Lesson 1.5: Word order matters

- Every word matters in your query
- Even the word order can make a difference
Compare these results ...

[ who ]
Compare these results ...

[a who]

About 9,600,000,000 results (0.42 seconds)

Horton Hears a Who! (2008) - IMDb
www.imdb.com/title/tt0451079/
Rating: 7/10 - 53180 votes
Horton the Elephant struggles to protect a microscopic community from his neighbors who refuse to believe it exists.
Directed by Jimmy Hayward, Steve Martino. Starring Jim Carrey.
* Full cast and crew - Memorable quotes - Poster - Horton Hears a Who! Trailer

Horton Hears a Who! - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Horton_Hears_a_Who!
Horton Hears a Who! is a 1954 book by Theodor Seuss Geisel, under the name Dr. Seuss. It is the second Seuss book to feature Horton the Elephant, the first ...
* Horton Hears a Who! (film) - Horton Hears a Who! (TV ... - Disambiguation
Compare these results ...

[ the who ]

About 1,190,000,000 results (0.34 seconds)

The Who Official Band Website - Roger Daltrey, Pete Townshend ...
www.thewho.com/
ENTER HERE >> · Welcome to thewho.com, the official home of The Who online.

The Who's Official Website - News from Roger Daltrey, Pete ...
media.thewho.com/superbowl/splash.html
Welcome to thewho.com, the official home of The Who online. Click here for The Official Who Store. | Click here for thewho.com homepage. v.

The Who - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/The_Who
The Who are an English rock band formed in 1964 by Roger Daltrey (lead vocals, harmonica and guitar), Pete Townshend (guitar, keyboards and vocals), John ...
Word order matters

- sky blue

About 154,000,000 results (0.37 seconds)

Blue Sky - Why is the Sky Blue?
www.sciencemadesimple.com/sky_blue.html
Why is the Sky Blue? Learn about the atmosphere and how light scattering makes the sky look blue. Plus, get great science projects to do.

Credit Repair - Sky Blue Credit Repair Services
www.skybluecredit.com/
Intelligent, affordable credit repair services since 2007. Results. Clean up your credit report and improve your score.

About 119,000,000 results (0.16 seconds)

Blue Sky Studios
www.blueskystudios.com/
Blue Sky Studios is the Academy Award® winning animation studio behind the Ice Age movies, Robots, Horton Hears a Who!, and Rio.
Jobs - Our Company - Features - Environment

Blue Sky - Planners, Refills, Calendars and More
www.blueskyimg.com/
Blue Sky, The Color of Imagination, based in Tustin, California, is a privately-held consumer products company which offers functional and stylish calendar and ...
Capitalization does not matter in Google searches.
Punctuation does not matter ... usually

- Google queries cannot include most special characters:

  § ¶ ¥ £ € © ® ≅ \neq \sqrt
There are a few exceptions

- A few characters **do** make a difference:

  [ C++ ]

  [ C# ]

  [ #hashtag ]

  [ Google+ ]

  [ $100 ]