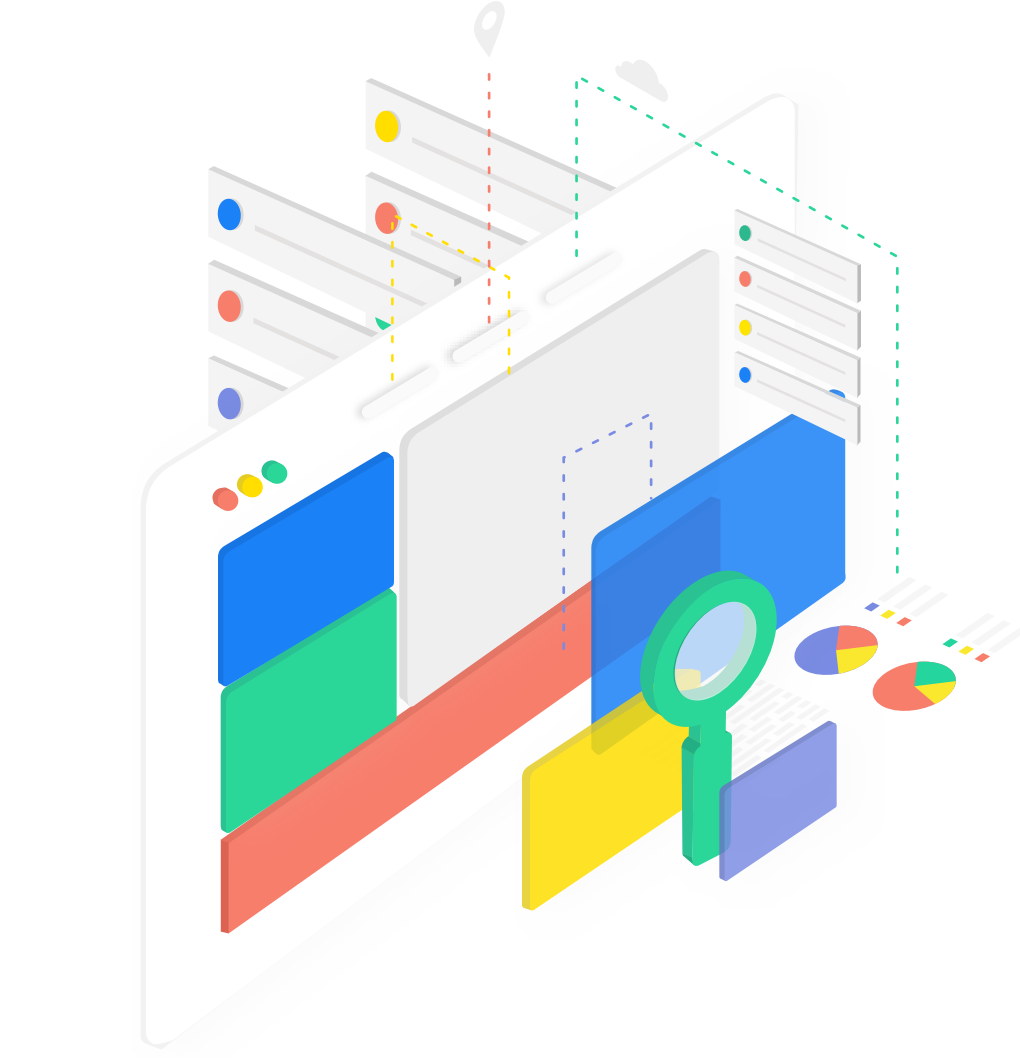
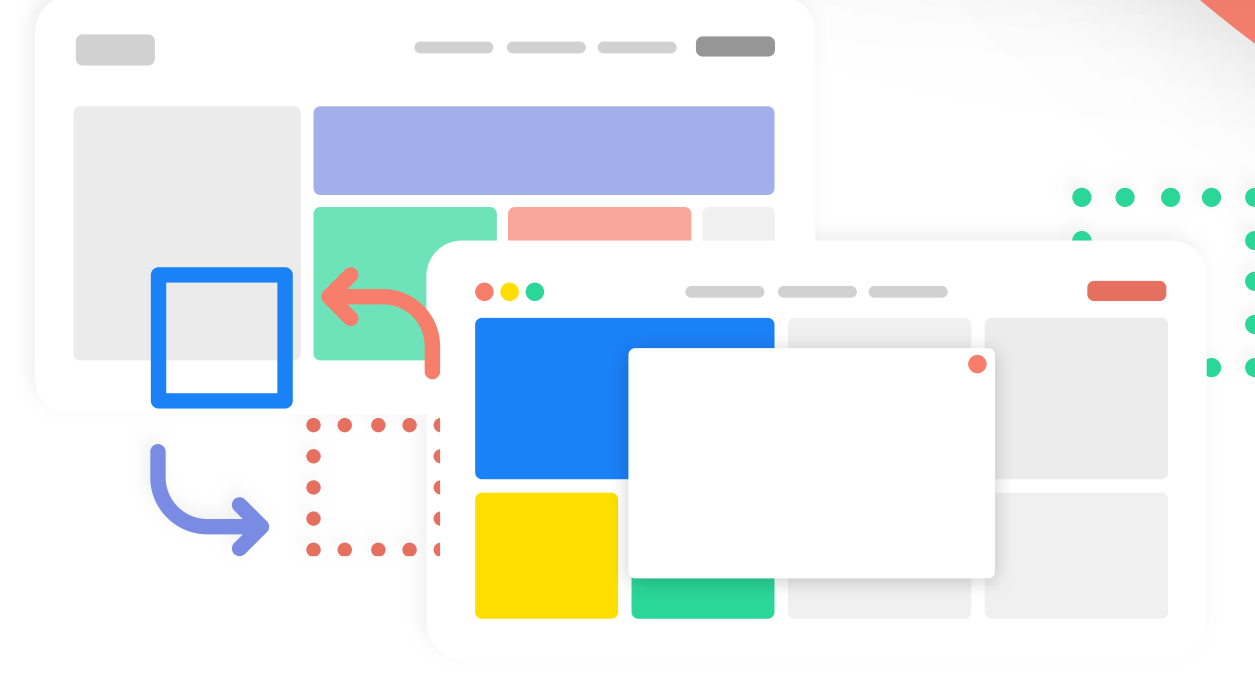


Practical Tips for Google Search Operators

cache:

Shows the most recent cache of a specific webpage.

[cache:seranking.com/blog/](#) returns Google's cached version of SE Ranking blog page.



" "

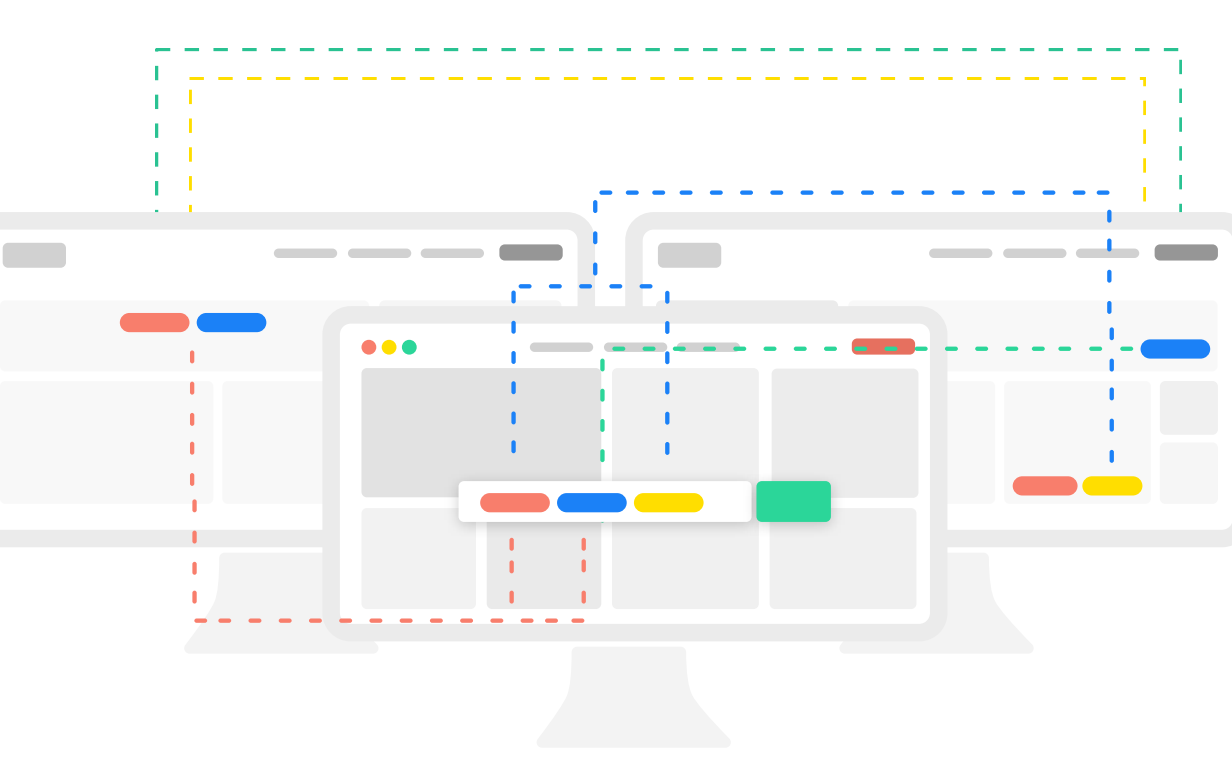
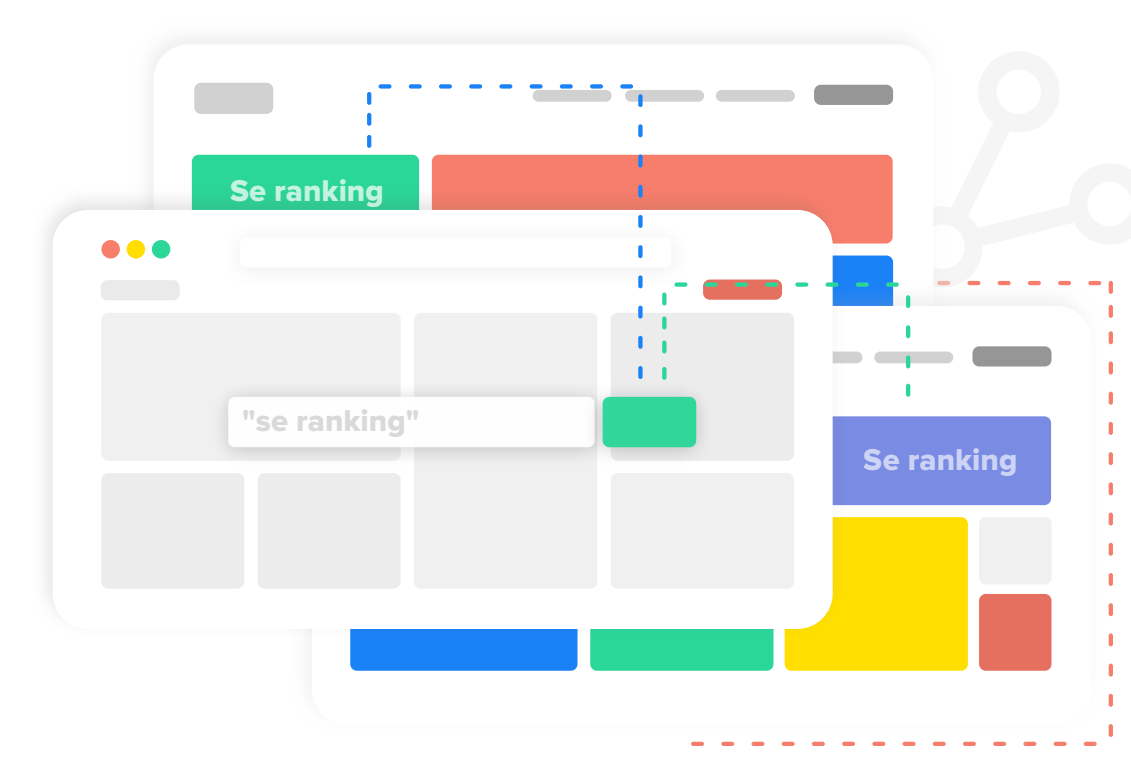
Searches the exact match for the term within the quotation marks.

["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.

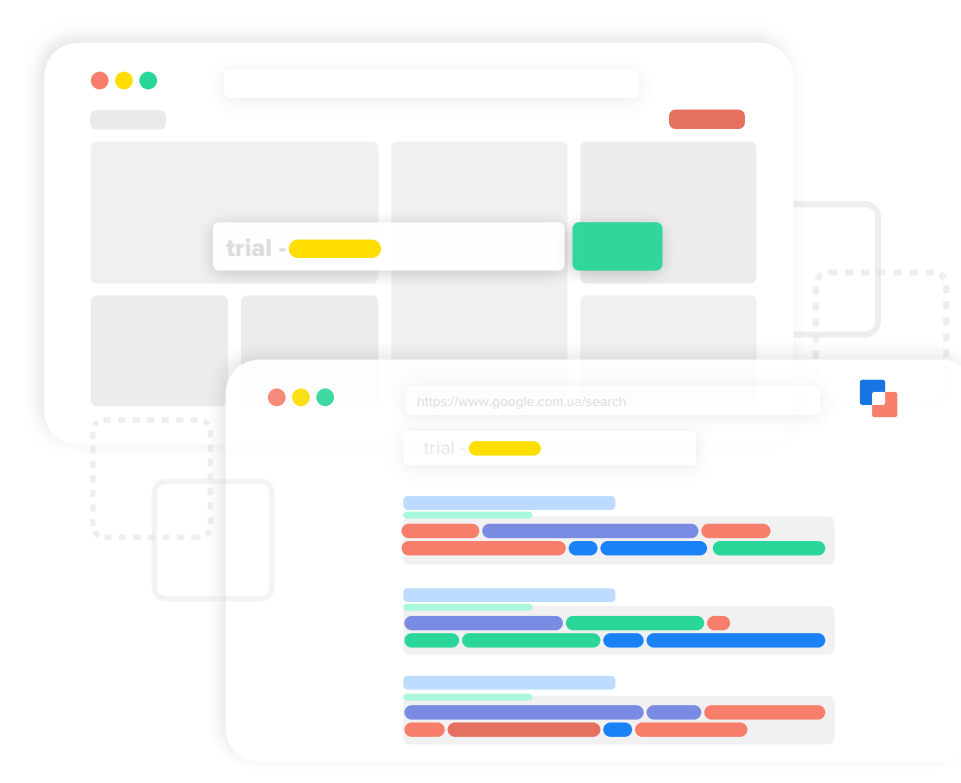
[site:seranking.com affiliate](#) turns back results relevant to the term "affiliate" from the seranking.com web pages.



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.

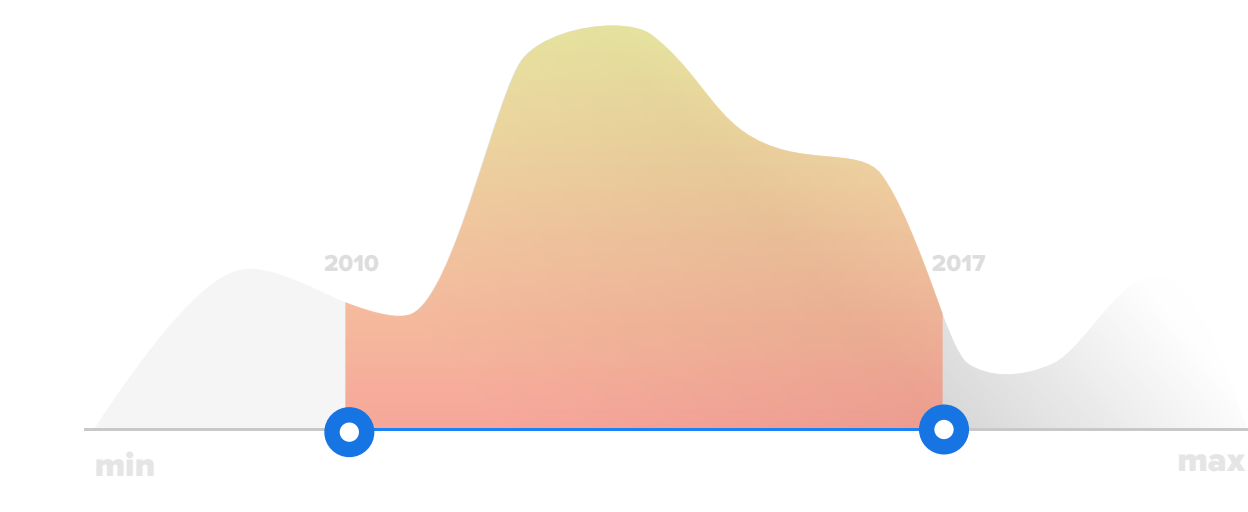
[trial -credit](#) returns search results relevant to the term "trial" as long as they do not contain the term "credit".



*

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.

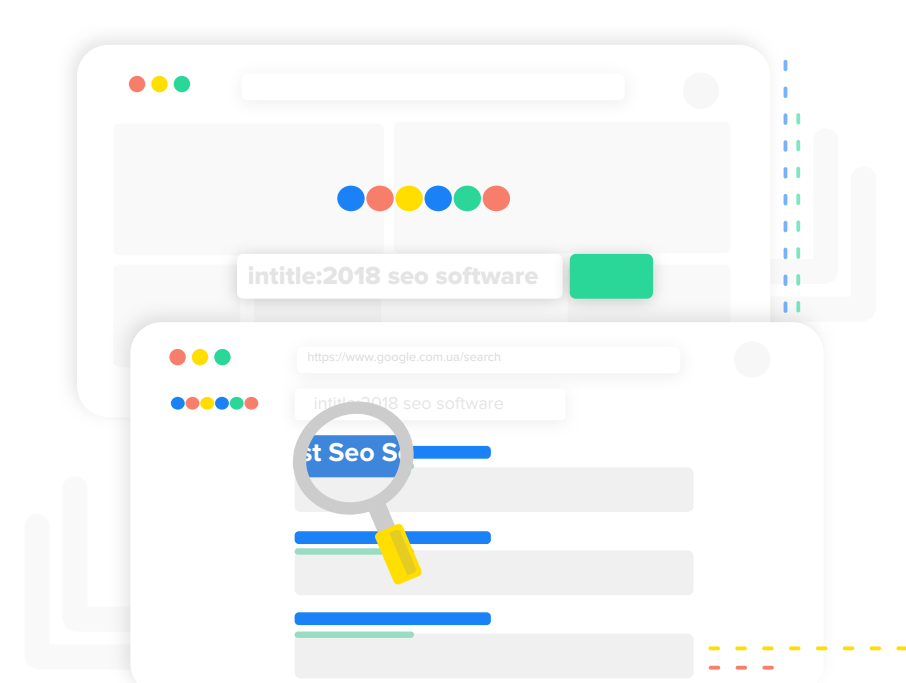
[best * tool](#) gives back search results that are relevant to the terms "best" and "tool", with any wildcard terms positioned between them.



..

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

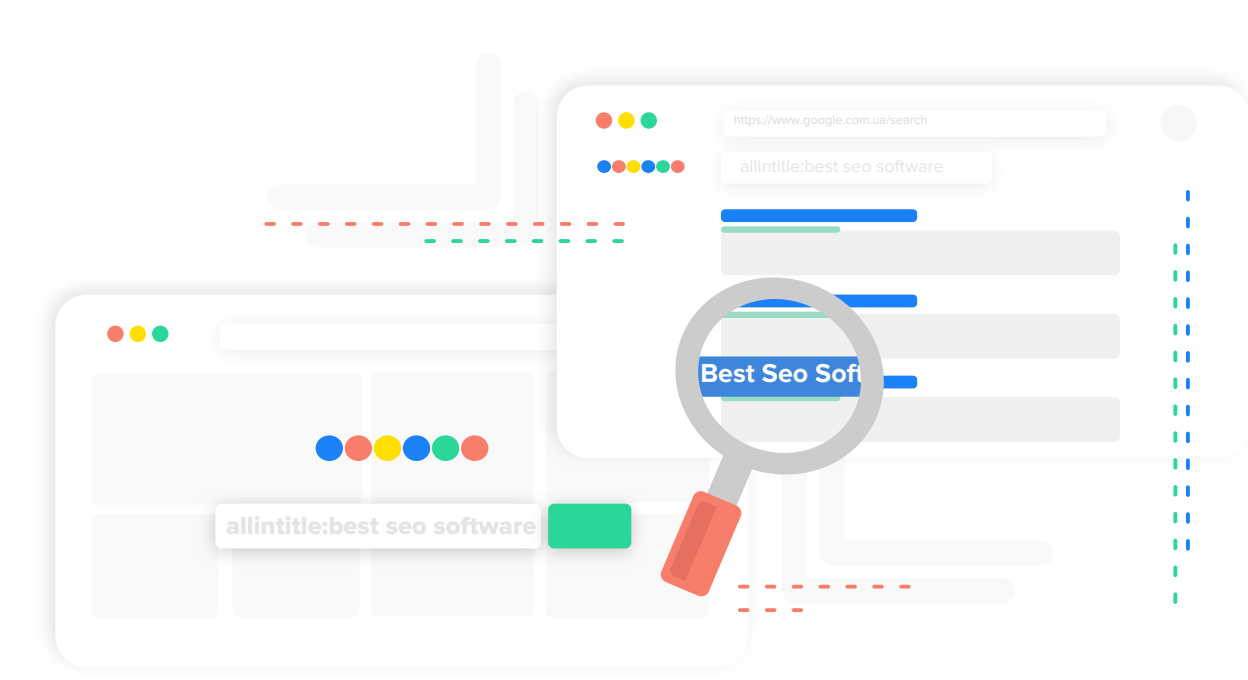
[seo blog 2010..2018](#) shows web pages relevant for the terms "seo" and "blog" that have numbers between "2010" and "2018".



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.

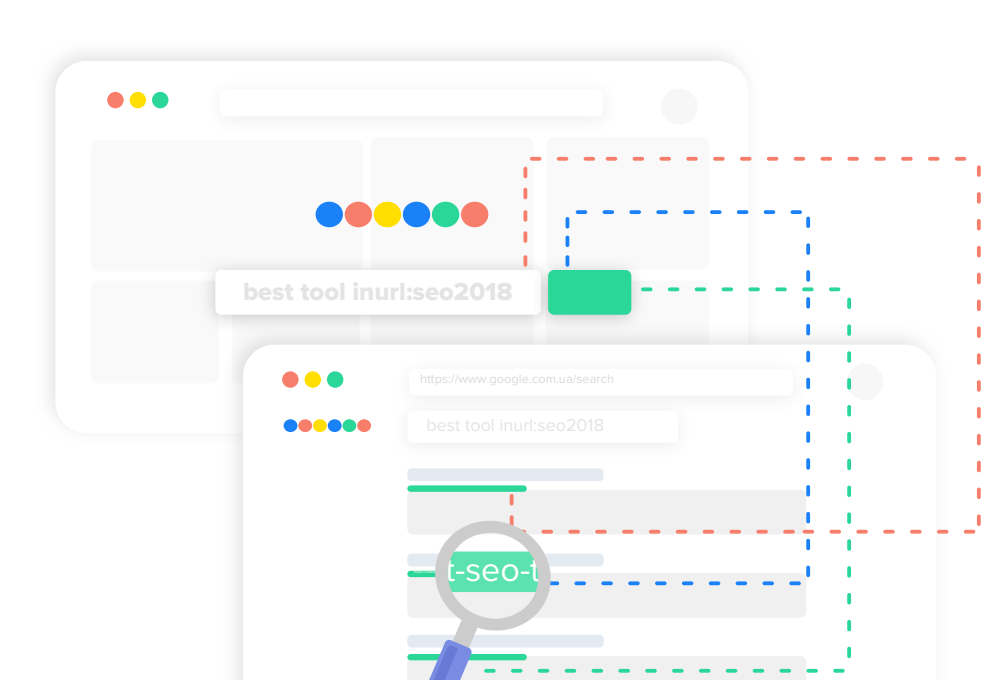
[intitle:2018 seo software](#) turns back search results that are relevant for the terms "2018", "seo", "software" and include the term "2018" within the title element.



allintitle:

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

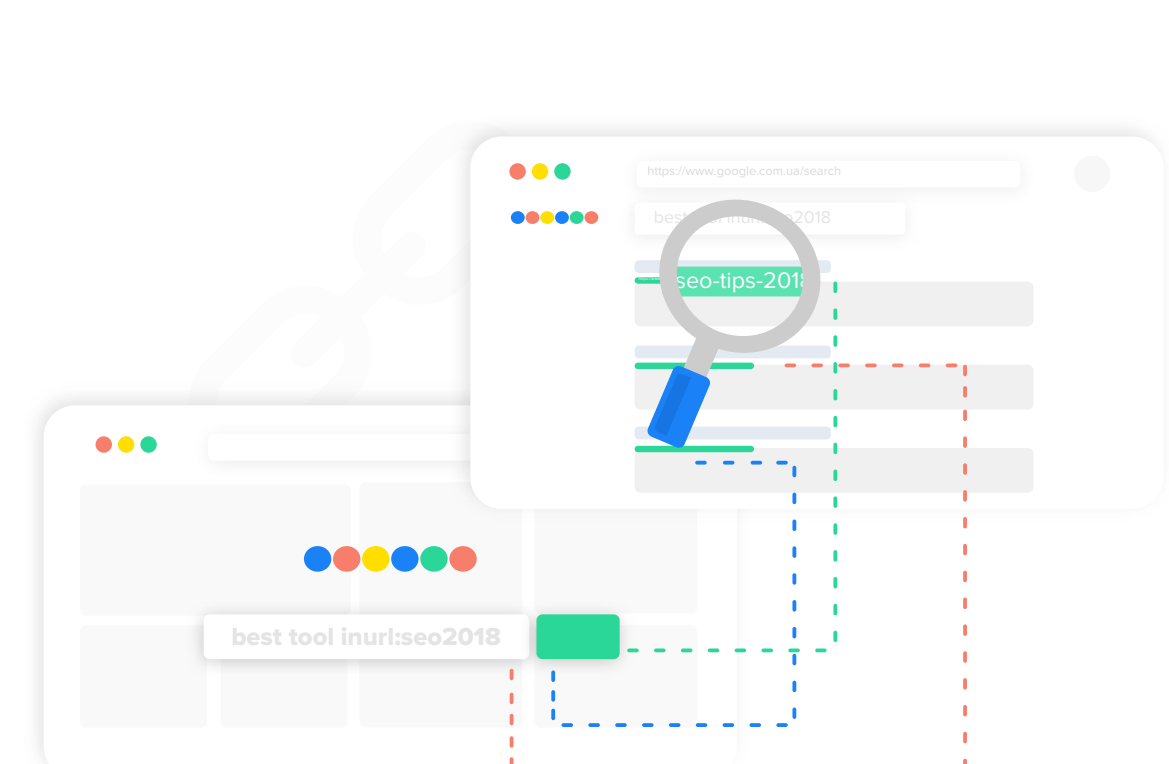
[allintitle:best seo software](#) returns search results that contain "best", "seo" and "software" within the title element.



inurl:

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

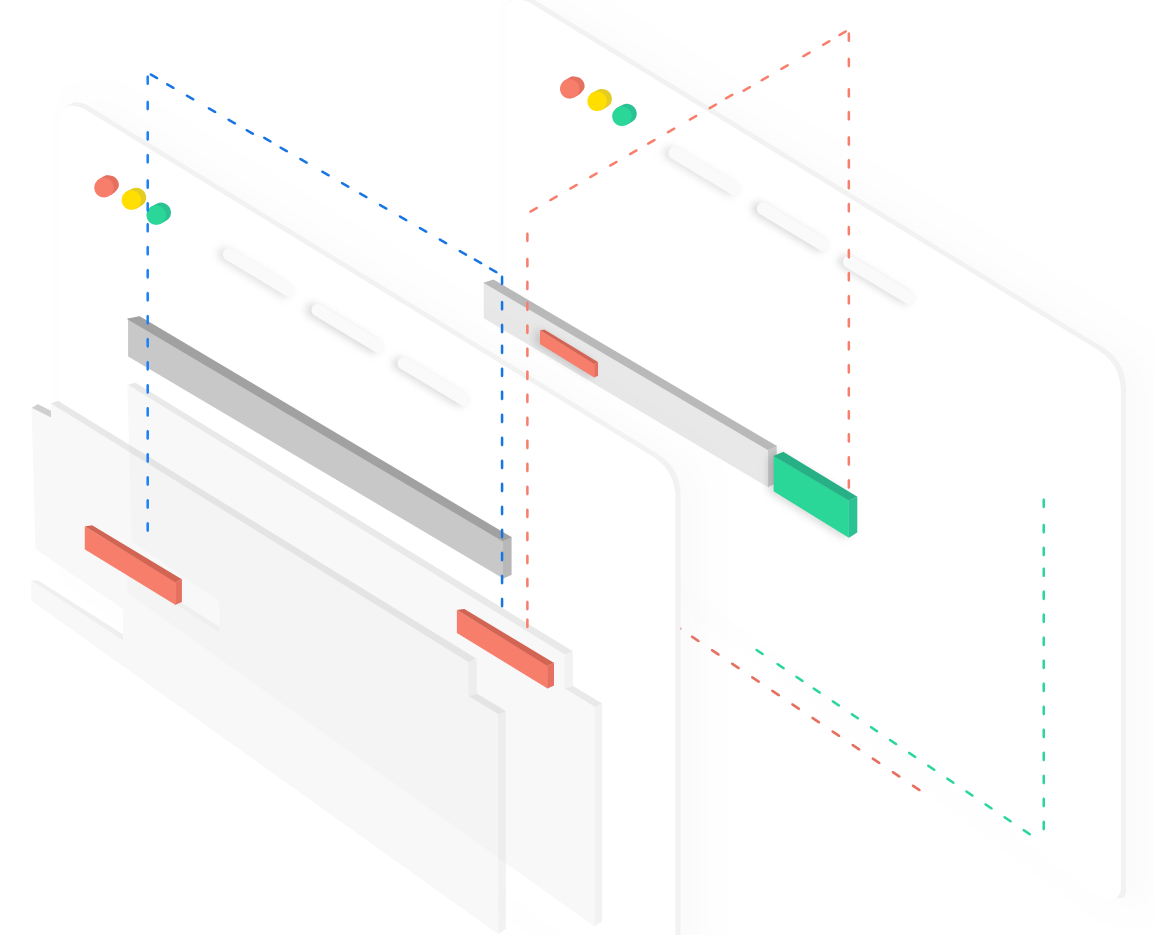
[best tool inurl:seo](#) returns search results that are relevant for the terms "best", "tool" and contain the term "seo" within their URL.



allinurl:

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

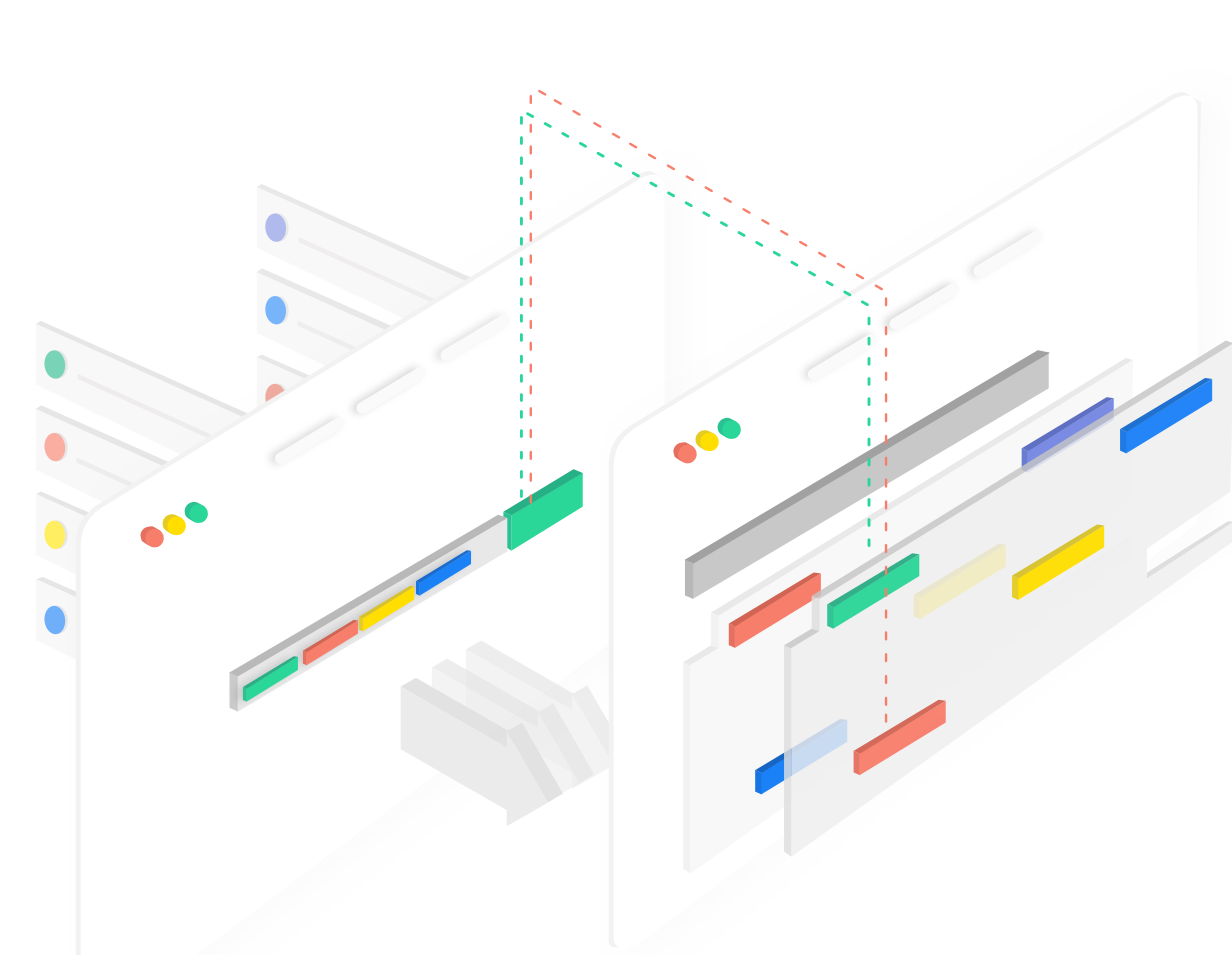
[allinurl:seo tips 2018](#) gives back search results that contain "seo", "tips", and "2018" within their URLs.



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.

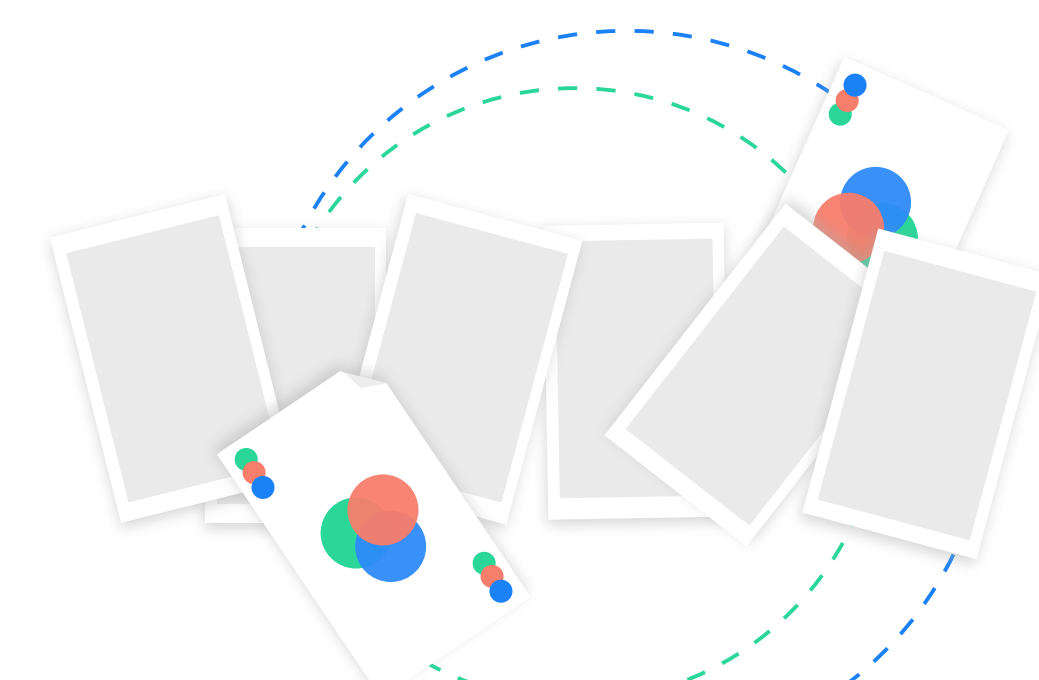
[allintext:discover competitors](#) shows web pages that contain "discover" and "competitors" within the page's text.



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 google.com (but not at answers.google.com and directory.google.com subdomains) that contain the words "FAQ" or "help" within their titles.