

Google Search Terms

We can use Google, as well as ChatGPT, to find us leads and coupon programs.

Simply use these terms in a Google search or ask ChatGPT to search for you.

I like to use ChatGPT, since it will create a list for me automatically and output that list as a text file if I ask:

“Give me a list of what you find in a text document, like you do with programming code.”

These terms use Google operators and ‘switches’ which provide a much more refined and targeted search.

NOTE: Make sure you use the conventions provided below. Leaving out operators like *OR* or *inurl:* or removed “ ” around terms will break these search hacks.

Coupon-Related Google Search Terms:

Find Businesses Offering Coupons on Their Website

`inurl:coupon OR inurl:discount OR inurl:promo OR
inurl:deals OR inurl:special-offers`

`inurl:coupon site:charlottebusiness.com`



Find Businesses Advertising Discounts on Their Blog

`intitle:"coupon" OR intitle:"discount" OR
intitle:"deal" OR intitle:"special offer"
site:businessdomain.com`

`intitle:"special offer" site:dentistcharlotte.com`

Find Coupon Pages on Business Directories

`site:yelp.com intitle:"coupon" OR inurl:"coupons"`

`site:chamberofcommerce.com intitle:"discount"`

`site:bbb.org inurl:"coupon"`

`site:yelp.com intitle:"coupon" charlotte`

Find Businesses Running Limited-Time Offers

`"limited time offer" OR "expires soon" OR "valid
until" site:businessdomain.com`

`"limited time offer" site:localrestaurant.com`



Find Businesses Using Coupon Codes

"enter promo code" OR "use discount code" OR
"apply coupon code"

"apply coupon code" site:beautysalon.com

Find Businesses Partnering with Third-Party Coupon Sites

site:retailmenot.com "business name"

site:groupon.com "business name"

site:valpak.com "business name"

site:groupon.com "Charlotte spa"

Find Businesses Using Coupon PDFs

filetype:pdf inurl:coupon OR inurl:discount

filetype:pdf inurl:coupon site:pizzashop.com



Find Competitor Coupon Strategies

"special discount" OR "exclusive coupon" -
site:competitor.com

"exclusive coupon" -site:mcdonalds.com

Find Businesses Promoting Coupons on Social Media

site:facebook.com "coupon" OR "discount" OR "promo
code"

site:twitter.com "coupon" OR "discount" OR "promo"

site:instagram.com "promo code" OR "special deal"

site:facebook.com "discount code" Charlotte

Find Expired Promotions (Potential Leads)

Search for expired deals that could be renewed with your
program:

"coupon expired" OR "this offer has ended"

"this offer has ended" site:localboutique.com