

Google Seminar

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1. Introduction – what I'm going to cover. History, interesting info.

<http://www.google.com/corporate/history.html>

- Seven years ago in 1998 at Stanford, grad students Sergey Brin and Larry Page saw a business opportunity. A search engine. Existing companies on the net were focused on helping people get around. Brin and Page's mission was and is to organize the world's information. Marissa Mayer. Stanford even Yahoo helped fund the initial effort.
- Basic Search tool was called Backrub. Rank search results by two qualities: 1) the number of links to a particular site, 2) the importance of a site measured by the number and importance of its links.
- Google's stock opened at \$85 a share in Aug 04 and is now \$400 a share. It's predicted that advertising on websites will exceed that on TV. Google raised \$1.6 Billion in its offering in August 04 and a second offering raised another \$4 Billion.
- Growing in revenue from \$220,000 in 1999 to \$961 Million in 2003 to \$3.2 Billion in 2004. Google has a \$90 Billion market capitalization
- Per click fees set in an auction average 50 cents. Ads are triggered by key words such as Digital Camera. Google constantly tweaks its system so the most relevant ads are shown.
 - Digital Camera
 - X-box
- They're vulnerable. If someone comes up with a better search engine it's easy to bookmark someone other than Google.
- Google's mantra is "Don't be evil."
- Google hires 10 employees per day. Presently at 4200 employees.
- Headquartered in Mountain View. Offices around the world. Plan to build a 1 million square foot campus a few miles away on the grounds of NASA's Ames Research Center.
- Google gives all its employees one day a week to work on and develop their own pet projects.
- Google engineers are working on a project to enable computers to recognize a human face. One could then search for all photos with that person's face.
- Google has proposed to the city of San Francisco that it offer free high-speed wireless Internet throughout San Francisco. If San Francisco approves, that will set a major precedent and free wireless internet will become widespread.
- Google has partnered with Sun Microsystems to support the OpenOffice software.

2. Search Engine – First and foremost Google is a search engine. Page rank, caching and translation of results. See Googletutor.com Google Services –

- Whenever you click on More and you get a listing of Google's services you can click on any one. Each one will give you a separate help peculiar to that particular service. Show all the items that Google has.
- Go to About Google/Google Web Search Features then read the list of items to help you search.

- **General Search** - Google searches for pages that have any of the words you enter.
 - Mars, 114 Million Earth 445 million
 - Earth Mars 27 Million Earth OR Mars 471 million Can contain either earth or mars. The OR must be capitalized.
 - Venus 33 Million Hawaii golf 12 million, Hawaii golf vacation 4 Million, Hawaii, golf vacation luxury 2 million
 - Medicare drug
- **Exact Search** (“”) Must be the exact phrase. “mars earth venus moon” or “hawaii golf vacation luxury” Sequence is important.
- **Backspace** Click on Backspace and it'll take you back a page. Faster than the mouse.
- **Synonyms Search** - Tilde (~) character (over the numeral 1 key) means search for synonyms e.g. Computer ~primer searches for all synonyms of primer. Food~facts. Will give you all synonyms of facts.
- **Wildcard Search** – If you don't remember a phrase exactly add an Asterisk (*) E.g. * makes waste. An * mind is a * devils workshop. (* is over the numeral 8 key)
- **Site Search** - To search within a site add the word site followed by semicolon. For example to search for classes within our site. Classes site:goldcountrycenter.org.
- **Links to a site.** Find out who links to a particular site that is find pages that point to a specific URL. E.g. link:goldcountrycenter.org
- **Cached Links** - View a snapshot of each page as it looked when Google indexed it. Type in the URL of the site of interest. E.g. goldcountrycenter.org. Then click Show Google's cache.
- **Calculator** – Google will calculate mathematical expressions.
 - $4+3$, $3*12$, $63/5$,
 - $90-40*20$ ambiguous. See what google does with it. Search by putting parentheses around $90-40$. Different answer.
 - 2^8 , 8^{100} , 5th root of 32, 10th root of 1024. The mark ^ is above the six.
 - $\log 10000$, $\ln 50$ 8! And $\sin(30 \text{ degrees})$
 - c, c in miles per sec, g, g in feet per sec per sec. Speed of light in miles per hour. Speed of sound in miles per hour.
 - Planck's constant.
- **General Conversions:**
 - Miles to kilometers, kilometers to miles.
 - Pounds to Kg. Kg to lbs
 - Miles to ft, yard to inch, Miles in a ft, yard in a inch, calories per btu
 - Teaspoons in a cup. Teaspoons in a tablespoons.
 - 46 in Roman numerals. XL in english.
- **Currency Conversions**
 - Dollars to pounds, dollars to pesos, dollars to Argentine pesos, dollars in canadian dollars, To or In works.
- **Definitions** Use Google to get definitions gathered from various online sources. Google uses answer.com to give definitions.
 - Assuage, détente, cache, wons tilde Thesaurus – Scroll down. Ad infinitum
 - Also we can place the word define in front and get a definition of a word or a phrase.
 - Define world wide web. Define gold country. define real time.

- **Questions and answers** – How tall is mount everest? Where is Mt Everest? Question mark is not needed.
 - Population of Japan. Population of ca. Population of Grass Valley
 - Speed of light. Speed of light in miles per sec, Speed of sound,
 - How old am I,
 - How tall is Sears tower? How tall is the Eiffel tower? What is the tallest building in the world?
 - What is the widest river in the world?
- **Search by Number** - When you search for a number in Google, it's not necessarily going to perform it's normal web search, i.e. looking for pages with that number in them. Google first examines the number to see if it might have a special meaning. If its size and format match certain types of meaningful numbers like parcel tracking numbers or vehicle IDs, for example, it will search for information about the particular item it represents.
 - Telephone area codes example search: "650"
 - Phone numbers example search: 530-265-2866
 - Phone numbers example search: Reeves, 33917
 - Phone numbers example search: robert reeves ca
 - Phone Numbers example search: 239-543-7047
 - Zips example search 95959 Zip for New Orleans?
 - UPS tracking numbers example search: 1Z9999W99999999999
 - FedEx tracking numbers example search: 9 89898 98989 8
 - Vehicle ID (VIN) numbers example search: 1GKEK13R6XJ727183
 - VIN example search: 1G4HR54C6MH413991
 - UPC codes example search: "073333531084"
 - Patent numbers example search: "patent 5123123"
 - Remember to put the word "patent" before your patent number.
 - FAA airplane registration numbers example search: "n199ua"
 - An airplane's FAA registration number is typically printed on its tail.
- **Movies** – Type in movies in search box.. Shows movies current being shown. Then add zip. Google remembers your zip from Local Search.
 - Can't remember the name of a movie. Type in movie:gone --- or streetcar -----
- **Weather** – type in the word weather and then the zip. Weather:95959
- **Mozilla Firefox Prefetching.** With Mozilla unless you change your preferences the first page in the google results will start loading before you click on it. That can store unwanted cookies on your computer because that first site may well place them on your machine.
- **Translation** – Type in Mexican government. Find a site in Spanish and translate it. The meaning gets lost a little. Like reading a manual. We'll translate words and phrases in a bit.
- **Stock lookup** – Enter a symbol
 - **Goog** GE MSFT

Candidate search words. In addition to providing easy access to billions of web pages, Google has many special features to help you to find exactly what you're looking for. Click the title of a specific feature to learn more about it.

- **I'm Feeling Lucky** Bypass our results and go to the first web page returned for your query.
- **Similar Pages** Display pages that are related to a particular result..
- **Spell Checker** Offers alternative spelling for queries..
- **Travel Information** Check the status of an airline flight in the U.S. or view airport delays and weather conditions.

3. Personalized home page by Google. When you log on to Google classic you can go to Personalized Home or you can sign in. If you click on Personalized Home page it will take you to a generic personalized home page where you can sign in to your personalized home page. Once you are signed in you can add or delete content. You can drag the content around on your page and arrange how you like it. Personalize stocks, news stories, gmail etc

Google maps and satellite. 12866 Little Deer Creek 95959, 5213 Spain St. New orleans, 608 Candlewood Placentia, 2081 Corona del Sire 33917. Try Maps, Satellite, Hybrid.

5. Google Mail A web based mail account that's better than most. Provides a very clean area to read your mail. Not like Yahoo, or hotmail. To sign up you must have a text msg capable cellphone or have a friend sign you in. Since you need a google account to do all the things on Google you might just as well have a gmail account. Go

- Go to gmail.com and sign in.
- They have lots of memory. They claim you don't have to sort your mail. You can put labels on your mail or search your mail or create filters.
- Show help and all the many things you can do.

6. Images So many images. You can make your own screen saver of some of the most beautiful shots in the world. If the photo is on the web, Google will find it. You can download the image and put it on your screen saver. No need to take photos of scenery anymore. You got them right here.

- **Waterfalls,** Shows you the size so you can figure how long to download.
 - Click on the image and you get a thumbnail and the website where the photo is.
 - Click on 'See full size image' and you see the image.
 - Right click and 'Save image as' to download to a location on your computer.
 - Or right click and set as wallpaper.
- For images be sure your preference is set to moderate safe search. Click on Preferences or click on 'Moderate SafeSearch.

parks, lakes, sunrises, faces, people

Deskbar and Sidebar. Neat tools. Floating deskbar. When this first came out it was just a deskbar now they've added a sidebar.

- First must download the Deskbar and install it on your computer.
 - .Each panel can be slide out to see more detail. Or panels can be
- Photos – Select the folder to for the photos and slideshow speed

8. Google Base Go to base.google.com Classifieds on Google Base craigslist.org

9. Picassa

After downloading Picassa install it on your computer. Picassa will ask you do you want to scan your computer for photos. It will pick up some items that aren't photos.

- Neatest part is the Timeline. You can get to all the photos on your computer easily.
- Add Folder to Picassa. Under File
- Undo all Edits to selected photos. Once a photo has been edited, the original picture is left untouched. To return to the original select the photo(s) and click on Picture menu and Undo all Edits.
- Change the size of the thumbnails by the slider at lower right or under VIEW.
- Make a collage of pictures by selecting a few pictures and clicking on collage
- The only way you can change the pixels is by preparing to send over email.
- You can change a slideshow to show captions or the amount of display time.
- Labels, Stars, Captions
- Locate on disc. Right click on thumbmail.
- 7.

10. Google Toolbar- Don't much care for the toolbar. If you use Firefox, and you miss the Google Toolbar, you're in luck.

The Toolbar is available for Firefox. It's got a spell checker and a translator. Best of all, it will automatically fill in Web forms.

11. Google Groups –

12. Google Earth - The idea is simple. It's a globe that sits inside your PC. You point and zoom to anyplace on the planet that you want to explore. Satellite images and local facts zoom into view. Tap into Google search to show local points of interest and facts. Zoom to a specific address to check out an apartment or hotel. View driving directions and even fly along your route. We invite you to try it now.

13. Book Search -It was Google Print. Now it's Book Search. Google's mission is to organize all the world's information. Go to "more" and click on Book Search. Go to About Print to read about print.

- Google searches for contents of books that matches your search terms. Not a search for titles of books. Example: search for gravity.
- **Google Print Publisher Program.** Most books fall in this category. You can search within the book. Look at the top above the book to tell which category it falls in.
- Google Print Library Project.

Library books still in copyright: For books that Google has scanned from a library which are still in copyright, you will only be able to view the bibliographic information and a few short sentences of text around your search term Example GATT-The Role of GATT in Relation to Trade and Development

Public domain books: When Google scans a book from a library that is in the public domain, you can view the entire page as well as read through the entire book. Example Books and Culture.

Books submitted by a publisher: For books that publishers have submitted, you will be able to view a full page and a few pages on either side. Mastering Digital Photography. Nature photography.

Fiction – Lots of em.. Example Cold Mountain. The book Cold Mountain comes up because Cold Mountain is mentioned so much in the book. Search for War. In looking at fiction a lot of the books an author has written don't show up. Reason is the authors name doesn't show up in his book. Another example is Scott Turow. Click back from Print to Web and see the difference in search results. John Grisham You can see you don't get a listing of all the books by the author.

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Public Domain Books – Books and Culture. At the top of the page it says Public Domain. You can read the entire book by going to More Results from this Book.

Partners Program – Most books fall in this category. Look at the top to see what category it falls in. Do a search for Digital Photography. Select a book. Then click on More Results from this book. Delve into the pages. Then change search to 'pixels'

Another example. Windows XP. Select a book. More Results from this book. It shows all the places where Windows or XP are mentioned.

14. Catalogs – Go to more. Click on Catalogs.

- Enter spa chemicals.
- Click on any catalog and see the entire catalog. You can click on an item in directory or you can select a catalog. LL Bean for instance.
- Navigation Bar – Tells you the Catalog code. You can jump to any page or you can search for any item.

15. Answers – Post a question set a price and get an answer.

16. Google Local – Local Shopping directory and mapping service. Gives you a map of the local area. You can drag the map around.

- Propane
- Firewood
- Fishing guides

17. Froogle– Click on the Froogle link. Searches for sellers. Google searches the web for sellers that have the item and sellers can submit their names to Google and they will be listed by relevance. Google attempts to provide objective search results. Not biased to merchants that advertise with Google. Once you search you can click on either OnLine Shopping or Local Shopping.

- Click on Local Shopping and Google brings up a map of the stores nearest you that have the item.
- Grid view or List View also click on to Shopping List. Must sign in for Shopping List.
- Laptop, Xbox 360 Washing Machine, Table Lamp.
- Set prices from relevance, low to high etc.

18. Directory – Instead of searching for items you get a directory which is useful if you want guidance into helping find the item you want info about. Especially good for searches for more general information about a subject.

19. Translate Go to more under Google Tools. Translate most any text to whatever language you would like.

- Type in The quick brown fox-- Translate to German.
- Copy the translation and translate from German to English. Note the changes.

20. NEWS A Novel Approach to News. Click on NEWS and the latest news pops up. You can search news reports. News reports are discarded after 30 days.

- Wireless San Francisco
- Rhodes Scholar

Google News gathers stories from more than 4,500 news sources in English worldwide, and automatically arranges them to present the most relevant news first. Topics are updated every 15 minutes, so you're likely see new stories each time you check the page. You pick the item that interests you, then go directly to the site which published the account you want to read.

Google News is a highly unusual news service in that the results are compiled solely by computer algorithms, without human intervention. As a result, news sources are selected without regard to political viewpoint or ideology, enabling you to see how different news organisations are reporting the same story. This variety of perspectives and approaches is unique among online news sites, and we consider it essential in helping you stay informed about the issues that matter most to you.

Google News is continuing to add news sources and fine-tuning the algorithms.

- **US Government** – all .gov and .mil sites Notice the red, white and blue. Ex. Ft. Devens
Difference between this search and regular search is this searches just mil and .gov
- Universities – search a specific school's website.
- BSD Berkeley Software Distribution UNIX derivative distributed by the University of California, Berkeley starting in the the 1970s
- Double Periods (..)
- # Parenthesis (())

Google Talk Blogs,