

Why You Should Use Quotes on Google Now!

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Open-Ended vs. Restrictive Search on Google

Open-Ended:

Using a few keywords

Looking for one (maybe a few) pages with answers



Google tries to guess the intent and may show results where some words are absent

Restrictive Search



Running specific searches, using quotes, or search operators

[we are] Often looking for as many results as possible



Google goes straight to search

Sometimes will provide *more* results than "open-ended"



See Danny Sullivan's [comments](#) on booleanstrings.com

From Open-Ended to Restrictive

name title company email washington
oregon director manager vp 82 results



-site:zzz name title company email washington
oregon director manager vp 111 results



"name" "title" company email
washington oregon director manager
vp (two quoted words) - 202 results



"name" "title" "company" "email"
"washington" oregon "director" "manager" vp
(more quoted words) - 361 results



Thoughts?