

If you pull images from Google on a regular basis, are you aware of the advanced search option? Any image that Google show on their pages may be copyrighted and if you use an image in your marketing or on your website, that is copyrighted by somebody else, you will need permission to use it. So, how do you know which images are okay to use?

Let's use animals as an example. With around 651,000,000 results, there will be a lot of images!

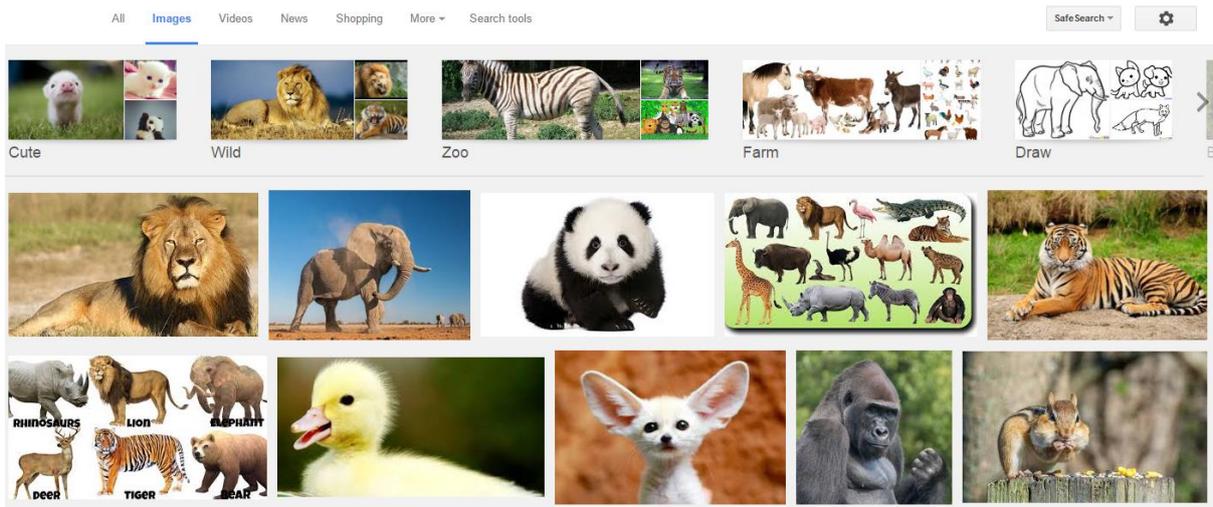
The screenshot shows a Google search for "animals". The search bar at the top contains the word "animals" and shows "About 651,000,000 results (0.50 seconds)". Below the search bar are navigation tabs for "All", "Images", "Videos", "News", "Shopping", and "More".

The search results are organized into sections:

- Top results:** "A to Z Index of Animals - A-Z Animals - Animal Facts, Information ..." from a-z-animals.com, "Animal - Wikipedia, the free encyclopedia" (https://en.wikipedia.org/wiki/Animal), and "National Geographic: Animals - Animal Pictures - Wild Animal Facts ..." from nationalgeographic.com.
- In the news:** A news snippet from "the guardian" titled "Dolly the Sheep creator calls for biobank to save endangered animals" from "The Guardian - 13 hours ago". The snippet mentions a "modern-day 'ark' that holds tissues from endangered animals should be built as an ...". Below this is another news snippet from "ScienceAlert - 3 hours ago" titled "Seriously guys, stop trying to 'rescue' distressed animals".

On the right side of the search results is an information panel for "Animal":

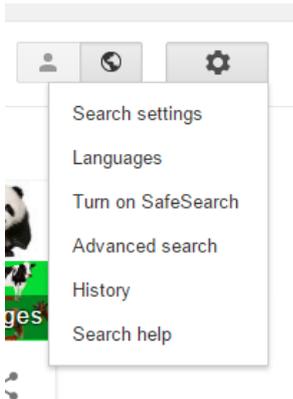
- Image:** A grid of various animals including a lion, elephant, cow, panda, tiger, and fox.
- Definition:** "Animals are multicellular, eukaryotic organisms of the kingdom Animalia. All animals are motile, meaning they can move spontaneously and independently at some point in their lives. Wikipedia"
- Scientific name:** Animalia
- Higher classification:** Eukaryote
- Rank:** Kingdom
- Lower classifications:** A row of icons representing different animal groups: Vertebrate, Amphibians, Reptile, Insect, and Dinosaur. A "View 30+ more" link is also present.
- See results about:** A section for "Animals (Song by Martin Garrix)" by "Artist: Martin Garrix" with a "Album: Animals" and a small album cover image.



1. In the top right hand corner of the Google page, there is this symbol –



2. If you click on this symbol, it brings up these options:



3. Click on **Advanced Search** and the below screen will appear:

Find pages with...		To do this in the search box.
all these words:	<input type="text" value="animals"/>	Type the important words: tri-colour rat terrier
this exact word or phrase:	<input type="text"/>	Put exact words in quotes: "rat terrier"
any of these words:	<input type="text"/>	Type OR between all the words you want: miniature OR standard
none of these words:	<input type="text"/>	Put a minus sign just before words that you don't want: -rodent, -"Jack Russell"
numbers ranging from:	<input type="text"/> to <input type="text"/>	Put two full stops between the numbers and add a unit of measurement: 10..35 kg, £300..£500, 2010..2011

Then narrow your results by...		
language:	<input type="text" value="any language"/>	Find pages in the language that you select.
region:	<input type="text" value="any region"/>	Find pages published in a particular region.
last update:	<input type="text" value="anytime"/>	Find pages updated within the time that you specify.
site or domain:	<input type="text"/>	Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing:	<input type="text" value="anywhere in the page"/>	Search for terms in the whole page, page title or web address, or links to the page you're looking for.
SafeSearch:	<input type="text" value="Show most relevant results"/>	Tell SafeSearch whether to filter sexually explicit content.
file type:	<input type="text" value="any format"/>	Find pages in the format that you prefer.
usage rights:	<input type="text" value="not filtered by licence"/>	Find pages that you are free to use yourself.

[Advanced Search](#)

3. You can narrow your results down for your images in these options, but the main focus of this page is the last option at the bottom of the page:

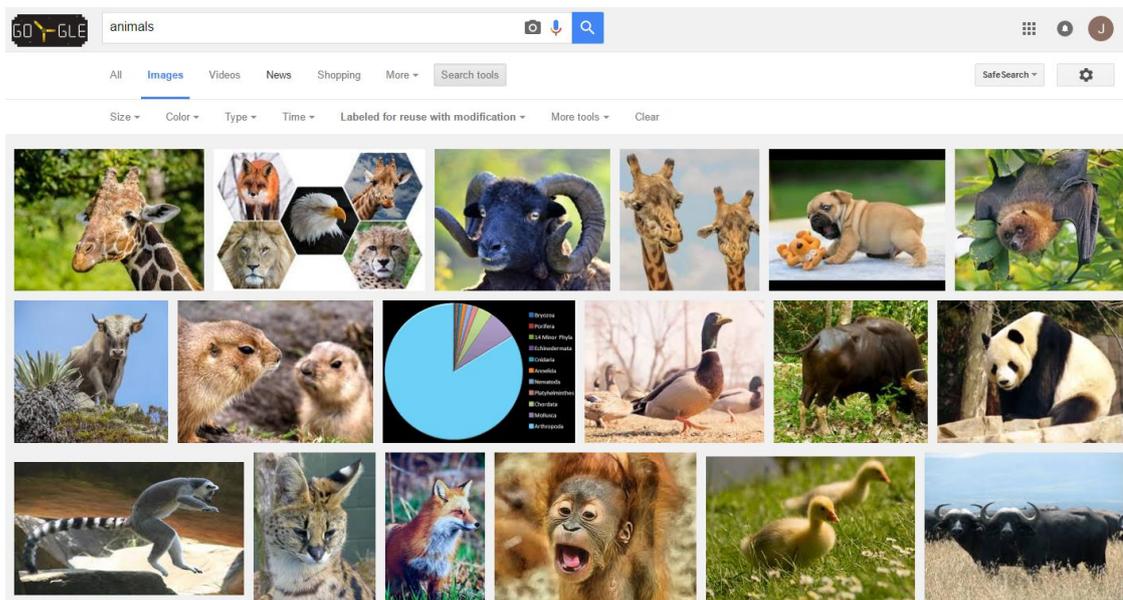
usage rights:

not filtered by licence

Advanced Search

4. Click on the drop down box for the options available and click on **free to use, share or modify, even commercially.**

As you can see, most of the original images before the advance search have been removed, as they are copyrighted and therefore, not available to use.



With this search option available, you will have the peace of mind that the images you are using are free to use.

Here are three websites where you can access free images and use them (we advise that you check their terms & conditions before hand, as these are subject to change):

1. <http://isorepublic.com/> - Free and premium stock images
2. <https://unsplash.com/> - Free high resolution images
3. <http://www.brusheezy.com/> - Free Photoshop brushes and backgrounds

Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about your social media, including Google images. You can also email us at hello@365itsupport.co.uk – we are always happy to help and provide advice for your IT requirements, including your social media.