

Google Search Operators Cheat Sheet 2023

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Top 15 basic Google search operators

Operator (1)	Definition	Example
“”	Surround your search term with quotation marks to get an exact match of that word or phrase.	“Digital marketing strategy consultant”
Operator (2)	Definition	Example
*	The asterisk, known as a wildcard, searches for any specific word or phrase you include after your keyword	Lerato * digital marketing
Operator (3)	Definition	Example
OR	Place OR (all caps) between two words to combine searches. Use it to search for results that have one of those words but not both.	Phasha360 OR Studio
Operator (4)	Definition	Example
AND	Place AND (all caps) between two words if you want your results to include both keywords.	Lerato AND Digital
Operator (5)	Definition	Example
	The pipe symbol does the same thing as OR.	Phasha360 Studio
Operator (6)	Definition	Example
()	Put a search term between parenthesis to group commands.	(lerato AND digital) marketing consultant
Operator (7)	Definition	Example
-	Put a hyphen before any term you want to exclude from results.	Lerato Monareng -digital
Operator (8)	Definition	Example
..	If you want to search for a number between a range of numbers, place two periods between that range.	election results 1996..2016
Operator (9)	Definition	Example
\$	Use a dollar sign to search for prices. You can use the Rand or Euro sign to search for prices in that currency.	Biltong R150
Operator (10)	Definition	Example
@	Use this symbol to search for results in social media.	@Leratomonareng_
Operator (11)	Definition	Example
#	Use this symbol to search for hashtags.	#Techreport



Top 15 basic Google search operators

Operator (12)	Definition	Example
In	Put "in" between two units you want to convert.	100 KM in Miles
Operator (13)	Definition	Example
Define:	A dictionary built into Google, basically. This will display the meaning of a word in a card-like result in the SERPs.	Define: Marketing
Operator (14)	Definition	Example
Weather:	Find the weather for a specific location. This is displayed in a weather snippet, but it also returns results from other "weather" websites.	Weather: Johannesburg
Operator (15)	Definition	Example
Movie:	Find information about a specific movie. Also finds movie showtimes if the movie is currently showing near you.	Movie: Nelson Mandela



Full list of Google advanced search operators

Operator (1)	Definition	Example
intitle:	Only searches a page's title for a word or phrase. Use exact-match (quotes) for phrases.	intitle: "digital marketing consultant"
allintitle:	Only searches a page's title for every individual term following the "allintitle:". Same as multiple intitle:'s.	allintitle: Lerato Monareng
inurl:	Searches for a certain word (or words) in the URL.	Inurl: lerato
allinurl:	Similar to "inurl," but only returns results containing <i>all</i> of the specified words in the URL.	allinurl: lerato monareng
intext:	Only search for a word or phrase, but only in the body/document text.	intext: Mandela
allintext:	Similar to "intext," but only results containing <i>all</i> of the specified words somewhere on the page will be returned.	allintext:Nelson Mandela
filetype:	Search result will restrict results to those of a certain filetype. E.g., PDF, DOCX, TXT, PPT, etc.	apple filetype:pdf
related:	Google search will find sites related to a given domain.	Related: leratomonareng.co.za
site:	Search within a certain website or web domain.	site:www.leratomonareng.co.za
cache:	Google will find the most recent cached (saved) version of a webpage.	cached: www.leratomonareng.co.za
inposttitle:	Search for a term within a blog post title.	Inposttitle: Google search operators
inanchor:	Search for sites linked with specific anchor text.	inanchor: lerato monareng
AROUND(X)	Returns results where the two terms/phrases are within a specified number of words of each other.	tesla AROUND(3) edison
location:	Google will find news from a certain location in Google News.	Loc:"Johannesburg" EFF

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