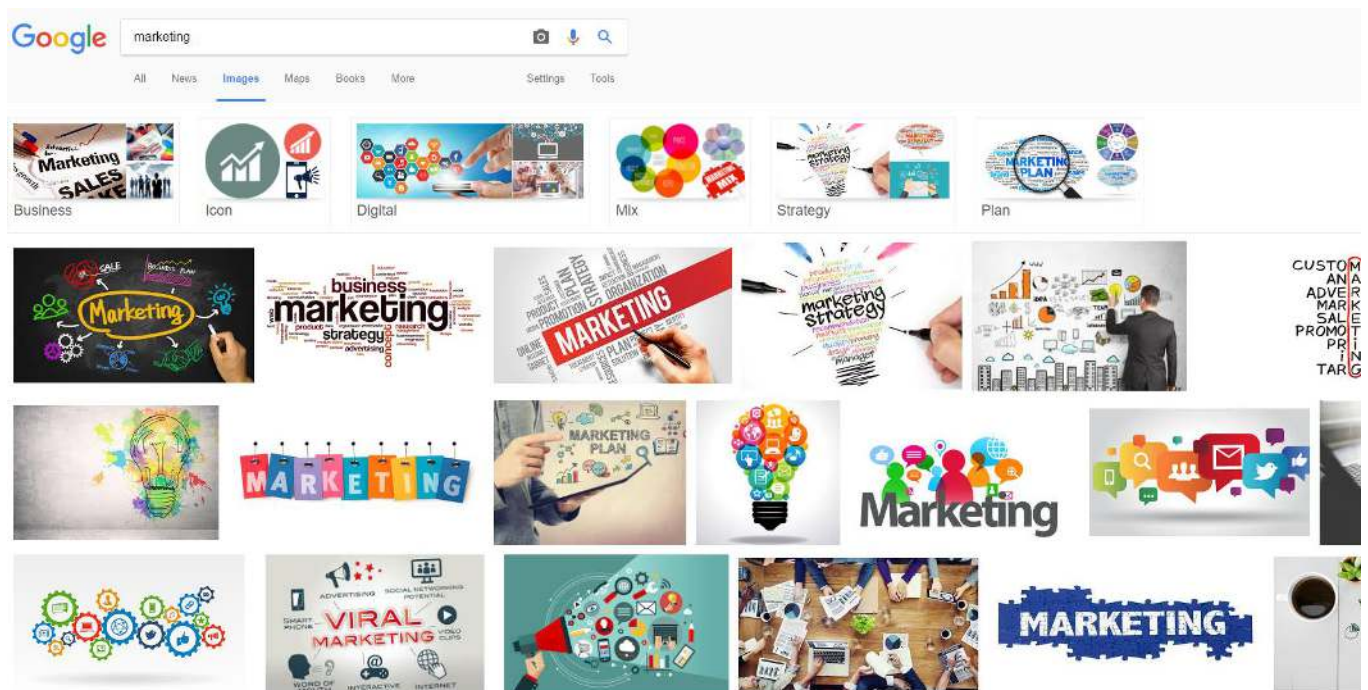


Advanced Search on Google

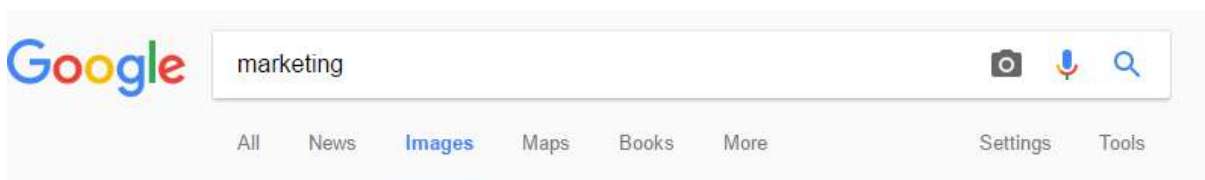
If you pull images from Google on a regular basis, are you aware of **the advanced search option**? Any image that Google show on their pages may be copyrighted and if you use an image in your marketing or on your website, that is copyrighted by somebody else, you will need permission to use it. So,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

We posted a blog about this in July, 2016, [which you can view here](#). **However, the advanced search button has moved on the Google page, so here is how to use it now.**

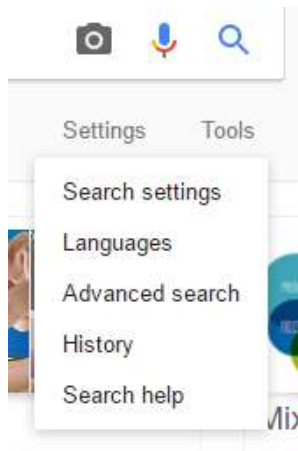
Let's use marketing as an example. With around 1,730,000,000 results, there will be a lot of images!



1. The advanced search button is now under the search bar as **settings**:



2. Click on settings and it brings up these options:



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

Find images with... To do this in the search box.

all these words:	<input type="text" value="marketing"/>	Type the important words: winter hoarfrost
this exact word or phrase:	<input type="text"/>	Put exact words in quotes: "frost flower"
any of these words:	<input type="text"/>	Type OR between all the words you want: trees OR weeds OR grasses
none of these words:	<input type="text"/>	Put a minus sign just before words that you don't want: -windows

Then narrow your results by...

image size:	<input type="text" value="any size"/>	Find images in any size you need.
aspect ratio:	<input type="text" value="any aspect ratio"/>	Specify the shape of images.
colours in the image:	<input checked="" type="radio"/> any colour <input type="radio"/> full colour <input type="radio"/> black & white <input type="radio"/> transparent <input type="radio"/> this colour: <input type="color" value="red"/>	Find images in your preferred colours.
type of image:	<input type="text" value="any type"/>	Limit the kind of images that you find.
region:	<input type="text" value="any region"/>	Find images published in a particular region.
site or domain:	<input type="text"/>	Search one site (like sfoma.org) or limit your results to a domain like .edu, .org or .gov
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 images in the format that you prefer.
usage rights:	<input type="text" value="not filtered by licence"/>	Find images that you are free to use.

[Advanced Search](#)

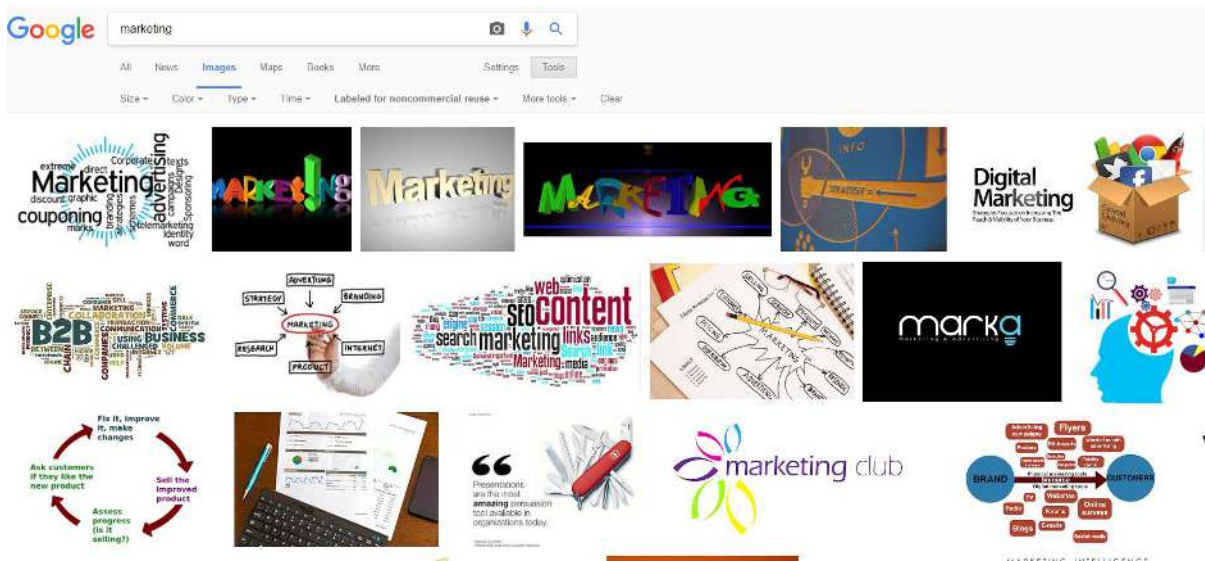
4. You can narrow your results down for your images in these options, but the focus of this page is the last option at the bottom of the page:

usage rights:

[Advanced Search](#)

5. 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 now (below), most of the original images before the advanced 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.

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.