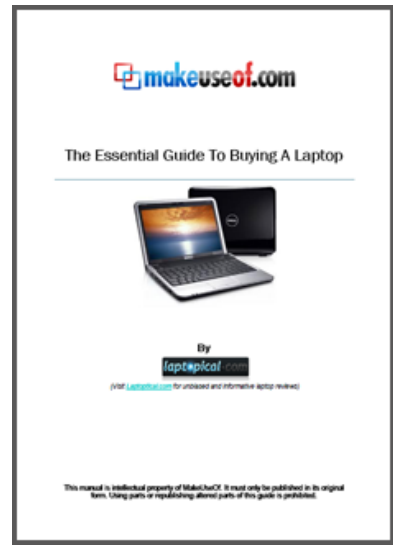


An Idiot's Guide to Photoshop



By Karl L. Geisik
[TheBook](#)

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Google™

CHEAT SHEET

makeuseof.com

Basic Examples	Finds Pages Containing...
biking Italy	the words biking and Italy
recycle steel OR iron	information on recycling steel or recycling iron
"I have a dream"	the exact phrase I have a dream
salsa -dance	the word salsa but NOT the word dance
Louis +I France	information about Louis the First (I), weeding out other kings of France
castle ~glossary	glossaries about castles , as well as dictionaries , lists of terms , terminology , etc.
fortune-telling	all forms of the term, whether spelled as a single word, a phrase, or hyphenated
define:imbroglio	definitions of the word imbroglio from the Web

Calculator	Meaning	Type Into Search Box
+ - * /	basic arithmetic	12 + 34 - 56 * 7 / 8
% of	percentage of	45% of 39
^ or **	raise to a power	2^5 or 2**5
old units in new units	convert units	300 Euros in USD, 130 lbs in kg, or 31 in hex

Restrict Search	Meaning	What to Type Into Search Box (& Description of Results)
site:	Search only one website or domain.	Halloween site:www.census.gov (Search for information on Halloween gathered by the US Census Bureau.)
[#]. [#]	Search within a range of numbers.	Dave Barry pirate 2002..2006 (Search for Dave Barry articles mentioning pirates written in these years.)
filetype: (or ext:)	Find documents of the specified type.	Form 1098-T IRS filetype:pdf (Find the US tax form 1098-T in PDF format.)
link:	Find other pages that point to the URL.	link:makeuseof.com (Find pages that link to the MakeUseOf website.)

Specialized Information Queries	Meaning	What to Type Into Search Box (& Description of Results)
book (or books)	Search full-text of books.	book Ender's Game (Show book-related information. <i>Note: No colon needed after book.</i>)
city1 city2	Book flights.	sfo bos (Book flights from San Francisco to Boston)
define, what is, what are	Show a definition for a word or phrase.	define monopsony, what is podcast (Show a definition for the words monopsony and podcast . <i>Note: No colon after define, what is, or what are.</i>)
define:	Provide definitions for words, phrases, and acronyms from the Web.	define:kerning (Find definitions for kerning from the Web.)
phonebook:	Show all phonebook listings.	phonebook: Disney CA (Search for Disney's phone numbers in California - CA.)
rphonebook:	Show residential phonebook listings.	rphonebook: bill jones NY (Search for the phone number of every Bill Jones in New York State - NY.)
movie:	Find reviews and showtimes.	movie: traffic (Search for information about this movie, including reviews, showtimes, etc.)
stocks:	Given ticker symbols, show stock information	stocks: goog (Find Google's current stock price.)
weather	Given a location (US zip code or city), show the weather	weather Seattle WA, weather 81612 (Show the current weather and forecast. <i>Note: No colon after weather.</i>)

Alternative Query Types	Meaning	What to Type Into Search Box (& Description of Results)
cache:	Display Google's cached version of a web page.	cache:www.irs.gov (Show Google's cached version of the US Internal Revenue Service home page.)
info: (or id:)	Find info about a page.	info:www.theonion.com (Find information about The Onion website.)
related:	List web pages that are similar or related to the URL.	related:www.healthfinder.gov (Find websites related to the Healthfinder website.)

Restrict Search to Sites Where Query Words Appear	meaning	What to Type Into Search Box (& Description of Results)
allinanchor:	All query words must appear in anchor text of links to the page.	allinanchor:useful parenting sites (Search for pages that are called useful parenting sites by others.)
inanchor:	Terms must appear in anchor text of links to the page.	restaurants Portland inanchor:kid-friendly (Search for pages on Portland restaurants for which links to the page say they are "kid friendly.")
allintext:	All query words must appear in the text of the page.	allintext:ingredients cilantro chicken lime (Search for recipes with these three ingredients.)
intext:	The terms must appear in the text of the page.	Dan Shugar intext:Powerlight (Find pages mentioning Dan Shugar where his company, Powerlight , is included in the text of the page, i.e., less likely to be from the corporate website.)
allintitle:	All query words must appear in the title of the page.	allintitle: Google Advanced Operators (Search for pages with titles containing "Google," "Advanced,", and "Operators".)
intitle:	The terms must appear in the title of the page.	movies comedy intitle:top ten (Search for pages with the words movie and comedy that include top ten in the title of the page.)
allinurl:	All query words must appear in the URL.	allinurl:pez faq (Search for pages with the words pez & faq in the URL)
inurl:	The terms must appear in the URL of the page.	pharmaceutical inurl:investor (Search for pages in which the URL contains the word investor .)



Restrict Search to Google Groups	meaning	What to Type Into Search Box (& Description of Results)
author:	Find Groups messages from the specified author.	flying author:Hamish author:Reid (Search for Hamish Reid's articles on flying.)
group:	Find Groups messages from the specified newsgroup.	ivan doig group:rec.arts.books (Search for postings about Ivan Doig in the group rec.arts.books .)
insubject:	Find Groups messages containing crazy quilts in the subject.	insubject:"crazy quilts" (Find articles containing crazy quilts in the subject line.)



Restrict Search to Google News	meaning	What to Type Into Search Box (& Description of Results)
location:	Find News articles from sources located in the specified location.	queen location:uk (Find British news articles on the Queen.)
source:	Find News articles from specified sources.	peace source:ha_aretz (Show peace articles from the Israeli newspaper Ha'aretz.)



Restrict to Google Product Search	meaning	What to Type Into Search Box (& Description of Results)
store:	Find Froogle products from the specified store.	jeans store:gap (Find Gap jeans.)