



5 SECRETS TO FINDING **Google's Hidden Gems**

- » Trying to uncover hidden gems using search engines?
- » Frustrated by the poor search engine results you're getting?
- » Looking to simply take your internet searches to the next level?

Get ready... You're about to learn the secrets to finding just about anything by simply adding a few "extras" to your searches.

Just reference the handy reference chart on the back to give your searches more power.

Franchise Marketing That Gets Results

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SYMBOL	MEANING	EXAMPLES
<p>“ ” Quotes</p>	<p>Exact Phrase The words and their order must appear exactly as typed within the quotes.</p>	<p>“Franchise Lead Generation” Results will include only pages with this exact phrase.</p> <p>Franchise “Lead Generation” Results will include pages with the exact phrase “lead generation,” but the word franchise could appear anywhere on the page.</p>
<p>* Asterisk</p>	<p>Wildcard The perfect placeholder when you don't know exactly what it is you're searching for.</p>	<p>Franchise* Results will include words such as franchise, franchises, and franchising.</p> <p>“Buy a * franchise” “Buy a Quiznos franchise,” “Buy a new franchise,” “Buy a handyman franchise” are just some of the results you'll receive from this search.</p>
<p>~ Tilde</p>	<p>Similar To Helps you to better define your search without becoming so specific that you eliminate possible relevant results.</p>	<p>“Franchise Advertising” ~Agency Results will include franchise advertising agencies, consultants, firms, companies and services.</p> <p>“Third Person, Inc.” ~Owner With this search, you'll learn who the vice presidents, presidents, partners, and/or business owners are at company.</p>
<p>- Minus/ Dash</p>	<p>Exclude Allows you to refine your results by eliminating those results that you know are not what you're looking for.</p>	<p>Franchise Restaurant Opportunity -fast Using this query allows you to eliminate fast food restaurants from your results.</p> <p>“Third Person, Inc.” ~Owner -Melinda With this search, you'll learn who the vice presidents, presidents, partners, and/or business owners are of this company, without having results include anyone named Melinda.</p>
<p>filetype:</p>	<p>Returns Results of a Specific Filetype Allows you to refine your search results to show only those files of the specified type.</p>	<p>“franchise disclosure document” filetype:pdf Use this search and see if your company's FDD is among the results listed. File types that you can search for include:</p> <ul style="list-style-type: none"> • Adobe Acrobat PDF (.pdf) • Microsoft Powerpoint (.ppt) • Microsoft Excel (.xls) • Microsoft Word (.doc)