USING KEYWORDS AND SPECIAL COMMANDS IN THE GOOGLE INTERNET SEARCH SYSTEM

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Abstract:

Today, the number of users of search engines on the Internet is very large. However, the number of users of some keywords and special commands in the search engine is low. This article discusses the use of keywords and special commands in the Google Internet search engine.

Keywords: Google, Yahoo, Rambler, Yandex, system, operator.

Introduction

A search system is a software and technical complex designed to search for information matching the user's request on the Internet. Major international search engines: "Google", "Yahoo", "MSN". In Russian search engines – "Yandex", "Rambler", "Aport" [**Error! Reference source not found.**]. In this article, we will give recommendations on how to properly organize a search in the world's leading Google system.

Undoubtedly, you have heard several times about such a wonderful search engine as Google. Today, representatives of all fields have searched for information on the Internet and achieved certain results. But most users do not have the knowledge, skills and abilities to work properly in the Google system. If you use the Google system a lot, in our opinion, this article will be useful for you, because it is designed to make your search faster and more efficient. Before starting work, we will give a brief information about the Google company.

The name "Google" comes from the word "gugol", which means 1 followed by 100 zeros. The Google company appeared as a result of the development of the scientific projects of Larry Page and Sergey Brina. [**Error! Reference source not found.**]. Currently, this company has become the leading Internet search engine.

Google occupies more than 70 percent of the global market, which means that seven out of ten people on the network go to its page to search for information on the Internet. It now registers about 50 million search queries every day and indexes 8 billion web pages. Google can find information in 101 languages. At the end of August 2004, Google had 132 thousand machines located in different parts of the world [**Error! Reference source not found.**].

Google uses a method of intelligent text analysis that allows you to search for important and at the same time relevant pages based on your query. To do this, Google analyzes not only the page that matches the query, but also the pages linked to it to determine the value of this page

for your query. In addition, Google will also take into account pages that are close to the keywords you entered.

Google's interface includes a very sophisticated query language that allows you to limit your search to individual domains, languages, file types, etc. Using some operators of this language makes it easier and more accurate to search for the necessary information. Let's take a look at some of them [**Error! Reference source not found.**].
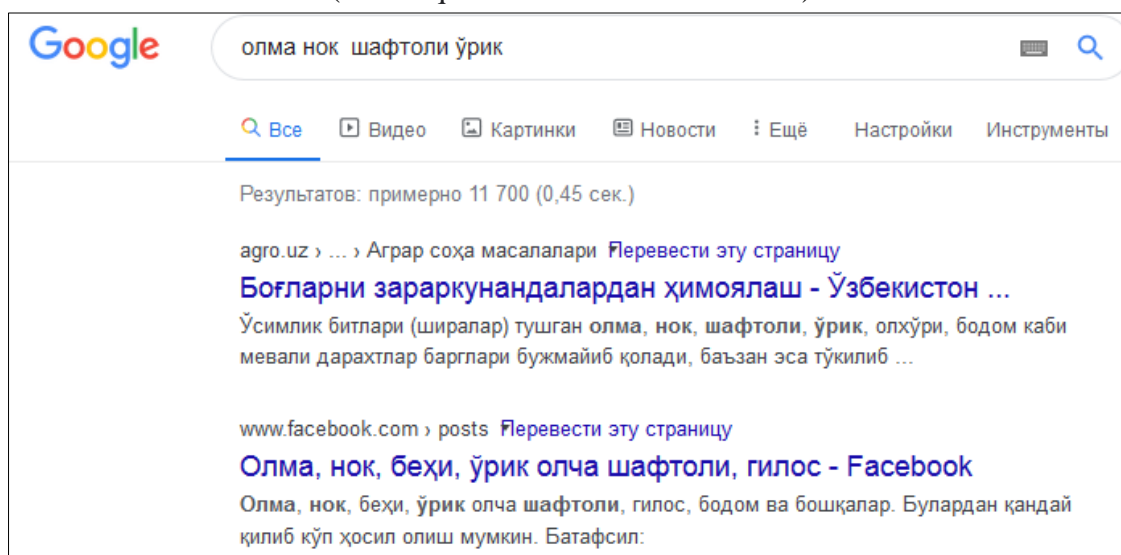
Logical "BA" "I" (AND):

In a static state, when query words are written with spaces (spaces), Google searches the documents for all the words involved in the query. This space corresponds to the AND connector [6].

An example.

Apple pear peach apricot

Apple And pear And peach And apricot

(both requests have the same content)

Logical "ЁКИ" "ИЛИ" (OR):

OR is written using the operator. OR note that the operator is capitalized. Some time ago, in Yandex, instead of ILI, it was possible to write a vertical bar (|) form.

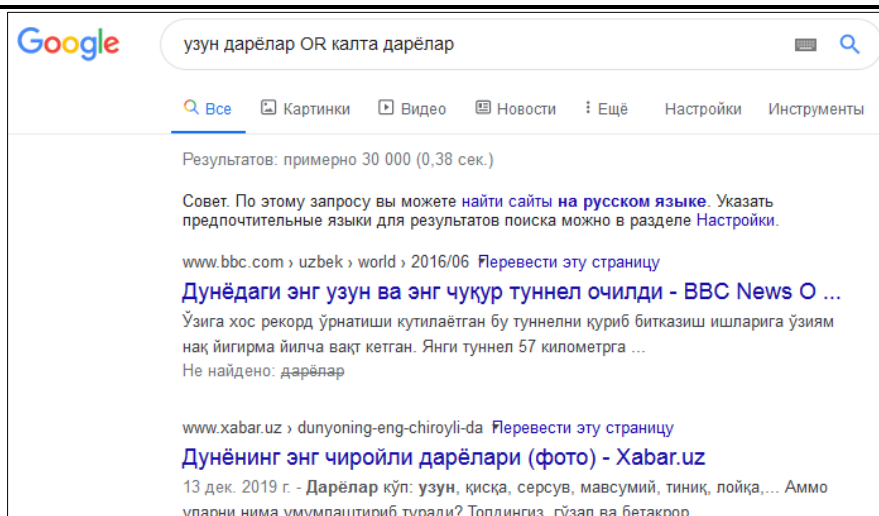Several options are used to search for the necessary information.

An example.

Long rivers OR short rivers

Long rivers |short rivers

(both requests have the same content)

Keep in mind that Google queries are not case sensitive. For example, the queries "island sea" and "island sea" are exactly the same query.

Operator+ (Plus):

There is a situation where a word or sentence must be added to the text in the request. For this, the + sign is used before the mandatory word. Let's say if you have a query "Odin Doma I", you found unnecessary information about "Odin Doma I" that you need. If you change your query to "Odin Doma +I", then you will only find information about the movie "Odin Doma I".

Example

Newspaper+Zarya

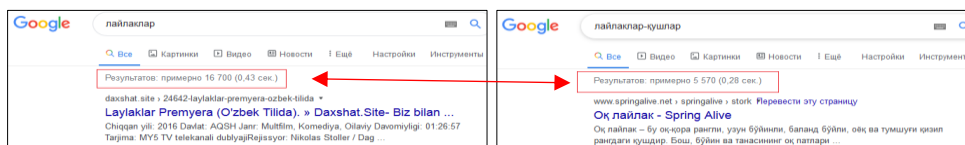Uravnenie Bernoulli+mathematics

Exclude words from query "*HE" (-) logical:*

It is known that when sending a request, unnecessary (invalid) information is often found. To remove it, the exception standard "HE" operator is used.

In Google, such an operator is represented by a "minus" sign. This "+" operator is used before the word to be omitted. With this operator, you can exclude pages containing certain words in the text from the search results. This "+" operator is used before the word to be omitted.

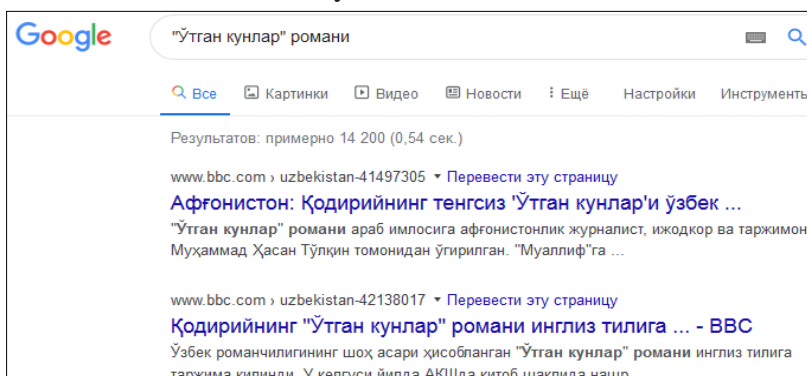An example.

Storks are birds;

Construction goods-goods.

Search for an exact phrase *(" "):*

In practice, the search for a specific phrase, sentence is required to search for the text of a specific production, or to search for a specific product or company. It takes into account the name of the object being searched for or the most common phrase related to it [7]. To perform such a task on Google, you must enclose the query in quotation marks (for example, when referring to quotation marks used to emphasize direct speech).

An example
The novel "Bygone Days".
"We have never been inferior to anyone and we will never be inferior to anyone!".

Abbreviation of words *(*):*

Sometimes it is necessary to look up information about a phrase where one or more words are unknown [7]. For these purposes, the "*" operator is used instead of unknown words. Similarly "*" - any word or group of words is used.

An example
Psychology and *
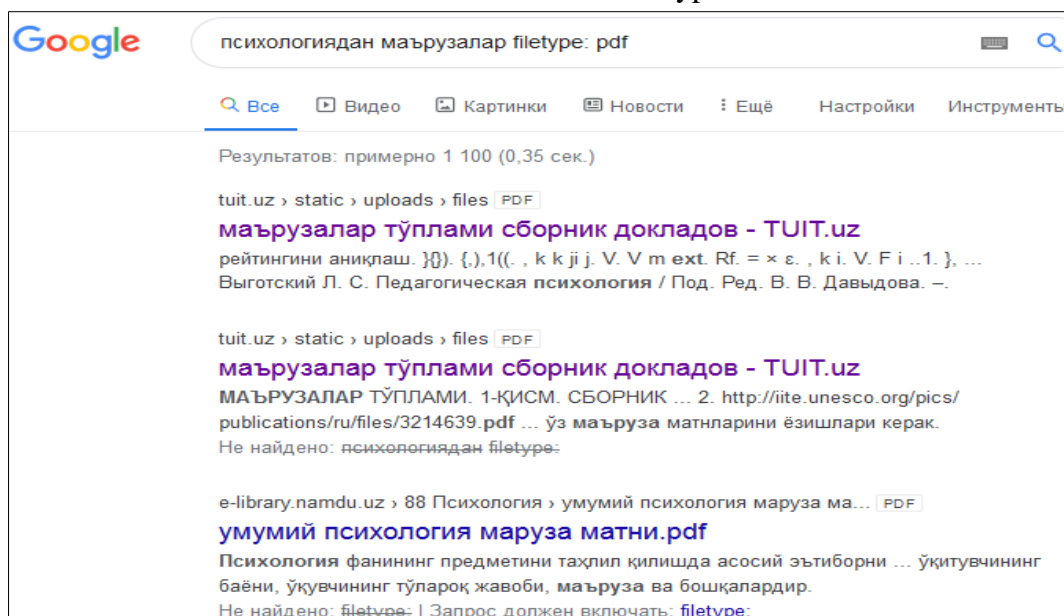from psychology * non-standard test

filetype operator.

As we all know, Google doesn't index only html pages. If you need to search for files of a type other than html, you can use the filetype command. This command allows you to search for files of a specific type (html, pdf, doc, rtf...) [5].

An example
Lectures on psychology filetype: pdf
Lecture on informatics filetype:rtf

Info operator.

The info command allows Google to view information about the page specified in the command.
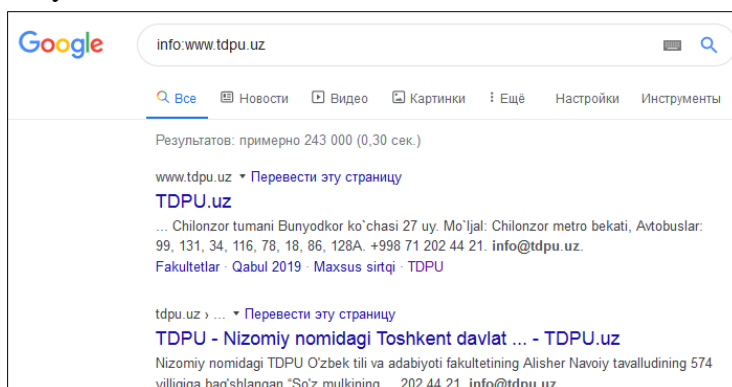
An example

info:www.tdpu.uz

info:www.intuit.ru

info:www.scpi.uz

info:www.food.healthy.com

site operator

This operator performs searches for specific domains or sites that are known to be searched. If there is a query like this: marketing intelligence site:www.acfor-tc.ru, then the results will find pages containing the words "marketing" and "intelligence", not searching on other sites on the Internet.
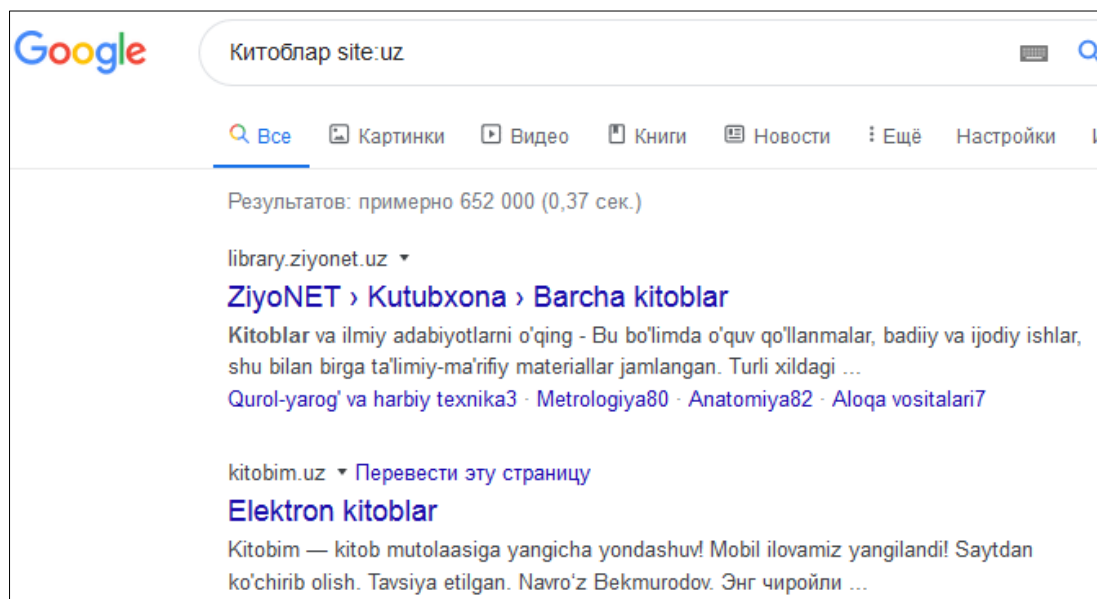
An example

Books site:uz

Ganiyev Ilhom site:scpi.uz

история успеха site:www.google.com

Книги site:ru

Link operator

This operator allows you to view all pages linked to the page specified in the query [4]. Thus, the query link:www.google.com searches for pages that link to google.com.

link:www.ozone.com

link:www.lex.uz

Друзья link:www.happylife.ru

link:www.murodjon.uz

allintitle operator.

If the query begins with the allintitle operator, "all titles" means the topic, then Google's system title (the page title in HTML is specified in the title tag) will search for all pages that match the phrase specified in the query [4].

An example
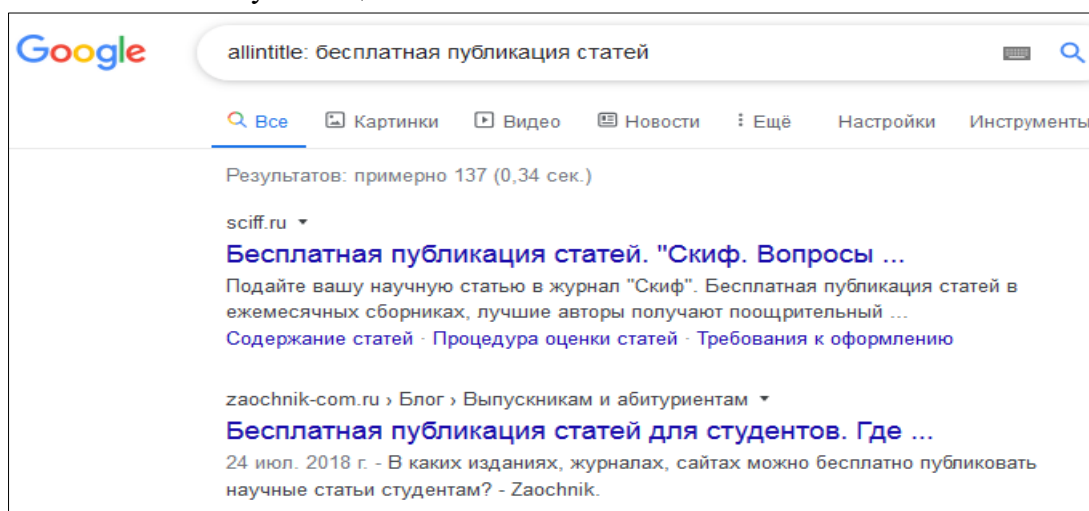
allintitle: free abstracts

allintitle: tests from psychology

allintitle: Бесплатный софт

allintitle: Скачать музыкальные альбомы

allintitle:скачать бесплатно кино

allintitle: бесплатная публикация статей

allinurl operator

If the query begins with the allinurl operator, the search is limited to documents located at the url specified in the query.

An example

allinurl: uz education

allinurl: com digital economy

allinurl: net lessons

allinurl: ru The coronavirus

allinurl: uz The coronavirus

allinurl: rus games

allinurl: books fantasy

related operaor

This operator identifies pages that are "similar" to the page specified in the query [4,6]. For example, a query like this: related:www.google.com will search for pages similar to the Google topic.

An example

related:www.intuit.ru

related:www.ozone.com

related:www.nnm.ru

define operator

This operator searches for matching pages in the annotated dictionary for the word in the query [4].

An example

Define: Computer mouse

Define: Human psychology

Define: Kangaroo

Define: Материнская плата

Synonym search operator *(~).*

The (~) operator is also used to search for synonyms that match the word in the query [4]. This operator is placed before the search phrase so that it also searches for synonyms of the word.

big ~ building

~Object orientation

~programming languages

Range operator (..)

For those who need to work with numbers in a search engine, (..) this operator will search for data matching the range between the given numbers. A colon (..) can be used instead of "from - to" to search for all sites that match numbers in a range.

An example

Buying a car $3000.. $6000

Population 1990..2020

Refrigerator $200..$300

So we have described all the operators known to me in the Google search language. I think this information will help you in your search. I use these operators a lot, so I can confidently say that by using them at work, I spend less time searching for information on the Internet.

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