

The logo for the Alaska Bar Association, featuring the letters 'CLE' in a large, bold, blue font with a yellow outline. Below the letters, the words 'Alaska Bar Association' are written in a smaller, blue, sans-serif font. The background of the logo is a photograph of a snow-capped mountain range under a clear blue sky, with a blue horizontal bar at the bottom.

Alaska Bar
Association

A Lawyer's Guide to Hidden and Undocumented Google Search Secrets

2019 CLE by the Sea

**Presented by: Carole Levitt, Esq and Mark Rosch,
Internet for Lawyers and CLEseminars.Com**

February 11, 2019

Prince Waikiki | Honolulu, Hawaii

CLE# 2019-001

1.0 General CLE Credit



A Lawyer's Guide to Hidden and Undocumented Google Search Secrets

Just about everyone has a computer on their desk and access to the Internet. But if you've never taken a formal class to learn how to search effectively, then this seminar is

for you! Carole Levitt and Mark Rosch, authors of *The Cybersleuth's Guide to the Internet*, and the ABA's *Google for Lawyers* (and six other ABA Internet research books), will show you some of the less-obvious features of the world's most popular search engine, how other lawyers are using them, and why you should be putting them to use in your practice. Don't be left behind in finding out how Google can reveal a gold mine of information that will assist you in meeting your investigative and legal research obligations.

Carole Levitt and Mark Rosch

Carole Levitt, Esq. and Mark Rosch, principals of Internet For Lawyers and CLEseminars.com, have been internationally recognized CLE seminar speakers--full-time since 1999. They have been best-selling Law Practice Division authors since 2003. Their areas of expertise are: Internet investigative, legal, and social media research; social media ethics; Google search; and Google cloud Apps.

A Lawyer's Guide to Hidden and Undocumented Google Search Secrets

**CLE by the Sea 2019
Honolulu, Hawai'i
February 11-15, 2019**

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Internet For Lawyers, Inc. 2019

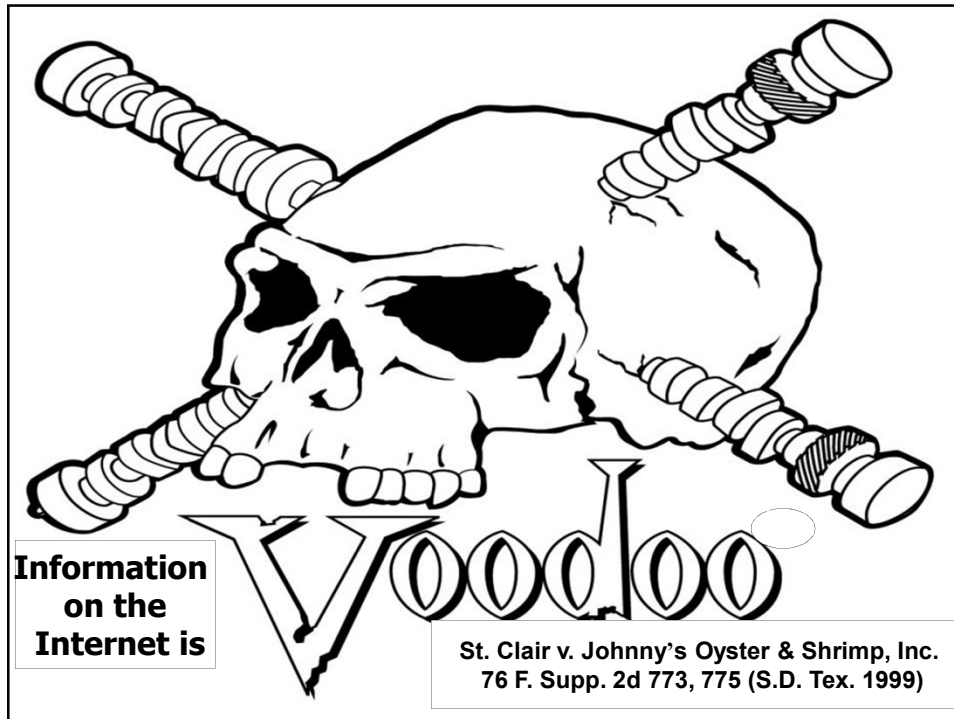
Internet
For
Lawyers

7820 Enchanted Hills Blvd.
Suite A-215
Rio Rancho, NM 87144

1

Do lawyers have a “duty to Google?”

2



3

“DUTY TO GOOGLE” – *Munster v. Groce*

FOR PUBLICATION

<p><u>ATTORNEYS FOR APPELLANT:</u> THOMAS D. BLACKBURN Blackburn & Green Fort Wayne, Indiana</p> <p>KARL L. MULVANEY NANA QUAY-SMITH CANDACE L. SAGE Bingham McHale, LLP Indianapolis, Indiana</p>	<p><u>ATTORNEY FOR APPELLEES:</u> MICHAEL D. CONNER Spitzer Herriman Stephenson Holderead Musser & Conner, LLP Marion, Indiana</p>
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IN THE
 COURT OF APPEALS OF INDIANA

DAVID MUNSTER,)	
Appellant-Plaintiff,)	
vs.)	No. 18A02-0409-CV-738
JOE GROCE and)	
BUSINESS WORLD, INC.,)	
Appellees-Defendants.)	

APPEAL FROM THE DELAWARE CIRCUIT COURT
 The Honorable Marianne L. Vorhees, Judge

4

DUTY TO GOOGLE?
DUBOIS V. BUTLER, 901 So. 2d 1029 (FL App 2005)



5

(342) ETHICAL OBLIGATIONS

ABA **Rule 1.1: Competence**

Comment on Rule 1.1

Maintaining Competence

[8] To maintain the requisite knowledge and skill, a lawyer should keep abreast of changes in the law and its practice, including the benefits and risks associated with relevant technology, engage in continuing study and education and comply with all continuing legal education requirements to which the lawyer is subject.

6

NO DUTY TO "GOOGLE?"
Fernandez v. Tax Claim Bureau of Northampton County

Fernandez v. Tax Claim Bureau, 925 A. 2d 207 - Pa: Commonwealth Court
v.
TAX CLAIM BUREAU OF NORTHAMPTON COUNTY.
v.
John Heilman and Mary Ann Heilman a/k/a Mary Heilman.

Commonwealth Court of Pennsylvania.

Argued April 10, 2007.
Decided May 31, 2007.

208 William P. Coffin, Easton, for appellant.

Christopher T. Spadoni, Bethlehem, for appellee, Tax Claim Bureau of Northampton County.

Bruce A. Thomas, Easton, for appellees, John and Mary Heilman.

BEFORE: PELLEGRINI, Judge, COHN JUBELIRER, Judge, and KELLEY, Senior Judge.

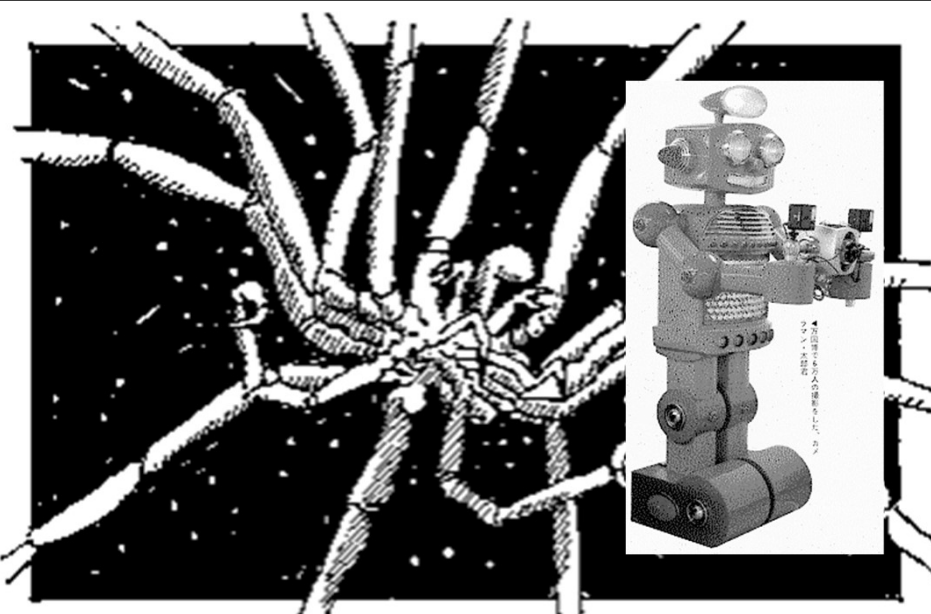
OPINION BY Judge COHN JUBELIRER.

This case is an appeal from an Order and Adjudication of the Northampton County Court of Common Pleas (trial court) denying a petition to set aside a judicial sale. The case involves the notice provisions of the Real Estate Tax Sale Law (Law)¹¹ Prior to the tax sale, Charles Fernandez (Owner) owned the property in question, a vacant lot in Easton, Northampton County (Subject Property). After Owner became delinquent by not paying taxes on the Subject Property, the Northampton County Tax Claim Bureau (Bureau) provided various forms of notice and then sold the Subject Property at judicial sale to John and Mary Ann Heilman (Purchasers). Owner avers that the Bureau did not take sufficient steps to discover his current address, resulting in his non-receipt of notice of the sale and that the sale should be set aside.

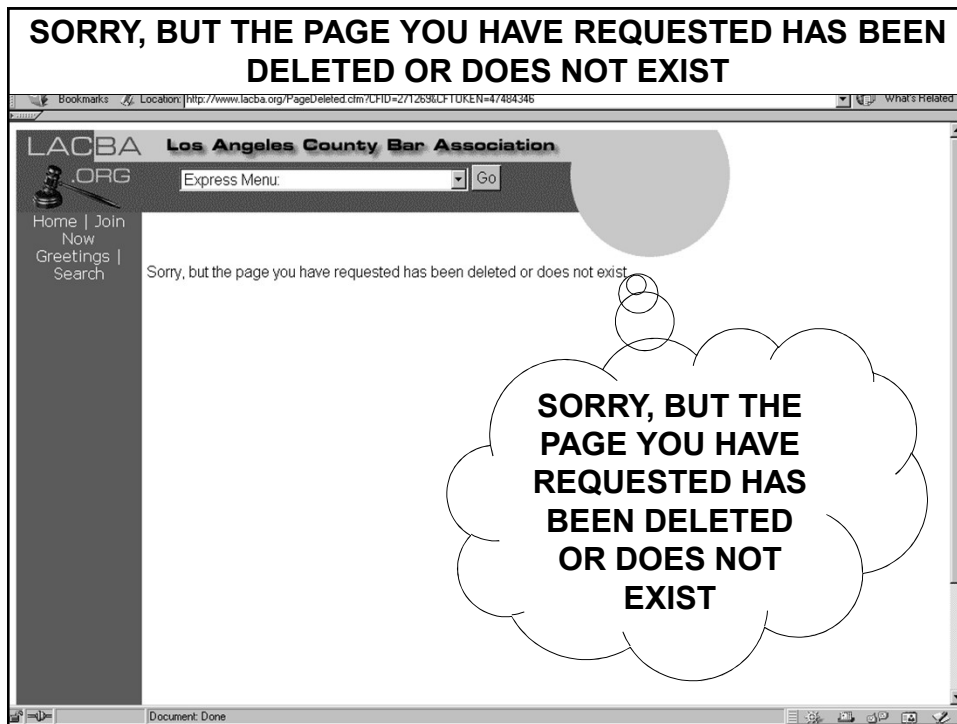
Done Internet

7

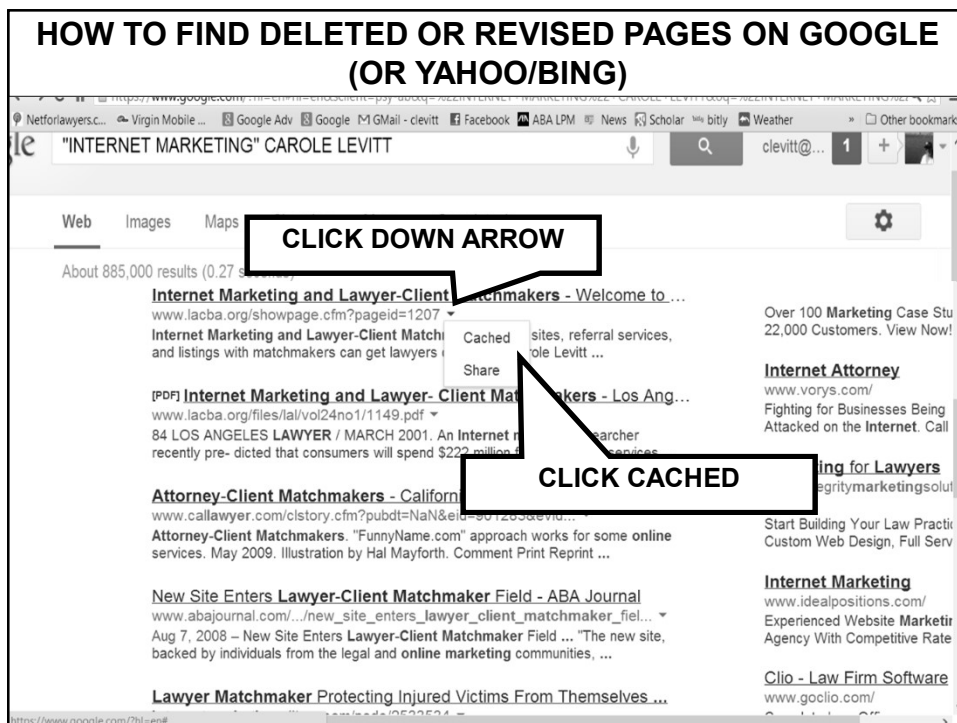
SEARCH ENGINES CONTINUALLY SPIDER THE WEB TO INDEX NEW AND REVISED PAGES



8

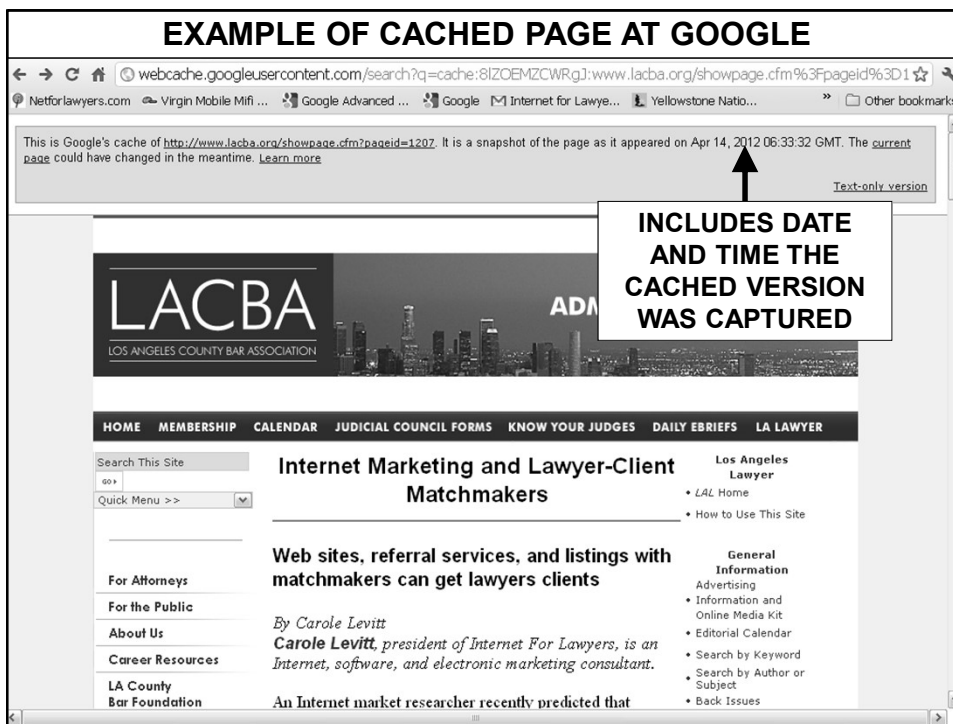


9



10





11



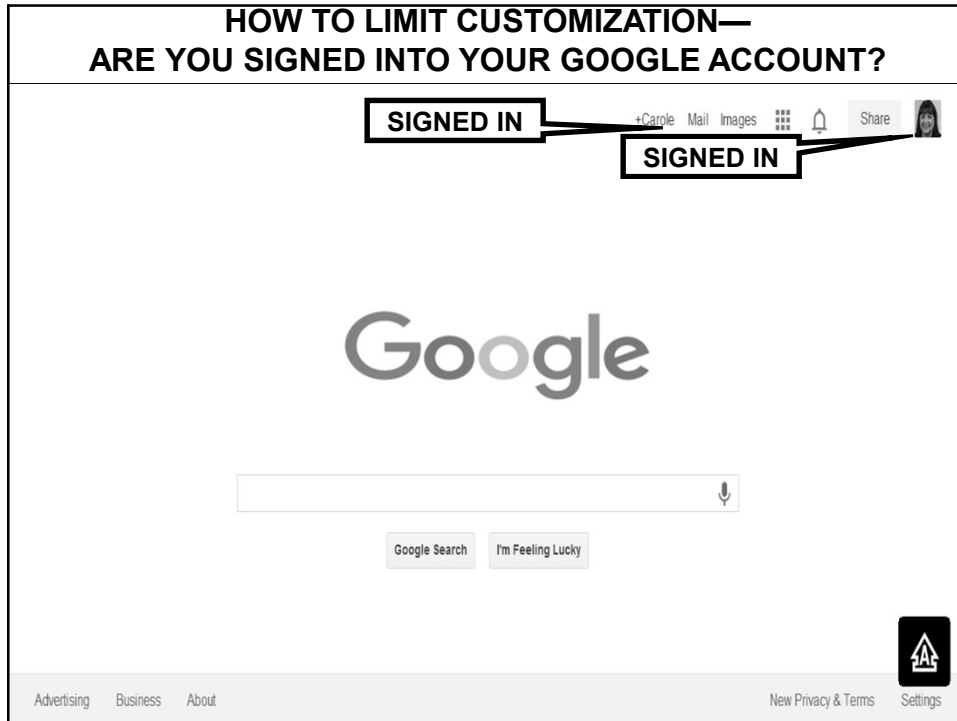
12

USE OMNIBOX FROM ANY SITE TO START A SEARCH (E.G., NETFORLAWYERS.COM SITE): personal injury lawyer

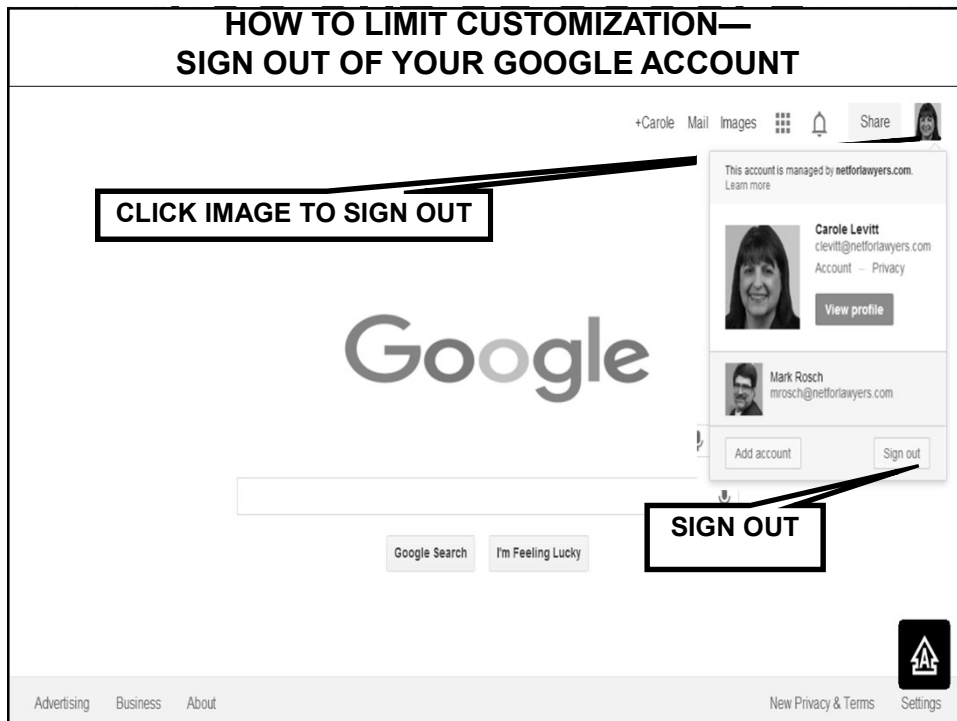
13

GOOGLE HOME PAGE: PREDICTIVE KEYWORD SUGGESTIONS

14



15



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HOW TO LIMIT CUSTOMIZATION—SEARCH INCOGNITO, DELETE/CLEAR GOOGLE HISTORY, DELETE BROWSER (E.G., CHROME) HISTORY (<http://linkon.in/privatebrowse>)

Search and browse privately

You're in control of what information you share with Google when you search. If you want to search and browse the web more privately, here are some tips.

Search and browse privately

- + Step 1: Open private browsing mode
- + Step 2: Sign out of your Google Account
- + Step 3: Turn off result customization

Delete your browsing and searching history

- + Delete & turn off your Google search history
- + Delete your browser history

Search History settings

- Delete search history
- Save search history
- About Google Web History
- Search and browse privately

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Does word order matter?

18

Choosing Your Search Terms:

- **How many search terms can you enter into Google's search box?**

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Choosing Your Search Terms:

- **Stemming**
 - **Allege**
 - **Alleges**
 - **Alleged**
- **Word Forms**
 - **Allege**
 - **Alleging**
 - **Allegations**

20

What Is Boolean Logic?

21

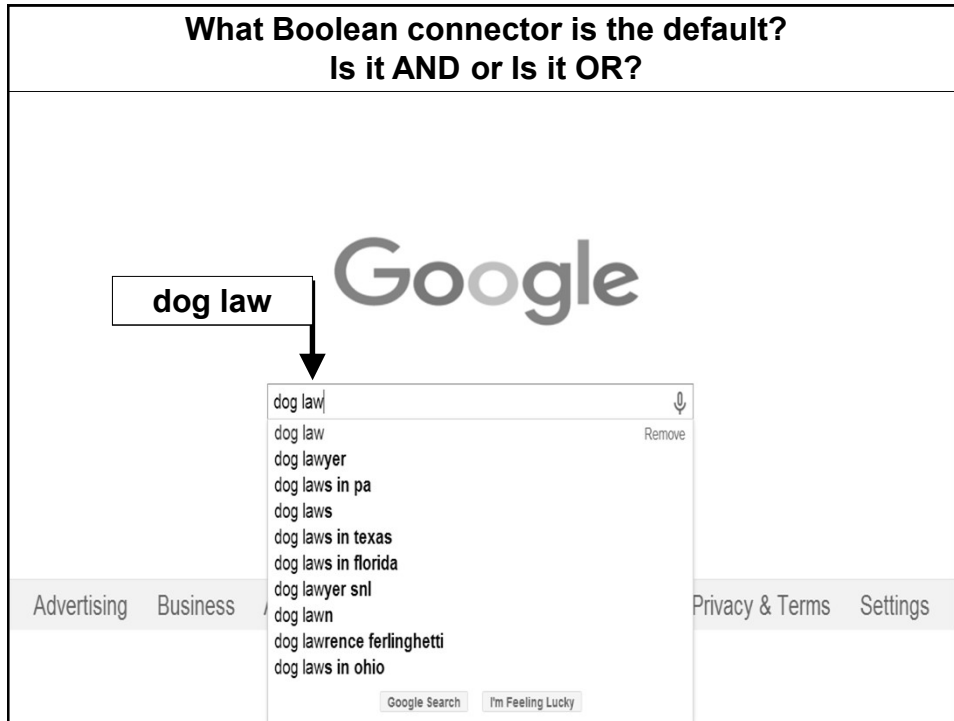
Boolean Connectors

AND

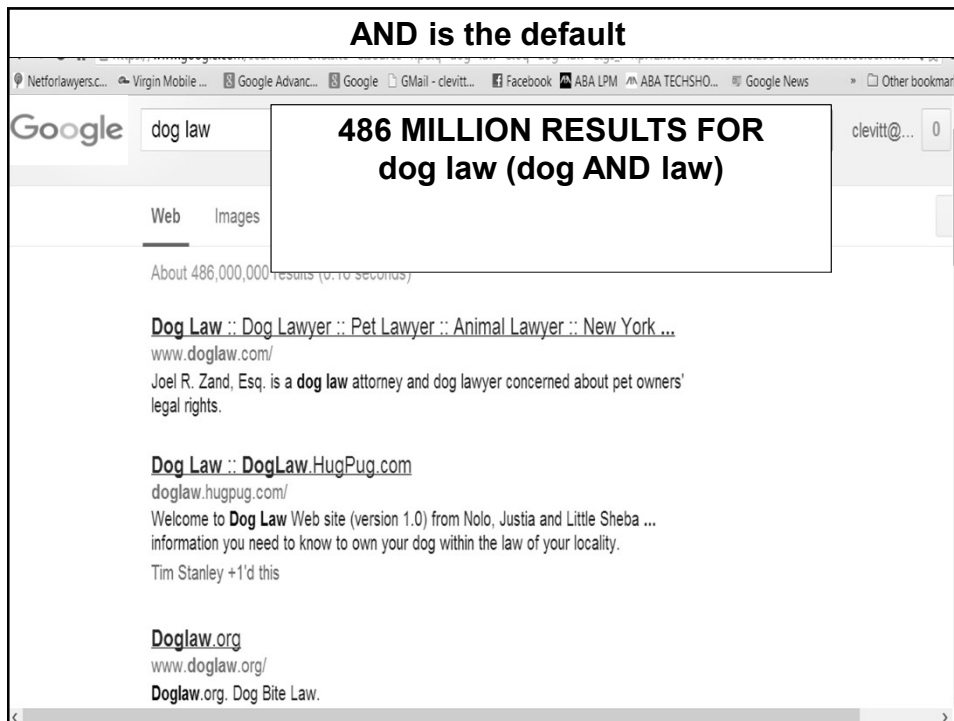
OR

NOT

22



23



24



25

When Capitalization Matters

- **Boolean Connectors**
- **Search Instructions**

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Choosing Your Search Terms: Synonyms

- **Attorney will return:**
 - **Lawyer (and vice-versa)**
- **Probably won't return:**
 - **Barrister**
 - **Counselor**
 - **Solicitor**

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WHAT BOOLEAN CONNECTOR DO GOOGLE/YAHOO!/BING USE TO EXCLUDE A WORD?

rico NOT puerto
rico AND NOT puerto
rico BUT NOT puerto
rico -puerto

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PHRASE SEARCH OF "DOG LAW"
296,000 RESULTS (VS. 486 MILLION FOR DOG LAW)

Google "dog law" SEARCH: "dog law" clevitt@... 0

Web Images Maps Shopping News More Search tools

About 296,000 results (0.20 seconds)

Dog Law :: Dog Lawyer :: Pet Lawyer :: Animal Lawyer :: New York ...
www.doglaw.com/
Joel R. Zand, Esq. is a **dog law** attorney and dog lawyer concerned about pet owners' legal rights.

Dog Law :: DogLaw.HugPug.com
doglaw.hugpug.com/
Dog Law with Little Sheba the Hug Pug. Welcome to **Dog Law** Web site (version 1.0) from Nolo, Justia and Little Sheba the Hug Pug. This first set of resources ...
Tim Stanley +1'd this

DOG BITE LAW. the most trusted legal resource for doo bite victims ...

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PROPER NAME PHRASE SEARCH

Google "carole levitt" SEARCH: "CAROLE LEVITT" Sign in

Web Images News Videos Shopping More Search tools

About 5,810 results (0.40 seconds)

5810 RESULTS

Carole Levitt, JD, M CAROLE LEVITT
www.netforlawyers.com/
Carole Levitt is a nationally recognized author and speaker on internet legal research. She has over twenty years of extensive experience in the legal field as a ...

Home | Continuing Legal Education (MCLE) in California ...
www.netforlawyers.com/
by Carole Levitt, J.E. CAROLE LEVITT
background, and legal research information only previously available from ...

Carole Levitt | LinkedIn
www.linkedin.com/in/clevitt
Albuquerque, New Mexico
View Carole Levitt's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Carole Levitt discover inside ...

CAROLE LEVITT'S

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Choosing Your Search Terms:

- **Proper Names**
 - **Nicknames/Diminutives**
 - Liz/Elizabeth
 - Nick/Nicholas
 - Ted/Theodore

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What is a proximity connector?

- **carole w/2 levitt /s "california attorney"**

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What is Google's proximity connector?

- **AROUND(#)**
- **carole AROUND(2) levitt**
 - **Carole Levitt**
 - **Carole A. Levitt**
 - **Carole Ann Levitt**
 - **Carole Ann Judy Levitt**
 - **Levitt, Carole**
 - **Carol Levitt**
 - **Carol Leavitt**

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"carole" AROUND(2) "levitt"

The screenshot shows a Google search interface. The search bar contains the query "carole" AROUND(2) "levitt". Below the search bar, the search results are displayed. Callouts point to specific elements: "SEARCH: 'carole' AROUND(2) 'levitt'" points to the search bar; "406,000 RESULTS" points to the result count; "Carole A. Levitt" points to a result from Duke University; "Levitt, Carole" points to a result from eBay; and "Carole Levitt" points to a result from the ABA Journal.

Google "carole" AROUND(2) "levitt" Sign in

Web Images News Video **SEARCH: "carole" AROUND(2) "levitt"**

Page 3 of about 406,000 results (0.24 seconds) **406,000 RESULTS**

Carole A. Levitt

Levitt, Carole

Carole Levitt

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SEARCH ENGINE FEATURE COMPARISON CHART

<http://linkon.in/8XULKZ>

Search Engine	Default Boolean Connector	Other Boolean Connectors Recognized	Proximity Connector	Search Term Limit	Cached Pages	Field Searches	Search Limiters
Google	AND	OR, -	AROUND(n)	32 (previously had been 10 terms)	Yes	domain, intitle, inurl, link, site, among others	date, filetype, language, site, usage rights
Yahoo!	AND	AND, OR, -	("", * , *	unreported (may be unlimited)	Yes	domain, intitle, inurl, site, among others	Creative Commons license, language, file type, date, site
Bing (Formerly Microsoft's Live Search)	AND	AND, &, OR	("", * , *	150 (previously had been reported as 150 characters)	Yes	domain, intitle, inurl, link, site, among others	date, filetype, language, site, usage rights

LINKS TO "HELP" PAGES OF EACH SEARCH ENGINE

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USE NETFORLAWYERS "NEWS ITEMS" PAGE TO KEEP UP TO DATE (<http://www.netforlawyers.com/newsitems>)

CAN KEYWORD SEARCH

HOME ABOUT US LIVE MCLE ONLINE MCLE BOOKS CALENDAR ARTICLES BLOG CONTACT US

- Daubert/Frye Challenges
- Licensing
- Disciplinary Actions
- And More

Home > News Items

News Items

- Internet Legal Research on a Budget**
 02/28/2014 - 18:54
 According to the American Bar Association's 2013 Legal Technology Survey Report, 96% of respondents report they conduct legal research online, but that they are less satisfied with free resources than with fee-based resources. The 2012 Research Intelligence Group's "New Attorney Research Methods Survey" found that new associates (five years or less) spend about 31% (14.5...
- Hidden Reflex Launches Epic Privacy Browser**
 02/27/2014 - 21:15
 Software company Hidden Reflex has released its Epic Privacy Browser designed to protect users' privacy when surfing the Internet.

UPCOMING LEGAL & INVESTIGATIVE RESEARCH TRAINING

- Illinois State Bar Association MCLE Seminar - Chicago March 24, 2014
- 2014 ABA Techshow March 27, 2014
- Crowdsourcing-ABA TECHSHOW: CAROLE LEVITT 10:15am - 11:15am CT March 27, 2014
- ABA TECHSHOW: Meet the Author Series: Find it Fast and Free (Judy Davis, Carole Levitt) 11:30-12:30 CT March 27, 2014
- ABA TECHSHOW dinner hosted by Carole Levitt and Mark Rosch at

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CHANGES AND ADDITIONS TO THE BOOK
 (<http://www.netforlawyers.com/cyber14-addendum>)

**SEARCH:
ADDENDUM**

Internet Legal Research on a Budget
 by Carole A. Levitt & Judy K. Davis

Quickly find the best free or low cost resources online for your research needs.

Home » Addenda to The Cybersleuth's Guide to the Internet, 14th Edition

**Addenda to The Cybersleuth's Guide to the Internet,
14th Edition**

Share / Save

The Cybersleuth's Guide to the Internet, 14th edition - Addendum (10/23/17)

When writing a new edition of *The Cybersleuth's Guide to the Internet*, we can always be certain that:

- many of the sites in the book have changed some features or functions
- there are a number of new useful Web sites to add
- some Web sites no longer exist

This is true even after the book is completed. The following list highlights some of the changes that have occurred in the brief time since this edition was completed.

Chapter 4

• Page 61: The second paragraph should read:

THE LATEST INTERNET RESEARCH TIPS

Read the latest strategies, tips and new resources available for integrating the Internet into your law practice in our newsletter.

Did Google Mean to Discontinue Instant Predictions Setting
05/18/2017

LegalBoard, the Keyboard for Lawyers, In Practice
03/31/2017

USB Device Promises Unlimited Storage
03/27/2017

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**GOOGLE SEARCH ENGINE RESULTS: PERSONAL INJURY
LAWYER**

About 12,700,000 results (0.78 seconds)

Personal Injury Attorneys - Local and Decades of Experience
www.heardrobinsnewmexico.com/

Free Unless You Win
 5014 Ave SW #510, Albuquerque, NM - Open today - 9:00 AM - 5:00 PM

Accidents Practice Areas
 Personal Injury Wrongful Death

ADS

Personal Injury Attorney - You Don't Pay Us Unless We Win
www.goodwinlawoffices.com/

Free Consultations. Call Us Today!
 Free Case Consultations. Millions Recovered. Top-Rated Lawyer. Rio Rancho Injury Lawyer.
 Types: Car Accidents, Personal Injury, Motorcycle Accidents, Truck Accidents
 Case Results - Contingency Fees - Free Consultation - Client Testimonials - About Us

Personal Injury Lawyer - MichaelJDoyleLaw.com
www.michaeljdoylelaw.com/

10+ Yrs' Experience. No Win, No Fee. Call Now For Trial-Tested Advocacy!
 Free Consultation - Why Choose Us? - Meet Michael Doyle - Injured At Work? - Give Us A Call

Personal Injury Attorney - Former Insurance Co - Carusolaw.com
www.carusolaw.com/PersonalInjury

Lawyer Fights For You! No Win/No Fee-Free Consult

ADS

LOCAL RESULTS

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ANATOMY OF GOOGLE SEARCH RESULTS

Findlay & Dziak, LLC
 www.findlawyers.com
 4.9 ★★★★★
 11 Google reviews · Google+ page
 3500 Comanche Rd NE
 Albuquerque, NM
 (505) 234-7007

Map for personal injury lawyer

See results for personal injury lawyer on a map »

Personal injury lawyer - Wikipedia, the free ...
 en.wikipedia.org/wiki/Personal_injury_lawyer · Wikipedia
 A personal injury lawyer is a lawyer who provides legal representation to those who claim to have been injured, physically or psychologically, as a result of the ...

Find Local Personal Injury Attorneys or Law ...
 www.lawyers.com › Find a Lawyer by Legal Issue
 Find local personal injury attorney listings, personal injury lawyer and law firm reviews, and more legal information about Automobile Accidents, Boating ...

Personal Injury Lawyer Affordable Personal ...
 personal-injury-lawyers-pro.com ·
 Personal injury attorney is what you need to defend your rights. Personal injury lawyers will provide you

ORGANIC RESULTS

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ANATOMY OF GOOGLE SEARCH RESULTS: KNOWLEDGE GRAPH

en.wikipedia.org/wiki/Taj_Mahal Share
 The **Taj Mahal** (/ˈtɑːdʒ məˈhɑːl/ often pron.: /ˈtɑːdʒ/; Hindi: ताज महल, from Persian/Urdu: تاج محل "crown of palaces", pronounced [ˈtɑːdʒ məˈɦəl] ...)

Origins and architecture

TAJ MAHAL - MAUSOLEUM

Taj Mahal
 tajmahalculis
 Come experience the variety of tastes and flavors that the chefs at Taj Mahal.
 The delicately spiced Indian curry will tantalize your taste buds while

Taj Mahal - Welcome to tajblues.com HOME
 www.tajblues.com/
 Official site includes news, tour schedule, discography, audio/video and pictures.

Welcome To Official WebSite of Taj Mahal-U.P. Tourism
 tajmahal.gov.in/
Taj Mahal at Agra, India is one of the wonders of the world. Find information related to **Taj Mahal** travel and tourism in this ...
 Score: **26** / 30 · 469 Google reviews

TAJ MAHAL - MUSICIAN

Taj Mahal Agra, Uttar Pradesh
 +91 562 222 6431

Taj Mahal
 Monument in Agra, India

The Taj Mahal is a white marble mausoleum located in Agra, Uttar Pradesh, India. It was built by Mughal emperor Shah Jahan in memory of his third wife, Mumtaz Mahal. Wikipedia

Height: 213' (65 m)
Opened: 1648
Address: Taj Mahal, Agra, Uttar Pradesh 282001, India
Architectural style: Mughal architecture
Architect: Ustad Ahmad Lahouri

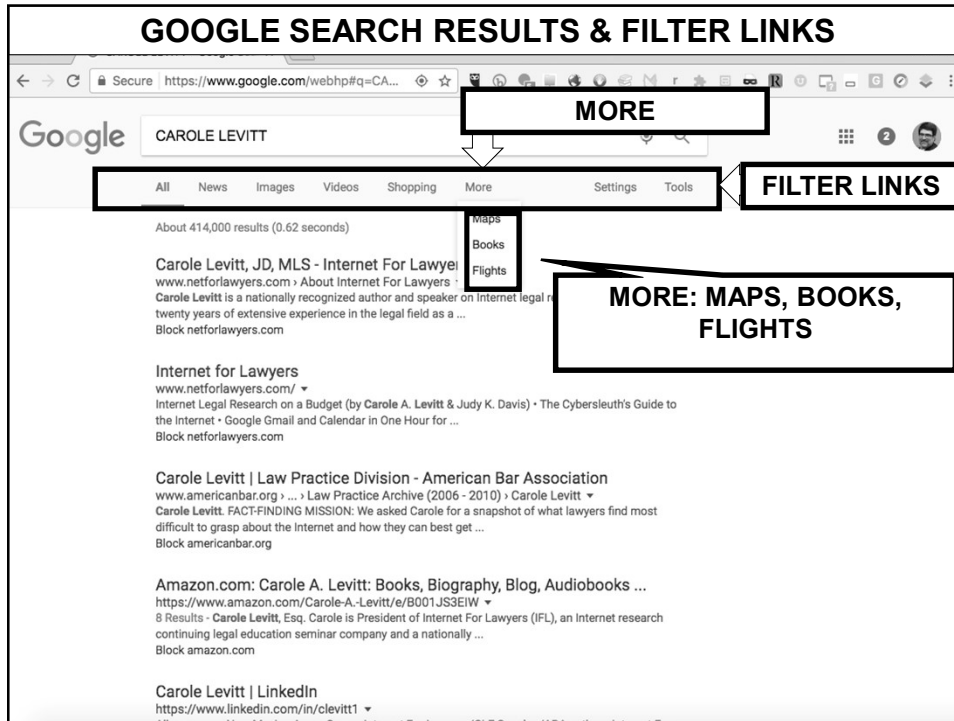
See results about

Taj Mahal Musician
 Henry Saint Clair Fredericks, who uses the stage name Taj Mahal, is an ...

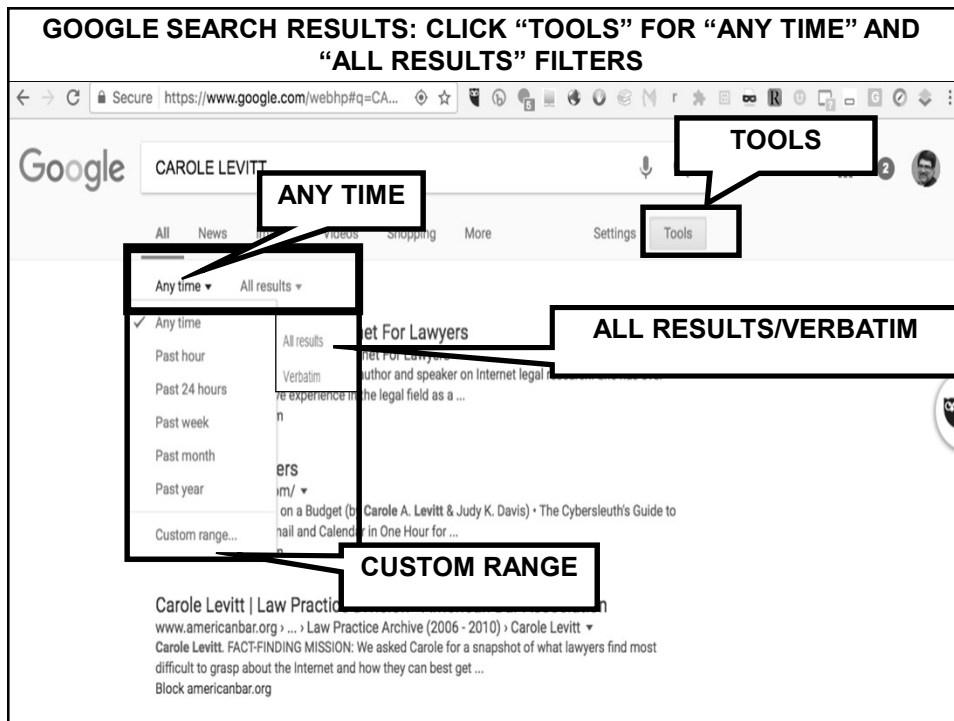
The **Taj Mahal**, India

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A LAWYER'S GUIDE TO HIDDEN AND UNDOCUMENTED GOOGLE SEARCH SECRETS
 CLE BY THE SEA | FEBRUARY 11-15, 2019
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ANATOMY OF GOOGLE SEARCH RESULTS: FILTERING

The screenshot shows a Google search for 'LAWYER'. Several filters are highlighted with callouts:

- ANY TIME**: Points to the 'Any time' filter dropdown menu.
- SEARCH TOOLS**: Points to the 'Search tools' button.
- LOCATION**: Points to the location dropdown menu showing 'Dayton, OH'.
- CUSTOM**: Points to the 'Custom range...' option in the time filter dropdown.

Search results include 'Lawyers & Law Firms at Lawyers.com', 'Family Lawyers', 'Immigration Lawyers', and 'Dayton Ohio Attorney - Prices available on our website. www.blaschaklaw.com/ Divorce, traffic, estate planning'. A map of Dayton, Ohio is visible on the right side.

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USE PRECISE LOCATION

The screenshot shows the Google search interface with the text 'Gooooooooooooole >' and a pagination bar with numbers 1 through 10 and a 'Next' button. A location-based filter is highlighted with an oval:

● Placitas, NM - From your Internet address - Use precise location - Learn more

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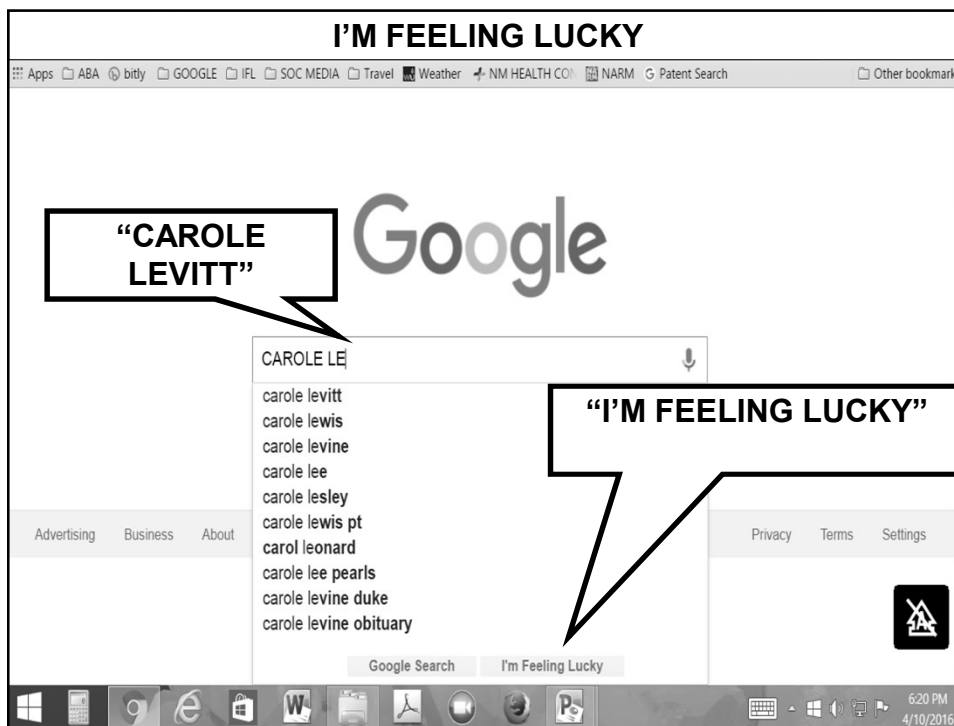


45

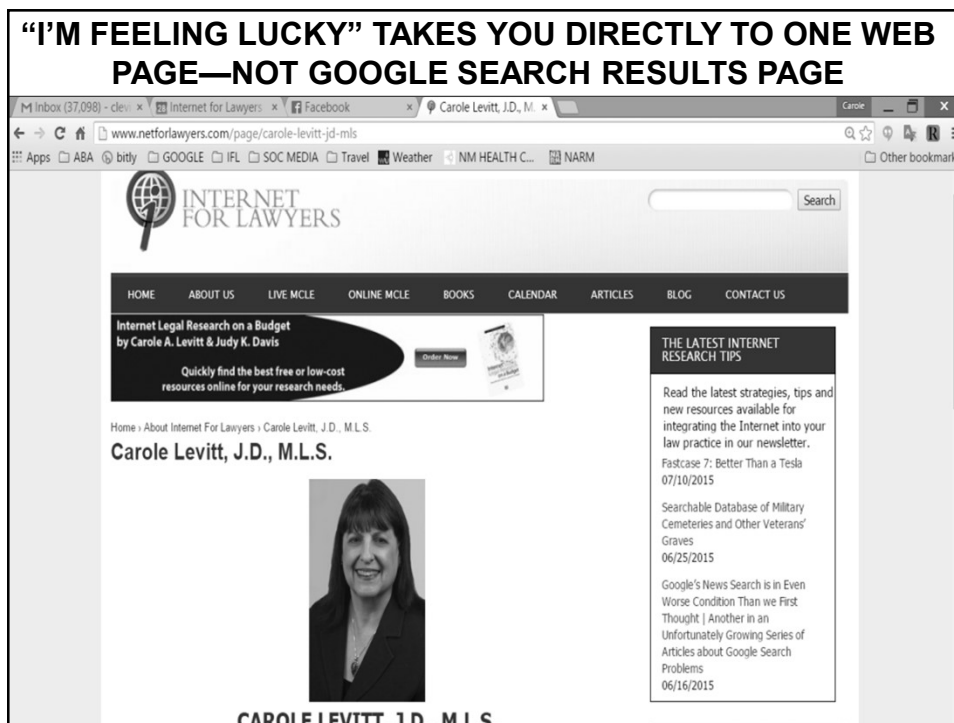


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GOOGLE ADVANCED SEARCH

Find pages with...	To do this in the search box
all these words: <input style="width: 400px;" type="text"/>	Type the important words: <code>tesco:los san tessier</code>
this exact word or phrase: <input style="width: 400px;" type="text"/>	Put exact words in quotes: <code>"tax tessier"</code>
any of these words: <input style="width: 400px;" type="text"/>	Type OR between all the words you want: <code>minimize OR standard</code>
none of these words: <input style="width: 400px;" type="text"/>	Put a minus sign just before words you don't want: <code>~rodent, ~"Jack Russel"</code>
numbers ranging from: <input style="width: 100px;" type="text"/> to <input style="width: 100px;" type="text"/>	Put 2 periods between the numbers and add a unit of measure: <code>10..25 lb, \$900..\$900, 2010..2011</code>

Then narrow your results by...	
language: <input style="width: 150px;" type="text" value="any language"/>	Find pages in the language you select.
region: <input style="width: 150px;" type="text" value="any region"/>	Find pages published in a particular region.
last update: <input style="width: 150px;" type="text" value="anytime"/>	Find pages updated within the time you specify.
site or domain: <input style="width: 200px;" type="text"/>	Search one site (like <code>wikipedia.org</code>) or limit your results to a domain like <code>.edu</code> , <code>.org</code> or <code>.gov</code>
terms appearing: <input style="width: 150px;" type="text" value="anywhere in the page"/>	Search for terms in the whole page, page title, or web address, or links to the page you're looking for.
SafeSearch: <input style="width: 150px;" type="text" value="Show most relevant results"/>	Turn SafeSearch whether to filter sexually explicit content.
reading level: <input style="width: 150px;" type="text" value="no reading level displayed"/>	Find pages at one reading level or just view the level info.
file type: <input style="width: 150px;" type="text" value="any format"/>	Find pages in the format you prefer.
usage rights: <input style="width: 150px;" type="text" value="not filtered by license"/>	Find pages you are free to use yourself.

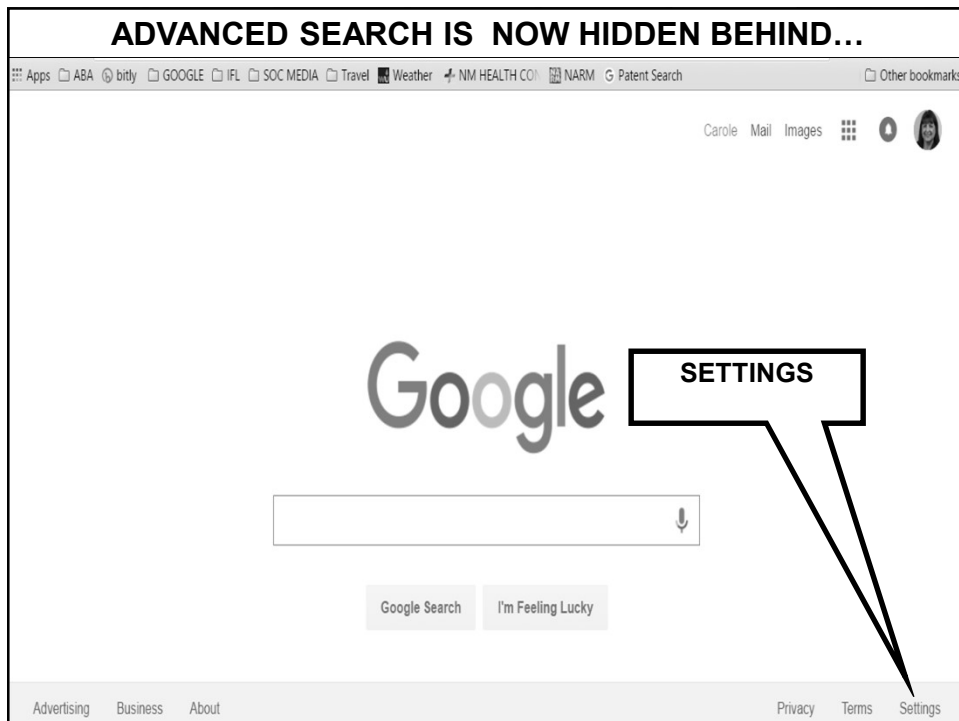
49



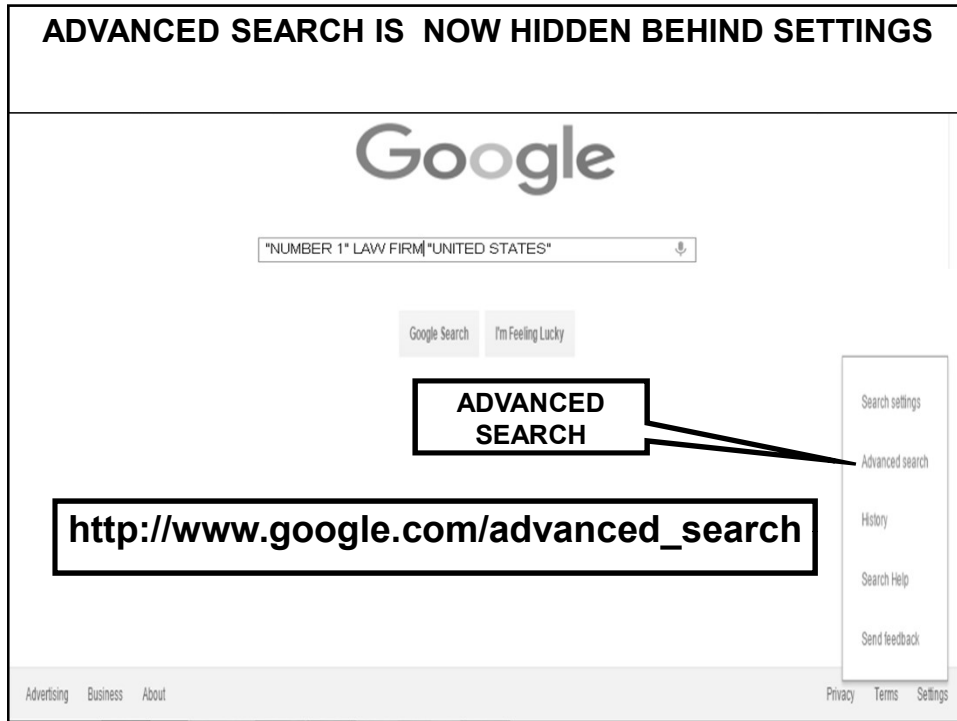
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**See you Friday at
"A Lawyer's Guide to Advanced
Google Searching" seminar**

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Internet
For
Lawyers

7820 Enchanted Hills Blvd.
Suite A-215
Rio Rancho, NM 87144

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