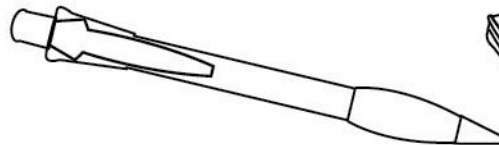
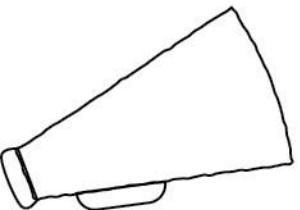


Super-Searcher Tips

Mary Ellen Bates
BatesInfo.com

2015 QPLA Conference
20 October 2015

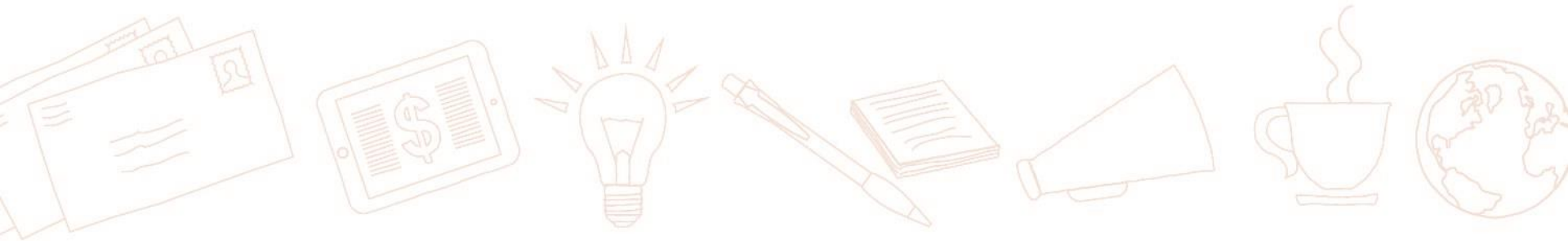


WolframAlpha.com

‘Computational knowledge engine’

Answers, not search results

Still US-centric



C major 7th chord and children

Gen

Input interpretation:

major seventh chord built on C₄

Notes:

C₄ E₄ G₄ B₄

Play sound

Chord root:

C₄

Play sound

Music notation:



Play sound

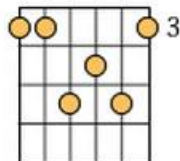
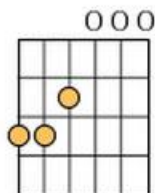
Keyboard display:



Play sound

Guitar chord voicings:

More



moved

Gen

Se

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**



POPULARITY

- ☐ Don't remove any
- ☐ Remove Top 100
- ☐ Remove Top 1000
- ☐ Remove Top 10k
- ☐ Remove Top 100k
- ☒ Remove Top Million

E-COMMERCE

- ☐ Don't remove any
- ☐ Show ecommerce sites
- ☒ Remove ecommerce sites

ADVERTISING

- ☐ Don't remove any
- ☐ Show sites with ads
- ☒ Remove sites with ads

type 2 diabetes recipes

Don't remove any sites

Diabetes Type 2 Recipes - Cooking For Diabetics ...

<http://cookingfordiabetics.org/diabetes-type-2-recipes/>

Type 2 diabetes (sometimes called mature onset diabetes) is the most common form of diabetes, accounting for 90% of cases diabetes. This disease affects nearly 17 ...

Recipes - Diabetes Queensland

<http://www.diabetesqld.org.au/recipes.aspx>

Diabetes Queensland provides you with healthy recipes to assist you in maintaining a healthy lifestyle with regular exercise. Submit your own recipe.

Living with Type 2 Diabetes - Easy Recipes for Diabetics ...

<http://www.easy-special-health-recipes.com/type-2-diabetes.html>

Type 2 diabetes, find the easy to prepare, effective day to day diabetic recipes, cheaper foods diet plans

Triple chocolate brownies - Diabetes Queensland

<http://www.diabetesqld.org.au/recipes/dessert/triple-chocolate-brownies.aspx>

Diabetes Queensland provides you with healthy recipes to assist you in maintaining a healthy lifestyle with regular exercise. Submit your own recipe.

Recipes For Diabetes Type 2

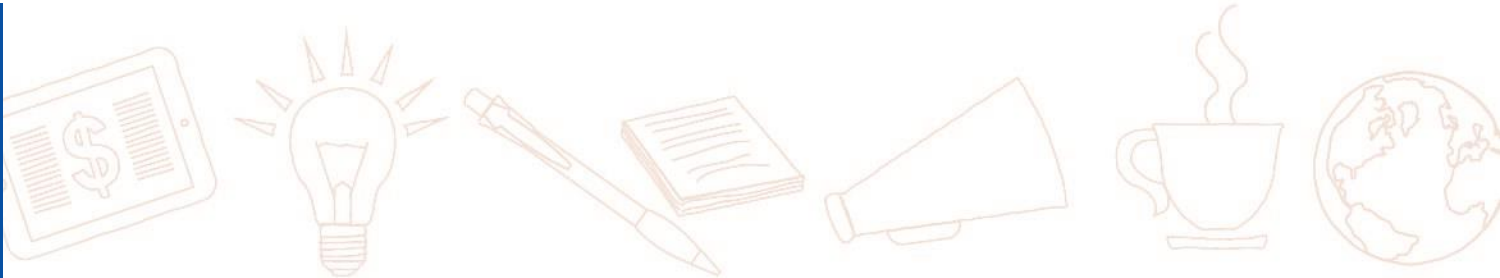
Track down image owners

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’**

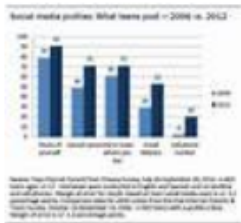
Is anyone using our photos?

Is this person’s profile legit?

**ID infographic from report, look for
uses of that image**

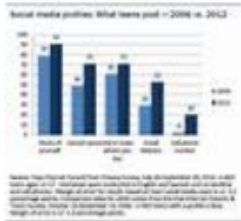


Pages including this image



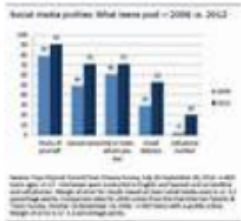
Types Of Information Teens Share On Social Media Profiles, 2006 vs ...
trends.e-strategyblog.com/2013/05/27/types-of-information-teens...

509 x 476 · 53 kB · jpeg



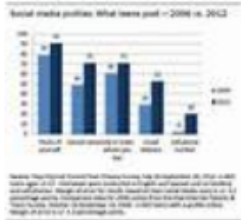
Teens Are 'Meh' About Facebook, Warming up to Twitter and Sharing ...
www.dmconfidential.com/teens-are-meh-about-facebook-warming-up-to...

509 x 476 · 66 kB · jpeg



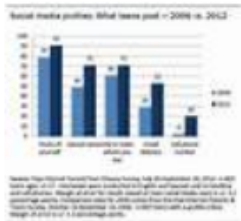
Immer mehr Jugendliche gehen in s...
www.androidpit.de/soziale-netzwerke-image-

509 x 476 · 95 kB · jpeg



What #teens post on #social #media
pinterest.com/pin/557109416375487386

509 x 476 · 45 kB · jpeg



PEW Internet Research: teens and s...
pinterest.com/pin/150096600055553024

509 x 476 · 45 kB · jpeg



Infographic: Teens,
Social Media, and
Privacy



Infographic: What
Teens Share on
Social

Focus group

- Open link in new tab
- Open link in new window
- Open link in incognito window
- Save link as...
- Copy link address

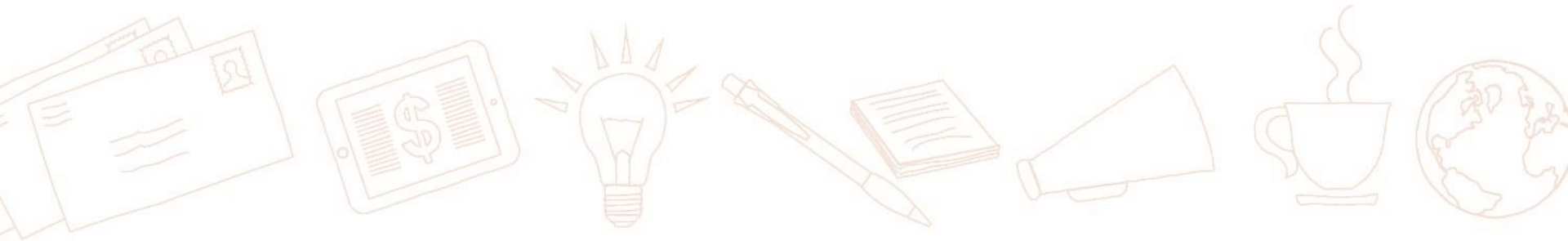
Bing's Image Search quirks

Scroll down for bars to

People interested in...also searched for

Refine your search for ...

Collections for ... from Pinterest





Web

Images

Videos

Maps

News

Explore

More sizes



Large



Medium

[View all sizes](#)

Pages including this image



[racetrack playa and sailing stones photo - http://www.treehugger.com ...](http://www.treehugger.com/pinterest.com/pin/121526889915833026)

644 x 430 · 68 kB · jpeg



[Nature Blows My Mind! The Mysterious Sailing Stones](http://www.treehugger.com/slideshows/natural-sciences/nature-blows-my-mind...)

www.treehugger.com/slideshows/natural-sciences/nature-blows-my-mind...

644 x 430 · 71 kB · jpeg



[vándorló kövek rejtélye « Alternatív Energia - alternatív ...](http://www.alternativenergia.hu/a-vandorlo-kovek-rejtelye/53726)

www.alternativenergia.hu/a-vandorlo-kovek-rejtelye/53726

600 x 401 · 82 kB · jpeg



[ainda que queiramos andar pelo Vale da Morte, não precisamos temer ...](http://ceticismo.net/2013/05/05/a-vida-silenciosa-e-desprovida-de-vida-do...)

ceticismo.net/2013/05/05/a-vida-silenciosa-e-desprovida-de-vida-do...

450 x 300 · 47 kB · jpeg



[Kolonijalizam nije mrtav – pogledajte preostale svjetske kolonije](http://pinterest.com/pin/272054412863403063)

pinterest.com/pin/272054412863403063

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/ •

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 •

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/l2ha24vfdvj5/uber-marketing-plan/> • Prezi •

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 ...

<http://hooklineandclinger.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/ •

Nov 5, 2013 - No one does stunt marketing quite as effectively 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...> • LinkedIn •

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...

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

<https://growthhackers.com/growth-studies/uber> •

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<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 ...

10 Step Marketing Plan - UBER - SlideShare

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-small-tl...> •

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 •

Lessons from Uber's marketing strategy Uber is your 'on-demand private driver.' Which implies is that it's a very expensive, but a very cool and convenient cab.

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

hooklineandclinger.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

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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-to-ban • Wired •

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...> • LinkedIn •

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 (0.31 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/ • TechCrunch •

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/ •

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 •

Dec 5, 2014 - 2014 UberPool Marketing Consulting Team Phuong Pham, Atish Shah, Setavut Phannara (Jay) UberPool Marketing 7 Market Strategy

Uber Price Surging: Naughty Business Tactic, or Legit

outsourceonline.com/2015/03/20/uber-price-surging/ •

Mar 20, 2015 - Uber Price Surging: Naughty Business Tactic, or Legit Market Strategy? spyrojiro@comcast.net' By John-Pierre Maelli - March 20, 2015

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

www.marvinjimmmons.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 •

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/

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 ...

<http://www.aei.org/the-uber-scandal-here/> • American Enterprise Institute •

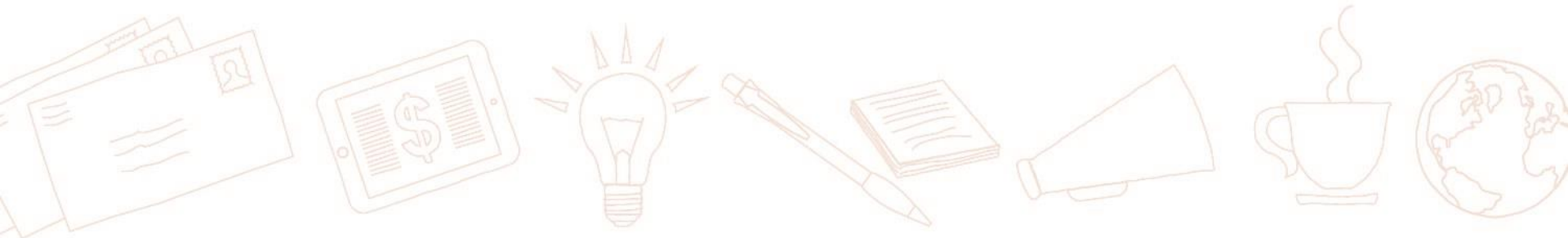
Aug 21, 2013 - (DC's corrupt, crony capitalist crackdown on Uber would be the opposite of ... A pro-market strategy rejects subsidies not only because they're a

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

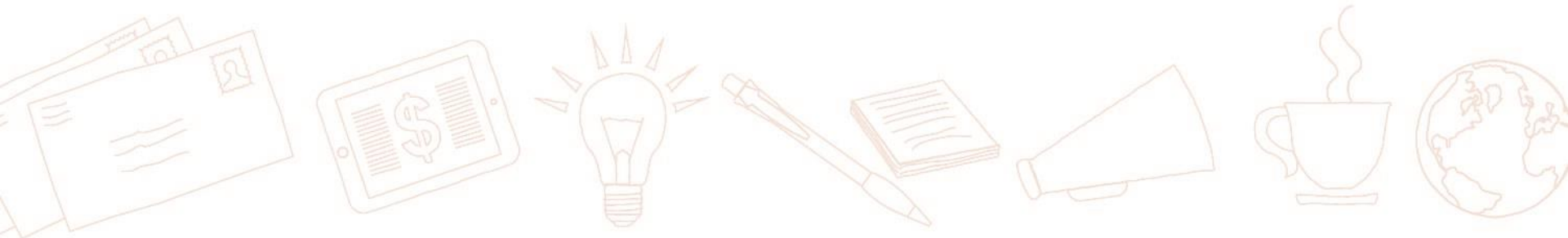


Limit searches to gov sites

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

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

owl.li/Thaaw



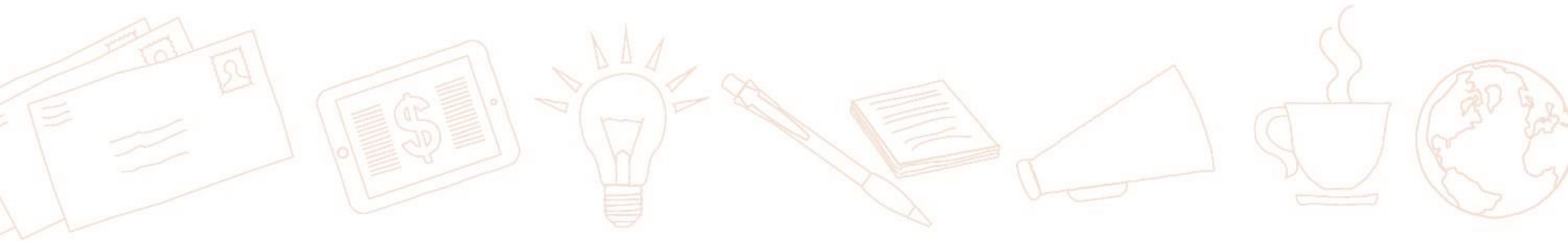
Use Google Trends

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”

"travel ag...
Search term

"flight cen...
Search term

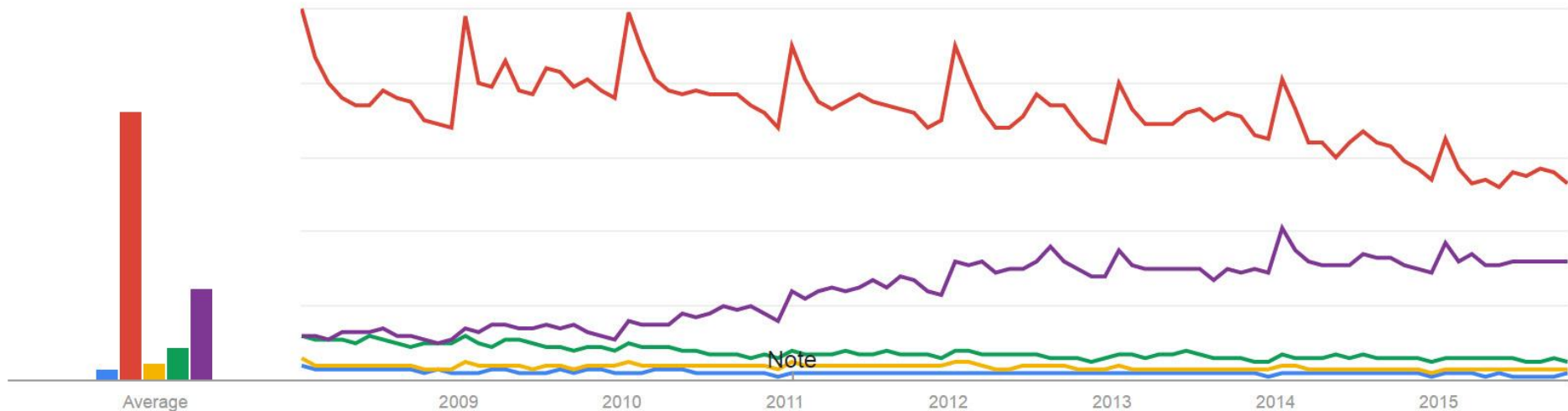
"escape tr...
Search term

"sta travel"
Search term

expedia
Search term

Interest over time ?

☐ News headlines ☐ Forecast



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



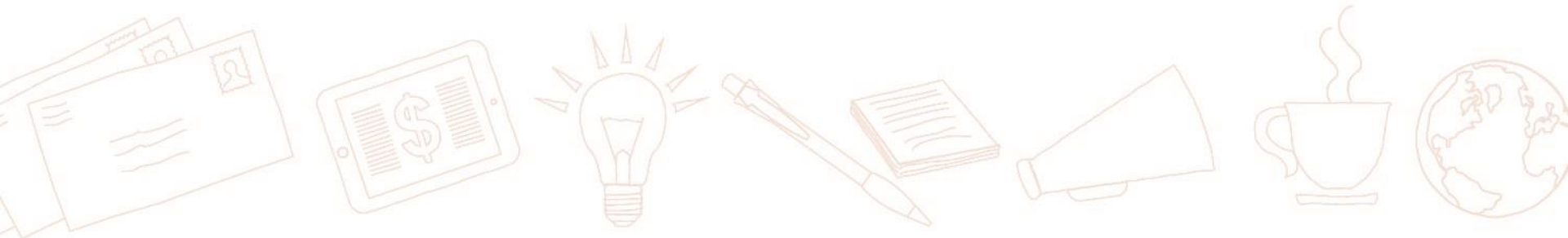
Use MS Academic for insight

Key conferences

Key journals

Keywords

academic.research.microsoft.com



Authors (2227)

Jeffrey T. 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

Organizations (548)

Washington

Keywords (1040)

Microbial Community

Genetics

Enzyme

Microbial Diversity

Community Structure

Subscribe

any time

for energy

ine R. Mardis,

tions: 516)

b Knight,

etabolic
sease.

e Sets in

ni, H. Morita,

View...

tabolic...
8, 2008

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?



LIFE STAGE

PRODUCT TYPE

SPECIAL FORMULAS

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 +

☐ 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"

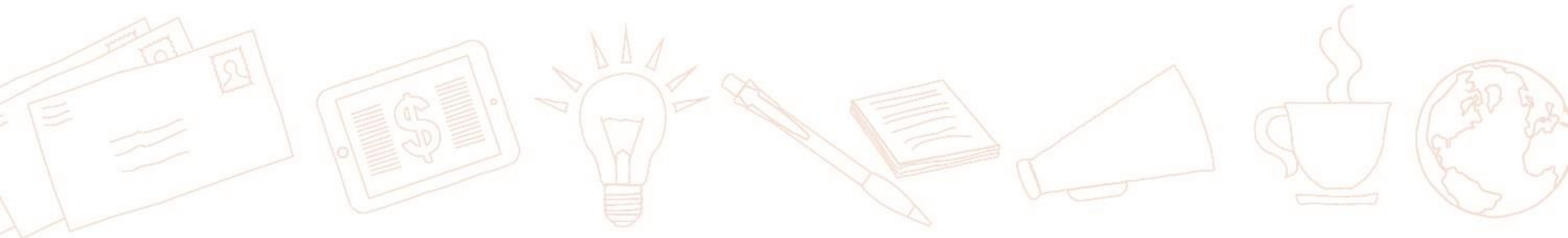


SocialMention.com

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

Strength: are people talking?

Sentiment: positive or negative?

Passion: # of unique authors

Reach: range of influence

Sentiment



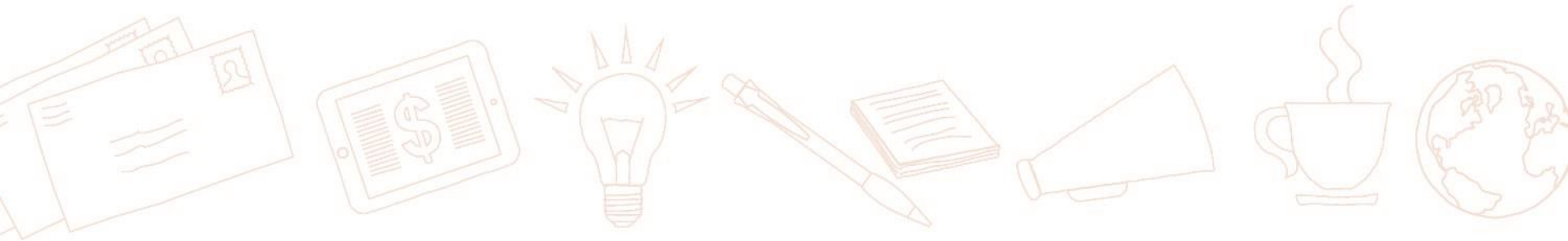
LinkedIn insights

Use Advanced Search to find experts

Use Advanced Search

Search with keywords, location

Filter with Industry: Libraries



Industry

- ☐ Law Practice
- ☐ Legal Services
- ☐ Legislative Office
- ☐ Leisure, Travel & Tourism
- ☒ Libraries
- ☐ Logistics and Supply Chain

Company

School

Location

Country

☐ Leisu☒ Libra☐ Logis☐ ku☐ Mark

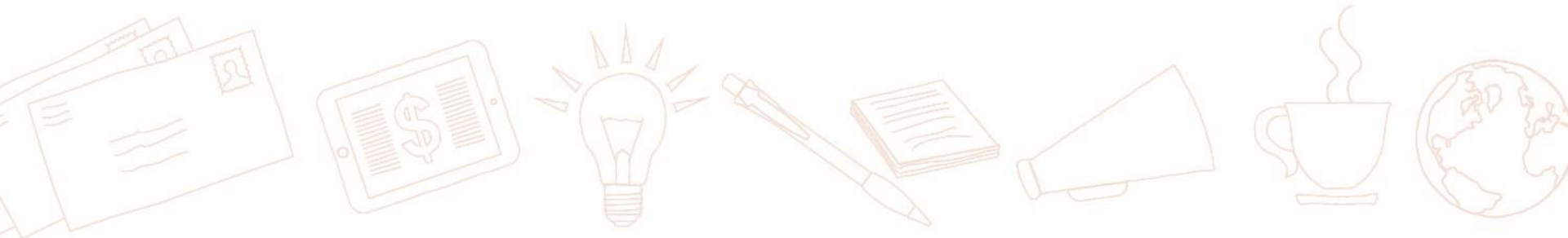
Country

Industry

Brainstorm on Biznar.com

Use search filters to ID key concepts,
timeline

See visual display of concepts



796 top results from at least 26,666 found.

107 of 107 sources complete

Topics

Visual

All Results (796)

▼ Topics

- ▶ Boulder City (106)
- ▶ Water (55)
- ▶ Municipal Utilities (54)
- ▶ Boulder County (40)
- ▶ Market (36)

More...

▶ Authors

▶ Publications

▶ Publishers

▼ Dates

2015 (160)

2014 (136)

2013 (89)

2012 (52)

All (796)

News (180)

Research (565)

Patents



Results 1 – 10 of 796

Sort by:

Rank



Limit to:

All Collections

1

[Boulder municipalization \(2B and 2C\)](#)



You Got The News

Nov 1, 2011 ... Unofficial election results show that both **Bou**
the ...

2011-11-01



2

[Boulder's municipalization minefield](#)



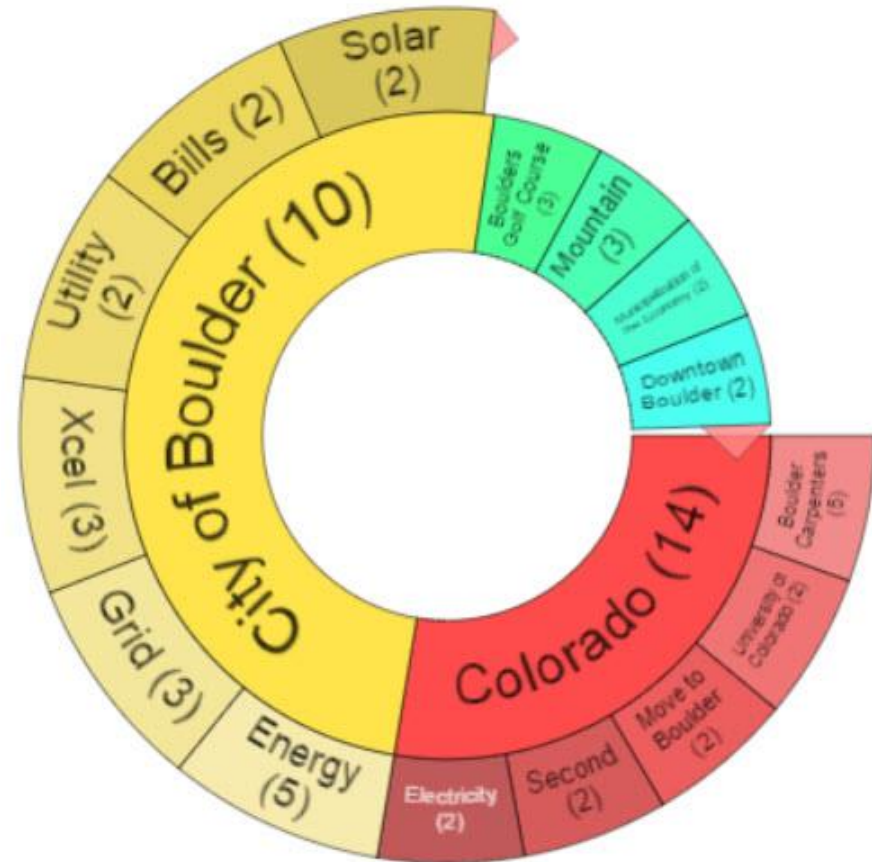
You Got The News

Feb 28, 2013 ... Could the city's plans for a new utility blow u

All sources

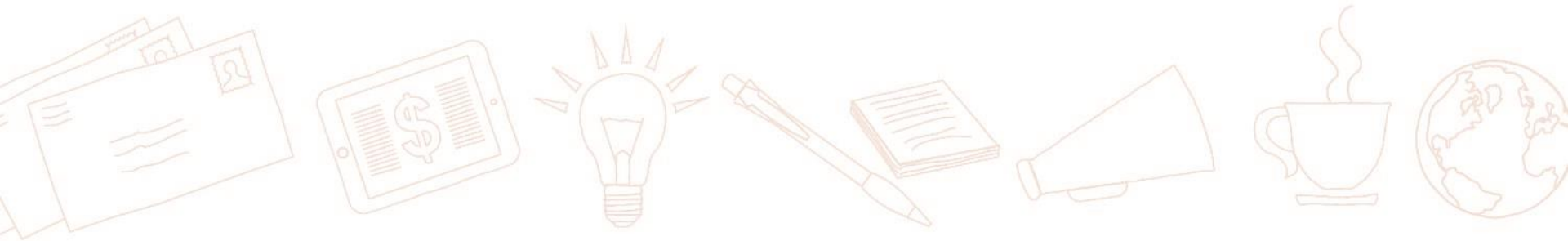


Social media



And when you're bored...

AllTheMinutes.com





MOGTEC ★☆☆☆☆

@MOGTEC

 [Follow](#)

It's 12:45pm and already a infernal summer outside. Heat (@.@)
!!

9:47 PM - 12 Jul 2015

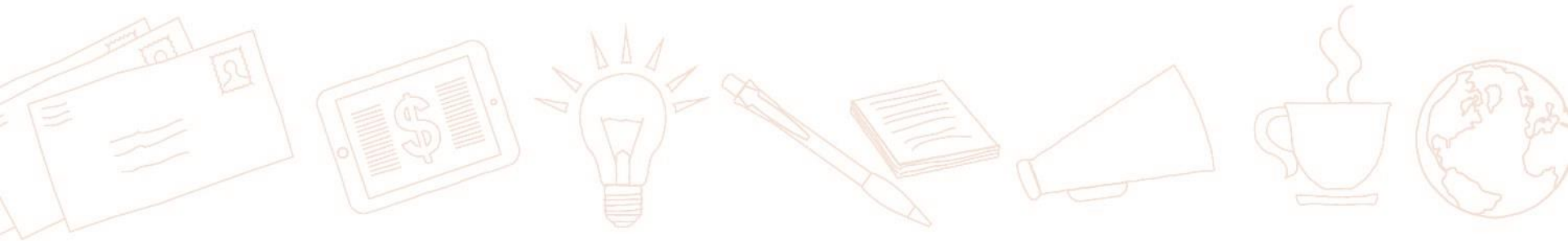


1



Slides at

BatesInfo.com/extras



Reach Mary Ellen at:

mbates@batesinfo.com

Reluctant-entrepreneur.com

BatesInfo.com

Twitter: @mebs

LinkedIn: maryellenbates

Facebook: maryellenbates

