-：排除不想要的结果

将确定不需要的信息排除在外，能够帮助你更快的找到所需信息。

可以在关键词后面加上“-”号与需要排除的信息，比如说“pet bed manufacturers -alibaba”。

“”：精准搜索

当你用英文的双引号将关键词框起来的时候，谷歌就会进行完全匹配搜索，即只会呈现包含完整关键词的结果。

例如搜索“黑色水杯”，显示的搜索结果只会是黑色水杯，不会出现其他结果。

Site：限定查询

如果你想要在某一个网站中查找某个关键词，那么 site 就是你需要用到的技巧指令。

比如说你搜索“ led light site:amazon.com”，那么谷歌的搜索结果就只会限定在亚马逊中，而不会扩展到其他网站。

同时，现在更多用于查找网站的 Google 收录数量。

比如你搜索，site：竞争对手的网址，就可以看到他的网站的谷歌收录数量。

Related：相关查询

Related 命令专门用来查找同类网页。例如输入“related：Amazon.com”，结果就会显示与它有关或相似的网页。

1. 用来寻找外链

寻找 Guest Post
比如：Fashion intitle”write for us”
类似的还有：
“become a contributor”
“contribute to”
“write for me”
“guest post guidelines”
inurl:guest-post
inurl:guest-contributor-guidelines

一次性搜索多项内容：
Fashion(“write for us” | inurl:”guest-post-guidelines” | inurl:”guest-post”)

(Fashion | Health | Lifestyle) AND (“write for us” |inurl:”guest-post-guidelines”

寻找特定国家 Guest Post
(Fashion | Health)AND(“write for us” | inurl:”guest-post-guidelines”) AND site:co.uk

寻找信息图外链
Fashion intitle:inforgraphic inurl:inforgraphic
“guide to heatlth” intitle:inforgraphic inurl:inforgraphic

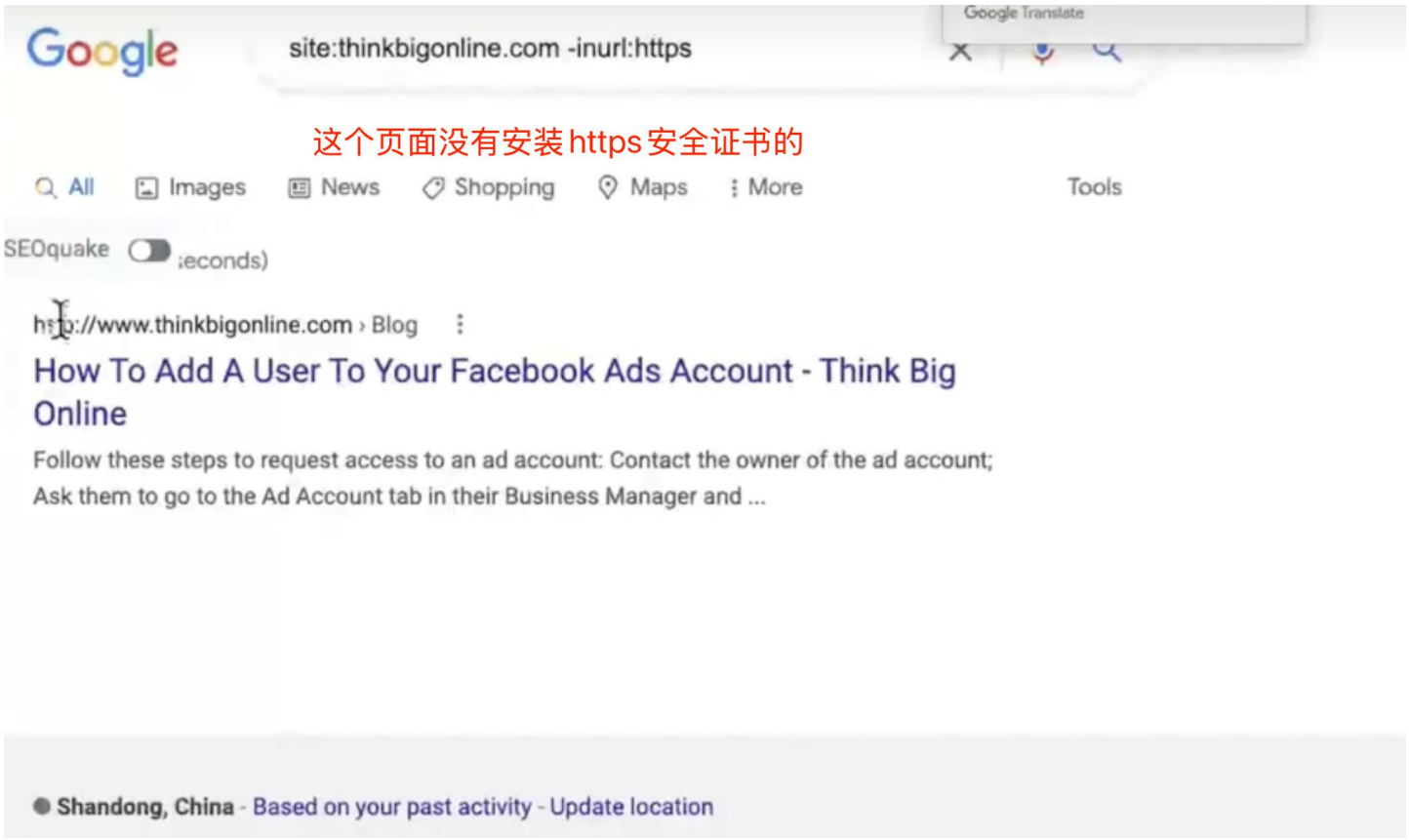


赞助贴的主要目的是通过合作推广，提升品牌或产品的曝光度和信任度。通过与博主合作，品牌可以在博主的内容中插入链接或标记，吸引更多用户的关注和点击，从而达到营销目的。这种方式的优点在于能够借助博主的影响力，以更自然的方式推广产品或服务，提高用户的接受度



引用了别人的文章，引用的文章一般放在文末，可以获得外链机会。





查找重复页面内容

想知道你的网站内容有没有被分享或者剽窃？只需-site:域名 “你的独特内容”即可。

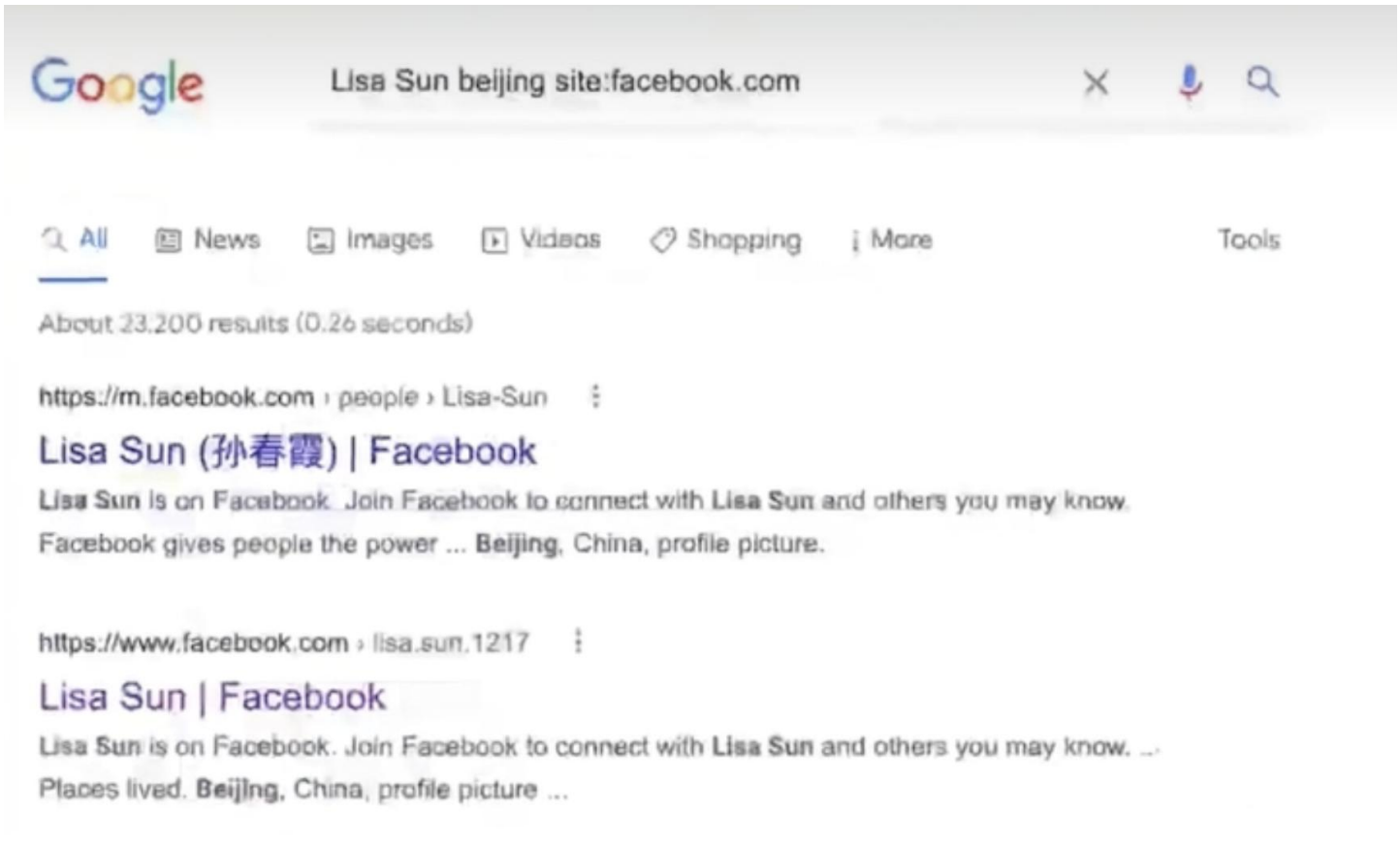
比如：site:sdwebseo.com”对于刚刚起步的外贸菜鸟们来说，怎么找客户成了他们担心的问题。谷歌大叔今天就从线上，线下两个方面，系统性的总结一下怎么找客户“

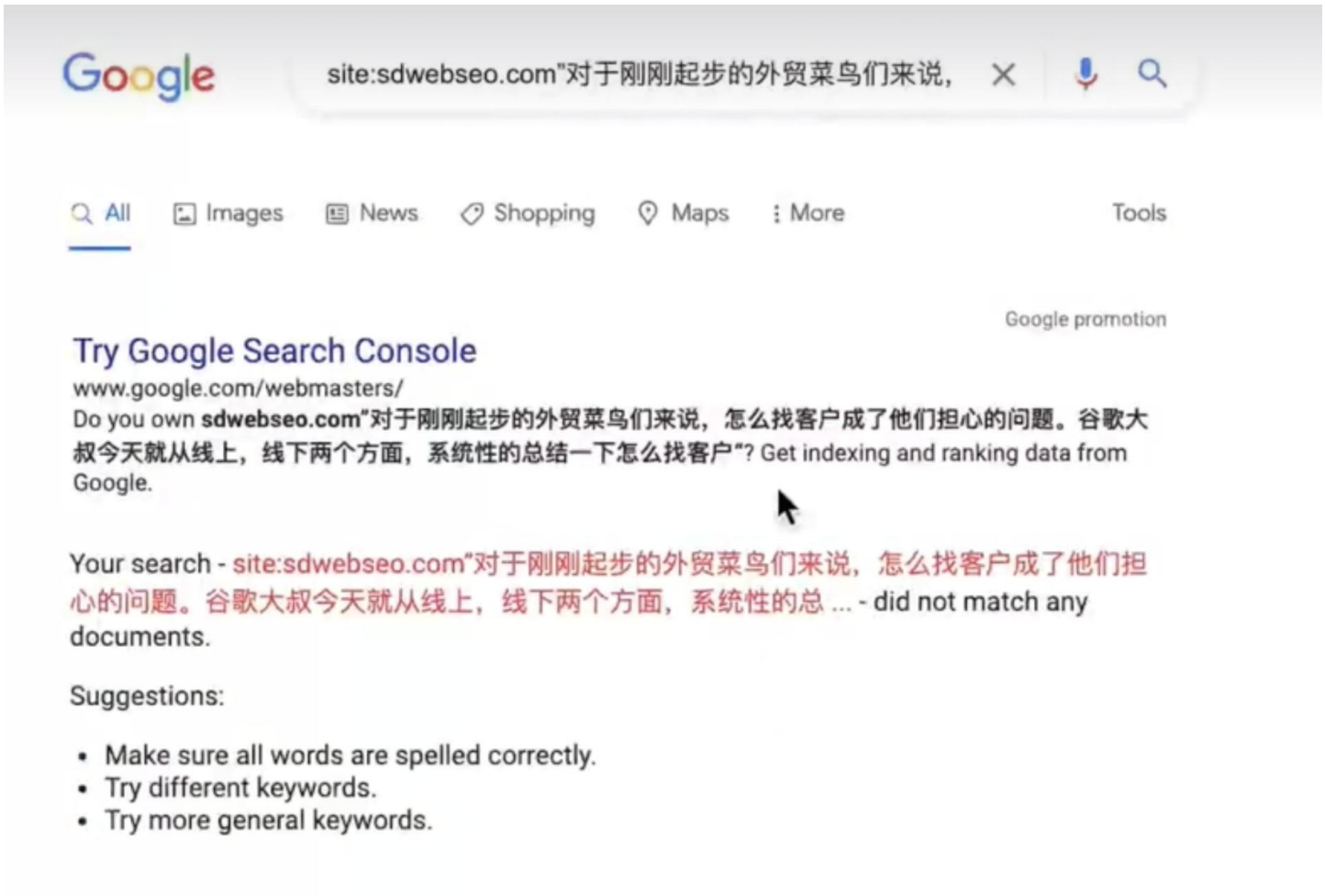
快速查找某人的社交档案

常用搜索指令：name (site:twitter.com | site:facebook.com | site: linkedln.com | youtube.com)

扫码
谷歌
微信

搜索他人最好加区域，因为重名的人比较多。





查看网站上的内容是否被抄袭。在这里就能被检查出来。

谷歌基础搜索指令

GOOGLE 搜索指令有三种基本逻辑关系运算：与、或、非，所有的指令和符号都是英文状态下，另外冒号后边不要有空格

与(AND)：代表同时包含两个关键词，AND 简写指令一般以空格代替，不明确写出。另外 AND 指令还可以用 + 代替
——例如：A AND B (中间有空格)

或(OR)：代表既可以又可以，或者两者都包括。OR 简写指令可用 | 代替。
——例如： A OR B (中间有空格)

逻辑非：- 代表排除减号后面的内容，减号的命令可以多个连续使用， Google 和百度都支持这个指令。

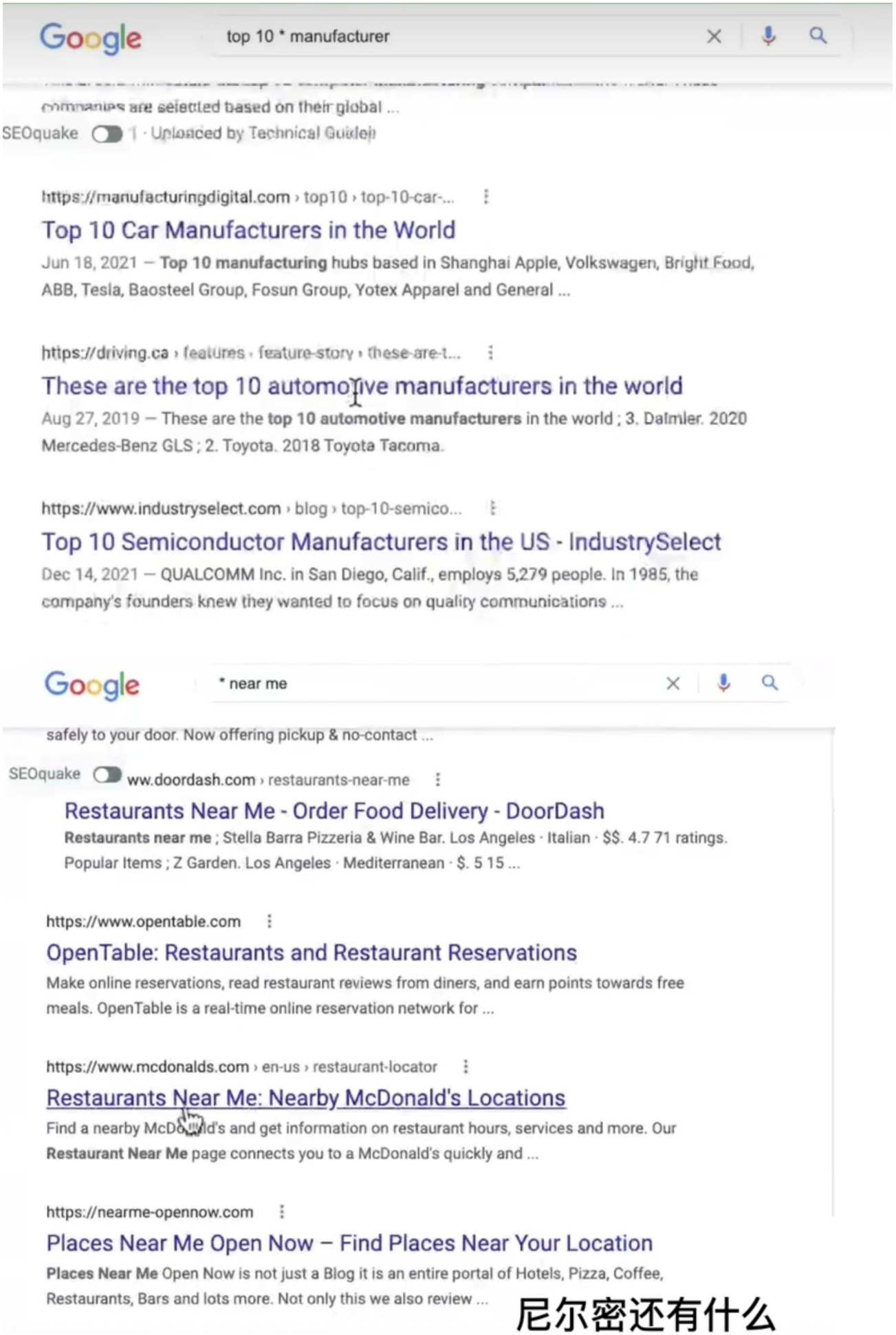
扫
谷
微信

通配符：*?

*代表一连串字符，叫做占位符,在字词或短语中您要放置占位符的地方加上 *号搜索指令。
——例如：largest * in the world

?代表单个字符。
——例如：progr?m（不要指望 Google 可用通过 progr?m 搜索到 program，因为 progr 和 m 分别被当作一个独立的单词，并且这两个单词之间允许出现一个字符，如此而已。）

扫码关


Google
top 10 * manufacturer
companies are selected based on their global ...
SEOquake · Unlocked by Technical Guide
https://manufacturingdigital.com › top10 › top-10-car-...
Top 10 Car Manufacturers in the World
Jun 18, 2021 — Top 10 manufacturing hubs based in Shanghai Apple, Volkswagen, Bright Food, ABB, Tesla, Baosteel Group, Fosun Group, Yotex Apparel and General ...
https://driving.ca › features › feature-story › these-are-t...
These are the top 10 automotive manufacturers in the world
Aug 27, 2019 — These are the top 10 automotive manufacturers in the world ; 3. Daimler. 2020 Mercedes-Benz GLS ; 2. Toyota. 2018 Toyota Tacoma.
https://www.industryselect.com › blog › top-10-semico...
Top 10 Semiconductor Manufacturers in the US - IndustrySelect
Dec 14, 2021 — QUALCOMM Inc. in San Diego, Calif., employs 5,279 people. In 1985, the company's founders knew they wanted to focus on quality communications ...
Google
* near me
safely to your door. Now offering pickup & no-contact ...
SEOquake
ww.doordash.com › restaurants-near-me
Restaurants Near Me - Order Food Delivery - DoorDash
Restaurants near me ; Stella Barra Pizzeria & Wine Bar. Los Angeles · Italian · $$. 4.7 71 ratings. Popular Items ; Z Garden. Los Angeles · Mediterranean · $. 5 15 ...
https://www.opentable.com
OpenTable: Restaurants and Restaurant Reservations
Make online reservations, read restaurant reviews from diners, and earn points towards free meals. OpenTable is a real-time online reservation network for ...
https://www.mcdonalds.com › en-us › restaurant-locator
Restaurants Near Me: Nearby McDonald's Locations
Find a nearby McDonald's and get information on restaurant hours, services and more. Our Restaurant Near Me page connects you to a McDonald's quickly and ...
https://nearme-opennow.com
Places Near Me Open Now – Find Places Near Your Location
Places Near Me Open Now is not just a Blog it is an entire portal of Hotels, Pizza, Coffee, Restaurants, Bars and lots more. Not only this we also review ...

尼尔密还有什么

“search term”

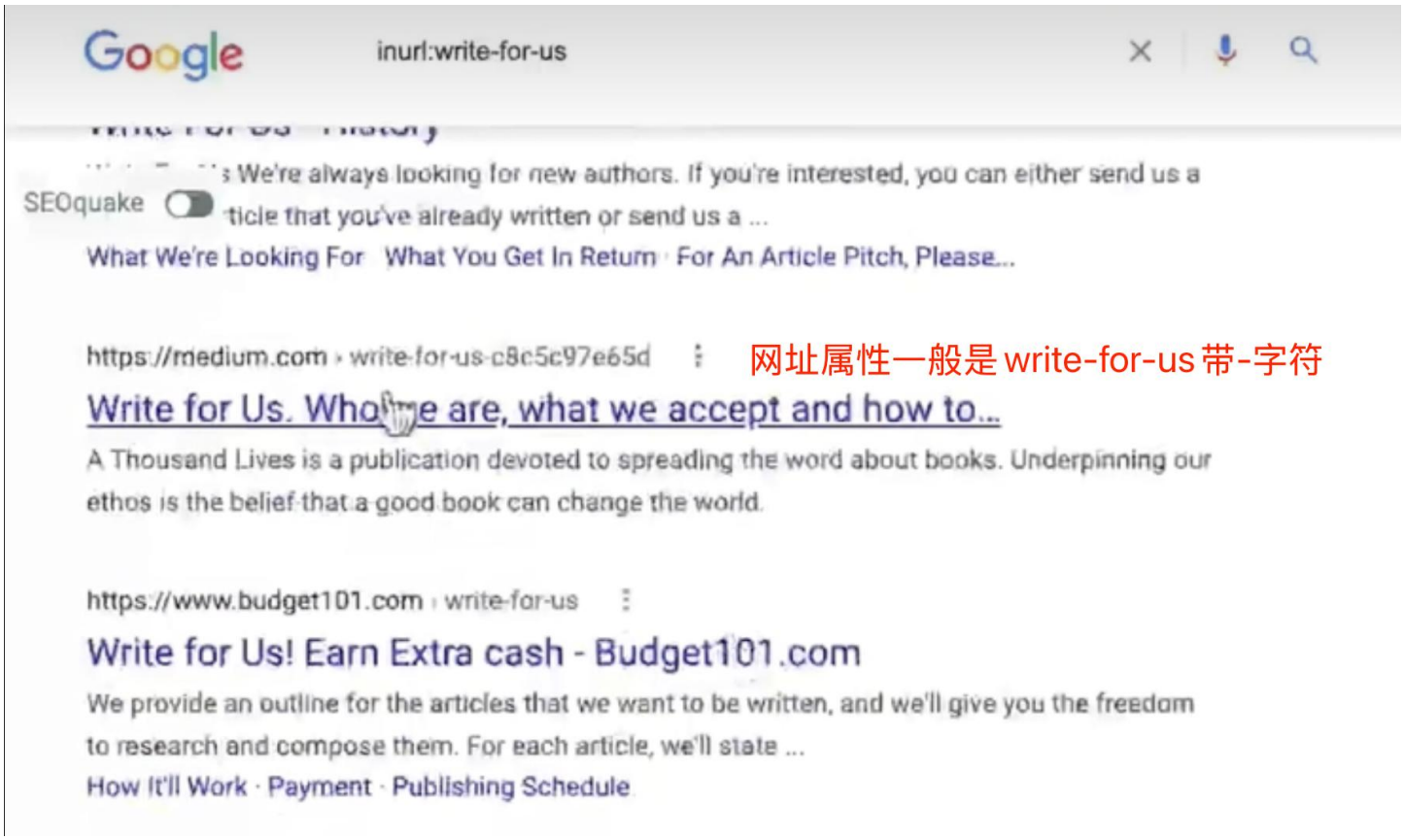
搜索词前后加英文双引号，代表完全匹配搜索，可以过滤掉那些模棱两可的搜索结果，增大相关性。

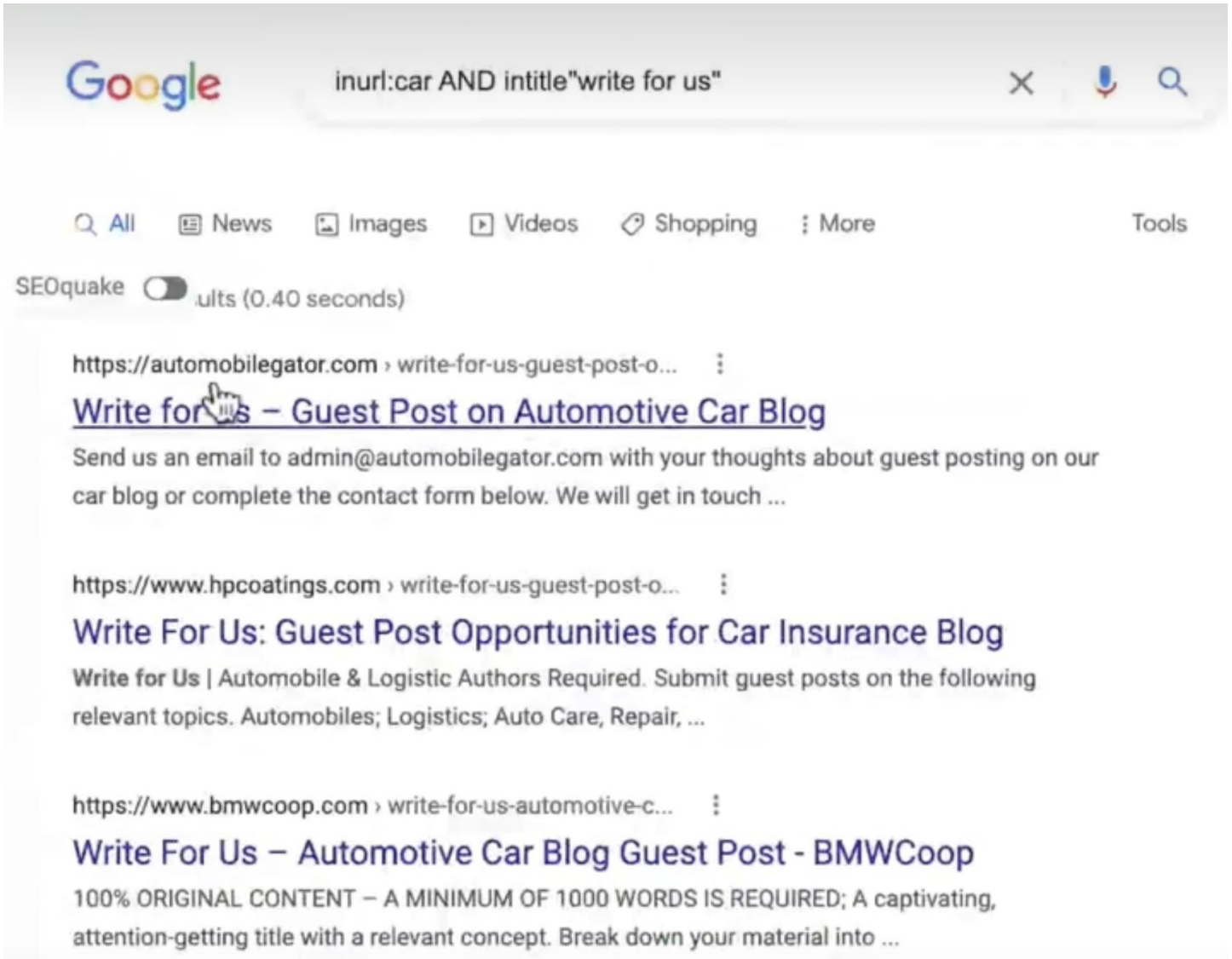
Eg “Google SEO”

In指令

In指令：位置关键词查找。

- intitle: 在网页标题中查找。这通常对讨论比较多的热门话题很有效。例如：intitle:”Google SEO”
- allintitle: 该指令属于排他指令，不能与其他指令混用。
- inurl: 在网页的url地址中查找。例如：inurl:dowload 表示查找url中包含download的网页。
- inanchor: 在网页的链接锚中查找。
- allinurl: inurl的排他指令。
- intext: 在正文中检索。
- allintext: intext的排他指令


Google
inurl:write-for-us
SEOquake
We're always looking for new authors. If you're interested, you can either send us a
ticle that you've already written or send us a ...
What We're Looking For · What You Get In Return · For An Article Pitch, Please...
https://medium.com › write-for-us-c8c5c97e65d
网址属性一般是write-for-us带-字符
Write for Us. Who we are, what we accept and how to...
A Thousand Lives is a publication devoted to spreading the word about books. Underpinning our ethos is the belief that a good book can change the world.
https://www.budget101.com › write-for-us
Write for Us! Earn Extra cash - Budget101.com
We provide an outline for the articles that we want to be written, and we'll give you the freedom to research and compose them. For each article, we'll state ...
How It'll Work · Payment · Publishing Schedule


Google
inurl:car AND intitle"write for us"
All
News
Images
Videos
Shopping
More
Tools
SEOquake
ults (0.40 seconds)
https://automobilegator.com › write-for-us-guest-post-o...
Write for Us – Guest Post on Automotive Car Blog
Send us an email to admin@automobilegator.com with your thoughts about guest posting on our car blog or complete the contact form below. We will get in touch ...
https://www.hpcoatings.com › write-for-us-guest-post-o...
Write For Us: Guest Post Opportunities for Car Insurance Blog
Write for Us | Automobile & Logistic Authors Required. Submit guest posts on the following relevant topics. Automobiles; Logistics; Auto Care, Repair, ...
https://www.bmwcoop.com › write-for-us-automotive-c...
Write For Us – Automotive Car Blog Guest Post - BMWCoop
100% ORIGINAL CONTENT – A MINIMUM OF 1000 WORDS IS REQUIRED; A captivating, attention-getting title with a relevant concept. Break down your material into ...

Site指令

Site指令在某个网站或域名下搜索。比如 site:apple.com

Filetype指令

Filetype指令, 搜索某种类型的文件。 比如 filetype:pdf

()指令

( )将多个术语或搜索操作符分组，以控制搜索的执行方式。(Google+SEO)/SE

扫
谷
微信



Related指令

related: 寻找某网页的“类似网页”。比如 related:apple.com

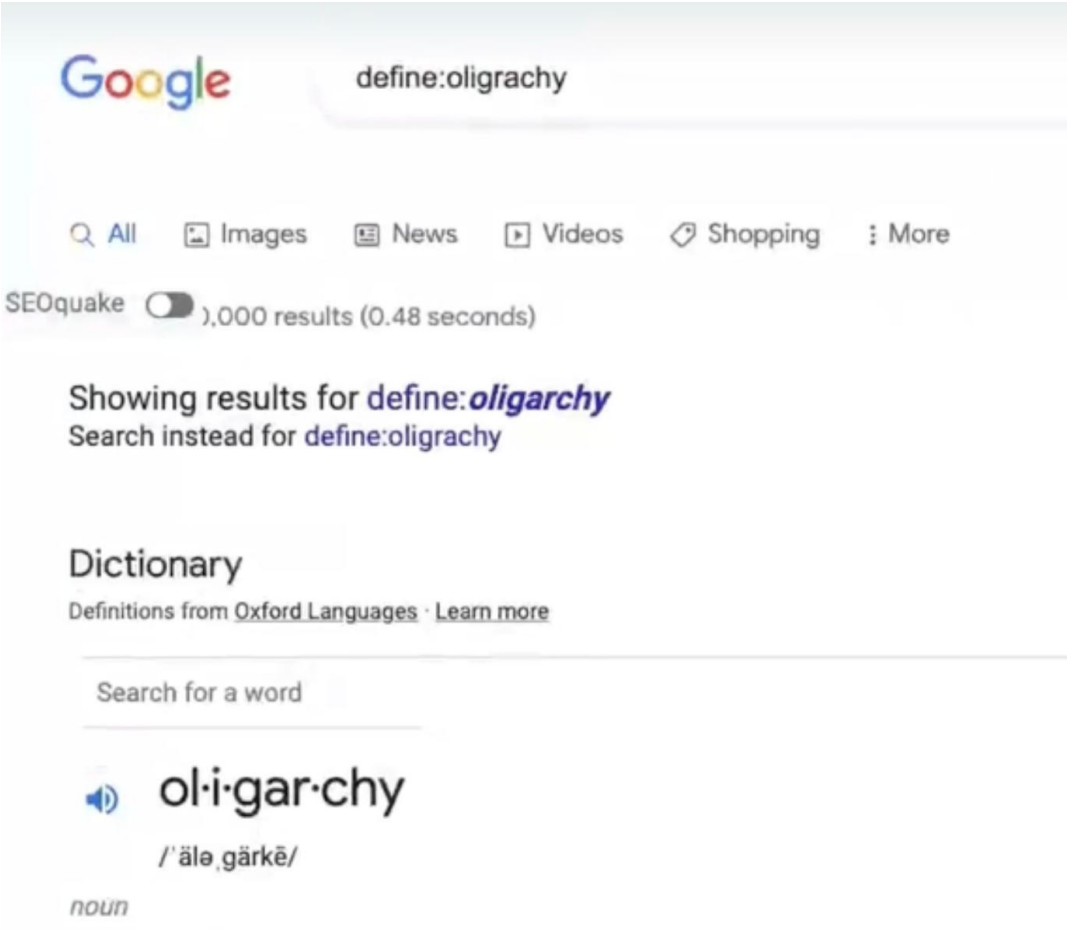
Define指令

将谷歌作为一个字典，搜索的时候会在SERP中出现卡片式的结果，来显示字词含义。

Cache指令

cache: 网页快照

related 可以查找竞争对手的网站或者找 guest post



cache：可以查找网站不同时期的网站内容。