

Follow the tips in this document to get better results and spend less time searching the Internet.

Tip #1: Find a focus for your topic and pick out keywords for your search

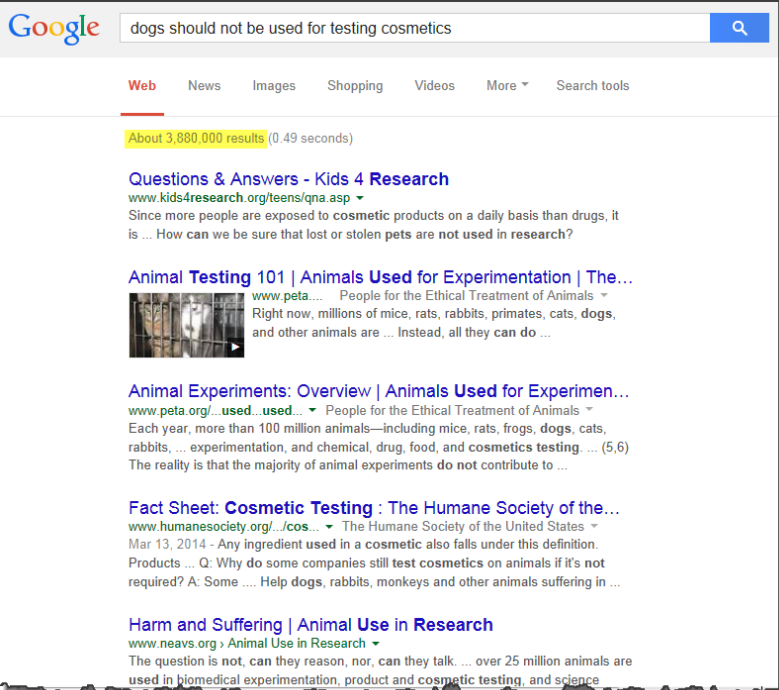
What is your topic? Is it a question?

Why do they test cosmetics on dogs?

Or a topic sentence:

Dogs should not be used for testing cosmetics.

The illustration on the right is the result of a search for the topic sentence above; there are close to four million results.



Pick out the keywords

Pick out **two to four keywords** for your search to get fewer, more focused results.

Keywords from the sample topic above are

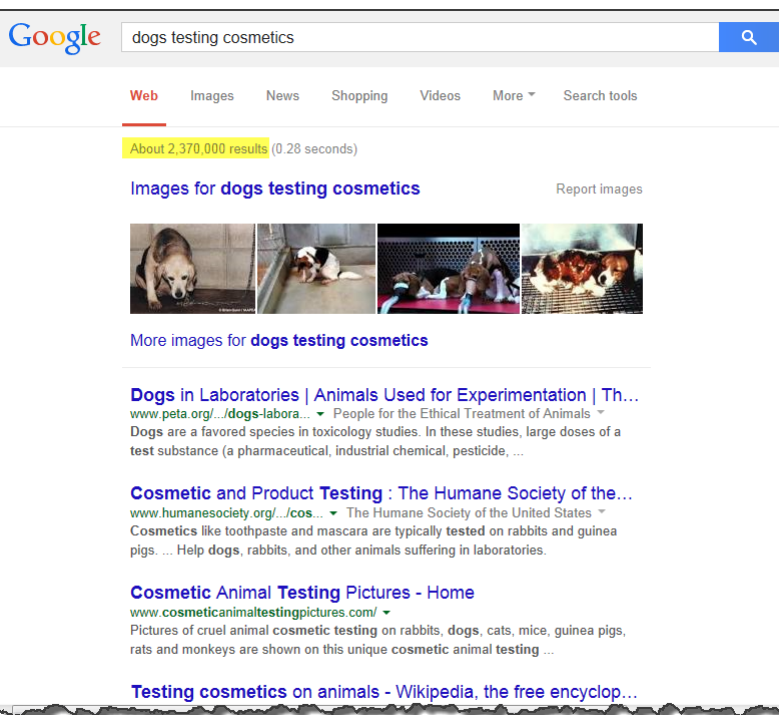
dogs

testing

cosmetics

The illustration on the right shows the search with keywords only. Note the lower number of results.

If you use the other tips in this document, you can get even fewer, more focused results.

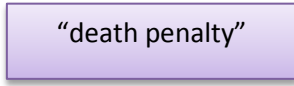


Tip #2: Enclose topics that are phrases in quotation marks

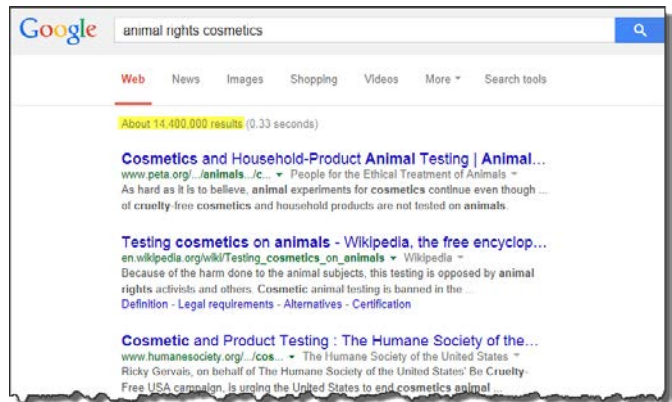
Is the topic you are interested in actually a phrase?

Examples: **animal rights** or **death penalty** or **school choice**

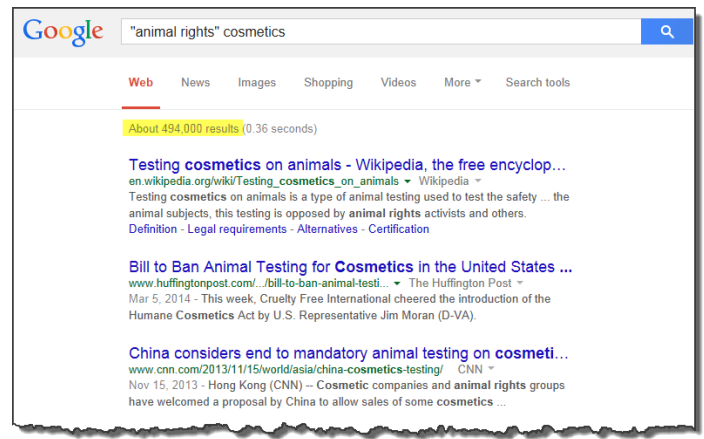
If so, type **quotation marks** around the phrase. This lets the search engine know that you are searching for those exact words in that exact order.



The illustration below shows results of a search for **animal rights cosmetics** without using quotation marks. Note the number of results.



Using quotation marks around **animal rights** locates only sites that include the words **animal** and **rights** in the precise order right next to each other. Note that there are fewer results. This will decrease the time needed to review search results.



Tip #3: Make a decision about where you want or need to search

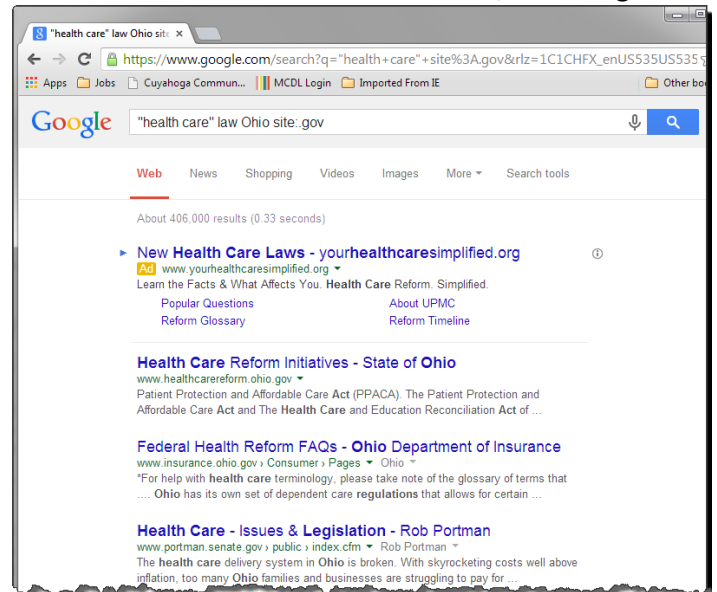
Think about your topic and then think about what makes sense.

Domain Search:

At times you might get your best results by searching a particular domain (see table below).

Domain	Purpose
.com, .net	commercial
.org	usually non-profit organizations
.gov	government sites
.edu	educational sites (schools, including colleges and universities)
.us, .oh, and others	geographically related sites

Search results for **"health care" law Ohio, domain .gov.**



Site Search:

To get information within a particular site, use a site search.

Example: To search for official IBM documents, search the IBM web site. The illustration on the right is a result of a search for “global expansion” at the site www.ibm.com.

