

Google Tricks For Finding Authoritative Information

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MarketWithAuthority.com

Do you write articles or give presentations for the general public? You don't need to cite journals or compile a bibliography. But your content still needs to come from authoritative sources.

There are many ways to find high-quality information online. If you prefer to start with Google, but are overwhelmed with millions of irrelevant hits, try one or more of the following shortcuts:

SEARCH WITHIN SPECIFIC DOMAINS

- **Limit your search to government websites.** Add the following to your search terms: site:gov

For example: *bullying site:gov*

[Note: the only space in the above search term is after the word *bullying*

Your results will contain only websites ending in .gov. Among the hits will be government help sites for consumers, fact sheets, research reports and other government documents and services.

- **Limit your search to educational institutions.** Add the following to your search terms: site:edu

For example: *bullying site:edu*

Your results will contain only websites ending in .edu, which is the suffix for most university websites. You'll see links to public education sources, press releases on new research, and names of researchers.

- **Limit your search to organizations and associations.** Add the following to your search terms: site:org

For example: *bullying site:org*

Your results will contain only websites ending in .org, which is the suffix for non-profit associations and organizations. Since anyone can register a domain name ending in .org, you may also get some commercial websites in your results.

Searching for .org sites is useful when you are looking for a broad range of resources related to your topic.

You can use Google to search within any specific website, without actually visiting the site. Let's say you want to search within the APA website for information on bullying. Your search will be:
bullying site:apa.org

Or, to search within the New York Times website from Google, simply add site:nytimes.com to your search.

SEARCH FOR SPECIFIC FILE TYPES

- **Search for Powerpoint presentations.** Add the following to your search terms: filetype:ppt
For example: bullying filetype:ppt

Your search results will contain only Powerpoint slideshow presentations that have been uploaded to the Web.

Slideshows can be a great source for statistics and other facts, distilled into bullet points. Of course, you would not plagiarize the work of others, but you can copy the facts and figures listed on slides if they are from government websites and other public-domain sources.

- **Search for files in PDF or doc format.** Add one the following to your search terms: filetype:pdf or filetype:doc
Examples: bullying filetype:pdf
bullying filetype:doc

Your results will contain fact sheets, brochures, articles and research papers.

Combine some of the above to get more precision. For example, let's say you want statistics on bullying from a Powerpoint presentation on a government website. Your search would look like this:
bullying statistics filetype:ppt site:gov

Copy and paste the above line into a Google search box, and notice the high quality of the results.

SEARCH WITHIN A SPECIFIC DATE RANGE (and more...)

Google has a new feature that enables you search only within a specific date range – which is great for zeroing in on current (or historical) material. Look for “Show options” at the top of your Google search results. [See sample next page.]



 [Ac](#)

Web [+ Show options...](#)

[\[PPT\] PowerPoint Presentation - Bullying](#)

File Format: Microsoft Powerpoint

Reduce **bullying**, name-calling and other expressions of bias; Create a safer learning environment ... Supports the **bullying** but does not take an active part ...

www.dekalb.k12.ga.us/chambleems/Bullying.ppt - [Similar](#)

[\[PPT\] Bullying: What's New and What To Do](#)

File Format: Microsoft Powerpoint - [View as HTML](#)

More than 50% of teens (ages 12 to 17) witness at least one **bullying** or taunting incident in school each week (NCPC, 2005). ...

After you click, the options will appear on the left side of the page, as shown in this screenshot.

Note the additional search options, besides time search:

Reviews list websites that contain reviews of your topic

Related searches gives you a list of alternate search terms, to help you expand or narrow your search.

And the **Wonder wheel** provides an interesting graphical interface of your search results and related search terms.



Web [- Hide options](#)

› **All results**

[Videos](#)
[Forums](#)
[Reviews](#)

› **Any time**

[Recent results](#)
[Past 24 hours](#)
[Past week](#)
[Past year](#)
[Specific date range](#)

› **Standard view**

[Related searches](#)
[Wonder wheel](#)
[Timeline](#)

› **Standard results**

[Images from the page](#)
[Prices from the page](#)
[More text](#)

[\[PPT\] PowerPoint Pr](#)

File Format: Microsoft |

Reduce **bullying**, nam
environment ... Suppor
www.dekalb.k12.ga.us

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More than 50% of teen
school each week (NC
www.ncpc.org/training/

[\[PPT\] Bullying](#)

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Teaching Kids T
Crime Preventio
www.ncpc.org/tr

[\[PPT\] Peer Abuse: S](#)

File Format: Microsoft |

What is known about th
in **bullvina** prevention

Next time you need authoritative content for your articles and presentations, try some of the above shortcuts. You'll notice a huge difference in the quality of your search results!

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