Lesson no. 7 GOOGLE OPERATORS

GOOGLE OPERATOR: SO THAT YOU CAN FIND ANYTHING ON WEB

When it comes to SEO, there are many tools that can help you research opportunities. Tools of the trade can run the gamut from link research to on-page optimization to tools for performing SEO audits.

Advanced Google search operators have their place in this ecosystem of tools, however. These operators can help you gain insight into SEO opportunities and audit points you otherwise would not have identified as a result; the possibilities are endless.

Here are the advanced Google search commands and operators you need to know.

a) *Cache*

Using the cache operator, you can find out what the most recent cache of a specified webpage is. This is useful for identifying when a page was last crawled.

Example use: *cache:websitename.com*

b) *Allintext*

This operator will help you find whether all the terms that you are looking for shows up in the text of that page. This operator, however, isn't pin-accurate because it won't look for text on the page that appears close together.

Example use: *allintext:content social links*

c) *Intext*

This operator is a more global operator that allows you to find any terms showing up on a webpage in any area – like the title, the page itself, the URL, and elsewhere. This is useful if you want to perform research into how others' on-page SEO footprints are being categorized by Google.

Example use: *word one intext: other term*

d) *Inposttitle*

If you are performing blog research, this operator is useful for finding blogs with certain search terms in the blog title.

Example use: *inposttitle:weight loss goals*

e) *Allintitle*

This search operator is a great way to find blogs that match the content you are writing about. For example, you could use *allintitle* to research what others are doing for that particular topic. Then, you could write your post to be better than theirs.

Example use: *allintitle:how to write content for seo*

f) *Intitle*

This is a narrower operator that will help you find more targeted results for specific search phrases. If you wanted to find pages that are all about "drawing with micron pens" for example, the following is how you would use it:

Example use: *intitle:drawing with micron pens*

g) *Allinurl*

This one allows you to find pages with your requested search terms within the URL in internal search pages. For example, say you wanted to perform research on pages on a site that had the terms "drawing tablet". You would use the following:

Example use: *allinurl:amazon drawing tablet*

This will bring up all internal URLs on Amazon.com that have the terms "drawing tablet".

h) *Inurl*

If you wanted to find pages on a site that has your targeted search term in the URL, and the second term in content on a website, you could use this operator. This is useful for finding sites with strong on-page optimization for the topics you are researching.

Example use: *inurl:drawing portraits*

i) *Allinanchor*

This operator is useful for performing research on pages that have all terms after "*inanchor:*" in anchor text linking back to the page. Using this operator can help you find

Example use: *allinanchor:"how to draw anime"*

j) *Inanchor*

It is possible to identify pages with inbound links that contain the anchor text specified. However, data is only sampled and doesn't provide accurate global results.

Example use: *inanchor:"digital painting"*

k) *Filetype*

Do you want to find images that only fall under a specific file type (e.g., .jpg, .png, or .gif)? This is a great way to narrow research on infographics or memes. But, it can also help you identify stray images and other files (like PDFs) that may have been picked up by Google.

Example use: *site:domainname.com filetype:txt – inurl:robots.txt*

This will help you find files on your site that were indexed by Google but will exclude robots.txt from appearing in the search results.

l) *Around()*

Do you want to narrow the focus of your results to be super narrow? This is a great way to identify search results where two or more terms appear on the page, and also appear very close to each other (denoted by the number in the parentheses).

Example use: *digital drawing AROUND(2) tools*