



# TOP 5 WAYS TO SEARCH THE INTERNET BEYOND GOOGLE



## WHY DOES IT MATTER?

As a successful litigator, you know that uncovering key facts and evidence about the opposing party, witnesses and experts will win your case.



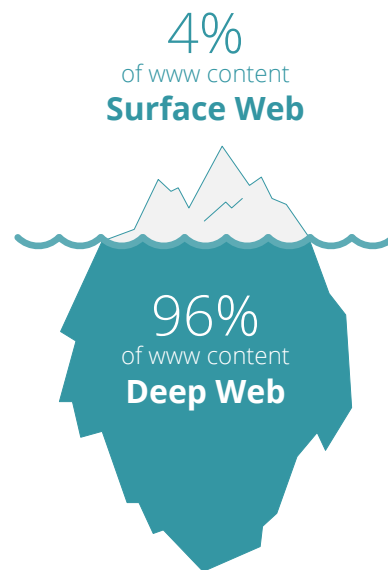
You uncover these facts from your client, through e-discovery and also from database and web research. When you do webresearch, you probably rely on a search engine like Google.

Think you're searching the whole web when using Google?

**UNFORTUNATELY YOU'RE WRONG.**



Search engines like Google and Bing cover the part of the Internet that's referred to as the "Surface Web" or "Visible Web" – and that is estimated to be about 4% of what is available on the Internet. The rest is what's referred to as the "Deep Web" or "Dark Web."





# WHAT IS THE REMAINING 96% AND WHY DO YOU CARE?

If we exclude TOR (a popular closed network for those seeking anonymity), paid cloud-based databases like LexisNexis, web-based mail servers, illegal content and criminal networks, the “deep web” consists of:

- 1 Pages that require a login/password like Facebook or a local court, which are still searchable and not necessarily private;
- 2 Websites that ask not to be indexed like company “extranets” or websites designed for a limited audience;
- 3 Old, static webpages or webpages not hyperlinked to other pages anymore;
- 4 Small or obscure websites of limited size or viewership.



On the following pages we'll show you how these types of “Deep Web” websites are easy to find and can be enormously fruitful in your research.

**In this white paper, we'll show FIVE effective ways to search the Deep Web that will blow apart your web-based fact research.**

**YOU'LL NEVER LOOK AT GOOGLE THE SAME WAY AGAIN.**



## TIP #1

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Use Google to find the databases that have the information you want, rather than for your searches.

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If you aren't already harnessing the explosion of public records available through web access, **you should**. In many counties in the U.S., you can access the actual court filings on the web either for free or a nominal fee.



**A favorite site to quickly find the court indices is:**

**[www.blackbookonline.info](http://www.blackbookonline.info)**  
(scroll down to access the databases)

Alternatively, search by the name of the court rather than by the person or company you are doing research on.

“san francisco superior court” or  
“maricopa county superior court”

The same is true for all county-level public records like real estate ownership, planning department violations, recorded documents, etc.!



## TIP #2








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Use social media databases for purposes beyond expanding your network.

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Most of the information you can get in the databases of social media is not indexed by search engines. **But which social media has the information you need?**

Here's a humorous description of their differences:

<p>I need to pee</p> 	<p>I pee</p> 	<p>This is where I pee</p> 
<p>Why am I peeing?</p> 	<p>Look at this pee!</p> 	<p>I'm good at peeing</p> 
	<p>Let's all pee together</p> 	



## TIP #2

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Use social media databases for purposes beyond expanding your network.

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### A Finding a hard-to-find witness using social media:



**Did you know you can search for people on Facebook, LinkedIn, Twitter and other social media by email address or phone number?**

Of course it does need to be the email address or phone number that person used to register the account, but you'd be surprised at what you can find.

- Did your client get an anonymous or threatening email?
- Did your former employee or witness disappear?
- Does the person have a common name, or you don't have much else to go on?

Try searching within social media with the information you do have. Doing these searches does not violate the social media's Usage Agreement and the results of the search will be limited by what the person has allowed to be viewed in his/her privacy setting.



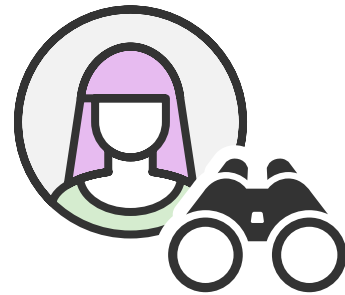
## TIP #2

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### B Searching for a type of person via social media:



**Are you looking for a type of person who will be a good witness in your case? Possibly former employees, former colleagues or additional plaintiffs?**

You'd be surprised to hear that most search engines allow broad, natural language searches.

In Facebook, try using search terms that describe the people you are looking for, for example: "People who used to work at Acme Metals" or "People who work at Acme and live in Boise, Idaho"

In Tumblr, Instagram and Twitter, you can search by hashtags (#). For example, use hashtags that the people you seek would use:

#Acme #job | #Acme #Boise | #Ihatemyjob #Acme



## TIP #3

Use the web to get better contact information



### NEED

to contact a witness to verify information on a website or find someone who was quoted in an old news article?

**DON'T STOP AT GOOGLE!**

**There are other great resources available to you:**

Every website has to register a contact person on its behalf with ICANN, the non-profit charged with managing domain names. It's true you can use a third-party service to register privately but most don't. That contact information is held in a database called a "Whois" directory. You can search the Whois directory on sites like <http://whois.icann.org> or [www.betterwhois.com](http://www.betterwhois.com).

### NEED

to find someone in another country? Do you really want to call an international operator? (Do they still exist?)

**MOST COUNTRIES HAVE SOME FORM OF A PHONE DIRECTORY.**



[www.infobel.com](http://www.infobel.com) is a great compilation of almost every country's white-pages directory. Infobel will take you directly to the relevant website to do the search there in its natural form.





## TIP #4

### Use advanced Google to access old or outdated webpages



The point of this white paper is to use resources online that aren't covered by Google. That said, you can harness the power of Google to find pages on a website that are no longer hyperlinked to live pages or were never initially indexed by Google. In order to do this, you'll need to harness the power of Advanced.

#### Google search terms:

For example, if you want to find sales materials by a certain company, tell Google you want to search (a) just the company's website and (b) just certain types of files like PowerPoint presentations or PDF files.

It would look like this:

**site:sony.com** and **filetype:ppt** | **filetype:pptx** | **filetype:pdf**

Or perhaps a person's resume that is no longer linked to the homepage:

**site:murphybrown.com** resume | CV

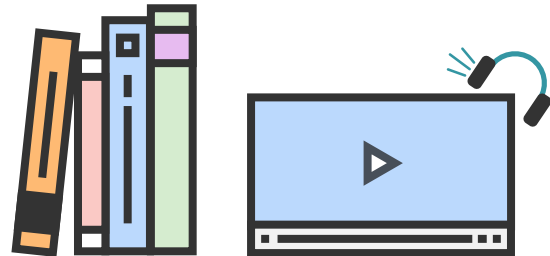
And for websites that are completely gone, you can't miss the amazing Internet Archive that has been indexing websites since 1996. Go to the Wayback Machine and search by website address to see previous versions of it: <https://archive.org>



## TIP #5

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Don't forget to search video, books and audio!



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Outside of Google, there are easy ways to access information that live in books, documentary films and other resources.

### For example:

#### **[www.amazon.com](http://www.amazon.com)**

let's you run searches "Inside the Book" -this is a fantastic resource to find out information about past events, find witnesses to a scandal, and even find experts.

#### **[www.docuseek.com](http://www.docuseek.com)**

#### **[www.shoppbs.org](http://www.shoppbs.org)**

are both great resources for finding documentaries and audio shows on your topic. Don't miss the previous work of documentarians.

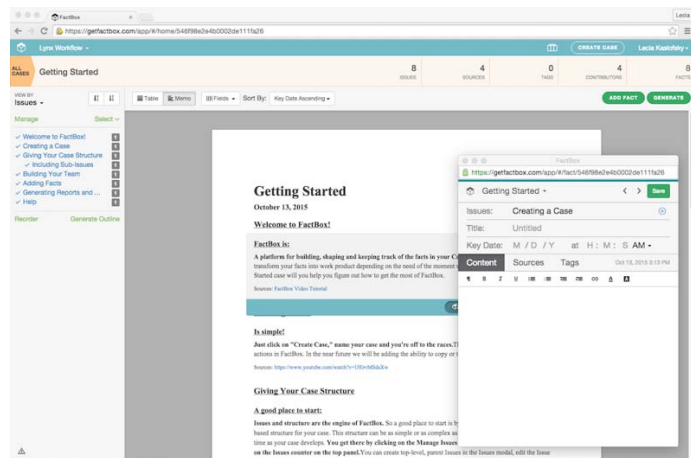


Now that you have amazing facts and evidence that will win your cases, what are you going to do with them?

Put them in  **FactBox** of course!



Keep track of all your facts, notes, ideas and evidence During your research and never waste a minute putting them into action and winning your case with FactBox.



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