

Essential Google Operators for SEOs and Content Marketers

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Google Operators	How it works	Search example	Special Notes
minus sign “-”	This will exclude specific word from your search results.	Neil Patel -“Quick Sprout”	You can also stick the minus in front of any normal word you search.
quotes “insert keywords here...”	If you want to be 100% sure that only results with a specific phrase are shown, you need to put them in quotations.	“content strategy”	This helps you remove any irrelevant results.
Quotes for domain “site:”	If you want to explore a particular site and all of its pages then it works best.	site:quicksprout.com (For getting all pages) site: boostblogtraffic.com content marketing (for getting writers) site: quicksprout.com infographic (For getting pictures)	1.It could also be use to find writer 2.Find Guest post location 3.Find pictures
Specific Title Topic “intitle:”	This search operator will help you to find a certain type of article (e.g. a list, a summary, etc.) for research purposes.	intitle:“email marketing tips” intitle: email marketing tips intitle:email intitle:marketing intitle:tips	If you use it without quotations in this particular situation, Google will bring up results where “email” is always in the title, but marketing and tips are just mentioned somewhere else on the page. If you want to be 100% sure of your results, break it down like this.

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link building footprints "inurl:"	This operator will help you to find out niche specific link building opportunity.	inurl:"submit guest post" inurl:"Resource pages" inurl:"Health blog"	Consider that you could get hundreds of potential leads with this single footprint. If you find a few other good ones, you'll be set for a while.
For country specific content Keyword inurl:.Domain extension	This operator will help you to find targeted content for targeted country.	Health inurl:.uk	You could use this search operator to search for domains with any tld.
For 2 Things "OR"	When you use the "OR" operator, Google realizes that any page that contains the keyword on the left or right of it is relevant.	apples OR oranges apples oranges inurl:"submit guest post" "content marketing" OR SEO	You can use this "OR" with your any other search strings as here shown in third search example
For Brand and Name Mentions "KW 1" OR "KW 2" OR KW 3	By this operator you can find brand mentions, when people mention or link to you and contact them if they haven't contacted you.	"Neil Patel" OR "Quick Sprout" OR Quicksprout "Neil Patel" OR "Quick Sprout" OR Quicksprout site:Quicksprout.com	To make it more useful, use the "site:" operator from earlier.
Use a wildcard for Specific post "*"	When you include this in any search, it tells Google to replace it with any word(s). It will put multiple words in its place sometimes.	top * marketing books best * marketing resources	It is also known as an asterisk "*"

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Find a range of result “..”	This operator will help you to search a range of topics.	“best 5..50 nutrition” tips	It will bring you results that contain
For specific file types “filetype:”	The “filetype:” operator lets you specify any one of a number of different file formats:	“PDF:” “rtf:”	You can combine this with a regular search, or with any of the search operators that we’ve looked at so far.
Find books of your favorite bloggers site:website.com filetype:pdf	One potential use for this search operator is to find any free ebooks or guides a blogger has released.	site: iwillteachyoutoberich.com filetype:pdf	You will get the few dozen PDFs that Author has published over the years
Backup for research “cache:”	All you do is add “cache:” before a URL, and Google will show you a cached version of a page, as well as when it was last visited.	cache:http://www.quicksprout.com/2013/06/17/how-i-built-my-first-business-through-email-marketing/	You need to be using Chrome or Google as the search engine for it to work.
Getting related results “related:”	The “related:” search operator can come in really handy when you want to find similar sites or content.	related: www.quicksprout.com related: https://blog.kissmetrics.com/44-content-marketing-resources/ related: http://blog.hubspot.com/marketing/blog-promotion-tactics	Quickly find top sites in a niche Find similar content Find more potential backlink sources