Better Search Better Results

The words you add into your search are called keywords and what you type in affects the quality and quantity of your results.

For even simple searches, try a few different ways of explaining what you’re after. You could:
- Imagine the kind of person who might write the information you need, and the words they would use
- Imagine possible answers to your query and the words they could contain
- Try a few alternative words or approaches to your question.

Once you get your keywords sorted out, try using a few search modifiers to refine your search and get the best results.

Phrase search

Sometimes the best way to find information is to search for two or more words in a certain order. Put those words in quotation marks to do a phrase search. For example you might search

"peanut butter"

But be careful! Use a phrase search only for proper names and common or standard phrases. For example if your question is: What rights does everyone in the world deserve to have?

the common phrase is not
"rights everyone deserves" but instead "human rights"

Search tools

Google allows you to start with a basic keyword search but offers many options to refine your search. You’ll find some of these advanced options in Search tools, others are in advanced search found under the cog in the upper right-hand corner of the screen.

In search tools you will find a range of tools for refining your search, such as limiting to Australian sites, by time period and by certain types of results.

Advanced search

In the cog you can click on Advanced search and refine your search even further by including results in a particular format, language or eliminating terms you don’t want.

"magpies —Collingwood"