

Modules > Scoping > Understanding the market > Competitor Analysis > Search Term Activity

Using certain key words in a specific order will make it easier to find the wanted information during a web search on Google or Bing.

Task 1 – Selecting Search Terms

Try out the suggested searches to illustrate the tips below. The search terms are indicated red and underlined: Apps for Good. Note how the results differ when searching similar ways of specifying various things.

1. Use likely words

You want to know who developed the Angry Birds app:

- Use the following search terms: Angry Birds developer
- Not recommended: Who developed the Angry Birds app?

Which search entry gives you the answer at first sight?

Use words likely to appear on the pages you want. Avoid using questions, as these will contain unnecessary words.

2. Be Specific

Is your search term specific to the result you want?

- Use the following search terms: Java Indonesia or java coffee or java programming language
- Not recommended: java

Use more query terms to narrow your results. It's better to use a more precise, less ambiguous term than a common one.

3. Be Brief

For best results, use a few precise words.

- Use the following search terms: banana cake recipe
- Not recommended: baking cake pastry banana ingredients tin recipe

4. Spelling

You don't have to correct your spelling. There's a good chance that the search engine will recognize your mistakes and suggest an alternative more common spelling.

When you enter: Anna Kornikova tennis, Google replies: Did you mean: Anna Kournikova tennis

5. Use search operators

Explore the results from the following entries using the operators OR, AND and “”. Explain what the meaning of each operator is to your neighbour.

- Heath Ledger Christian Bale
- “Heath Ledger” “Christian Bale”
- “Heath Ledger” OR “Christian Bale”
- “Heath Ledger” AND “Christian Bale”

Content modified from: http://www.googleguide.com/select_terms.html

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