

# 5 ways to use ChatGPT Search to find information faster than Google.

Google Search remains the king for finding breaking news, websites, and local discovery activities, but when you need to aggregate information instead of links, or need conversation instead of sensational content, ChatGPT is the choice for many.

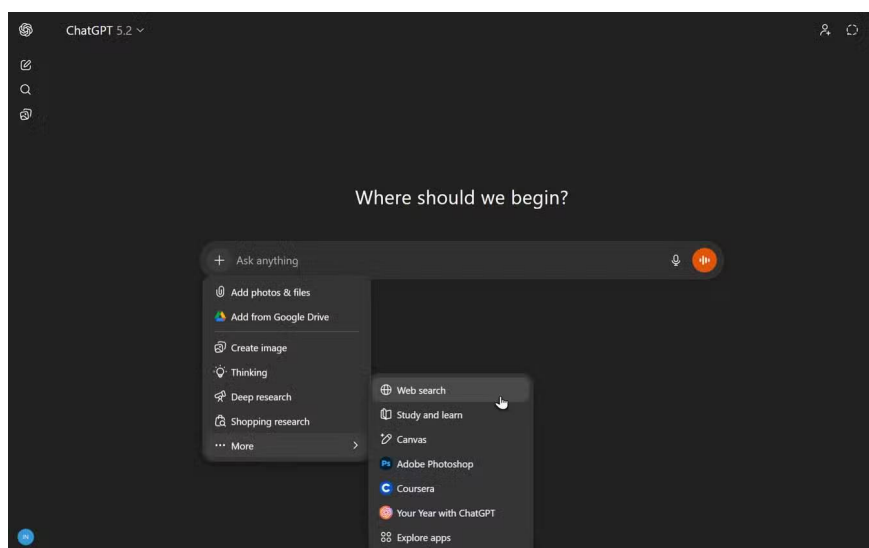
" Google " has been an integral part of our lives for a very long time. It's hard to imagine any other search engine replacing our search habits. But now, advanced search tools like ChatGPT are giving us different ways to access information.

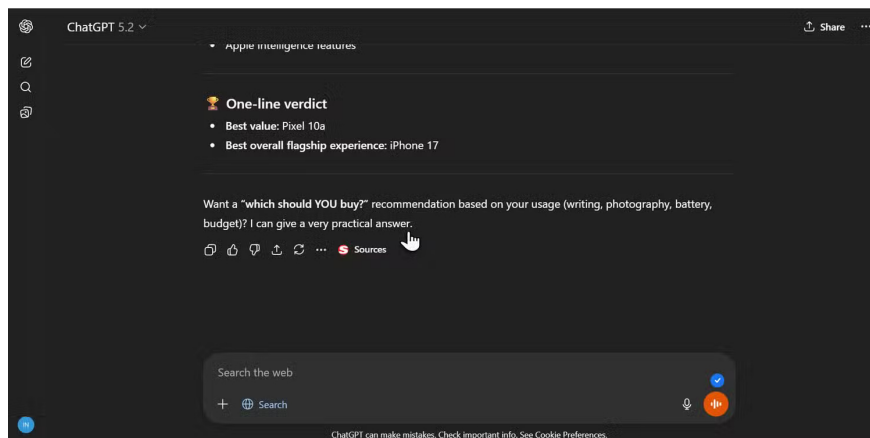
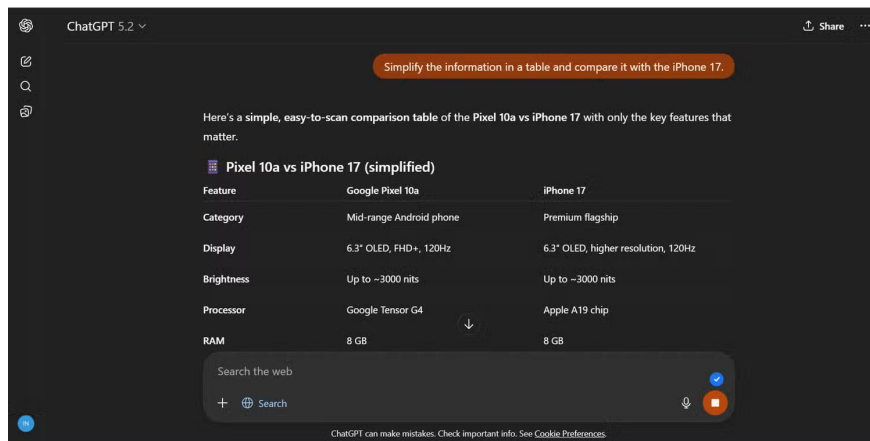
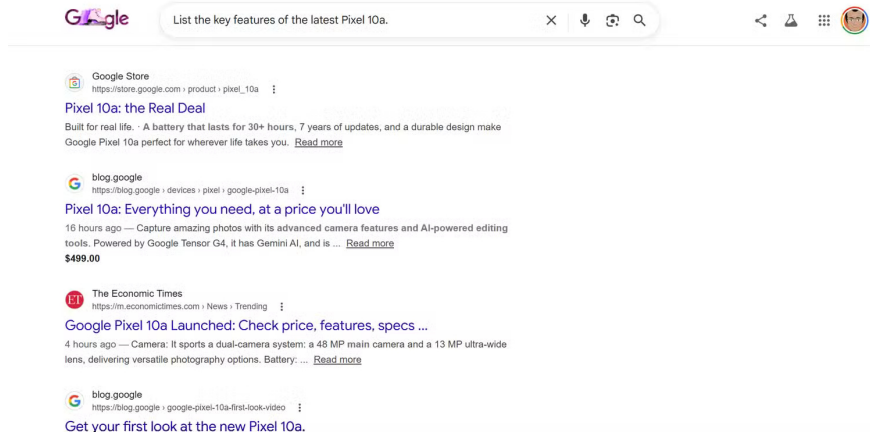
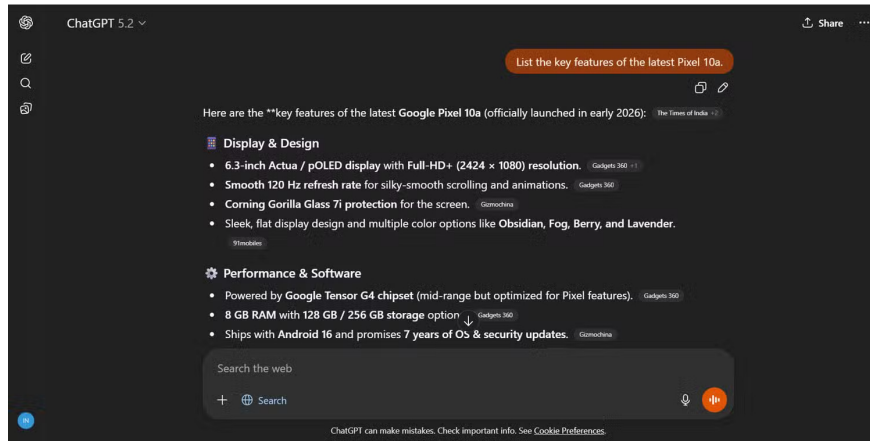
Google Search remains the king for finding breaking news, websites, and local discovery activities, but when you need to aggregate information instead of links, or need conversation instead of sensational content, ChatGPT is the choice for many.

For complex queries, specific learning support, and creative brainstorming, ChatGPT often provides a faster, cleaner, and more helpful experience than sifting through pages full of blue links and sponsored ads. It's important to know which tool is right for which task.

## ChatGPT provides clear answers without being bogged down by SEO.

No ads to slow down the process.





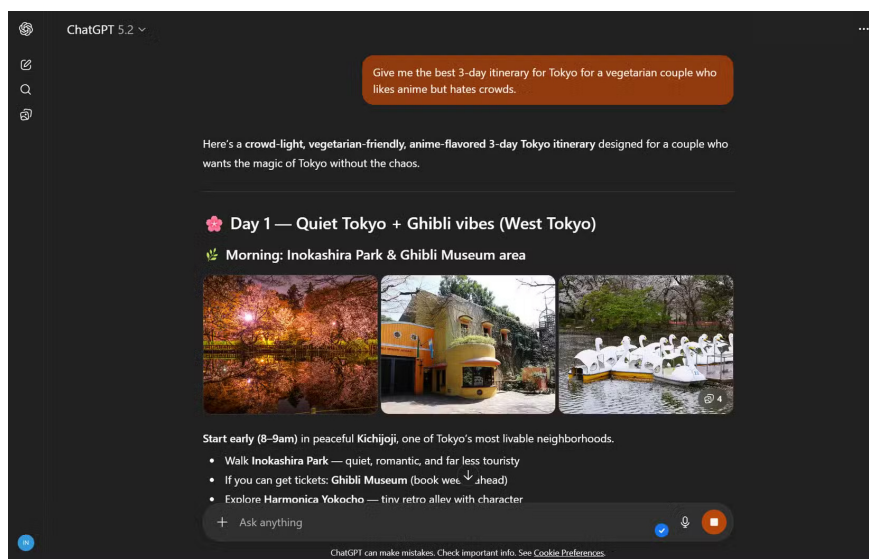
ChatGPT's web search yields ad-free results, so you'll see the answer immediately without scrolling through 3 sponsored results, a YouTube playlist, and a "People also ask" section. Google's search results page is cluttered with algorithm-driven content, often pushing the best links down the list, especially on mobile devices where screen space is precious. For research-intensive tasks like comparing software features or understanding a technical concept, not having to skip through useless content or ads ensures a faster workflow.

Admittedly, Google's search suggestions provide useful information that you didn't know existed. People have used various tricks to improve their Google search experience. But they still want information to come to them without having to sift through a mountain of data.

ChatGPT completely avoids this because it is not monetized through advertising, providing users with information without any commercial element. For information with lasting value, such as health questions, financial planning, or personal projects, not being tracked for targeted advertising is a worthwhile trade-off.

## ChatGPT handles complex, multi-part questions with ease.

### Context prevails over keywords.



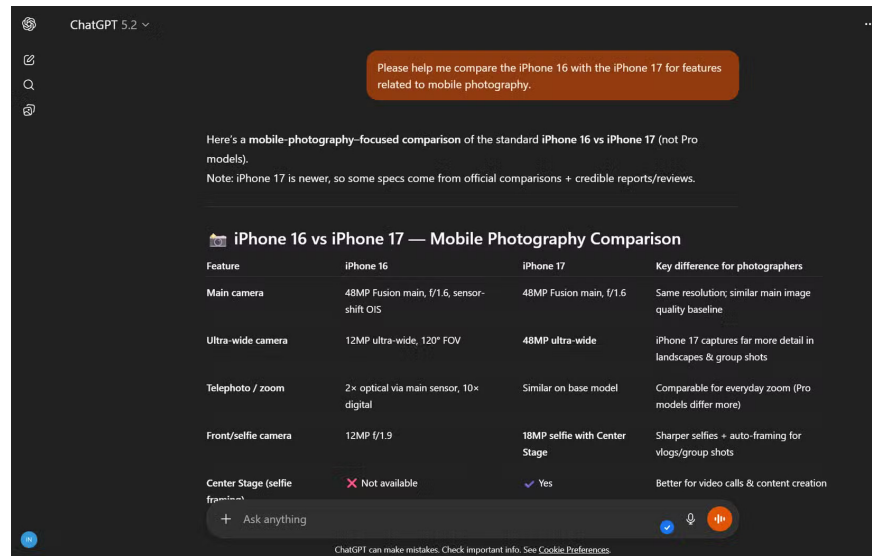
ChatGPT Search tracks your previous questions within a chat thread or project, allowing you to continue with different aspects without having to retype the entire query. Google treats each search as a fresh start, so refining the results means creating a new keyword string from scratch. Sticking to the same conversation helps narrow down options by adjusting suggestions as you progress.

Google struggles when you include too many constraints in a search. For example, it will return a mess if you ask it to find *"the best 3-day Tokyo itinerary for a vegetarian couple who love anime but hate crowds."*

ChatGPT is most effective with these types of searches because it's designed to aggregate information from multiple sources.

## Side-by-side comparison helps in making decisions faster.

Receive a clearly formatted table or analysis.

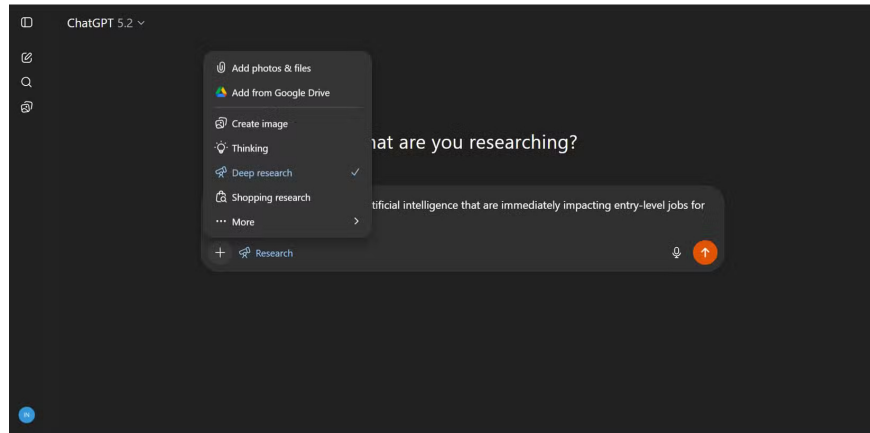


When I need to compare two phones, software tools, or frameworks, ChatGPT provides a well-presented analysis, with or without prompts. Often in the form of a table or bulleted list, it summarizes the specifications and trade-offs into a single interface (and suggests conclusions). You can delve deeper with ChatGPT's Deep Research option.

However, it's important to note that ChatGPT's comparisons may miss small details or recent updates, especially for specialized products or rapidly changing categories like smartphones or AI tools. It confidently presents outdated information. These AI "illusions" mean we still need to verify crucial details like pricing on the manufacturer's website or from trusted reviewers.

## Get instant summaries instead of multiple affiliate pages.

A comprehensive answer is far more effective than tabs.

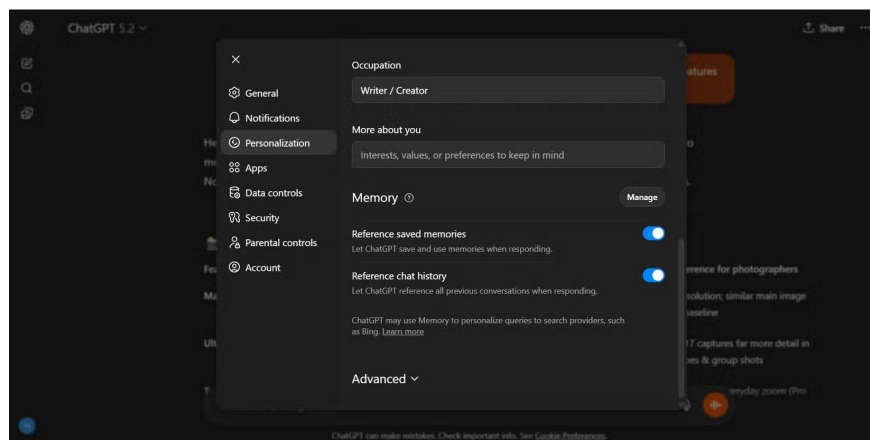


ChatGPT Search pulls information from multiple sources and combines it into a coherent, paragraph-style answer with inline citations, so you don't need to open five articles in five tabs and piece the story together yourself. Specialized options like **Deep Research** and **Shopping Research** are for in-depth research. Google provides you with a list of ranked links and excerpts when you just need the answer. ChatGPT's responsive and chat-based model eliminates tab overload that slows down the research process.

But most everyday searches are simple queries like "how to." or "what's the difference?". For those queries, ChatGPT's response is faster and still cites sources you can verify if needed. Save your Google research for when you need to do more in-depth research!

## The response is personalized based on chat history and context.

Refine your search or start a new conversation.



ChatGPT Search learns from your entire chat history. It has memory. So, it remembers if you've mentioned that you're a beginner using Procreate or prefer solutions specific to iOS, and it automatically adjusts the response without you having to repeat those details.

Google personalizes responses through search history and location, but it doesn't understand conversational context or adjust explanations instantly like ChatGPT. Using contextual memory allows for faster and more relevant responses, especially when learning new skills or troubleshooting problems where your prior experience is crucial. Go to **ChatGPT Settings -> Personalization** . Turn on the toggles for **Memory** and select **Custom instructions** .

You finished reading the article "**5 ways to use ChatGPT Search to find information faster than Google.**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.

---