

13 Useful Search Operators for Content Marketers

Search Operator	What it Does	Example Query
Quotes ("")	Return only results with a specific phrase	"conversion optimization tips"
Minus (-)	Exclude a specific keyword from the search results	conversion optimization -tips
site:	Return results from a particular site	site:optinmonster.com
Asterisk (*)	Replace this with anything	"* content upgrade ideas"
inurl:	Return results within URL	inurl:conversion
intitle:	Return results within title	intitle:conversion
inurl:.extension	Return results for particular country	inurl:.ca
OR	Return results for one query or the other query	conversion OR optimization
allinpostauthor:	Return results from a particular author	allinpostauthor:Syed Balkhi
define:	Return definitions	define:lead magnet
Date/time range	Return results from a particular date or time range.	any query (must enter your date/time range into Google's search tools filter)
filetype:	Return specific filetypes	filetype:PDF
info:	Return information about a specific domain	info:optinmonster.com

Reference: <http://optinmonster.com/google-search-operators-for-content-marketers-cheat-sheet>

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