IDENTIFY YOUR KEY WORDS

CHECK YOUR SPELLING

USE A DICTIONARY AND THESAURUS

USE QUOTATION MARKS for phrases
e.g. "The Industrial Revolution"
    "Thomas Edison"

BE SPECIFIC
Don’t use a, the, and...

FIND SYNONYMS
USE ~ & define:

If searching in Google
USE ADVANCED GOOGLE SEARCH

Use CONTROL F
to locate key words quickly in long articles

RADCAB
Relevancy, Detail, Currency & Bias

WORD ORDER MATTERS
SCAN AND RE-ASSESS