

## **Tips for Effective Online Searches**

**Choose your search terms carefully.** The most precise words will yield the best results.

**Adding more words can narrow a search.** As you get farther into your research, you may want to narrow your results. There's a big difference between "Apple" and "Red Delicious Apples History United States."

**Use synonyms!** If kids can't find what they're looking for, have them try keywords that mean the same thing or are related.

**Point out sponsored links.** They often appear at the top of a search result list to encourage users to click on them first, and they're usually labeled as sponsored. Remember that sponsored equals advertising.

**Be aware of your browser's safe-search settings.** Typing even innocent keywords into a search engine may yield search results you don't want your younger kids to see.

If you decide to turn off your safe-search settings in order to give your child more searching flexibility, you may want to keep an eye on them during their research process.

## **Great Google Searching Shortcuts**

**Use quotation marks.** Using quotes around a set of words will direct Google to search for those exact words, in that exact order. Great for searching song lyrics!

**Write "site."** Typing site: (with the colon) after your keyword and before a URL will tell Google to search within a specific website. For example, "movie reviews site:commonsensemedia.org" will give you search results only within Common Sense Media's website.

**Add a minus sign.** Adding a minus sign immediately before any word (no space in between!) indicates that you don't want those words to appear in your search results. For example, "Saturn -cars" will give you information about the planet, not the automobile.