Super Searcher Tools & Tips

Mary Ellen Bates
BatesInfo.com

Oct. 27, 2014
Tweeting this?

@mebs

#internetlibrarian
Google’s dictionary expands

Dictionary Cards now have

Word origin
Translate
Usage over time
Google Autocomplete

Find alternatives to a product/service
Do you Google-dork:

Malicious Cyber Actors Use Advanced Search Techniques

snipr.com/gdork14

(U) **Google Dorking**

(U) Also known as “Google hacking,” involves using specialized search parameters to locate very specific information. Examples include:

- (U) Site: Searches and lists all the results for that particular site.
- (U) Intext: Searches for the occurrences of keywords all at once or one at a time.
- (U) Inurl: Searches for a URL matching one of the keywords.
Test your org’s vulnerabilities

filetype:csv OR filetype:xls OR filetype:log
site:your.org
intext:username OR email OR confidential OR .......

@mebs
Change order of search words

ocean fishing acidification

vs

acidification fishing ocean

Even different number of results!

@mebs
### Google: ocean fishing acidification

About 2,480,000 results (0.35 seconds)

1. **Ocean acidification** causes of ocean acidification on marine species. Ocean acidification may cause many negative effects on a variety of marine species. Adult fish may be relatively insensitive to ocean acidification, their...

2. **Consequences of Ocean Acidification for Fisheries** - SCience
   - **Impact of ocean acidification on fish**. Fish may be severely threatened by ocean acidification. Adult fish seem well-equipped to deal with low pH waters, or higher...

3. **National Fisheries Conservation Center**
   - The Pacific Ocean acidification is fatal to ocean health. Although adult fish seem well-equipped to deal with low pH waters, or higher...

### Google: fishing acidification ocean

About 1,490,000 results (0.31 seconds)

1. **Scholarly articles** for fishing acidification ocean
   - There is no debate as to what is causing ocean acidification. As a result, the carbon dioxide problem leads us to one solution: limit carbon emissions and mitigate...

2. **Deep Sea Corals and US Fisheries**
   - Ocean acidification is changing the way water is rising to the ocean’s surface waters, a process called ocean acidification. Elevated water pH can...

3. **Ocean Acidification - Wikipedia, the free encyclopedia**
   - Ocean acidification poses imminent threat to Alaskan...

### Bing: ocean acidification fishing

2,030,000 results (Any time)

1. **Ocean acidification poses imminent threat to Alaskan...**
   - Ocean acidification poses imminent threat to Alaskan fishing communities. A new report ...

2. **Ocean acidification - Wikipedia, the free encyclopedia**
   - Ocean acidification poses imminent threat to Alaskan fishing communities.

3. **Ocean acidification - What is Ocean Acidification?**
   - Ocean acidification can be thought of as climate change’s similar disastrous effect. The fishing industry in Alaska supports over 100,000 jobs.
Long-tail research
Eliminates top 100 to 1 million sites
Catches less-SEO’d sites
Essential for more complete research!
Bing API

See also MillionTall.com: only top sites
Impact of spoken search

Compare results of these queries:

What is the meaning of life
The meaning of life
Meaning of life
Can we beat Google Now?

When in Germany it shows me:

- €/$ exchange rate
- Time and weather at home and locally
- “Good morning” (“good afternoon” “good evening”) in German
- Nearby events
- Tourist attractions...
Can we beat Google Now?

“Predictive searching”

Knows my location, my calendar, my search history, my Gmail

Anticipates needs based on context

@mebs
Find info from trusted sources

(BING ONLY)
ID outgoing links from a site or domain
LinkFromDomain:

LinkFromDomain:msf.org ebola
retrieves pages linked-to from Doctors Without Borders that mention ebola
Data-mine Academic Search

Search result frequency counts
ID the key authors, conferences, journals, orgs, keywords

academic.research.microsoft.com

@mebs
A neural network is a computer program structured as a simplified model of a brain. It contains nodes (analogous to neurons) and connections between nodes (analogous to synapses). Neural networks can solve difficult pattern-matching problems. A node sums the inputs it receives from other nodes and passes the result through a transfer function to produce its output...

— Jeffrey R. Carter, et al. Ada design of a neural network

A neural network is a non-linear system that converts a series of real input values \( x_1, \ldots, x_p \) over several intermediary steps to one or more terminal variables \( y_1, \ldots, y_q \).

— Jürgen Franke, et al. Neural Networks

A neural network is an excellent classifier; however, its performance depends directly on the size and quality of training samples presented to the network...

— ARIT THAMMANO, et al. CROSS-CORRELATION NEURAL NETWORK: A NEW NEURAL NETWORK CLASSIFIER

Neural network is an important paradigm that has received little attention from the community of researchers in information retrieval, especially the auto-associative neural networks...

— Guy Desjardins, et al. An Auto-Associative Neural Network for Information Retrieval
Digging deeper in Google, Bing

Look for databases:
{topic} database

Bing only:
Find pages that link to a filetype
contains:mp3, contains:xls
Learn about influencers & their influencers

Who they retweet
What links they share
What they hashtag
How much they share
Find LinkedIn “hidden” updates
Mary Ellen Bates

How CEOs negotiate - with a hug
reluctant-entrepreneur.com · Today's Wall Street Journal had a thought-provoking article about "How Steve Ballmer Became a Rookie Basketball Mogul" in which we learn that even CEOs get nervous when they are preparing to meet N.

Like · Comment · Share · 8d ago

Mary Ellen Bates

Charge by the project, not the hour. Clients pay for results, not effort. #entrepreneurs
Like (11) · Comment · Share · 11d ago

Kathleen Porter, MD, Judith Binder and 9 others

Add a comment...

Mary Ellen Bates

Nice roundup of articles on Everything you need to know about freelance rates, pricing & fees from @freelancersu http://owl.li/AChyU

Everything you need to know about freelance rates, pricing, and fees
freelancersunion.org · Figuring out what to charge and how to get your money from clients is one of the most difficult parts about running your own freelance business. Here's a round-up of the dozen+ posts we've written in the last year about these topics...

Like (5) · Comment · Share · 12d ago

Luis Farias, Vera Lucia Vieira and 3 others

Add a comment...

Mary Ellen Bates

Fail early & often! MT @freelancersu: A new study says that failure is the key to the success of entrepreneurs: http://owl.li/AxDx8

Failure is the key to the success of entrepreneurs,
Is anyone using our photos?
Did they pick up on our press release?

elitedaily.com
Pumpkin-Spice-Featured-Elite-Daily-Fl...
elitedaily.com/category/envision/page/8/
Crawled on 2014-09-20
elitedaily.com/category/envision/page/3/
Crawled on 2014-09-13

twitter.com
BxGORpCQAAItJn.jpg:large
https://twitter.com/michmarkowitz
Crawled on 2014-09-09
And Bing’s Image Match

ID an infographic from the report
Look for use of that image
“Google for data”
Web crawler looks for images on web pages
Algorithm IDs tables and graphs
Extracts text surrounding image
“More results from this site”
Supports boolean search
Shothotspot.com

Search Flickr and Panoramio for images of a location
Down to the address level
Get ideas for where to go, what to see
Thingful.net

IDs public home weather stations, Geiger counters, people’s Twitter/Facebook stats(!), bikeshare locations, air quality monitors, aircraft, etc.
What’s next for Google?

United States Patent 8,839,303:
You’re watching a TV show about cooking duck
You Google “duck”
Google looks up what TV shows are on now in your area, finds cooking show
Search results focus on cooking duck, not DuckDuckGo or duck hunting

@mebs
Reluctant-entrepreneur.com
You can reach me at
mbates@BatesInfo.com
+1 303 772 7095
BatesInfo.com, Reluctant-Entrepreneur.com
Twitter: @mebs
LinkedIn: maryellenbates
Facebook: maryellenbates