

Google Custom Search

Modality: On Demand

Duration: 30 Min

About this course:

This training course guides you through creating and using a Google custom search in order to find the particular information you are looking for with ease. The course introduces you to the advanced search capabilities of this popular search engine and guides you through how to set up a Google account. You'll learn how to apply specific search parameters, such as keywords, location restrictions, URL formatting, site inclusions and restrictions and other refinements. The course also demonstrates how to customize your search box and how to use advanced tools, such as coding and collaboration. This 14-minute course utilizes multiple video tutorials with audio narration to guide you through custom search engines in detail. Upon completion of the course, you will be able to utilize custom searches in your research to target specific information.

Course Objective:

- Filter searches by keyword and location to find the most accurate information
- Use location and specific website parameters to narrow your search
- Use code to include the Google search engine on your web page

Audience:

- SEO Professionals
- IT Professionals

Prerequisite:

- There are no prerequisites required for this course

Course Outline:

Getting Started

- Introducing advanced search
- Understanding the uses of Customized Google Search
- Setting up a Google account

Create a Custom Search

- Filling in basic information

- Specifying keywords
- Specifying where to search
- Formatting URLs to search
- Selecting an edition
- Testing it out
- Viewing the home page

Edit Your Search Engine

- Understanding the basics
- Including/excluding sites
- Using refinements
- Customizing your search box

Advanced Tools

- Using code
- Understanding collaboration

Alternative

- Creating a Custom Search Engine on the fly