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Magic Search Words-Health: Strategies And Search Tactics To Discover The Best Of The Internet (Magic Search Words)



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Synopsis

Casual web surfers, research librarians, Internet search professionals, and online database professionals will benefit from this series, which teaches simple techniques and strategies to uncover the best information on the Internet. Each book focuses on a selected topic in depth and explains how search engines work and how to select effective search terms. Presented are useful tricks and tactics such as the "minus .com trick" to exclude commercial web sites from search results; the use of the word tutorial in searches; and the addition of the words online databases to find free databases packed with good information. Explained are the importance of studying search engines; how to create search strings; and the uses of synonyms, dates, learning words, and location words to improve and focus search results. Each book also includes access to the custom programmed Magic Search Word web site, which electronically helps users select the right search words to improve their search results.

Book Information

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"I was stunned when I learned tricks that let me tap into ’the Invisible Web,’ ’hidden’ Internet databases and a vast network of other valuable resources I never knew existed before." -- Gregg Stebben, author of Internet Privacy for Dummies"Pays for itself on the first search. The next hundred thousand are on the house." -- Steve O’Keefe, author of Complete Guide to Internet Publicity

Paul J. Krupin is a professional researcher with over 25 years of federal government and industry experience. He is an author and publisher of more than 23 books, including E-Mail to the Max and Trash Proof News Releases. He lives in Kennewick, Washington.

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