Google Basics – Why use intitle:?

The answer to “So why don’t we just use allintitle: all the time?”

Because …

The world of information is messy and we often need some flexibility when we search for buried treasure.

Example -

Try finding websites that have all of the following words and phrases in the title using the **allintitle:** command –

```
allintitle: unicorn “New Mexico” lavender
```

This search comes up empty (or at least it did the last time I checked).

However, by using the intitle: command we can still look for websites that contain at least one (or perhaps two) of the ideas in the title while the other one or two ideas still appear somewhere in the website.

```
intitle:unicorn “New Mexico” lavender
```

or

```
intitle:unicorn “New Mexico” intitle:lavender
```

or

```
unicorn intitle:“New Mexico” lavender
```

If you try each of these searches in Google, you’ll notice that you get very different results when you emphasize different ideas – by placing **intitle:** in front of the word you want to emphasize.

**Remember** – with **intitle:** there is no space after the colon!

For later in the semester …

Google is an easygoing search engine that is happy to give you some results that are sort of, kind of, what you asked for – rather than exactly what you asked for. Google will also give you answers based on what you have searched for in the past (Filter Bubble or personalization).

To get exactly what you ask for from Google, use search commands like **quotes**, **minus**, **intitle:**; and **site:**; or use one of Google’s cousins like Google Scholar (see the “What You Must Know” guide - Week 2 – Google Scholar) or Google Books (see the “What You Must Know” guide - Week 2 – Google Books) or perhaps a library database like OneSearch (see the “What You Must Know” guide - Week 4 – OneSearch), UNISTAR (see the “What You Must Know” guide - Week 3 – UNISTAR – the Library Catalog), or PsycINFO (see the “What You Must Know” guide - Week 6 – PsycINFO).