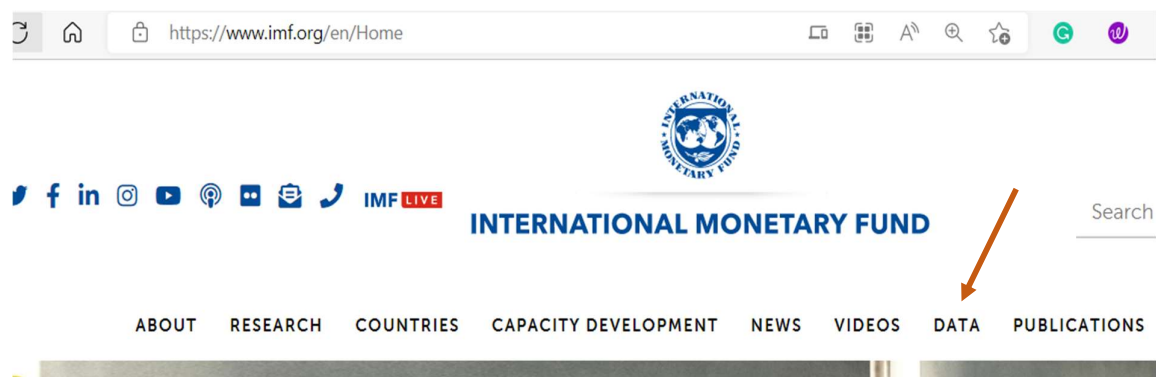


See how to access tons of great (free) resources that Google cannot access

According to one of our posts [There is a very large information world beyond Google... see how to access it | Knowledge is power \(infotoknowledge.com\)](#), Google leaves out millions of valuable resources. It usually locates them, but cannot drill down into their rich data, of which many are stored into databases. The good news is that you can access them. Just differently. See how.

To be more concrete, let us see an example, with the *IMF*. This resource holds many free financial, economic and societal data and statistics. Because the data are dynamically generated upon the user's request, Google cannot access them.

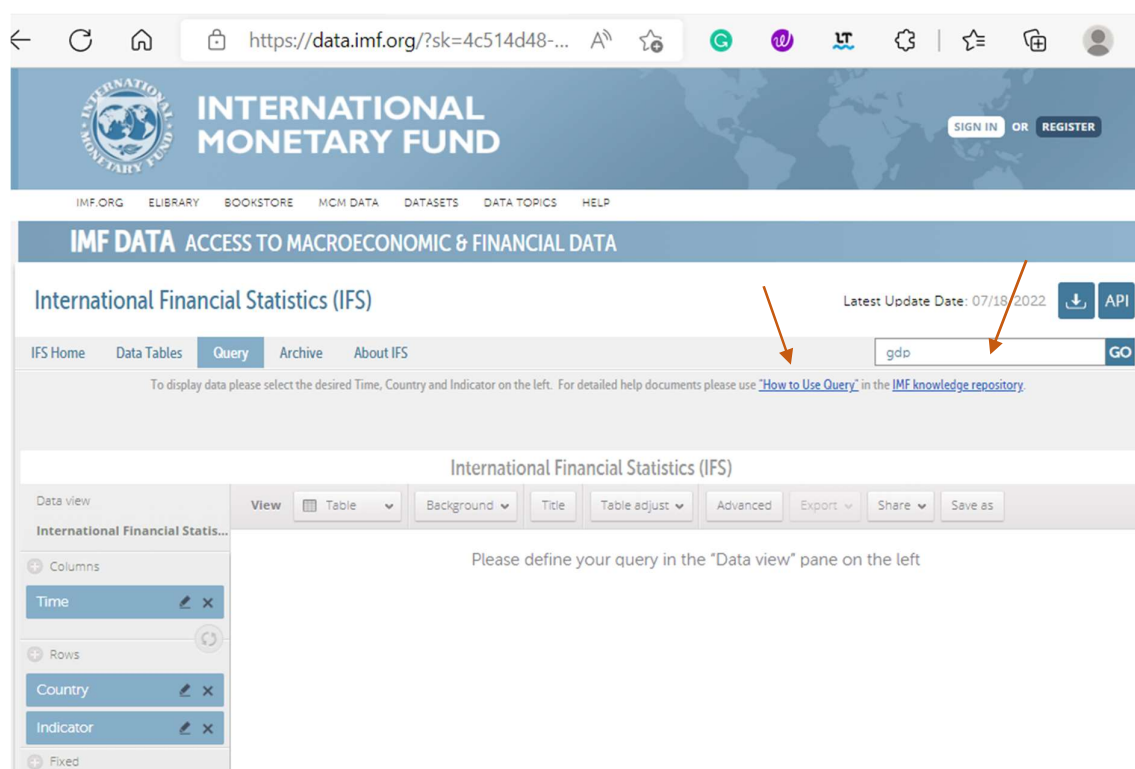


You thus access them by navigating to the entity's website; in our example, the [International Monetary Fund - Homepage \(imf.org\)](https://www.imf.org). You can always use google to locate the source.

You spot their *Data (or Statistics)* tab, and then you search using their respective internal search engine/system. The IMF has actually various data sections with their distinct search engine.

Here is the one of the [International Financial Statistics - Query - IMF Data](#) where you can drill down into their data. To do this, from the Query tab, you input your term/s into the basic search box; then you are offered many different filters.

A handy "How to Use Query" link helps you.



We are going to see 4 types of very useful resources which Google cannot reach and which you need to navigate to in order to take advantage of their information. No information pros should ignore them especially as these resources can be very valuable, official and free.

- ECONOMIC & SOCIETAL STATISTICS (FROM GOVERNMENT & OTHER « OFFICIAL » SOURCES)..... 2**
- COMPANY REGISTRIES (AND OTHER BUSINESS RESOURCES) 3**
- SCIENTIFIC AND ACADEMIC INFORMATION 5**
- PROFESSIONAL INFORMATION PROVIDERS 5**

Economic & societal statistics (from government & other « official » sources)

Governments, central banks, national or supranational agencies (such as the OECD, the WTO or many of the UN agencies [UN System | United Nations](#)) hold large repositories of economic, political and societal data and statistics on almost any subjects. Here are some of them. Note the recurring « data » or « statistics » or « stat » terms in their URL :

- [DataBank | The World Bank](https://databank.worldbank.org/home.aspx) <https://databank.worldbank.org/home.aspx>

- [OECD Data](https://data.oecd.org/) <https://data.oecd.org/>
- [ITU-D ICT Statistics](https://www.itu.int/itu-d/sites/statistics/) <https://www.itu.int/itu-d/sites/statistics/> (International Telecommunication Union)
- [Data at WHO](https://www.who.int/data) <https://www.who.int/data> (World Health Organization)
- [Home - Eurostat \(europa.eu\)](https://ec.europa.eu/eurostat) <https://ec.europa.eu/eurostat> (European Union)
- [Find open data - data.gov.uk](https://data.gov.uk) <https://data.gov.uk/> (UK govt)
- [Statistics Bureau Home Page](https://www.stat.go.jp/english/) <https://www.stat.go.jp/english/> (Japan govt)
- [ADB Data Library | Asian Development Bank](https://data.adb.org/) <https://data.adb.org/>
- [Data.gov](https://data.gov/) <https://data.gov/> (US)
- [IBGE | Portal do IBGE | IBGE](https://www.ibge.gov.br/en/home-eng.html) <https://www.ibge.gov.br/en/home-eng.html> (Brazil)

To reach such official statistics, google the name of the country with « national statistics » or « statistical » or « data » (in English, or the equivalent in the national language). As I was writing this Tip, I tried it with many countries, and the first Google results usually give the link to their national statistical website. You should then search for a « data » or « statistics » tab (or section) and then work from there.

Alternatively, it is easy to find listings of statistical websites on the web. Google « statistical websites » and « listing ». Here is an example from the US [Statistical Sites on the World Wide Web : U.S. Bureau of Labor Statistics \(bls.gov\)](#). Many libguides (guides from Libraries) offer these as well, such as this one from the MIT [Data + Statistics - Political Science - LibGuides at MIT Libraries](#). Make sure to check if they are UpToDate. Many LibGuides are.

Finally lots of professional information providers offer statistics for a fee, for example *Statista* [Statista - The Statistics Portal for Market Data, Market Research and Market Studies](#), which has digested statistics on almost any topics you can think of.

To conclude, remember that many countries (or supra national organizations) have tons of statistical data on any societal topics, available for free. You just need to navigate to their respective website, then drill down into their data, using their own internal search engine.

Company registries (and other business resources)

If you are a corporate research specialist desperately trying to find information on some companies, especially on private ones (which stays quite challenging), you might be interested in **national company registry**, which like the previous statistical sources are usually not crawled (reached) by Google and the likes.

These registries exist in many countries (as companies are usually obliged to register in the country/ies they are incorporated). The level of details greatly differs between the

countries, some are very extensive (like the UK), others very sparse (like Italy). These are governmental, either at the central level, or at the state one, like for the US. Note that many professional registries also exist. When possible, choose those backed by governments since they are usually free (or modestly prices) and official.

The key to access these official ones : google the name of the country with « company register » (or registry) or « business register » (or registry) and possibly « official » ; try as well with « company document » or « corporate document ». To make sure you reach a national website, don't hesitate to add the command « site :. » with the web country code. Here is an example of the search string to find the German one : *Germany "company register" official site:.de*

You can also input the name of the company and « company register » or « company registry ». Here are some examples of those national company registries :

- EU : [European e-Justice Portal - Business registers – search for a company in the EU \(europa.eu\)](#) (for private and public companies)
- UK : [Get information about a company - GOV.UK \(www.gov.uk\)](#) (for private and public companies)
- Germany : [Company register \(unternehmensregister.de\)](#)
- Switzerland : [Central Business Name Index - Welcome \(zefix.ch\)](#)
- Singapore : [Search Register - VCC Register \(bizfile.gov.sg\)](#)
- USA (for quoted companies only) [SEC.gov | Company Search Page](#)
- Hong-Kong [Companies Registry - Electronic Search Services at the Cyber Search Centre - General Information \(cr.gov.hk\)](#)

Besides these national registries for company information (often free or modestly priced), you can also check company directories such as the yellow pages ([www.yellowpages.com](#)), national or state chambers of commerce, trade associations and stock exchanges.

Stock Exchanges hold information on public (i.e. quoted) companies (almost only). As these are highly regulated, they are obliged to publish many information, financial obviously but not only. They thus represent very good resources on companies and industries.

The company's website is obviously a source to visit. If the company is quoted, check their *Investor Relations* section. You will find here the company's financial results (Annual, Interim, Quarterly financial reports) as well as many other official information on the company (history, locations, management, size ...). Try to find their Prospectus ; this is an extremely detailed report which the company has to put together when it wants to become a public company, quoted on a Stock Exchange.

Finally, there are many commercial websites that provide company information, often for a fee. Some examples are : [Yahoo Finance - Stock Market Live, Quotes, Business & Finance News](#), DnB Hoovers [Business Directory \(dnb.com\)](#), Bloomberg [Bloomberg.com](#), Crunchbase [Query Builder | Companies | Crunchbase](#) , OpenCorporates [OpenCorporates :: The Open Database Of The Corporate World](#), Global Open Data Index [Company Register - Global Open Data Index \(okfn.org\)](#) , etc.

Scientific and academic information

Similar story with many academic, scientific, library or regulatory information. *PubMed* is an example of biomedical resources, available some clicks away. [PubMed \(nih.gov\)](#) is actually the name of the search engine that allows you to search (much for free) within *Medline*, the US National Library of Medicine (note that some of what is on PubMed is indexed by Google). For some of these resources, you need to set an account (again often free):

- the *Web of Science* available at [Clarivate](#) indexes a variety of multidisciplinary academic articles and citations.
- the *Social Science Research Network* (SSRN) at [Home :: SSRN](#) also has many academic papers. Sometimes you find there some of their draft versions, before they are published on official (for a fee) scientific publisher's websites.
- Project Muse holds peer-reviewed academic journal articles and e-books about the humanities [Project MUSE \(jhu.edu\)](#)
- Project Gutenberg is a library of over 60,000 free eBooks to be read on your eReader, computer, or tablet [Search | Project Gutenberg](#)
- Many national (and local) libraries, such as the [British Library](#) or the (US) [Library of Congress](#) or the New York Public Library [The New York Public Library \(nypl.org\)](#) or the French [Bibliothèque Nationale Française](#) (BNF) have huge resources you will not find on Google (textual information, but also manuscripts, photos, videos and articles). You search them with their respective internal search engine ; many of these have become more simple to use with time ; many now have the Google search look, in other terms, the basic search bar to start with (or an advanced search screen), then criteria on the results page with which you refine your searches.

Professional information providers

Finally, most of the professional information resources are not accessible by Google. They are subscription-based, i.e. you need to subscribe to access their data. Many of them

are very expensive. The providers give you personal access details (user id and password). Here are some examples of these subscription-based resources :

- [Factiva - Global News Monitoring & Search Engine | Dow Jones](#) (one of the largest global press database)
- [Euromonitor International | Strategic Market Research, Data & Analysis - Euromonitor.com](#) a provider of data and research on the consumer sectors
- [Statista - The Statistics Portal for Market Data, Market Research and Market Studies](#) a powerful statistics resource
- [Emerging markets research, data and news | EMIS](#) a resource for many types of information, data and reports on the Emerging Markets
- [IDC: The premier global market intelligence firm](#) data and research on the latest information and communication technologies sectors
- Financial platforms : Bloomberg, Factset, Refinitiv Eikon, S&P Capital IQ, etc

These professional or commercial information providers represent huge information resources, usually curated, thus reliable, but often very costly. If their full access can be very expensive, they may provide some information for free.

Check if they have a blog ; they may advertise some of the information they are proud of providing; check their sources and some possible leads for searching. For the reports they sell, note that they often provide for free the introduction, the table of contents and an abstract or executive summary, which may sometimes give some precious information on how to approach a field or a sector, the way it is structured, its main actors, the challenges, etc. Check for example Gartner [Blog Network | Gartner](#), or the IDC blog [IDC Blog | Global Market Intelligence](#). They also sometimes offer free white papers or surveys. So try to identify the best professional resources for your sector, and make sure to visit their blog, if they have one.

To conclude, as we can see, there is a very large information world beyond Google. Consequently, do not restrict yourself to Google to find your information ; as we saw, it only searches in what it is able to crawl and index, actually a very small portion of the web. Much economic & societal data, company & business registries, scientific & academic information as well as many professional information resources are not reached by Google and the likes.

They represent the large part of the iceberg which is underwater, the Deep Web. To access and use much of these, you need to navigate to their respective website (often password protected, but with many, you can set one for free) and use their internal search engine/system drill down into their information. I did not mention social networks, but

LinkedIn and Facebook are similar, which pages are not indexed by mainstream search engines, and where you can find lots of users, groups, etc.

The Deep Web has resources no information pros can ignore, especially as many of them are official, curated and free. Note that the Deep web is a virtual concept. You do not choose to enter the Deep Web, but you will know you are there if it contains the type of information we have just discussed.

The Deep web is the virtual place to be for information pros.



<https://medium.com/@jadzic.aleksa/the-peak-of-the-iceberg-internet-e6dcee30811f>

Finally, to know more, check:

Our [Tips | Knowledge is power \(infotoknowledge.com\)](#):

- (Tools) *Google 3 basic mechanisms (crawling, indexing and ranking)*
- (Tools) *The 3 webs (visible, deep and dark)*

As well as our Post [There is a very large information world beyond Google... see how to access it | Knowledge is power \(infotoknowledge.com\)](#),

And our "Knowledge is Power" 3 handbooks, available on your local Amazon marketplace (author: Christine Gardiol).