

## GOOGLE DORKING FOR LOCAL MEDIA: AN INTRO GUIDE

What is Google dorking? Google dorking (also called Google hacking) uses advanced search operators to find specific information that might not be easily accessible through basic searches. This guide provides operators and examples specifically useful for local media organizations.

### Basic Operators

**site:**  
Restricts searches to specific websites  
site:cityname.gov  
site:county.gov  
site:state.us

**filetype:**  
Finds specific file types  
filetype:pdf  
filetype:xlsx  
filetype:doc  
filetype:ppt  
**intitle:**

Searches page titles only  
intitle:"press release"  
intitle:"annual report"

**inurl:**  
Searches for words in the URL  
inurl:agenda  
inurl:minutes

**Quotes**  
Forces exact phrase match  
"city council meeting"  
"business license"

**Date Operators**  
before: and after:  
Limits results to specific dates  
before:2024-01-01  
after:2023-12-31  
**Combinations for Local Media**

**Government Documents**  
site:cityname.gov  
filetype:pdf "city council minutes" after:2024-01-01  
site:cityname.gov  
filetype:pdf "budget" 2024  
site:cityname.gov filetype:pdf

(ordinance OR resolution)  
**Business Research**  
site:linkedin.com "company name" "cityname"  
(CEO OR "Chief Executive" OR "President") "company name" site:linkedin.com "company name" (merger OR acquisition OR bankrupt\*) site:bloomberg.com OR site:reuters.com

**Property/Development**  
site:cityname.gov "building permit" filetype:pdf after:2024-01-01  
site:cityname.gov "zoning change" OR "variance request"  
"environmental impact" AND "project name"  
site:epa.gov

**Public Records**  
site:courts.state.gov "case number" OR "docket"  
inurl:mugshots site:county.gov  
site:state.gov  
inurl:corporation "company name"

**Campaign/Political**  
site:fec.gov filetype:pdf "candidate name"  
"campaign contribution" AND "donor name"  
site:state.gov  
"lobbying report"  
filetype:pdf site:state.gov

**Education**  
site:k12.state.us filetype:pdf "school performance"  
site:schooldistrict.org "superintendent" AND "salary"  
site:edu "research" AND "topic" AND "professor"

**Business Intelligence Use Cases**  
**New Business Monitoring**  
site:cityname.gov "new business license" after:2024-01-01  
site:linkedin.com "hiring"

AND "cityname"  
site:cityname.gov  
filetype:pdf "building permit" after:2024-01-01

**Competitor Research**  
site:competitor.com  
filetype:pdf "rate card"  
site:competitor.com  
"advertising" AND "prices"  
site:linkedin.com "company name" AND "sales"

**Market Analysis**  
site:census.gov filetype:pdf "cityname" AND "demographics"  
site:bls.gov "employment" AND "cityname"  
site:sba.gov "market analysis" AND "industry"

**Editorial Research Use Cases**  
**Investigative**  
site:sec.gov "company name" filetype:pdf  
site:cityname.gov  
inurl:complaints  
"business name"  
site:court.state.gov "case number" filetype:pdf

**Source Finding**  
site:linkedin.com "expert" AND "topic" AND "cityname"  
site:university.edu "professor" AND "subject"  
site:organization.org "board of directors" filetype:pdf

**Fact Checking**  
site:factcheck.org "claim"  
site:archives.gov "historical event"  
site:scientific-journal.org "research topic"

**Best Practices**  
**Search Refinement**  
◆ Start broad, then narrow  
◆ Use multiple combinations  
◆ Try variations of terms  
◆ Document successful searches

**Verification**  
◆ Cross-reference multiple sources  
◆ Check date ranges  
◆ Verify source authenticity  
◆ Archive important findings

**Privacy & Legal**  
Respect privacy laws  
Document sources  
Verify public status  
Consider ethical implications

**Common Mistakes to Avoid**  
◆ Spacing Errors  
Correct: site:example.com  
Incorrect: site:example.com  
◆ Quote Usage  
Correct: "exact phrase"  
Incorrect: 'exact phrase'  
◆ Operator Combinations  
Correct: site:example.com filetype:pdf  
Incorrect: site:example.com AND filetype:pdf

**Advanced Tips**  
◆ Using Wildcards  
"John \* Smith"  
"Company \* Inc"  
◆ Multiple File Types  
filetype:pdf OR filetype:doc  
◆ Negative Matching  
"company name" -scam -complaint  
◆ Range Search  
salary \$50,000..\$100,000

### Regular Monitoring Setup

**Daily Checks**  
◆ New business registrations  
◆ Government updates  
◆ Court filings  
◆ Property transactions

### Weekly Research

◆ Market trends  
◆ Competitor analysis  
◆ Industry developments  
◆ Community issues

### Tool Integration

◆ Save successful searches  
◆ Set up Google Alerts  
◆ Create search bookmarks  
◆ Document search strings