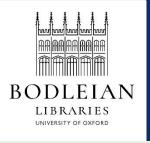# Google for academic research
Part 2: Getting to know Google

Search strategies

Start simple or go for a more complex strategy such as you would use in a library literature database?

- Start with a simple search string
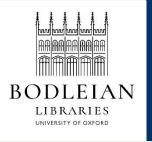- Refine search with added commands and options

Google does not use Boolean logic and offers different options to the library literature databases you may be used to

To get Google to show you what you want, you will need to try to understand how it works – *but give up now if you hope to fully understand what Google is up to!*
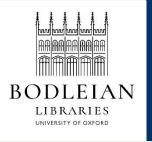
Google ranks your results

Hundreds of criteria used, including:

- Where your search terms appear in a document and how often
- Popularity, i.e. the number and type of links to a page AND what has been clicked on before
- The "authority" of a page (as decided by Google?)
- What you meant by your query – including using machine learning to figure out what you meant (RankBrain)
- Personalisation is an important part of how results are ranked and presented (more on this in a moment)

Google ranking tips

You can change the ranking of results by:
- Changing the order of the search terms
- Repeating one or more of your search terms one or more times