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### Georgia Bar CLE 2011: Super Searcher

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#### Google Specialized Services

- Google Earth - displays satellite images of varying resolution of the Earth's surface.
- Google Translate - translate text, web pages or even upload a document.
- Google Scholar - designed for searching scholarly literature
- Google Books - search excerpts and the full text of over 10 million books in 40 languages.
- Google Images - searches the text or captions next to images.
- Google Video - searches the text or captions next to videos.
- Google Maps - get walking routes and estimated walking times as well as public transportation routes
- Google Pacman



### Customize your search interface screen

Google Preferences

- **Interface Language** defaults to English so you likely won't change this setting.
- **Search Language** defaults to English so you likely won't change this setting unless you are researching a foreign law legal issue.
- **Set your default location.** For example, if you search for restaurants, Google will try to find one nearby.
- **Safe search** defaults to moderate. This setting is useful if you prefer not to have adult content included in your search results
- **Instant search** is the default. Instant search allows search results to appear dynamically as you type.

### Top Tips for Google Searching

**1. Keep it simple.** Although the Google search box will accept up to 30 words, every word matters. Generally, all the words you put in the query will be used. The more words you use, the more likely you are to narrow your search results. Furthermore, word order matters. The first word in your search is rated higher than the following words and so on.

Exceptions to 'Every word matters':

- Words that are commonly used, like 'the,' 'a,' and 'for,' are usually ignored sometimes referred to as stop words.
- Synonyms might replace some words in your original query.

**2. Google ignores capitalization and punctuation.**

Punctuation that is not ignored:

- The dollar sign (\$)
- The hyphen
- The underscore symbol \_ is not ignored when it connects two words, For example: quick\_sort

**3. Become familiar with Google advanced searching techniques.**

- **Phrase search (" ")** - Quotes tell Google to consider the exact words in that exact order without any change. Be careful when using quotes. You might be missing good results accidentally. For instance, a search for "Alexander Bell" will miss pages that refer to Alexander G. Bell. For example: "ask not what you can do"
- **Terms you want to exclude (-)** - Place a minus sign immediately before a word indicates that you do not want pages that contain this word to appear in your results. For example: oil spill -bp
- **Search exactly as is (+)** - Google searches for synonyms automatically, so that it finds pages that mention, for

### Google Shortcuts

- **Weather:** type "weather" followed by the name of the city or zip code.
- **Local Businesses:** Search for shops, restaurants, etc. Google will return the results along with a map, reviews, and contact information.
- **Unit Conversion:** Convert between units of measurement of height, weight, etc.
- **Flight tracker:** To see flight status for U.S. flights, type the name of the airline and the flight number.
- **Dictionary:** To see a definition for a word or phrase, type the word "define" followed by the word(s) you want defined.
- **Time:** To see the time in cities around the world, type in "time" and the name of the city.
- **Stock quotes:** To see current market data, type the ticker symbol.
- **Calculator:** Enter the calculation you'd like done. You can use the standard operators such as +, -, %, /, =, \*.
- **Currency Conversion:** Enter the conversion you'd like.
- **Package Tracking:** type the tracking number for your UPS, Fedex or USPS package.
- **Public Data:** To see trends for population and unemployment rates of U.S. states and counties, type "population" or "unemployment rate" followed by a state or county.
- **Patent numbers:** Enter the word "patent" followed by the patent number.
- **Sunrise & Sunset:** Type "sunrise" or "sunset" followed by the city name.
- **Last but not least – spellchecker** – Google is a quick spell checker. For example, try searching for "nepoloen."




### Google Search Tools

Located on the left menu of your Google Search Results page.

- **Limit by date** – Google automatically searches for web pages posted any time, but you can specify that you want results within the last 24 hours, week, month, year or even a custom date range.
- **The Wonder Wheel** – a graphical display of your search results and related search terms. Using the Wonder Wheel you can explore topics within a niche without having to know terms of art or specialized subject vocabulary.
- **Timeline** – a graphic timeline of when your search terms have been mentioned.

**Last Updated:** Apr 13, 2017 5:23 PM | **URL:** <http://libguides.law.uga.edu/cle2011> |  Print Page

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