

Google Search Operators

Advanced Operator	Meaning	Example
link:	Shows you pages that point to the URL you specify.	link:www.webtalentmarketing.com
site: or -site:	The site looks at what is out there for the site you choose. The -site looks for what everyone else has to say about you.	Site:webtalentmarketing.com or Web Talent Marketing -site:www.webtalentmarketing.com
[#]...[#] or numrange	Search within a range of numbers.	link building services \$450...\$1000 (search for link building services between \$450 and \$1000)
date:	Search for a range of months.	Content marketing articles date: 4
safesearch:	Exclude adult content.	safesearch:adult learning
info:	Info about a page.	info:www.webtalentmarketing.com
related:	Related page.	related:www.moz.com
intitle:	Searches for the word in the title.	intitle:inbound marketing
allintitle:	Searches for every word in the title.	allintitle:inbound marketing campaign
inurl:	Searches for words in the url.	inurl:ranking websites
allinurl:	Searches for all words in the url.	allinurl:ranking websites
filetype: or ext:	Search for files with a specific extension.	filetype:pdf web talent marketing
cache:	Show Google's cached results of a specific page.	cache:www.webtalentmarketing.com/blog
phonebook: or rphonebook: or bphonebook:	View all, residential, and business listings.	bphonebook:web talent marketing
author:	Search for an author of a newsgroup post.	author:Marcus Howling
insubject:	Search only the subject of newsgroup post	insubject: website optimization
"" (double quotes)	Use quotes to search for exact match words or set of words. Great for proper nouns and expressions	" Search Marketing Guides"
* (asterisk)	Use the asterisk as a placeholder for unknown or wildcard terms.	why did the * cross the road
OR	Use capital OR to search for pages using one or several words.	Digital Marketing OR Content Marketing
- (minus sign)	The dash before a word will exclude all the results that include that word.	Panda and penguin -google -seo
~ (tilde)	Include the tilde sign before a word to search for that word and even more synonyms.	~behavioral health
filetype:	Use file type, to search for specific files like xml, jpeg, or pdf's.	filetype: pdf
.. (two periods)	Two periods with no spaces to see results that contain a range like dates and prices.	Seo news 2013..2014
allintext:	Allintext is used to restrict a search to only show results with all of the keywords appearing in the body.	allintext:Best Link building Tools

Advanced Operator	Meaning	Example
inanchor:	Search for sites receiving branded backlinks from a specific term	inanchor:
Keyword + "top 10 resources"/"top resources"	Use when searching for top ten resources for a certain keyword. You can substitute resources for things like sites/"top sites," websites/"top websites, tools"/"top tools," etc.	SEO + "top 10 resources"/"top resources"
Keyword + "recommended resources"/"suggested resources"	Search for recommended or suggested resources for a given keyword. You can substitute recommended or suggested with favorite.	seo + "recommended resources"/"suggested resources"
Keyword + "useful sites"/"interesting sites"	Find useful or interesting sites on the topic of your choice.	Search Marketing + "useful sites"/"interesting sites"
Keyword + "guide"	Locate guides specific to a certain keyword.	Content Marketing + "guide"
"list of + Keyword + sites"	Find a list of sites for a certain term.	"list of + SEO + sites"
Keyword + "news"/"industry news"	News can be replaced with magazine or journal.	Social Media Marketing + "news"/"industry news"
Keyword + "whitepapers"	You can replace whitepaper with videos, podcast etc.	Link Building Tactics + "whitepapers"
Keyword/yourCompetitorName + "guest blog"	Find blogs to guest post on based on a specific word.	Search Marketing/SEER + "guest blog"
Keyword + site:wordpress.com	You can replace wordpress with other blogs or sites.	Analytics + site:wordpress.com
Keyword + intitle:"experts interview"/talk/discuss/answer	Find articles and sites that have experts, interview, talk, etc in title.	Penguin 4 + intitle:"experts interview"
Keyword + "add a site"/"submit site"/"suggest site"/"post site"/"recommend site"	You can replace site with url or listing.	SEO + "add a site"/"submit site"/"suggest site"/"post site"/"recommend site"
Keyword + add/submit/suggest/post/list/recommend article	You can replace article with video, podcast, event, etc.	Google Analytics+ add/submit/suggest/post/list/recommend article
Keyword + "add your business"/"list your business"	Find sites where you can list or add your business.	Digital Marketing + "add your business"/"list your business"
Keyword + directory	Find directories based on keywords.	Content Marketing + directory
industryName + intitle:tools	You can substitute intitle with inurl or replace tools with badges, widgets & infographics.	Search Engine Marketing + intitle:tools
industryName + top/recommended/useful/favorite/amazing/awesome tools	You use the variations after the backslash.	Search Engine Optimization + top/recommended/useful/favorite/amazing/awesome tools
ProductName + review + site:wordpress.com	You can replace review with ratings, comparisin, price, ect or replace wordpres with another site.	Mac Book Pro + review + site:wordpress.com
ProductName + intitle:review	you can replace review with ratings, etc.	Iphone 5c + intitle:review
industryName + site:quora.com	Search questions and answers and you can replace quora with other q&a site.	Blogging + site:quora.com
industryName + site:facebook.com	Find industry-specific social profiles.	Technology + site:facebook.com
industryName + site:meetup.com	Find industry-specific events.	Marketing + site:meetup.com
<city-name> + Chamber of commerce site:<state-code>.us	Find chanber of commerce sites.	<Lancaster> + Chamber of commerce site:<pa>.us