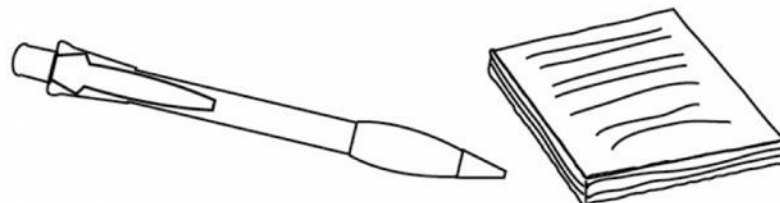
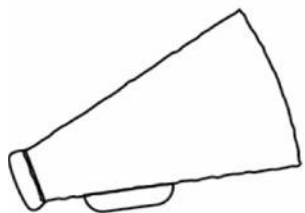




Super-Searcher Tips

Mary Ellen Bates
BatesInfo.com

2015 QPLA Conference
20 October 2015



WolframAlpha.com

‘Computational knowledge engine’

Answers, not search results

Still US-centric



Millionshort.com

‘What haven’t you found?’tm

Filter by site popularity

Eliminate ‘click-bait’

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



Track down image owners

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**



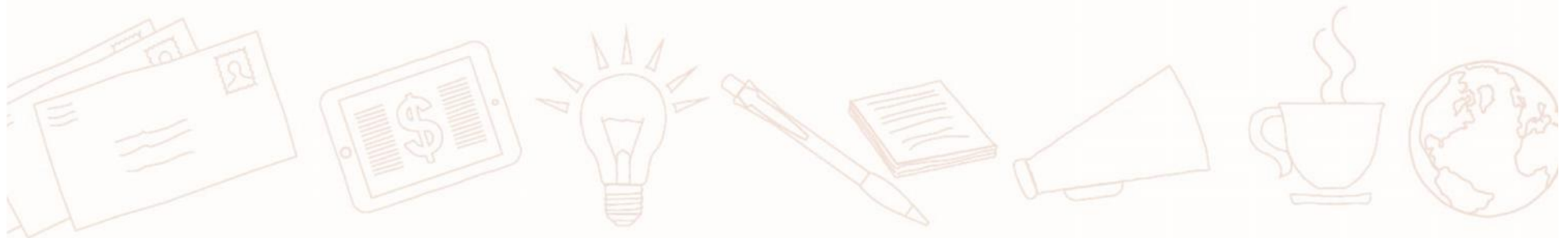
Bing's Image Search quirks

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



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.au** in search string

See Tara Calashain's Google CSE for
US states; create similar CSE

owl.li/Thaaw



Use Google Trends

Where does an org have mind-share?

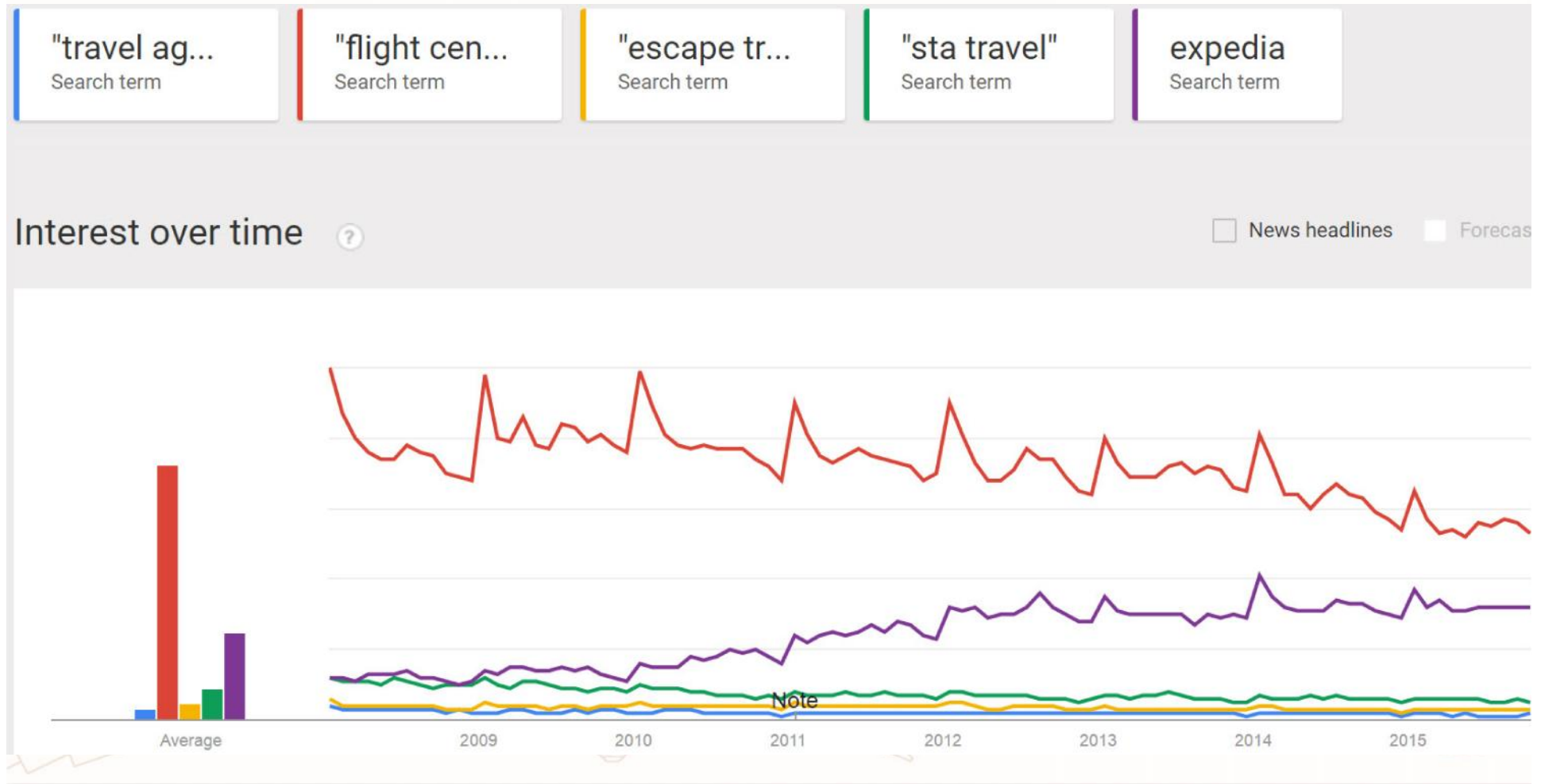
How does it compare to competitors?

How has that changed over time?

google.com.au/trends



Compare *Flight Centre* to “Expedia”, “travel agency”, “Escape Travel” & “STA Travel”



@mebs

Compare regional reach

"travel agency"

"flight centre"

"escape travel"

"sta travel"

expedia

Subregion | Town/City

Western Australia

100



New South Wales

97



Northern Territory

89



Victoria

84



Australian Capital Territ...

81



Queensland

70



@mebs



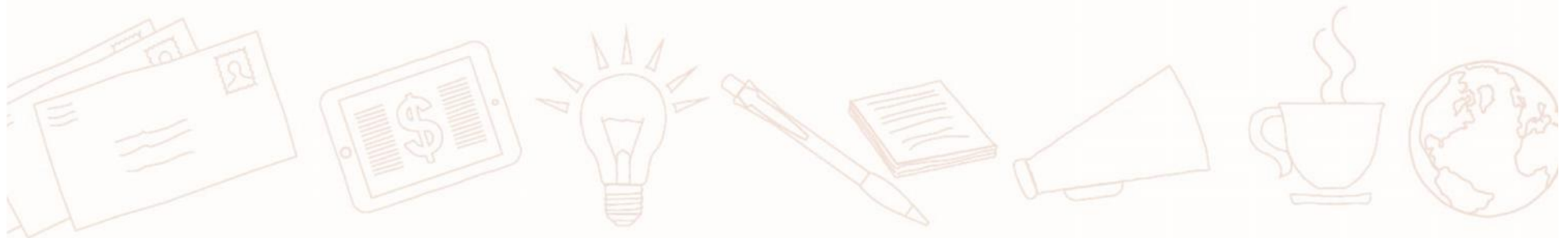
Use MS Academic for insight

Key conferences

Key journals

Keywords

academic.research.microsoft.com



Authors (2227)

- Jeffrey I. Gordon
- Rob Knight
- Elaine Holmes
- Jeremy K. Nicholson
- Karen E. Nelson

Journals (86)

- ISME J
- PLOS One
- PNAS
- GENOME BIOL
- Nature

Organizations

- Washington University in St. Louis
- Chinese Academy of Sciences
- University of Colorado Boulder
- J. Craig Venter Institute
- University of Illinois Urbana Champaign

Keywords (1040)

- Microbial Community
- Genetics
- Enzyme
- Microbial Diversity
- Community Structure

Keywords (1040)

Microbial Community

Genetics

Enzyme

Microbial Diversity

Community Structure

V. K. Sharma, T. P. Srivastava, T. D. Taylor, H. Noguchi [View All](#)

Journal: Dna Research - DNA RES, vol. 14, no. 4, pp. 169-181, 2007

[Diet-Induced Obesity Is Linked to Marked but Reversible Alterations in the Mouse Distal Gut Microbiome](#) (Citations: 97)

Peter J. Turnbaugh, Fredrik Bäckhed, Lucinda Fulton, Jeffrey I. Gordon
...biochemical analysis of the gut **microbiome** together with sequencing and metabolic...
Journal: Cell Host & Microbe - CELL HOST MICROBE, vol. 3, no. 4, pp. 213-223, 2008

[View...](#)

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)



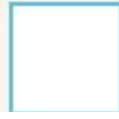
High Protein (68)



Food Sensitive (24)



Limited Ingredients (24)



Small Bites (3)



Find Tweets w/ links to a URL

Search at twitter.com

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

Track mentions of press release, org

environment.gov.au "climate change"

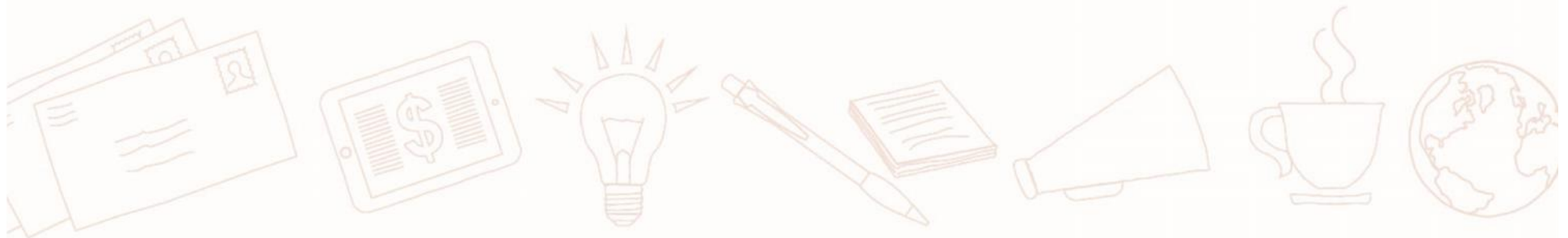


SocialMention.com

Track sentiment, passion, reach

Monitor this over time for your

Search is a little strange



taxi Brisbane

41%
strength

5:1
sentiment

40%
passion

24%
reach

41 seconds avg. per
mention

last mention 2 minutes
ago

60 unique authors

0 retweets

Sentiment

positive	9
neutral	118
negative	2

Strength: are people talking?

Sentiment: positive or negative?

Passion: # of unique authors

Reach: range of influence



@mebs

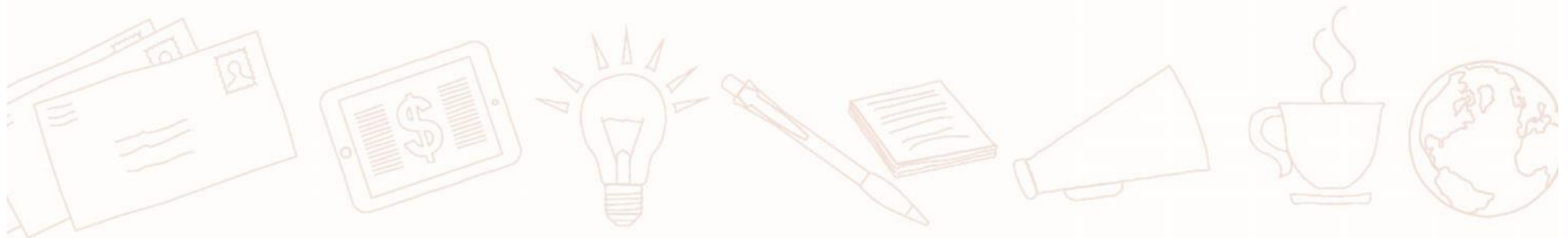
LinkedIn insights

Use Advanced Search to find experts

Use Advanced Search

Search with keywords, location

Filter with **Industry: Libraries**



Brainstorm on Biznar.com

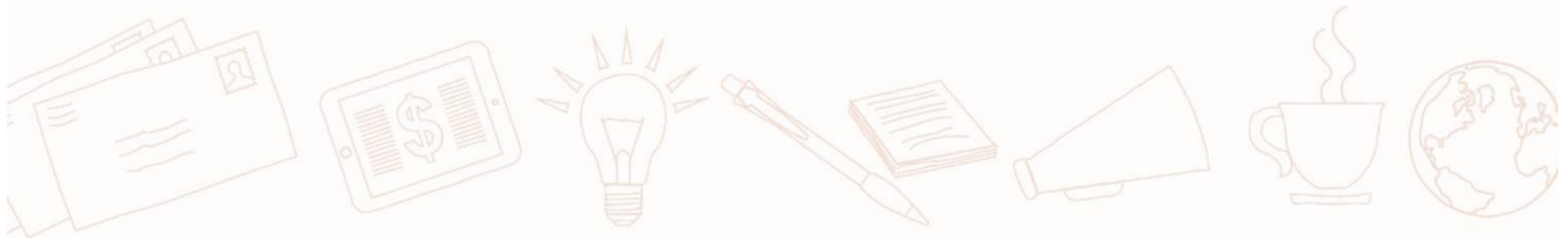
Use search filters to ID key concepts,
timeline

See visual display of concepts

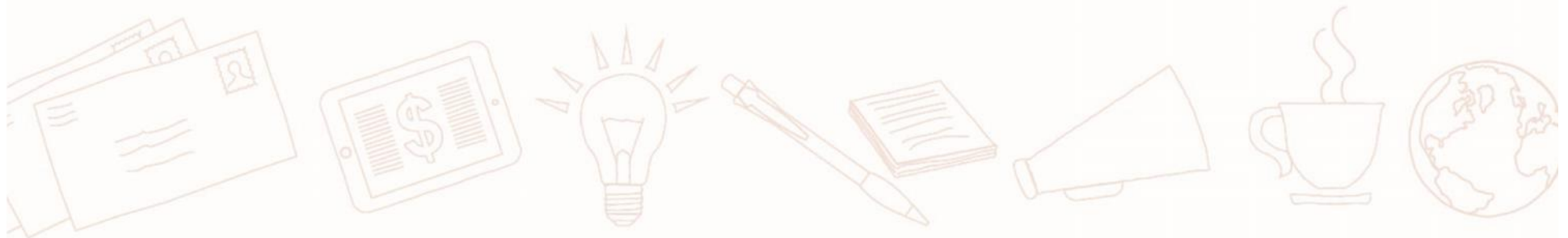


And when you're bored...

AllTheMinutes.com



Slides at BatesInfo.com/extras



Reach Mary Ellen at:

mbates@batesinfo.com

Reluctant-entrepreneur.com

BatesInfo.com

Twitter: @mebs

LinkedIn: maryellenbates

Facebook: maryellenbates

