Google Basics  The “ ” and - commands

Over the years, as you continue to search Google, your search results will be based on your previous searches due to Google’s personalization features (see the Filter Bubble Video).

To take control of your Google searches you need to use Google search commands like intitle: allintitle: site:

Another way to control your Google searches is to use quotes “ ” and the minus – commands.

The quotes command

You can control your Google searches by asking Google to insist that a word must be present (with quotes).

“banana” the word banana must appear

There should be no space between the quotation marks and the word that must be included.

Example:

The Google search ...

baseball  mom  “apple”  “pie”  “cinnamon”  “recipe”

... tells Google that the webpages to be found must include the words apple, recipe, cinnamon, and pie.

While Google will look for the words baseball and mom the webpages it will show you won’t necessarily include baseball and mom.
The Minus Command

In Google when you put a minus sign directly in front of and against a word ... that word must not appear in the webpage.

-**orange** the word orange must not appear

There should be no space between the minus sign and the word that must be excluded.

Examples:

The Google search ...

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baseball mom apple pie -cinnamon -recipe
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... tells Google to look for the words baseball, mom, and apple, and to be sure that the words *cinnamon* and *recipe* do not appear in the webpages that are found.

Since there are no quotes around baseball, mom, apple, and pie Google will look for these words, but the webpages it will show you won’t necessarily include baseball, mom, apple, and pie.

The Google search ...

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“Clinton” “Iowa” -President -Bill -Hillary Mississippi
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... tells Google that the webpages to be found must include the words Iowa and Clinton, and must not include the words Hillary, Bill, and President.

Since the word Mississippi doesn’t have quotes around it Google will look for the word Mississippi, but the webpages Google finds won’t necessarily include the word Mississippi.
More examples of quotes and minus to control Google.

<table>
<thead>
<tr>
<th>When you type</th>
<th>will it show up in your results?</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Tiddlywinks”</td>
<td>yes</td>
</tr>
<tr>
<td>Tiddlywinks</td>
<td>maybe</td>
</tr>
<tr>
<td>-Tiddlywinks</td>
<td>no</td>
</tr>
</tbody>
</table>

When you search Google for: “Tiddlywinks”  Spirograph  -Nerf

Tiddlywinks    must appear in the results.
Spirograph     might appear in the results (but not necessarily).
Nerf           must not appear in the results.