



The easiest and fastest way to find the content you want online.

User Guide

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1 Your Guide to Becoming a Master Searcher

The **WSI Powersearch tool** is designed to give you all the information you need at the click of a button. The internet is overflowing with multimedia content, facts and ideas.... and now you have a tool to hold it all in the palm of your hand!

1.1 Discover Everything You Want To Know About Anything

Most people, when looking for information online, rarely go beyond a Google search consisting of a keyword or two. For example, let's say you want to learn how to sail. If you're like most people online with the desire to get information on learning to sail, you'll head to Google, type in 'sailing', wait for the results, then start the process of clicking on some of the many links Google provides, manually wading through dozens, perhaps hundreds of results.

It's a big Internet out there, and while Google is great, **it only provides access to a small portion of all the great content available online.** In other words, if you restrict your search to Google only, you're missing out on a lot of great free content.

We're talking about:

- 🔍 Audio
- 🔍 Video
- 🔍 Images
- 🔍 News
- 🔍 Articles
- 🔍 eBooks
- 🔍 Tutorials
- 🔍 How-to's
- 🔍 Guides
- 🔍 And more...

How do you get your hands on all the other great content?

This was the inspiration behind the creation of **WSI Powersearch**.

WSI Powersearch not only automates the task of sending your query to dozens of specialized search engines, but also guides you in your search, providing relevant suggested keywords, relevant alternate keywords, and a lot more to make your search experience as productive and efficient as possible.

2 A Quick Tour of WSI Powersearch's Interface

WSI Powersearch is very powerful, yet extremely simple to use, especially once you understand the basis of its design. The main interface can be divided into 2 main areas, the left and right panes:



Figure 1: WSI Powersearch start page

The confusing thing on Powersearch is the home page. **Don't** enter your web address in the center search box. **Start** by entering your "keyword phrase" in the top left search bar. It's easy going from now on.

The left side of the interface contains all the search tools and the right side contains **WSI Powersearch's** built in search browser. The top blue arrow is the search query box. When you type a word into the search query box and press enter, you will see a number of changes on the **WSI Powersearch's** screen (more on this later).

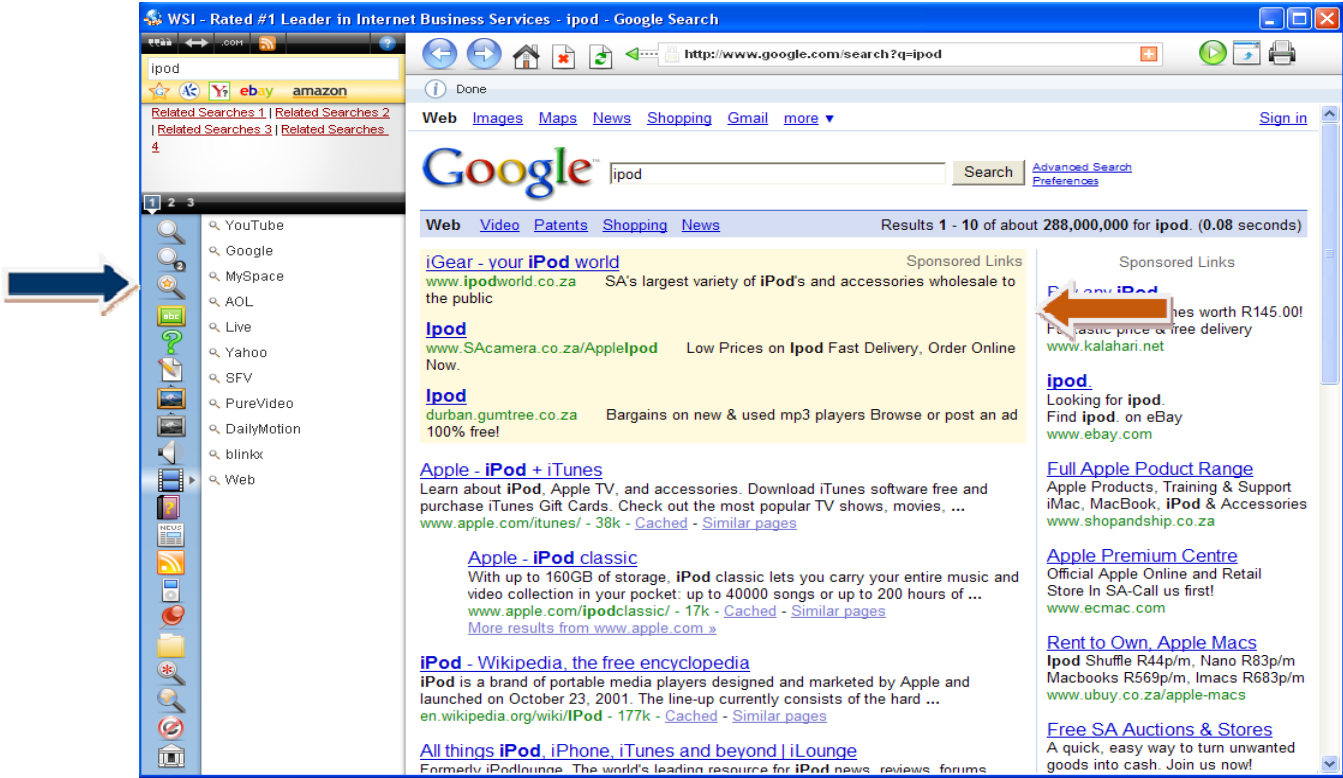


Figure 2: Main Interface

The **WSI Powersearch's** built in search browser has all the same tools as your typical browser such as **back, forward, home, stop, refresh, go, open in default browser** (which lets you open the current page in your default browser) and the **print** button:

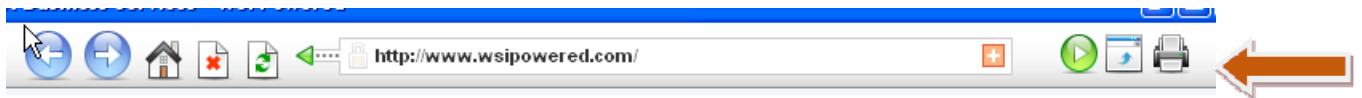


Figure 3: Print Button

Navigating The List - In addition to clicking, you can navigate the list by using the Up and Down arrow keys on your keyboard

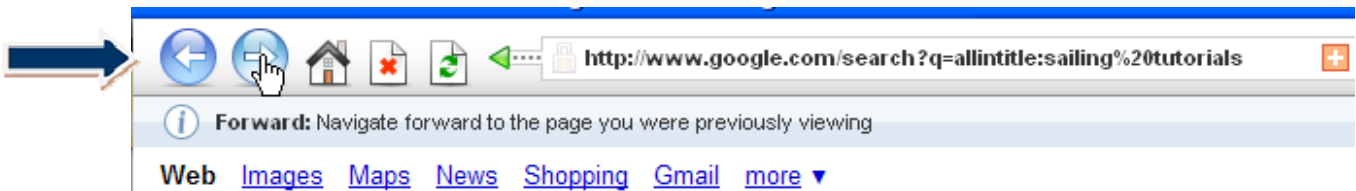


Figure 4: Navigation

2.1 The Main Search Query Box

The essence of the WSI Powersearch is to help you find information. The point of departure is always the **main search box**:



Figure 5: Main Search Box

Main search field/query (blue arrow) area contains a text field where a majority of your searches/queries will begin. Entering a keyword in this box and pressing the **Search** button brings the rest of the interface 'to life'. It also contains several tools for helping you create your query.

Doing this will cause several changes in **WSI Powersearch's** interface. Probably the most apparent is that Google loads into the main browser window, showing the general results for your search for the keyword 'Canada'. There's nothing really Earth-shattering about that, but we're just getting warmed up.

There are also **helpful icons (orange arrow)** just beneath the main search field/query, namely (Google Get Lucky, Answers.com, Yahoo Answers, eBay and Amazon).

These buttons are for simple searches and they will help you get different results based on each specific search engine.



Figure 6: Helpful Icons

2.1.1 Google Get Lucky button



When you click the Google get lucky button you are automatically navigated to the number 1 search result related to your query.



Figure 7: Display from Google Get Lucky button

2.1.2 Answers.com button




This is a source for all types of information such as encyclopaedias, dictionaries etc.



Figure 8: Display from Answers.com button

2.1.3 Yahoo Answers button

 This button navigates you to Yahoo Answers, a very popular social search destination where people share their answers related to questions.

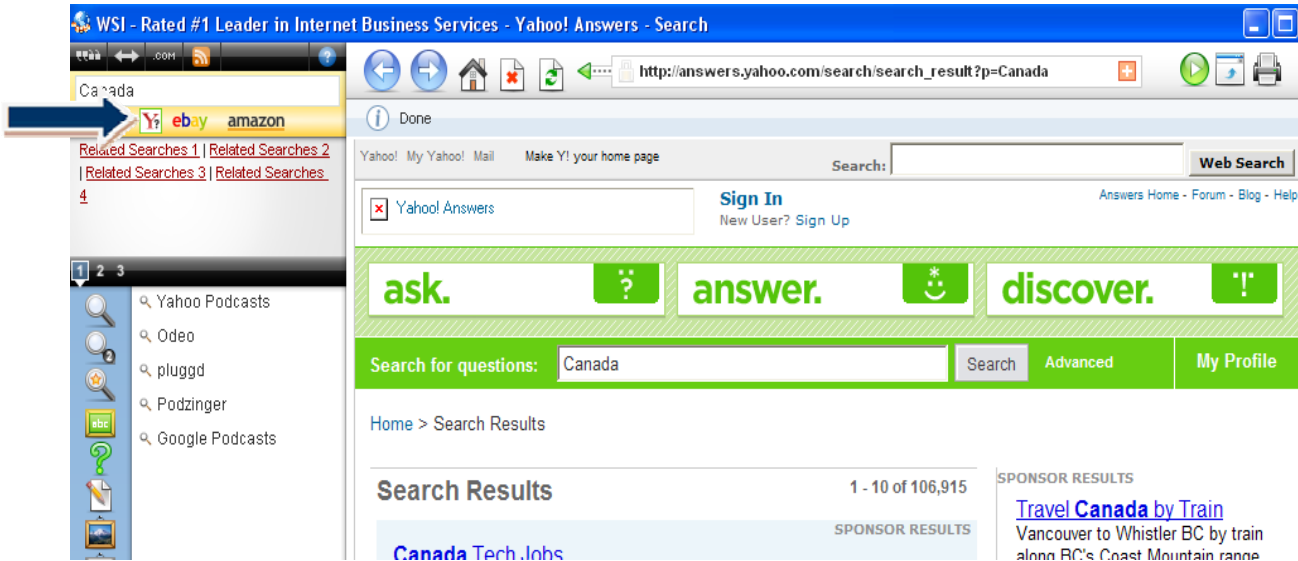



Figure 9: Display from Yahoo answer button

2.1.4 Ebay

 This button will take you to a page on eBay.com (the online auction and shopping website where people buy and sell goods and services) that is related to your search query.

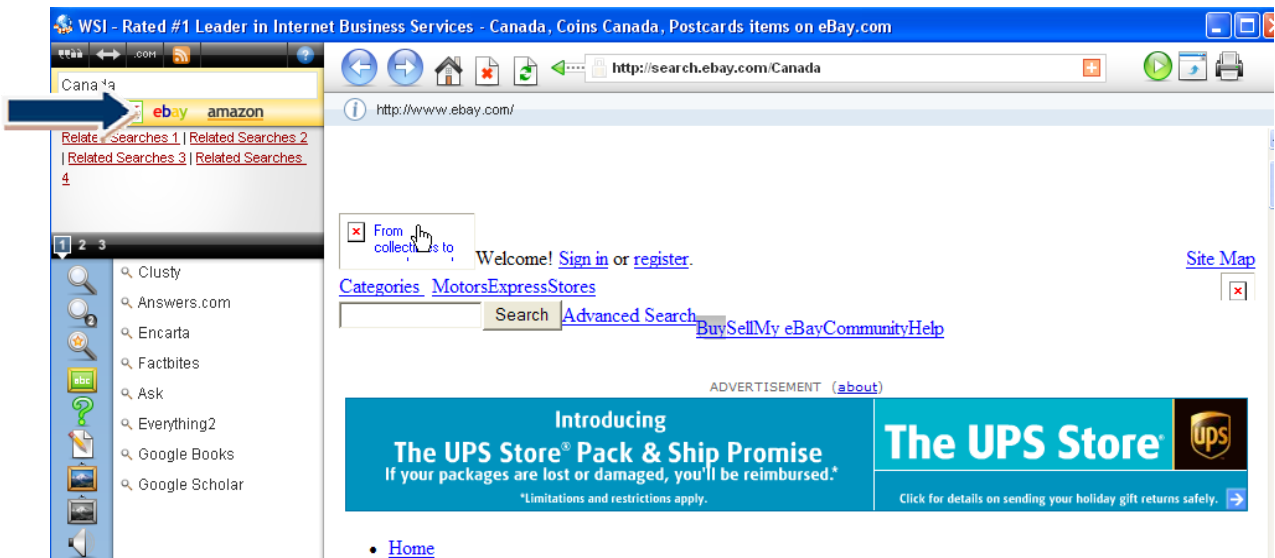


Figure 10: Display from ebay button

2.1.5 Amazon



This will take you to the Amazon e-commerce website if you are looking to buy goods related to your search query over the internet.



Figure 11: Display from Amazon button

3 The 3 Main Search Categories:

Now that you've been introduced to **WSI Powersearch's** simple interface, it's time to get your hands dirty as we begin exploring **WSI Powersearch's** main purpose, helping you find anything about everything you're interested in!

You will now see that you have 3 lists of icons that you can choose from to start searching:



Figure 12: Page Icons

Button 1, 2 and 3 will show a list of icons. When you scroll your mouse over the icon, a new set of options from which you can choose will pop up next to them.

The tool is divided into two sections, the left control pane and the right browser pane. Simply enter in a search term and you will be able to get all the information on that topic by selecting the right search criteria. Now we'll discuss each of these three main pages of search criteria.

3.1 Search category number 1

Category number 1 is the **content resource button**. This button provides you with search criteria tools that will help you find all the content you need on the topic you are looking for. Besides articles and documents you can also find all the Main content searches such as video, audio and more.

3.1.1 Example:

If you enter "sailing" you can find all the different content related to sailing.

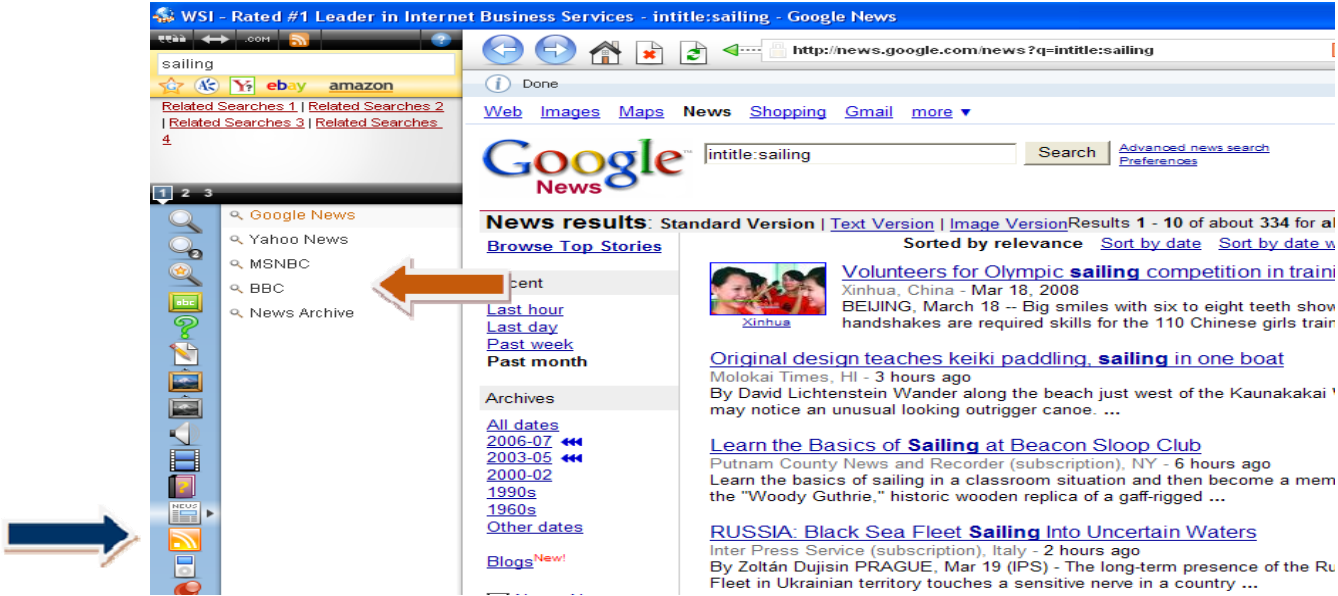


Figure 13: News articles based on your search criteria

In this example we are going to the News Icon (blue arrow). The options under news are: Google news, Yahoo news, MSNBC, BBC and News Archive (orange arrow). By clicking on each of these options you will be able to see what the latest news is on sailing.

If you are looking for videos, simply click on the video icon (blue arrow) and scroll through your list of options (orange arrow):

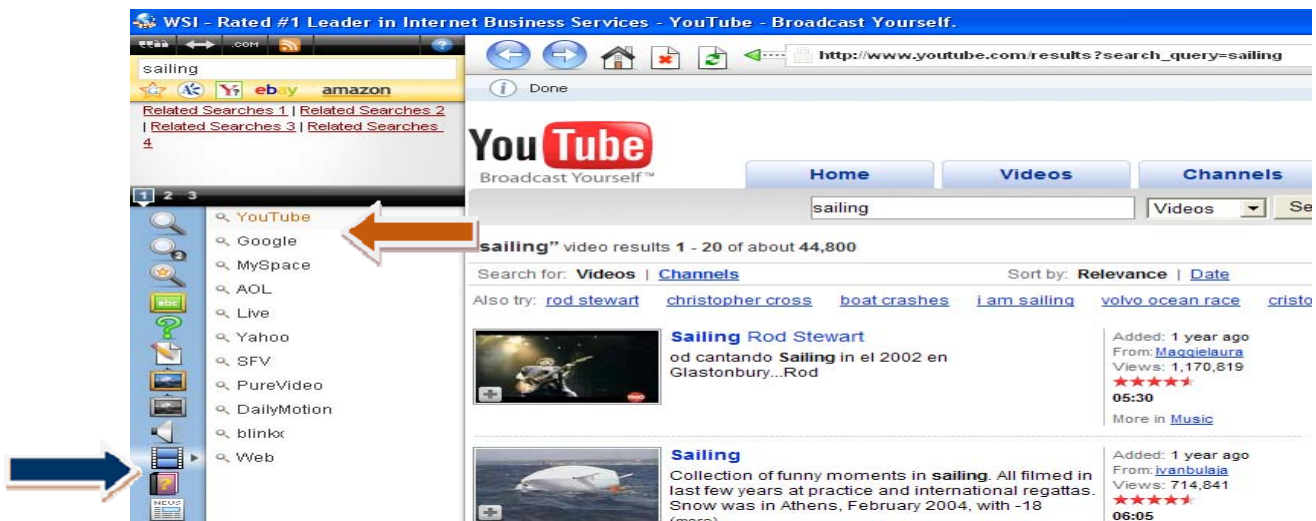


Figure 14: Video's based on your search criteria

3.2 Search category number 2

The second category is your **media resource button**. This button helps you find even more targeted information based on the search query you typed in.

Whether you want to look up information on a person, TV show or look for tools and projects based on the search – you can find it here.

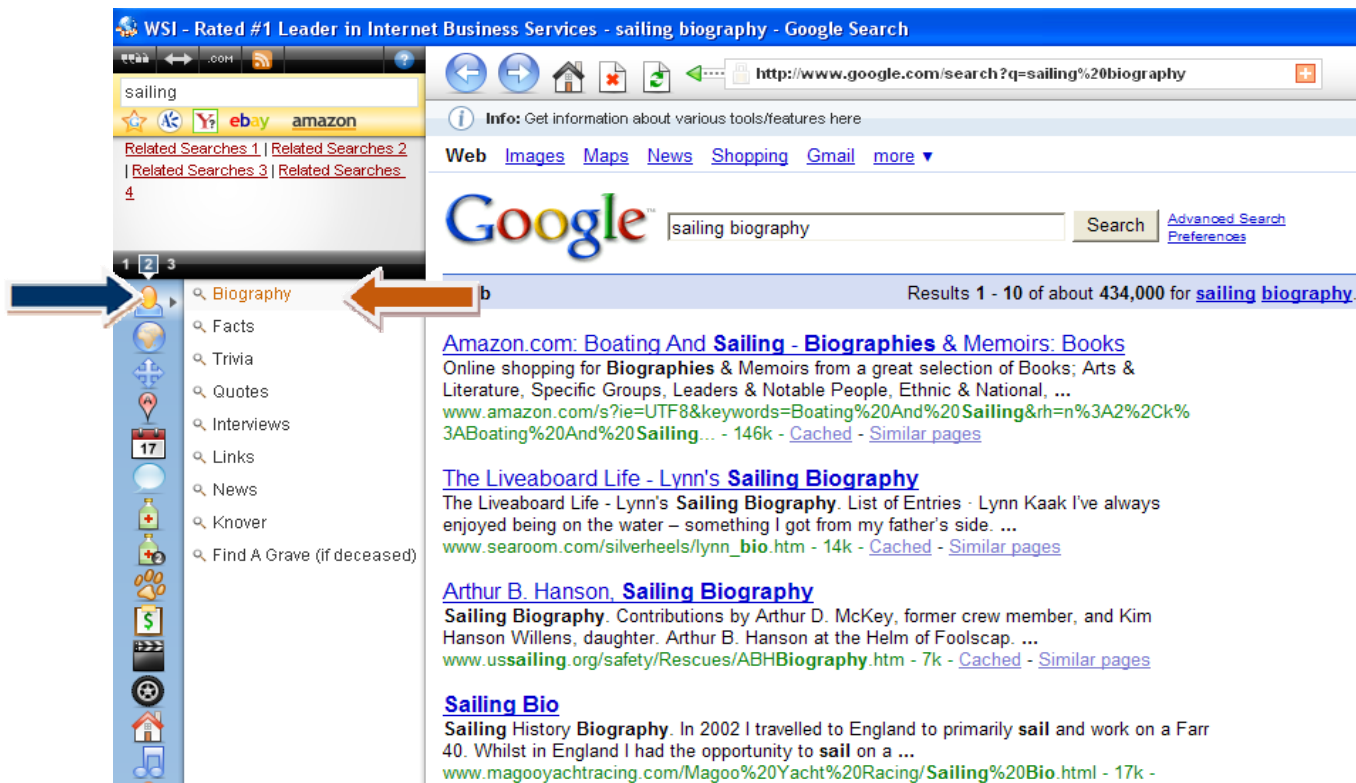


Figure 15: Biographies based on your search criteria

In this example I clicked on the first icon and went to the first option – Biography. Sailing Biographies and memoirs then pop up into the main page on the right hand side. Under this first option you can also scroll down to facts, trivia, quotes, interviews and more about sailing.

When using the **WSI Powersearch**, you will become accustomed to the different icons and categories to choose from.

3.2.1 Another example on the media resource button:

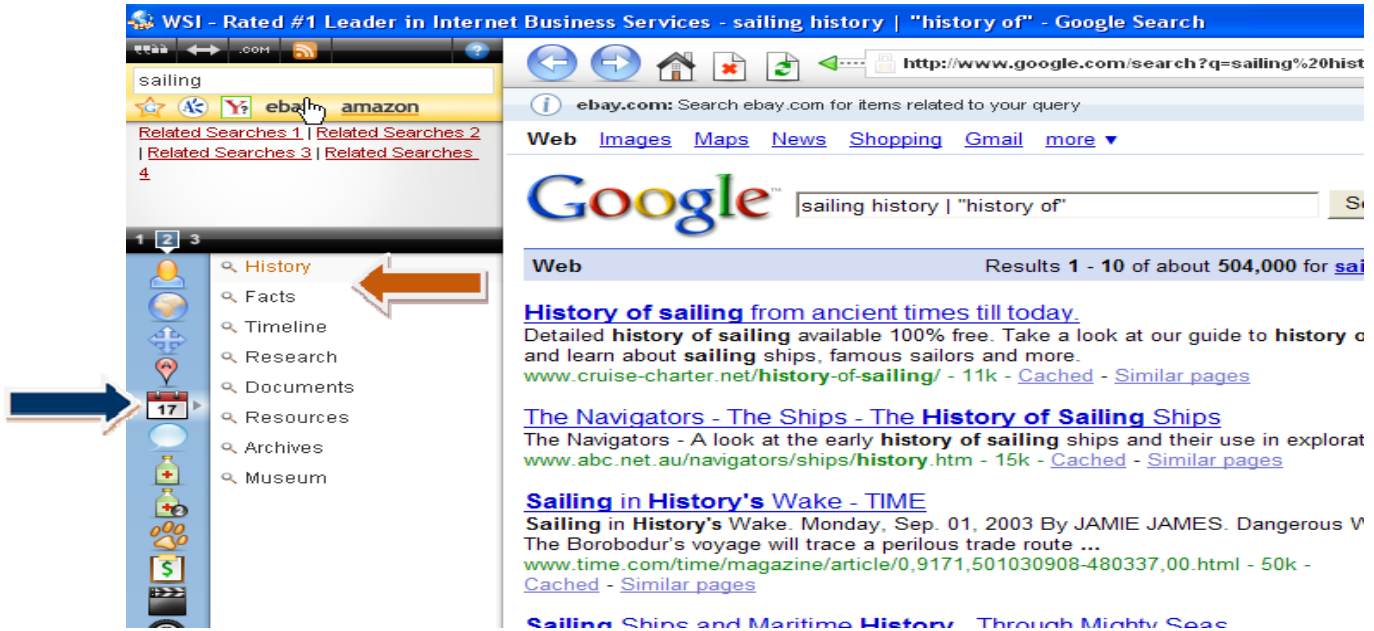


Figure 16: History information based on your search criteria

Here I clicked on the calendar icon which led me to find history, timeline, documents, archives and more information on sailing.

3.3 Search category number 3

The third category is your **advanced search engine resource button**. This button provides information based specifically on the different search engines. You can search in Google (for media, images etc), or go to Yahoo for all the related search topics in Yahoo based on your specific search.

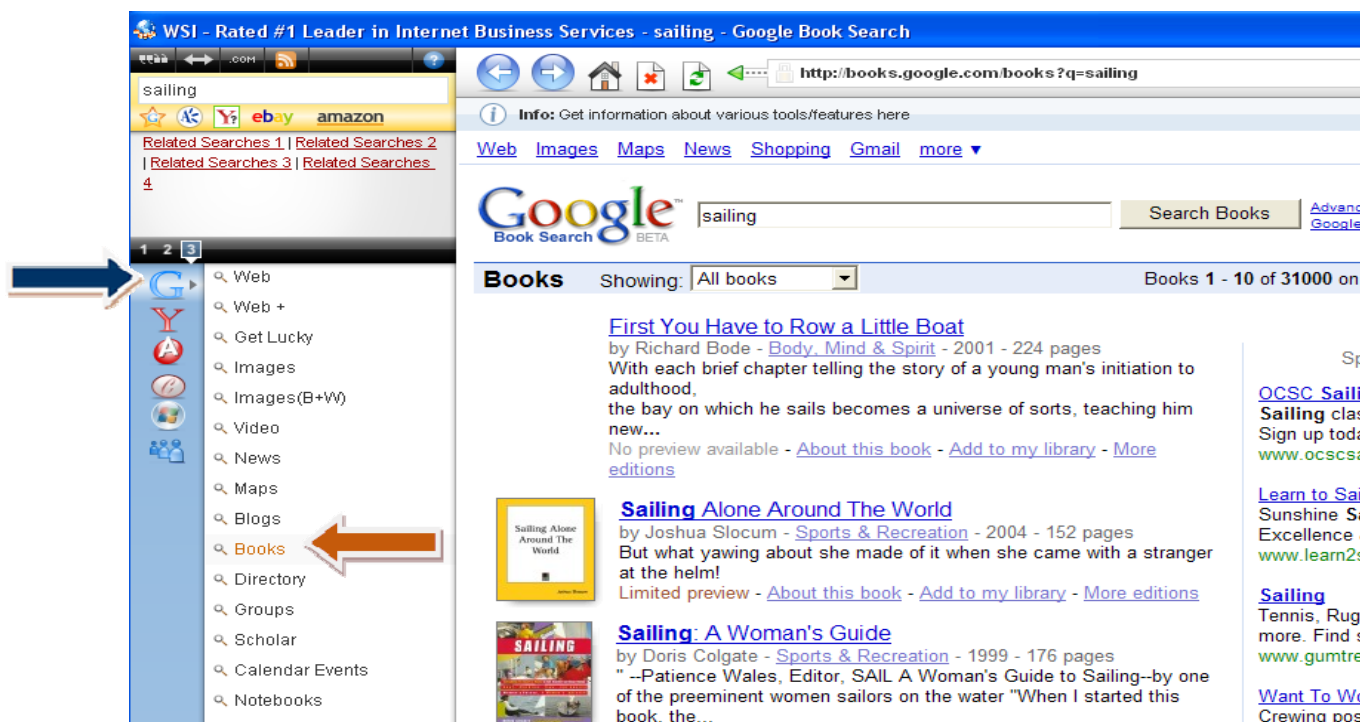


Figure 17: Search in one of the main search engines

In this example we can look for books on sailing in Google. Simply go to the Google icon and choose the books option to find Google Books based on sailing.

With the **advanced search engine resource button**, you can also switch engines and go to Ask.com and look up Encyclopaedia information on sailing:

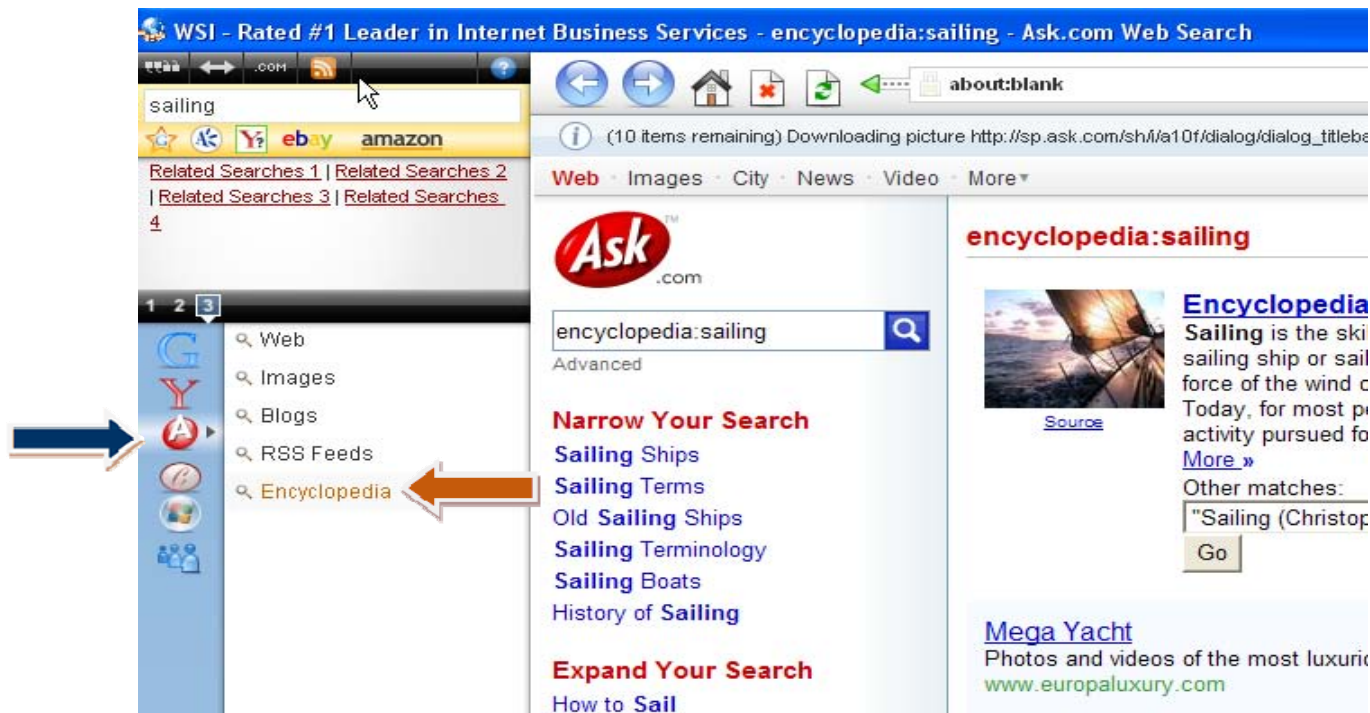


Figure 18: Switch to a new Search Engine

4 Related Searches

To this point, you've searched mainly for Web pages related to your keyword(s).

Let's look specifically for related searches to your query.

Click the Related Searches section of **WSI Powersearch's** interface:



Figure 19: Related Searches

The purpose of this feature is to help spark new, but related ideas when it comes to your main query. Any of the terms you discover when using this feature can be entered into the main search box as your new search. This related searches tool takes you to a list of related searches that matches the keyword or phrase that you are looking for.

This will load a page in the browser containing a list of searches related to your original search:

sailing

6,456 searches (top 100 only)	
Searches	Keyword
1546	sailing
753	rod stewart sailing
279	rod steward sailing
136	christopher cross sailing
128	sailing ships
122	sailing mp3
115	sailing ship
106	sailing anarchy
103	sailing texas
88	rod steward i am sailing
85	sailing in the bay of islands
77	yeatsapos sailing to byzantium
74	sailing christopher cross
74	sailing yachts
71	i am sailing
71	i am sailing mp3
71	iohan cesar sailing boat

Figure 20: List of related searches

For example, let's say that in your review of these lists of related searches, you discover a query (say, 'sailing anarchy') that better fits what you're looking for (after all, 'sailing' is pretty general). In that case, enter those keywords into **WSI Powersearch's** main search field and try your search again. You'll be amazed at how targeted (and more efficient) your searches will become when you begin using this feature.

5 Content Sensitive Search Queries

WSI Powersearch has built in content sensitive search query functions that will enable you to get more niche information about things that you are searching for.

5.1 Typing a question into the search box

When you type a question into the search box, a different set of tools pop up that will give you the answers to your questions. These tools are Brainboost, Encarta, Ask, Live, Lexxe and Start. In the example below we asked "what is the tallest building in the world?":

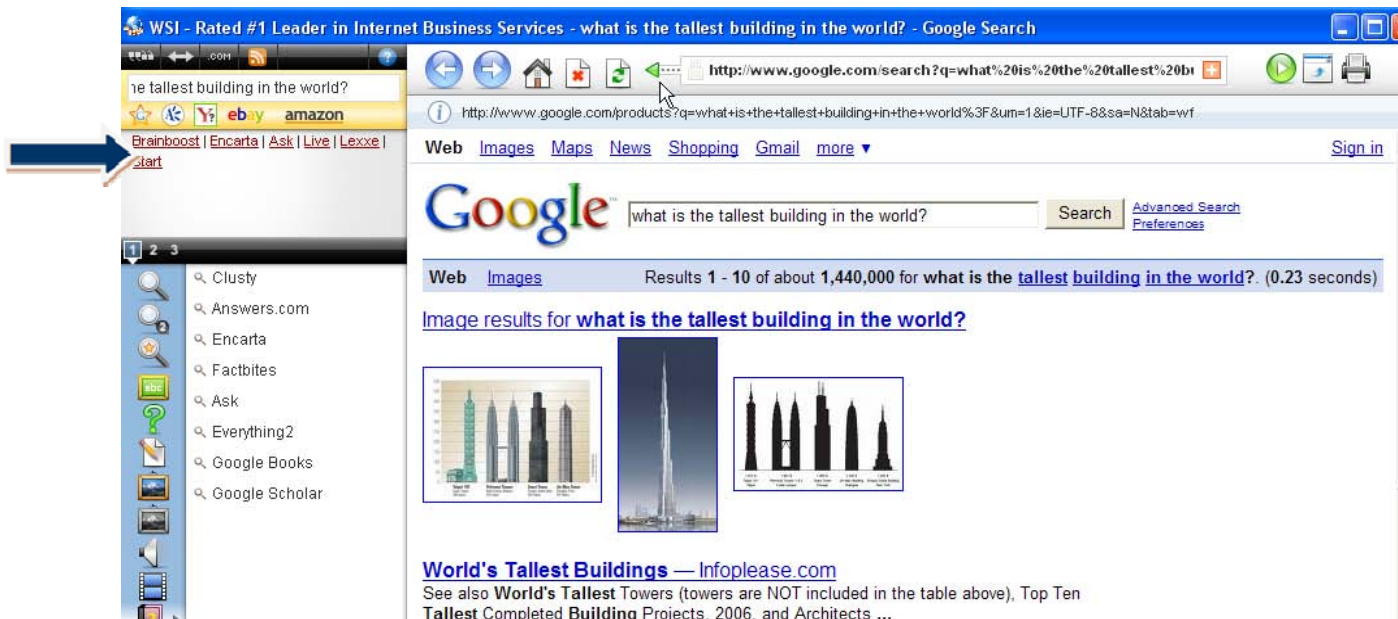


Figure 21: Asking questions in the search box

When you go through these answer tools, you will quickly be able to see that the tallest building in the world is the Taipei 101. This reduces the time you spend reading through articles and browsing through web pages to get the answers to your questions.

5.2 Typing a Zipcode into the search box

When you type a Zipcode into the search query box, all sorts of different things happen on the interface:

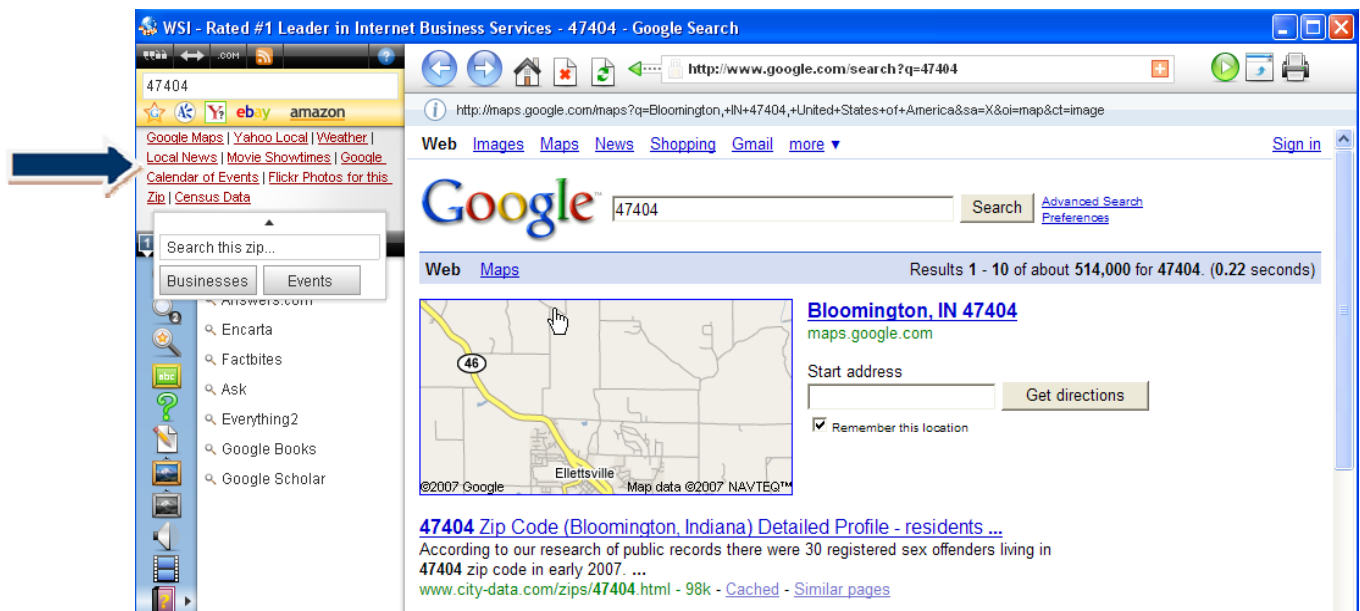


Figure 22: Adding a Zip code in the search box

Google maps will appear and there is a function to get the weather updates in the area, local news, Movie time shows and so on.

You will also see that a second search box appears. Here you have two options: Businesses and Events.

If you type in "Sushi" and click on Businesses, a map will appear of all the businesses (restaurants) that sell Sushi within the area of the zipcode:

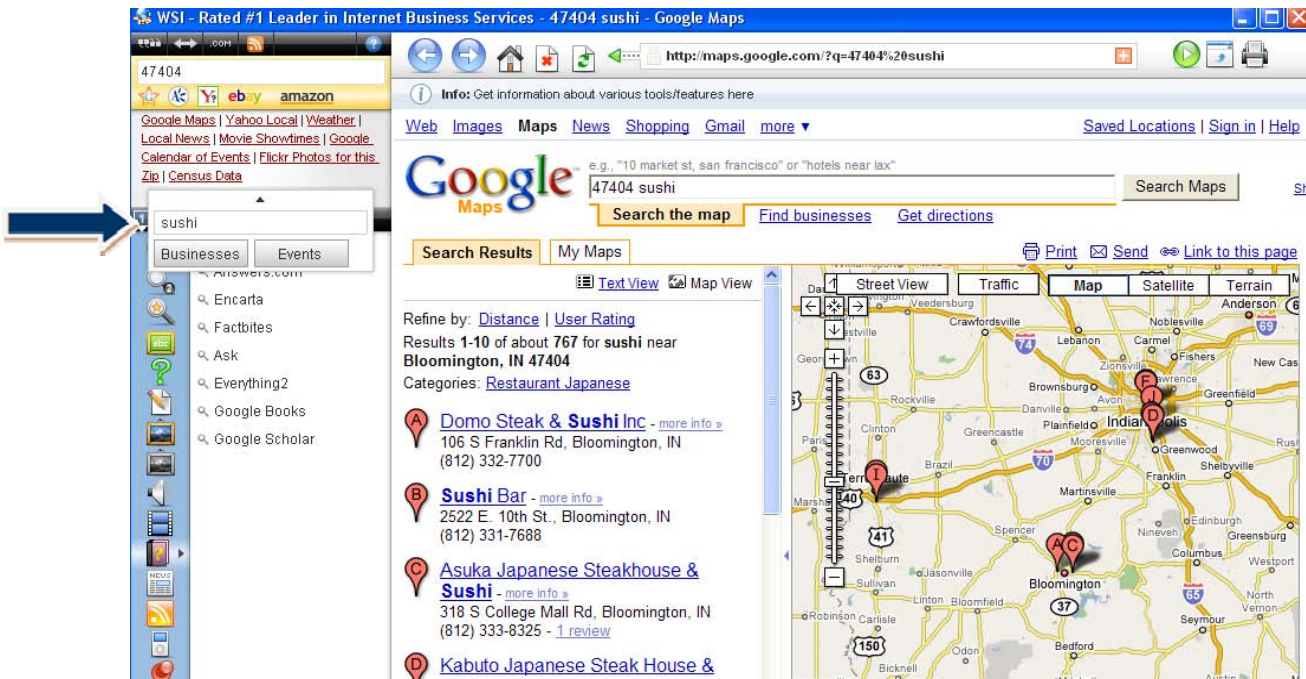


Figure 23: Searching for Sushi restaurants by Zip code

With the Events button, you can get events (road shows, concerts etc) that are listed in the area.

5.3 Typing a URL into the search box

When you type a domain into the search box (such as nbc.com) you are presented with a number of different links and tools:

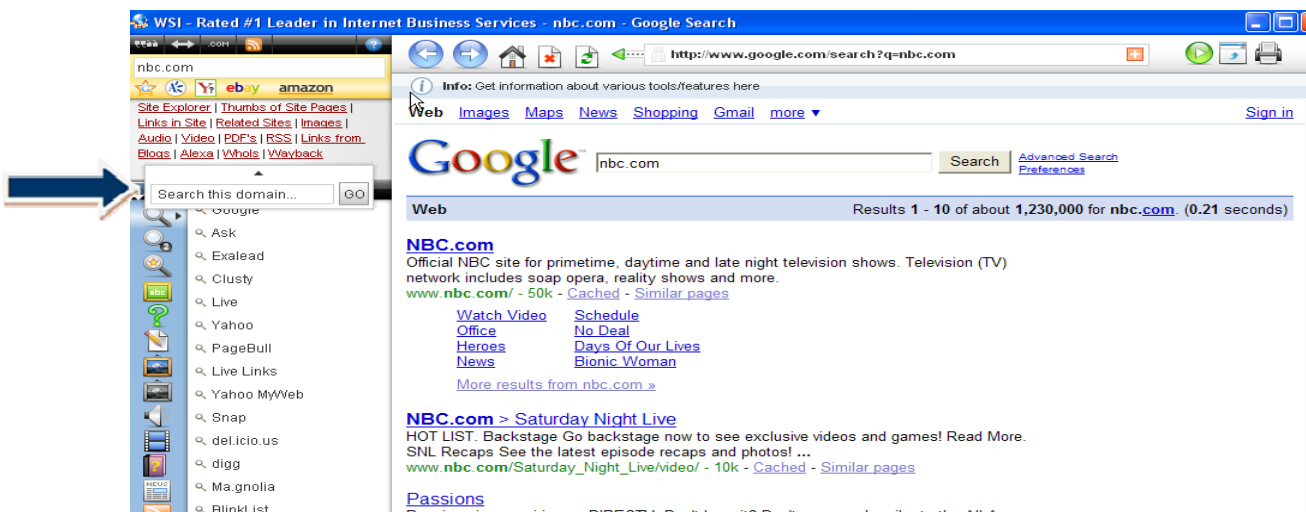


Figure 24: Searching for a domain



These tools are Site Explorer, Thumbnails of Site Pages, Links in Site, Related Sites, Images, Audio, Video, PDF's RSS, Links from Blogs, Alexa, Whois and Wayback.

For example, if you click on the Thumbs of Site Pages option, the whole website will appear in thumbnail version on the left side of the interface. Now you can quickly browse through all the pages and get the content you were looking for.

If you click on the PDF's button, all the PDF's within the website (www.nbc.com) will appear on the left hand side.

You can also use the second search box that appears to find specific information within the website (www.nbc.com). By typing in a specific television show or actor's name, you can get all the information available within the NBC website.

6 Unleash the power of WSI Powersearch!

Now you have the knowledge and the tools to get all the information on anything you need! WSI is your tool to unlocking the power of the internet!