

Lesson 1.4: The art of keyword choice

A search input field with a blue border and a microphone icon on the right side.

Google Search

I'm Feeling Lucky

- Think about what you're trying to find
- Choose words that you think will appear on the page
- Put yourself in the mindset of the author of those words

Hints to choose keywords ...

- Choose words that you'd like to see in your results

Question:

“I heard there was some old city in San Francisco Bay.
What was it called?”

Query:

[what was the old city in san francisco bay called?]

Hints to choose keywords ...



what was the old city in san francisco bay called?



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[San Francisco - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/San_Francisco

San Francisco (/ˌsænˈfrænˈsɪskoʊ/), officially the **City** and County of San ... cultural, and transportation center of the **San Francisco Bay Area**, a region of 7.6 million allowing the **city** to reclaim its **historic** downtown waterfront and revitalizing the ... Some neighborhoods are **named** after the hill on which they are situated, ...

[History of San Francisco - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/History_of_San_Francisco

The history of the **city** of **San Francisco**, California, and its development as a center ... Drake mapped the coast and **called** the cliffs by the **bay** "Nova Albion" but made ... The Moscone Center and Yerba Buena Gardens were built within the **old** ...

[Old town San Francisco](#)

www.yelp.com/search?find_desc=old+town...San+Francisco%2C...

Reviews on **Old town** in **San Francisco** - **Old Town Sushi**, **Old Town Sushi**, Benicia **Old** ... Near (Address, Neighborhood, **City**, State or Zip) Half Moon **Bay** ...

[The Founding of San Francisco - 1776 - Museum of the City of San ...](#)

www.sfmuseum.org/hist6/founding.html

Ours is an **old city**, as age is reckoned in the West, and the story of the beginning has the ... Both **San Francisco** and Suisun **bays** were carefully surveyed. ... so this inlet was **named** La Ensenada de los Llorones—The **bay** of the Weepers.

[Old City, Oakland, CA - Paragon Real Estate Group](#)

www.paragon-re.com/Community/CA/Oakland/Old_City/

Oakland is a major hub **city** for the **Bay Area** subregion collectively **called** the East ... Following the 1906 **San Francisco** earthquake, many San Franciscans left ...

Short, to the point, important words

- Contrast that search query with:

Question:

“I heard there was some old city in San Francisco Bay.
What was it called?”


Query:


[old city san francisco bay]

[old city san francisco bay]



old city san francisco bay





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↳ [History of San Francisco - Bay Area - Consolidated city-county - Sunset District](#)

[History of San Francisco - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/History_of_San_Francisco

The history of the **city** of **San Francisco**, California, and its development as a ... The Moscone Center and Yerba Buena Gardens were built within the **old** Yerba Buena area. ... European visitors to the **San Francisco Bay** Area were preceded ...

↳ [Precolonial history - Arrival of Europeans and early ... - 1848 gold rush](#)

[Old town San Francisco](#)

www.yelp.com/search?find_desc=old+town...San+Francisco%2C...

Reviews on **Old town** in **San Francisco** - **Old Town Sushi**, **Old Town Sushi**, **Benicia Old** ... Near (Address, Neighborhood, **City**, State or Zip) **Half Moon Bay** ...

[CelebratingEQSafety.com >> Retrofitting Historic Buildings](#)

www.celebratingeqsafety.com/retrofitting-historic-buildings.html

But things changed dramatically on April 18, when the great earthquake struck the **San Francisco Bay** Area... - SF City Hall **San Francisco's Old City** Hall, built in ...

[Placemaking in the New and Old City | SPUR - San Francisco ...](#)

www.spur.org/publications/library/.../placemaking-new-and-old-city

Its **historic** center is still a well-scaled walking **city** with great transit, and it is safe, Stay current on critical issues affecting the **San Francisco Bay** Area and **cities** ...

Sometimes use alternate words

- Contrast *that* search query with:

Question:

“I heard there was some old city in San Francisco Bay.
What was it called?”

Query:

[ghost town san francisco bay]



ghost town san francisco bay



Search

About 1,390,000 results (0.64 seconds)

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[Ghost town in San Francisco Bay Area?](#)

www.trulia.com/blog/tim/2008/10/ghost_town_in_san_franci

Oct 1, 2008 – Drawbridge, CA is a **ghost town** right on the **bay** west of Newark. No one has lived there since 1979. The only path leading to there is the ...

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[Category:Ghost towns in the San Francisco Bay Area - Wikipedia ...](#)

en.wikipedia.org/.../Category:Ghost_towns_in_the_San_Francisco_B...

Pages in category "**Ghost towns** in the **San Francisco Bay Area**". The following 19 pages are in this category, out of 19 total. This list may not reflect recent ...

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[Drawbridge, California - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Drawbridge,_California

Drawbridge (formerly, Saline City) is a **ghost town** with an abandoned railroad station located at the southern end of the **San Francisco Bay** on Station Island, ...

Palo Alto, CA

Change location

[Drawbridge, CA](#)

www.ghosttown.info/ca/drawbridge/

Drawbridge is an abandoned town on the outskirts of San Jose and is slowly ... hotels, and gun clubs (the **San Francisco Bay**, before salt evaporation ponds and ... about the **Bay Area's** only **ghost town** at the Don Edwards **San Francisco Bay** ...

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[California](#)

www.ghosttown.info/ca/

The **San Francisco Bay Area** Alcatraz - Famous **ghost** prison of **San Francisco**.
Alviso - Historic **town** now part of San Jose. Drawbridge - An unusual hunter's ...

Comparing effects of different queries

what was the old city in san francisco bay called

About 24,000,000 results (0.44 seconds)

[San Francisco](#) - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/San_Francisco
San Francisco (/ˌsænˈfrænˈsiskoʊ/), officially the **City and County of San Francisco**, is the most densely populated and transportation center of the **San Francisco Bay Area**. It is the northernmost city of the **San Francisco Bay Area**, the Golden Gate and a mission named for Francis of Assisi, allowing the **city** to reclaim its **historic** downtown waterfront.

[History of San Francisco](#) - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/History_of_San_Francisco
The history of the **city** of **San Francisco**, California, and the **San Francisco Bay Area**. ... Drake mapped the coast and called the cliffs by the name of the **city**. The Moscone Center and Yerba Buena Gardens were built in the **city**.

[Old town San Francisco](#)
www.yelp.com/search?find_desc=old+town...San+Francisco
Reviews on **Old town** in **San Francisco** - **Old Town** San Francisco
Old ... Near (Address, Neighborhood, **City**, State or Zip)

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[Old City, Oakland, CA - Paragon Real Estate Group](#)
www.paragon-re.com/Community/CA/Oakland/Old_City/
Oakland is a major hub **city** for the **Bay Area** subregion. Following the 1906 **San Francisco** earthquake, many people moved to Oakland.

old city san francisco bay

About 61,500,000 results (0.42 seconds)

[San Francisco](#) - Wikipedia, the free encyclopedia
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[CelebratingEQSafety.com >> Retrofitting Historic Buildings](#)
www.celebratingeqsafety.com/retrofitting-historic-buildings
But things changed dramatically on April 18, when the great **San Francisco** earthquake struck. The **San Francisco** Bay Area... - SF City Hall **San Francisco** City Hall

[Placemaking in the New and Old City | SPUR - San Francisco Urban Planning Research](#)
www.spur.org/publications/library/.../placemaking-new-and-old-city
Its **historic** center is still a well-scaled walking **city** with a mix of old and new.

ghost town san francisco bay

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[Ghost town in San Francisco Bay Area?](#)
www.trulia.com/blog/tim/2008/10/ghost_town_in_san_francisco_bay_area/
Oct 1, 2008 – Drawbridge, CA is a **ghost town** right on the edge of the **San Francisco** Bay. One has lived there since 1979. The only path leading to the town is a narrow dirt road.

[Category: Ghost towns in the San Francisco Bay Area](#)
en.wikipedia.org/wiki/Category:Ghost_towns_in_the_San_Francisco_Bay_Area
Pages in category "**Ghost towns** in the **San Francisco** Bay Area" pages are in this category, out of 19 total. This list may not reflect recent changes.

[Drawbridge, CA](#)
www.ghosttown.info/ca/drawbridge/
Drawbridge is an abandoned town on the outskirts of **San Francisco**, CA. It was once a small town with hotels, and gun clubs (the **San Francisco** Bay Area, before the **San Francisco** Bay Area's only **ghost town** at the Don Edwards San Francisco Bay Area.

[Drawbridge, CA: The Bay Area's Last Ghost Town](#)
blogs.sfweekly.com/.../2009/.../drawbridge_ca_the_bay_area/
Sep 27, 2009 – "Drawbridge is an abandoned **town** on the edge of the **San Francisco** Bay. It is slowly sinking into the sloughs of **San Francisco** Bay.

[Drawbridge, the ghost-town in San Francisco Bay](#)
www.flickr.com/photos/webmink/5963562682/
Jul 22, 2011 – New Facebook Campus; Alviso salt pannes; **ghost-town** in **San Francisco** Bay; Yosemite - Half Dome