

## Google Search Engine Optimization(SEO) Cheat Sheet Cheat Sheet by AoNo (SerenaHoenn) via cheatography.com/20375/cs/3169/

Basic Examples		
This Search	Finds Pages Containing	
biking Italy	the words biking and Italy	
recycle steel OR iron	information on recycling steel or recycling iron	
"I have a dream"	the exact phrase I have a dream	
salsa – dance	the word salsa but NOT the word dance	
Louis "I" France	information about Louis the First (I), weeding out other kings of France	
castle ~glossary	glossaries about castles, as well as dictonaries, lists of terms, terminology, etc.	
fortune-t- elling	all forms of the term, whether spelled as a single word, a phrase, or hyphenated	
define:im broglio	definitions of the word imbroglio from the Web	

Alternative Query Types		
Operators	Meaning	Type Into Search Box (& Results)
cache:	Display Google's cached version of a web page.	cache:www.irs.g- ov(Show Google's cached version of the US Internal Revenue Service home page.)
info: (or id:)	Find info about a page.	info:www.theonion.com (Find information about The Onion website.)
related:	List web pages that are similar or related to the URL.	related:www.hea- lthfinder.gov (Find websites related to the Healthfinder website.)

Calculator		
Operators	Meaning	Type Into Search Box (& Results)
+ - * /	basic arithmetic	12 + 34 - 56 * 7 / 8
% of	percentage of	45% of 39
^ or **	raise to a power	2^5 or 2**5
old units in new units	convert units	300 Euros in USD, 130 lbs in kg, or 31 in hex

Restrict Search to Google News		
Operators	Meaning	Type Into Search Box (& Results)
location:	Find News articles from sources located in the specified location.	queen locati- on:uk (Find British news articles on the Queen.)
source:	Find News articles from specified sources.	peace source:ha_aretz (Show articles on peace from the Israeli newspaper Ha'aretz.)

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Restrict Search to Google Groups (cont)		
insubject:	Find Groups messages containing crazy quilts in the subject.	insubject:"crazy quilts" (Find articles containing crazy quilts in the subject line.)

Restrict Search		
Operators	Meaning	Type Into Search Box (& Results)
city1 city2	Book flights.	sfo bos (Book flights from San Francisco (SFO) to Boston (BOS).)
site:	Search only one website or domain.	Halloween site:www.cen- sus.gov (Search for information on Halloween gathered by the US Census Bureau.)
[#][#]	Search within a range of numbers.	Dave Barry pirate 20022006 (Search for Dave Barry articles mentioning pirates written in these years.)
filetype: (or ext:)	Find documents of the specified type.	Form 1098-T IRS filetype:pdf (Find the US tax form 1098-T in PDF format.)
link:	Find linked pages, i.e., show pages that point to the URL.	link:warriorlibrar- ian.com (Find pages that link to Warrior Librar- ian's website.)

Operators	Meaning	Type Into Search Box (& Results)
author:	Find Groups messages from the specified author.	flying author:Hamish author:Reid (Search for Hamish Reid's articles on flying.)
group:	Find Groups messages from the specified newsgroup.	ivan doig group:rec.ar- ts.books (Search for postings about Ivan Doig in the group rec.ar- ts.books.)



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Published 11th January, 2015. Last updated 12th May, 2016. Page 1 of 3. Sponsored by **Readable.com**Measure your website readability!
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Specialized	Specialized Information Queries		
Operators	Meaning	Type Into Search Box (& Results)	
book (or books)	Search full-text of books.	book Ender's Game (Show book-related information. Note: No colon needed after book.)	
define, what is, what are	Show a definition for a word or phrase.	define monopsony, what is podcast (Show a definition for the words monopsony and podcast. Note: No colon after define, what is, or what are.)	
define:	Provide definitions for words, phrases, and acronyms from the Web.	define:kerning (Find definitions for kerning from the Web.)	
movie:	Find reviews and showtimes.	movie: traffic (Search for information about this movie, including reviews, showtimes, etc.)	
stocks:	Given ticker symbols, show stock information	stocks: goog (Find Google's current stock price.)	

Specialized Information Queries (cont)		
weather	Given a	weather Seattle WA,
	location	weather 81612
	(US zip	(Show the current
	code or	weather and
	city),	forecast. Note: No
	show the	colon after weather.)
	weather	

	weather	colon after weather.)
Restrict Sea Words App		s where Query
Operators	Meaning	Type Into Search Box (& Results)
allina- nchor:	All query words must appear in anchor text of links to the page.	allinanchor:useful parenting sites (Search for pages that are called useful parenting sites by others.)
inanchor:	Terms must appear in anchor text of links to the page.	restaurants Portland inanchor:- kid-friendly (Search for pages on Portland restau- rants for which links to the page say they are "kid friendly.")
allintext:	All query words must appear in the text of the page.	allintext:ingredients cilantro chicken lime (Search for recipes with these three ingredients.)

Restrict Search to Sites where Query Words Appear (cont)		
intext:	The terms must appear in the text of the page.	Dan Shugar intext:Po- werlight (Find pages mentioning Dan Shugar where his company, Powerlight, is included in the text of the page, i.e., less likely to be from the corporate website.)
allint- itle:	All query words must appear in the title of the page.	allintitle: Google Advanced Operators (Search for pages with titles containing "Goo- gle," "Advanced,", and "Operators".)
intitle:	The terms must appear in the title of the page.	movies comedy intitle:top ten (Search for pages with the words movie and comedy that include top ten in the title of the page.)
allinurl:	All query words must appear in the URL.	allinurl:pez faq (Search for pages containing the words pez & faq in the URL.)
inurl:	The terms must appear in the URL of the page.	pharmaceutical inurl:- investor (Search for pages in which the URL contains the word investor.)



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