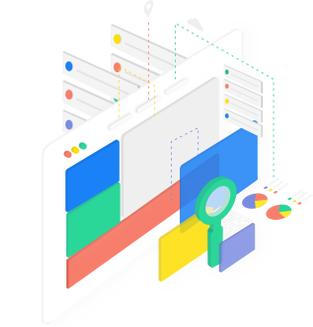


# Practical Tips for Google Search Operators

## cache:

Shows the most recent cache of a specific webpage.

`cache:seranking.com/blog/` returns Google's cached version of SE Ranking blog page.



## " "

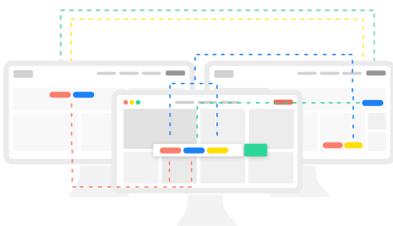
Searches the exact match for the term within the quotation marks.

`"se ranking"` shows results that contain the terms "se" and "ranking" in the specified order.

## site:

Allows to search only for results within a specific domain.

`site:seranking.com affiliate` turns back results relevant to the term "affiliate" from the seranking.com web pages.



## OR

Returns documents that contain either the first word, the second word or both words. The OR search operator is case sensitive and must be uppercase.

`keyword OR query` returns web pages that contain at least one of the following terms: "keyword", "query".



## -

Excludes the web pages with the term that directly follows the minus.

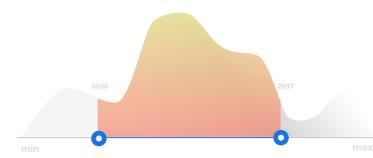
`trial -credit` returns search results relevant to the term "trial" as long as they do not contain the term "credit".



## \*

Allows to find a substitution for any unknown word within a search term. Google treats this wildcard operator as a placeholder for 1 or more words.

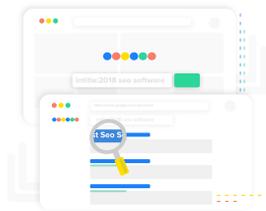
`best * tool` gives back search results that are relevant to the terms "best" and "tool", with any wildcard terms positioned between them.



## ..

Returns search results for any number with the specified range. The minimum and maximum values of the range must be separated by two dots.

`seo blog 2010..2018` shows web pages relevant for the terms "seo" and "blog" that have numbers between "2010" and "2018".



## intitle:

Brings up the pages that contain the specified term within the title. The word after the search operator will be in the title, and the rest of the words – in any part of the page.

`intitle:2018 seo software` turns back search results that are relevant for the terms "2018", "seo", "software" and include the term "2018" within the title element.

## allintitle:

Finds the web pages that contain all of the specified terms within the page's title element.

`allintitle:best seo software` returns search results that contain "best", "seo" and "software" within the title element.



## inurl:

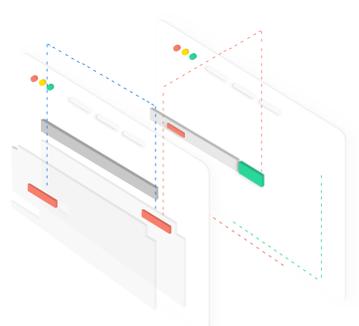
Finds the web pages that contain the specified word or phrase in their URLs.

`best tool inurl:seo` returns search results that are relevant for the terms "best", "tool" and contain the term "seo" within their URL.

## allinurl:

Finds the web pages and files that contain all of the specified words within their URLs.

`allinurl:seo tips 2018` gives back search results that contain "seo", "tips", and "2018" within their URLs.



## intext:

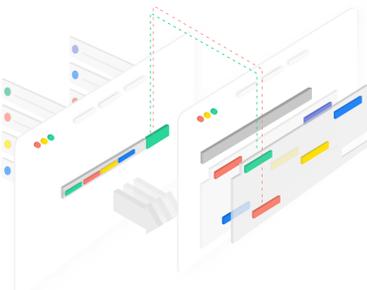
Returns the web pages that contain the specified word or phrase somewhere within the page's text.

`lead generation intext:widget` returns web pages that are relevant for the terms "lead" and "generation" that contain the term "widget" within their text.

## allintext:

Finds the web pages that contain the specified terms within the page's text.

`allintext:discover competitors` shows web pages that contain "discover" and "competitors" within the page's text.



## filetype:

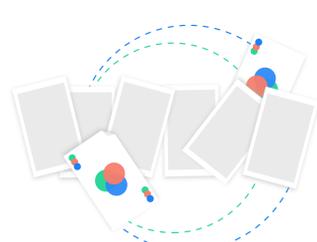
Returns the search results matching the specific file type. Some examples include PDF, DOC, XLS, PPT, and TXT.

`bloggers filetype:xls` gives back xls files relevant to the terms "bloggers".

## related:

Returns the web sites that are related to the specified domain.

`related:searchenginejournal.com` turns back web pages that Google deems similar to the Search Engine Journal web pages.



## NOTE

You can combine almost all the Google search operators together to get the advanced search results.

For example, `site:google.com intitle:"FAQ OR help" -site:directory.google.com -site:answers.google.com` returns the web pages at `answers.google.com` and `directory.google.com` subdomains that contain the words "FAQ" or "help" within their titles.