

Become a Google Power User: Tips and Techniques

ST Reproductive Technologies, LLC EX2007
Smarter, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885



EMORY
GOIZUETA
BUSINESS
SCHOOL

1 of 33
Goizueta
Business
Library

Table of Contents

Mastering Google's Power Search Commands

- [General Tips](#)
- [Key Concepts](#)
- [Synonyms](#)
- [Trigger Words](#)
- [Phrases](#)
- [Connectors – AND](#)
- [Connectors – OR](#)
- [Logic – Combining AND & OR](#)
- [The Basics in Practice](#)

Access our [Advanced Google Features cheat sheet](#).

Targeting the Best Sources

- [Who Owns Information](#)
- [Domains](#)
- [INURL](#)
- [Dates – Tools](#)
- [Data – Filtering with Numbers](#)
- [Google Images](#)

Google Scholar and Library Linking

- [Linking Your Google Scholar Account](#)
- [Google Scholar Advanced Search](#)
- [Citations in Google Scholar](#)

ST Reproductive Technologies, LLC EX2007

Smaxtec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

2 of 33



Mastering Google's Power Search Commands

ST Reproductive Technologies, LLC EX2007
Smaxtec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885



EMORY
GOIZUETA
BUSINESS
SCHOOL

3 of 33
Goizueta
Business
Library

Power Search Commands: General Tips

Word order counts

Position keywords in the order of importance by placing the most critical terms first.

Use fewer words, but the right words

The more precise and targeted your keywords, the better the results.



ST Reproductive Technologies, LLC EX2007
Smaxtec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

4 of 33



Power Search Commands: Key Concepts

You will have more success searching if you distill your topic down to key concepts.
Then build your keywords around these concepts.

Example topic: “I want to find information on innovations of medical devices in healthcare, specifically related to cancer.”

Key concepts:

- innovation
- medical devices
- healthcare
- cancer

ST Reproductive Technologies, LLC EX2007
Smartec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

5 of 33



Power Search Commands: Synonyms

Next, brainstorm synonyms for your key concepts to broaden your search and ensure you do not miss relevant information. Keep in mind, authors may use different keywords to describe concepts.

Example topic: “I want to find information on innovations of medical devices in healthcare, specifically related to cancer.”

Key Concepts:

- innovation
- medical devices
- healthcare
- cancer

Possible synonyms for each concept:

- *Innovation* > disruption
- *medical devices* - sometimes a keyword stands on its own without synonyms
- *healthcare* > health, medical, medicine
- *cancer* > oncology

ST Reproductive Technologies, LLC EX2007
Smactec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

6 of 33



Power Search Commands: Trigger Words

Trigger words provide focus and clarity. Think of them as action words that drive Google to return results that target the kinds of content you are looking for.

Commonly used trigger words include:

- data
- statistics
- surveys
- impact
- trends
- ROI
- strategy
- growth
- challenges
- outlook

ST Reproductive Technologies, LLC EX2007
Smaxtec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

7 of 33



Power Search Commands: Trigger Words

Think about paring trigger words that reflect a similar intent:

- data / statistics
- surveys / studies
- trends / outlook / ROI / future / forecast / predications
- strategy / challenges
- growth / decrease / decline
- behaviors / attitudes / motivation
- innovation / disruption / creativity

ST Reproductive Technologies, LLC EX2007
Smaxtec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

8 of 33



Power Search Commands: Phrases

Always place phrases in quotation marks (“ ”) so that Google searches for the words together in the exact order you wrote them.

Example phrases:

- “stock options”
- “North Carolina”
- “self-driving” – Treat hyphenated words as a phrase.
- “autonomous vehicles”
- “medical devices”

Conducting a search for *autonomous vehicles* without quotation marks will return many extraneous results. Without quotation marks, results will include:

- The word *autonomous* anywhere
- The word *vehicles* anywhere
- *Autonomous vehicles* as a phrase

ST Reproductive Technologies, LLC EX2007
Smaxtec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

9 of 33



Power Search Commands:

Connectors - AND

Google looks for all the individual keywords to appear in each returned document or website. It automatically inserts AND between each search term, unless you tell it otherwise.

Since AND is the default, you do not have to include it in your search. But if you choose to, it must be in all capital letters (AND).

Example:

- Healthcare medical devices innovation
 - Google interprets this search as: healthcare AND medical AND devices AND innovation
 - It requires that all 4 search terms be present, in any order
- Healthcare “medical devices” innovation
 - Searching “medical devices” is a more precise search, yielding fewer but more relevant results

ST Reproductive Technologies, LLC EX2007
Smaxtec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

10 of 33



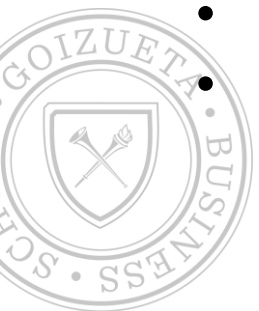
Power Search Commands: Connectors - OR

Google requires at least one of the individual keywords to appear in each returned document or website.

- Use OR to separate synonyms, e.g., similar concepts
- Always type OR in all capital letters
- Remember that the benefit of using synonyms is to find the most relevant results
- Unlike AND, you must separate all synonyms with OR

Examples:

- automobiles OR “motor vehicles” OR cars
- innovation OR creativity OR disruption



ST Reproductive Technologies, LLC EX2007
Smartec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

11 of 33



Power Search Commands:

Logic – Combining AND & OR

Use Boolean connectors to create a clearly expressed logic search string, one that will drive Google to return the best content for your research

Structuring your search:

- (synonym OR synonym) AND (synonym OR synonym)

Examples:

- (cancer OR oncology) AND “medical devices” AND (innovation OR disruption)
- (phone OR “mobile device” OR smartphone) AND usage AND (millennials OR “gen z”)



ST Reproductive Technologies, LLC EX2007
Smartec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

12 of 33



Power Search Commands: Logic – Combining AND & OR

Now let's break down the logic:

Example: (cancer OR oncology) AND “medical devices” AND (innovation OR disruption)

- (at least one of the keywords) AND the phrase AND (at least one of the keywords) must be present in each document or website
- Looks for content that contains: either keywords *cancer* OR *oncology* AND the phrase “*medical devices*” AND either keyword *innovation* OR *disruption*

Example: (phone OR “mobile device” OR smartphone) AND usage AND (millennials OR “gen z”)

- (at least one of the keywords or phrases) AND (at least one of the keywords OR phrases) must be present in each document or website
- Look for content that contains: either keyword OR phrases *phone* OR “*mobile device*” OR *smartphone* AND the word usage AND either keyword/phrase *millennials* OR “*gen z*”

ST Reproductive Technologies, LLC EX2007
Smartec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

13 of 33



What does this look like in practice? Let's put it together.

Research topic:

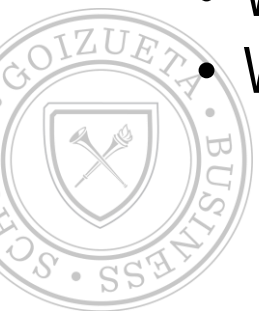
- Recent trends toward sustainability in the fashion industry

Here are the factors we need to consider:

- What are the essential key concepts?
- What are the essential keywords or phrases?
- What are the most relevant synonyms for these keywords and phrases?
- Are there trigger words that might help?
- What should our word order be?
- What logic should we use in our search statement?

ST Reproductive Technologies, LLC EX2007
Smaxtec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

14 of 33



Recent trends toward sustainability in the fashion industry

Step 1: *Start with key concepts*

- sustainability
- fashion
- industry

Step 3: *Which trigger words will help provide specificity?*

- trends / outlook / future
- impact / benefits
- strategy / challenges

Step 2: *What are the relevant synonyms?*

- **sustainability**
 - “eco-friendly”
 - environmental
 - green
 - recycle
- **fashion**
 - clothing
 - apparel
- **industry**
 - market

ST Reproductive Technologies, LLC EX2007

Smaxtec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

15 of 33



Recent trends toward sustainability in the fashion industry

Now, group synonyms for each concept together with OR:

Concept 1: sustainability OR “eco-friendly”
OR environmental OR green OR recycle

Concept 2: fashion OR clothing OR apparel

Concept 3: industry OR market

Next, group the trigger words:

trends OR impact OR outlook OR strategy



ST Reproductive Technologies, LLC EX2007
Smartec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

16 of 33



Recent trends toward sustainability in the fashion industry

Put everything together to create a targeted and strong Google search statement.

(sustainability OR “eco-friendly” OR environmental OR green OR recycle) AND (fashion OR clothing OR apparel) AND (industry OR market) AND (trends OR impact OR outlook OR strategy)



ST Reproductive Technologies, LLC EX2007
Smartec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

17 of 33



Targeting the Most Credible Sources

ST Reproductive Technologies, LLC EX2007
Smaxtec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885



EMORY
GOIZUETA
BUSINESS
SCHOOL

18 of 33
Goizueta
Business
Library

Power Search Commands: Who Owns Information

Use advanced search functions to drive Google to return content from credible, authoritative sources.

Consider:

- Who collects the information?
- Where does that information live?
- Who writes about your topic?



ST Reproductive Technologies, LLC EX2007
Smaxtec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

19 of 33



Power Search Commands: Who Owns Information – Domains

Think about the different type of “sources” that gather and publish information and data.
Sources can be a type organization, a publication, an individual.

Target specific domains, e.g., government, education, non-profits, NGOs, countries, or even a specific website.

- site:edu
- site:org (typically used for non-profits)
- site:gov
- site:emory.edu

Place the *site:* command at the very end of the search statement.

- enrollment AND college AND site:emory.edu
- enrollment AND college AND (data OR statistics) site:gov

ST Reproductive Technologies, LLC EX2007
Smartec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

20 of 33



Power Search Commands:

Who Owns Information – INURL

Target a specific source's content. Think of this function as a shortcut when you do not know the complete URL.

Examples:

- inurl:census
- inurl:deloitte
- inurl:nytimes
- inurl:youtube
- inurl:worldbank

Place the *inurl:* command at the very end of the search statement.

Examples:

- streaming AND (netflix OR amazon OR hulu) AND (trends OR outlook) AND inurl:mckinsey
- travel AND (industry OR market) AND (strategy OR challenges OR risks) AND inurl:(nytimes OR fortune OR forbes)



ST Reproductive Technologies, LLC EX2007
Smactec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

21 of 33

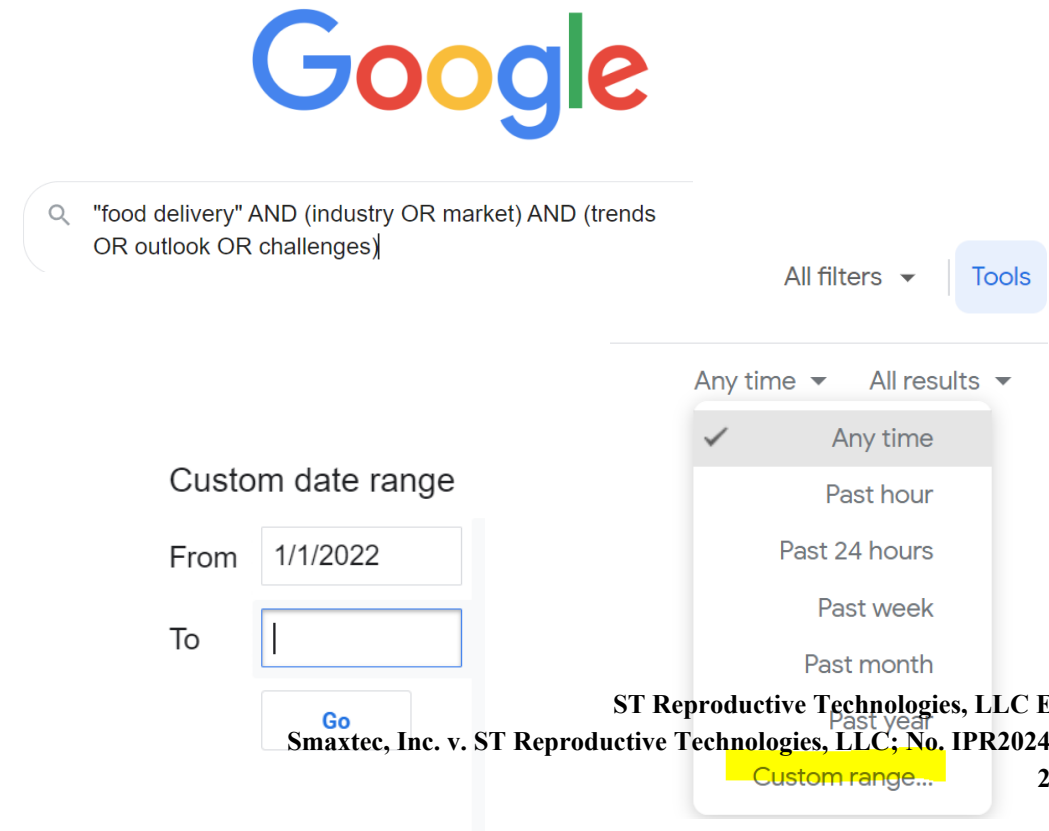


Power Search Commands: Publication Date Filter - Tools

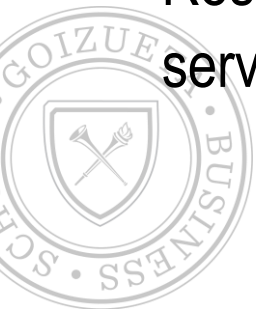
Use the *Tools* function to limit the publication date of returned content to a specific date or date range (e.g., Past Week, Past Month, Past Year, between 2021-2024, etc.). The default is Any Time (i.e., all publication dates).

Example:

Research shifts in the food delivery services industry since 2022.



The screenshot shows a Google search interface. The search bar contains the query: "food delivery" AND (industry OR market) AND (trends OR outlook OR challenges). Below the search bar, there are two dropdown menus: "All filters" and "Tools". The "Tools" dropdown is open, showing a list of date filters: "Any time" (selected with a checkmark), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". To the left of the "Tools" dropdown, there is a "Custom date range" section with "From" and "To" input fields. The "From" field is filled with "1/1/2022" and the "To" field is empty. Below these fields is a "Go" button. The search results are partially visible at the bottom, showing a snippet for "ST Reproductive Technologies, LLC EX2007 Smaxtec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885".



Power Search Commands: Data Years Filter

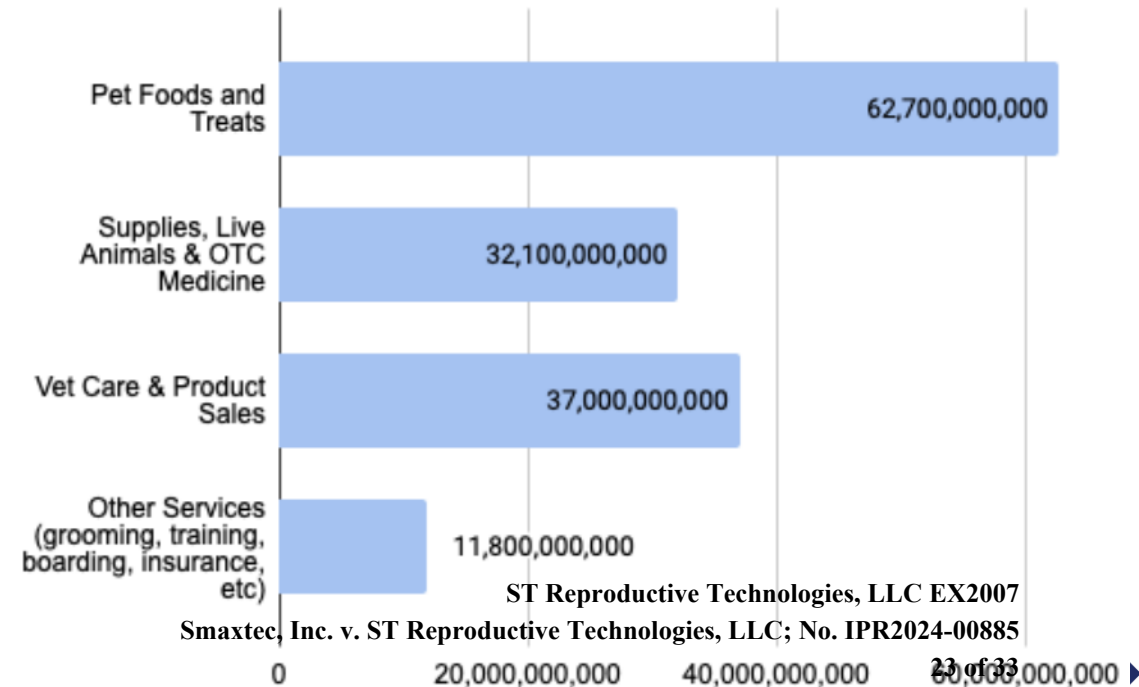
Search for a range of numbers by adding two dots between two numbers. Useful for locating historical, current, or forecasted data for specific year(s) imbedded within documents and website content.

Examples:

- 2022..2028 – looks for data for the years between 2022 and 2028.
 - Pets AND consumer AND spending AND (sales OR revenues) AND 2021..2023

Note: Always add extra years to your date ranges to make sure you don't miss relevant data and place the years at the end of the search statement.

Pet Spending Projection 2023 (USA)



Power Search Commands: Google Images

Use Google Images to locate data visualizations.

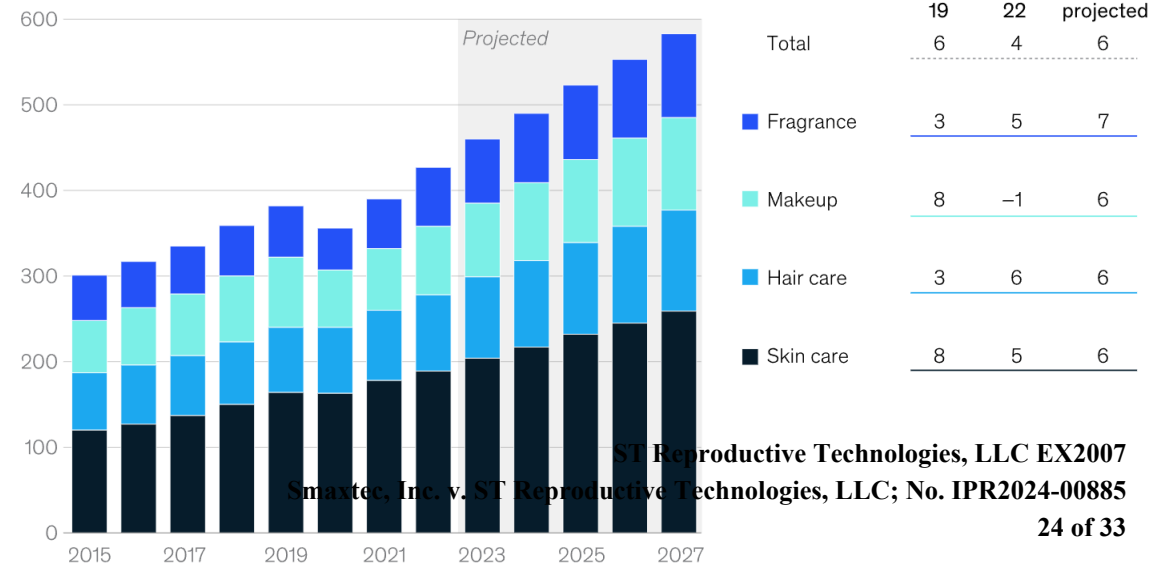
- Locate rankings for companies, industries, brands, etc.
- Locate data you might expect to find in a market research report, such as market size, market share, CAGAR, and market segmentation.
- Locate data about consumer purchasing behaviors, preferences, or spending.

After running the search in Google, click on *Images*.

Beauty AND (industry OR market) AND consumer AND purchasing AND (data OR statistics)

The four main beauty categories are projected to grow in the next few years.

Global beauty market retail sales, by category, \$ billion



Source: Euromonitor; McKinsey analysis; McKinsey Global Institute analysis

Google Scholar: Linking to Emory Libraries for Efficient Article Access

ST Reproductive Technologies, LLC EX2007
Smaxtec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885



EMORY
GOIZUETA
BUSINESS
SCHOOL

25 of 33
Goizueta
Business
Library

Google Scholar and Library Linking

You can connect Emory Libraries' content to your Google Scholar account.

While this feature does not search all of Emory's electronic resources (and therefore is not a substitute for database searching), it can be an excellent springboard into further research by helping you identify some journal articles on your topic.



ST Reproductive Technologies, LLC EX2007
Smartec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

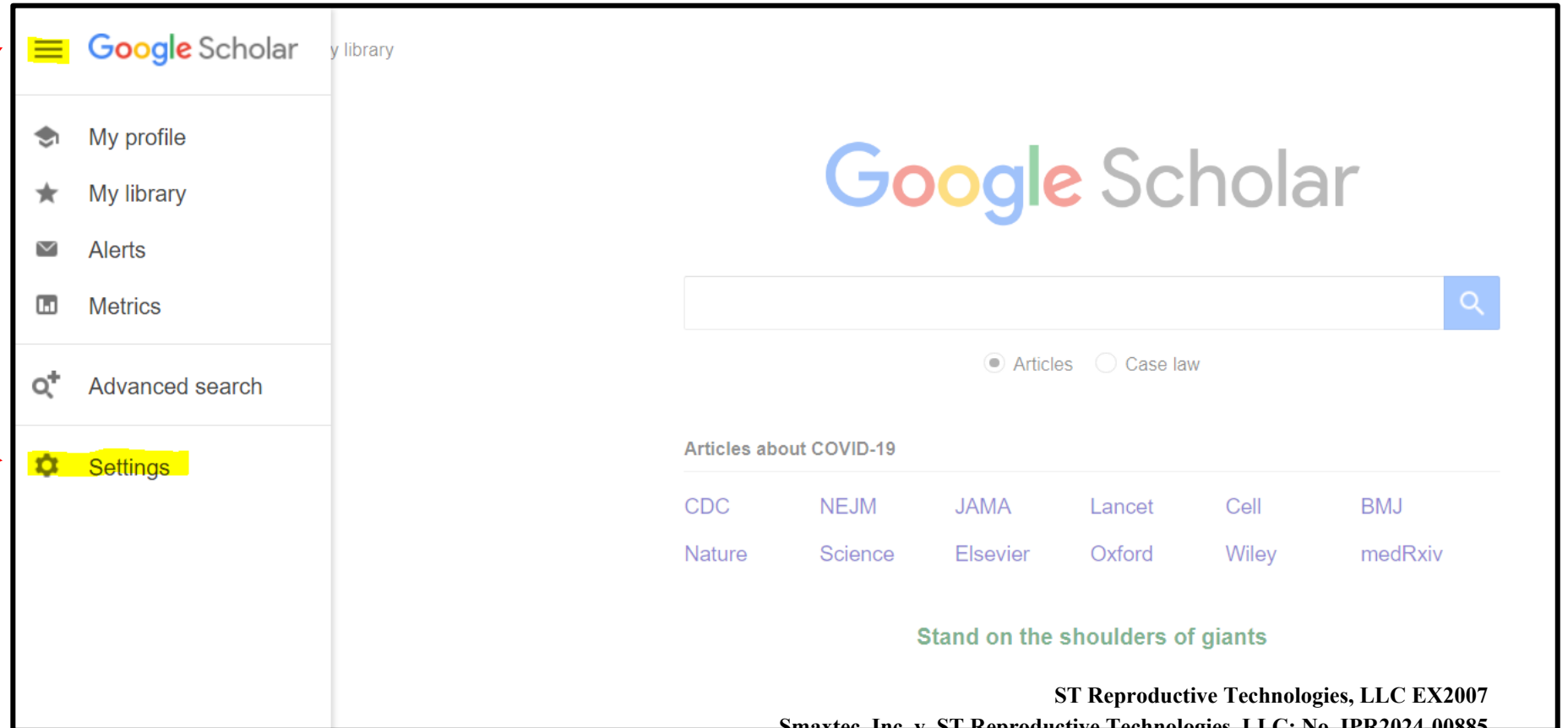
26 of 33



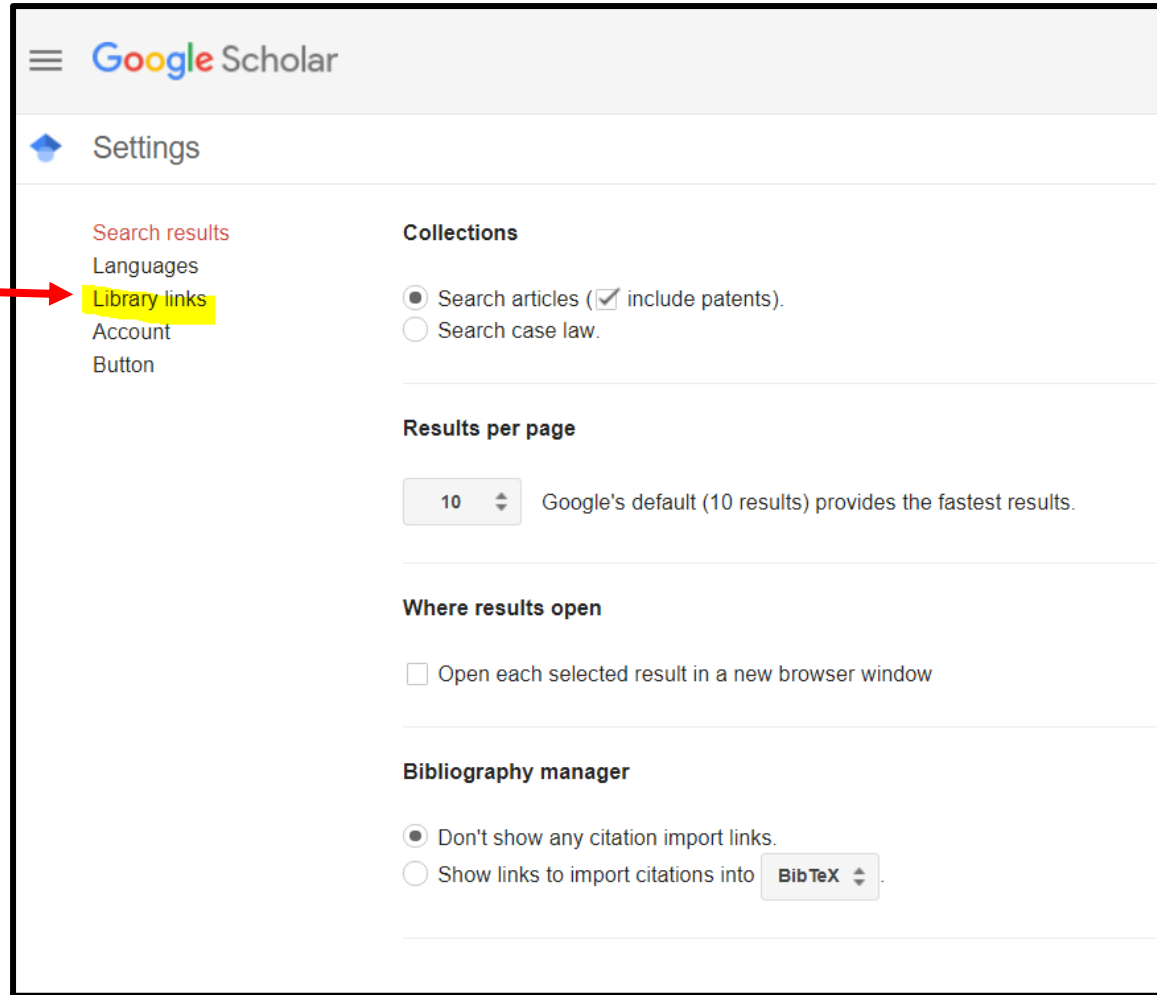
Linking Your Google Scholar Account

First, go to Google Scholar and select the three lines in the upper left-hand corner.

Then, select the Settings option.



Next, select Library links.



The screenshot shows the Google Scholar Settings page. On the left sidebar, under the 'Settings' header, there are four options: 'Search results', 'Languages', 'Library links', and 'Account'. The 'Library links' option is highlighted with a yellow background. A red arrow points from the text 'Next, select Library links.' to this highlighted option. The main content area on the right is divided into sections: 'Collections' with radio buttons for 'Search articles (include patents)' (selected) and 'Search case law'; 'Results per page' with a dropdown set to '10' and a note that Google's default provides the fastest results; 'Where results open' with an unchecked checkbox for 'Open each selected result in a new browser window'; and 'Bibliography manager' with radio buttons for 'Don't show any citation import links.' (selected) and 'Show links to import citations into BibTeX'.

Linking Your Google Scholar Account, cont.



ST Reproductive Technologies, LLC EX2007
Smactec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

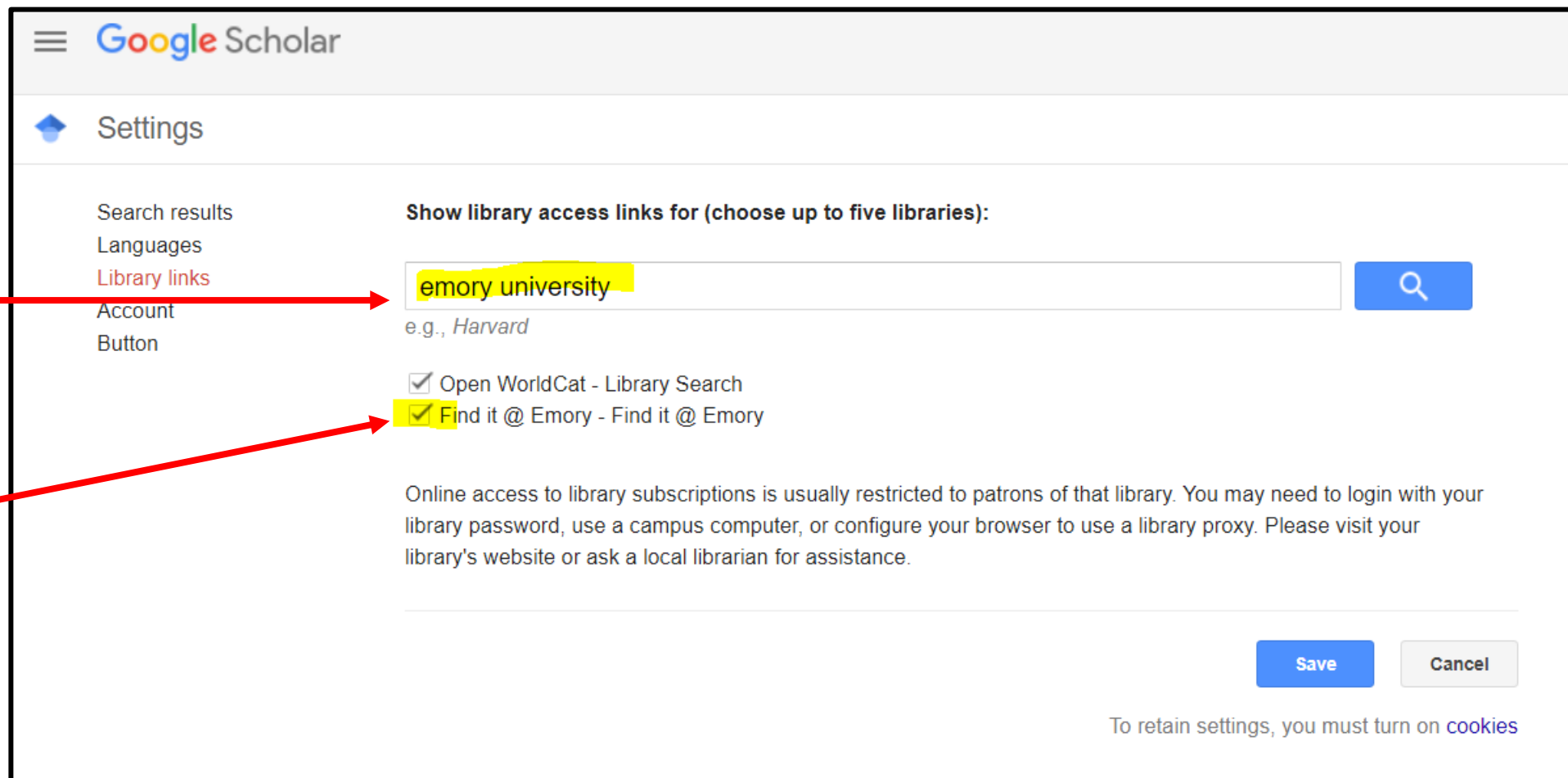
28 of 33



Type *Emory University* into the search bar and hit enter.

Select the check box next to *Find it @ Emory* and then hit Save.

Now you are ready to search!



The screenshot shows the Google Scholar Settings page. On the left, a sidebar lists navigation options: Search results, Languages, Library links (highlighted in red), Account, and Button. A red arrow points from the text 'Type Emory University into the search bar and hit enter.' to the search bar in the 'Library links' section. Another red arrow points from the text 'Select the check box next to Find it @ Emory and then hit Save.' to the 'Find it @ Emory' checkbox. The search bar contains the text 'emory university' (highlighted in yellow) and a magnifying glass icon. Below the search bar, it says 'e.g., Harvard'. There are two checkboxes: 'Open WorldCat - Library Search' and 'Find it @ Emory - Find it @ Emory' (the latter is checked and highlighted in yellow). Below these checkboxes, a note states: 'Online access to library subscriptions is usually restricted to patrons of that library. You may need to login with your library password, use a campus computer, or configure your browser to use a library proxy. Please visit your library's website or ask a local librarian for assistance.' At the bottom right, there are 'Save' and 'Cancel' buttons. A footer note says 'To retain settings, you must turn on cookies'.



You can tell that library linking has worked when you conduct a search and *Find it @ Emory* shows up to the right of some results. This lets you know that Emory provides access to that particular resource.

Note: the linking feature does not search 100% of Emory’s holdings and is not intended to be a substitute for a database search.

Google Scholar

retail industry digital (transformation OR disruption) (future OR forecast)

Articles

About 124,000 results (0.07 sec)

Any time

Since 2020

Since 2019

Since 2016

Custom range...

Sort by relevance

Sort by date

☒ include patents

☒ include citations

☐ Create alert

The next **digital transformation**: from an individual-centered to an everyone-to-everyone economy

S Berman, A Marshall - Strategy & Leadership, 2014 - emerald.com

... good," the **retail industry** that provides travel-relevant goods, and the logistics **industry** that provides ... include variables collected not just across the travel domain, but also across **retail**, social media ... Awareness: what is the depth of **market** insight and is it reflected in the consumer ...

☆ 83 Cited by 83 Related articles All 4 versions

The **Digital Transformation** at Organizations—The Case of **Retail Sector**

MJ Ferreira, F Moreira, CS Pereira, N Durão - World Conference on ..., 2020 - Springer

... a https://www.macrotrends.net/stocks/charts/FTCH/farfetch/**market-cap**; b https://www ... A., Mitronen, L.: Digitalization in retailing: multi-sided platforms as drivers of **industry transformation** ... C., Wood, S., Floh, A.: Adaptive resilience and the competition between **retail** and service ...

☆ 2 Cited by 2 Related articles

E-books: A tale of **digital disruption**

RJ Gilbert - Journal of Economic Perspectives, 2015 - aeaweb.org

... Agency pricing or resale price maintenance allows the upstream firms to determine **retail** prices ... able to set profit-maximizing prices if they have better information about **market** demand ... economic evaluation between wholesale and agency pricing for the e-book **industry** was the ...

☆ 100 Cited by 100 Related articles All 16 versions

Find it @ Emory

[PDF] aeaweb.org
Find it @ Emory



Advanced Search in Google Scholar

You can use the advanced search feature in Google Scholar to locate articles from a specific author, journal title, and within specific publication years.

The screenshot displays the Google Scholar homepage with a sidebar on the left containing links to 'My profile', 'My library', 'Alerts', 'Metrics', 'Advanced search' (highlighted in yellow), and 'Settings'. The main area shows the Google Scholar logo and a search bar. An 'Advanced search' modal is open, featuring a search bar and several filters. The 'Find articles' section includes options for 'with all of the words', 'with the exact phrase', 'with at least one of the words', and 'without the words'. The 'where my words occur' section has radio buttons for 'anywhere in the article' (selected) and 'in the title of the article'. The 'Return articles authored by' section has a text input field with the example 'e.g., "PJ Hayes" or McCarthy'. The 'Return articles published in' section has a text input field with the example 'e.g., J Biol Chem or Nature'. The 'Return articles dated between' section has two date input fields with the example 'e.g., 1996'.

Google Scholar

My profile

My library

Alerts

Metrics

Advanced search

Settings

Advanced search

Find articles

with **all** of the words

with the **exact phrase**

with **at least one** of the words

without the words

where my words occur

☒ anywhere in the article

☐ in the title of the article

Return articles **authored by**

e.g., "PJ Hayes" or McCarthy

Return articles **published in**

e.g., J Biol Chem or Nature

Return articles **dated between**

e.g., 1996

ST Reproductive Technologies, LLC EX2007

Smactec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

31 of 33



Citations in Google Scholar

Use Google Scholar to think like your faculty. Consider:

- Who is writing about my topic?
- How has the research/thinking around this topic changed over time?

Find out who has cited specific articles (see *Cited by* link under each article) and use the citing tool to make sure you are giving proper credit.

retail industry digital (transformation OR disruption) (future OR forecast)

About 127,000 results (0.07 sec)

The next digital transformation: from an individual-centered to an everyone-to-everyone economy Find it @ Emory

S Berman, A Marshall - Strategy & Leadership

... good," the **retail industry** that provides travel-relevant goods, and the logistics **industry** that provides ... include variables collected not just across the travel domain, but also across **retail**, social media ... Awareness: what is the depth of **market** insight and is it reflected in the consumer ...

☆ **Cited by 84** Related articles All 4 versions

[HTML] Digital transformation: A m

P. Verhoef, T. Broekhuizen, Y. Bart... - Jour

... to enter markets that were previously thou

Kumaraswamy, 2016), and Booking.com and

with responding to the advent of new **digital**

☆ **Cited by 43** Related articles All 4 versions

The Digital Transformation at O

MJ Ferreira, E. Moreira, CS Pereira, N Durão

... a https://www.macrotrrends.net/stocks/cha

L.: Digitalization in retailing: multi-sided platf

S., Floh, A.: Adaptive resilience and the com

☆ **Cited by 3** Related articles

Cite

MLA Berman, Saul, and Anthony Marshall. "The next digital transformation: from an individual-centered to an everyone-to-everyone economy." *Strategy & Leadership* (2014).

APA Berman, S., & Marshall, A. (2014). The next digital transformation: from an individual-centered to an everyone-to-everyone economy. *Strategy & Leadership*.

Chicago Berman, Saul, and Anthony Marshall. "The next digital transformation: from an individual-centered to an everyone-to-everyone economy." *Strategy & Leadership* (2014).

Harvard Berman, S. and Marshall, A., 2014. The next digital transformation: from an individual-centered to an everyone-to-everyone economy. *Strategy & Leadership*.

Vancouver Berman S, Marshall A. The next digital transformation: from an individual-centered to an everyone-to-everyone economy.

The next digital transformation: from an individual-centered to an everyone-to-everyone economy Find it @ Emory

S Berman, A Marshall - Strategy & Leadership, 2014 - emerald.com

... good," the **retail industry** that provides travel-relevant goods, and the logistics **industry** that provides ... include variables collected not just across the travel domain, but also across **retail**, social media ... Awareness: what is the depth of **market** insight and is it reflected in the consumer ...

☆ **Cited by 84** Related articles All 4 versions

ST Reproductive Technologies, LLC EX2007

Smactec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885

32 of 33

Questions?

GBSaskalibrarian@emory.edu

ST Reproductive Technologies, LLC EX2007
Smaxtec, Inc. v. ST Reproductive Technologies, LLC; No. IPR2024-00885



EMORY
GOIZUETA
BUSINESS
SCHOOL

33 of 33
Goizueta
Business
Library