

# Want to Search Like a Pro? Check This Out!

Beth Mellinger

Look up this company and tell me what they do.” “Can you find an expert in document storage?” “Have you ever heard of ...?” Does any of the above remind you of your day as an information governance (IG) professional? Do you ever feel like “Google” for your workplace? Your colleagues, friends, and family assume you know the answers to all their questions, and if you don’t, you can find the answer faster, easier, and more accurately than them. Most often this is the case, but occasionally you encounter a roadblock. Enter Phil Bradley’s book *Expert Internet Searching* 5th edition, a welcome update to his 2013 edition.

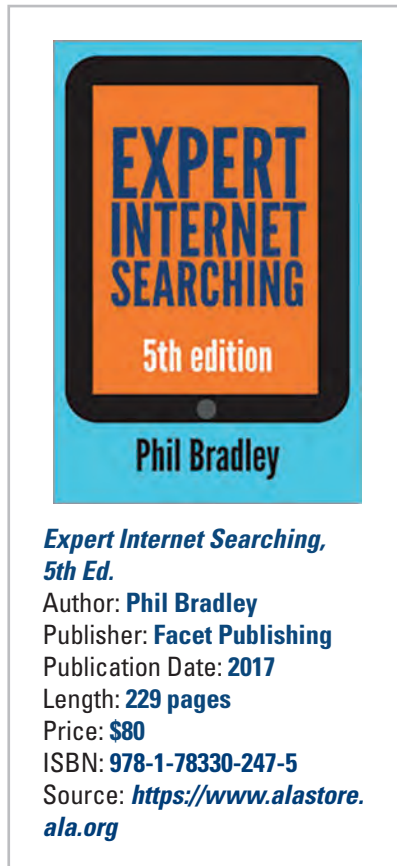
## In the Beginning

The book’s preface welcomes the reader to the updated edition, giving some background information for those that may not have read the previous four editions. Note that the original title to the book was *The Advanced Internet Searcher’s Handbook*, which was published in 1999. A British citizen, Bradley gives a fresh perspective of the Internet and search tools used outside of the United States.

## Break it Down

The book is divided into 13 chapters and does not need to be read cover to cover; it serves more as a resource and reference tool. Chapter one covers the basics of the Internet. Chapter two, “An Introduction to Search Engines,” gives the reader a brief overview of the next 11 chapters and introduces several search engines, including common ones like Bing and Google and less common ones like DuckDuckGo.

The next 10 chapters cover several types of search engines, including directory, multi- and meta-search, social media, visual and image, people-based



resources, multimedia, and specialized search engines. The final chapter has hints and tips for the future. “Did You Know?” sections are sprinkled throughout the book. These figures and statistics are educational as well as eye-opening.

## Google: You Love to Hate It

Bradley has a love/hate relationship with Google, which he explores in Chapter 3, “The World According to Google.” The largest, most detailed chapter in the book, it is also a must-read chapter. Peppered with tips and tricks to get the most out of a Google search, it will take extra time to read because you will want to try a lot of the suggestions. One tip worth mentioning here is to use the hidden advanced search function that can only

be found by going directly to [www.google.com/advanced\\_search](http://www.google.com/advanced_search). This tool is a treasure trove of search functions that will speed up any search!

## Real or Fake?

Chapter 10 is devoted to the hotly debated issue of “fake news” and how to differentiate between false and real information. Bradley points out there always has been (and always will be) fake and incorrect information on the Internet. Therefore, it is up to the searcher to verify the validity of information prior to stating it as true. Also covered are news-based search engines and how to determine which will give the best results.

## Recommendation

This is a wonderful reference book, especially if you are stuck in a search or have no idea where to begin. There are some sections of this book that readers will reference and visit often – I have already begun to use some in my everyday searching with great results. The book is well written and I would recommend that all information management professionals retain a copy in their library. **E**



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