

Building a Google Search Engine (@GregHawkesMDACC)

I've found this a great way to plug in syntax and make a useful tool for some of my teammates that do not have much experience with boolean xrays. In fact, you can add refinements to further target or focus your search. I've made this quick guide in efforts to explain the typical process. However, certain sites like GooglePlus require slightly different wording, so please feel free to reach out to me if you have any questions.

Getting Started:

Start here; you'll need to log into a gmail account to get started:

<https://cse.google.com>

Click on "New Search Engine:"

You'll need to enter sites to search; for instance we are looking on LinkedIn. You have some options listed below, but I want to search the entire domain and the entire site of LinkedIn...so add the following code shown in the screenshot. You'll need to name your CSE (toward the bottom of the screen).

Custom Search

New search engine

Enter the site name and click "Create" to create a search engine for your site. [Learn more](#)

▸ Edit search engine

▾ Help

- Help Center
- Help forum
- Support
- Blog
- Documentation
- Terms of Service

Send Feedback

Sites to search

You can add any of the following:

Individual pages: `www.example.com/page.html`

Entire site: `www.mysite.com/*`

Parts of site: `www.example.com/docs/*` or `www.example.com/docs/`

Entire domain: `*.example.com`

If you want to search pages over entire web containing specific schema.org markups, click on "advanced" below.

Language

English

Name of the search engine

I have another CSE built for Zoominfo with the Sites to Search: `*zoominfo.com/*`

NOTE: Some sites require less fancy syntax. Just remember to start with `*`. and end with `/*` to look for everything.

Turn On your CSE by clicking “Public URL” (Under Details) and switching to “ON.” Your Public is going to be your link for the search engine. You may want to copy this for future reference.

Custom Search

The screenshot shows the Google Custom Search configuration page. On the left, there is a sidebar with options: "New search engine", "Edit search engine", "GH LinkedIn CSE" (selected), "Setup", "Look and feel", "Search features", "Statistics and Logs", "Business", "Help", and "Send Feedback". The main content area has tabs for "Basics", "Make money", "Admin", "Indexing", and "Advanced". Under the "Basics" tab, there is a text input for "Search engine name" containing "GH LinkedIn CSE" and a text input for "Search engine description". A modal dialog box is open in the center, displaying the text "The public url of your search engine:" followed by the URL "https://cse.google.com:443/cse/publicurl?cx=001394533911082033616:eijeouh5qpa". Below the URL is a toggle switch for "Enable Public URL" which is currently set to "ON". At the bottom of the page, there are buttons for "Details", "Search engine ID", "Public URL", and "Get code".

This url is the direct link to your CSE.

Refinements:

Refinements Help focus your CSE to specific areas.

Follow this pathway:

Edit Search Engine → Search Features --> Refinements (screenshot below)

Custom Search

The screenshot shows the 'Refinements' tab in the search engine configuration interface. The left sidebar contains navigation options: 'New search engine', 'Edit search engine' (with a dropdown for 'GH LinkedIn CSE'), 'Setup', 'Look and feel', 'Search features' (highlighted in red), 'Statistics and Logs', 'Business', 'Help', and 'Send Feedback'. The main content area has tabs for 'Promotions', 'Refinements', 'Autocomplete', 'Synonyms', and 'Advanced'. Below the tabs, there is a heading 'Let users filter results according to categories you provide. [Learn more](#)'. A list of refinements is shown with checkboxes: 'Refinement', 'Local', 'National', 'Contact', 'Nursing', 'Rat People', and 'Email'. The 'Contact' refinement is selected. At the top of the list, there are 'Add' and 'Delete' buttons, and a pagination indicator '1- 6 of 6' with left and right arrow buttons.

Click Add to create a new refinement. I'll show you the "contact" refinement since I have some built:

This tells my search engine to look for the string below when I click on the tab; I'll show you what I mean later on.

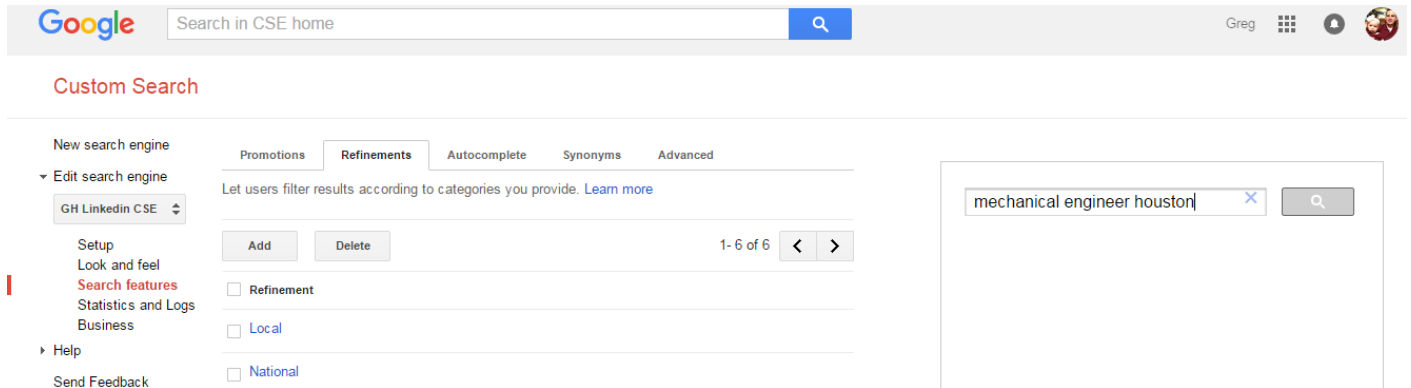
Custom Search

The screenshot shows the 'Edit refinement' dialog box overlaid on the search engine configuration interface. The dialog has a title bar with 'Edit refinement' and a close button. It contains a text input field with the value 'Contact'. Below the input field, there is a section titled 'How to search sites with this label?' with two radio button options: 'Give priority to the sites with this label.' (selected) and 'Search only the sites with this label.'. Below these options is a 'Facet Refinement' toggle switch set to 'OFF'. At the bottom of the dialog, there is a text input field containing the search string: '("email me at * " OR "contact me at * " OR "call me at * " OR "phone me at * " OR "text me * ")'. At the very bottom of the dialog are 'OK' and 'Cancel' buttons.

Click Ok to save.

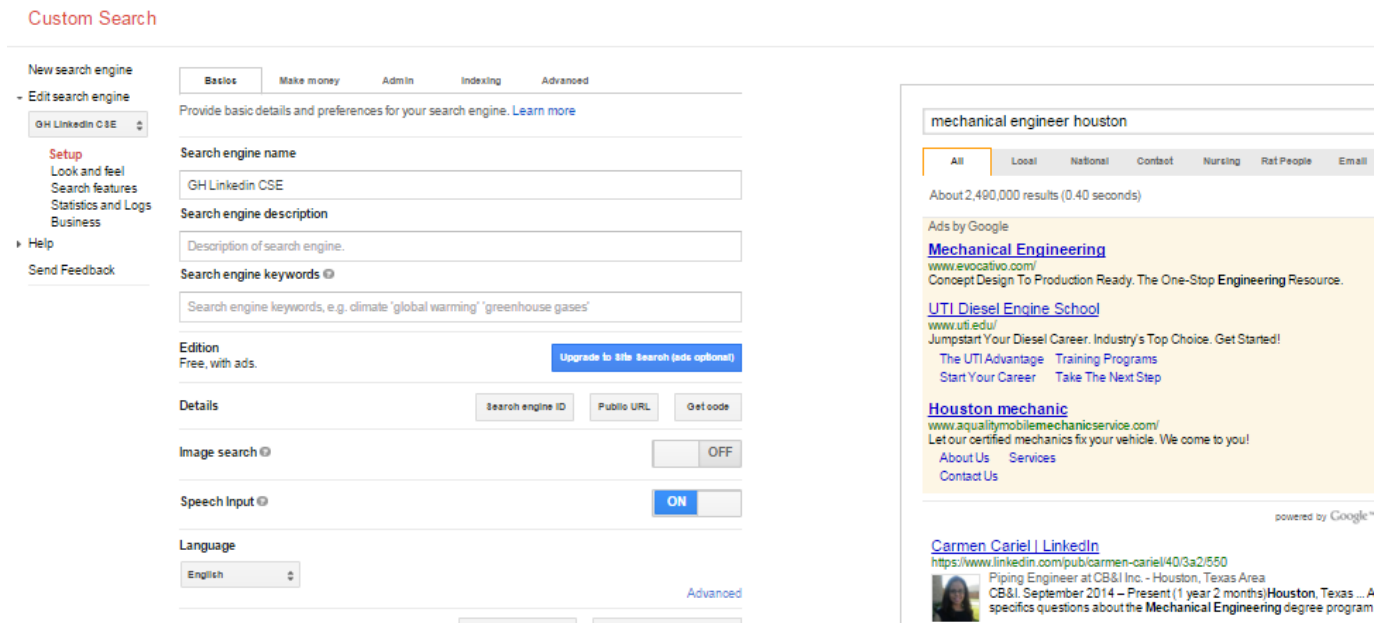
Testing it Out:

Let's test it out. You can test your engine right from this screen:



The screenshot shows the Google Custom Search interface. At the top, there is a search bar with the text "Search in CSE home" and a magnifying glass icon. To the right of the search bar, the name "Greg" is visible, along with a grid icon and a profile picture. Below the search bar, the heading "Custom Search" is displayed. On the left side, there is a sidebar with the following options: "New search engine", "Edit search engine" (with a dropdown menu showing "GH LinkedIn CSE"), "Setup", "Look and feel", "Search features", "Statistics and Logs", "Business", "Help", and "Send Feedback". The main content area has tabs for "Promotions", "Refinements", "Autocomplete", "Synonyms", and "Advanced". The "Refinements" tab is selected, and it contains the text "Let users filter results according to categories you provide. [Learn more](#)". Below this text, there are "Add" and "Delete" buttons, and a pagination indicator "1- 6 of 6" with left and right arrow buttons. There are also three checkboxes: "Refinement", "Local", and "National". On the right side of the interface, there is a search box containing the text "mechanical engineer houston" and a magnifying glass icon.

You can scroll the results, but click on the contact tab; that's the refinement!



The screenshot shows the Google Custom Search interface with the "Basics" tab selected. The sidebar on the left is the same as in the previous screenshot. The main content area has tabs for "Basics", "Make money", "Admin", "Indexing", and "Advanced". The "Basics" tab is selected, and it contains the text "Provide basic details and preferences for your search engine. [Learn more](#)". Below this text, there are several form fields: "Search engine name" (containing "GH LinkedIn CSE"), "Search engine description" (containing "Description of search engine."), and "Search engine keywords" (containing "Search engine keywords, e.g. climate 'global warming' 'greenhouse gases'"). There is also a section for "Edition" with a button "Upgrade to Site Search (ads optional)". Below this, there are buttons for "Search engine ID", "Public URL", and "Get code". There are also sections for "Image search" (with an "OFF" button) and "Speech Input" (with an "ON" button). At the bottom, there is a "Language" dropdown menu set to "English" and a link to "Advanced". On the right side of the interface, there is a search box containing the text "mechanical engineer houston". Below the search box, there are tabs for "All", "Local", "National", "Contact", "Nursing", "Ref People", and "Email". The "All" tab is selected, and it shows "About 2,490,000 results (0.40 seconds)". Below this, there is a section for "Ads by Google" with three ads: "Mechanical Engineering" (www.evocativo.com/), "UTI Diesel Engine School" (www.uti.edu/), and "Houston mechanic" (www.aqualitymobilemechanicservice.com/). At the bottom, there is a link to "Carmen Carriel | LinkedIn" (https://www.linkedin.com/pub/carmen-carriel/40/3a2/550) with a profile picture and a bio: "Piping Engineer at CB&I Inc. - Houston, Texas Area CB&I, September 2014 - Present (1 year 2 months) Houston, Texas ... A specifics questions about the Mechanical Engineering degree program".

Direct contact info via the Refinement:

The screenshot shows a search results page for "mechanical engineer houston". The search bar at the top contains the text "mechanical engineer houston". Below the search bar, there are tabs for "All", "Local", "National", "Contact", "Nursing", "Ref People", and "Email". The "Contact" tab is selected. The results show "About 33,800 results (0.93 seconds)". There are two columns of results. The left column includes ads for "Mechanical Engineering" (www.evocativo.com), "Auto Mechanic Houston" (www.otobots.com), and LinkedIn profiles for "James Wade, P.Eng." and "Gautam Savant". The right column includes ads for "UTI Diesel Engine School" (www.uti.edu), "Houston mechanic" (www.aqualitymobilemechanicservice.com), "Mechanic Houston TX" (www.ramysgarage.com), "Houston Engineers" (www.windlassengineers.com), and "Mechanical Engineering" (www.erit.edu.au).

You can also use your public url, here's what it looks like via the public link (by Details on the Setup Screen):

The screenshot shows a search results page for "mechanical engineer houston". The search bar at the top contains the text "mechanical engineer houston". Below the search bar, there are tabs for "All", "Local", "National", "Contact", "Nursing", "Ref People", and "Email". The "Contact" tab is selected. The results show "About 33,300 results (0.81 seconds)". There are two columns of results. The left column includes ads for "Mechanical Engineering" (www.evocativo.com), "UTI Diesel Engine School" (www.uti.edu), "Houston mechanic" (www.aqualitymobilemechanicservice.com), and LinkedIn profiles for "James Wade, P.Eng.", "Gautam Savant", "Josh Yezak", and "Bridget Mintz Testa". The right column includes ads for "Mechanical Engineering" (www.evocativo.com), "UTI Diesel Engine School" (www.uti.edu), "Houston mechanic" (www.aqualitymobilemechanicservice.com), "Mechanic Houston TX" (www.ramysgarage.com), "Houston Engineers" (www.windlassengineers.com), and "Mechanical Engineering" (www.erit.edu.au).

Just for Fun:

Refinements can help target various different populations; for instance, I was having some fun with our animal science roles when I made the “Rat People” tab.

However, the engine and the refinement work well together, and I was surprised to find mechanical engineers with animal science experience (See below).:

mechanical engineer houston

All Local National Contact Nursing **Rat People** Email

About 1,490 results (0.33 seconds)


Ads by Google


Mechanical Engineering
www.evocativo.com/
Concept Design To Production Ready. The One-Stop Engineering Resource.


UTI Diesel Engine School
www.uti.edu/
Jumpstart Your Diesel Career. Industry's Top Choice. Get Started!
The UTI Advantage Training Programs
Start Your Career Take The Next Step


Houston mechanic
www.aqualitymobilemechanicservice.com/
Let our certified mechanics fix your vehicle. We come to you!
About Us Services
Contact Us


powered by Google™ Custom Search


Ravi Kiran Manapuram | LinkedIn
https://www.linkedin.com/in/manapuram
 Development Engineer at Bioptigen, Inc. - Durham, North Carolina
University of Houston: Department of Molecular Physiology and Biophysics. Baylor ... PhD graduate in the field of biomedical engineering with more than six years of ... alignment procedures, building complex opto-mechanical components and ... mouse cornea for both young and older mice to assess tissue properties as a ...

Ramsha Khan | LinkedIn
https://www.linkedin.com/in/rkhkhan
 Co-Op Engineer at Forum Energy Technologies - Houston, Texas Area
September 2015 – Present (2 months) Houston, Texas Area ... Established and populated templates for each of the nine MICE (Mechanical Integrity Covered Equipment) asset lists * Identified integrity ... Worked with engineers in the Gas Simulation Cell ... Learned about pipeline protection, welding and testing procedures

Truong Pham | LinkedIn
https://www.linkedin.com/pub/truong-pham/35/113/8
 Mechanical Engineer - San Francisco Bay Area
Senior Mechanical Design Engineer with over 10 years of design, structural ... o Designed Injection Kit for ISS Rodent Research scientific experiments to ... Kits design meets all requirements of launch vibration through testing. ... o Designed RR2 Soft Tissue Fixative Kit that provides fixation for mice brain basket inside vials.

Amanda Houston | LinkedIn
https://www.linkedin.com/pub/amanda-houston/b5/117/808
 Group Fitness Instructor at Elements Of Exercise - Dearborn, Michigan
View Amanda Houston's professional profile on LinkedIn. LinkedIn is the ... Materials Engineer specializing in Exterior Body, working in Product Development

Veronica Newlin | LinkedIn
https://www.linkedin.com/pub/veronica-newlin/28/642/78b
 Mechanical Engineer at Apple @Apple - San Francisco, California
Mechanical Engineer at Apple. Location ... system to transform mouse brains into a transparent form, allowing intact-tissue imaging and fine structural analysis. ... The robot was later replicated by the company to continue testing. ... Built a vibrating alert bracelet for a blind, partially-deaf client that paired with her cell phone.

Brandee Price | LinkedIn
https://www.linkedin.com/pub/brandee-price/69/426/989
 Clinical Research Scientist at MD Anderson Cancer Center @MD Anderson Cancer Center - Houston, Texas
June 2015 – Present (8 months) Houston, Texas Area ... I am designing an assay to examine the effects of a single DNA double strand break in human cells. ... Rhodopsin gene expression determines rod outer segment size and rod cell ... Engineering Management Science Manufacturing Mechanical Engineer Sales HR ...

Robert ... | LinkedIn