1.5 Word order matters

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

- [who]
• [a who]
• [ the who ]

The Who | Official Site
thewho.com/

The Who Official website is the best place for news, merchandise, fan club, tour dates, Presale and VIP ticketing, interactive forums and information about The ...
Tour - News - The Who Community Board - The Who Home

Tour - The Who
thewho.com/tour/

The Who Official website is the best place for tour dates, news, merchandise, fan club, Presale and VIP ticketing, interactive forums and information about The ...
Tue, May 26  The Who Hits 50! – North ...  Barclays Center, Brooklyn ...
Sat, May 30  The Who Hits 50! – North ...  Forest Hills Stadium, Forest ...
Sun, Jun 21  The Who Hits 50! – European ...  Odyssey Arena, Belfast, IE

The Who - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/The_Who

The Who are an English rock band that formed in 1964. Their classic line-up consisted of lead singer Roger Daltrey, guitarist Pete Townshend, bassist John ... The Who discography - Keith Moon - Roger Daltrey - Pete Townshend
Word order matters
1.5 Capitalization (or not)

- Capitalization does not matter in Google searches

![Google search results for red Delicious](image_url)
Punctuation does not matter... usually...

- Google queries cannot include most special characters:

  § ¶ ¥ £ € © ® ≅ ≠ √
However... there are a couple of exceptions...

- A few characters DO make a difference:

  [ C++ ]
  [ C# ]
  [ #hashtag ]
  [ $100 ]
  [ @dmrussell ]
  [ 45% ]
Click on the Next arrow below to continue on to the activity.