

Link Building: Search Operators Cheat Sheet

Basic Operators

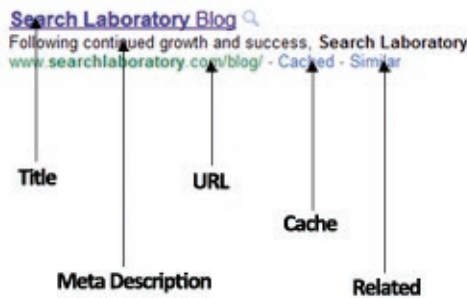
allinanchor:	results containing links with <i>term</i> in anchor text.
allintext:	results containing all text matching <i>term</i>
allintitle:	results containing title text matching <i>term</i>
allinurl:	results containing URL matching <i>term</i>
author:	newsgroup articles by specified author
cache:	cached version of a webpage
define:	definition of matching <i>term</i>
filetype:	results matching filetype <i>term</i>
group:	articles from specific groups/subareas
inanchor:	results with anchor text links pointing to page matching <i>term</i>
info:	information about corresponding page
intext:	results containing text matching <i>term</i>
intitle:	results containing <i>term</i> in title
inurl:	results containing <i>term</i> in URL
link:	pages that point to specified URL
location:	articles from a specified location
phonebook:	all public telephone listings for a person
related:	pages similar to specified page
site:	pages from specified site

Note There should be **no** space between the operator and your search term. Eg. *inurl:directory*

Guest Blogging

<i>inurl:"write for me" OR "write for us" + keyword(s)</i>
<i>"guest blog" + keyword(s)</i>
<i>"become a contributor" + keyword(s)</i>
<i>"contribute to *" + keyword(s)</i>
<i>"submit post" + keyword(s)</i>
<i>"guest article" + keyword(s)</i>
<i>inurl:"write for *" + keyword(s)</i>
<i>inurl:category/guest + keyword(s)</i>
<i>inurl:guest-post-guidelines</i>
<i>"guest column" + keyword(s)</i>
<i>"become an author" + keyword(s)</i>
<i>"submit an article" + keyword(s)</i>
<i>"want to write for *?"</i>
<i>"submit tutorial"</i>
<i>"guest blogger" + keyword(s)</i>
<i>"places I guest posted"</i>
<i>"become an author"</i>
<i>inurl:guest-posts</i>
<i>"submission guidelines"</i>
<i>"submit * news"</i>
<i>"community news"</i>
<i>"this guest post was written"</i>
<i>"group writing project"</i>
<i>"guest bloggers wanted"</i>
<i>"submit content" + keyword(s)</i>
<i>"guest column" + keyword(s)</i>
<i>"blogs that accept guest posts"</i>
<i>"blogs that accept guest bloggers"</i>

Overview



Special Characters

+	results with <i>term</i>
-	results without <i>term</i>
~	results with <i>term</i> or a synonym of <i>term</i>
OR	either or both <i>terms</i>
..	results with a number in specified range
*	wildcard - can stand for any <i>term</i>
" "	exact <i>terms</i> or phrase in specific order

Directories

<i>inurl:directory + keyword(s)</i>
<i>intitle:directory + keyword(s)</i>
<i>inurl:directory + keyword(s) -nofollow</i>
<i>keyword(s) intitle:"submit * url"</i>
<i>keyword(s) intitle:"submit * site"</i>
<i>keyword(s) intitle:"submit * website"</i>
<i>keyword(s) intitle:"suggest * url"</i>
<i>keyword(s) intitle:"suggest site"</i>
<i>keyword(s) intitle:"suggest * website"</i>
<i>keyword(s) "submit * url"</i>
<i>keyword(s) "submit * site"</i>
<i>keyword(s) "submit * website"</i>
<i>keyword(s) "suggest * url"</i>
<i>keyword(s) "suggest site"</i>
<i>keyword(s) "suggest * website"</i>
<i>keyword(s) "add * url"</i>
<i>keyword(s) "add * site"</i>
<i>keyword(s) "add * website"</i>
<i>keyword(s) "*" related URLs"</i>

Sponsors/Contests/Reviews

<i>inurl:"sponsors" + keyword(s)</i>
<i>inurl:"donors" + keyword(s)</i>
<i>intitle:"contest" + keyword(s)</i>
<i>contest intitle:submit + keyword(s)</i>
<i>"contest list" + keyword(s)</i>
<i>inurl:"competition" + keyword(s)</i>
<i>intitle:"giveaway" + keyword(s)</i>
<i>giveaway intitle:submit + keyword(s)</i>
<i>intitle:reviewed + keyword(s)</i>
<i>reviews inurl:submit + keyword(s)</i>
<i>inurl:reviews + keyword(s)</i>
<i>inurl:"add review" + keyword(s)</i>

General Examples

<i>inurl:keyword(s)</i>
<i>intitle:"keyword(s) blog"</i>
<i>intitle:keyword(s) inurl:/links</i>
<i>inanchor:"keyword(s) blog"</i>
<i>inurl:"keyword(s) forum</i>
<i>inurl:"~write for *"</i>
<i>intitle:directory -nofollow</i>
<i>inurl:keyword(s) OR keyword(s)</i>
<i>site:www.yoursite.com</i>
<i>cache:www.yoursite.com</i>
<i>info:www.yoursite.com</i>
<i>define:operator</i>
<i>link:www.yoursite.com inurl:.co.uk</i>
<i>filetype:.php + keyword(s)</i>
<i>1..9</i>

Forums

<i>intitle:forum + keyword(s)</i>
<i>intitle:forum + "advertise your website"</i>
<i>inurl:forum + keyword(s)</i>
<i>"powered by vbulletin" + keyword(s)</i>
<i>"powered by phpbb" + keyword(s)</i>
<i>intitle:forum + "advertise your business"</i>
<i>inurl:/forums/keyword(s)</i>

Authoritative Sites

<i>inurl:.edu + keyword(s)</i>
<i>inurl:.gov + keyword(s)</i>
<i>inurl:.ac.uk + keyword(s)</i>
<i>inurl:.org + keyword(s)</i>

Content Management Systems

<i>inurl:wp-login.php?action=register</i>
<i>inurl:profiles/blog/new</i>
<i>inurl:profiles/blog/new + keyword(s)</i>
<i>[intext:"submit a new story" intitle:register]</i>
<i>[keyword(s) + "Commentluv Enabled"]</i>
<i>[keyword(s) + "Enable Commentluv"]</i>
<i>[keyword(s) + "KeywordLuv"]</i>

Note Registering for a site CMS doesn't mean you're guaranteed to be able to submit content.

Link Bait Inspiration

<i>top * downloads</i>
<i>best * of the week</i>
<i>"best * sites"</i>
<i>"how many * can you"</i>
<i>"what * are you"</i>
<i>"which * are you"</i>
<i>"top 1..100 *"</i>
<i>"~best 1..100 *"</i>
<i>intitle:infographic + keyword(s)</i>
<i>intitle:widgets + keyword(s)</i>