



## Standard Search Operators

OR	Search can contain either word	Vodafone OR Motorola
AND	Search must contain both words	Vodafone AND Motorola
NOT	Search must not contain the word	Vodafone NOT Motorola
“exact phrase” (brackets)	Search must contain exact phrase	“mobile internet”
	Group related words together	(Vodafone OR Motorola) AND “mobile internet”



## Advanced Search Operators

* (wildcard)	Wildcard a search term and stem keywords	telecom* OR “telecom compan*”
~x (proximity)	Specify maximum distance of words between keywords	“Samsung Galaxy”~2
NEAR/x	Specify maximum number of words between keywords	(Vodafone OR EE) NEAR/5 (“iPhone 6”)
MULTIPLE/x:	minimum number of occurrences keyword(s)	MULTIPLE/3:(“Three UK” OR O2)
START/x:	Specify maximum number of words at start of article that keyword(s) must appear within	START/150:(“Everything Everywhere”)



## Parameter Options (For possible values, please refer to the lists in the Refine Panel or Advanced Filters)

title	Search headline text	title:Vodafone
titleCS	Search headline text with case sensitivity	titleCS:(Orange OR O2)
content	Search article body text	content:(Vodafone OR Motorola)
contentCS	Search article body text with case sensitivity	contentCS:“Three UK”
source	Search over specific sources	source:(BBC OR “New York Times”)
sourceCountry	Search over sources from specific countries	sourceCountry:(Canada OR “New Zealand”)
sourceSubRegion	Search over sources from specific subregions	sourceSubRegion:“Northern Europe”
sourceRegion	Search over sources from specific regions	sourceRegion:(Asia OR Europe)
sourceProvince	Search over sources from specific states & provinces	sourceProvince:Nottinghamshire
sourceZipArea	Search over sources from specific localities	sourceZipArea:“San Francisco”
sourceKeyword	Search over specific source sections	sourceKeyword:(Financials OR Marketing)
sourceCategory	Search over specific types of source	sourceCategory:(Trade OR “Press Wire”)
sourceRank	Search over specific source ranks	sourceRank:(1 OR 2 OR 3)
language	Search over articles by language	language:(Spanish OR French)
subject	Search over articles by subject	subject:“Business News”
industry	Search over articles by industry	industry:“Media & Telecommunications”
author	Search over articles by author	author:“Roy Greenslade”
mediaType	Search over a specified media type	feedClass:Forum
platform	Search over a specified publishing platform	platform:(Facebook OR Pinterest)



## Using Parameters

Different keywords can be used over different parameters to give more refined and accurate search results. For example, a search for 'Vodafone' in the headline of any UK source or any article, regardless of source location, tagged in the mobile topic would look like:

**title:Vodafone AND (sourceCountry:"United Kingdom" OR category:"Mobile industry news")**

To then add a case sensitive search for 'O2' and 'Telefonica', not case sensitive, over any source to the string use:

**((title:Vodafone AND (sourceCountry:"United Kingdom" OR category:"Mobile industry news")) OR (contentCS:O2 AND content:Telefonica))**

And finally to add an overall exclude for 'iPhone' to the entire string:

**((title:Vodafone AND (sourceCountry:"United Kingdom" OR category:"Mobile industry news")) OR (contentCS:O2 AND content:Telefonica)) NOT (title:iPhone OR content:iPhone)**

Several searches can be stacked together using the parameters and brackets to create one comprehensive and highly filtered set of search results. Try to construct each individual segment of a search one at a time, being sure to enclose it within brackets, and then adding further search terms to build out your search.



## Using Smart Indexing Terms

By default the SmartIndexing subject field returns articles with a relevancy score of 85% or above. You can adjust the relevancy score by updating the score you want to use before the Subject value. This will return articles with a relevancy of X% or above, for example:

**subject:95%"Contract Awards"**