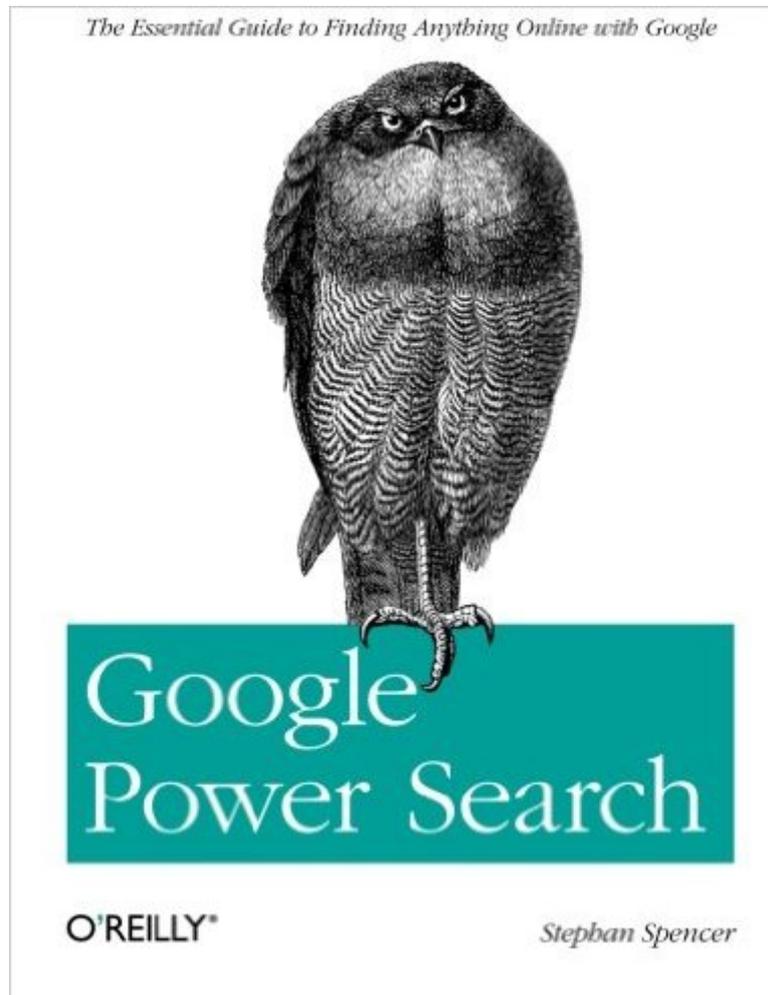


The book was found

Google Power Search



Synopsis

Behind Google's deceptively simple interface is immense power for both market and competitive research—if you know how to use it well. Sure, basic searches are easy, but complex searches require specialized skills. This concise book takes you through the full range of Google's powerful search-refinement features, so you can quickly find the specific information you need. Learn techniques ranging from simple Boolean logic to URL parameters and other advanced tools, and see how they're applied to real-world market research examples. Incorporate advanced search operators such as filetype:, intitle:, daterange:, and others into your queries. Use Google filtering tools, including Search Within Results, Similar Pages, and SafeSearch, among others. Explore the breadth of Google through auxiliary search services like Google News, Google Books, Google Blog Search, and Google Scholar. Acquire advanced Google skills that result in more effective search engine optimization (SEO).

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Customer Reviews

Google Power Search sets out to unlock the mysteries of using the Google search engine and its related technologies. The author, Stephan Spencer, gives an overview of the Google interface and its advanced search parameters and options. The vehicle used to guide the reader is a market research task. Google Power Search is a good book for the novice searcher looking to improve their skills. The techniques outlined in this book will provide you with more targeted search results in less time. The author explains how to focus the search results by using query parameters and the

options built into the Google interface. The additional Google products such as Gmail alerts, Google Groups and others receive a cursory explanation that should make the searcher aware of their existence. Chapter 5 outlines the steps one would take to create a research working environment using the various tools Google makes available with the Google Desktop and Pack. This is examined from a Windows perspective and will be applicable to a large portion of the intended audience. Being a Linux geek, I might be able to adapt a technique or two, but mostly this was not relevant. Would I recommend this book? Yes, with a qualification based upon your current search skills level. For persons with novice to intermediate search skills this book will prove useful. If your current use of Google consists of one or two word queries with no idea about search operators and parameters, then this book will move you to the next level in productivity. For searchers familiar with some of Google's more advanced features this book will not provide much in the way of new information. Disclosure: I received a free ebook copy for review purposes.

Google Power Search is a brief but direct book (let) on how to exploit Google's various search engine features. Although the things discussed in the first two chapters may be readily available in various blogs and forums, the contents of the rest of the book are very valuable. Some advanced and not-so-well-known features are also introduced. I am glad to have found the book as the section on common operators help me immediately in avoiding frustration in looking for what I really want. Finding what I need on the first page of results rather than on the third page is really great. Highly recommended for those who do a lot of searching on the internet, especially those who want to find them quickly. [Disclaimer: I got this book for free as part of the O'Reilly blogger review program I was not required to write a positive review. The opinions I have expressed are my own. I am disclosing this in accordance with the Federal Trade Commission's 16 CFR, Part 255 : "Guides Concerning the Use of Endorsements and Testimonials in Advertising."]

This is a very short but informative book on how to get the most out of search with various search query strings. For an SEO like myself, this is invaluable in researching not only my sites, but my competitors as well.

Stephan Spencer has figured out how to successfully explain a topic that normally makes a non-hardcore geek want to stick a fork in your eye! What amazing tips about how to get more out of Google searching. I just picked up a copy of his latest book "Social eCommerce" and had the pleasure of meeting him at the recent Digital Hollywood, Fall 2014. Stephan is the kind of guy you'd

love to know when you have a technical issue you fear undertaking. In person, in print, he's the real deal.

A little bit outdated but nonetheless packed with very useful tools and gems on google searching. Highly recommend it. A good buy.

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