**Search Query Magic**

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<tr>
<th>“Google” searching</th>
<th>Full-text searching</th>
<th>Index searching</th>
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<tbody>
<tr>
<td><strong>Best for:</strong></td>
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<tr>
<td>• Google</td>
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<td>• Bing</td>
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<td>• etc...</td>
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<td>• etc...</td>
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**Strategy:**

What would other people looking for this kind of thing have typed?

- natural language phrasing
- common vocabulary
- content keywords + form/genre keywords

**Examples:**

- *the history of pizza*
- *pizza delivery cambridge*

**Strategy:**

What words are likely to occur most often in the sources I’m looking for?

- “search exact phrases”
- proper names
- specific terms
- lots of synonyms (and)

**Example:**

- *pizza origin first invented food history cooking Italy oven tomato cheese pie slice*

**Strategy:**

How might an academic institution describe what I’m looking for?

- start with general concepts or categories
- lots of synonyms (or)
- explore your results for search vocabulary

**Example:**

- *Cooking, Italian – History*
- *Food habits – Italy -- History*