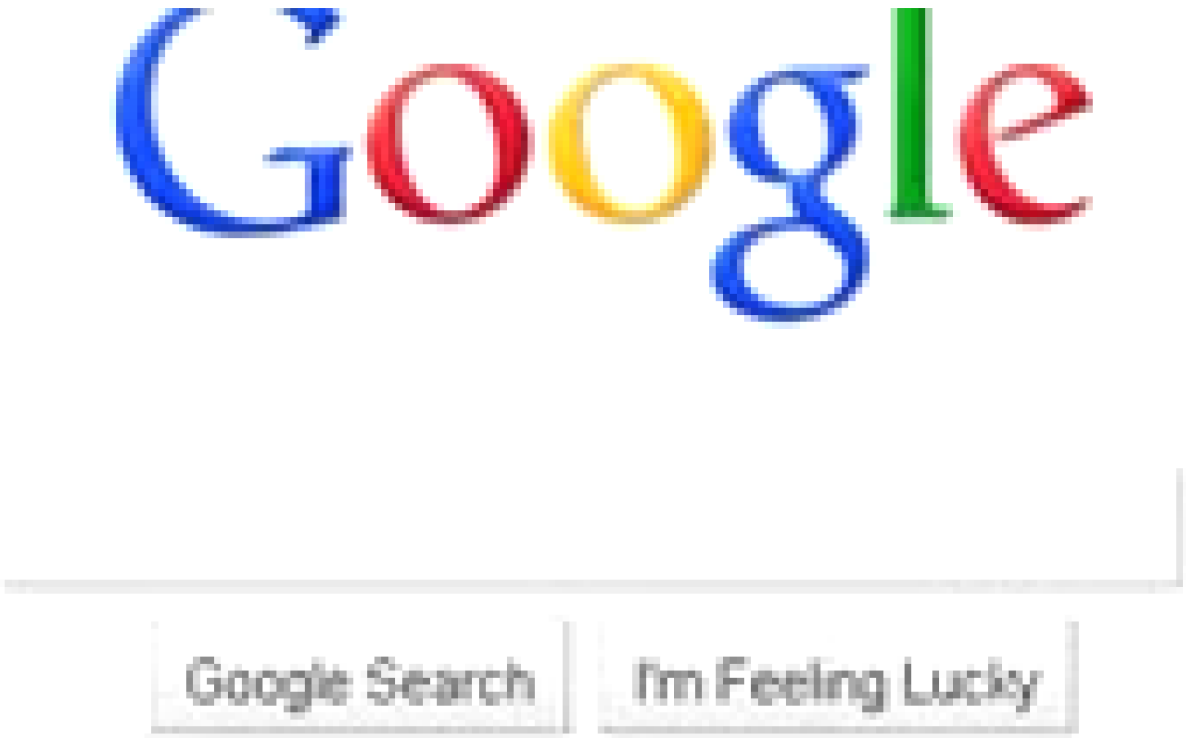
6 Ways to Reduce Irrelevant Results on Google Search



By Tina Sieber — Apr 18, 2010, 2:31 PM EDT

The internet is not your library and if you thought a ton of books was an overwhelming amount of information, think again.

The internet doesn't contain just a few dozen or hundred relevant sources, no, it contains millions or billions or even more. To make things worse, there is no friendly and intelligent librarian to help you sort through all this information. It's only you and a stupid search engine. You better act smart.

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The challenge when searching online is to find only relevant information or - in other words - avoid irrelevant results on Google search. In this article I will show you 6 ways to reduce these false hits, so that you get better overall search results.

Surprisingly, the most effective way to reduce irrelevant results on Google search, may be not to use Google's search engine in the first place. Read on to understand why.

1. Use Multiple Keywords

Use multiple keywords to receive more specific results on your first search engine results page (SERP).

2. Use Google Suggest

When you enter the first letters of a keyword into the search bar, Google will suggest popular keywords other people have used in their searches. Follow these suggestions and see whether they can help you gain better results.

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3. Use Operators to Properly Connect Keywords

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This is a whole article of its own and fortunately it has already been written. Please have a look at my article on Google Operators for an overview. You can use each of these "commands" to improve your search results. Here I will mention only the three most helpful ones.

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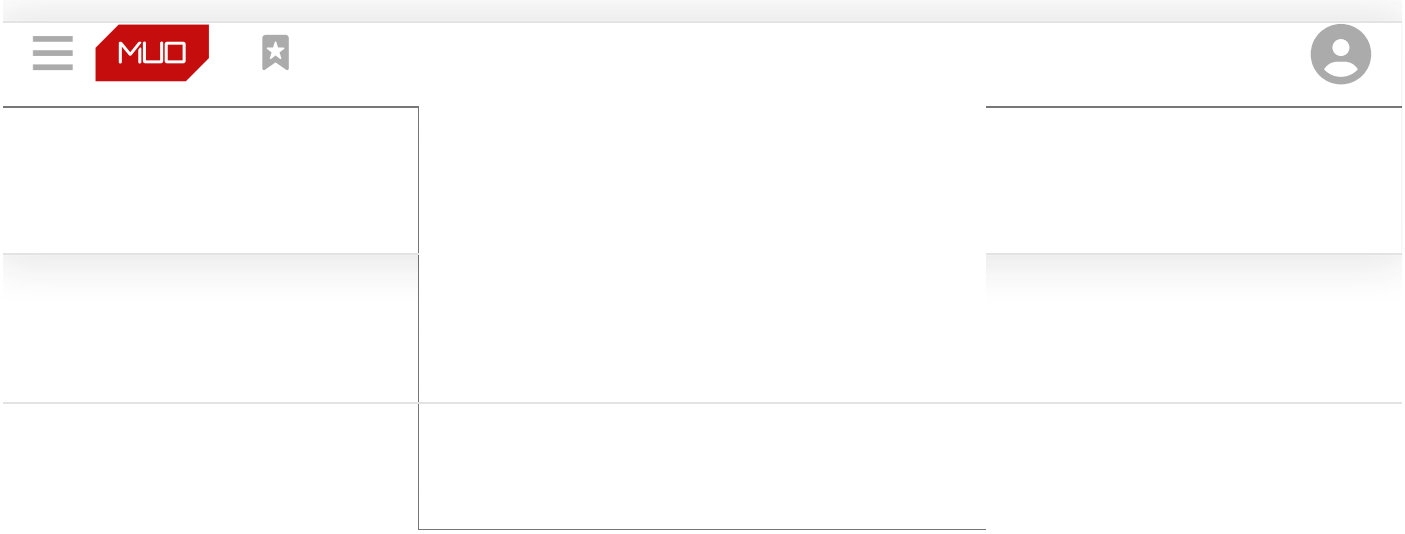

- **Use Negative Keywords**

If you're seeing irrelevant results, identify a keyword that has nothing to do with what you're looking for and make it your "negative keyword". Simply add it to your search query with a minus symbol in front of it, for example if you were looking for the band Gossip, you would search for [gossip -celebrity] (without the brackets).

- **Use Quotes**

This is most commonly used to find an exact match. Since Google already uses the AND operator to connect single keywords per default, you won't need quotes to find exact matches in most cases.

However, if you find that Google returns results with highlighted keywords that are spelled completely different from what you entered, try to put these single words into quotes and try again. This will prevent Google from "finding" more popular keywords that are only vaguely similar to your search term.

- **Search Within a Specific Website**

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[site:https://wikipedia.or

4. Use Advanced Searc

If you can't be bothered v can use Google's Advanced Search. It allows you to exclude words, search for results in a specific language or specific files, and search within a site or domain. As you enter the details, the search query is automatically composed for you.

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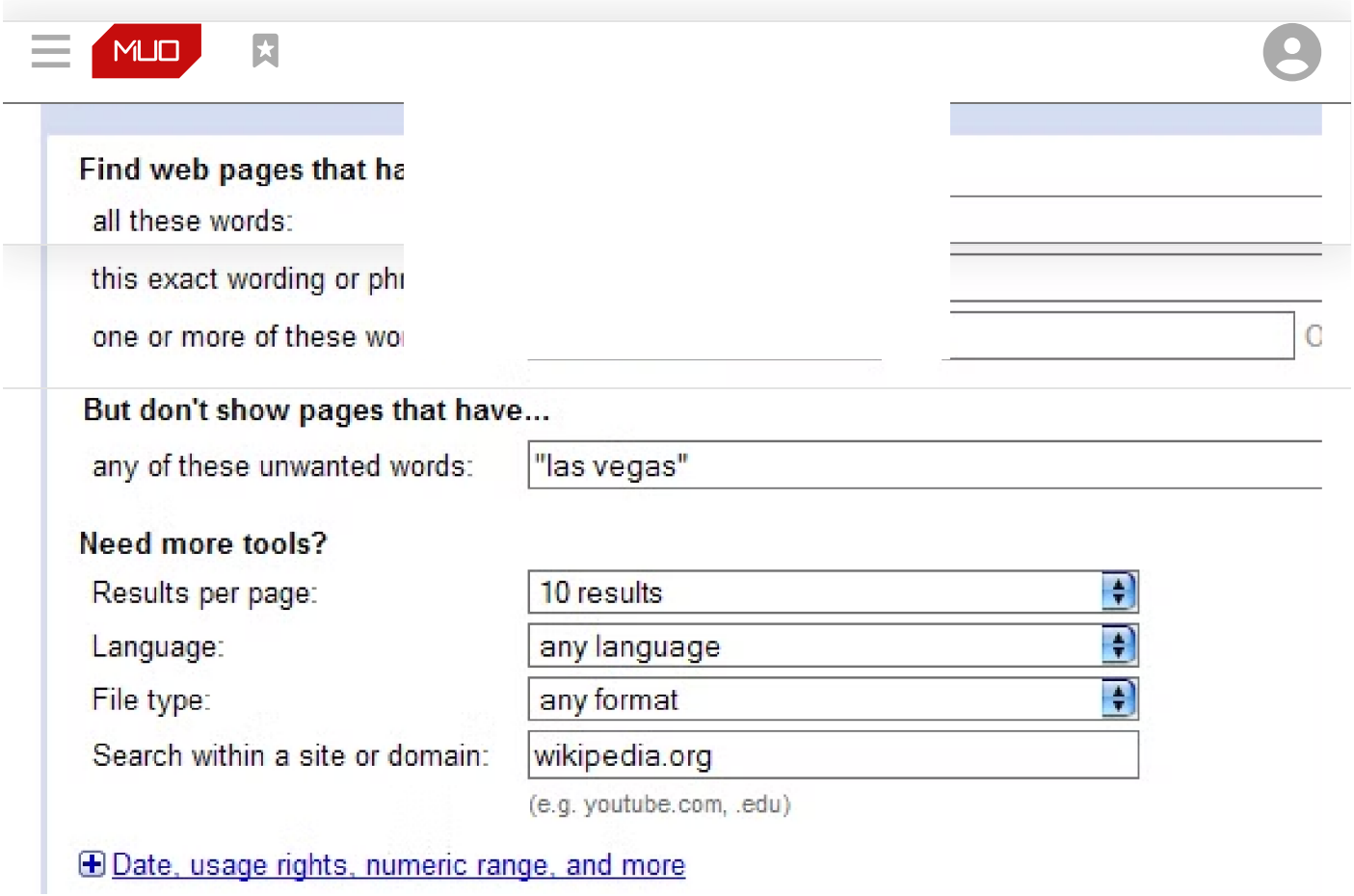

5. Use Google Chrome With Quick Scroll

One of the most annoying parts of following a search result is finding the relevant part within the page that opens. The Google Chrome extension Quick Scroll helps you tackle this issue as it provides a quick way to scroll to the parts in that website that are relevant to your query.

We have profiled Quick Scroll in the MakeUseOf Directory.

In Firefox you could simply use Quick Find, i.e. "find in text as you type" to quickly find the keywords again. However, if you're into Google Chrome, you should check out these 8 Cool Google Chrome Extensions for Google Services, an article written by Tim earlier this month.

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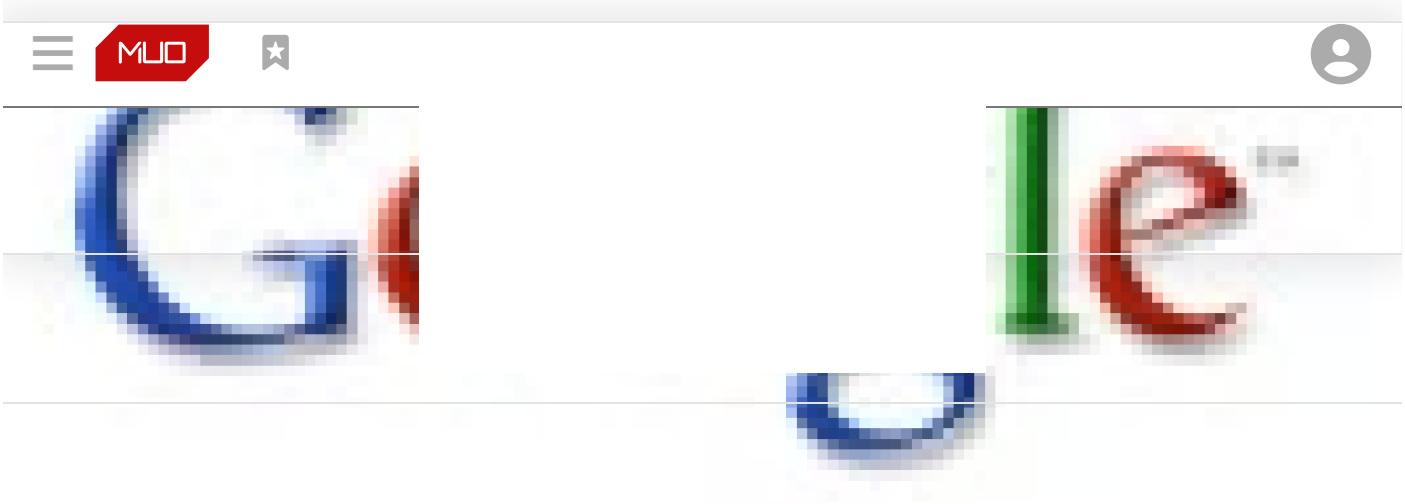

Google is the most popular search engine and as such it has a lot of power. Google naturally has full control over its search algorithm. This in turn has a great impact on what results you will see, i.e. those you actually want to see or those that Google wants you to see.

There are two major variables that determine which results are recognized as relevant for your search: *Link Authority* (a.k.a. *PageRank*) and *Keyword Relevance*. *Keyword relevance* is straight forward. How well do the keywords you entered match the result, how often do they appear throughout the website, are they included in links pointing to that site, etc? Actually, this is all that you're looking for when using a search engine.

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certain page determines re, the better.
Unfortunately, this mean d to a high PageRank site may cause this site ow relevant it really is.
The advantage is that yo le high impact pages like Wikipedia or MakeUseof. On the other hand you may miss out on many more relevant results from smaller pages. That's not necessarily what you want.

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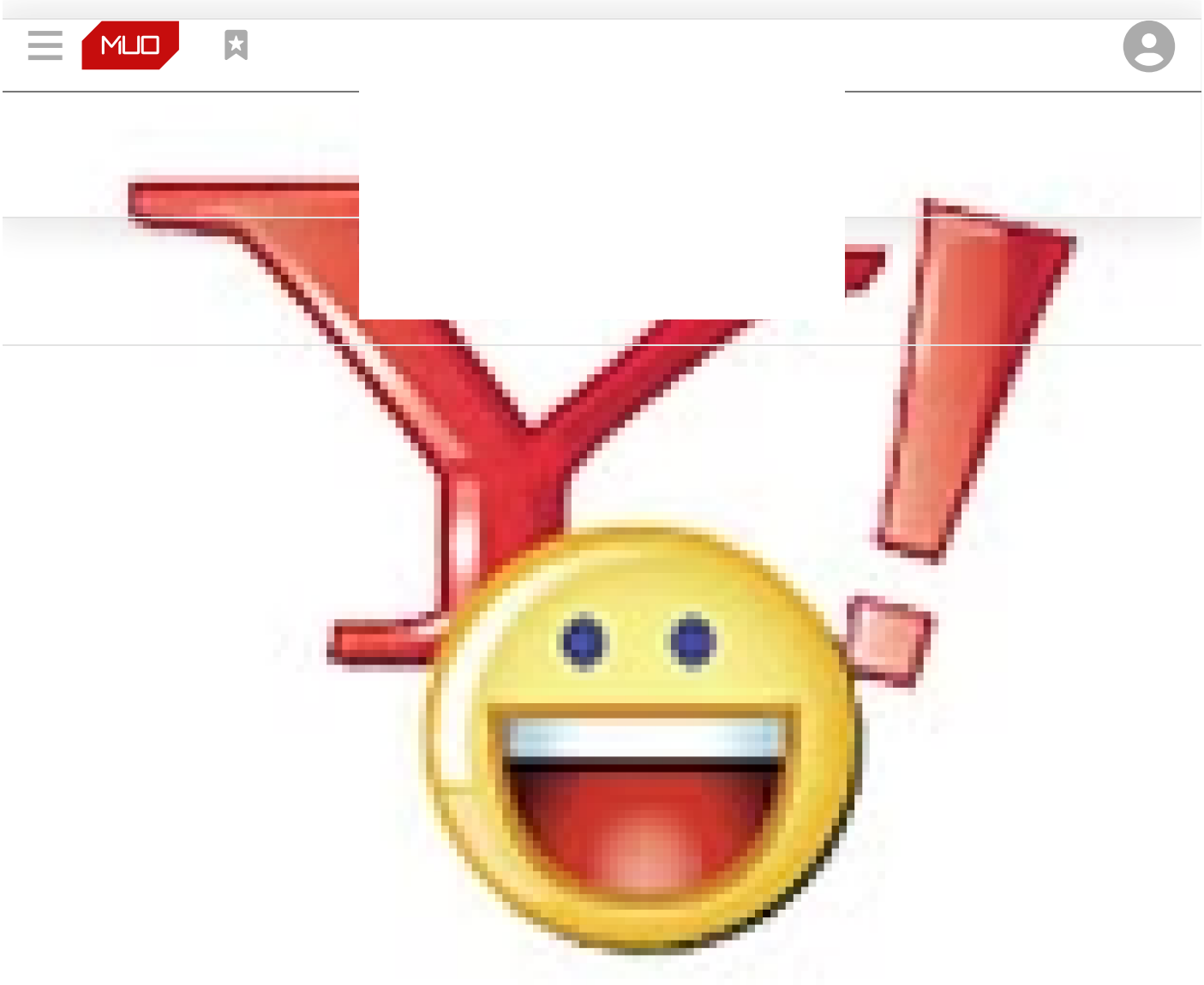

So what can you do? You cannot change Google's algorithm. However, if you keep seeing irrelevant search results, no matter how well you tune your search, there is one more thing you can do to get better results: don't use Google's search engine in the first place.

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What are your experienc helped you to get the most relevant results?

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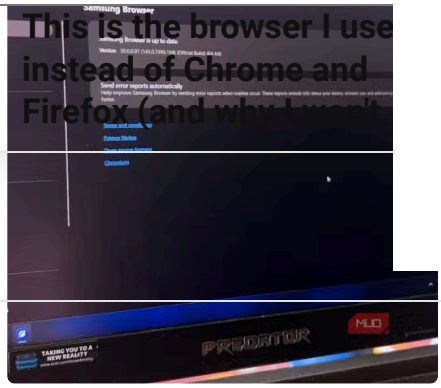

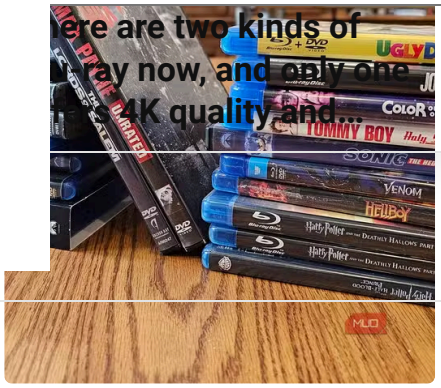

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