Super Searcher
Tips & Tools

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“What haven’t you found?”™
Filter by site popularity, live chat, ecommerce, advertising
Eliminate click-bait
Essential for people-searching, IP, CI, other long-tail niche searches
Blind them with library science!

http://owl.li/SYVjp

@mebs
colorado "homeowners association" "covenant * enforcement policy"
And about that image...

Find any version of it
Search it in Tineye.com
Sort results by oldest
First live link is probably the original
Other image matching

Google Images "related images", Bing "Image Match"
Is anyone using our photos?
Is this person's profile legit?
ID infographic from report, look for uses of that image
Bing's Image Search quirks

Scroll down for bars to
People interested in...also searched for
Refine your search for ...
Collections for ... from Pinterest
Search strategy matters!

Uber market strategy
2,340,000 results

What is Uber’s market strategy
12,000,000 results

Uber “market strategy”
42,200 results

@meebs
Word order still matters

Different search results:
research “stem cells”
“stem cells” research
Digging deeper in Google, Bing

Look for databases:

{topic} database OR "data set"

Bing only:

Find pages that link to a filetype contains:mp3, contains:xls
Limit searches to gov sites

Include `site:.gov` in search string

Use Tara Calashain’s Google CSE for US states, counties, cities

[owl.li/T5EVy](owl.li/T5EVy)
Use Google Trends

Where does the org have mind-share?
How does it compare to competitors?
How has that changed over time?

[Link to Google Trends](https://www.google.com/trends)
## Compare global reach

<table>
<thead>
<tr>
<th>Region</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
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<tr>
<td>United Kingdom</td>
<td>77</td>
</tr>
<tr>
<td>Canada</td>
<td>69</td>
</tr>
</tbody>
</table>
Use MS Academic for insight

Key conferences

Key journals

Keywords

academic.research.microsoft.com

@mehs
Glean insight from web sites

Where did their execs come from?
Internal promotion? Outside the industry?

How can you contact the org?

What else can you glean?
Find Tweets w/ links to a URL

Find any tweets that link to a site
(even if w/in shortened URL)

Track mentions of press release, org
www.epa.gov "climate change"
SocialMention.com

Track sentiment, passion, reach

Monitor this over time for your employer

Search is a little hinky

@mebs
Strength: are people talking?
Sentiment: positive or negative?
Passion: # of unique authors
Reach: range of influence

@mebs
LinkedIn insights

Look at job listings for insights
Use Advanced Search
Search by keywords, location
Filter by location, experience level

@mebs
Brainstorm on Biznar.com

Use search filters to ID key concepts, timeline

See visual display of concepts
And when you’re bored...

AllTheMinutes.com
Slides at

BatesInfo.com/extras
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