Effective Internet Search Techniques - Google "Cheat Sheet"
(excerpted from the "2009 Attorney's Information Forensics Handbook")

Checking an Email Address:

Effective email address searches can turn up information regarding:
•   Newsgroup Postings
•   Affiliations
•   Personal Information

Example 1: If the subject has their own domain ("**@companyname.com**" instead of a generic account like "**@gmail.com**") then you may find information regarding their company - as well as other reseach-able email addresses by inserting the following into the Google search - make sure to include the quotes:

> **"@companyname.com"**

Example 2: If the email address is generic (AOL, Yahoo, Gmail, etc.) then you will use the same technique above, but using the entire address:

> **"name@companyname.com"**

Refining Searches:
Some terms are so generic as to return too much "noise" when doing a search. To combat this, use the following search techniques:

To search a specific phrase use quotes around the phrase:

Example: To search for the phrase "Copyright CompanyName" you would use the following:

> **"Copyright CompanyName"**

To make a term mandatory in the search results use the "+" in front if the term (no quotes). To exclude a term, use the "-" (no quotes), and to use synonyms use the "~" sign.

Example 1: To search for CompanyName and to mandate all results have the term "John Doe" in them you would use:

> **+CompanyName +"John Doe"**

Example 2: To search for CompanyName and to exclude all results that have the term "John Doe" you would use:

> **+CompanyName -"John Doe"**

Example 3: To search for CompanyName and to include results that are synonyms of the term "contract" you would use:

> **+CompanyName ~"Contract"**

<u>**Special Searches**</u>

Site Searches:

To search content on a specific site use the keyword "site:" (no quotes).

Example: To search CompanyName.com for the term "Property" you would use the following:

> `site:CompanyName.com "property"`

Cached Searches:

Google may temporarily hold "caches" of a site. What this means is that in some cases a snapshot of a page as it appeared on a particular date is available. This can be useful to look for information that has been recently removed or changed.

Example 1: To find the latest Google cached version of CompanyName.com:

> `cache:CompanyName.com`

Example 2: To find the latest Google cached version of the contact page on CompanyName.com:

> `cache:CompanyName.com/contact.html`

Linked Sites:

This will show other sites that link to a particular site on the web. This can help identify other relationships, affiliations, etc.

Example: To search for sites that link to CompanyName.com you would use:

> `link:CompanyName.com`

Filetype searches:

You can look for particular file types (xls, doc, pdf, etc.) by using the keyword "filetype:". This can be useful particularly when combined with a company or site reference. Make sure to read the "Caveats" section below.

Example 1: To find spreadsheets that are associated with CompanyName, or have CompanyName in them:

> `+CompanyName filetype:xls`

Example 2: To find spreadsheets indexed specifically on site CompanyName.com:

> `site:CompanyName.com filetype:xls`

Caveats

Not all information is indexed by Google. There are ways to instruct Google not to search/index certain items or sections of a site. In other words - just because you don't find it doesn't mean it doesn't exist.

This applies particularly to the filetype keywords - not everyone will make the mistake of having documents indexed by Google accidentally - although you would be surprised at the number that have!