**All About *Google***

***Google*.com (**[**http://*google*.com**](http://google.com)**)**

**Background ---**

1. *Google* – the most popular search engine for searching the Internet
2. Its name – *Google* – a play on the word “googol” – a mathematical term for 1 followed by 100 zeroes. The googol was invented by American mathematician Edward Kasner, (1878-1955) in 1938. Supposedly the term came from his nephew, who, when asked what a good name for a very large number would be, replied “googol.”
3. The search engine itself was founded by Larry Page and Serge Brin at Stanford University in 1998. Its name reflects the company’s mission to organize the infinite amount of information available on the Internet.
4. Its scope --- *Google*.com allows you to search for over a billion Web pages, 35 million non-HTML documents, new headlines, maps, phone listings, stock quotes, and more than 700 Usenet messages (going back as far as 1981). All of this is content is searchable by Web browsers, PDAs, and wireless devices such as Internet phones.
5. What makes *Google* different from other search engines is its exclusive “Page Rank” technology – which analyzes how many links point to a particular page and then indexes the text on a page and uses the indexed terms as keywords for comparison when you type a word or phrase in a search box. *Google* asserts this technique assures the most popular and usually most relevant Web sites are presented first for any given search.
6. How it works --- *When you enter a query into the search box, Googles Web server passes the query to the Google Index Servers, where Google’s huge Internet index is stored. The Index Servers are like the index in the back of a book. They determine where the words you typed in are located on the Document Servers. Once the appropriate documents are located, excerpts of each page are created and sent to your computer – all in a fraction of a second. Google’s document servers are basically copies of the vast majority of Internet Web pages, which is why Google can return the results so fast*.

**The Basics of Searching with *Google***

1. Easiest was to search with *Google* is to type a word or phrase in the search box and click the “I’m Feeling Lucky” button. This takes you directly to the site *Google* ranks the most likely to meet your needs.
2. If you want more or better results, go Back to the *Google* home page and click the “*Google* Search” button (or press Enter Key). This returns a list of relevant Web pages with summaries. You can also enter more items in the search box to narrow the search.
3. There is no need to include *AND* or a plus sign between terms; however, the order of the words can be important. *Google* is not case sensitive, and it also deals with misspelled words (by both finding them and acknowledging them).
4. It also ignores common words such as *for*, *in*, *to*, *where*, *with*, *how*, etc. If you search for *Hunt Red October*, you will receive the same results as if you searched for *The Hunt for Red October*.
5. Tips for basic searches in *Google* ---  
   * Try the first words that pop into your head. Example: If searching for pages relating to Tom Brokaw, type *Tom Brokaw* into the search box, not *NBC News Anchor*
   * Qualify your search with more words. If you only want to know about Tom Brokaw’s work with NBC, enter *Tom Brokaw NBC* into the search box.
   * Use words more likely to appear on a site with the information for which you are looking. For example: typing *Jaguar* will get you sites about cats, cars, and the latest version of Mac OS X. Entering *Jaguar cars* or *Jaguar automobiles* will result in a smaller list with just cars.
   * Using keywords that are specific as possible. Entering *Apple Jobs* will get you not only a list of jobs at Apple, but also references to Steve Jobs. *Entering Apple Employment Opportunities* will list only those pages that contain the words *Apple, Employment,* and *Opportunities*.

***Google*’s Results Page**

1. The Page Title --- the name the Web designer gave to that page or site
2. Text Excerpt for the site --- below the Web Page Title
3. Below the text is the description and the Category listing from the *Google* Direcory.
4. The exact URL of the result and the size of the portion of text of the Web page.

**Specialty Searches**

1. [http://directory.*Google*.com](http://directory.google.com) --- will let you easily search by category --- instead of having to list your own words
2. [http://catalogs.*Google*.com](http://catalogs.google.com) --- works a lot like the directory search, but provides scanned pages from the catalogs themselves with the text containing your search terms highlighted
3. [http://images.*Google*.com](http://images.google.com) --- *Google*’s image search canvases over 400 million pictures available on the Web
4. [http://news.*Google*.com](http://news.google.com) --- *Google* organizes the latest news into top headlines, as well as World, US, Business, Entertainment, Technology, and Sports
5. [http://*Google*.com/universities.html](http://google.com/universities.html) -- University (schools) search
6. <http://groups.google.com/> --- Google Groups
7. <http://www.google.com/ig> --- iGoogle (Personalized Google)
8. <http://scholar.google.com/> --- Google Scholar
9. <http://www.google.com/trends> --- Google Trends
10. <http://www.google.com/maps> --- Google Maps
11. <http://earth.google.com/> --- Google Earth
12. <http://sketchup.google.com/> --- Google Sketchup
13. <http://www.google.com/prdhp?ie=UTF-8&hl=en&tab=wf> --- Google Product Search
14. <http://finance.google.com/finance?ie=UTF-8&hl=en&sa=N&tab=fe> --- Google Finance
15. <http://video.google.com/?ie=UTF-8&hl=en&tab=ev> --- Google Video

**Advanced Searches ---**

1. [http://*Google*.com/advanced\_search](http://google.com/advanced_search) --- You can tailor how *Google*.com searches for your terms, as well as refine your search by language, date, number of occurrences, and domains. It is important for you to understand just how the search strategies work.

**Sample Search Results:**

* Hunt red October 276,000
* The+hunt+for+red+October 270,000
* “The Hunt for Red October” 30, 400
* “The Hunt for Red October” –book 17,500
* “The Hunt for Red October” –book –“Tom Clancy” 14,800
* “The Hunt for Red October” –book –“Tom Clancy” +movie + review 1,560

By learning to narrow your search, you’ll get more accurate (and fewer) results.

**Customize *Google* with Preferences ---**

1. *Google* offers an extensive set of preferences, which, once set, are saved as a cookie in your browser. To set your preferences, click on the word preferences to the right of the *Google* search box, or go to: [http://*Google*.com/preferences](http://google.com/preferences)
2. Things you can do ---
   * Set specific languages
   * Set SafeSearch (content filter)
   * Number of results to display on each page
   * Whether or not to display pages in a separate window

***Google* Answers ---**

1. *Google* also provides a research answer service --- starting at $2.50 per request. Once an answer is found, it is posted online where others can add their perspectives to the answers. There is also a 50 cent listing fee for each answer.

**More with *Google* ---**

1. Narrow your results to a specified domain name --- If you want only educational results, specify .edu in the search box. (Example: “Macintosh.edu” will result in only educational materials and the Mac)
2. Limit your results to a specific site --- “ical site:www.apple.com”
3. Translate a Web page: If you find a Web page in a foreign language, *Google* will translate it for you (Click on the *Translate this page”* in the result item.
4. Use the Cache --- If you have already been to a site and you get a 404 error when returning there, that means the original page no longer exists at that address. Press the Back button and click the “cached” link towards the end of the results listing.
5. Find Similar Pages --- If you find a site you like, *Google* can find sites that contain similar content. Click the “Similar Pages” after the results listing of the page you liked.
6. Get a Dictionary Definition for any word --- When you enter one or more words into the search box, those that have a definition will be underlined in the blue band above the first result, next to the words “Searched the Web for.” Clicking once on the words will take you to dictionary.com’s definition of the word.
7. Find a Phone Book Listing --- In the search box you can type in any of several options ---

* First name (or first initial), last name, city (state is optional)
* First name (or first initial), last name, state
* First name (or first initial), last name, area code
* First name (or first initial), last name, ZIP code
* Phone number, including area code
* Last name, city, state
* Last name, ZIP code

1. Display a Street Map --- Find a map of any valid street address in the U.S. Enter a street address, including ZIP code or city/state in the search field. It will link you to a map of the address.
2. Get a Stock Quote --- Enter a company’s ticker symbol and press <Enter>
3. Find Out Who Links to Your Web Page --- If you type “link: (followed by a URL), you will get a list of all Web sites that link to that site. Example: “link: [www.mobot.org](http://www.mobot.org)” will list all of the sites that link to the Missouri Botanical Garden.