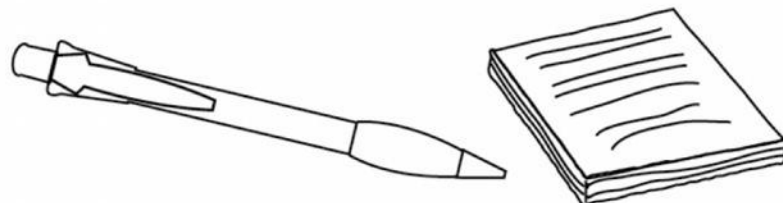
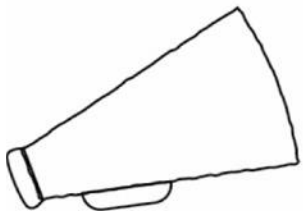




# Super Searcher Tips & Tools

Mary Ellen Bates  
BatesInfo.com



# Millionshort.com

**“What haven’t you found?”<sup>tm</sup>**

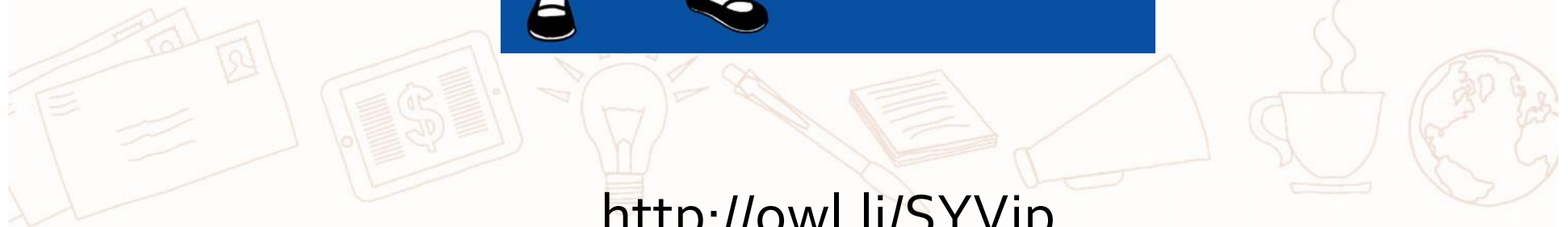
**Filter by site popularity, live chat,  
ecommerce, advertising**

**Eliminate click-bait**

**Essential for people-searching, IP, CI,  
other long-tail niche searches**



# Blind them with library science!



<http://owl.li/SYVjp>

@mebs

colorado "homeowners association" "covenant \* enforcement policy"

**Web**

News

Maps

Shopping

Images

More ▾

**Past year** ▾

Sorted by relevance ▾

All results ▾

Clear

# And about that image...

Find any version of it

Search it in [Tineye.com](https://tineye.com)

Sort results by oldest

First live link is probably the original



# Other image matching

Google Images "related images",  
Bing "Image Match"

Is anyone using our photos?

Is this person's profile legit?

ID infographic from report, look for  
uses of that image



# Bing's Image Search quirks

Scroll down for bars to

People interested in...also searched for

Refine your search for ...

Collections for ... from Pinterest



# Search strategy matters!

Uber market strategy

2,340,000 results

What is Uber's market strategy

12,000,000 results

Uber "market strategy"

42,200 results





About 2,340,000 results (0.55 seconds)

### What is Uber's marketing strategy? - Quora

<https://www.quora.com/What-is-Ubers-marketing-strategy> Quora  
While there may be other marketing strategies, I know of three strategies that Uber has employed: Event stunts Uber has done an excellent job with stunts \* M...

### Uber — What's Fueling Uber's Growth Engine ...

<https://growthhackers.com/growth-studies/uber>  
Much like Belly, Uber used intense market focus to create local network effects ..... are looking to disrupt legacy marketplaces in formulating their growth strategy.

### 10 Lessons for Brands from Uber's Social Marketing - Shoutlet

[www.shoutlet.com/blog/2014/03/10-lessons-brands-ubers-social-marketing/](http://www.shoutlet.com/blog/2014/03/10-lessons-brands-ubers-social-marketing/)  
Mar 4, 2014 - 10 quick lessons that every brand can glean from Uber's marketing strategy.

### 10 Step Marketing Plan - UBER - SlideShare

[www.slideshare.net/uber-sychingping-markma-10-step-marketing-plan](http://www.slideshare.net/uber-sychingping-markma-10-step-marketing-plan)  
Dec 18, 2014 - 10 Step Marketing Plan for Uber. .... Grab Taxi and Uber's market share is small BRAND FB Likes UBER 29 Grabtaxi 190,000 .... UBER Strategy.

### UBER MARKETING PLAN by Hannah Clegg on Prezi

<https://prezi.com/i2ha24vfdvj5/uber-marketing-plan/>  
Apr 23, 2015 - In 2009, Uber launched into the century-old taxi industry and transformed the way ... Uber's marketing strategy will position itself as the primary ...

### 17 of Uber's most brilliant ad campaigns - Urbanful

<https://urbanful.org/2015/01/17-of-ubers-most-brilliant-ad-campaigns/>  
Jan 21, 2015 - Uber has had no shortage of brilliant promotions (kittens, anyone?) ... the company uses one of the most creative marketing strategies out there.

### Uber's tried-and-true marketing plan: Let your customers do ...

<https://gigaom.com/ubers-tried-and-true-marketing-plan-let-your-cust>  
Aug 9, 2012 - What's the best way to market your startup, according to hot car service Uber? Find an experience that's genuine to your product, and don't be ...

### Uber's uber cool and unconventional marketing strategy in ...

[hooklineandclinch.in/uber-marketing-strategy-india/](http://hooklineandclinch.in/uber-marketing-strategy-india/)  
May 10, 2015 - Uber's marketing strategy in India was never once about large media spends or traditional mass marketing methods like TV, Print & OOH.

### Uber Proves Master of Stunt Marketing - Digiday

[digiday.com/platforms/uber-marketing/](http://digiday.com/platforms/uber-marketing/)  
Nov 5, 2013 - No one does stunt marketing quite as effectively as Uber. And its strategy is to sway city councils as much as the car-riding public.

### Uber's uber cool & unconventional marketing strategy in India

<https://www.linkedin.com/ubers-uber-cool-unconventional-marketing-strategy-in-india/>  
Jun 16, 2015 - This post was originally published on hook, line & clincher - a blog on online marketing campaigns by Indian marketers.How Uber builds its ...

About 12,000,000 results (0.44 seconds)

### What is Uber's marketing strategy? - Quora

<https://www.quora.com/What-is-Ubers-marketing-strategy> Quora  
While there may be other marketing strategies, I know of three strategies that Uber has employed: Event stunts Uber has done an excellent job with stunts \* M...

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[www.slideshare.net/uber-sychingping-markma-10-step-marketing-plan](http://www.slideshare.net/uber-sychingping-markma-10-step-marketing-plan)  
Dec 18, 2014 - 10 Step Marketing Plan for Uber. .... Grab Taxi and Uber's market share is small BRAND FB Likes UBER 29 Grabtaxi 190,000 .... UBER Strategy.

### Uber's Most Effective Marketing Strategy of All Time Was ...

<https://medium.com/ubers-most-effective-marketing-strategy-of-all-time>  
Many people are enamored with the cleverness of Uber's marketing tactics (despite recent troubles). And for good reason...

### Lessons from Uber's marketing strategy • The Business Co ...

[businesscofounder.tumblr.com/lessons-from-ubers-marketing-strategy](http://businesscofounder.tumblr.com/lessons-from-ubers-marketing-strategy)  
Lessons from Uber's marketing strategy Uber is your 'on-demand private driver.' Which implies is that its a very expensive, but a very cool and convenient cab.

### Uber's uber cool and unconventional marketing strategy in ...

[hooklineandclinch.in/uber-marketing-strategy-india/](http://hooklineandclinch.in/uber-marketing-strategy-india/)  
May 10, 2015 - Uber's marketing strategy in India was never once about large media spends or traditional mass marketing methods like TV, Print & OOH.

### 17 of Uber's most brilliant ad campaigns - Urbanful

<https://urbanful.org/2015/01/17-of-ubers-most-brilliant-ad-campaigns/>  
Jan 21, 2015 - Uber has had no shortage of brilliant promotions (kittens, anyone?) ... the company uses one of the most creative marketing strategies out there.

### Uber's Brilliant Strategy to Make Itself Too Big to Ban | WIRED

[www.wired.com/ubers-brilliant-strategy-to-make-itself-too-big](http://www.wired.com/ubers-brilliant-strategy-to-make-itself-too-big)  
Jul 8, 2014 - The riddle of how Uber would spend its recent billion-dollar investment wasn't too difficult to solve. Travis Kalanick and company want to put ...

### Uber's uber cool & unconventional marketing strategy in India

<https://www.linkedin.com/ubers-uber-cool-unconventional-marketing-strategy-in-india/>  
Jun 16, 2015 - This post was originally published on hook, line & clincher - a blog on online marketing campaigns by Indian marketers.How Uber builds its ...

About 42,200 results (0.34 seconds)

### As Uber Drives Into India, It's Shifting Its Emerging Market ...

[techcrunch.com/2013/08/30/as-uber-drives-into-india-its-shifting-its-emerging-market-strategy-into-a-gear/](http://techcrunch.com/2013/08/30/as-uber-drives-into-india-its-shifting-its-emerging-market-strategy-into-a-gear/)  
Aug 30, 2013 - Transportation tech startup Uber is continuing its aggressive ... As Uber Drives Into India, It's Shifting Its Emerging Market Strategy Into A Gear.

### A Dive Into Uber's Business Growth Strategy | Bin's Page

[bin.me/uber-business-growth-strategy/](https://bin.me/uber-business-growth-strategy/)  
Jul 3, 2014 - Imagine the last time you had taxi ride. Was it pleasant, neutral or unpleasant? Currently operating in 35 cities, Uber has been rocking the ...

### Product Marketing Manager - Careers at Uber

<https://www.uber.com/jobs/80238> Uber  
Sep 21, 2015 - As a Product Marketing Manager you will envision and execute on a growth and go-to-market strategy for one of Uber's core products. You will ...

### UberPool mkt plan final paper - SlideShare

[www.slideshare.net/PhuongPham59/uberpool-mkt-plan-final-paper](http://www.slideshare.net/PhuongPham59/uberpool-mkt-plan-final-paper)  
Dec 5, 2014 - 2014 UberPool marketing Consulting Team Phuong Pham, Alish Shah, Setavut Phannara (Jay) UberPool Marketing .... 7 Market Strategy.

### Uber Price Surging: Naughty Business Tactic, or Legit

[outsettingprize.com/2015/03/20/uber-price-surging/](http://outsettingprize.com/2015/03/20/uber-price-surging/)  
Mar 20, 2015 - Uber Price Surging: Naughty Business Tactic, or Legit Market Strategy? spyrojro@comcast.net By John-Pierre Maeli - March 20, 2015

### Uber Go-To-Market Strategy | Marvin J Simmons - Work

[www.marvinj-simmons.com/uber-go-to-market-strategy/](http://www.marvinj-simmons.com/uber-go-to-market-strategy/)  
Uber Go-To-Market Strategy. In my creative brand management class, each student was tasked with developing a go-to-market plan for our baby brand.

### The Routledge Companion to Non-Market Strategy

<https://books.google.com/books?isbn=1317819713>  
Professor of Strategy and International Management Thomas C Lawton, Thomas C. Lawton, Tazeeb S. Rajwani - 2015 - Business & Economics  
For these firms, non-market strategy was naturally integrated with their market ... Uber, for example, immediately faced regulations governing taxi and livery.

### Can Uber be conquered? - Fuld + Company

[insights.fuld.com/blog/can-uber-be-conquered/](http://insights.fuld.com/blog/can-uber-be-conquered/)  
May 12, 2015 - A quick survey finds that Uber might not have the top seat in terms of customer loyalty and ideal services.

### Uber strategy in Spain | Marketing World Today

[marketingworldblog.com/tag/uber-strategy-in-spain/](http://marketingworldblog.com/tag/uber-strategy-in-spain/)  
Mar 17, 2015 - Posts about Uber strategy in Spain written by HChimoff. ... Posted in Global Business/Marketing, Go-To-Market Strategy/Philosophy, New ...

### The Uber scandal: Here's the difference between pro-market ...

[www.aei.org/the-uber-scandal-her/](http://www.aei.org/the-uber-scandal-her/)  
Aug 21, 2013 - (DC's corrupt, crony capitalist crackdown on Uber would be the opposite of ... A pro-market strategy rejects subsidies not only because they're a ...

# Word order still matters

**Different search results:**

**research “stem cells”**

**“stem cells” research**



# Digging deeper in Google, Bing

Look for databases:

{topic} database OR "data set"

Bing only:

Find pages that link to a filetype

contains:mp3, contains:xls



# Limit searches to gov sites

Include **site:.gov** in search string

Use Tara Calashain's Google CSE for  
US states, counties, cities

[owl.li/T5EVy](http://owl.li/T5EVy)



# Use Google Trends

**Where does the org have mind-share?**

**How does it compare to competitors?**

**How has that changed over time?**



# Compare global reach



# Use MS Academic for insight

**Key conferences**

**Key journals**

**Keywords**

[academic.research.microsoft.com](http://academic.research.microsoft.com)



# Glean insight from web sites

**Where did their execs come from?**

**Internal promotion? Outside the industry?**

**How can you contact the org?**

**What else can you glean?**







# BLUE Product Finder

## Refine Search

Dog  Cat

### LIFE STAGE

- Puppy (26)
- Adult (209)
- Senior / Mature (37)

### BREED SIZE

+

### PRODUCT TYPE

-

- Dry Food (77)
- Wet Food (85)
- Treats (83)

### SPECIAL FORMULAS

- Weight Management
- Grain Free
- High Protein (6)
- Food Sensitive (24)
- Limited Ingredients (24)
- Small Bites (3)

### RECIPE / FLAVOR

+

### PRODUCT LINE

+

## SPECIAL FORMULAS



Weight Management (11)



Grain Free (133)



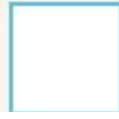
High Protein (68)



Food Sensitive (24)



Limited Ingredients (24)



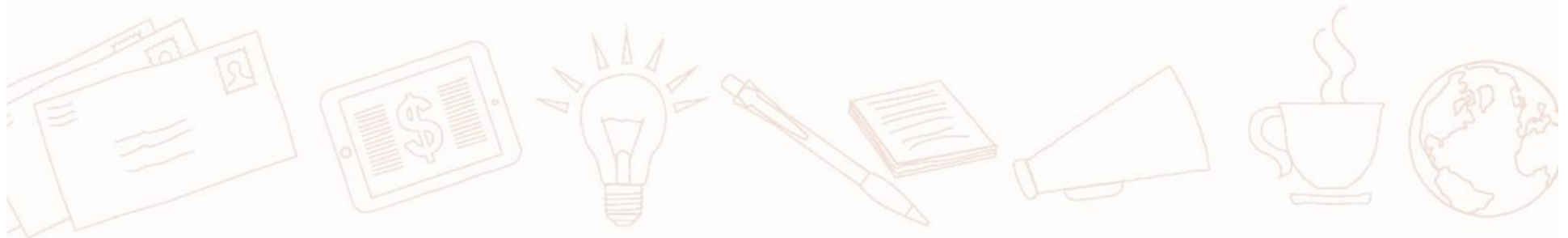
Small Bites (3)



# Find Tweets w/ links to a URL

Find any tweets that link to a site  
(even if w/in shortened URL)

Track mentions of press release, org  
`www.epa.gov "climate change"`

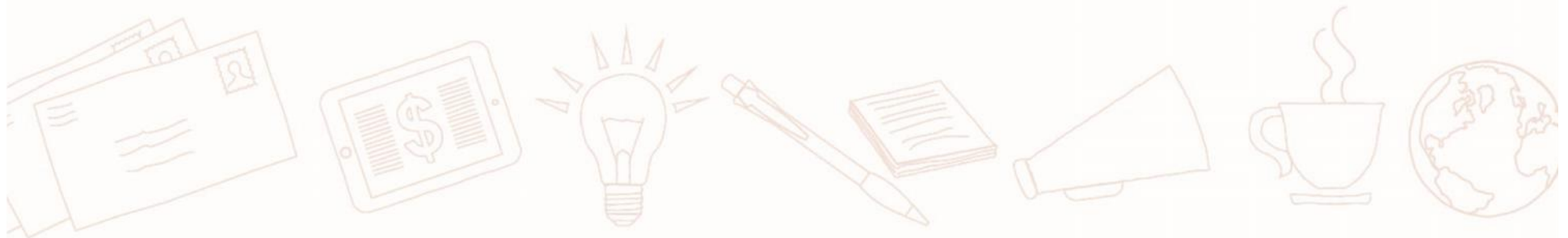


# SocialMention.com

**Track sentiment, passion, reach**

***Monitor this over time for your employer***

**Search is a little hinky**





@mebs

**Strength:** are people talking?

**Sentiment:** positive or negative?

**Passion:** # of unique authors

**Reach:** range of influence



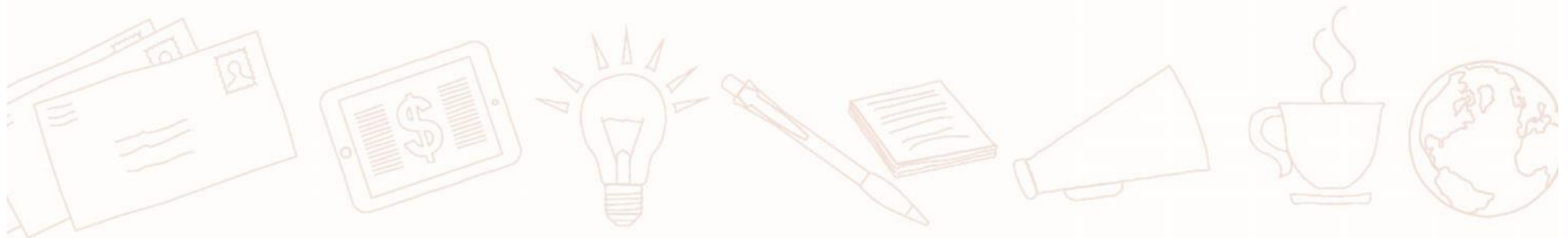
# LinkedIn insights

**Look at job listings for insights**

**Use Advanced Search**

**Search by keywords, location**

**Filter by location, experience level**



# Brainstorm on Biznar.com

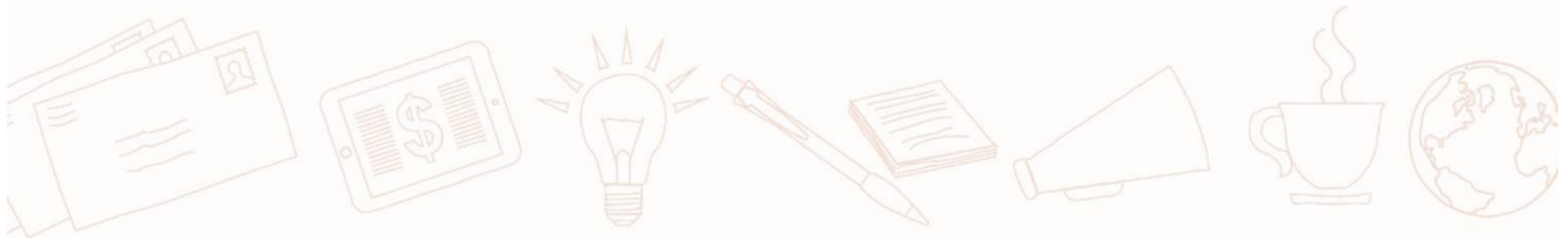
Use search filters to ID key concepts,  
timeline

See visual display of concepts

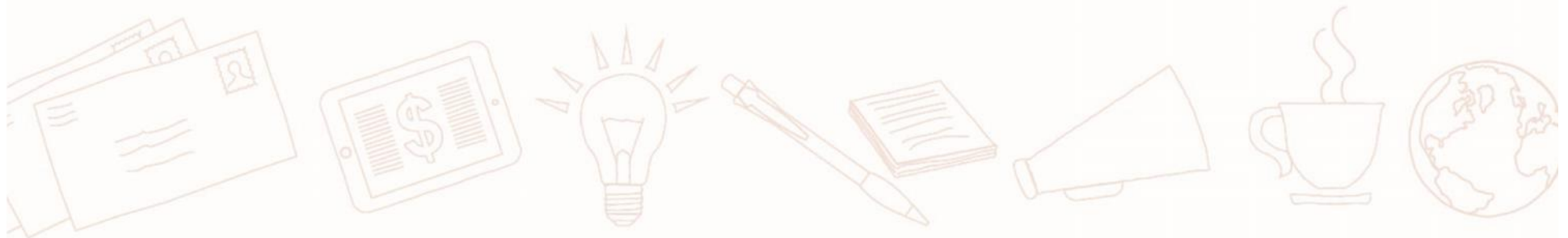


**And when you're bored...**

**AllTheMinutes.com**



# Slides at [BatesInfo.com/extras](https://BatesInfo.com/extras)





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+1 303 772 7095

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[BatesInfo.com](http://BatesInfo.com)

Twitter: [@mebs](https://twitter.com/mebs)

LinkedIn: [maryellenbates](https://www.linkedin.com/in/maryellenbates)

Facebook: [maryellenbates](https://www.facebook.com/maryellenbates)

