If you aren’t sure how you wish to narrow a search, you may start broadly; with *internet marketing*, for example.

This broad search will retrieve several thousand items, which is far too many.

In the column to the left of your results, you will find a variety of limiters to narrow your search. Some of the most common are noted below.

If you need academic journals, you can select the box marked “Scholarly (peer reviewed) Journals.”

You can also narrow the date range.

So, if you change your search to only scholarly journals in the last five years, you can reduce the number significantly.

Also, note that any added limiters are signified with an orange box with a white X.

If a limiter gives you too few results, you can click on the orange box to eliminate the selection and to return to your previous list.

If you started with a broad search, you may still wish to focus your search. Further down the left-side, limiters column, you will find a variety of Subject terms that may help you to focus on more specific aspects of this broad topic. You may also scan the articles, looking for additional keywords of interest. (See screen shot below.)
Add another word or phrase to focus your search even more.

Once you have a manageable number of possible items, you can retrieve articles as noted below.

Often the full-text of the article is linked from within the database.

If you don’t see a link, use the Article Linker feature to see if the full-text is available online in another database or the library.
From the Article Linker box, click on the Article link to access the article from the database listed.
If the text is not online, use the ClioWeb III/DocDel tool to request it. If we do not own the title, allow five business days for the library to request it for you from another library and post it to your ClioWeb account.

If you have questions or need help, you may contact the Library’s Ask a Librarian service for further assistance.