



10 GOOGLE SKILLS THAT WILL MAKE YOU SMARTER THAN THE AVERAGE YAHOO

GOOGLE WARM-UP

1. Use quotation marks when words belong together - names, phrases, sayings

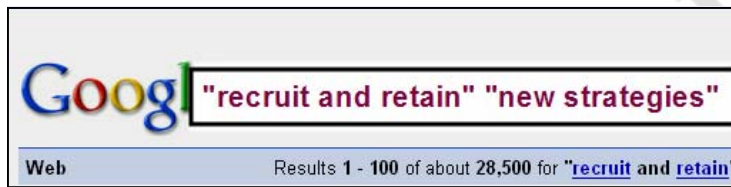
Whenever words belong together, be sure to put them in quotation marks. Otherwise, Google and other search engines will look for any instance of each word, anywhere on the page. Do it like this:

- “business coaching”
- “time management tips”
- “buyer incentives”
- “st agnes eve ah bitter chill”



Learn Search Engines (8/28/06)
 HiddenSpeakerTreasures.com

2. Leave some words outside of the quotes - sometimes, leave them all outside the quotes



It's important not to use quotation marks around words you just want to appear somewhere on the page. This is sort of like fishing:

**marketing boomers women
 influence persuasion power**

Or, narrow your search by mixing and matching:

**grants “first time home buyers”
 “james bolt” navy**

3. Be different - find inspiration no one else will find

Break out from the ordinary and get support and inspiration from today's best thinkers. They may not all be famous, but they can be insightful, incisive and very, very quotable.

- “fear is what stops”
- “a lack of commitment will”
- “successful doing unsustainable things”

With all the blogs, newsletters and websites out there, somebody has probably said it.



Use Quotation Marks to Find Unique Quotes (10/04/06)
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❑ 4. Search by using a secret four-letter word - site: - and leave the sales hucksters behind

Most everyone searches the entire web, but you don't have to do that. Instead try:

"web site optimization" site:org

"job training" site:edu

"veteran's benefits" site:mil

If you are looking for medical information, for instance, you might want to search the .edu's, or the .gov's – and not the .com's.



What the Heck is Affiliate Marketing? (8/03/06)
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❑ 5. Better yet - learn to search just one site at a time - for really trusted, targeted information



If you aren't doing it already, this skill will change the way you quickly get to the right information from sources you know and trust:

"sales leads" site:forbes.com

"time management" site:inc.com

"little black dress" site:coldwatercreek.com

This skill will actually change the way you think about your searches.

❑ 6. Really? I can actually read other people's documents, spreadsheets and presentations?

Certain companies and organizations purposely post their documents and PowerPoint presentations online. Some companies and organizations don't really realize what they've done:

salaries filetype:xlt

"customer service" filetype:ppt

"warren buffett" filetype:xls

Is it ethical to use this type of information?

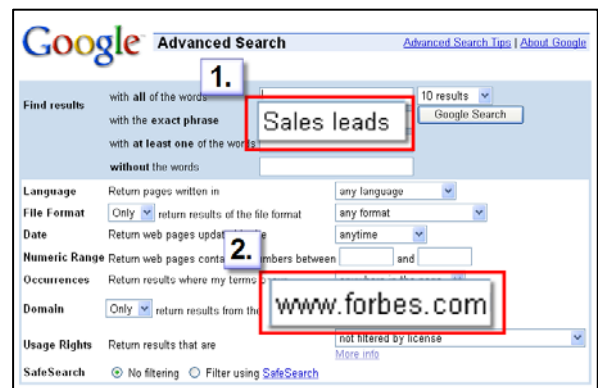
Great question - why not ask Google?!



Please Don't Write Dopey Google Stuff (2/09/07)
HiddenSpeakerTreasures.com

❑ 7. How "advanced" is "Advanced Search?"

If you are a slow typist, or if you don't want to remember the shortcut words listed above that will limit or target your searches - just use **"Advanced Search"** on the home page of Google. This tab should have been called **"Beginner Search"** because it allows you to target your searches by simply filling in the blanks. Try it.



“Google is my rapid-response research assistant. On the run-up to a deadline, I may use it to check the spelling of a foreign name, to acquire an image of a particular piece of military hardware, to find the exact quote of a public figure, check a stat, translate a phrase, or research the background of a particular corporation. It's the Swiss Army knife of information retrieval.”

Gary Trudeau

ALL THE NEWS THAT'S FIT FOR YOU

8. How many newspapers do you really have time for? Well, maybe thousands.

Today, you can search decades of thousands of newspapers, magazines and press releases in seconds, slicing and dicing the information as minutely as you need.

The Internet has changed not only the amount of information, but also your access to that information. As Glenn Reynolds wrote in **An Army of Davids**, “*What knowledge there was spent most of its time on a shelf.*” No longer!



News Alerts Make YOU the Expert (8/03/06)
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9. Search the News - before you make that sales call, to check facts, or to check your latest idea



Those searches we did in the *Google Warm-up* also work in the *News Tab*. As Sheryl would say, “*Don't look for ice-cream in the sock drawer.*” Try these:

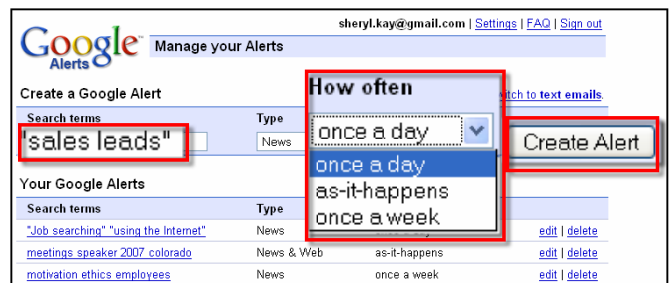
“sales leads” “inventive ideas”
“baseline selling”
“retirement planning” women

Now, instead of doing a search of web sites, you are doing a search of over 5,000 news sources from the last 30 days. (Or, search the *News Archive!*)

10. Or, Have the News Sent to You - news on your customers, your competitors, your industry

There has never been anything like it. In the past, large companies hired clipping services to deliver news articles about their competition, their industry and potential clients.

But, they'd get them days or weeks later. With a “*Google News Alert*” - you can get your news even as it happens - before it hits the street. Best of all, news alerts are quick and easy to manage.



ABOUT HIDDEN TREASURES OF THE INTERNET

The topic of **Information Literacy** is not widely understood. You might know it as “*Internet search*,” “*online research*,” or “*Why the heck can’t I find what I’m looking for on Google?*” Sam Richter, the president of the James J. Hill Business Research Library, calls Information Literacy “**The Fourth R**” because of its growing importance in today’s world. The speed with which this ability has become an essential skill has surprised us all. It encompasses:

SEARCH ENGINE SKILLS. Use Google or Yahoo or other top search engines to get what you need faster and more efficiently than you ever thought possible. Want to impress the “know-it-alls” in your life, or your boss? Start here.

THE INVISIBLE WEB. Get to the incredible resources on the Internet that simply can’t be accessed by general search engines (...big secret - that’s almost everything!)

THE PAID WEB. Sales leads are just the beginning - there is unbelievable value here for both your business and your personal life. Pay a little—get a lot!

THE INTERACTIVE WEB. Are you taking advantage of what this phenomenon can do for you and your business? Much more than “*Social networking*” sites like LinkedIn and MySpace, the interactivity and collaboration tools like blogs, online surveys and Web 2.0 can transform your business.

NEWS RETRIEVAL. The cure for “information overload.” Don’t search when you can have what you need and want delivered to you FOR FREE!

THE “VIRTUAL” INVISIBLE WEB. There are riches just waiting for you that you didn’t even know existed. This is the amazing stuff you would never even know to search for.

NUCLEAR NETWORKING. Network with the best and the brightest from around the world. The Internet is by far the largest, and most ignored, networking arena ever invented. Take advantage of it before your competition does.

BUSINESS SERVICES. Want to really compete with “the big guys?” Use these new, creative, inexpensive and sometimes even free services to compete in today’s *Flat World*.



Michael and Sheryl’s non-technical approach to these topics delivers immediately useful, powerful value for you and your business. Join us and you’ll be amazed at how quickly you can get the scoop on the time, money and sanity saving tools you need to start taking advantage of now.

Read these two articles to assure that your business is listed on local search engines:

All Business is Local Search (9/11/06)
HiddenBusinessTreasures.com



Waiting for the Wrong Search Engine (9/29/06)
HiddenBusinessTreasures.com



Want to be smarter than the average Yahoo?
Ask us about these and other topics.
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