



IN THE CLOUD

BUSINESS CONSULTING

COMMAND GOOGLE

LIKE A RESEARCH PRO

Advanced search training for business owners, teams, consultants, and launch projects.

UPDATED TRAINING DECK

Not SEO. Better search. Faster research. Stronger decisions.

Rebuilt from the original [CommandGoogle.com](https://www.CommandGoogle.com) training.

Why this still matters

Search is not just a box. It is a research interface.



The old problem

Most people search by typing a loose question and scrolling. That creates noise, wasted time, and weak source control.

The better approach

Use commands to tell Google exactly what you want: phrase, site, file type, title, date range, and exclusions.

The business payoff

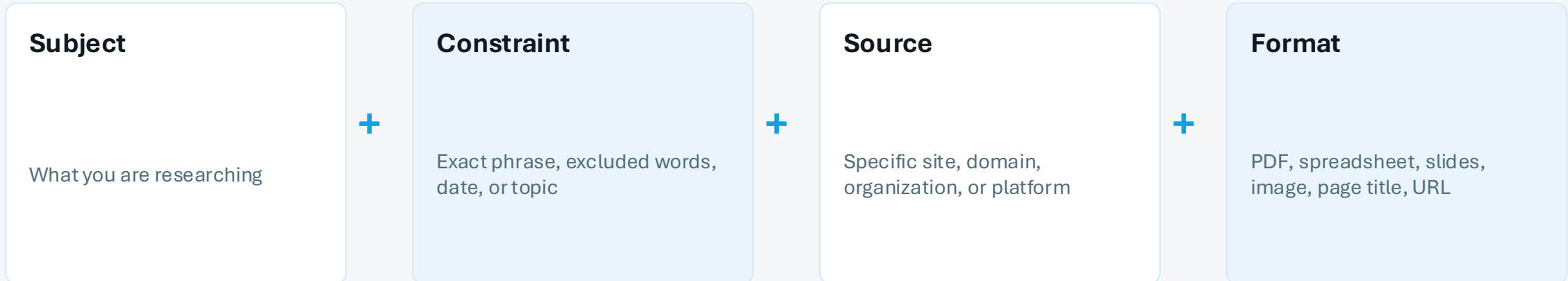
Faster competitive research, better content discovery, cleaner due diligence, stronger examples, and fewer false starts.

From “searching” to commanding

A practical model for better results in less time.



Search Formula



Example: “market analysis” site:edu filetype:pdf after:2023

The core commands

Teach these first. They create the biggest immediate improvement.



"exact phrase"

Find the words together, in order.

-exclude

Remove meanings, brands, topics, or noise.

OR

Compare alternatives or include either idea.

site:

Search within a domain or URL prefix.

filetype:

Find PDFs, documents, slides, spreadsheets.

intitle: / inurl:

Target page titles or URL paths.

Exact match + exclusions

Use precision when the words matter.



Exact phrase

“commercial bridge loan”

Exclude noise

Bellevue restaurants -Yelp -Tripadvisor

Use it when...

- You need the exact name of a law, title, product, quote, person, file, or phrase
- Search results are dominated by an unwanted meaning
- You need cleaner research before drafting, quoting, or advising

Training Drill

Search your company name with and without quotes. Then add one minus operator to remove irrelevant results.

Find what lives on a specific site



The site: operator turns Google into a site-search tool.

site:example.com pricing | site:irs.gov “capital gains” | site:yourdomain.com “sample duo”

Competitor review

Find offer pages, PDFs, FAQs, hiring posts, and press releases.

Internal research

Find your own pages that mention a topic for updates or internal links.

Due diligence

Search trusted official domains before relying on third-party summaries.

Find files, not just pages

filetype: is one of the best commands for business research.



filetype:pdf

Reports, guides, forms, white papers

filetype:pptx

Presentations and training decks

filetype:xlsx

Spreadsheets, templates, tables

filetype:docx

Contracts, proposals, memos

Example: “retail lease checklist” filetype:pdf

Search titles and URLs

Use page structure to find sharper results.



intitle:

Find pages where the word appears in the page title.

Example:
intitle:checklist “new business launch”

inurl:

Find URLs that contain a term. Great for PDFs, guides, blogs, categories, and public records.

Example:
inurl:resources “small business”

intext:

Find pages that contain your words in the body. Useful when the topic is not in the title.

Example:
intext:“sample duo” skincare

Advanced Search is the training wheel

When syntax feels clunky, use the form.



Google Advanced Search lets beginners build a targeted query without memorizing commands.

Use it for

- language and region filters
- exact phrases or excluded words
- file type, usage rights, and site/domain filters
- teaching beginners how operators work

google.com/advanced_search

all these words

this exact word or phrase

none of these words

site or domain

file type

Google Alerts: research that comes to you

Use alerts to monitor names, companies, competitors, products, and topics.



CALENDER

Alert Setups

Company name • Founder/owner name • Product names • Competitors • Industry topics • News/event keywords

1

Create a precise query

2

Choose source,
language, region

3

Pick frequency

4

Review, refine, and act

Search across Google tools

The same discipline applies beyond public web search.



Gmail

find decisions, attachments, sender patterns, follow-up gaps



Drive

find docs, sheets, PDFs, proposals, contracts, and prior drafts



Images

find visual references, logos, diagrams, and product inspiration



Calendar

find meetings, commitments, launch deadlines, and recurring reviews

Core habit: search first, summarize second, document decisions third.

Business intelligence workflows

Commands become powerful when tied to a business question.



Competitor scan

site:competitor.com pricing OR packages
site:competitor.com filetype:pdf

Content gap

“how to” + customer problem + filetype:pdf
intitle:guide + topic

Lead research

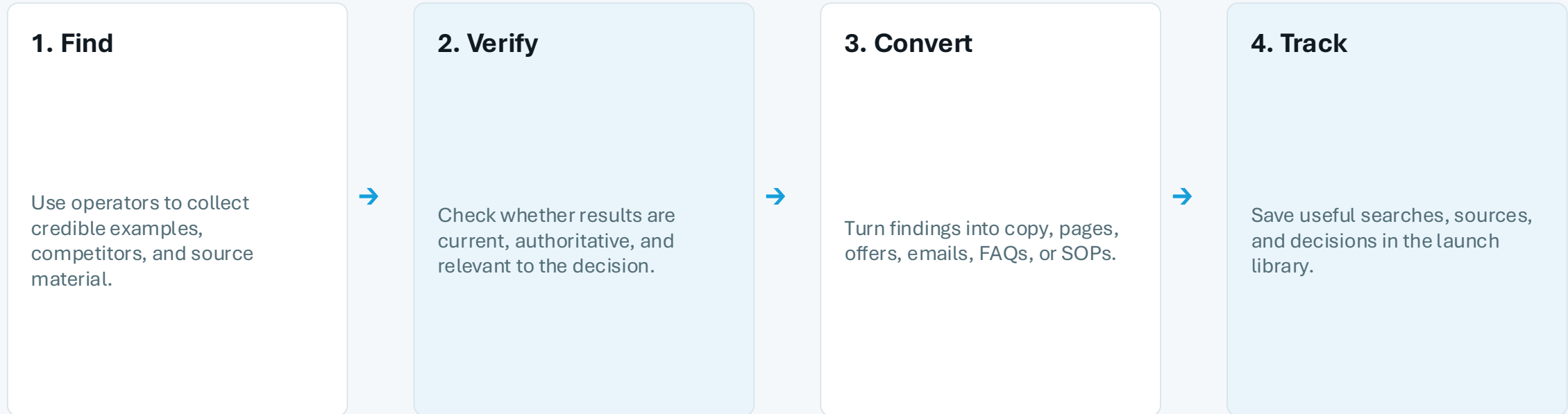
site:linkedin.com/in “fractional CFO” “Seattle”

Risk check

“company name” review OR complaint OR lawsuit

Use search for launch execution

A repeatable launch team pattern.



The In The Cloud Method: better search → better thinking → better execution.

Website and SEO checks

Useful clues, not a complete audit.



Quick checks

site:yourdomain.com
site:yourdomain.com “keyword”
site:yourdomain.com filetype:pdf
“exact page title”

What you learn

- pages Google may know about
- duplicate or stale content clues
- public files
- internal-link opportunities

Important limit

Operators are bound by indexing and retrieval limits. For critical indexing decisions, validate in Search Console.

Command stacking

The real power comes from combining operators.



“skincare formulation” site:edu filetype:pdf after:2022 -reddit

“..”

exact phrase

site:

trusted source

filetype:

format

after:

freshness

-

exclude noise

Teach stacking only after the team understands the individual commands.

AI changes the workflow — not the need for search



Search helps you ground, verify, and improve AI-assisted work.

Ask AI

Generate angles, questions, outlines, and assumptions.

Search Google

Find real sources, examples, current facts, and competing viewpoints.

Verify

Check dates, source quality, and whether the claim actually matches the page.

Produce

Turn verified findings into decisions, copy, reports, pages, or training.

Rule: never let AI be the only source for facts that affect money, compliance, reputation, or customer trust.

Live training drills

Use these during a 30–40 minute session.



Drill 1

Find the exact phrase used on a company page.

Drill 2

Find a PDF guide from a trusted organization.

Drill 3

Search a competitor site for pricing or FAQs.

Drill 4

Use minus operators to remove irrelevant results.

Drill 5

Create one Google Alert for a company or product.

Drill 6

Stack three commands to answer one business question.

Team search rules

Turn better search into a repeatable work habit.



1

Search before assuming.

2

Use at least one operator for serious research.

3

Save useful queries with the result.

4

Prefer official or primary sources for decisions.

5

Check dates and context before reusing content.

6

Document what you found, what you rejected, and why.

Better searches create better documents, better websites, better offers, and better decisions.

Modern command cheat sheet

Keep this as the team reference page.



Command	Use
"phrase"	Exact phrase
-word	Exclude a word
OR	Either term
site:	Domain/URL search
filetype:	Find files
intitle:	Title contains
inurl:	URL contains
intext:	Body contains
before:/after:	Date focus
*	Wildcard / unknown word

Closing: command the search, don't chase it

The modern business skill is knowing how to ask, filter, verify, and apply.



The In The Cloud Search Method



1. Frame the question
2. Command the source
3. Narrow the format
4. Verify the result
5. Turn findings into execution

Better search is a launch skill, a research skill, and a leadership skill.