Helen Brown Group search hacks

Instead of weeding through a bunch of unrelated results, try using these strategies next time you search to get targeted results.

Many of these hacks are industry-standard and can be used across many platforms, including search engines, on LinkedIn, social media platforms, and more.

Shortcut	Why and how to use
Quotation marks	Use this to find an exact phrase. **"investment advisor"**
| OR	Use to find one phrase or the other. Results will include both terms. **"investment advisor" OR "investment adviser"** **"investment advisor" | "investment adviser"**
(parentheses)	Use when you want to find either phrase within the parentheses with another term or set of terms. This search achieves the same end as the above search. **(adviser OR advisor) investment**
* wildcard	Use when you're not sure if a middle name or initial is used. **"john * smith"**
Proximity: AROUND(#)	To find a word near others. In this example, we're trying to find if the name of someone's significant other is mentioned within 5 words of his name. **"john smith" AROUND(5) (wife OR husband OR partner)**
- (minus sign)	To eliminate words you don't want. **"john smith" -landscaping**
Site:	When you want to search a website and there's no search box there, just try this clever hack back at a search engine: **Site:www.smithconsultinggroup.com "our philanthropy"**