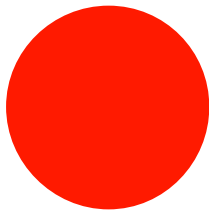




Google Guide

making searching even easier



Nancy Blachman



Google Guide

Making Searching Even Easier

Nancy Blachman nancy@googleguide.com

The absolutely best tutorial on how to use all of Google's potential. Easy to use, simple to navigate, this is a little jewel for both the novice and advanced search user. The definitive up-to-date guide on how to best leverage the Google search engine and all of its features in a simple and easy to access format. Recommended.

-- Robin Good, [Master New Media: What Communication Experts Need to Know, February 21, 2004](#)

Nancy Blachman's Google Guide is by far the best guide to using Google, for beginners & more intermediate users, that I've seen so far. I see great potential here for plopping patrons down with this self-guided tutorial, instead of the 20 minute "This is Google, this is how you search" lecture.

-- [LibrarianInBlack: resources and discussions for the "tech-librarians-by-default" among us..., Feb 4, 2004](#)

◀ Previous Next ▶

Want to Get Started Immediately?

If you're a novice, get a [tour of my favorite features](#) or go straight to [Part I: Query Input](#).

If you're an experienced user, start with one of the following links. These pages may appear to describe basic concepts, but if you read carefully, you'll discover helpful insights into how Google works and how to use it more effectively.

[Favorite Features](#)

[Part I: Query Input](#)

- [Interpreting Your Query](#)
- [Crafting Your Query \(Using Special Characters\)](#)
- [Sharpening Your Query \(Advanced Search\)](#)
- [Using Search Operators \(Advanced Operators\)](#)

[Part II: Understanding Results](#)

- [How Google Works](#)

[Part III: Special Tools](#)

- [Google Answers](#)
- [Feature History](#)
- [Prototypes & Demos \(Google Labs\)](#)

[Part IV: Developing a Website](#)

- [Linking to Search Results](#)

What Google Guide Explains

In this tutorial, you can learn

- [How to select terms and search \(more\) effectively](#)
- [How Google interprets your query](#)
- [What's included with your results](#)
- [How to search using Google's special tools and shortcuts](#)
- [What to do when you can't find the answer you want](#)
- [Google's Feature History](#)
- [How Google works](#)

Google Guide's Home Page

[Google Guide's home page](#) includes a search tip from Google Guide. Clicking on the icon or the title above the search tip will display more information about the tip.

How to Use the Google Guide Tutorial?

If you have time, read all of Google Guide and work through the examples and exercises. Otherwise, look at the [Table of Contents](#) or use the search box at the bottom of each page to find the pages or sections that are likely to be most helpful to you.

Why Take the Google Guide Tutorial?

Google is so easy to use, why take this online tutorial? If you're like many people, you use only a small number of Google's services and features. The more you know about how Google works, its features and capabilities, the better it can serve your needs.

Just as the best way to learn how to sail is to sail, the best way to learn how to search with Google is to search with Google. Consequently this Google tutorial contains many examples and exercises designed to give you practice with the material presented and to inspire you to find amusing or useful information.

Try the examples, work the exercises, and click on the links (usually [underlined](#)) to see Google in action and to learn more about a topic.

Since the web and Google's algorithms and features constantly evolve, your results may be different from those shown in this tutorial.

In this tutorial, clicking the left mouse button on an example or a link to a page not in Google Guide, will display the results in a new window. Clicking on a link that points to another section in this tutorial, will display the contents of the associated page in the same window. You can make the contents of the linked page appear in a new window by:

- Pointing to any link (press the TAB key to jump to the next link on the page).
- Holding down the SHIFT key while you click on the link (if you use Internet Explorer).
or
- Pressing the right button of your mouse, and then selecting "Open a New Window" (or the middle button if you use Mozilla or Netscape).
- After viewing the results, close the window and you will return to the tutorial. On Windows, you can kill the top window by pressing the ALT and F4 keys simultaneously. You can switch the active window by pressing the ALT and TAB keys simultaneously.

This tutorial assumes you know how to use a web browser. Although this tutorial is for people new to Google, it contains information of interest to those who have experience with Google or another search engine. Unless you're familiar with all of Google's features, you'll learn something by taking this tutorial.

Who will Benefit from Google Guide?

Practically anyone who uses Google, including students, teachers, researchers, journalists, consumers, business people, scientists, web developers, Google employees, purchasing agents, librarians, people looking for jobs, health care professionals, hobbyists, vacationers, and authors. Want a job at Google? Review Google Guide before you apply.

How Much Time Will the Google Guide Tutorial Take?

This online Google tutorial will occupy you from 0.5 to 8 hours, depending on how many sections you elect to skip, and how many of the examples and problems you work through. Most people spend about half an hour at a time, and two hours total.

Navigation Bar

Near the top of each page is a navigation bar. The current section and its subsections are displayed in blue.

Intro (Home) Contents Query Input Understanding Results Special Tools Appendix What Google Guide Explains - Start Immediately - Why Take Google Guide? - Who Will Benefit? - How Much Time Will it Take? - Navigation Bar - Radio Buttons - Why Google ~Guide? - Google Guide vs. How to Do Everything with Google - Radio Interview
--

Click on any name in the navigation bar to be taken to the corresponding section.

Searching Google

Enter a query in the search box at the bottom of any page on Google Guide. Enter your query and followed by site:googleguide.com when you want to restrict your search to just pages on Google Guide's web site.

Why the Name Google ~Guide?

Why did I first name this tutorial Google ~Guide? Putting a tilde in front of a search term (with no space in between) effectively turns that term into any of its synonyms. The tilde is known as synonym operator. So, if you search for "Google ~Guide," Google will find Google Guide as well as other Google tutorials.

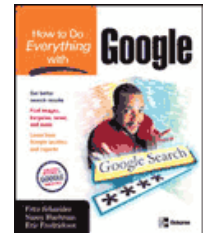
History of Google Guide

Jerry Peek, author of [Unix Power Tools](#), gave me the idea of writing a book about using Google. I found the idea appealing because I was a fan of Google, was interested in learning how to use it better, there were no other books about Google when I started writing, and with such a job, I could work flexible hours. I created Google Guide and gave seminars on searching with Google to get feedback from users.

Katie Conley, an editor at Osborne/McGraw Hill, approached Fritz Schneider about writing a book about Google. He had written [JavaScript: The Complete Reference](#) for Katie. Because of my having mentioned I was writing a book and creating an online tutorial to some Google engineers, Fritz learned of my Google projects. We teamed up so that we could divide the work and write a book more quickly. Eric Fredericksen, a co-worker of Fritz's, joined us. [How to Do Everything with Google](#) was published in November of 2003.

How is Google Guide Different from How to Do Everything with Google?

The book [How to Do Everything with Google](#), which I co-authored with Google engineers Fritz Schneider and Eric Fredricksen, covers material similar to Google Guide, but it's a reference book while Google Guide is a tutorial, with exercises at the end of nearly every section.



About the Author

To get ideas of what to include in Google Guide, I give [free seminars](#) on searching with Google. I've been using Google since the spring of 1999, when Google was less than one year old. I've written over a half dozen tutorial and reference books, including [How to Do Everything with Google](#), [Mathematica: A Practical Approach](#), [Mathematica Graphics Guidebook](#), [Mathematica Quick Reference](#), [Maple V Quick Reference](#), and [Putting Your Heart Online](#). I'm president and founder of Variable Symbols, a company that specializes in software training and consulting. I obtained a B.Sc. in Applied Mathematics from the University of Birmingham, U.K., an M.S. in Operations Research from the University of California at Berkeley, and an M.S. in Computer Science from Stanford University, where I taught for eight years.

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Favorite Features	<ul style="list-style-type: none"> • Tools • Shortcuts • Keeping Abreast of the News • More Relevant Results • Special Notation • Diacritic Marks and Accents • Preferences Setting • Restricting Your Search by Date • Translation & Language Tools 	<ul style="list-style-type: none"> • Highlighting Terms • Sets • Advertising • Power and Control • Answers • Links to Other Useful Information • Printable Version • Quick Tips
Part I: Query Input	<ul style="list-style-type: none"> • Entering a Query • Going Directly to the 1st Result • Selecting Search Terms • Interpreting Your Query • Crafting Your Query by using Special Characters 	<ul style="list-style-type: none"> • Sharpening Your Query by using Google's Advanced Search Form • Using Search Operators (Advanced Operators)
Part II: Understanding Results	<ul style="list-style-type: none"> • How Google Works • Results Page • Links Included with Your Results • Spelling Corrections (Suggestions) • Definitions • Cached Pages • Similar Pages • News Headlines 	<ul style="list-style-type: none"> • Product Search • File Type • Translation • Translation Advice • Preferences • Last Results Page • Advertising • Evaluating Results
Part III: Special Tools	<ul style="list-style-type: none"> • Google Tools • Shortcuts • Calculator • Phonebook • Street Maps • Stock Quotes • Definitions (Google Glossary) • Travel Conditions • Search by Number • Images • Groups 	<ul style="list-style-type: none"> • News • Froogle • More » • Catalogs • Local Google (Search by Location) • Directory • Special Searches • Google Answers • Prototypes & Demos (Google Labs) • Feature History
Part IV: Developing a Website	<ul style="list-style-type: none"> • Creating Content • Linking to Search Results • Getting Listed 	<ul style="list-style-type: none"> • Improving Your PageRank • Advertising Your Website • Generating Revenue by Running Ads
Appendix	<ul style="list-style-type: none"> • Summary • Useful Links • Solutions to Selected Exercises • Testimonials • Google Guide Press • Press Releases 	<ul style="list-style-type: none"> • Submitting Feedback • Link to Google Guide • Creative Commons License • Acknowledgments • For the Press

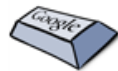
My Favorite Features

In addition to searching the web, you can use Google to find specific information that is available offline or on specialized sites. In this page I describe how Google works and features that enable me to find more quickly things I want.

Tools



[Google Toolbar](#)



[Browser Buttons](#)



[Translation & Language Tools](#)

Shortcuts



[Driving Directions
\(Street Maps\)](#)



[Phonebook](#)



[Definitions](#)



[Google Calculator](#)



[More Shortcuts](#)

Special Searches



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[Sets](#)



[Answers](#)

Other Features



[More Relevant Results](#)



[Highlighting Terms](#)



[Preferences](#)



[Restricting Your
Search by Date](#)



[Diacritic Marks & Accents](#)



[Advertising](#)



[Advanced Search and
Search Operators](#)



[Links](#)

To learn more about a particular service or feature, click on the title of a section, which links to a more detailed description in Google Guide, www.googleguide.com, or read [How to Do Everything with Google](#).

Tools

Enter a query even if Google's home page isn't in your browser.

[Toolbar](#) - toolbar.google.com



I often access Google from the Toolbar when I use Windows 95/98/ME/NT/2000/XP and Internet Explorer 5.0 or a more recent version or from [Googlebar](#) when I use Mozilla. For Mac OS X users, Apple's [Safari web browser](#) includes Google search and my other favorite Toolbar features.



My favorite Toolbar features include

Feature	What it can do

Search Box	Access Google's search technology from your browser toolbar.
Highlight	Highlight terms on the current page.
Pop-up Blocker	Stop annoying pop-up windows (new in version 2.0 of Toolbar).

[Browser Buttons](http://www.google.com/options/buttons.html) - www.google.com/options/buttons.html

I often search using Google browser buttons when I don't have access to a Google Toolbar or Deskbar.



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Shortcuts

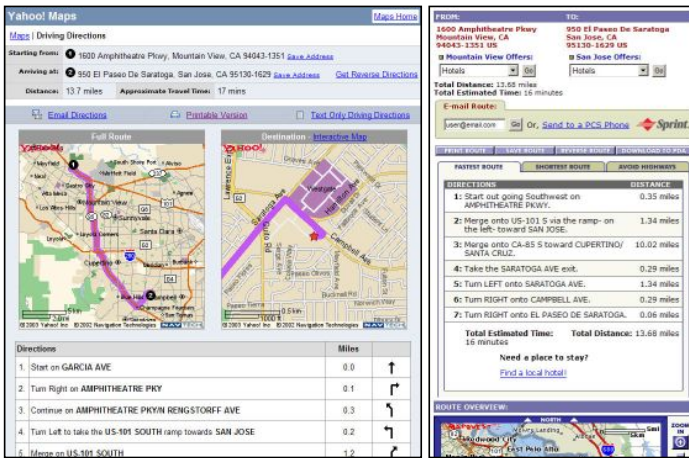
Google provides shortcuts that seem intuitively obvious once I've learned about them.

- [Want Driving Directions?](#)

Instead of visiting an on-line map-providing service, just enter a US address into Google. You can also copy and paste addresses, even ones with embedded carriage returns, into Google's search box. When Google recognizes your query as a location, the results page includes links to map providers for that location.



Click on either the [Yahoo! Maps](#) link or the [MapQuest](#) link to view a map showing the Lucie Stern Community Center at 1305 Middlefield Road in Palo Alto, California and links to driving directions.

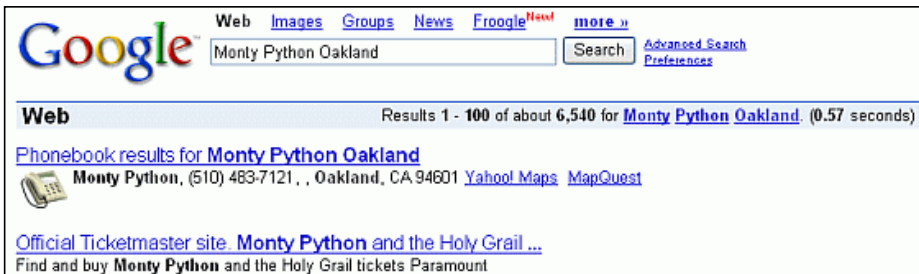


• **Need a US Phone Number or Address?**

Just enter a company or person's name and a city, state, or zip code in the standard web search box. If you have easy access to the web, Google's phonebook feature can be more convenient than your local phonebook and more extensive.



On the results page, phonebook listings are next to a telephone icon.



Google's phonebook feature recognizes inputs in the following formats.

To find a US residence , enter either ...	Examples
First name (or first initial), last name, city (state is optional)	[Monty Python Oakland]
First name (or first initial), last name, state	[Monty Python CA]
First name (or first initial), last name, area code	[M Python 510]
First name (or first initial), last name, zip code	[Monty Python 94601]
Phone number, including area code	[510-555-1212]
Last name, city, state	[Python Oakland CA]
Last name, zip code	[Python 94601]

Notice that Google supports reverse look up. You can enter a phone number with area code and learn to whom that number belongs.

To seek a US business , enter ...	Examples
Business name, city, state	[Trek Waterloo WI]

Business name, zip code	[Ben & Jerry's 05403]
Phone number including area code	[(650) 930-3500]

Google lists up to three results that match your phonebook query.



To see other listings, click on the "results" link that's just above the phonebook entries.

- [Need a Definition?](#)

If Google finds any dictionary definitions for your search terms, it shows those words as underlined links or includes a definition link in the statistics bar section of the results page (located below the search box showing your query). For example, learn what co-founders Larry Page and Sergey Brin, and CEO Eric Schmidt mean when they say they run Google as a *triumvirate*.



Click on the underlined terms or the definition link in the statistics bar to link to their dictionary definition, which also may include information on pronunciation, part of speech, etymology, and usage.

triumvirate

\Tri*um"vi*rate\, n. [L. triumviratus: cf. F. triumvirat.] 1. Government by three in coalition or association; the term of such a government.

2. A coalition or association of three in office or authority, especially, the union of three men who obtained the government of the Roman empire.

[Source](#): Webster's Revised Unabridged Dictionary, © 1996, 1998 MICRA, Inc.

When you include *define*, *what is*, or *what are* in your query in front of a word, phrase, or acronym, Google displays one [Glossary](#) definition above your search results. In February of 2003, Google acquired Pyra Labs, a company that makes it easy for you to create

your own blog. What's a blog? Let's ask Google to define the term.



The screenshot shows a Google search for "define blog". The search bar contains "define blog" and the "Search" button is visible. Below the search bar, the results are categorized under "Web" and show "Results 1 - 100 of about 299,000 for define blog. (1.40 seconds)".

The first result is titled "Web definitions for Blog -- (weB LOG)" and includes a small icon of a book. The text describes a blog as a journal available on the web, updated daily, and notes that bloggers are typically not technical. It provides a link to a glossary: www.matisse.net/files/glossary.html - Definition in context.

Below this is another result: "What is blog? - A Word Definition From the Webopedia Computer ...". It includes the text: "... Other forms: **Blogger** (a person who **blogs**). •E-mail this **definition** to a colleague•. For".

On the right side, there are "Sponsored Links" for "TypePad Blogs" (Quality, hosted weblogs from the makers of Movable Type, www.typepad.com) and "Start Your Very Own Blog" (Simple, Easy to Use, Point and Click Software for Blog Creation, Bloggng.Help-for-Me.com).

When your query includes the "define:" operator, Google displays all the definitions it finds on the web.



The screenshot shows a Google search for "define: phat". The search bar contains "define: phat" and the "Search" button is visible. Below the search bar, the results are categorized under "Web".

A tip is displayed: "Tip: Try [Google Answers](#) for help from expert researchers".

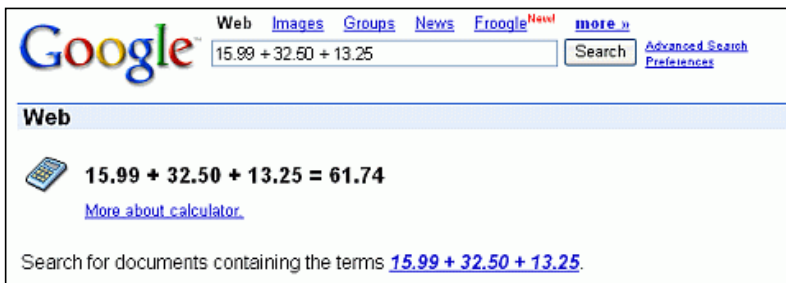
The main heading is "Definitions of Phat (fat) on the Web:". Below this, several definitions are listed with links:

- very good Psycho: aggressive anti-social behavior (used in punk) www.planetpals.com/coolkidz.html
- 1) (adj) Rich like butter, really good, extremely well put together. 2) (adj) Attractive. abcnews.go.com/onair/nightline/hiphop/glossary_hiphop_popoff.html
- This is another word snowboarders tend to use to say to something that is good. If something is PHAT it is sweet! www.stormloader.com/boarding/definitions.htm
- PRETTY_HOT_AND TALENTED 206.76.139.4/jh/webwork/arendec/DEFJAM.HTM
- Also means 'good' or 'impressive'. Often used when referring to the plastic spoiler on a car or a suitably diabolical piece of 'garidge' music. home.clara.net/benjamin/html/funny/townie.htm

- [The Google Calculator isn't Mathematica, Maple, or Matlab](#)

But it's free and may be good enough for your purposes. It can add up a list of numbers, convert from miles to kilometers, and evaluate some other mathematical expression. Simply enter the expression you'd like evaluated in Google's web search box and hit the ENTER key or click the "Google Search" button. For example, add up some receipts.





Calculate a tip for a meal that costs \$93.45.



Calculate the cosine of 2π .



Convert from one set of units to another.






Many commonly used physical constants are built into Google's calculator.



- [Other Shortcuts](#)

Special Searches

-  [Stock Quotes](#)
-  [Travel Conditions](#)
-  [Package Tracking](#)
-  [Flight Tracking Information](#)
-  [Vehicle Information](#)
-  [Patent Search](#)
-  [FAA Airplane Registration Numbers](#)

-  [UPC Codes](#)
-  [FCC Equipment IDs](#)

Examples

- [[cscoco dell](#)]
- [[ewr airport](#)]
- [[999444666222](#)]
- [[united 42](#)]
- [[JH4NA1157MT001832](#)]
- [[patent 5122313](#)]
- [[n199ua](#)]

- [[036000250015](#)]
- [[fcc B4Z-34009-PIR](#)]

[Keeping Abreast of the News - News Alerts](#)

Rather than searching [Google News](#) every day to find out what's new, I set up [Google News Alerts](#) to send me email when news articles of interest to me appear on the web.

I've also set up Google Alert, a third-party service available at www.googlealert.com, to keep up with the latest news about Google, *How to Do Everything with Google*, and Google Guide. Google Alert is more flexible and returns more results than Google's News Alerts.

[More Relevant Results](#)

When Google was first launched, it returned only pages that matched *all* your query terms exactly. To increase the number of results, Google now returns pages that match variants of your search terms. For example,



finds pages that contain words that are similar to some or all of your search terms, e.g., "child," "children," or "children's," "bicycle," "bicycles," "bicycle's," "bicycling," or "bicyclists," and "helmet" or "helmets." Google calls this feature *word variations* or *automatic stemming*.

- [Want only Exact Matches?](#)

Disable automatic stemming by preceding each term that you want to be matched exactly with the + operator. For example, if you want to see pages that only mention one favorite book rather than lists of favorite books, precede the word "book" by a + sign.



- [Searching for a Phrase or a Proper Name?](#)

If you want to search for pages that contain a phrase or proper name and not variations, enclose your search terms in quotes (" "). For example,



finds pages containing exactly the phrase "Dr. Phil." So this query would find pages mentioning host of a popular television show about parenting, but not pages containing "Dr. David Phil" or "Phil Cahil Dr." The query



(without quotes) would find pages containing any of "Dr. Phil," "Dr. David Phil," or "Phil Cahil Dr."

- [One Word, Two Words, or Hyphenated?](#)

Because some people spell hyphenated words with a hyphen and others with a space, Google searches for variations on any hyphenated terms.

When Google encounters a hyphen (-) in a query term, e.g., [[pre-school](#)], it searches for:

- o the term with the hyphen, e.g., pre-school
- o the term without the hyphen, e.g., preschool
- o the term with the hyphen replaced by a space, e.g., pre school

[[pre-school](#)] matches "pre-school," "pre school," and "preschool"

[[pre school](#)] matches "pre-school" and "pre school"

If you aren't sure whether a word is hyphenated, go ahead and search for it with a hyphen.

- [Special Notation](#)

I wish Google accepted regular expressions, i.e., a set of symbols and syntactic elements used to match patterns of text. Unfortunately Google doesn't. But you can fine-tune your search query and increase the accuracy of its results by using special characters and operators, such as +, -, ~, .., OR, *, and quotation marks.

Force Google to include a term by preceding the term with a "+" sign.



The + operator is typically used in front of stop words that Google would otherwise ignore or when you want Google to return only those pages that match your search terms exactly.

Precede each term you do *not* want to appear in any result with a "-" sign.



Find synonyms by preceding the term with a ~, which is known as the tilde or synonym operator.



Specify synonyms or alternative forms with an uppercase OR or | (vertical bar).



Use quotes (" ") to group compound words and phrases together.



Specify that results contain numbers in a range by specifying two numbers, separated by two periods, with no spaces.



Use an *, known as a wildcard, to match any word in a [phrase](#) (enclosed in quotes).



Let's look at other examples that use the * operator.



What are other verses to an army song I learned at camp.



The screenshot shows a Google search interface. The search bar contains the text "the * in the army they say is mighty fine". Below the search bar, the results are displayed under the heading "Web". The results show "Results 1 - 7 of about 8 for 'the * in the army they say is mighty fine'. (0.45 seconds)". A tip suggests removing quotes for more results. The first result is titled "GEE MA, I WANNA GO HOME" and includes lyrics: "... The chicken in the army, They say is mighty fine, A drum rolled off the table And squashed a pal of mine! Oh, I don't want no more of army life! ...". The source is listed as "lyricsplayground.com/alpha/songs/g/geemaiwannagohome.html - 12k - Cached - Similar pages".

Not sure how someone's name is written?

- [["Hillary Clinton"](#)]
- [["Hillary * Clinton"](#)]
- [["Clinton Hillary"](#)]
- [["Clinton * Hillary"](#)]

If you're interested in running proximity searches, try out GAPS, a third-party search tool available at <http://www.staggeration.com/cgi-bin/gaps.cgi>.

This table summarizes how to use basic search operators. You may include any of these operators multiple times in a query.

Notation	Find result	Example
<i>terms1 terms2</i>	with both <i>term1</i> and <i>term2</i>	[after-school activity]
<i>term1 OR term2</i> <i>term1 term2</i>	with either <i>term1</i> or <i>term2</i> or both	[Tahiti OR Hawaii] [Tahiti Hawaii]
+term	with <i>term</i> (The + operator is typically used in front of stop words that Google would otherwise ignore or when you want Google to return only pages that match your search terms exactly. However, the + operator can be used on any terms.)	[+i spy]
-term	without <i>term</i>	[twins -baseball]
~term	with <i>term</i> or one of its synonyms (currently supported on Web and Directory search)	[google ~guide]
<i>number1..number2</i>	with a number in the specified range	[trail-a-bike \$50..\$350]
"phrase"	with the exact <i>phrase</i> , a proper name, or a set of words in a specific order	["I have a dream"] ["Rio de Janeiro"]
"terms1 * terms2"	with the phrase (enclosed in quotes) and * replaced by any single word	["Google * my life"]

- [Diacritic Marks and Accents](#)

How can you search for a term that might include a [diacritic](#), a mark, such as the umlaut (ö) in *Gödel* or the acute accent of *resumé*?

Note: For queries with diacritics, [results vary](#) depending on the language to which you are confining your search.

On the English-language version of Google, a term with an accent doesn't match a term without an accent and vice versa.

[["école française"](#)] matches "école française" but not "ecole francaise"

[["ecole francaise"](#)] matches "ecole francaise" but not "école française"

Search for pages with these different spellings.

[["école française"](#)]

[["ecole franciase"](#)]

Or combine these queries into a single one.

[["école française" OR "ecole Francaise"](#)]

Note: If your keyboard doesn't have a particular character, check out the [Google Ultimate Interface](#), which provides over two dozen diacritical markings.

- [More Results on Each Page](#)

By default, Google returns just 10 results for a search. You can increase the number of results displayed per page to 20, 30, 50, or 100. The more results displayed per page, the more likely you are to find what you want on the first page of results. The downside is that the more results per page, the more slowly the page loads. How much more time it takes depends on your connection to the Internet.

Number of Results	Google's default (10 results) provides the fastest results. Display <input type="text" value="20"/> results per page.
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- [Restricting Your Search by Date](#)

Since Google's [Advanced Search page](#) offers little flexibility in restricting your search by date, use [FreshGoo.com](#), to access pages that have updated (created or modified), [crawled](#), and added to Google's index

- o today
- o yesterday
- o within the last 7 days
- o last month
- o last 3 months
- o last 6 months
- o last year

Find pages that have been updated and crawled and added to Google's index between any two specific dates with either

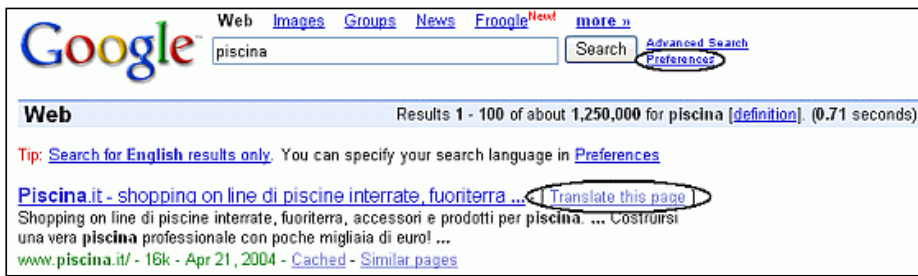
- o [Fagan Finder's Search Tool](#)
- o [the Google Ultimate Interface](#)

These are two of many third-party applications developed by Michael Fagan when he was a teenager.

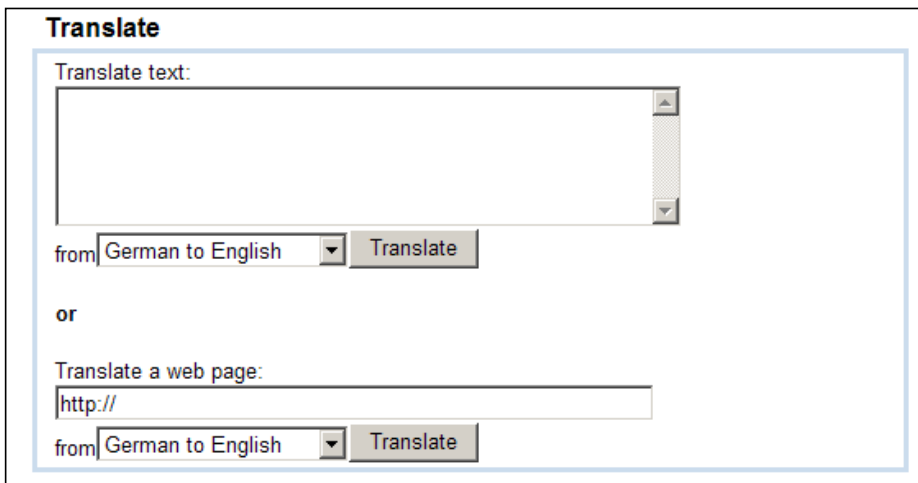
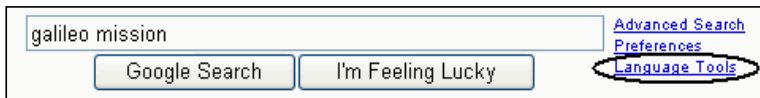
- [Translation and Language Tools](#)

Web pages are available in languages other than English.

Google provides a [translation link](#) to enable you to get the gist of pages written in some languages.



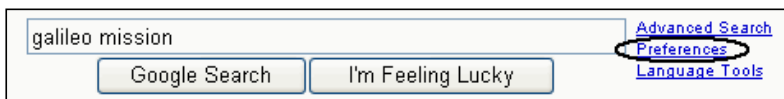
Want to translate some text or a web page? Try the [Translate feature](#) available from the [Language Tools](#) link on Google's home page.



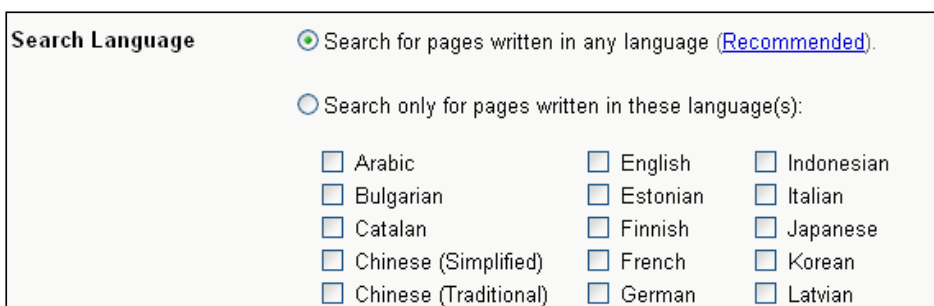
If you want to translate some text or a page into a language other than those Google Language Translation Tool offers, check out [Fagan Finder's Translation Wizard](#).

From the [Preferences](#) page, specify your global preferences, including

- o **Interface Language:** the language in which Google will display tips, messages, and buttons for you
- o **Search Language:** the language of the pages Google should search for you



You can restrict your searches to those pages written in the languages of your choice by setting the search language.



By default, Google Web search includes all pages on the Web.

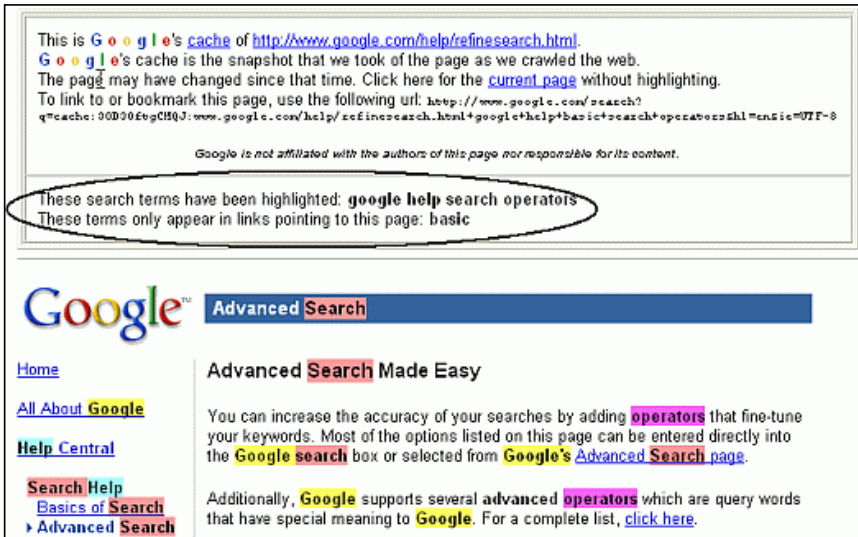
If you want to restrict results to a single language for a few queries, consider using the Language Tools menu option in the [Google Toolbar](#), the [Advanced Search page](#), or [Language Tools](#).

[Where are your Search Terms on a Page?](#)

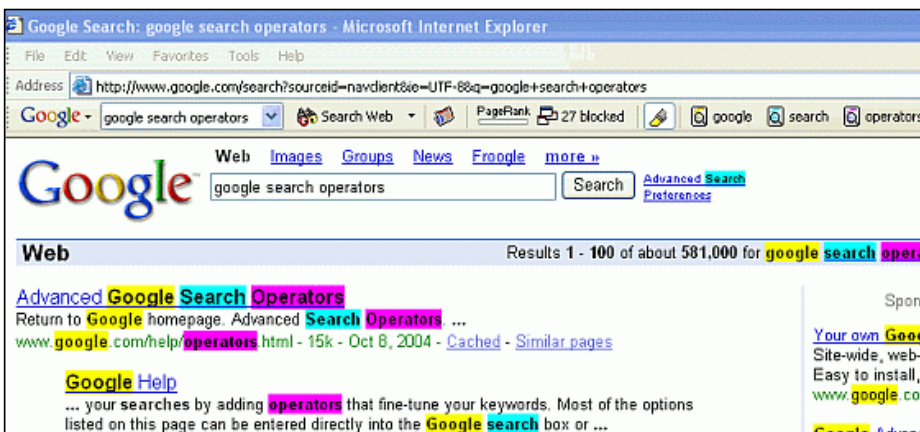
When Google returns a link to a page that appears to have little to do with my query, or if I can't find the information I'm seeking on the current version of the page, I look at the cached version.



Click on the *Cached* link to view Google's cached version of the page with the query terms highlighted.



Note: Internet Explorer users may view results or a page with any word(s) highlighted, not just search terms, by using the [highlight feature of the Google Toolbar](#), which I mentioned above.



[Google Sets](#)

Google showcases some prototypes and products in development on the [Google Labs](#), the web site of Google's research group.

My favorite prototype is [Google Sets](#).

Enter a few items from a set of things.
Google Sets will try to predict other items in the set.

The image shows two side-by-side screenshots of the Google Sets web application. Both screenshots have a header with 'Feedback', 'Discuss', and 'Terms of Use' links, and the 'Google Sets' logo. Below the logo, the text reads 'Automatically create sets of items from a few examples.' and 'Enter a few items from a set of things. (example) Next, press *Large Set* or *Small Set* and we'll try to predict other items in the set.'

The left screenshot shows the input interface. It features a list of items in text boxes, each preceded by a bullet point: 'Golden Gate Bridge', 'Palace of Fine Arts', 'Coit Tower', and two empty boxes. Below the list is a '(clear all)' link and two buttons: 'Large Set' and 'Small Set (15 items or fewer)'.

The right screenshot shows the 'Predicted Items' section. It has a title 'Predicted Items' and a list of nine items, each with a blue underlined link: 'Palace Of Fine Arts', 'Coit Tower', 'Chinatown', 'Golden Gate Bridge', 'Fisherman's Wharf', 'Pier 39', 'Golden Gate Park', 'Fisherman s Wharf', and 'Union Square'. Below the list is a 'Grow Set' button.

I've used Google sets to find

- potential co-authors
- things to eat for breakfast

Advertising

I never would have imagined that I would be listing Google advertising among my favorite features. I'm both pleased as a user and as an advertiser. Ads have led me to useful information that I might not have otherwise found so easily and my ads have steered thousands of interested users to my Google tutorial for a minimal cost.

Google's approach to ads is similar to its approach to search results: the ads must deliver useful links, or the ads are removed.

- Ads must be relevant to your search.
- Ads must not distract (no pop-up or flashy ads).
- Sponsored links are clearly identified and kept separate from search results.

You can distinguish ads by their format and the label "Sponsored Link." Ads contain a title, a short description, and a web address (URL).

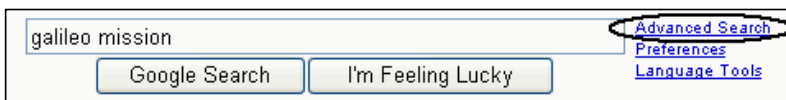


Want Power and Control?

Like a race car, there are special features if you want more control over your searches.

When you don't find what you're seeking, consider specifying more precisely what you want by using Google's [Advanced Search](#) feature, which

- is easy to use
- allows you to select or exclude pages with more precision than by only specifying search terms and basic operators (+, -, OR, ~, ..) in Google's standard search box.



You can specify most of the [Advanced Search](#) page options in a regular search box query by using *advanced operators*, i.e., query words that have special meaning to Google.

Want to see examples of advanced operators?

- Fill in the [Advanced Search](#) form.
- Now, look at the search box on the results page.
- Your query may now include [special notation](#) or special operators of the form **operator:value**.

Note: The colon following the operator name is mandatory.

[[head OR hair lice site:edu](#)]

[[link:www.pampmothersclub.org](#)]

[[allintitle: child safety](#)]

[[swimming lessons -adult](#)]

[[wills estate planning filetype:pdf](#)]

Advanced operators allow more flexibility than the basic operators and the Advanced Search form.

Find a page by its title.



Find pages whose titles contain the word "security," with the word "e-mail" on the text of the page not on microsoft.com.



Find crime reports in California.



Find pdf documents with information about financial planning for a child's college education.



Search non-commercial organizations, educational, and government sites.



Find every page on a site that is included in Google's [index](#).



Learn about techniques used by hackers to exploit targets and find sensitive data and how to defend your own websites in Johnny Long's [Google Hacking Mini-Guide](#).

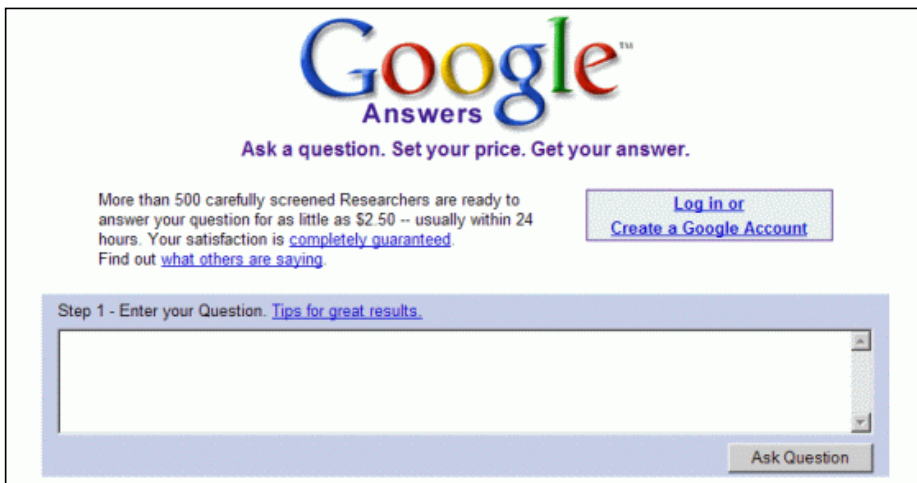
The [Google Guide Advanced Operator Quick Reference](#) (www.googleguide.com/advanced_operators_reference.html) provides a nice two-page summary of the search operators grouped by type.

There is an alphabetical list of the search operators in the [Using Search Operators \(Advanced Operators\)](#) section of Google Guide.

For tips on using one or more search operators in a query, see the last section in [Using Search Operators \(Advanced Operators\)](#).

[Can't Find What You Want? Try Google Answers](#)

Having trouble creating a query to find the information you seek? Don't have time to research the topic yourself? Consider asking [Google Answers](#), which, for a fee as little as US\$2.50, provides assistance from researchers with expertise in online searching.



Reluctant to use Google Answers? Think you can find the information you want if you search a bit longer? If you feel that way, you're not alone. Nevertheless, many people, including me, who have asked questions of Google Answers are now fans of the service. Not only has it saved me time, but the answers have been packed with useful information and links. It's a wonderful service that's well worth your checking out, whether you're a novice or an experienced searcher. I'm grateful to Google Answers researchers for their feedback and suggestions for improving Google Guide.

[Links to Other Useful Information](#)

Click on any of the following links for more on these topics.

- [Selecting Search Terms](#)
- [How Google Interprets a Query](#)
- [Refining a Query](#)
- [What Appears on the Results Page](#)
- [Getting to the Last Result](#)
- [When Google added features \(Feature History\)](#)
- [How Google Works](#)

For more features and services as well as how Google works, read Google Guide (www.googleguide.com) or [How to Do Everything with Google](#).

Part I: Query Input

Google is easy to use, but the more you know about how it works, its features, its capabilities, and how it displays results, the better it can serve your needs.

In this segment, you will learn how to:

- [Enter a query](#)
- [Go directly to the first result](#)
- [Select search terms](#)
- [Interpret your query](#)
- [Craft your query by using special characters and operators](#)
- [Sharpen your query by using Google's Advanced Search form](#)
- [Use search operators \(aka Advanced Operators\)](#)

Entering a Query

If you have little or no experience with Google, read on. Otherwise, skip to the next section, titled "[Go to the First Result](#)."

If your browser isn't pointing to Google, visit Google's home page by entering any one of the following web addresses into your browser:

- <http://www.google.com/> (the full web address for Google)
- www.google.com (a common abbreviation for Google's web address)
- google.com (for lazy typists)
- google (works on some browsers for the laziest of typists)



When I refer to a web address in this tutorial, I omit the "http://" prefix. For a description of web addresses, see the section "[Anatomy of a Web Address](#)."

What is a *query*? It's a request for information from a search engine. A query consists of one or more words, numbers, or phrases that you hope you will find in the search results listings. In Google Guide, I sometimes call a query *search terms*.

To enter a query, type in descriptive words into Google's search box. You can use either the search box on Google's home page (shown above) or the search box that always appears at the top of a Google results page (shown in the next screen shot).

Now press the ENTER key or click on the "Google Search" button to view your search results, which include links to pages that match your query along with relevant snippets (excerpts) with your search terms in a boldface.



This example isn't just a picture of what the search box looks like. If you click the "Google Search" button, you'll go to the Google results page for a search on the words "california" and "driving." Feel free to edit what's in the search box and run other searches.



The results page is full of information and links most of which relate to your query. In this screen shot, to the right of Google's search results appear sponsored links, which are paid advertisements. Results Google considers to be most relevant to your query are shown first.

To view a page listed in your search results, click on the page title, the first line in each result. Any of your query words that appear in the title will be in boldface, and the title will be underlined, i.e., it's a link to the web page. Note that when you position your mouse pointer on the title,

the URL for the web page will appear in your browser's status bar, at the bottom of many browsers. Under the title will be excerpts that include one or more of your query words: your query words will be in boldface. These excerpts are known as *snippets*. In our example, click on the [California Driving -- A Survival Guide](#) link, which appears just below the blue bar with the text "Searched the web for **california driving**," to view the corresponding California Driving Guide web page.

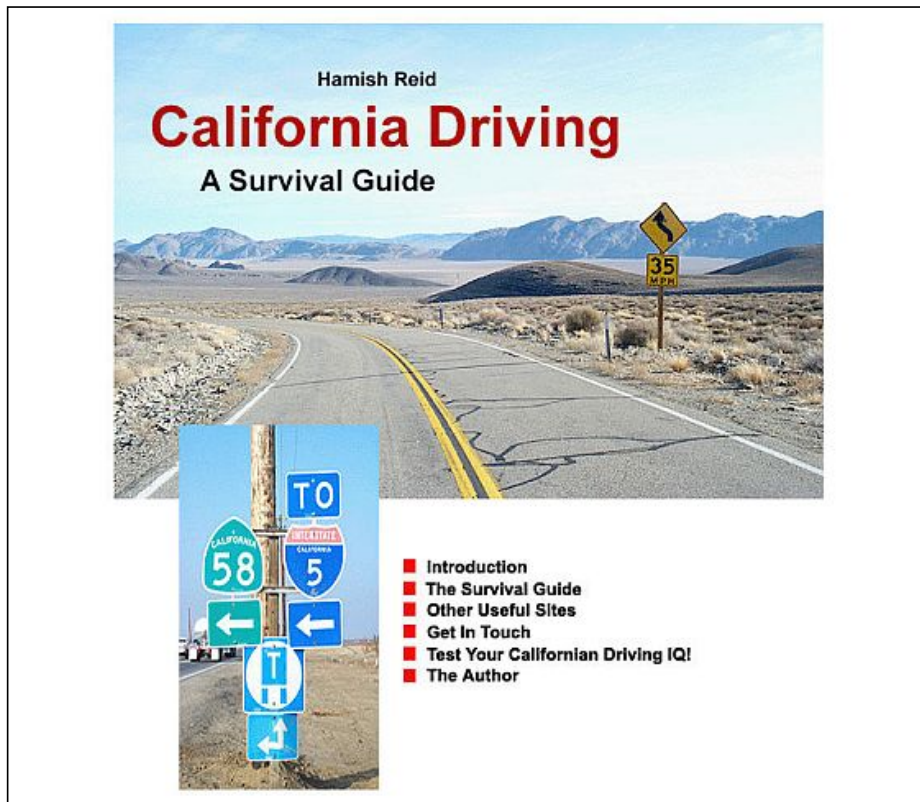
Your results for a search on "california driving" may be different from what you see here since Google is constantly searching the Web for new pages and adjusting its results algorithms.

Going Directly to the First Result

Click on the *I'm Feeling Lucky* button on Google's home page to go directly to the first result for your query. Instead of showing you a list of pages, Google sends you immediately to the result that may be most relevant to your query. For example, if you enter the query [california driving] (without the square brackets) and click the *I'm Feeling Lucky* button, Google will send you to the home page of Hamish Reid's wonderful California Driving Guide.



This example isn't just a picture of what a search box and the *I'm Feeling Lucky* button look like. In this example and in others like it throughout this tutorial, you can edit what's in the search box and run different searches.



The *I'm Feeling Lucky* button can save you the time it takes to review your results and then click on the first one. Use it when you're confident the page you want is the best fit for your query, which is usually the case when you're seeking very popular pages. For example, it's a safe bet that an *I'm Feeling Lucky* search for "Paul McCartney" (one of The Beatles) will send you to his home page www.paulmccartney.com.

Note: I'm Feeling Lucky doesn't consider the various sponsored links on the first results page, which are paid advertisements, when deciding where to take you. In other words, the *I'm Feeling Lucky* button will send you to what Google considers the most relevant result that is not a paid advertisement.

In the Section after the Exercises, we'll look at how to select search terms.

Exercises

These problems give you experience with entering a query. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Point your browser to Google's home page by visiting www.google.com. Find Google tutorials by typing [google tutorial] (without the square brackets) into Google's search box and then clicking the "Google Search" button. Click on the link for Google Guide.
2. After completing the previous exercise, click the back button on your browser twice to return to Google's home page and then search again for [google tutorial] (without the square brackets). Click on the *I'm Feeling Lucky* button.
3. What is the difference between the results of the previous two exercises?
4. Point your browser to Boogle's home page by visiting www.boogle.com. In addition to offering the same search capabilities as Google, Boogle includes an interesting quote.
5. Find recipes for chocolate souffle by typing [chocolate souffle recipes] (without the square brackets) into Boogle's search box and then clicking the "Google Search" button.
6. After completing the previous exercise, click the back button on your browser and then search again for [chocolate souffle recipes] (without the square brackets). Click on the *I'm Feeling Lucky* button.

Selecting Search Terms

The search terms you enter and the order in which you enter them affect both the order and pages that appear in your search results. In the examples below, click on the similar ways of specifying various searches and note how the results differ.

For simplicity sake, this tutorial uses square brackets to denote Google's search box. For example, to search for a cheap hotel in Mykonos, I'll put the words "cheap," "hotel," and "Mykonos" in square brackets, [cheap hotel Mykonos], to indicate you should type those three words in Google's search box. You should not type the brackets, although Google will ignore them if you do type them.

Furthermore, in the examples that follow, I have linked each set of search terms to the results of doing a Google search on those terms. So clicking on [[cheap Mykonos hotel](#)] returns the Google results page for a search on those three words.

Use words likely to appear on the pages you want.

[[salary negotiation tips](#)]

[[sciatica](#)]

[[window treatments](#)]

Avoid using a question as a query. For example, the query, [[where do I apply for a passport in New Zealand](#)], instructs Google to find pages containing all the terms. Such a query won't necessarily find pages answering your question. A better query might be [[passport apply New Zealand](#)].

USE [[passport apply New Zealand](#)]

NOT [[where do I apply for a passport in New Zealand](#)]

When Google detects very common words such as *where*, *do*, *I*, *for*, and *a*, known as [stop words](#), it ignores them so Google may return relevant results. If you're seeking pages that include a stop word, e.g., "how the west was won," learn how to force Google to search for a [complete phrase](#) or a [specific word](#) in the section [Crafting Your Query](#).

Avoid using words that you might associate with your topic, but you wouldn't expect to find on the designated page(s). For example, queries that include "articles about," "discussion of," "documentation on," and "pages about" are likely to return fewer results since information on the web is rarely labeled with such terms.

USE [[lasik eye surgery](#)]

NOT [[documentation on lasik eye surgery](#)]

USE [[jobs product marketing Sunnyvale](#)]

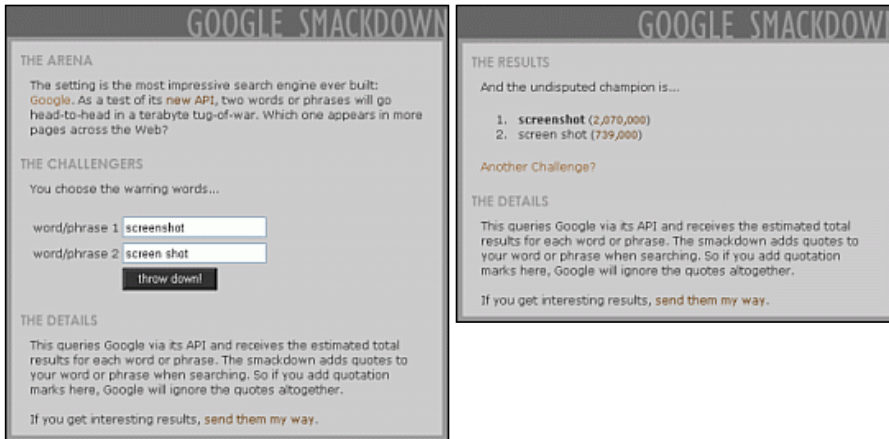
NOT [[listings of product marketing jobs in Sunnyvale](#)]

Suppose you want to know how old someone is, such as Nelson Mandela (the former President of South Africa). Pages with "birthday" or "age" might be more than a year old. Searching for pages that include "Nelson Mandela" and "born" are likely to include either "Nelson Mandela born" or "Nelson Mandela was born" followed by his birth date. You can figure out his age from knowing when he was born.

USE [[Nelson Mandela born](#)]

NOT [[Nelson Mandela birthday](#)] nor [[Nelson Mandela age](#)]

Not sure what word or phrase is likely to appear on pages you want. Consider running a word or phrase popularity contest with [Google Smackdown](#), which you can find at www.onfocus.com/googlesmack/down.asp. This third-party application reports which of two terms or phrases Google estimates to be more prevalent on the web (actually on more web pages that Google has included in its index).



Although not as popular according to Google Smackdown, in Google Guide I use "screen shot" because it's in my online dictionary and "screenshot" isn't.

Note: The section [How Google Works](#) describes how Google finds web pages and constructs an index.

Be specific: Use more query terms to narrow your results.

It's better to use a more precise, less ambiguous term than a common one to "flesh out the topic by including facets that interest you," notes Ned Fielden in his book *Internet Research, Second Edition* (McFarland & Company, 2001).

Does your query have enough specific information for Google to determine unambiguously what you're seeking? If your query is too vague, it's unlikely to return relevant results. Consider, for example, the query [[java](#)]. What do you suppose Google includes in the first page of results? An island in Indonesia? A beverage consisting of an infusion of ground coffee beans? A computer network-oriented platform-independent programming language developed by Sun Microsystems?

USE [[Java Indonesia](#)], [[java coffee](#)], or [[java programming language](#)]

NOT [[java](#)]

How can you come up with more specific search terms? What do you know about the topic? Consider answers to the questions, who?, what?, where?, when?, why?, and how?

When you search for [[Tom Watson](#)], on the first page of results you get references to a member of Parliament, the golfer, the IBM executive, and a Populist Party candidate for President in 1900 and 1904. If you're searching for something that could return many different types of results, you should add a term that distinguishes among them. This way you'll get only results about the specific Tom Watson you're interested in.

USE [[Tom Watson MP](#)], [[Tom Watson golf](#)], or [[Tom Watson IBM](#)]

NOT [[Tom Watson](#)]

USE [[baby development](#)] or [[baby milestones](#)]

NOT [[babies](#)]

USE [[Betty Ford Center drug addiction](#)]

NOT [[Ford Center](#)]

Note: [Google limits queries to 32 words](#).

Be brief.

For best results, use a few precise words. For example, a program on quitting smoking is more likely to include the terms "quit smoking program" than the words "program on quitting tobacco cigarette smoking addiction."

USE [[quit smoking program](#)]

NOT [[program on quitting tobacco cigarette smoking addiction](#)]

You don't have to correct your spelling.

There's a good chance that Google will recognize your mistakes and suggest an alternative more common spelling, usually faster than you can look up the term in an online dictionary.

When you enter: [[Anna Kornikova tennis](#)]

Google responds: Did you mean: [Anna Kournikova tennis](#)

Note: Before clicking on Google's suggested spelling, consider whether it's what you want. Spelling checker, like people, make mistakes.

For more information on Google's spelling correction system, see the section [Spelling Corrections](#).

Note: Even if you use the search tips described in Google Guide, you won't be able to access authoritative information that's available offline, e.g., old reference books, or is stored in specialized databases. For such information is not currently searchable with Google.

Next we'll look at how Google interprets your query.

For more information on the basics of Google search, visit www.google.com/help/basics.html.

Exercises

These problems give you practice in selecting search terms. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find a page with "Google doodle."
2. Find the Dilbert cartoon that Scott Adams developed by using Google's logo.
3. What's Google's history?
4. Find contact information for your representative(s), e.g., senator, congresswoman (or congressman), or member of Parliament.
5. How long did it take the first person to cross the United States by car and in what year was it first done?
6. In the summer of 1997, an email message was widely circulated featuring the text of a "commencement speech" purportedly given by Kurt Vonnegut at MIT. The imaginary speech began "Wear sunscreen." What's the story behind this email hoax? What did this funny well-written fantasy "commencement speech" say?
7. Learn about the recommended tours of the Hearst Castle.
8. Find a recipe for lamb with mint sauce.
9. Find the full text of the March 2nd, 1998 Time magazine article by George Bush Senior and Scowcroft titled "Why We Didn't Remove Saddam Hussein."

Interpreting Your Query

Understanding how Google treats your search terms will help you devise effective queries and revise ineffective ones.

Google returns only pages that match *all* your search terms.

A search for [[compact fold-up bicycle](#)] finds pages containing the words "compact" *and* "fold-up" *and* "bicycle." Because you don't need to include the word AND between your terms, this notation is called an *implicit AND*.

[[compact fold-up bicycle](#)]

Because of implicit AND, you can focus your query by adding more terms.

[[compact lightweight fold-up bicycle](#)]

Note: If you want pages containing *any* (instead of all) of your search terms, use the [OR operator](#), which is described in the next section *Crafting Your Query*.

Note: Google sometimes returns pages that don't contain your query terms, as you can see in the [example](#) in the *Cached Pages* section in Part II. Google returns pages in which your query terms are included in the link text (interpreted as a description) to another page or place on the page, more commonly referred to as the [anchor text](#) of a link pointing to the page.

Google returns pages that match your search terms exactly.

In his book *Internet Research, Second Edition* (McFarland & Company, 2001), Ned Fielden notes "Google simply matches strings of characters together and doesn't currently base inferences on uses of the language. Although this searching method has some drawbacks, it harnesses one of the fabulous powers of computers, [the ability] to sift through enormous heaps of data quickly and accurately."

If you search for ...	Google won't find ...
cheap	inexpensive
tv	television
effects	influences
children	kids
car	automobile
Calif OR CA	California
NYC	New York City

Google returns pages that match variants of your search terms.

The query [[child bicycle helmet](#)] finds pages that contain words that are similar to some or all of your search terms, e.g., "child," "children," or "children's," "bicycle" "bicycles," "bicycle's," "bicycling," or "bicyclists," and "helmet" or "helmets." Google calls this feature *word variations* or *automatic stemming*. Stemming is a technique to search on the stem or root of a word that can have multiple endings.

If you only want to search for pages that contain some term(s) exactly, precede each such term with a [plus sign \(+\)](#) or enclose more than one term in [quotes \(" "\)](#).

Google doesn't match variants when your query consists of a single term.

Note: When you want synonyms or variants that Google doesn't find, consider using either the [OR](#) or [tilde](#) operator, which is described in the next section *Crafting Your Query*.

Google ignores some common words called "stop words," e.g., *the, on, where, how, de, la*, as well as certain single digits and single letters.

Stop words tend to slow down your search without improving the results. Google will indicate if a stop word has been excluded on the results page below the search box.

[[lyrics to the Dixie Chicks' songs](#)]



Note: Use the [+ operator](#) or enclose more than one term in [quotes \(" "\)](#) to force Google to include terms it would otherwise ignore. I describe these basic operators and others in the next section, [6 Crafting Your Query](#).

If your query consists only of common words that Google normally ignores, Google will search for pages that match all the terms.

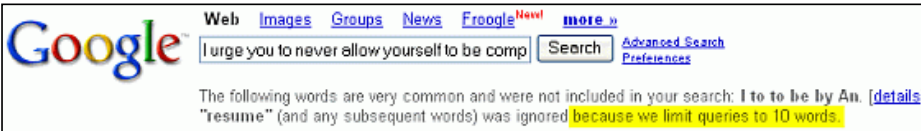
[[the who](#)]

Note: Find more pages mentioning the rock band *The Who* by entering [["the who"](#)], a notation you'll learn about in the next section [Crafting Your Query](#).

Google limits queries to 32 words.

Google will indicate in a message below the query box at the top of the page if your query exceeds the 32-word limit. The 32-word limit applies to search terms and operators but not [stop words](#).

The limit was previously 10 words, as shown in the following image.



The following query finds sites that have included [Google Guide's description of how Google works](#).

[["Google consists of three distinct parts, each of which is run on a distributed network of thousands of low-cost computers and can therefore carry out fast parallel processing. Parallel processing is a method of computation in which many calculations can be performed simultaneously, significantly speeding up data processing."](#)]

Google favors results that have your search terms near each other.

Google considers the proximity of your search terms within a page. So the query [[snake grass](#)] finds pages about a plant of that name, while [[snake in the grass](#)] tends to emphasize pages about sneaky people. Although Google ignores the words "in" and "the," (these are [stop words](#)), Google gives higher priority to pages in which "snake" and "grass" are separated by two words.

[[snake grass](#)]

[[snake in the grass](#)]

Note: The description of a [wildcard](#) in the section Craft Your Query may help you to understand how Google interprets queries containing words that it ignores.

Google gives higher priority to pages that have the terms in the same order as in your query.

Consequently, you should enter search terms in the order in which you would expect to find them on the pages you're seeking. A search for [[New York library](#)] gives priority to pages about New York's libraries. While the query [[new library of York](#)] gives priority to pages about the new libraries in York.

[[New York library](#)]

[[new library of York](#)]

Google is NOT case sensitive; it assumes all search terms are lowercase.

Ignoring case distinctions increases the number of results Google finds. A search for [[Red Cross](#)] finds pages containing "Red Cross," "red cross," or "RED CROSS."

[[Red Cross](#)], [[red cross](#)], and [[RED CROSS](#)] return the same results

There is no way to instruct Google to pay attention to case distinctions, e.g., you can't tell Google to find only occurrences of "Red Cross" where the first letter of each word is capitalized.

Note: The words "[OR](#)" and "[AND](#)" have special meanings if entered in uppercase letters.

Google ignores some punctuation and special characters, including ! ? , . ; [] @ / # < > .

Because punctuation is typically not as important as the text around it, Google ignores most punctuation in your search terms. There are exceptions, e.g., C++ and \$99. Mathematical symbols, such as /, <, and >, are not ignored by [Google's calculator](#).

[[Dr. Ruth](#)] returns the same results as [[Dr Ruth](#)]

What if you're seeking information that includes punctuation that Google ignores, e.g., an email address? Just enter the whole thing including the punctuation.

[[info@amazon.com](#)]

Be aware that web pages sometimes camouflage email addresses to make collecting such information difficult for spammers. For example, on some sites you'll find the @ sign in an email address replaced with the word "at."

Now we'll look at some special characters that Google doesn't ignore.

A term with an apostrophe (single quotes) doesn't match the term without an apostrophe.

A query with the term "[we're](#)" returns different results from a query with the term "[were](#)."

[[we're](#)] matches "we're" but not "were"

[[were](#)] matches "were" but not "we're"

A term with a diacritic doesn't match a term without it and vice versa.

"A diacritic is a mark, such as the cedilla of *façade* or the acute accent of *resumé*, added to a letter to indicate a special phonetic value or distinguish words that are otherwise graphically identical," according to [Dictionary.com](#).

[[Schröder](#)] matches "Schröder" but not "Schroder" nor "Schroeder"

[[Schroeder](#)] matches "Schroeder" but not Schröder" nor "Schroder"

[[Schroder](#)] matches "Schroder" but not Schröder" nor "Schroeder"

[[Côte d'Ivoire](#)] matches "Côte d'Ivoire" but not "Cote d'Ivoire"

[[Cote d'Ivoire](#)] matches "Cote d'Ivoire" but not "Côte d'Ivoire"

[[mañana](#)] matches "mañana" but not "manana"

[[manana](#)] matches "manana" but not "mañana"

If you want pages containing either "mañana" or "manana", use the [OR operator](#), which is described in the section *Crafting Your Query*.

Note: For queries with diacritics, results vary depending on the language to which you are confining your search. For example, when I search for *Martín* (a Spanish name), the US version of Google returns only pages that include "*Martín*" but when I [restrict my search to pages in Spanish](#), Google returns pages that include either "*Martín*" or "*Martin*".

Search all pages: [[Martín](#)] matches "Martín" but not "Martin"

Search Spanish pages: [[Martín](#)] matches "Martín" and "Martin"

Because some people spell hyphenated words with a hyphen and others with a space, Google searches for variations on any hyphenated terms.

When Google encounters a hyphen (-) in a query term, e.g., [[part-time](#)], it searches for:

- the term with the hyphen, e.g., part-time
- the term without the hyphen, e.g., parttime
- the term with the hyphen replaced by a space, e.g., part time

[[part-time](#)] matches "part-time," "part time," and "parttime"

[[part time](#)] matches "part-time" and "part time"

[[e-mail](#)] matches "e-mail," "email," and "e mail"

[[email](#)] matches "email"

If you aren't sure whether a word is hyphenated, go ahead and search for it with a hyphen.

The following table summarizes how Google interprets your query.

Search Behaviors	Descriptions
Implicit AND	Google returns pages that match <i>all</i> your search terms. Because you don't need to include the logical operator AND between your terms, this notation is called an implicit AND.
Exact Matching	Google returns pages that match your search terms exactly.
Word Variation Automatic Stemming	Google returns pages that match variants of your search terms.
Common-Word Exclusion	Google ignores some common words called "stop words," e.g., the, on, where, and how. Stop words tend to slow down searches without improving results.
32-Word Limit	Google limits queries to 32 words.
Term Proximity	Google gives more priority to pages that have search terms near to each other.
Term Order	Google gives more priority to pages that have search terms in the same order as the query.
Case Insensitivity	Google is case-insensitive; it assumes all search terms are lowercase.
Ignoring Punctuation	Google ignores most punctuation and special characters including , . ; ? [] () @ / * < >
Accented Letters	A term with an accent doesn't match a term without an accent and vice versa.

Next we'll look at how to fine-tune your query.

For more information on the basics of Google search, visit www.google.com/help/basics.html.

Exercises

These problems are intended to help you understand how Google interprets your search terms. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Indicate which queries would match a page containing "GoogleGuide."

[[guide](#)] [[leg](#)] [[googleguide](#)] [[GoogleGuide](#)] [[google](#)]

2. What is the usual percentage gratuity (tip) to give in a big city in the United States to a person who provides take-out service, i.e., gives you your orders and accepts payment for the food?

3. Indicate which words the following queries will find:

[[non-profit](#)] non-profit non profit nonprofit
 [[non profit](#)] non-profit non profit nonprofit

[nonprofit] non-profit non profit nonprofit

4. Which queries would you predict to be most likely to find sites with discounted designer linens?

[discounted designer linens]
 [discount designer linen]
 [designer linen discount]
 [linen designer discount]
 [linen discounted design]

5. Why doesn't the query [Be Manual] include any results about the Be operating system?

Crafting Your Query by using Special Characters

By using special characters and operators, such as [+](#), [-](#), [~](#), [...](#), [*](#), [OR](#), and [quotation marks](#), you can fine-tune your search query and increase the accuracy of its results.

To search for a phrase, a proper name, or a set of words in a specific order, put them in double quotes.

A query with terms in quotes finds pages containing the exact quoted phrase. For example, ["[Larry Page](#)"] finds pages containing exactly the phrase "Larry Page." So this query would find pages mentioning Google's co-founder Larry Page, but not pages containing "Larry has a home page" or "Congressional page Larry Smith." The query [[Larry Page](#)] (without quotes) would find pages containing any of "Larry Page," "Larry has a home page," or "Congressional page Larry Smith."

["[Larry Page](#)"]
 [[Larry Page](#)]

A quoted phrase is the most widely used type of special search syntax.

["[close your eyes and I'll kiss you](#)"]
 ["[what you're looking for is already inside you](#)" [Anne Lamott speech](#)]

Use quotes to enter proper names.

["[Julia Robinson](#)"]
 ["[Rio de Janeiro](#)"]

Find recommendations by searching for pages containing lists.

["[favorite movies](#)"]
 ["[best non-fiction books](#)"]

Google will search for common words ([stop words](#)) included in quotes, which it would otherwise ignore.

USE ["[to be or not to be](#)"]
 NOT [[to be or not to be](#)]

USE ["[how to change oil](#)"]
 NOT [[how to change oil](#)]

Google doesn't perform [automatic stemming](#) on phrases, i.e., searching for pages that match variants of any of your search terms, which I described in the previous section Interpret Your Query. For example, if you want to see pages that mention only one favorite book rather than lists of favorite books, enclose your search terms in quotes.

["[favorite book](#)"]

Some teachers use quoted phrases to detect plagiarism. They copy a few unique and specific phrases into the Google search box, surround them with quotes, and see if any results are too similar to their student's supposedly original work. Find ways to detect and prevent plagiarism.

["[ways to detect plagiarism](#)"]

[["how to detect plagiarism"](#)]

You may include more than one quoted string in a query. All quoted query phrases must appear on a result page; the implied AND works on both individual words and quoted phrases.

[["The Cat in the Hat" "Green Eggs and Ham"](#)]

Note: You'll learn how to find a page by [specifying its title](#) in the section Using Search Operators.

Force Google to include a term by preceding the term with a "+" sign.

To force Google to search for a particular term, put a + sign operator in front of the word in the query. Note that you should not put a space between the + and the word, i.e. [[+The Beatles](#)], not [[+ The Beatles](#)].

The + operator is typically used in front of stop words that Google would otherwise ignore or when you want Google to return only those pages that match your search terms exactly. However, the + operator can be used on any term.

Want to learn about Star Wars Episode One? "I" is a stop word and is not included in a search unless you precede it with a + sign.

USE [[Star Wars +I](#)]

NOT [[Star Wars I](#)]

Google excludes common words in English and in other languages, such as "la" (which means "the" in Spanish) and "de" (which means "of" in French, Spanish, Italian, and Portuguese). So if Google ignores a term critical to your search, e.g., LA (common abbreviation for Los Angeles), put a + sign in front of it.

USE [[jobs in central +LA California](#)]

NOT [[jobs in central LA California](#)]

The query [[jobs in central LA California](#)] finds jobs in central California, since the term "LA" is ignored because it's a stop word. Central California is at least a hundred miles (160 km) from central Los Angeles.

Disable [automatic stemming](#), i.e., searching for pages that match variants of your search term(s), by preceding each term that you want to be matched exactly with the + operator. For example, if you want to see only pages mentioning one favorite book rather than lists of favorite books, precede the word "book" by a + sign.

[[favorite +book](#)]

What if you're looking for a string that contains a "+" sign? Though the character has special meaning, Google gives special attention to very common terms that include it, e.g., C++ (the name of a widely used computer language).

[[C++](#)]

Precede each term you do *not* want to appear in any result with a "-" sign.

To find pages *without* a particular term, put a -sign operator in front of the word in the query. The -sign indicates that you want to subtract or exclude pages that contain a specific term. Do not put a space between the -and the word, i.e. [[dolphins -football](#)] not [[dolphins - football](#)].

So, to search for a twins support group in Minnesota, but not return pages relating to the Minnesota Twins baseball team:

USE [[twins support group Minnesota -baseball](#)]

NOT [[twins support group Minnesota](#)]

No pages containing the word "baseball" will be returned by the first query.

Find pages on "salsa" but not the dance nor dance classes.

USE [[salsa -dance -class](#)]

NOT [[salsa](#)]

Find synonyms by preceding the term with a ~, which is known as the tilde or synonym operator.

The tilde (~) operator takes the word immediately following it and searches both for that specific word and for the word's synonyms. It also searches for the term with alternative endings. The tilde operator works best when applied to general terms and terms with many synonyms. As with the + and - operators, put the ~ (tilde) next to the word, with no spaces between the ~ and its associated word, i.e., [[~lightweight laptop](#)] not [[~ lightweight laptop](#)].

Why did Google use tilde? In math, the "~" symbol means "is similar to ". The tilde tells Google to search for pages that are synonyms or similar to the term that follows.

[[~inexpensive](#)] matches "inexpensive," "cheap," "affordable," and "low cost"
 [[~run](#)] matches "run," "runner's," "running," as well as "marathon"

Looking for a guide, help, tutorial, or tips on using Google?

[[google ~guide](#)]

Interested in food facts as well as nutrition and cooking information?

[[~food ~facts](#)]

The synonym operator tends not to work well on well-defined terms.

[[~cockroach](#)]

If you don't like the synonyms that Google suggests when you use the ~ operator, specify your own synonyms with the OR operator, which I describe next.

Note: Google offers a link to a [dictionary and a thesaurus](#).

Specify synonyms or alternative forms with an uppercase OR or | (vertical bar).

The OR operator, which you may abbreviate with | (vertical bar), applies to the search terms immediately adjacent to it. The first example will find pages that include either "Tahiti" or "Hawaii" or both terms, but not pages that contain neither "Tahiti" nor "Hawaii."

[[Tahiti OR Hawaii](#)] or [[Tahiti | Hawaii](#)]
 [[blouse OR shirt OR chemise](#)] or [[blouse | shirt | chemise](#)]

Note: If you write OR with a lowercase "o" or a lowercase "r," Google interprets the word as a search term instead of an operator.

Note: Unlike OR, a | (vertical bar) need not be surrounded by spaces.

[[bicycle|cycle](#)]

Use quotes (" ") to group compound words and phrases together.

[["New Zealand" OR "Ivory Coast" holiday package](#)]
 [[filter OR stop "junk email" OR spam](#)]

[Google considers terms with accents different from those without](#). For example, Google interprets "côte" and "cote" as different terms and indexes them separately. To ensure that you retrieve many relevant pages, include all possible spellings separated by OR.

[["Ivory Coast" OR "Côte d'Ivoire" OR "Cote d'Ivoire"](#)]

Specify that results contain numbers in a range by specifying two numbers, separated by two periods, with no spaces.

For example, specify that you are searching in the price range \$250 to \$1000 using the number range specification [\\$250..\\$1000](#).

[[recumbant bicycle \\$250..\\$1000](#)]

Use an *****, known as a wildcard, to match any word in a **phrase** (enclosed in quotes).

Each ***** represents just one word. Google treats the ***** as a placeholder for a word. For example, [["Google * my life"](#)] tells Google to find pages containing a phrase that starts with "Google" followed by a word, followed by "my life." Phrases that fit the bill include: "Google changed my life," "Google runs my life," and "Google is my life."

[["Google * my life"](#)]

If you know there's a date on the page you're seeking but you don't know its format, specify several common formats. For example:

[[California election "Oct * 2003" OR "10*/03" OR "October * 2003"](#)]

When you know only part of the phrase you wish to find, consider using the ***** operator. Find the title of Sherry Russell's book that can help you deal with the tragedies of 9/11 or losing a loved one.

[["Conquering the * and * of Grief"](#)]

You can use the symbol ***** to search for terms that are a specified number of words from each other on any page (see below for examples specifying the number of words). This type of searching, known as *proximity searching*, is great when you know the start and end of a title or quote, but are unsure of the words in between. By trying each of these searches you will find the answer:

[["Conquering the * Grief"](#)]
 [["Conquering the * * Grief"](#)]
 [["Conquering the * * * Grief"](#)]
 [["Conquering the * * * * Grief"](#)]
 [["Conquering the * * * * * Grief"](#)]
 [["Conquering the * * * * * * Grief"](#)]
 [["Conquering the * * * * * * * Grief"](#)]
 [["Conquering the * * * * * * * * Grief"](#)]

Proximity searching can be useful when you want to find pages that include someone's name in any of the following orders: first middle last, last first middle, first last, last first. To search for "Francis" adjacent or separated one word from "Coppola," requires four queries:

[["Francis Coppola"](#)]
 [["Francis * Coppola"](#)]
 [["Coppola Francis"](#)]
 [["Coppola * Francis"](#)]

If you want to search for two terms separated by no more than two words, you'll need six queries. If you're interested in running proximity searches, try out GAPS, a third-party search tool available at <http://www.staggregation.com/cgi-bin/gaps.cgi>.

Google API Proximity Search (GAPS)
 From staggregation.com - [Read Me](#) - [GAPS](#) - [GARBO](#) - [GAWSH](#)

Find within word(s) of

in that order Sort by title Additional terms:

Show results, with up to from each query Filter each query

License key (optional)
If you have your own Google API license key, we would appreciate your entering it here. It will be used only for the searches you do with this script, and it will not be stored anywhere or used in any other way.

Note: You can get around [Google's 10-word limit](#) on the number of words in your query by substituting an ***** in place of each stop word or common word in your query. Wildcards are not counted.

USE [[All grown-ups * once children--although few * them remember *](#)]
 NOT [[All grown-ups were once children--although few of them remember it](#)]

Google chose the symbol ***** to match any word because in some computer systems, such as Unix, Linux, and DOS, ***** stands for one or more unspecified characters. In those languages it is typically used for selecting multiple files and directories.

Note: Stemming is a technique to search on the stem or root of a word that can have multiple endings. For example, on some search engines the query *bicycl** will return results that match words including bicycle, bicycles, bicycling, bicycled, and bicyclists. Google ignores asterisks (*) that are not surrounded by spaces. The query [[bicycl*](#)] finds documents that contain "bicycl." Google automatically provides [stemming](#).

This table summarizes how to use the basic search operators, described on this page. You may include any of these operators multiple times in a query.

Notation	Find result	Example
terms1 terms2	with both <i>term1</i> and <i>term2</i>	[carry-on luggage]
term1 OR term2 term1 term2	with either <i>term1</i> or <i>term2</i> or both	[Tahiti OR Hawaii] [Tahiti Hawaii]
+term	with <i>term</i> (The + operator is typically used in front of stop words that Google would otherwise ignore or when you want Google to return only pages that match your search terms exactly. However, the + operator can be used on any terms.)	[+i spy]
-term	without <i>term</i>	[twins minnesota -baseball]
~term	with <i>term</i> or one of its synonyms (currently supported on Web and Directory search)	[google ~guide]
number1..number2	with a number in the specified range	[recumbant bicycle \$250..\$1000]
"phrase"	with the exact <i>phrase</i> , a proper name, or a set of words in a specific order	["I have a dream"] ["Rio de Janeiro"]
"terms1 * terms2"	with the phrase (enclosed in quotes) and * replaced by any single word	["Google * my life"]

Queries that use Google's [special notation](#) may also be entered by using Google's [Advanced Search](#), which we'll look at next.

Exercises

This problem set is designed to give you practice in refining your queries and in using Google's commands with special notation. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find the Google "cheat sheet" that lists search operators and services.
2. How long before you go outside should you apply sunscreen?
3. Find advice on writing a will.
4. Search for your own name. Does Google find any references to you or a namesake?

See if there is any difference in your results if you type a period between your names rather than enclosing your name in quotes and if you just enter the opening quote, i.e., compare the results from [[Nancy.Blachman](#)], [["Nancy Blachman"](#)], and [["Nancy Blachman](#)].

5. Find pages on daily life in Afghanistan that do not mention war or the Taliban.
6. What is the history of the McIntosh Apple (the fruit), not the computer?
7. Find the terms that Google considers approximately equivalent to the term "cheap."
8. Find the terms that Google considers approximately equivalent to the term "volunteer."

9. Find today's weather forecast/condition.
10. Find recipes for zucchini, also known as courgette in the UK and France.
11. Find studio apartments for rent in Minneapolis or St. Paul, Minnesota.
12. Find Iranian restaurants in New Jersey and New York.
13. Which of the following phrases matches the query ["[Google * my life](#)"]?
 - "Google has enriched my life"
 - "Google changed my life"
 - "Google runs my life"
 - "Google has revolutionized my life"
 - "Google: I love my life"
 - "Google is my life"
14. I vaguely remember a song I learned as a child that contained the following verses.

The donuts in the army, they say are mighty fine. One rolled off the table and killed a friend of mine.

Chorus

Oh, I don't want no more of this army life.
Gee mom, I want to go. But they won't let me go.
Gee mom, I want to go home.

The nurses in the army, they say are mighty fine. Most are over 90, the rest are under 9.

Chorus

The coffee in the army, they say is mighty fine. Taste like muddy water and looks like iodine.

Chorus

The money in the army, they say is mighty fine. Give them \$100 dollars, they'll give you back a dime.

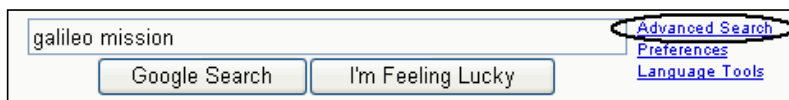
Find other verses for this song and see how this song has been adapted by the Girl and Boy Scouts.

Note: The verses changed as they got passed around camps and schools.

15. Why does the query ["[the who](#)"] give more priority to results about the rock band *The Who* than the query [[the who](#)] but return significantly fewer results?
16. How do the results of the following two queries differ?
 - ["[how might I](#)"]
 - ["[how might I *](#)"]
 - ["[how might I *](#)"]?

Sharpening Your Query by using Google's Advanced Search Form

When you don't find what you're seeking, consider specifying more precisely what you want by using Google's Advanced Search feature. Don't be frightened by the name "Advanced Search"; it's easy to use, and it allows you to select or exclude pages with more precision than Google's standard search box. Click on the [Advanced Search](#) link, which is located to the right of Google's search box



or visit www.google.com/advanced_search and fill in the form. The Advanced Search form is automatically filled in with appropriate information from your previous query — if you entered a query just before you clicked on the Advanced Search link. If you searched for a phrase, the phrase appears in the [phrase search box](#). If you restricted your search to a specific site or domain, the domain appears in the [domain box](#).

Filling in the top portion of the Advanced Search form is an easy way to write restricted queries without having to use the " , " + , - , OR notation discussed in the previous section [Crafting Your Query](#).

Advanced Search Find results	Basic Search Example	Basic Search Find results
with all of the words	[tap dance]	with all search terms
with the exact phrase	[" tap dance "]	with terms in quotes in the specified order only
without the words	[tap -dance] [-tap dance]	including none of the terms preceded by a -
with at least one of the words	[tap OR ballet]	with at least one of the terms adjacent to OR

Let's look at some examples. If you click on the screen shots in this section, you'll be taken to the results of running the corresponding search.

- To find tutorial introductions to Google, specify [[google](#)] in the top field (find results with **all** the words), and [[tutorial guide intro introduction](#)] in the third field (find results with **at least one** of the words).

Note: Instead of specifying your own synonyms for tutorial, you can instruct Google to suggest its own by using the tilde operator, [[google ~tutorial](#)] or [[google ~guide](#)], see [Crafting Your Query](#).

- Find how to export addresses from a Palm address book to print labels.

The next part of the Advanced Search page lets you put restrictions on the types of pages listed in your search results.

Language Return pages written in

File Format return results of the file format

Date Return web pages updated in the

Occurrences Return results where my terms occur

Domain return results from the site or domain [More info](#)

SafeSearch No filtering Filter using [SafeSearch](#)

Next I describe each line in the form.

- Language:** limit results to pages written in a specific language. For example, find pages in Spanish with recommendations for hotels in Andalucía, Spain.

Find results with all of the words the exact phrase at least one of the words without the words

10 results

Language Return pages written in

File Format return results of the file format

Date Return web pages updated in the

Occurrences Return results where my terms occur

Domain return results from the site or domain [More info](#)

SafeSearch No filtering Filter using [SafeSearch](#)

If you always want only results in a certain language or set of languages, then change your search language in your [Google preferences](#). See the section [Customizing Your Results by Using Preferences](#) to learn how to change your Google preferences to modify the way your search results appear.

- File Format:** restrict your results to a particular file format, or exclude a format from your results. Choices include:

File Format	Suffix	Description
Adobe Acrobat PDF	.pdf	A publishing format commonly used for product manuals and documents of all sorts.
Adobe PostScript	.ps	A printing format often used for academic papers.
Microsoft Word	.doc	A common word processing format.
Microsoft Powerpoint	.ppt	A format for presentations and slides.
Rich Text Format	.rtf	A format used to exchange documents between Microsoft Word and other formats.

Since documents in PDF format tend to be better written than web pages, let's search for documents on estate planning in PDF format.

The screenshot shows the Google search interface with the search term "estate planning" entered in the search box. The search results are set to "10 results". The search options are: "with all of the words" (selected), "with the exact phrase", "with at least one of the words", and "without the words". The language is set to "any language". The file format is set to "Adobe Acrobat PDF (.pdf)". The date is set to "anytime". The occurrences are set to "anywhere in the page". The domain is set to "Only" with a text input field. The safe search is set to "No filtering".

You can restrict your search to other file formats by using the [filetype: search operator](#), which I will discuss in the Using Search Operator (Advanced Operators) section.

- **Date:** restrict your results to pages that have been updated (created or modified), [crawled](#), and added to Google's index (indexed) in the past three, six, or twelve months. Popular pages that are updated often are [crawled and indexed frequently](#). *Note:* Any change in the page counts as an update, even a spelling correction.

This option is useful when searching for timely information such as annual events, specifications for a new model of car or appliance, or what people have been doing lately.

Recently, scientists reported new findings about the risks and benefits of hormone therapy used by 40% of postmenopausal American women to relieve menopause symptoms. We're more likely to find links to this information by searching only for web pages updated in the last three months.

The screenshot shows the Google search interface with the search term "hormone therapy postmenopau" entered in the search box. The search results are set to "10 results". The search options are: "with all of the words" (selected), "with the exact phrase", "with at least one of the words", and "without the words". The language is set to "any language". The file format is set to "any format". The date is set to "past 3 months". The occurrences are set to "anywhere in the page". The domain is set to "Only" with a text input field. The safe search is set to "No filtering".

Visit the [Wayback Machine](#) if you want to see what a site looked like months or years ago or if a site is currently inaccessible. The [Wayback Machine](#), also known as the Internet Archives, maintains a digital library of snapshots of many Internet sites.

- **Numeric Range:** when you want pages containing numbers in a specified range.

Since I'm interested in a "half-bicycle" trailer for my three and a half year old twins, let's search for one called Trail-a-Bike in the price range \$50-\$1000.

Find results	with all of the words	<input type="text"/>	10 results	<input type="button" value="Google Search"/>
	with the exact phrase	<input type="text" value="trail-a-bike"/>		
	with at least one of the words	<input type="text"/>		
	without the words	<input type="text"/>		
Language	Return pages written in	<input type="text" value="any language"/>		
File Format	<input type="button" value="Only"/> return results of the file format	<input type="text" value="any format"/>		
Date	Return web pages updated in the	<input type="text" value="anytime"/>		
Numeric Range	Return web pages containing numbers between	<input type="text" value="\$50"/> and <input type="text" value="\$1000"/>		
Occurrences	Return results where my terms occur	<input type="text" value="anywhere in the page"/>		
Domain	<input type="button" value="Only"/> return results from the site or domain	<input type="text"/>	e.g. google.com, .org	More info
SafeSearch	<input checked="" type="radio"/> No filtering <input type="radio"/> Filter using SafeSearch			

- **Occurrences:** specify where your search terms **must** occur on the page. Choices are anywhere on the page, in the title, in the text, in the URL, or in links to the page.

Find pages on Google whose URL contains FAQ, an abbreviation for either Frequently Asked Questions or Frequently Answered Question. In the solution below I look for pages containing both Google and FAQ in the URL.

Find results	with all of the words	<input type="text" value="Google faq"/>	10 results	<input type="button" value="Google Search"/>
	with the exact phrase	<input type="text"/>		
	with at least one of the words	<input type="text"/>		
	without the words	<input type="text"/>		
Language	Return pages written in	<input type="text" value="any language"/>		
File Format	<input type="button" value="Only"/> return results of the file format	<input type="text" value="any format"/>		
Date	Return web pages updated in the	<input type="text" value="anytime"/>		
Occurrences	Return results where my terms occur	<input type="text" value="in the URL of the page"/>		
Domain	<input type="button" value="Only"/> return results from the site or domain	<input type="text"/>	e.g. google.com, .org	More info
SafeSearch	<input checked="" type="radio"/> No filtering <input type="radio"/> Filter using SafeSearch			

- **Domain:** search only a specific website (e.g., www.eff.org) or domain (e.g., .org) or exclude that site or domain completely from your search. The section [Anatomy of a Web Address](#) at the end of the Sharpening Your Query section explains how to figure out the website or domain for a web page if you know its address.

Let's look at a couple of examples. If you click on the screen shots in this section, you'll be taken to the Advanced Search form specifying the corresponding search.

Larry Page and Sergey Brin, Google's founders, were graduate students at Stanford when they wrote a paper describing their prototype search engine. Let's search for it by entering their names and restricting our search domain to Stanford University's site, stanford.edu.

Find results	with all of the words	<input type="text" value="Larry Page Sergey Brin"/>	10 results	<input type="button" value="Google Search"/>
	with the exact phrase	<input type="text"/>		
	with at least one of the words	<input type="text"/>		
	without the words	<input type="text"/>		
Language	Return pages written in	<input type="text" value="any language"/>		
File Format	<input type="button" value="Only"/> return results of the file format	<input type="text" value="any format"/>		
Date	Return web pages updated in the	<input type="text" value="anytime"/>		
Occurrences	Return results where my terms occur	<input type="text" value="anywhere in the page"/>		
Domain	<input type="button" value="Only"/> return results from the site or domain	<input type="text" value="stanford.edu"/>	e.g. google.com, .org	More info
SafeSearch	<input checked="" type="radio"/> No filtering <input type="radio"/> Filter using SafeSearch			

To find information on volunteering for an organization, search for results with the word "volunteering" and restrict the domain to ".org."

Find results with all of the words 10 results

with the exact phrase

with at least one of the words

without the words

Language Return pages written in

File Format return results of the file format

Date Return web pages updated in the

Occurrences Return results where my terms occur

Domain return results from the site or domain
e.g. google.com, .org [More info](#)

SafeSearch No filtering Filter using [SafeSearch](#)

- **SafeSearch:** specify whether to filter out sites that contain pornography or explicit sexual content and eliminate them from search results. Be aware that Google's automated filtering doesn't guarantee that you won't be shown offensive content.

When you turn off SafeSearch filtering and search for non-pornographic content, Google will order your results in a way that adult sites won't be listed prominently. For example, searching for [[breast cancer treatment](#)] with SafeSearch turned off, you're unlikely to run across sites with provocative images of breasts.

Find results with all of the words 10 results

with the exact phrase

with at least one of the words

without the words

Language Return pages written in

File Format return results of the file format

Date Return web pages updated in the

Occurrences Return results where my terms occur

Domain return results from the site or domain
e.g. google.com, .org [More info](#)

SafeSearch No filtering Filter using [SafeSearch](#)

In an effort to return as many useful results as possible, SafeSearch doesn't currently filter out hate speech, anarchy, criminal activity, crude and tasteless material, illegal weapons, bomb making, etc., content that other filtering systems attempt to exclude.

Froogle Product Search

In an effort to make many features and services available from one form, the Advanced Search form includes a search box for [Froogle](#), Google's product search service. To browse bicycles that can be folded up quickly and compactly making them easy to transport on a car, train, or airplane, fill in the Products search box and then click on the associated *Search* button.

Froogle Product Search (BETA)

Products Find products for sale

To browse for products, start at the [Froogle home page](#)

Page-Specific Searches

The Advanced Search form also offers page-specific searches for finding pages similar to a page for which you have a web address (URL) and for finding out what pages link to a particular page.

- To find pages similar to Consumer Reports' web page, fill in the similar page-specific search box and then click on the associated *Search* button. For a description of how Google determines when pages are similar, see the [Similar Pages section](#) in Part II.

Page-Specific Search

Similar Find pages similar to the page
e.g. www.google.com/help.html

Links Find pages that link to the page

- Web pages link from one to another. Links are unidirectional; you can follow links from one page to another. You cannot traverse the link the other way around, i.e., go from a page to the pages that link to it. However, Google keeps track of this information and makes it available. When you want to know who links to your website or to someone else's, fill in a web address (URL) in the links page-specific search section of the [Advanced Search](#) form. Let's find who links to the Doctors without Borders, aka Médecins Sans Frontières (MSF), website www.doctorswithoutborders.com.

Page-Specific Search

Similar Find pages similar to the page
e.g. www.google.com/help.html

Links Find pages that link to the page

The most common users of backward links are webmasters and website publishers who are curious to know what sites link to theirs. People also use them to find out who links to competitors' sites.

Unlike the other fields in the Advanced Search form, the page-specific searches can't be combined with other query terms. Consequently each has its own *Search* button.

You can easily run these page-specific searches from [Google's Toolbar](#), which is described in the section Making Google Easier with Google Tools.

Instead of going to the Advanced Search form, you can search for a web site by entering its address in the search box and Google returns a link to the website, as well as links to:

- Google's [cache](#) of the site
- Web pages that are [similar](#) to the site
- Web pages that [link to](#) the site
- Web pages that contain the URL

For example, to find out about the wonderful reference site www.refdesk.com, enter www.refdesk.com into Google's search box.



[Web](#)
[Images](#)
[Groups](#)
[News](#)
[Froogle](#)
[New!](#)
[more »](#)

[Advanced Search](#)
[Preferences](#)

Web Showing web page information for www.refdesk.com

[Refdesk: reference, facts, news, free and family friendly](#)
Click Here. Visiting our advertisers supports Refdesk | Advertise on Refdesk
 | Disclaimer. Check E-mail: Select one

Google can show you the following information for this URL:

- Show [Google's cache](#) of www.refdesk.com
- Find web pages that are [similar to](#) www.refdesk.com
- Find web pages that [link to](#) www.refdesk.com
- Find web pages that [contain the term](#) "www.refdesk.com"

[Web Alerts - www.google.com/webalerts](http://www.google.com/webalerts)

If you like keeping up with the latest updates and new web pages, consider setting up one or more Google Web Alerts. After you've set up a

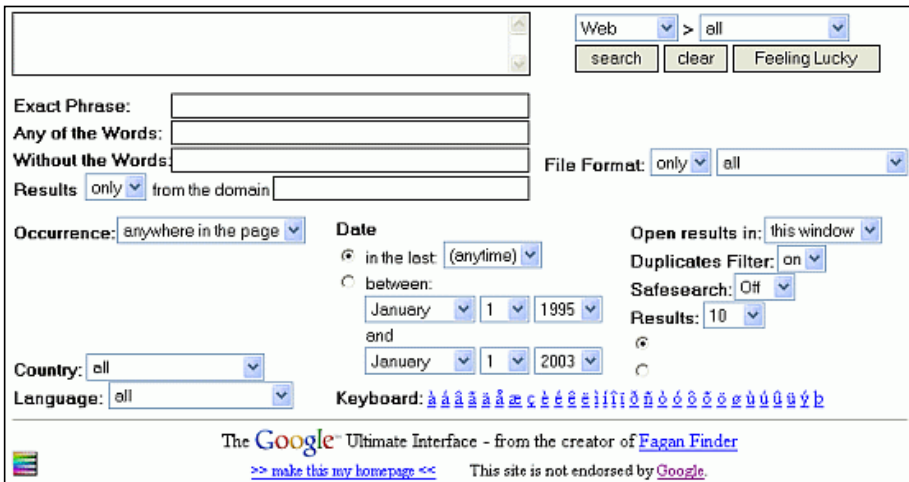
Web Alert, Google finds and delivers links to web pages once a day or once a week. Consider using Google Web Alerts to:

- keep current on a competitor or industry
- learn where you are or your company is cited or quoted
- find when people link to your site
- discover new websites on a certain topic

Google Ultimate Interface

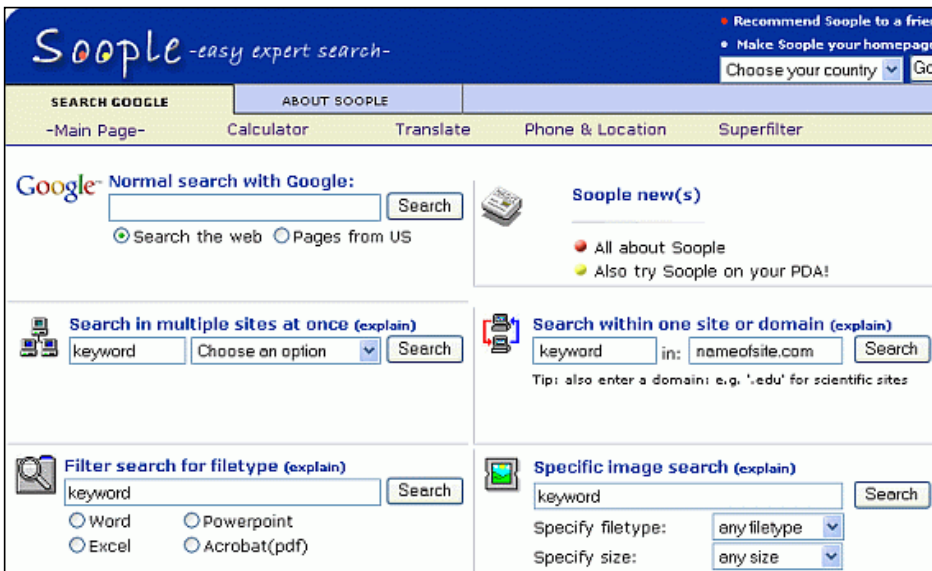
If you want to specify what you're looking for with more precision than Google's Advanced Search form offers, try out the Google Ultimate Interface, a third-party application available at www.faganfinder.com/google.html. With the Ultimate Interface you can:

- Search with any of Google's search engines, i.e., Web Search or some of the tools in [Part III Special Tools](#).
- Find pages that have been updated between any two specific dates
- Select letters with practically every different kind of diacritical marking, such as umlauts or accent marks, from the keyboard near the bottom of the page.



Note: Michael Fagan developed Google Ultimate Interface when he was a teenager.

If you're not sure of all the types of information that you can search for with Google, check out Soople, www.soople.com/soople_int.php.



I describe many of the capabilities included in Soople in [Part II: Understanding Search Results](#) and [Part III: Special Tools](#).

If you want to enter several queries simultaneously, try GoogleBlaster, <http://www.googleblaster.com>.



Refining a Query

Refining a query means changing or adding to the set of search terms to do a better job of returning the pages you're seeking. Successful researchers frequently enter several queries to find what they're seeking.

The search boxes at the top and bottom of the results page show the query for the current results page. If the query uses special operators that you entered either directly or indirectly through the advanced search form, they will appear in the search box as well. To refine your query, edit what's in the search box and then click the "Google Search" button or hit the ENTER key.

Let's look at a few examples.

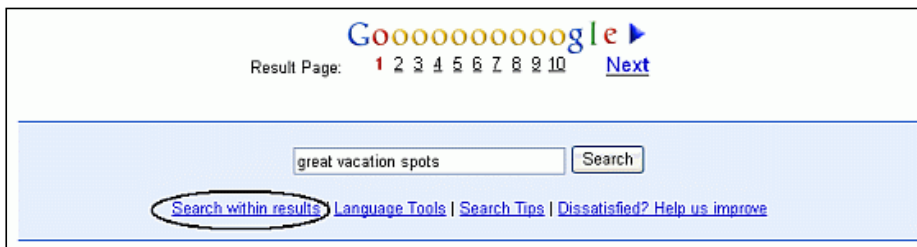
- Get ideas for subsequent searches by reviewing your results, including the [snippets](#) that Google returns and the pages they came from.

Should you get a flu shot this winter?
TRY [[flu shot](#)]

Many of the results refer to influenza vaccine.
REFINE [[flu OR influenza shot OR vaccine](#)]

- Exploit successful queries: look deeper within your results.

Scroll to the search box at the bottom of your results page and click on the link "Search within results." This causes Google to run a new search using your newly specified terms (those in the search box) *only* on the pages it found from your initial query, rather than a search over the entire web.



Search within results

You can get the same results in one step fewer by simply specifying additional terms to your previous query.

On Internet Explorer and on some other browsers, you can double click on a term to highlight it. Then type a new term or hit the DELETE key to remove the term. Triple click in the search box to highlight your entire query. Enter a new query or hit the DELETE key to remove the old query.

- Instead of searching for related topics with a single query, divide the query into several parts. Looking for a job? By searching for tips on each aspect, you'll find more sites than by searching for sites that describe all the aspects of a job search.

USE [[job application tips](#)], [[cover letter tips](#)], [[interviewing tips](#)]

NOT [[job application cover letter interview tips](#)]

The following table presents suggestions to narrow or focus a search, as well as tips for broadening a search that has produced few useful results. Click on a link in the table to be taken to the section in Google Guide that describes features and ways to refine your query.

Too many results? Focus the search by...	Too few results? Broaden the search by...
adding a word or phrase	removing a word or phrase
specifying the order in which you want words to appear	specifying words instead of phrases
using a more specific term	using more general terms
identifying ineffective terms and removing them	including synonyms or variant word forms or using a more common version of the word's spelling
limiting to a domain or site	broadening the domain or searching the entire web
limiting to a date range or including a date	removing a date range
limiting where terms occur	removing redundant terms or splitting a multi-part query
restricting type of file	searching any type of file
limiting pages in a particular language	translating your search terms into other languages and searching for the translated terms
limiting pages to a particular country	searching the entire web

For a tutorial on how to use Advanced Search, visit www.lib.monash.edu.au/vl/google/goog06.htm.

Anatomy of a Web Address

If you already know how to read a web address or URL (pronounced "you are ell" and stands for Universal Resource Locator), skip this section. A website is usually the host or server between the `http://` and the first `.`. Consider the web address <http://www.googleguide.com/searchEngines/google/searchLeader.html>. (This page lists reasons why Google is a search leader.) Here's what it all means:

http	transfer protocol (type of information being transferred)
www.googleguide.com	site name
googleguide	second-level domain name
com	top-level domain name
searchEngines	directory name
google	sub-directory name
searchLeader	file name
html	file format

Here's a list of some common top-level domain names:

.edu	educational site (usually a university or college)
.com	commercial business site
.gov	U.S. government/non-military site
.mil	U.S. military sites or agencies
.net	networks, Internet service providers, organizations

.org	U.S. non-profit organizations and others
------	--

Because the Internet was created in the United States, "us" was not originally assigned to U.S. domain names; however, it's used to designate American state and local government hosts, including many public schools, and commercial entities, e.g., `well.sf.ca.us`. The domain `.ca` represents Canada, unless it's followed by `.us`, in which case it represents California.

Domain Codes	State
<code>.ca.us</code>	California
<code>.nv.us</code>	Nevada
<code>.tx.us</code>	Texas

Other countries have their own two letter codes as the top level of their domain names.

Domain Codes	Country
<code>.ca</code>	Canada
<code>.de</code>	Germany
<code>.dk</code>	Denmark
<code>.jp</code>	Japan
<code>.il</code>	Israel
<code>.uk</code>	United Kingdom
<code>.za</code>	South Africa

To limit results to a single site or domain, specify the site name (e.g., `www.googleguide.com` or `googleguide.com`) or a top-level domain name (e.g., `.com` or `.edu`) in Google's domain selector.

Exercises

This problem set is designed to give you practice with specifying more precisely what you're seeking by using the Advanced Search form. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. What are some home remedies for getting rid of ants?
2. Find facts about declawing cats.
3. What is Google's privacy policy? How do I stop my previous queries from appearing when I type in a new search term?
4. Some movie stars attend Botox parties. What goes on at such parties and why do they attend? Which stars have used Botox?
5. When was Nina Totenberg, National Public Radio's (NPR) legal affairs correspondent, born, where was she educated, what degrees does she have? Did she attend law school?
6. When you search Google for a URL, such as `www.guardian.co.uk`, what links are included with your results?

What is shown in the search box when you click on the "Find web pages that contain the term "www.guardian.co.uk" link?

7. What country has the domain code `.at`?
8. What country has the domain code `.bm`?
9. Run several queries on Soople.
10. Run several queries simultaneously using Google Blaster.

Using Search Operators (Advanced Operators)

Skip to [Part II: Understanding Search Result](#) unless you're an experienced Google user or you want to know how to use Google's advanced operators.

You can specify most of the [Advanced Search](#) page options in a regular search box query by using *advanced operators*, i.e., query words that have special meaning to Google. Since the advanced operators are convenient for searching, Google Guide calls them "search operators."

Want to see examples of search operators? Visit the [Google Guide Advanced Operator Quick Reference](#) or fill in the [Advanced Search](#) form. Now, look at the search box on the results page. Your query may now include [special notation](#) or special operators of the form **operator: value**.

Note: The colon following the operator name is mandatory.

[[Larry Page search engine site:stanford.edu](#)]
 [[volunteering site:.org](#)]
 [[link:www.doctorswithoutborders.org](#)]
 [[allintitle: detect plagiarism](#)]
 [[Google tutorial OR introduction OR overview OR help](#)]
 [[bush -george -kate](#)]
 [[web page evaluation checklist filetype:pdf](#)]

The following table lists features available on the Advanced Search page that are accessible via search operators.

Advanced Search Features	Search Operators
File Format	filetype:
Occurrences in the title of the page in the text of the page in the URL of the page in the links to the page	allintitle: allintext: allinurl: allinanchor:
Domain	site:
Similar	related:
Links	link:
Safesearch	safesearch:

The following is an alphabetical list of the search operators. This list includes operators that are not in Google's online help. Each entry typically includes the syntax, the capabilities, and an example. Some of the search operators won't work as intended if you put a space between the ":" and the subsequent query word. If you don't care to check which search operators require no space after the colon, always place the keyword immediately next to the colon. Many search operators can appear anywhere in your query. In our examples, I placed the search operator as far to the right as possible. We did this since the Advanced Search form writes queries in this way. Also, such a convention makes it clearer as to which operators are associated with which terms.

allinanchor:

If you start your query with **allinanchor:**, Google restricts results to pages containing all query terms you specify in the anchor text on links to the page. For example, [[allinanchor: best museums sydney](#)] will return only pages in which the anchor text on links to the pages contain the words "best," "museums," and "sydney."

Anchor text is the text on a page that is linked to another web page or a different place on the current page. When you click on anchor text, you will be taken to the page or place on the page to which it is linked. When using **allinanchor:** in your query, do not include any other search operators. The functionality of **allinanchor:** is also available through the Advanced Web Search page, under Occurrences.

allintext:

If you start your query with **allintext:**, Google restricts results to those containing all the query terms you specify in the text of the page. For example, [[allintext: travel packing list](#)] will return only pages in which the words "travel," "packing," and "list" appear in the text of the page. This functionality can also be obtained through the Advanced Web Search page, under Occurrences.

allintitle:

If you start your query with **allintitle:**, Google restricts results to those containing all the query terms you specify in the title. For example, [[allintitle: detect plagiarism](#)] will return only documents that contain the words "detect" and "plagiarism" in the title. This functionality can also be obtained through the Advanced Web Search page, under Occurrences.

In Image Search, the operator **allintitle:** will return images in files whose names contain the terms that you specify.

In Google News, the operator **allintitle:** will return articles whose titles include the terms you specify.

allinurl:

If you start your query with **allinurl:**, Google restricts results to those containing all the query terms you specify in the URL. For example, [[allinurl: google faq](#)] will return only documents that contain the words "google" and "faq" in the URL. This functionality can also be obtained through the Advanced Web Search page, under Occurrences.

In URLs, words are often run together. They need not be run together when you're using allinurl:.

In Google News, the operator **allinurl:** will return articles whose titles include the terms you specify.

author:

If you include **author:** in your query, Google will restrict your [Google Groups](#) results to include newsgroup articles by the author you specify. The author can be a full or partial name or email address. For example, [[children author:john author:doe](#)] or [[children author:doe@someaddress.com](#)] return articles that contain the word "children" written by John Doe or doe@someaddress.com.

Google will search for exactly what you specify. If your query contains [[author:"John Doe"](#)], Google won't find articles where the author is specified as "Doe, John."

bphonebook:

If you start your query with **bphonebook:**, Google shows business white page listings for the query terms you specify. For example, [[bphonebook: google mountain view](#)] will show the phonebook listing for Google in Mountain View.

cache:

The query **cache:url** will display Google's cached version of a web page, instead of the current version of the page. For example, [[cache:www.eff.org](#)] will show Google's cached version of the Electronic Frontier Foundation home page.

Note: Do not put a space between **cache:** and the URL (web address).

On the cached version of a page, Google will highlight terms in your query that appear after the *cache:* search operator. For example, [[cache:www.pandemonia.com/flying/ fly diary](#)] will show Google's cached version of Flight Diary in which Hamish Reid's documents what's involved in learning how to fly with the terms "fly" and "diary" highlighted.

define:

If you start your query with **define:**, Google shows definitions from pages on the web for the term that follows. This advanced search operator is useful for finding definitions of words, phrases, and acronyms. For example, [[define: blog](#)] will show definitions for "Blog" (weB LOG).

ext:

This is an undocumented alias for **filetype:**.

filetype:

If you include **filetype:suffix** in your query, Google will restrict the results to pages whose names end in *suffix*. For example, [[web page evaluation checklist filetype:pdf](#)] will return Adobe Acrobat pdf files that match the terms "web," "page," "evaluation," and "checklist." You can restrict the results to pages whose names end with pdf and doc by using the OR operator, e.g. [[email security filetype:pdf OR filetype:doc](#)].

When you don't specify a File Format in the Advanced Search Form or the **filetype:** operator, Google searches a variety of file formats, see the table in the [File Type Conversion](#) section.

group:

If you include **group:** in your query, Google will restrict your [Google Groups](#) results to newsgroup articles from certain groups or subareas. For example, [[sleep groups:misc.kids.moderated](#)] will return articles in the group misc.kids.moderated that contain the word "sleep" and [[sleep groups:misc.kids](#)] will return articles in the subarea misc.kids that contain the word "sleep."

id:

This is an undocumented alias for **info**:

inanchor:

If you include **inanchor**: in your query, Google will restrict the results to pages containing the query terms you specify in the anchor or links to the page. For example, [[restaurants inanchor:gourmet](#)] will return pages in which the anchor text on links to the pages contain the word "gourmet" and the page contains the word "restaurants."

info:

The query **info:url** will present some information about the corresponding web page. For instance, [[info:gothotel.com](#)] will show information about the national hotel directory GotHotel.com home page. *Note*: There must be no space between the **info**: and the web page url.

This functionality can also be obtained by typing the web page url directly into a Google search box.

insubject:

If you include **insubject**: in your query, Google will restrict articles in [Google Groups](#) to those that contain the terms you specify in the subject. For example, [[insubject:"falling asleep"](#)] will return Google Group articles that contain the phrase "falling asleep" in the subject.

Equivalent to **intitle**:

intext:

The query **intext:term** restricts results to documents containing *term* in the text. For instance, [[Hamish Reid intext:pandemonia](#)] will return documents that mention the word "pandemonia" in the text, and mention the names "Hamish" and "Reid" anywhere in the document (text or not). *Note*: There must be no space between the **intext**: and the following word.

Putting **intext**: in front of every word in your query is equivalent to putting **allintext**: at the front of your query, e.g., [[intext:handsome intext:poets](#)] is the same as [[allintext: handsome poets](#)].

intitle:

The query **intitle:term** restricts results to documents containing *term* in the title. For instance, [[flu shot intitle:help](#)] will return documents that mention the word "help" in their titles, and mention the words "flu" and "shot" anywhere in the document (title or not). *Note*: There must be no space between the **intitle**: and the following word.

Putting **intitle**: in front of every word in your query is equivalent to putting **allintitle**: at the front of your query, e.g., [[allintitle: google search](#)].

inurl:

If you include **inurl**: in your query, Google will restrict the results to documents containing that word in the url. For instance, [[inurl: healthy eating](#)] will return documents that mention the words "healthy" in their url, and mention the word "eating" anywhere in the document (url or no). *Note*: There must be no space between the **inurl**: and the following word.

Putting **inurl**: in front of every word in your query is equivalent to putting **allinurl**: at the front of your query, e.g., [[inurl:healthy inurl: eating](#)] is the same as [[allinurl: healthy eating](#)].

In URLs, words are often run together. They need not be run together when you're using **inurl**:

link:

The query **link:URL** shows pages that point to that *URL*. For example, to find pages that point to Google Guide's home page, enter:

[[link:www.googleguide.com](#)]

Find links to the Google home page not on Google's own site.

[[link:www.google.com -site:google.com](#)]

location:

If you include **location**: in your query on [Google News](#), only articles from the location you specify will be returned. For example, [[queen location:uk](#)] will show articles that match the term "queen" from sites in the United Kingdom.

movie:

If you include **movie:** in your query, Google will find movie-related information. For examples, see [Google's Blog](#).

msgid:

If you include **msgid:** in your query, Google will restrict your [Google Groups](#) results to a newsgroup article with the specified message ID. For example, [[msgid:<hamishxyz-B270D1.09001126112003@news.supernews.com>](#)] will return the article whose message id is <hamishxyz-B270D1.09001126112003@news.supernews.com>.

phonebook:

If you start your query with **phonebook:**, Google shows all white page listings for the query terms you specify. For example, [[phonebook: Krispy Kreme Mountain View](#)] will show the phonebook listing of Krispy Kreme donut shops in Mountain View.

related:

The query **related:URL** will list web pages that are *similar* to the web page you specify. For instance, [[related:www.consumerreports.org](#)] will list web pages that are similar to the Consumer Reports home page. *Note:* Don't include a space between the **related:** and the web page url. You can also find similar pages from the *Similar pages* link on Google's main results page, and from the similar selector in the Page-Specific Search area of the Advanced Search page. If you expect to search frequently for similar pages, consider installing a [GoogleScout browser button](#), which scouts for similar pages.

rphonebook:

If you start your query with **rphonebook:**, Google shows residential white page listings for the query terms you specify. For example, [[rphonebook: monty python Oakland](#)] will show the phonebook listing for Monty Python in Oakland.

safesearch:

If you include **safesearch:** in your query, Google will exclude adult-content. For example, [[safesearch:breasts](#)] will search for information on breasts without returning adult or pornographic sites.

site:

If you include **site:** in your query, Google will restrict your search results to the site or domain you specify. For example, [[admissions site:www.lse.ac.uk](#)] will show admissions information from London School of Economics' site and [[peace site:gov](#)] will find pages about peace within the .gov domain. You can specify a domain with or without a period, e.g., either as .gov or gov.

Note: Do not include a space between the "site:" and the domain.

You can use many of the search operators in conjunction with the basic search operators +, -, OR, "." For example, to find information on Windows security from all sites except Microsoft.com, enter:

[[windows security -site:microsoft.com](#)]

You can also restrict your results to a site or domain through the domains selector on the Advanced Search page.

source:

If you include **source:** in your query, [Google News](#) will restrict your search to articles from the news source with the ID you specify. For example, [[election source:new_york_times](#)] will return with the word "election" that appear in the New York Times.

To find a news source ID, enter a query that includes a term and the name of the publication you're seeking. You can also specify the publication name in the "news source" field in the Advanced News Search form. You'll find the news source ID in the query box, following the **source:** search operator. For example, if the search box contains [[peace source:ha_aretz](#)], then the news source ID is ha_aretz. This query will only return articles that include the word "peace" from the Israeli newspaper Ha'aretz.

stocks:

If you start your query with **stocks:**, Google will interpret the rest of the query terms as stock ticker symbols, and will link to a page showing stock information for the symbols you specify. For instance, [[stocks:brcm brcd](#)] will show information about Broadcom Corporation and Brocade Communications System. *Note:* Specify ticker symbols not company names. If you enter an invalid ticker symbol, you'll be told so and taken to a page where you can look up a valid ticker symbol. You can also obtain stock information by entering one or more NYSE, NASDAQ, AMEX, or mutual fund ticker symbols in Google's query box, e.g., [[brcm brcd](#)] and then clicking on the "Show stock quotes" link that appears near the top of the results page.

store:

If you include **store:** in your query, [Froogle](#) will restrict your search to the store ID you specify. For example, [[polo shirt store:llbean](#)] will return listings that match the terms "polo" and "shirt" from the store L. L. Bean.

To find a store ID, enter the name of the store and click on the link "See all results from *store*." You'll find the store ID in the query box, after the **store:** search operator.

weather

If you include **weather** in your query, Google will include weather for the location you specify. Since weather is not an advanced operator, there is no need to include a colon after the word. For example, [[weather Sunnyvale CA](#)] will return the weather for Sunnyvale, California and [[weather 94041](#)] will return the weather for the city containing the zip code 94041, which is Mountain View, California.

The following table lists the search operators that work with each Google search service.

Search Service	Search Operators
Web Search	allinanchor: , allintext: , allintitle: , allinurl: , bphonebook: , cache: , <code>define:</code> , <code>filetype:</code> , <code>id:</code> , <code>inanchor:</code> , <code>info:</code> , intext: , intitle: , <code>inurl:</code> , <code>link:</code> , <code>phonebook:</code> , <code>related:</code> , <code>rphonebook:</code> , safesearch: , <code>site:</code> , <code>stocks:</code>
Image Search	allintitle: , allinurl: , <code>filetype:</code> , <code>inurl:</code> , intitle: , <code>site:</code>
Groups	allintext: , allintitle: , <code>author:</code> , <code>group:</code> , <code>insubject:</code> , intext: , intitle: , <code>msgid:</code>
Directory	allintext: , allintitle: , allinurl: , <code>ext:</code> , <code>filetype:</code> , intext: , intitle: , <code>inurl:</code>
News	allintext: , allintitle: , allinurl: , intext: , intitle: , <code>inurl:</code> , <code>location:</code> , <code>source:</code>
Froogle	allintext: , allintitle: , <code>store:</code>

The [Google Guide Advanced Operator Quick Reference](http://www.googleguide.com/advanced_operators_reference.html) (www.googleguide.com/advanced_operators_reference.html) provides a nice summary of the search operators grouped by type. It includes search operators not yet documented by Google, e.g., [allinanchor:](#), [allintext:](#), [author:](#), `ext:`, `group:`, `id:`, `insubject:`, [intext:](#), [intitle:](#), `location:`, `phonebook:`, `source:`, and `store:`. Be forewarned that Google may change how undocumented operators work or eliminate them completely.

Using More than One Search Operator

You may use many of the basic operators and search operators with each other. However, there are some that must be used by themselves and others that you should be careful about using together.

- **Search Operators that Can't Be Combined**

There are about a dozen search operators that can't be combined with any other. If you do, Google probably won't return any matching documents. Search operators that shouldn't be mixed include:

- All the search operators whose names begin with "allin," e.g., [allinanchor:](#), [allintext:](#), [allintitle:](#), and [allinurl:](#).
- Syntaxes that request special information, e.g., `define:`, `phonebook:`, `bphonebook:`, `rphonebook:`, `stocks:`.
- Page-specific search operators, e.g., `cache:`, `info:`, `related:`.

- **Combine Search Operators Carefully**

Be careful not to cancel out the effect of a search operator when including more than one in your query. Here are some rules to follow:

- Don't use search operators that will cancel each other out. For example, [[admission site:stanford.edu -inurl:stanford](#)] searches for pages that are on the site stanford.edu that do not contain the string "stanford" in their URL or web addresses. None fit the bill.
- Take care not to exclude all results when using certain search operators more than once in a query. For example, [[sleep recommendations site:edu site:cdc.gov](#)] will not return any sleep recommendation since the query looks for results appearing on both the .edu domain and the cdc.gov sites simultaneously. If you want results from both, include OR between the two site: specifications, i.e., [[sleep recommendations site:edu OR site:cdc.gov](#)]. Search operators that should either be used once in a query or in combination with OR include: `filetype:`, `site:`, and `group:`.

- o Focus your search by using several search operators. For example, [[intext:e-mail intitle:security -site:microsoft.com](#)] finds pages whose titles contain the word "security," with the word "e-mail" on the text of the page and not on the site microsoft.com.

Exercises

This problem set is designed to give you experiences with search operators and practice with specifying more precisely what you're seeking by using the Advanced Search form. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Use the site: operator to search for armchairs on Ikea's site, www.ikea.com.
2. Use the Advanced Search form to find the page whose title is "Some Ways to Detect Plagiarism." When the title is entered in lowercase letters, the query box on the results page contains [allintitle; "ways to detect plagiarism"].
3. Find all pages on google.com but not on answers.google.com nor on directory.google.com whose titles include the words "FAQ" or "help."
4. Use the link: operator to see who links to googleguide.com, your company's website, or your favorite website.
5. Find pages whose titles include surfing that are not about surfing the World Wide Web.
6. Find out where the upcoming international conference on AIDS is being held.

Part II: Understanding Search Results

Google strives to make it easy to find whatever you're seeking, whether it's a web page, a news article, a definition, something to buy, or text in a book. By understanding what appears on a results page, you'll be better able to determine if a page includes the information you're seeking or links to it.

After you enter a query, Google returns a results list ordered by what it considers the items' relevance to your query, listing the best match first. Sponsored links sometimes appear above to the right of the search results.

In this course segment, you'll learn:

- [How Google works](#)
- [What information and links may be included with your results](#)
- [How to customize your results by using Preferences](#)
- [What approach Google uses for ads](#)
- [How to evaluate what you find](#)

How Google Works

If you aren't interested in learning how Google creates the index and the database of documents that it accesses when processing a query, skip this description. I adapted the following overview from Chris Sherman and Gary Price's wonderful description of How Search Engines Work in Chapter 2 of [The Invisible Web](#) (CyberAge Books, 2001).

Google consists of three distinct parts, each of which is run on a distributed network of thousands of low-cost computers and can therefore carry out fast parallel processing. Parallel processing is a method of computation in which many calculations can be performed simultaneously, significantly speeding up data processing.

- Googlebot, a web crawler that finds and fetches web pages.
- The indexer that sorts every word on every page and stores the resulting index of words in a huge database.
- The query processor, which compares your search query to the index and recommends the documents that it considers most relevant.

Let's take a closer look at each part.

Googlebot, Google's web Crawler

Googlebot is Google's web crawling robot, which finds and retrieves pages on the web and hands them off to the Google indexer. It's easy to imagine Googlebot as a little spider scurrying across the strands of cyberspace, but in reality Googlebot doesn't traverse the web at all. It functions much like your web browser, by sending a request to a web server for a web page, downloading the entire page, then handing it off to Google's indexer.

Googlebot consists of many computers requesting and fetching pages much more quickly than you can with your web browser. In fact, Googlebot can request thousands of different pages simultaneously. To avoid overwhelming web servers, or crowding out requests from human users, Googlebot deliberately makes requests of each individual web server more slowly than it's capable of doing.

Googlebot finds pages in two ways: through an add URL form, www.google.com/addurl.html, and through finding links by crawling the web.

The screenshot shows the Google 'For Site Owners: Submit your site' page. On the left, there are navigation links: Home, All About Google, Advertise with Us, Search Solutions, Webmaster Info, and Submit Your Site. Below these is a search box labeled 'Find on this site:' with a 'Search' button. The main content area is titled 'Share your place on the net with us.' and contains the following text: 'We add and update new sites to our index each time we crawl the web, and we invite you to submit your URL here. We do not add all submitted URLs to our index, and we cannot make any predictions or guarantees about when or if they will appear.' Below this is a form for entering a full URL (including the http:// prefix) and optional comments or keywords. A 'Please note' section states: 'Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will fade out of our index on our next crawl when we update our entire index.' At the bottom of the form are input fields for 'URL:' and 'Comments:', and an 'Add URL' button. On the right, there is a sidebar titled 'Other Options' with two sections: 'Instant Ads on Google' (Create your own targeted ads using AdWords) and 'Google AdSense for Web Publishers' (Publish ads that match your content, help visitors find related products and services — and maximize your ad revenue. Learn more).

Unfortunately, spammers figured out how to create automated bots that bombarded the add URL form with millions of URLs pointing to commercial propaganda. Google rejects those URLs submitted through its add URL form that it suspects are trying to deceive users by employing tactics such as including hidden text or links on a page, stuffing a page with irrelevant words, cloaking (aka bait and switch), using sneaky redirects, creating doorways, domains, or sub-domains with substantially similar content, sending automated queries to Google, and linking to bad neighbors.

When Googlebot fetches a page, it culls all the links appearing on the page and adds them to a queue for subsequent crawling. Googlebot tends to encounter little spam because most web authors link only to what they believe are high-quality pages. By harvesting links from every page it encounters, Googlebot can quickly build a list of links that can cover broad reaches of the web. This technique, known as deep crawling, also allows Googlebot to probe deep within individual sites. Because of their massive scale, deep crawls can reach almost every page in the web. Because the web is vast, this can take some time, so some pages may be crawled only once a month.

Although its function is simple, Googlebot must be programmed to handle several challenges. First, since Googlebot sends out simultaneous requests for thousands of pages, the queue of "visit soon" URLs must be constantly examined and compared with URLs already in Google's index. Duplicates in the queue must be eliminated to prevent Googlebot from fetching the same page again. Googlebot must determine how often to revisit a page. On the one hand, it's a waste of resources to re-index an unchanged page. On the other hand, Google wants to re-index changed pages to deliver up-to-date results.

To keep the index current, Google continuously recrawls popular frequently changing web pages at a rate roughly proportional to how often the pages change. Such crawls keep an index current and are known as *fresh crawls*. Newspaper pages are downloaded daily, pages with stock quotes are downloaded much more frequently. Of course, fresh crawls return fewer pages than the deep crawl. The combination of the two types of crawls allows Google to both make efficient use of its resources and keep its index reasonably current.

Google's Indexer

Googlebot gives the indexer the full text of the pages it finds. These pages are stored in Google's index database. This index is sorted alphabetically by search term, with each index entry storing a list of documents in which the term appears and the location within the text where it occurs. This data structure allows rapid access to documents that contain user query terms.

To improve search performance, Google ignores (doesn't index) common words called *stop words* (such as *the, is, on, or, of, how, why*, as well as certain single digits and single letters). Stop words are so common that they do little to narrow a search, and therefore they can safely be discarded. The indexer also ignores some punctuation and multiple spaces, as well as converting all letters to lowercase, to improve Google's performance.

Google's Query Processor

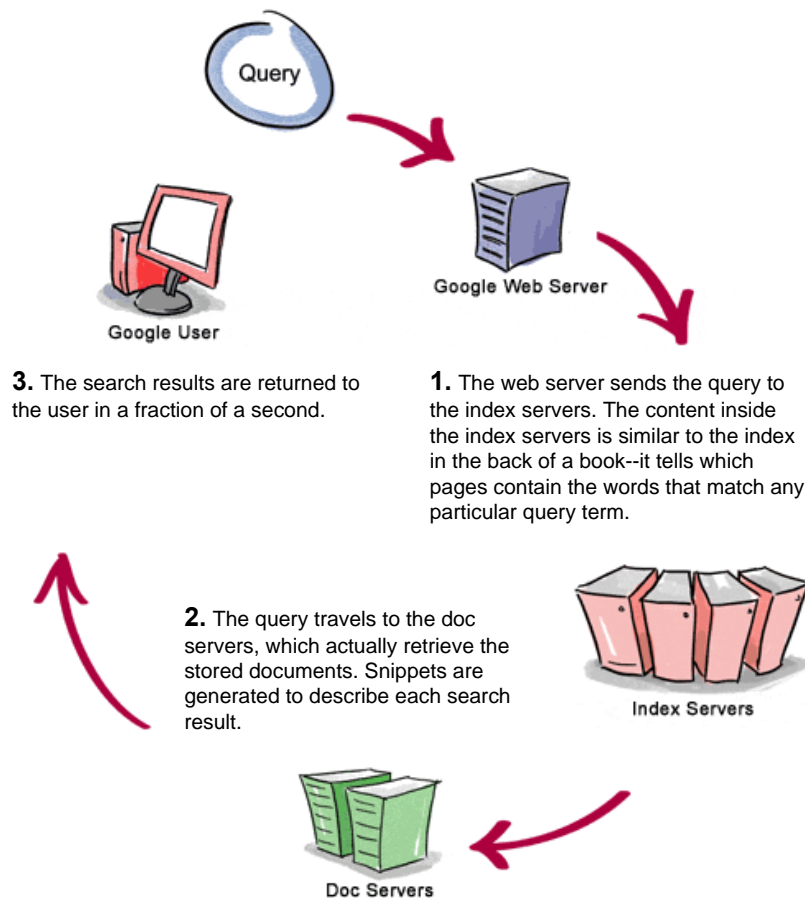
The query processor has several parts, including the user interface (search box), the "engine" that evaluates queries and matches them to relevant documents, and the results formatter.

Google considers over a hundred factors in determining which documents are most relevant to a query, including the popularity of the page, the position and size of the search terms within the page, and the proximity of the search terms to one another on the page. [PageRank](#) is Google's system for ranking web pages. ([View a website's PageRank](#) from Google's ToolBar and from the Google Directory.)

Google also applies machine-learning techniques to improve its performance automatically by learning relationships and associations within the stored data. For example, the [spelling-correcting system](#) uses such techniques to figure out likely alternative spellings. Google closely guards the formulas it uses to calculate relevance, and tweaks them to improve quality and performance, and to outwit the latest devious techniques used by spammers.

Indexing the full text of the web allows Google to go beyond simply matching single search terms. Google gives more priority to pages that have search terms near each other and in the same order as the query. Google can also match multi-word phrases and sentences. Since Google indexes HTML code in addition to the text on the page, users can restrict searches on the basis of where query words appear, e.g., in the title, in the URL, in the body, and in links to the page, options offered by the Advanced-Search page and search operators.

Let's see how Google processes a query.



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For more information on Google's technology, visit www.google.com/technology/. There are numerous pages explaining Google's PageRank, including [Pagerank Explained Correctly with Examples](http://www.iprcom.com/papers/pagerank/), which you can find at www.iprcom.com/papers/pagerank/ and [Google's PageRank Explained and How to Make the Most of It](http://www.webworkshop.net/pagerank.html) by Phil Craven, which you can find at www.webworkshop.net/pagerank.html.

What Appears on the Results Page

The results page is filled with information and links, most of which relate to your query.

The screenshot shows a Google search for "brassiere history". The search bar contains the text "brassiere history" and a "Search" button. Below the search bar, there are navigation links for "Web", "Images", "Groups", "News", "Froogle", and "more". The search results are displayed in a list format. The first result is "The History of the Brassiere - Mary Phelps Jacob" with a snippet that reads: "Advertisement. The History of the Brassiere. Mary Phelps Jacob and the Brassiere. More Brassiere History and Mary Phelps Jacob. ...". The URL is "inventors.about.com/library/weekly/aa042597.htm - 27k - Agr 24, 2004 -". Below the URL, there are links for "Cached - Similar pages", "Similar Pages", "Size", and "Date". The second result is "History of Clothing - From an Inventors Perspective" with a snippet that reads: "... Bra - Brassiere. ... History of Buttenick In 1863, Ebenezer Buttenick changed the face of home sewing forever by creating the first graded sewing pattern. ...". The URL is "inventors.about.com/library/inventors/blclothing.htm - 26k -". Below the URL, there are links for "Cached - Similar pages" and "More Results". To the right of the search results, there are "Dictionary Definitions" and "Sponsored Links". The sponsored links include "Natural Bra is Unique" and "Brassieres.org".

- **Google Logo:** Click on the Google logo to go to Google's home page.
- **Statistics Bar:** Describes your search, includes the number of results on the current results page and an estimate of the total number of results, as well as the time your search took. For the sake of efficiency, Google estimates the number of results; it would take considerably longer to compute the exact number. Every underlined term in the statistics bar is linked to its [dictionary definition](#).
- **Tips:** Sometimes Google displays a tip in a box just below the statistics bar.

The tip box shows the search term "images" and the number of results "Results 1 - 100 of about 85,300,000 for images [definition]. (0.46 seconds)". Below this, there is a tip: "Tip: Looking for pictures? Try [Google Images](#)".

The tip box shows the search term "piscina" and the number of results "Results 1 - 100 of about 1,280,000 for piscina [definition]. (0.41 seconds)". Below this, there is a tip: "Tip: [Search for English results only](#). You can specify your search language in [Preferences](#)".

The tip box shows the search term "www.gothotel.com" and the text "Showing web page information for www.gothotel.com". Below this, there is a tip: "Tip: Try [Google Answers](#) for help from expert researchers".

- **Search Results:** Ordered by relevance to your query, with the result that Google considers the most relevant listed first. Consequently you are likely to find what you're seeking quickly by looking at the results in the order in which they appear. Google assesses relevance by considering over a hundred factors, including how many other pages link to the page, the positions of the search terms within the page, and the proximity of the search terms to one another.

Below are descriptions of some search-result components. These components appear in fonts of different colors on the result page to make it easier to distinguish them from one another.

- **Page Title:** (blue) The web page's title, if the page has one, or its URL if the page has no title or if Google has not indexed all of the page's content. Click on the page title, e.g., Brassiere History, to display the corresponding page.
- **Snippets:** (black) Each search result usually includes one or more short excerpts of the text that matches your query with your search terms in **boldface** type. Each distinct excerpt or snippet is separated by an ellipsis (...). These snippets, which appear in a black font, may provide you with
 - The information you are seeking
 - What you might find on the linked page
 - Ideas of terms to use in your subsequent searches

When Google hasn't crawled a page, it doesn't include a snippet. A page might not be crawled because its publisher requested no crawling, or because the page was written in such a way that it was too difficult to crawl.

- **URL of Result:** (green) Web address of the search result. In the screen shot, the URL of the first result is [www.porvo.com/fashionbra.htm](#).
- **Size:** (green) The size of the text portion of the web page. It is omitted for sites not yet indexed. In the screen shot, "5k" means

that the text portion of the web page is 5 kilobytes. One kilobyte is 1,024 (2^{10}) bytes. One byte typically holds one character. In general, the average size of a word is six characters. So each 1k of text is about 170 words. A page containing 5K characters thus is about 850 words long.

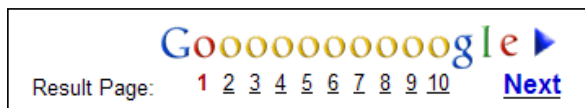
Large web pages are far less likely to be relevant to your query than smaller pages. For the sake of efficiency, Google searches only the first 101 kilobytes (approximately 17,000 words) of a web page and the first 120 kilobytes of a pdf file. Assuming 15 words per line and 50 lines per page, Google searches the first 22 pages of a web page and the first 26 pages of a pdf file. If a page is larger, Google will list the page as being 101 kilobytes or 120 kilobytes for a pdf file. This means that Google's results won't reference any part of a web page beyond its first 101 kilobytes or any part of a pdf file beyond the first 120 kilobytes.

- o **Date:** (green) Sometimes the date Google [crawled](#) a page appears just after the size of the page. The date tells you the freshness of Google's copy of the page. Dates are included for pages that have recently had a [fresh crawl](#).
- o **Indented Result:** When Google finds multiple results from the same website, it lists the most relevant result first with the second most relevant page from that same site indented below it. In the screen shot, the indented result and the one above it are both from the site [www.porvo.com](#).

Limiting the number of results from a given site to two ensures that pages from one site will not dominate your search results and that Google provides pages from a variety of sites.

- o **More Results:** When there are more than two results from the same site, access the remaining results from the "More results from..." link.

When Google returns more than one page of results, you can view subsequent pages by clicking either a page number or one of the "o"s in the whimsical "Goooooogle" that appears below the last search result on the page.



If you find yourself scrolling through pages of results, consider [increasing the number of results Google displays on each results page](#) by changing your global preferences (see the section Changing Your Global Preferences).

In practice, however, if pages of interest to you aren't within the first 10 results, consider refining your query instead of sifting through pages of irrelevant results. To simplify such refinements, Google includes a search box at the bottom of the page you can use to enter your refined query

- **Sponsored Links:** Your results may include some clearly identified sponsored links (advertisements) relevant to your search. Google displays your search terms that appear in the ads in **boldface** type, e.g., Brassiere on the top ad on the right.
- **Spelling Corrections, Dictionary Definition, `Cached, Similar Pages, News, Product Information, Translation, Content of a Book and its Cover (Google Print):** Your results may include these links, which are described on the next few pages.

Here's another screen shot of the results page in case the one at the top of this page scrolled off your screen.

For more on what's included on Google's results page, visit www.google.com/help/interpret.html.

Links Included with Your Results

Google may include links to the following types of information above or along side your results.

- [A Spelling Correction \(suggestion\)](#)
- [Dictionary Definitions](#)
- [Cached Pages](#)
- [Similar Pages](#)
- [News Headlines](#)
- [Product Search \(Froogle\)](#)
- [File-Type Conversion](#)
- [A Translation](#)
- [Content of a Book and its Cover \(Google Print\)](#)

The shortcut links that often appear to the left of an icon are known as OneBox results.

Spelling Corrections (Suggestions)

Not sure how to spell something? Don't worry, try [phonitick spewling](#) or [gessing](#). In just the first few months on the job, Google engineer Noam Shazeer developed a spelling correction (suggestion) system based on what other users have entered. The system automatically checks whether you are using the most common spelling of each word in your query.

Want to know the approximate value of a used car? Check out its "Blue Book" value.



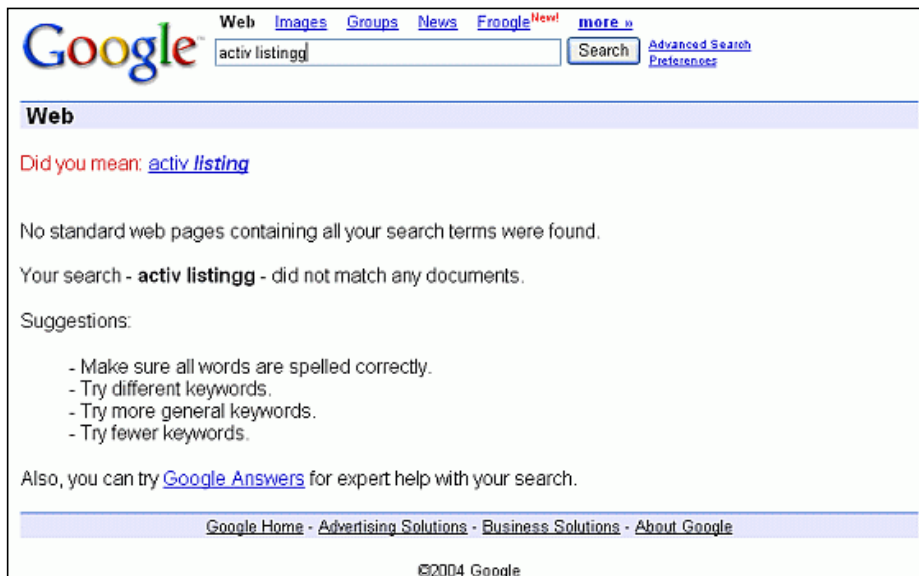
Notice that Google suggests the correct spelling if you fail to type the final "e" in "blue."



Since an alternative spelling is more common, Google asks: **Did you mean:** [blue book](#). Click the suggested spelling link to launch a new search on the "blue book" spelling instead of the original "blu book."

Google's checker is particularly good at recognizing frequently made typos, misspellings, and misconceptions. It analyzes all terms in your query to recognize what you most likely intended to enter. For example, when you search for [[untied stats](#)], the spelling checker suggests **Did you mean:** ["united states"](#), although each individual word is spelled correctly.

Regardless of whether it suggests an alternative spelling, Google returns results that match your query if there are any. If there aren't any that match your query, Google may offer an alternative spelling, search tips, and a link to [Google Answers](#). The last is a service that provides assistance from expert online researchers for a fee.



Google figures out possible misspellings and their likely correct spellings by using words it finds while searching the web and processing user queries. So, unlike many spelling correctors, Google can suggest common spellings for:

- Proper nouns (names and places)
- Words that may not appear in a dictionary

People searching for Britney Spears have clearly found the spelling checker useful, as it has corrected spellings of her first name ranging from "Brittany" to "Prietny." Visit www.google.com/jobs/britney.html to see hundreds of other ways people have misspelled her name.

Be aware that the spelling checker isn't able to distinguish between a variant spelling and a word or name that is spelled similarly. So, before clicking on what Google suggests, check that it's what you intended. For example, when looking up the San Francisco Bay Area web designer [Mistrale](#), Google asks: *Did you mean: [Mistral](#)*, though I spelled the name correctly.



Exercises

The first problem gives you practice in using Google's spelling-correction system. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. On National Public Radio (NPR), you heard a researcher at Stanford University whose name sounded like Jeff Naumberg and want to send him email. What is Jeff's email address?
2. From [Google's home page](#), www.google.com, search for "french military victories" and then click on the *I'm Feeling Lucky* button to see Albino Blacksheep's parody of a Google spelling correction result.

Note: Though the page looks like a Google page, if you enter another query in the search box, it will be processed by the hosting site, listed in your browser's address box.

Definitions

Want a definition for your search terms? It's just a click away.


Google looks for dictionary definitions for your search terms. If it finds any definitions, it shows those words as underlined links or includes a definition link in the [statistics bar](#) section of the results page (located below the search box showing your query). Google is able to find definitions for acronyms, colloquialisms, and slang, as well as words that you would expect to find in a dictionary.



Click on the underlined terms or the definition link in the statistics bar to link to their dictionary definition, which also may include information on pronunciation, part of speech, etymology, and usage.



For example, learn what co-founders Larry Page and Sergey Brin, and CEO Eric Schmidt mean when they say they run Google as a triumvirate by clicking on the link [triumvirate](#).

triumvirate  [Pronunciation Key](#) (trĭ-ŭm'vēr-ĭt)
 n.

1. Government by triumvirs.
2. The office or term of a triumvir.
3. A body or group of triumvirs.
4. An association or a group of three. Also called **troika**.

[Latin *triumvirātus*, from *triumvir*, board of three.
 See **triumvir**.]

triumvirate

\Tri*um'vi*rate\, n. [L. *triumviratus*: cf. F. *triumvirat*.] 1.
 Government by three in coalition or association; the term of such a government.

2. A coalition or association of three in office or authority, especially, the union of three men who obtained the government of the Roman empire.

[Source](#): *Webster's Revised Unabridged Dictionary*, © 1996, 1998 MICRA, Inc.

Phrases with idiomatic meanings that aren't necessarily implied by the definitions of the individual words will be linked to their dictionary definitions, e.g., "to get wind," "happy hour," "put off," "greasy spoon," and "raise the roof."

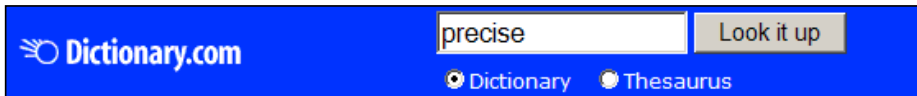


[To take wind](#), or [To get wind](#), to be divulged; to become public; as, the story got wind, or took wind.

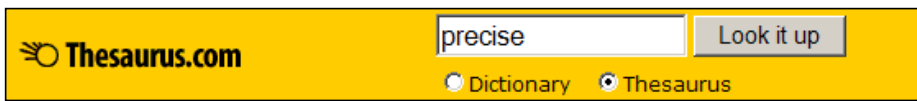
If Google doesn't find a definition for a term, try using [Google Glossary](#).

The online dictionary page includes a link to an online thesaurus. Use an online thesaurus to find suggestions for expressing yourself, whether for a document, a speech, a book, or a query.

To view the thesaurus, first type the terms for which you want a synonym or antonym. Click on the link to the dictionary definition in the [statistics bar](#). Google will display a page with the dictionary definition(s).



Then select the "Thesaurus" radio button



and click the "Look it up" button or hit the ENTER key and your browser will display synonyms. The following screen shot shows two of the 80 entries from Thesaurus.com for the word "precise."

80 entries found for precise.

Entry: **precise**
Function: adjective
Definition: exact
Synonyms: absolute, accurate, actual, categorical, circumscribed, clear-cut, correct, decisive, definite, determinate, explicit, express, fixed, individual, limited, literal, narrow, nice, particular, proper, restricted, right, rigid, rigorous, specific, strict, stringent, unequivocal, very, well-defined
Concept: specificity
Source: *Rogel's Interactive Thesaurus, First Edition (v 1.0.0)*
 Copyright © 2003 by Lexico Publishing Group, LLC. All rights reserved.

Entry: **precise**
Function: adjective
Definition: meticulous
Synonyms: careful, ceremonious, choosy, exact, fastidious, finicky, formal, fussy, genteel, inflexible, nice, particular, persnickety, picky, priggish, prim, prissy, prudish, punctilious, puritanical, rigid,

Exercises

These problems give you practice in finding dictionary definitions. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. According to the dictionary, what is an "urban legend"?
2. Find the history of the word 'chivalry.' From which language does it come and from what word?
3. Does Google provide a link to dictionary for definitions of terms in languages other than English?
4. What does 'zeitgeist' mean? What's on the Google Zeitgeist page www.google.com/press/zeitgeist.html?

Cached

Google takes a snapshot of each page it examines and caches (stores) that version as a back-up. The cached version is what Google uses to judge if a page is a good match for your query.

Practically every search result includes a *Cached* link. Clicking on that link takes you to the Google cached version of that web page, instead of the current version of the page. This is useful if the original page is unavailable because of:

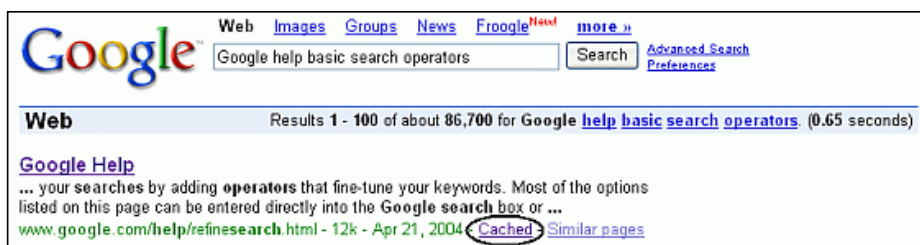
- Internet congestion
- A down, overloaded, or just slow website
- The owner's recently removing the page from the Web

Sometimes you can access the cached version from a site that otherwise require registration or a subscription.

Note: Since Google's servers are typically faster than many web servers, you can often access a page's cached version faster than the page itself.

If Google returns a link to a page that appears to have little to do with your query, or if you can't find the information you're seeking on the current version of the page, take a look at the cached version.

Let's search for pages on the Google help basic search operators.



Click on the *Cached* link to view Google's cached version of the page with the query terms highlighted. The cached version also indicates terms that appear only on links pointing to the page and not on the page itself.



Note: Internet Explorer users may view a page with any word(s) highlighted, not just search terms, by using the [highlight feature of the Google Toolbar](#), which is mentioned in Part III.

When Google displays the cached page, a header at the top serves as a reminder that what you see isn't necessarily the most recent version of the page.

The *Cached* link will be omitted for sites whose owners have requested that Google remove the cached version or not cache their content, as well as any sites Google hasn't indexed.

If the original page contains more than 101 kilobytes of text, the cached version of the page will consist of the first 101 kbytes (120 kbytes for pdf files).

You can also retrieve Google's cached version of a page via the [cache: search operator](#). For example, [[cache:www.pandemonia.com/flying/](#)] will show Google's cached version of Flight Diary in which Hamish Reid documents what's involved in learning how to fly.

On the cached version of a page, Google will highlight terms in your query that appear after the *cache:* search operator. For example, in the snapshot of the page [www.pandemonia.com/flying/](#), Google highlights the terms "fly" and "diary" in response to the query [[cache:www.pandemonia.com/flying/ fly diary](#)].

Use the [Wayback Machine](#) when you want to visit a version of a web page that is older than Google's cached version.

Exercises

These problems give you practice accessing Google's cached version of a page. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. After Nelson Blachman received reprints of a paper he wrote for the June 2003 issue of *The Mathematical Scientist*, he wanted to discover what other sorts of papers appear in the same issue of this semiannual publication. Find a table of contents for *The Mathematical Scientist* for Nelson.
2. Compare the dates on the current page with the dates on the cached version for the following organizations:
 - o CNN
 - o New York Times
 - o Java Pro Magazine
 - o North Texas Food Bank

Note: Google indexes a page (adds it to its index and caches it) frequently if the page is popular (has a high [PageRank](#)) and if the page is updated regularly. The new cached version replaces any previous cached versions of the page.

3. Check the dates that the Wayback Machine archived versions of Google Guide.

Similar Pages

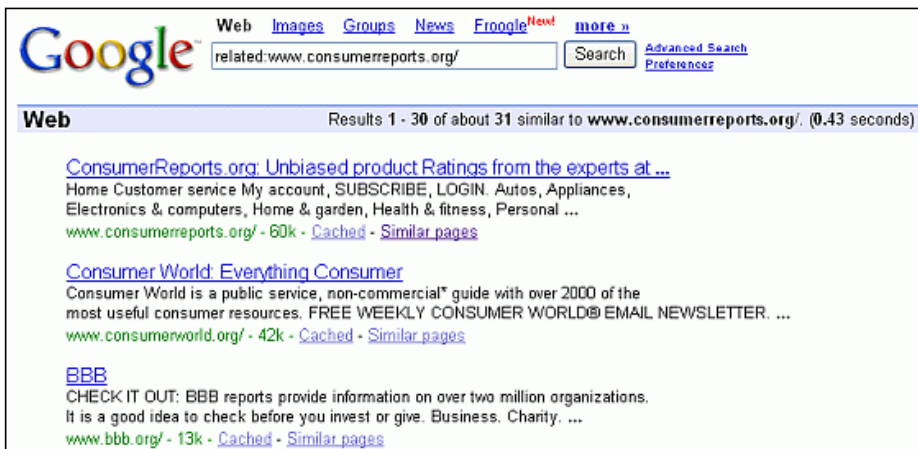
Do you like a result Google found and want more like it? For example, if you're interested in finding sites similar to that of Consumer Reports, first search for their site.



Click on the *Similar pages* link that appears on the bottom line for the Consumer Reports result.

The screenshot shows a Google search interface with the search term "Consumer Reports". The results section displays a sponsored link for "Consumer Reports Website" at www.ConsumerReports.org. Below this, there is a section for "Consumer Reports.org: Unbiased product Ratings from the experts at ..." with a "Similar pages" link circled in red. To the right, there are "Sponsored Links" for "Consumer Guide Reports" at www.consumerguide.com.

The link may be useful for finding more consumer resources, or information on Consumer Reports' competitors.



Web Images Groups News Froogle^{Next} more »
 related:www.consumerreports.org/ Search [Advanced Search](#)
[Preferences](#)

Web Results 1 - 30 of about 31 similar to [www.consumerreports.org/](#). (0.43 seconds)

[ConsumerReports.org: Unbiased product Ratings from the experts at ...](#)
 Home Customer service My account, SUBSCRIBE, LOGIN. Autos, Appliances,
 Electronics & computers, Home & garden, Health & fitness, Personal ...
[www.consumerreports.org/](#) - 60k - [Cached](#) - [Similar pages](#)

[Consumer World: Everything Consumer](#)
 Consumer World is a public service, non-commercial* guide with over 2000 of the
 most useful consumer resources. FREE WEEKLY CONSUMER WORLD® EMAIL NEWSLETTER. ...
[www.consumerworld.org/](#) - 42k - [Cached](#) - [Similar pages](#)

[BBB](#)
 CHECK IT OUT: BBB reports provide information on over two million organizations.
 It is a good idea to check before you invest or give. Business. Charity. ...
[www.bbb.org/](#) - 13k - [Cached](#) - [Similar pages](#)

You can also find similar pages by using the [Page-Specific Search selector](#) on the [Advanced Search](#) page, see [Sharpening Your Query](#) section or by using the [related:](#) search operator, described in the section [Using Search Operators](#), both of which are in Part I. If you expect to search frequently for similar pages, you may want to install a [GoogleScout browser button](#) as described in the section [Making Google Easier with Google Tools](#) in Part III.

Note: The similar pages feature is most effective on pages that are popular, i.e, that are linked to from many pages.

How does Google find similar pages?

By finding other sites listed on pages that link to the specified page. Let's see how Google chooses sites similar to Google Guide. I use the [related:](#) search operator, which returns the same results as the *Similar pages* link.




Google [Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)
 related:www.googleguide.com Google Search

Searched for pages similar to [www.googleguide.com](#). Results 1 - 11 of about 17. Search took 0.43 seconds.

[Google Guide: Interactive Online Tutorial on Searching with Google ...](#)
 Why Take The Google Guide Tutorial? Google is so easy to use, you
 may wonder why you should take this online tutorial. But if you ...
[www.googleguide.com/](#) - 19k - [Cached](#) - [Similar pages](#)


[Google Press Center: Zeitgeist](#)
 Google Zeitgeist - Search patterns, trends, and surprises according
 to Google. For both breaking news and obscure information alike ...
 Description: Weekly search trends and a list of the most frequently misspelled searches.
 Category: [Computers > Internet > ... > Authoring > Online Tools > Keywords](#)
[www.google.com/press/zeitgeist.html](#) - 101k - [Cached](#) - [Similar pages](#)

[Metaspy - MetaCrawler](#)
 MetaCrawler Search. Search the Search Engines. MetaCrawler Home.
 MetaSpy. What do you think of MetaSpy? Submit Your Site | Tell a ...
 Description: Displays keywords which people are currently searching for in Metacrawler. The page refreshes every...
 Category: [Computers > Internet > ... > Authoring > Online Tools > Keywords](#)
[www.metaspy.com/](#) - 8k - [Cached](#) - [Similar pages](#)

[MEL: Internet Myths & Hoaxes](#)
 The Internet and Computers. ...
[mel.lib.mi.us/internet/INET-hoax.html](#) - 8k - [Cached](#) - [Similar pages](#)

[Web Characterization](#)
[wcp.oclc.org/](#) - 1k - [Cached](#) - [Similar pages](#)

Now let's look at one of the sites that link to Google Guide. On the [Michigan State University \(MSU\) Libraries page](#), [www.lib.msu.edu/sowards/home/home5.htm](#), Google Guide is listed near the top of the page just after a link to [Google's Zeitgeist page](#), [www.google.com/press/zeitgeist.html](#). The next three sites listed as being similar to Google Guide (Metaspy, the MEL Internet Myths and Hoaxes, and Web Characterization) are also listed on the MSU page. Google automatically selected these sites by considering many factors including the popularity of the pages containing links to Google Guide, the positions, sizes, and proximities of other links to the Google Guide link.



Web sites about using Web sites and HTML, including search engines and meta-engines.

Some major search engines and portals:

- [Google](#) search engine, including [Google's University search](#) and [Zeitgeist](#) showing search results (see also [Google ~Guide](#) for advanced user tips).
- [Yahoo](#) directory.
- [Altavista](#).
- [MSN Web Search](#).
- [Go.com](#), formerly Infoseek.
- [Lycos](#) search engine.

Meta-engines:

- [Dogpile](#) runs your search in a dozen major search engines at once.
- [Metacrawler](#) uses multiple engines and uses an algorithm to rank hits for relevancy.
- [Ixquick](#) has options to tap a dozen engines, or news, and picture sites.

Comparisons of search engines:

- ["How to Search the Web"](#) by Terry Gray: a guide and links to various search engines.
- [Search Engine Watch](#) has links to sites, reviews and news.
- For the voyeur: [Metaspy](#) shows live search engine activity.

Another resource for similar results is the category link that may appear just below the snippet or above your search results, which is described next. If there isn't a category link, try using Google's [Directory](#).

For more information about the *Similar pages* link, visit www.google.com/help/features.html#related.

Exercises

These problems give you practice in using Google's *Similar pages* feature. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find a site that will get your name off mailing lists so that you receive less commercial advertising mail. Click on the *Similar pages* link to find other such sites.
2. What sites are similar to the [Internet Movie Database](#).

News Headlines

When Google finds current news relating to your query, Google includes up to three headlines that link to news stories above your search results. Why at most three? So as not to push the web search results off the page.

Of course, since news by definition reports recent events, you'll see the most recent headlines about the United Nations when you enter the query [[United Nations](#)].



The screenshot shows a Google search for "United Nations". The search bar contains "United Nations" and the search button is labeled "Search". Below the search bar, the results are categorized under "Web" and show "Results 1 - 100 of about 6,100,000 for United Nations [definition]. (0.34 seconds)". Under the "Web" category, there are "News results for United Nations" with a link to "View all the latest headlines". Three news headlines are listed: "Accusations over leaked Darfur report delay United Nations vote ..." from Daily Star (9 hours ago), "Pakistan May Send Troops to Protect United Nations Staff in Iraq ..." from Bloomberg (18 hours ago), and "Islamic nations urge leading role for United Nations" from Miami Herald (subscription) (22 hours ago). At the bottom, there is a link "Welcome to the UN. It's your world." and a copyright notice for the United Nations, 2004.

For more news stories or to browse the latest headlines, visit [Google News Search](http://news.google.com) at news.google.com, which I describe in Part III.

Exercises

These problems give you practice in searching for news headlines. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find the latest news about Google.
2. Find the latest news on Iraq.

Product Search (Froogle)

When Google finds products relevant to your query, above your search results, you may find up to three links to items that merchants list in Froogle, Google's product search service.



The screenshot shows a Google search for "portable dvd player". The search bar contains "portable dvd player" and the search button is labeled "Search". Below the search bar, the results are categorized under "Web" and show "Results 1 - 100 of about 2,450,000 for portable dvd player. (0.45 seconds)". Under the "Web" category, there are "Sponsored Links" for "Shop at Circuit City" and "Portable dvd player" from NextTag.com. Below the sponsored links, there are "Product search results for portable dvd player" with several product listings: "Audiovox D1810 Portable DVD Player - \$379.88", "J & R Music and Computer World New Portable DVD Player/Camcorder/Toshiba Notebook - \$700.00", "Yahoo! Auctions", and "Portable DVD Player with 9" LCD Monitor and Connectable Docking ... - \$948.99 - Best Buy". At the bottom, there is a link "All About Portable DVD Players & Accessories" and a copyright notice for the United Nations, 2004.

Exercises

These problems give you practice in searching for products. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find polo shorts.
2. Find cell phones.

File Type Conversion

Google converts all file types it searches to either HTML or text (unless, of course, they already are in one of these formats). Google searches a variety of file formats including

File Format	Suffix	Description
Adobe Acrobat PDF	pdf	A publishing format commonly used for product manuals and documents of all sorts.
Adobe PostScript	ps	A printing format often used for academic papers.
Hypertext Markup Language	html or htm	The primary language for web pages.
Lotus 1-2-3	wk1, wk2, wk3, wk4, wk5, wki, wks, or wku	A spreadsheet format.
Lotus WordPro	lwp	A word processing format.
MacWrite	mw	A word processing format.
Microsoft Excel	xls	A spreadsheet format.
Microsoft PowerPoint	ppt	A format for presentations and slides.
Microsoft Word	doc	A common word processing format.
Microsoft Works	wks, wps, or wdb	A word processing format.
Microsoft Write	wri	A Macintosh word processing format.
Rich Text Format	rtf	A format used to exchange documents between Microsoft Word and other formats.
Plain Text	ans or txt	Ordinary text with no special formatting.

Clicking on a link to a non-HTML file will launch the associated program for reading the file, provided it's installed on your system.

If you can't view the page in the native format -- for instance, if you don't have Adobe Acrobat on your computer -- or if you want faster access to the file, click on either the "View as HTML" or "View as Text" link. *Note:* Portions of some files converted to HTML or text may be difficult to read.

[\[PDF\] Web Page Evaluation Checklist](#)
 File Format: PDF/Adobe Acrobat [View as HTML](#)
 ... could find in journal articles or other published literature that is not on the free, general web? [Web Page Evaluation Checklist](#)
www.lib.berkeley.edu/TeachingLib/Guides/Internet/EvalForm.pdf - [Similar pages](#)

You can use the [Advanced Search form](#) (see the Sharpening Your Query section in Part I) or the [filetype: search operator](#) (see the section Using Search Operators also in Part I) to restrict your results to a particular format.

For more information about file types that Google supports, visit www.google.com/help/faq_filetypes.html.

Exercises

These problems give you practice viewing files of different types. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find a document with tips on job interviewing and salary negotiation that is in PDF/Adobe Acrobat format. What differences in the appearance of the document result from viewing it in its native format, Adobe Acrobat versus HTML?

2. Find a Power Point slide presentation on first aid and choking. View the presentation as HTML.
3. Find pdf or Postscript documents and course notes on symplectic geometry that are on university and other educational sites.

This problem was inspired by Julian Uschersohn.

Translation

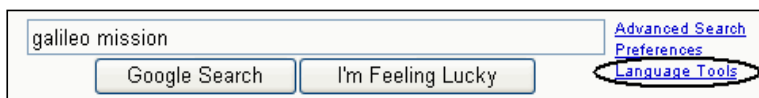
As the web has spread across the world, more and more web pages are available in languages other than English. Google provides a translation link and language tools to enable you to read pages written in unfamiliar languages.

Google translates pages by computer. Machine translation is difficult to do well and tends not to be as clear as human translation. But it can give you the gist of what's written or suggestions for translating something into another language.

Your results may include a "Translate this page" link when a results page is written in a language different from your interface language (as specified by your [Google Preferences](#), which is described in the next section). Your interface language is the language in which Google displays messages and labels, buttons, and tips on Google's home page and results page. You can translate pages written in English, French, German, Italian, Portuguese, and Spanish into another language from that set.

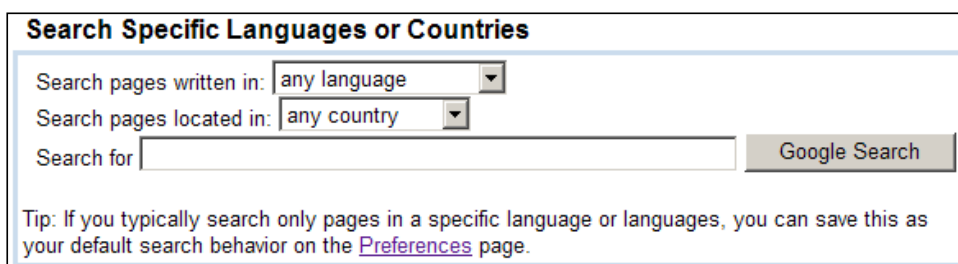


Google's Language Tools overcome language barriers. Click on the "[Language Tools](#)" link to the right of the search box on Google's home page,



or visit www.google.com/language_tools, or select the Language Tools menu option in the [Google Toolbar](#) (in Part III, section Making Google Search Easier with Google Tools) to:

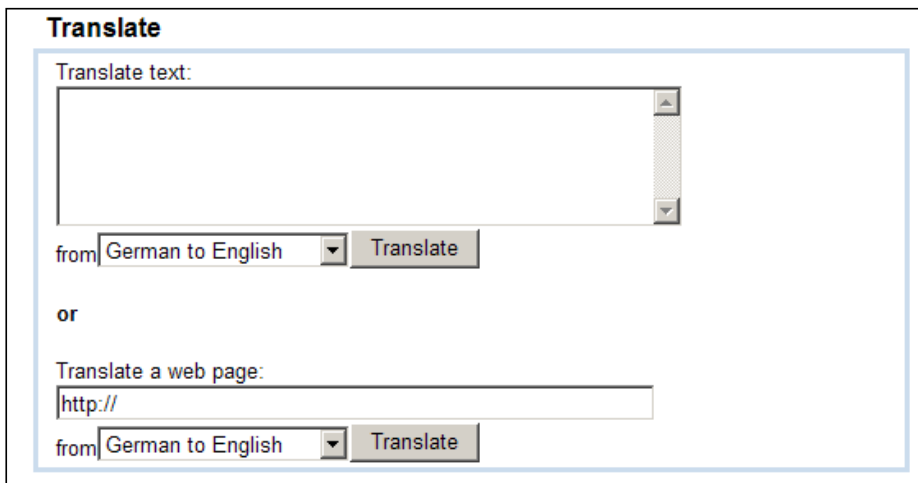
- Search for pages written in specific languages



- Search for pages located in specific countries
- Use the Google interface in another language, e.g., set Google's home page, messages and labels, and buttons to display in a specific language
- Visit Google's site in a specific country, e.g., www.google.com.ch in Switzerland



- Translate any text or web page from a limited set of languages including English, French, German, Italian, Portuguese, or Spanish into another language in that set.



If you want to translate some text or a page into a language other than those Google Language Translation Tool offers, check out [Fagan Finder's Translation Wizard](#).

If you're interested in translating Google Guide, send email to [feedback\(at\)googleguide.com](mailto:feedback(at)googleguide.com) (replace "(at)" by "@") and review Erik Hoy's [advice for Google Guide translators](#). The Danish Google, Guide, bibliotek.kk.dk/soeg_bestil_forny/googleguide, is available through the Copenhagen Central Library's website.

Exercises

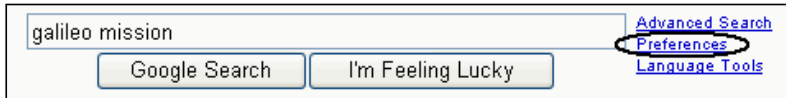
These problems give you practice with translating words, pages, and results, and with finding pages in specific countries. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find out about public swimming pools that you can use when visiting Naples, Italy. *Hint:* Find the Italian words for "public swimming pool" and then search for them on pages in Italy.
2. Find a reception hall, local caterer, disc jockey, and bartender that you can hire for a wedding reception at a small winery in Burgundy, France.
3. Translate "I wish to mail a package. Where is the nearest post office? Thank you." into Spanish.
4. Find the first chapter of *Le Petit Prince* online and have Google translate it into English. Compare this translation with the first chapter of *The Little Prince* translated by Katherine Woods, which you can find online if you don't have a handy copy of this lovely book.
5. Restrict your search to France and search for pages in English on the war in Iraq.

Customizing Your Results by Using Preferences

Whenever I run a new piece of software, ... I [first] ... look at the program's 'preferences' panel. By clicking through the options, I rapidly learn what a program can do and what its shortcomings are. Google is no different. — Simson Garfinkel, [Getting More from Google, Technology Review, June 4, 2003](#) (To view the entire MIT's Alumni magazine article, click on the link and complete the registration form.)

You can customize the way your search results appear by configuring your Google global preferences, options that apply across most Google search services. To change these options, click on the [Preferences](#) link, which is to the right of Google's search box, or visit www.google.com/preferences.



From the Preferences page, specify your global preferences, including

- **Interface Language:** the language in which Google will display tips, messages, and buttons for you
- **Search Language:** the language of the pages Google should search for you
- **SafeSearch:** automatic filtering and blocking of web pages with explicit sexual content
- **Number of results:** how many search results are to be displayed per page
- **Results window:** when enabled, clicking on the main link (typically the page title) for a result will open the corresponding page in a new window

When you set your preferences, Google stores your settings in a "cookie" on the computer you are using. Google doesn't associate that cookie with any other computer you use. So, if you want Google to work similarly on all the computers you use, you will need to set these preferences on each one of them.

Interface Language

The set of languages in which you want to allow messages and labels, text on buttons, and tips to be displayed. Your choice of interface languages is *much* larger than the "translate" set of languages (those that can be translated into your interface language) and includes relatively obscure languages, such as Catalan, Maltese, Occitan, and Welsh, and frivolous languages, such as Bork, bork, bork!, Esperanto, Hacker, Interlingua, and Pig Latin.

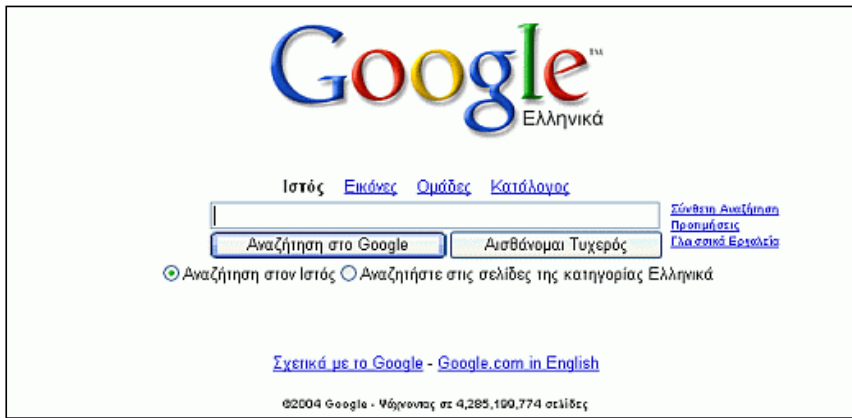
Use the Google Interface in Your Language

Set the Google homepage, messages, and buttons to display in your selected language via our [Preferences](#) page. Google currently offers the following interface languages:

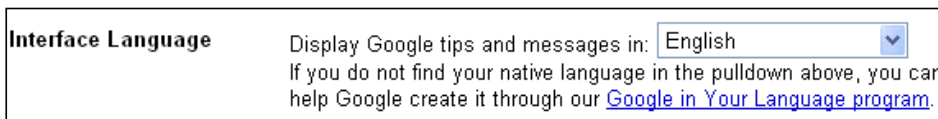
• Afrikaans	• Dutch	• Icelandic	• Nepali	• Sundanese
• Albanian	• Elmer Fudd	• Indonesian	• Norwegian	• Swahili
• Amharic	• English	• Interlingua	• Norwegian (Nynorsk)	• Swedish
• Arabic	• Esperanto	• Irish	• Occitan	• Tagalog
• Azerbaijani	• Estonian	• Italian	• Persian	• Tamil
• Basque	• Faroese	• Japanese	• Pig Latin	• Telugu
• Belarusian	• Finnish	• Javanese	• Polish	• Thai
• Bengali	• French	• Kannada	• Portuguese (Brazil)	• Tigrinya
• Bihari	• Frisian	• Klingon	• Portuguese (Portugal)	• Turkish
• Bork, bork, bork!	• Galician	• Korean	• Punjabi	• Ukrainian
• Bosnian	• Georgian	• Latin	• Romanian	• Urdu
• Bulgarian	• German	• Latvian	• Russian	• Uzbek
• Catalan	• Greek	• Lithuanian	• Scots Gaelic	• Vietnamese
• Chinese (Simplified)	• Gujarati	• Macedonian	• Serbian	• Welsh
• Chinese (Traditional)	• Hacker	• Malay	• Sinhalese	• Xhosa
• Croatian	• Hebrew	• Malayalam	• Slovak	• Zulu
• Czech	• Hindi	• Maltese	• Slovenian	
• Danish	• Hungarian	• Marathi	• Spanish	

If you don't see your native language here, you can help Google create it by becoming a volunteer translator. Check out our [Google in Your Language](#) program.

If you set your interface language to Greek, message and text on links, tabs, and buttons will be displayed in Greek.



The interface language is configured on the Preferences page. The pull-down menu allows you to choose from over 80 languages.



Note: If you don't find your preferred language in the list, you can volunteer to translate Google's help information and search interface into that language via the Google In Your Language program, which you can find out about by visiting services.google.com/tc/Welcome.html.

If you select an interface language other than English, when using Google Web search you will be given the option of searching the entire web or just pages written in your interface language. For example, with French as the interface language the search box looks like this:



Note: Most non-English Google home pages have a "Google.com in English" link in case you can't read the rest of the page.

Search Language

By default, Google Web search includes all pages on the Web. You can choose to restrict your searches to those pages written in the languages of your choice by setting the search language.

Search Language	<input checked="" type="radio"/> Search for pages written in any language (Recommended).		
	<input type="radio"/> Search only for pages written in these language(s):		
	<input type="checkbox"/> Arabic	<input type="checkbox"/> English	<input type="checkbox"/> Indonesian
	<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Estonian	<input type="checkbox"/> Italian
	<input type="checkbox"/> Catalan	<input type="checkbox"/> Finnish	<input type="checkbox"/> Japanese
	<input type="checkbox"/> Chinese (Simplified)	<input type="checkbox"/> French	<input type="checkbox"/> Korean
	<input type="checkbox"/> Chinese (Traditional)	<input type="checkbox"/> German	<input type="checkbox"/> Latvian

If you want to restrict results to a single language for a few queries, consider using Google's [Advanced Search page](#), see the section on Sharpening Your Results.

SafeSearch Filtering

Google's SafeSearch filters out sites with pornography and explicit sexual content. Moderate filtering, the default, is set to exclude most explicit images from Google Image search results but not Google Web search or other Google search services.

SafeSearch Filtering	Google's SafeSearch blocks web pages containing explicit sexual content from appearing in search results.
	<input type="radio"/> Use strict filtering (Filter both explicit text and explicit images)
	<input checked="" type="radio"/> Use moderate filtering (Filter explicit images only - default behavior)
	<input type="radio"/> Do not filter my search results.

Google's philosophy is to filter no more than necessary, i.e., as little as possible. Google considered adding the capability to filter other controversial content besides pornography, e.g., hate speech, anarchy, bomb making, etc. But these are much more difficult to filter automatically. For example, if you try to filter hate speech, you may filter out sites that discuss hate speech.

Number of Results

The most important setting, located near the bottom of the page, is "Number of Results." By default, Google returns just 10 results for a search. Since Google's search algorithms are so accurate, this default saves Google both computer resources and downloading time. But I always increase the default to 100. Although such searches take a little longer to download (especially over a dial-up connection), getting back 100 results saves me time when I'm searching for anything out-of-the-ordinary; it's much faster to scroll through a Web page than to manually click through 10 pages of intermediate results. — Simson Garfinkel, [Getting More from Google, Technology Review, June 4, 2003](#) (MIT's Alumni magazine)

You can increase the number of results displayed per page to 20, 30, 50, or 100. The more results displayed per page, the more likely you are to find what you want on the first page of results. The downside is that the more results per page, the more slowly the page loads. How much more time it takes depends on your connection to the Internet.

Number of Results	Google's default (10 results) provides the fastest results.
	Display <input type="text" value="20"/> results per page.

The Number-of-Results setting applies to Google's Web, Groups, News, Froogle, and Directory search services. It does not apply to Images and Answers.

New Results Window

After you set the Results Window option on the Preferences page, when you click on the main link (typically the page title) for a result, Google will open the corresponding page in a new window.

Results Window	<input type="checkbox"/> Open search results in a new browser window.
-----------------------	---

You can display the contents of the associated page in a new window in Internet Explorer by holding down the SHIFT key while you click on the link or pressing the right button and selecting "Open a New Window" after clicking on the link. In Mozilla or

Netscape, simply click your mouse's middle button on the link that you wish to display in a new window.

Exercises

These problems give you practice in changing preferences. After you've changed your preferences, run a couple of searches. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Change your preferences to display 20 results per page.
2. Change your preferences to use strict filtering, i.e., filter both explicit text and explicit sexual content.
3. Set your preferences to open search results in a new browser window.
4. Configure your preferences to suit your needs.
5. If you would like to have more than one set of preferences on your computer, e.g., one of searching French language sites and to search all sites, then find tools for enabling you to specify more than one set of preferences using more than one cookie.

Google's Approach to Ads

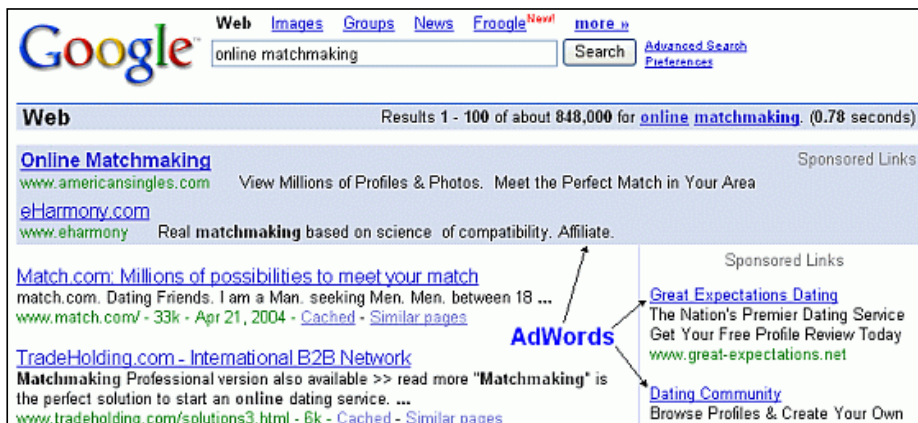
Some search engines sell their search results, in addition to showing ads. A sold result means that a link to the buyer's page is put at or near the top of the results page, just as if the search engine thought it was one of the best results. Usually, there is no indication that the page's result location was bought and paid for.

Google *never* sells its search results. If a web page appears in Google's search results, it's because Google thought it was a relevant result for your search, not because someone paid Google to put it there.

Google's approach to ads is similar to its approach to search results: the ads must deliver useful links, or the ads are removed.

- Ads must be relevant to your search.
- Ads must not intrude, distract, or annoy (no pop-up or flashy ads).
- Sponsored links are clearly identified and kept separate from search results.
- At most, two sponsored links appear above Google's search results.

You can distinguish ads by their format and the label "Sponsored Link." Ads contain a title, a short description, and a web address (URL).



Advertisers decide which queries their ads should match, and then Google decides on placement, i.e., which ads to show and in what order. Google determines placement by an auction; the auction not only considers what the advertiser will pay for the ad, but also its click-through rate, i.e., how often users click on the ad. If users often click on an ad, Google will likely place the ad higher up on the results page. If the click-through rate of an ad falls below a certain level, indicating an ad isn't relevant to the query, Google removes the ad.

For the most part, you'll find advertisements pertinent to your query. However, Google's automatic matching to words on a page sometimes places an ad inappropriately. For example, in September of 2003, adjacent to a New York Post article about a

gruesome murder in which the victim's body parts were stashed in a suitcase, Google listed an ad for suitcases. Since that incident, Google has improved its filters and automatically pulls ads from pages with disturbing content. So Google is unlikely to make another *faux pas* on a par with this one.

Some web pages display ads provided by Google's AdSense service. The hosting website and Google share the amount an advertiser pays when a user clicks on an ad, which varies between US\$0.05 and US\$50.00. Web publisher typically place Google AdSense ads near the top, on the right, or on the left side of a page to catch your attention. In Google Guide, I've included such ads at the top of each page.

For why Google sells advertising and not search results, visit www.google.com/honestresults.html.

For more information on Google's advertising programs, visit www.google.com/ads.

For tips on advertising, visit www.google.com/ads/tips.html.

For what to do if you find a pop-up ad on Google, visit www.google.com/help/nopopups.html.

Exercises

For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. How many sponsored links (ads) appear on the first search-results page with the answer to the following questions?
 - a. Where can you stay in central London at a moderate price?
 - b. What's going on with NASA's Mars Exploration Program?
2. Click on the most interesting sounding AdSense ads shown at the top of this page.
3. If you have a website, sign up for an AdWords account so that you can purchase ads to bring users to your site
4. If you have a website, sign up for an AdSense account so that you can make revenue from advertising on your site.

Evaluating What You Find

Google's web-page-ranking system, [PageRank](#), tends to give priority to better respected and trusted information. Well-respected sites link to other well-respected sites. This linking boosts the PageRank of high-quality sites. Consequently, more accurate pages are typically listed before sites that include unreliable and erroneous material. Nevertheless, evaluate carefully whatever you find on the web since anyone can

- Create pages
- Exchange ideas
- Copy, falsify, or omit information intentionally or accidentally

Many people publish pages to get you to buy something or accept a point of view. Google makes no effort to discover or eliminate unreliable and erroneous material. It's up to you to cultivate the habit of healthy skepticism. When evaluating the credibility of a page, consider the following **AAOCC** (Authority, Accuracy, Objectivity, Currency, Coverage) criteria and questions, which are adapted from www.lib.berkeley.edu/ENGL/eval-criteria1001.html.

Authority

- Who are the authors? Are they qualified? Are they credible?
- With whom are they affiliated? Do their affiliations affect their credibility?
- Who is the publisher? What is the publisher's reputation?

Accuracy

- Is the information accurate? Is it reliable and error-free?
- Are the interpretations and implications reasonable?
- Is there evidence to support conclusions? Is the evidence verifiable?
- Do the authors properly list their sources, references or citations with dates, page numbers or web addresses, etc.?

Objectivity

- What is the purpose? What do the authors want to accomplish?
- Does this purpose affect the presentation?
- Is there an implicit or explicit bias?
- Is the information fact, opinion, spoof, or satirical?

Currency

- Is the information current? Is it still valid?
- When was the site last updated?
- Is the site well-maintained? Are there any broken links?

Coverage

- Is the information relevant to your topic and assignment?
- What is the intended audience?
- Is the material presented at an appropriate level?
- Is the information complete? Is it unique?

Search for [[evaluate web pages](#)] or [[hints evaluate credibility web pages](#)] to find resources on how to evaluate the veracity of pages you view.

For a printable form with most of the questions that you will probably want to ask, visit www.lib.berkeley.edu/TeachingLib/Guides/Internet/EvalForm.pdf. If you're unable to view PDF files, you can get a free PDF viewer from Adobe by visiting www.adobe.com/products/acrobat/readstep2.html.

For more information on evaluating what you find, visit www.lib.berkeley.edu/TeachingLib/Guides/Internet/Evaluate.html.

Exercises

Find documents on the web that provide the answers to the following questions. What's your level of comfort with the referring site (s) and why? For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Is it true that if you touch a cold halogen bulb with clean fingers, you will shorten its lifespan?
2. Are 75% of Americans chronically dehydrated?
3. Are you less likely to get dental cavities if you drink fluoridated water?
4. Is clumping kitty litter a major health hazard to cats?
5. What are the benefits and drawbacks of a flu (influenza) shot?
6. Does microwaving food in plastic containers or plastic cling wrap release harmful chemicals into the food? Check whether this is an urban legend.

Want more experience assessing the authenticity and integrity of some websites? Try the exercises listed on www.lib.berkeley.edu/TeachingLib/Guides/Internet/EvaluateWhy.html.

Part III: Special Tools

In this course segment, you will learn how to:

- [Enter a query even if Google's home page isn't in your browser](#)
- [Access shortcuts for finding commonly sought utilities and information](#)
- [Take advantage of Google's specialized search services](#)

Google started by providing generalized web search and now offers specialized searches that are accessible by clicking on the links above Google's search box. Each link, except the last, represents a separate search service. Click on any of the following links to learn more about the corresponding specialized search service(s).

Web [Images](#) [Groups](#) [News](#) [Froogle](#) ^{New!} [more »](#)

Google displays the current service link in black and the others in [blue](#).

After running a search on one service, you can click on another service's link to run a search on that service using the same terms. For example, when you click on the News link, your search will be repeated on Google's News service.

Topic-specific searches are accessible from the [Advanced Search form](#).

[New! Local](#) - Find local businesses and services on the web

[Catalogs](#) - Search and browse mail-order catalogs online

[Apple Macintosh](#) - Search for all things Mac

[BSD Unix](#) - Search web pages about the BSD operating system

[Linux](#) - Search all Linux-friendly pages

[Microsoft](#) - Search Microsoft-related pages

[U.S. Government](#) - Search all .gov and .mil sites

[Universities](#): Narrow your search to a specific school's website, such as Stanford, Brown, BYU, etc.

[Sacramento State's Google QuikRef](#) (available from www.csus.edu/uccs/documents/quikrefsite/PDFs/googleqr.pdf) and [Google's cheat sheet](#) (www.google.com/help/cheatsheet.html) provide nice one-page summaries of some of Google's features and services.

The word "Beta" beside a service's name indicates that Google is testing and refining the service. Use the service, and if you are so inclined, provide feedback to Google on how the service can be improved.

Next, we'll look at many of the special search tools listed above, as well as:

- [Answers](#)
- [Google Prototypes and Demos \(Google Labs\)](#)

This section ends with [Google's feature history](#).

The search tips and behaviors described in [Part I](#) of Google Guide work with Google's special search tools, except in the following few cases. The synonym operator (~) currently works only on Web and Directory searches.

For more information on Google special services and tools, visit www.google.com/options/.

Making Google Easier with Google Tools

You can use Google even if the www.google.com page isn't currently in your browser provided you're currently connected to the Internet by using one or more of the following tools and features.

- [Google Toolbar, Googlebar, or Apple's Safari web browser](#)
- [Deskbar](#)
- [Browser Buttons](#)
- [Setting Google as your home page](#)
- [Setting Google as your default search engine](#)

Here's how.

- **Toolbar** (well worth installing if you use Windows 95/98/ME/NT/2000/XP and Internet Explorer 5.0 or a more recent version) - toolbar.google.com



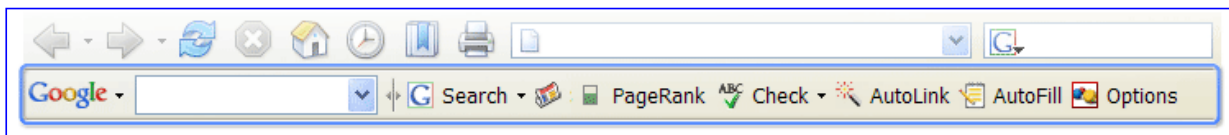
Access Google from your Internet Explorer toolbar. The following table lists just some of the many wonderful features available through the Google Toolbar.

Feature	Allowing you to ...
Search Box	Access Google's search technology from your browser toolbar.
Search Site	Search only the pages of the site you're currently visiting.
Highlight	Highlight terms on the current page.
Word Find	Find your search terms on a page and navigate to them.
Pop-up Blocker	Stop annoying pop-up windows (new in version 2.0 of Toolbar).
AutoFill	Automatically fill in a form (new in version 2.0 of Toolbar).

Below are links to more information on Google's Toolbar:

- o An overview and installation - toolbar.google.com
- o A description of the features - toolbar.google.com/button_help.html
- o Answers to frequently asked questions - toolbar.google.com/faq.html
- o How to clear your search history in the Toolbar - toolbar.google.com/faq.html#clear_history

[Google's Toolbar](#) is now available for Firefox.

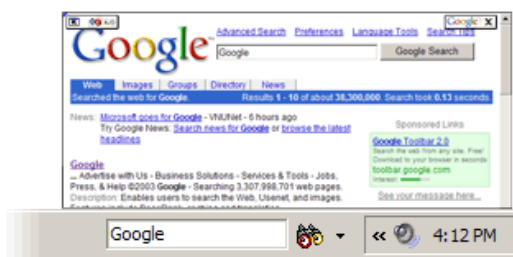


If you use Mozilla or Netscape, try Googlebar, googlebar.mozdev.org, which emulates all of the basic search functionality of Google's Toolbar, allowing you to easily access almost all of Google's specialty searches (some of which are not yet supported by the Google Toolbar!) from one convenient toolbar. Googlebar works on recent versions of Mozilla and Netscape, but may not work on older ones.



If you use Mac OS X, note that Apple's [Safari web browser](#) includes Google search feature.

- **Deskbar** (well worth installing if you use Windows 98/ME/2000/XP and Internet Explorer 5.5 or a more recent version) - toolbar.google.com/deskbar/



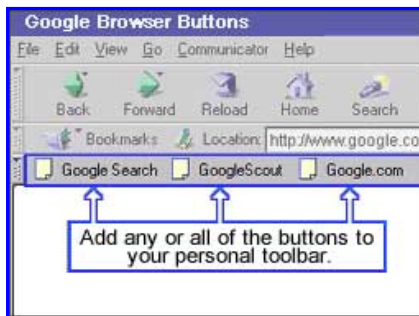
Access Google from your Windows desktop toolbar. The following table lists the Deskbar key features.

Feature	Allowing you to ...
Search Box	Access Google's search technology even when your browser isn't running.
Preview	Preview search results in a small inset window that closes automatically.
Accessibility	Access Google from any application by pressing the CTRL, ALT, and the G keys simultaneously (CTRL+ALT+G).

Search Selected Text	Select text within a Word document, e-mail, browser page, or any other application, and then use that selected text as your search query by pressing the CTRL, ALT, and the G keys simultaneously (CTRL+ALT+G).
Keyboard Shortcuts	Access Google News by pressing the CTRL and the N keys simultaneously (CTRL+N), Google Images (CTRL+I), Froogle (CTRL+F), Web Search (CTRL+W), Groups (CTRL+U), I'm Feeling Lucky (CTRL+L), Definitions (CTRL+D), Stock Quotes (CTRL+Q), and Thesaurus (CTRL+T).

For more information on what the Deskbar can do, visit toolbar.google.com/deskbar/help/cmds.html.

- **Browser Buttons** - www.google.com/options/buttons.html
Access Google's search technology by adding buttons to your browser's toolbar.



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GoogleSearch

Performs search on any highlighted text or pops up a search box and prompts you for search terms.



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- Use your mouse to highlight this phrase: Stanford University.
- Click the "Google Search" button and Google searches the web for the highlighted phrase.

OR

- Simply click the button and enter your search terms in the pop-up Google search box.

GoogleScout

Delivers links to sites and information related to whichever page you are viewing.

- Go to a website such as www.stanford.edu.
- Once the page has loaded, click the GoogleScout button to find other web pages similar to Stanford's page.

Google.com

Click the Google.com button to go directly to the www.google.com page.

NOTE: *The Google Browser Buttons should work for recent versions of most browsers, but may not work on older ones.*

Google Browser Buttons are available at www.google.com/options/buttons.html.

- **Make Google Your Homepage**
To have the Google home page appear whenever you start your browser, click on the "Make Google Your Homepage" link on Google's home page. If the link is missing, follow the instructions listed on www.google.com/options/defaults.html.

- **Make Google Your Default Search Engine**

For instructions, visit www.google.com/options/defaults.html#default.

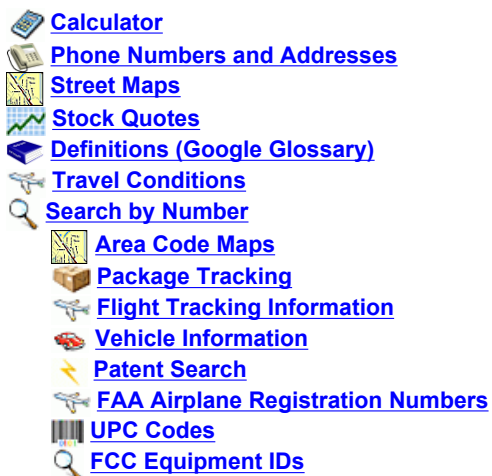
Exercises

Set up your system to make Google easier to access. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. If you use Windows 98/ME/2000/XP and Internet Explorer 5.5 or a more recent version, install the Google Deskbar on your system.
2. If you use Internet Explorer, install the Google Toolbar on your system. If you use another browser, install Google Browser Buttons on your system.
3. Make Google your home page.
4. Make Google your default search engine.

Shortcuts

Google provides shortcuts for finding commonly sought utilities and information, which you may have previously found offline or on specialized sites, including

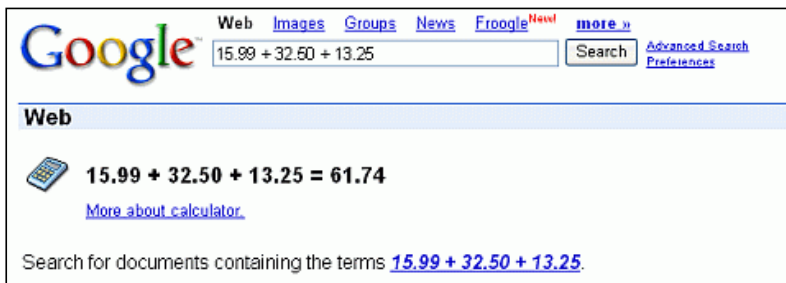


The results of these shortcuts appear to the right of a tag or specialized icon and above your search results.

Calculator

Want to add up a list of numbers, convert from miles to kilometers, or evaluate some other mathematical expression? Instead of using a piece of paper, your calculator, or a computer math software program, you can now solve mathematical problems with Google's built-in calculator function.

Simply enter the expression you'd like evaluated in Google's web search box and hit the ENTER key or click the "Google Search" button.



The [Google Guide Calculator Reference](#) provide a nice summary of some of Google's calculator features.

The calculator can evaluate mathematical expressions involving:

Basic Arithmetic

Compute expressions containing standard mathematical symbols. The following table lists operators that come between the two numbers on which they operate, e.g., to multiply 2 times 3, use $2 * 3$.

Operator	Function	Example
+	Addition	[15.99 + 32.50 + 13.25]
-	Subtraction	[79 - 18 - 19]
*	Multiplication	[2 * 3 * 7]
/	Division	[378 / 9]
^ or **	Exponentiation (raise to a power of)	[4^10] or [4**10]
% of	Percent	[15% of 93.45]
mod or %	modulo (the remainder after division)	[15 mod 9] or [15 % 9]
the <i>n</i> th root of	calculates the <i>n</i> th root	[4th root of 16] [cube root of 109] [square root of 42] or [sqrt(42)]

Note: To do multiplication, you must include the * symbol; [$3 * 4$] will be calculated, $3 4$ won't.

Advanced Math

Compute results involving mathematical constants, such as e , π , i (the square root of -1), and mathematical functions. The following table lists just some of the functions built into Google's calculator.

Operator	Function	Example
sin, cos, tan, sec, csc, cot, etc.	Trigonometric functions (arguments are assumed to be in radians)	[cos(pi/6)] [cosine(pi/6)]
arcsin, arccos, arctan, arccsc, etc.	Inverse trigonometric functions	[arccos(.5)]
sinh, cosh, tanh, csch, arsinh, arccsch, etc.	Hyperbolic functions	[cosh(6)]
ln	Logarithm base e	[ln(16)]
log	Logarithm base 10	[log(16)]
lg	Logarithm base 2	[lg(16)]
exp	Exponential function	[exp(16)]
!	Factorial	[5!]

choose	x choose y calculates the number of ways of choosing a set of y elements from a set of x distinct elements	[5 choose 3]
--------	--	--------------------------------

The following table lists just a few of the commonly used mathematical constants known to the calculator function.

Name and description	Example
base of the natural system of logarithms	[e]
pi, the ratio of the circumference to the diameter of a circle	[pi/6]
imaginary number, i, which represents one of the two square roots of -1	[i^2]
Euler's constant, gamma	[e^gamma]

Units of Measure and Conversions

Compute expressions involving different units. By default, units are converted to and results expressed in meter-kilogram-second (mks) units. Many units have both long and short names. Use whichever name you prefer.

Type of Units	Examples
Mass	kilogram or kg, grams or g, grains, pounds or lbs, carats, stones, tons, tonnes, etc.
Length	meters or m, miles, feet, Angstroms, cubits, furlongs, etc.
Volume	gallons, liters or l, bushels, teaspoons, pints, etc.
Area	square kilometers, acres, hectares, etc.
Time	days, seconds or s, centuries, sidereal years, fortnights, etc.
Electricity	volts, amps, ohms, henrys, etc.
Energy	Calories, British thermal units (BTU), joules, ergs, foot-pounds, etc.
Power	watt, kilowatts, horsepower or hp, etc.
Information	bits, bytes, kbytes, etc.
Quantity	dozen, baker's dozen, percent, gross, great gross, score, etc.
Numbering systems	decimal, hexadecimal or hex, octal, binary, roman numerals, etc. Prefix hexadecimal numbers with 0x, octal numbers with 0o and binary numbers with 0b. For example: 0x7f + 0b10010101.

Here are calculations that involve units.

[[2 meters + 5 feet](#)]

Convert from one set of units to another by using the notation, *x units in y units*.

[[three quarters of a cup in teaspoons](#)]

[[98.6 degrees Fahrenheit in degrees Celsius](#)]

[[130 lbs in kg](#)]

[[130 lbs in stones](#)]

[[65 mph in kph](#)] or [[65 mph in km/h](#)]

Warning: When your query includes "Calories" with a capital "C," Google returns kilocalories called "calories" by nutritionists.

[[160 pounds * 4000 feet in Calories](#)]

Convert from one numbering system to another.

[[1500 in hex](#)] or [[1500 in hexadecimal](#)]

[[64 in binary](#)]

[[LVII in decimal](#)]

Physical Constants

The following table lists just a few of the many commonly used physical constants known to the calculator function. For other physical constants available in Google's calculator, see the table at the end of David W. Ward's article [Physics the Google Way](#). *Note:* Sometimes Google's calculator interprets lower case letters different from upper case letters.

Long Name	Shorthand Notation	Click the Link for the Approximate Value
atomic mass units	amu or u	[u] or [atomic mass units]
Astronomical Unit	au	[au] or [astronomical unit]
Avogadro's number		[N_A] or [Avogadro's number]
Boltzmann constant	k	[k] or [Boltzmann constant]
electric constant, permittivity of free space		[epsilon_0]
electron mass		[m_e]
electron volt	eV	[eV]
elementary charge		[elementary charge]
Faraday constant		[Faraday constant]
gravitational constant	G	[G] or [gravitational constant]
magnetic flux quantum		[magnetic flux quantum]
mass of a proton		[mass of a proton]
mass of each planet and of the sun		[m_mars], [m_earth], [m_uranus], [m_sun]
molar gas constant		[molar gas constant]
permeability of free space		[permeability of free space]
Planck's constant	h	[h] or [Planck's constant]
radius of each planet and of the sun		[r_earth], [r_pluto], [r_sun]
speed of light in a vacuum	c	[c] or [speed of light]
speed of sound in air at sea level		[speed of sound]

Here are some calculations using built-in constants.

[[1 AU/c](#)]

[[1.21 MW / 88 mph](#)]

[[\(G * mass of earth\) / \(radius of earth ^ 2\)](#)]

Parentheses can be used whenever they'll serve to make complicated expressions unambiguous, and also sets of parentheses can be used within parentheses; don't use brackets for grouping.

The following are tips from Google's online help for the calculator, which can be found on the web at www.google.com/help/calculator.html.

You can force the calculator to try to evaluate an expression by putting an equals sign (=) after it. This works only if the expression is arithmetically computable. For example, 1-800-555-1234= will return a result, but 1/0= will not.

Parentheses can be used to enclose the parts of your expression that you want evaluated first. For example, (1+2)*3 causes the addition to happen before the multiplication.

Feel free to experiment with the calculator as not all of its capabilities are listed here.

If you want a visual interface to a fraction of the capabilities of Google's calculator, visit Soople's Calculator page, www.soople.com/index.php?sub=calculator.

The screenshot shows the Soople website interface with the following tools and their input fields:

- Smart calculator:** A text input field and a "Calculate!" button. Tip: Convert many measures/units Like '15 yards in meters'.
- Quick unit converter:** "Number" input, "Choose unit" dropdown, "in:" input, "Choose unit" dropdown, and "Convert" button.
- Add, subtract, divide & multiply:** "enter number" input, a dropdown for operators (+, -, *, /), another "enter number" input, and a "Calculate" button.
- Calculate the percentage of...:** "enter a number" input, "percent of:" input, another "enter a number" input, and a "Calculate" button.
- Trigonometric functions:** A dropdown for functions (Sinus, Cos, Tan, etc.), "enter a number" input, and a "Calculate!" button. Note: numbers are assumed to be radians otherwise type 'degrees' after the number.
- # root of...:** A dropdown for root types, "enter a number" input, and a "Calculate!" button.
- ln (logarithm base e):** "enter a number" input and a "Calculate!" button.
- log (logarithm base 10):** "enter a number" input and a "Calculate!" button.
- Find the remainder after division:** "Divide: enter a number" input, "by: enter a number" input, and a "Find the remainder" button.
- Choose: determine the number of ways of choosing:** "enter a number" input, "choose" dropdown, "enter a number" input, and a "Calculate" button.

Exercises

This problem set is designed to give you practice in using Google's new calculator function. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

- Convert 1 mile to meters.
- Convert 1 kg (kilogram) to lbs (pounds).
- Convert 0 degrees Kelvin to Fahrenheit or Celsius.
- Compute the number of minutes in a 365-day year.
- Which is larger π^e or e^π ? The same relationship holds between x^e and e^x for all non-negative values of x except e . The exponential constant, e , is approximately 2.72 and the ratio of the circumference to the diameter of a circle, π , is approximately 3.14.
- How many lottery combinations are there if the winning combination consists of 5 distinct integers between 1 and 99, i.e., there are 99 balls in an urn and once one is selected, it isn't returned to the box.
- Compute the probability of your winning the lottery if you buy 1,000 tickets each bearing five distinct independently randomly chosen integers between 1 and 99.

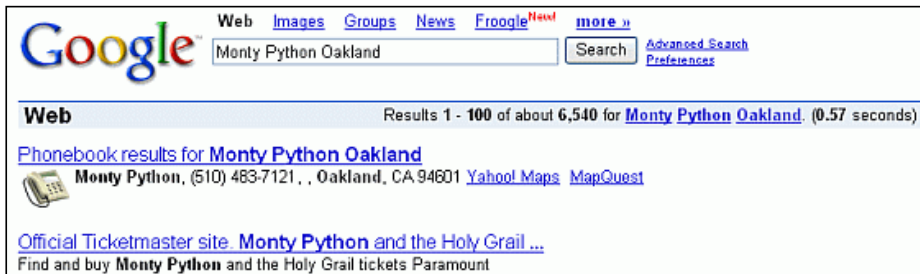
Phone Numbers and Addresses

Use Google if you want to look up a phonebook listing for someone who lives in the United States. Just enter a person's name and a city, state, or zip code in the standard web search box. Then hit the ENTER key or click the "Google Search" button.

If you have easy access to the web, Google's phonebook feature can be more convenient than your local phonebook and more extensive.



On the results page, phonebook listings are next to a telephone icon.



Google's residential phonebook feature recognizes inputs in the following formats.

To find a US residence , enter either ...	Examples
First name (or first initial), last name, city (state is optional)	[Monty Python Oakland]
First name (or first initial), last name, state	[Monty Python CA]
First name (or first initial), last name, area code	[M Python 510]
First name (or first initial), last name, zip code	[Monty Python 94601]
Phone number, including area code	[510-555-1212]
Last name, city, state	[Python Oakland CA]
Last name, zip code	[Python 94601]

Notice that Google supports reverse look up. You can enter a phone number with area code and learn to whom that number belongs.

Be aware that some listings are out of date, including the examples in the previous table.

When you want a US business white-page phonebook listing, enter a business name and location or phone number.

To seek a US business , enter ...	Examples
Business name, city, state	[Trek Waterloo WI]
Business name, zip code	[Ben & Jerry's 05403]
Phone number including area code	[(650) 930-3500]

Google lists up to three results that match your phonebook query.



The screenshot shows the Google search interface with the search term "Disney Los Angeles CA". The results are categorized under "Web" and show "Results 1 - 100 of about 585,000 for Disney Los Angeles CA. (0.50 seconds)". Below this, there is a section for "Phonebook results for Disney Los Angeles CA" with a phone icon. Two listings are visible: "Disney Stores, (310) 441-1977, 10800 W Pico Blvd, Los Angeles, CA 90064" and "Disney Store The, (310) 556-8035, 10250 Santa Monica Blvd, Los Angeles, CA 90067". Each listing includes links for "Yahoo! Maps" and "MapQuest".

To see other listings, click on the "Phonebook results" link that's just above the phonebook icon.

The screenshot shows the Google PhoneBook search interface. The search term is "Disney Los Angeles CA". There are two search buttons: "Search PhoneBook" and "Search the Web". The results are categorized under "Business Phonebook" and show "Results 1 - 5 of 16 for Disney Los Angeles CA. (0.07 seconds)". Five listings are shown, each with a phone number, address, and links to "Yahoo! Maps" and "MapQuest":

- Disney Stores - (310) 441-1977 - 10800 W Pico Blvd, Los Angeles, CA 90064
- Disney Store The - (310) 556-8035 - 10250 Santa Monica Blvd, Los Angeles, CA 90067
- Disney Store The - (323) 294-9906 - 3650 W Martin Luther King J, Los Angeles, CA 90008
- Disney Store The - (323) 463-0383 - 6834 Hollywood Blvd, Los Angeles, CA 90028
- Disney Dvw Ventures, Dwdisney Ventures, Dwdisney Graphics - (323) 469-0026 - , Los Angeles, CA 90001

 There is also a link for "More business listings... (Removal info)". Below this is a section for "Residential Phonebook" with "Results 1 - 1 of 1 for Disney Los Angeles CA. (0.07 seconds)".

Notice that when Google provides an address, it includes links to map providers. In the next section, we'll look at how to obtain a map and directions.

If Google doesn't return a phonebook link, try using the [phonebook:](#) search operator.



Need an email address? Though it would be a nice feature for you and me, Google doesn't offer an email-lookup service, since spammers could use it to get your address and send you unsolicited spam email.

Exercises

This problem set gives you practice with looking up phone numbers and addresses. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. What is the address of the Empire State Building in New York City in the state of New York (the two-letter state code is NY)?
2. Check whether Google knows your phone number and address. If you wish to remove your listing from Google's PhoneBook, complete the name removal form, which you can find at www.google.com/help/pbremoval.html or by searching for [remove phone number Google].

Street Maps

Want to find where something is or how to get there? Instead of visiting an online map-providing service, just enter an address into Google. You can also copy and paste addresses, even ones with embedded carriage returns, into Google's search box. When Google recognizes your query as a location, the results page includes links to map providers for that location. Clicking on a map-provider link takes you to a map showing the location result.

Enter a U.S. street address, including zip code or city/state. Often, the street address and city name will be enough.

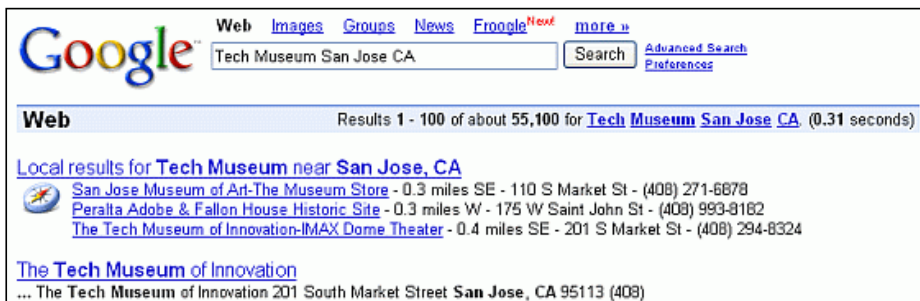


Beside an icon of a map are links to map providers, as shown below.

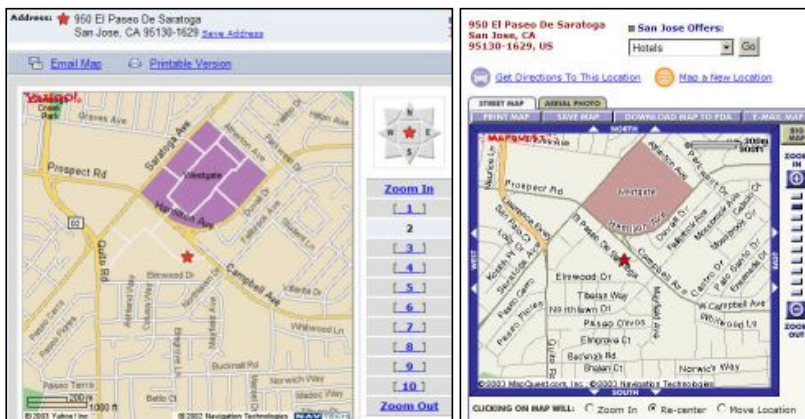


Click on either the [Google Maps](#) link , [Yahoo! Maps](#) link, or the [MapQuest](#) link to view a map showing 1600 Amphitheatre Pkwy in Mountain View, California.

Sometimes the [Google Local](#) service, which I describe in Part III, can find where something is located without your providing an address.



Click on the link to a map provider to obtain a map.



Click on the link "To this location" in Yahoo!Maps or on the radio button "Driving Directions from this location" in MapQuest and specify your starting location.

Driving Directions:
[To this location](#) | [From this location](#)

Get Directions to Above Location from:
 Address or Intersection

 City State/Prov.

Then you'll get a nice set of directions that you can print out and take with you when driving.

Directions

Directions	Miles	
1. Start on GARCIA AVE	0.0	↑
2. Turn Right on AMPHITHEATRE PKY	0.1	↘
3. Continue on AMPHITHEATRE PKY IN RENGSTORFF AVE	0.3	↘
4. Turn Left to take the US-101 SOUTH ramp towards SAN JOSE	0.2	↙
5. Merge on US-101 SOUTH	1.2	↙

Directions

DIRECTIONS	DISTANCE
1: Start out going Southwest on AMPHITHEATRE PKY.	0.35 miles
2: Merge onto US-101 S via the ramp- on the left- toward SAN JOSE.	1.34 miles
3: Merge onto CA-85 S toward CUPERTINO/ SANTA CLUZ.	10.02 miles
4: Take the SARATOGA AVE exit.	0.29 miles
5: Turn LEFT onto SARATOGA AVE.	1.34 miles
6: Turn RIGHT onto CAMPBELL AVE.	0.29 miles
7: Turn RIGHT onto EL PASEO DE SARATOGA.	0.06 miles

Total Estimated Time: 16 minutes
 Total Distance: 13.68 miles

Exercises

This problem set gives you practice with looking up addresses and with getting directions. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Get a map showing the most crooked section of Lombard Street in San Francisco, which is between 1000 and 1100 Lombard Street.
2. Get a map showing Japanese restaurants in Topeka, Kansas by entering [Japanese restaurants in Topeka KS] in the [Google Maps](#) search box.
3. If you live in the United States, obtain a map showing where you live by entering your address into Google and clicking the link to a map provider.
4. If you live in the United States, get directions from your house to either a good friend's place or a great restaurant.

Stock Quotes

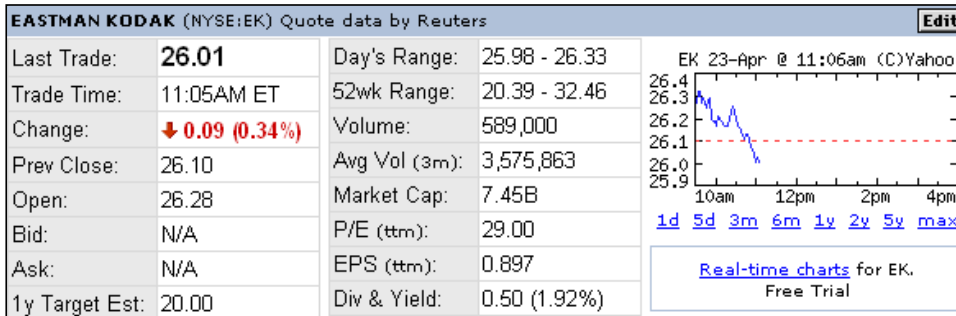
Looking for Google's stock symbol or price? It's **GOOG** on Nasdaq.

Want info on a publicly traded stock or mutual fund? Enter one or more NYSE, NASDAQ, AMEX, or mutual fund ticker symbols and Google will return the latest stock price (with a 15-minute delay for NASDAQ or a 20-minute delay for AMEX and NYSE), along with an intra-day chart, the daily high and low, and other useful, as well as a link to other financial information.





Click on the stock symbol link to see financial information, which may include the price of the last trade, the range of prices for the day and for the year, a one-year target price estimate, the previous days closing price, the opening price for the day, the volume of shares traded during the day, the PE ratio, dividends per share, the dividend date, and a chart.



Note: Entering a ticker symbol in the search box and then clicking on *I'm Feeling Lucky* will not take you to that symbol's financial information page. Instead, Google displays the first search results, whose link appears just below the box enclosing the stock information link.



Click on the "Stock quotes" link to view a chart for each stock symbol in your query.

Summary		
AMAZON.COM (Nasdaq:AMZN)		
After Hours (RTM/ECH) 46.31 ↑ 0.02 (0.04%)		
Last Trade: 46.29	Day's Range: 45.51 - 46.8873	
Trade Time: Apr 23	52wk Range: 24.77 - 61.15	
Change: ↓ 2.57 (5.26%)	Volume: 14,602,911	
Prev Close: 48.86	Avg Vol (3m): 8,483,909	
Open: 45.90	Market Cap: 18.72B	
Bid: 26.01 x 100	P/E (tm): 128.23	
Ask: 66.54 x 100	EPS (tm): 0.361	
1y Target Est: 50.33	Div & Yield: N/A (N/A)	
Message Board - Profile - Key Statistics - More on AMZN...		
CISCO SYSTEMS (Nasdaq:CSCO)		
After Hours (RTM/ECH) 23.36 ↑ 0.04 (0.17%)		
Last Trade: 23.32	Day's Range: 22.87 - 23.44	
Trade Time: Apr 23	52wk Range: 13.69 - 29.99	
Change: ↑ 0.17 (0.73%)	Volume: 51,370,184	
Prev Close: 23.15	Avg Vol (3m): 54,232,403	
Open: 23.24	Market Cap: 160.27B	
Bid: 7.62 x 100	P/E (tm): 30.17	
Ask: 39.03 x 100	EPS (tm): 0.611	
1y Target Est: 29.61	Div & Yield: N/A (N/A)	
Message Board - Profile - Key Statistics - More on CSCO...		
EBAY INC (Nasdaq:EBAY)		
After Hours (RTM/ECH) 82.10 ↓ 0.04 (0.05%)		
Last Trade: 82.14	Day's Range: 81.19 - 82.90	
Trade Time: Apr 23	52wk Range: 44.125 - 83.15	
Change: ↓ 0.45 (0.54%)	Volume: 10,346,918	
Prev Close: 82.59	Avg Vol (3m): 6,702,136	
Open: 81.72	Market Cap: 53.72B	
Bid: 49.07 x 100	P/E (tm): 100.42	
Ask: 115.16 x 100	EPS (tm): 0.818	
1y Target Est: 77.75	Div & Yield: N/A (N/A)	
Message Board - Profile - Key Statistics - More on EBAY...		

You can also retrieve stock information via the `stock:` search operator. For example, [[stock:brcm brcd](#)] will return a link to stock information about Broadcom Corporation and Brocade Communications System.

Exercises

This problem set gives you practice in obtaining financial information for US publicly traded companies. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Obtain a chart of Ebay's stock price for the past 5 years by entering Ebay's stock symbol, ebay, clicking on the link "Show stock quotes" and then selecting a 5-year chart.
2. Find current financial information for Yahoo and Amazon.
3. Using the [similar pages](#) feature, find competitors to google.com that are run by public companies. Check whether their stock prices have been climbing or dropping in the past three months.

Definitions (Google Glossary)

When you include "define," "what is," or "what are" in your query in front of a word, phrase, or acronym, Google displays one Glossary definition above your search results. Google Glossary provides definitions for words, phrases, and acronyms that Google finds on web pages. The Glossary is good for finding definitions for terms that aren't in some dictionaries, e.g., slang words, technical terms, ethnic words and other specialized terms.

In February of 2003, Google acquired Pyra Labs, a company that makes it easy for you to create your own blog. What's a blog? Let's ask Google to define the term.



Google Web Images Groups News Froogle^{News!} more »
 Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 100 of about 299,000 for **define blog**. (1.40 seconds)

Web definitions for Blog – (weB LOG)

A blog is basically a journal that is available on the web. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger." Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog. Postings on a blog are almost always arranged in chronological order with the most recent additions featured most prominently.
www.matisse.net/files/glossary.html - [Definition in context](#)

What is blog? - A Word Definition From the Webopedia Computer ...
 ... Other forms: **Blogger** (a person who blogs). •E-mail this **definition** to a colleague*. For

Sponsored Links

[TypePad Blogs](#)
 Quality, hosted weblogs from the makers of Movable Type
www.typepad.com

[Start Your Very Own Blog](#)
 Simple, Easy to Use, Point and Click Software for Blog Creation
 [Blogging.Help-for-Me.com](http:// Blogging.Help-for-Me.com)

You can search for blogs with Google, in the same way that you search for other documents. You can easily create a weblog (blog) post pointing to the web page you're visiting by pressing the "BlogThis!" button on the [Google Toolbar](#) and publish your thoughts on the web so others may find them. You can learn more about this feature on toolbar.google.com/button_help.html.

Google Glossary can also find definitions of acronyms.



Google Web Images Groups News Froogle^{News!} more »
 Search [Advanced Search](#) [Preferences](#)

The following words are very common and were not included in your search: what is. [\[details\]](#)

Web Results 1 - 100 of about 14,300,000 for **what is cats**. (0.65 seconds)

Web definitions for CATS

Credit Accumulation and Transfer Scheme.
www.keele.ac.uk/depts/aa/regulationshandbook/sectiond.htm - [Definition in context](#)

One definition appears to the right of the words "Web Definition," below the statistics bar and above Google's search results.

When your query includes the "define:" operator, Google displays all the definitions it finds on the web.



Google Web Images Groups News Froogle^{News!} more »
 Search [Advanced Search](#) [Preferences](#)

Web

Tip: Try [Google Answers](#) for help from expert researchers

Definitions of **Phat (fat)** on the Web:

very good Psycho: agressive anti-social behavior (used in punk)
www.planetpals.com/coolkidz.html

1) (adj) Rich like butter, really good, extremely well put together. 2) (adj) Attractive.
abcnews.go.com/onair/nightline/hiphop/glossary_hiphop_popoff.html

This is another word snowboarders tend to use to say to something that is good. If something is PHAT it is sweet!
www.stormloader.com/boarding/definitions.htm

PRETTY HOT AND TALENTED
206.76.139.4/jh/webwork/arendec/DEFJAM.HTM

Also means 'good' or 'impressive'. Often used when referring to the plastic spoiler on a car or a suitably diabolical piece of 'garridge' music.
home.clara.net/benjamin/html/funnytownie.htm

If you want a dictionary definition, learn about a shortcut in the [Dictionary Definitions section](#) in Part II.

Exercises

These problems give you practice in finding definitions. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. What does aka mean?
2. What is Google bombing? If Google Glossary doesn't find the definition, find it yourself.
3. Google is named after the word 'googol.' What is a googol?
4. What does the abbreviation IRL commonly stand for?

Google Local (Search by Location)

Restrict your search to a particular geographic area.

Google Local, aka Search by Location, local.google.com, scouts the web for addresses and clues to pinpoint where things are located.

Not only is Search by Location good for finding businesses and landmarks, but it can find locations of places that aren't listed in phonebooks. For example, you can find places that appeared in the film *Sleepless in Seattle*.

Name	Address	Related Web Pages
Don & Joe's Meats (206) 682-7670	85 Pike St Seattle, WA 98101 0.5 mi W - Directions	How to stay sleepless in Seattle ... How to stay sleepless in Seattle Despite the blackvoices.com - and more related pages >
Seattle City of. Aquarium Aquari... (206) 386-4300	1483 Alaskan Way Seattle, WA 98101 0.5 mi W - Directions	How to stay sleepless in Seattle ... How to stay sleepless in Seattle Despite the blackvoices.com - and more related pages >

See these results on a map by clicking on the link just above your search results.

Local Search Help

Sleepless in Seattle Seattle WA Google Search

Search terms US address, city & state, or zip Save location

Searched for Sleepless in Seattle near Seattle WA. Search within: 1 mile - 5 miles - 15 miles - 45 miles

1. [Don & Joe's Meats](#)

2. [Seattle City of Aquarium Aquari...](#)

3. [Elliott Hotel](#)

4. [Fremont Fair](#)

5. [Wooden Boats the Center For](#)

6. [Bainbridge Performing Arts](#)

7. [On the Board](#)

8. [Rational Island Publishers](#)

9. [Harvard Exit](#)

10. [Mar Queen Hotel](#)

Name	Address	Related Web Pages
Don & Joe's Meats (206) 682-7670	85 Pike St Seattle, WA 98101 0.5 mi W - Directions	How to stay sleepless in Seattle ... How to stay sleepless in Seattle Despite the blackvoices.com - and more related pages >

Exercises

This problem set gives you practice with using Google Local. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find Thai restaurants in the zip code 94041 in Mountain View, California.

Travel Conditions

Google provides a shortcut for learning about delays and weather conditions at a US airport. Just enter the airport's three-letter code followed by the word "airport" into Google's search box.

Note: This feature may not work if you search from any of Google's non-US sites, e.g., google.de, google.com.co, google.ca nor from a foreign-language site, e.g., Swahili or Latvian.

For example, find conditions at Honolulu International Airport. If you don't know the airport code, look it up on Google. If your city has more than one major airport, include the airport name as well as the city in your query.



You don't need to click on the first result to see that the airport code for one of Honolulu's airports is HNL, because you can find that code in the first line of the snippet.

A screenshot of a Google search page. The search bar contains the text "Honolulu airport code". Below the search bar, the results section shows "Web" results. The first result is titled "World Airport Codes - Usa - Honolulu Airport Details" and includes a snippet: "USA - Honolulu Airport - Airport Details. Airport Code, : HNL. Airport name, : Honolulu Airport. Runway Length, : 12360 ft. Runway Elevation, : 13 ft. ...". The second result is titled "World Airport Codes - United States - Honolulu Hickam Afb Airport ..." and includes a snippet: "United States - Honolulu Hickam Afb - Airport Details. Airport Code, : HIK. Airport name, : Honolulu Hickam Afb. Runway Length, : 0 ft. Runway Elevation, : 0 ft. ...".

If you find the snippet difficult to read, just click on the title to view the Honolulu Airport entry from World-Airport-Codes.com.

A screenshot of the website "WORLD-AIRPORT-CODES.COM". The page has a navigation menu with "Home", "Data Description", "About Us", and "Links". The main content area is titled "USA - Honolulu Airport - Airport Details" and contains a table with the following information:

Airport Code	: HNL
Airport name	: Honolulu Airport
Runway Length	: 12360 ft.
Runway Elevation	: 13 ft.
City	: Honolulu HI

Now let's request travel conditions at Honolulu International Airport.

A screenshot of a Google search page. The search bar contains the text "hnl airport". Below the search bar, the results section shows "Web" results. The first result is titled "View conditions at Honolulu International Airport (HNL), Honolulu, Hawaii" and includes a snippet: "... Airport-Codes.com. Now let's request travel conditions at Honolulu International Airport. Google search box with [hnl airport]. ...". To the right of the search results, there are "Sponsored Links" including "Cheap Airline Tickets" and "Airport Information".

Click on the "View conditions" link to see the FAA's airport status information.

AIRPORT STATUS INFORMATION provided by the FAA's Air Traffic Control System Command Center Honolulu International Airport (HNL) Real-time Status
The status information provided on this site indicates general airport conditions; it is not flight-specific. Check with your airline to determine if your flight is affected.
Delays by Destination: No destination-specific delays are being reported.
General Departure Delays: Traffic is experiencing gate hold and taxi delays lasting 15 minutes or less.
General Arrival Delays: Arrival traffic is experiencing airborne delays of 15 minutes or less.
This information was last updated: Jan 2, 2004 2:49:32 AM EST

Exercises








These problems give you practice in finding travel conditions. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find the travel conditions for Los Angeles International Airport.
2. Find the travel conditions for Kennedy Airport in New York City.

Search by Number

"Parcel tracking IDs, patents, and other specialized numbers can be entered into Google's search box for quick access to information about them," according to the [Google Web Search Features page](#), www.google.com/help/features.html.

Special searches by number types include:


	Examples
 Area Code Map	[212]
 Package Tracking	[999444666222]
 Flight Tracking Information	[united 42]
 Vehicle Information	[JH4NA1157MT001832]
 Patent Search	[patent 5122313]
 FAA Airplane Registration Numbers	[n199ua]
 UPC Codes	[036000250015]
 FCC Equipment IDs	[fcc B4Z-34009-PIR]

The rest of this page contains examples of input and output for most of these types of searches.

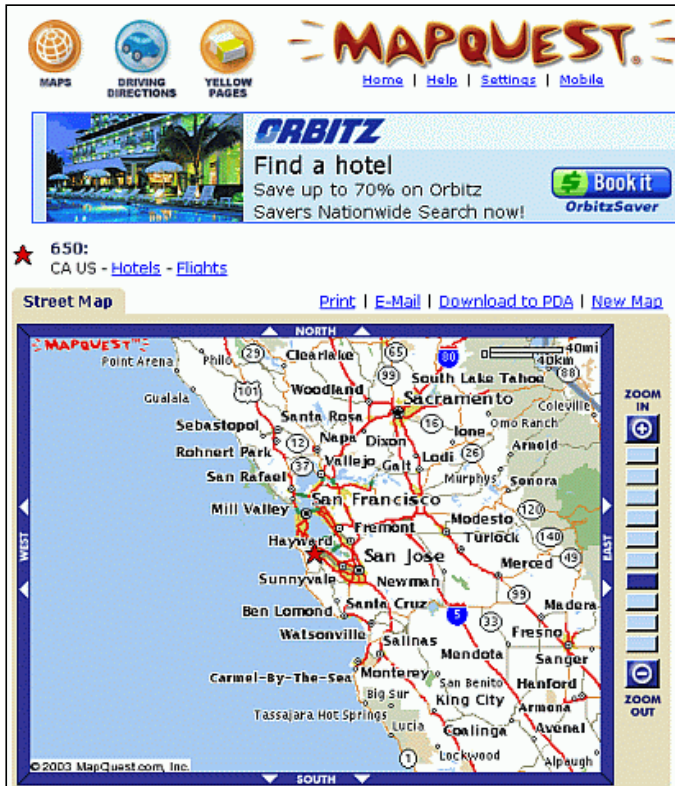
 **Area Code Map**

Want to see a map of where a US telephone area code is used? Just enter the area code in Google's search box.



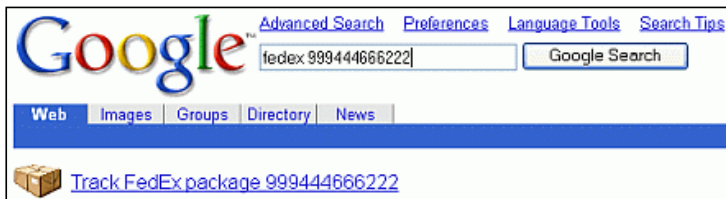
	Web Images Groups News Froogle New! more >
<input type="text" value="650"/>	<input type="button" value="Search"/>
Advanced Search Preferences	
Web	
Results 1 - 100 of about 11,300,000 for 650. (0.52 seconds)	
 Show map of area code 650 San Francisco peninsula, California www.mapquest.com	Sponsored Links 650 on eBay Find it now, and related items

Click on the link to view a map.

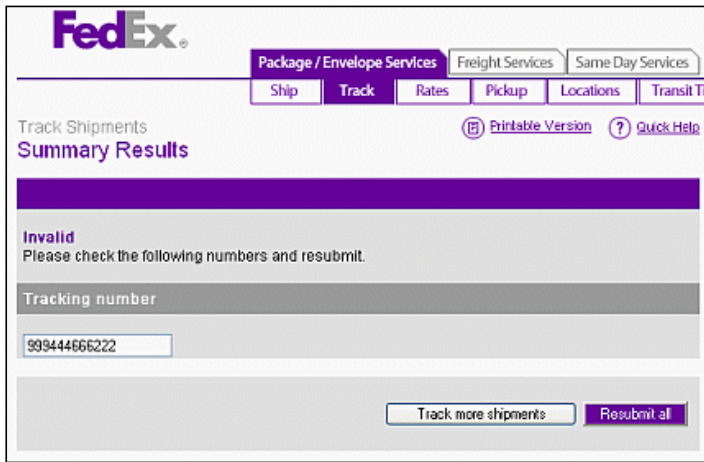


Package Tracking

Instead of going to the FedEx (www.fedex.com), UPS (www.ups.com), or US Postal Service (www.usps.com) sites to find out where your package is located, now you can enter parcel tracking IDs directly into Google's search box.



Click on the link to view tracking information for a parcel.

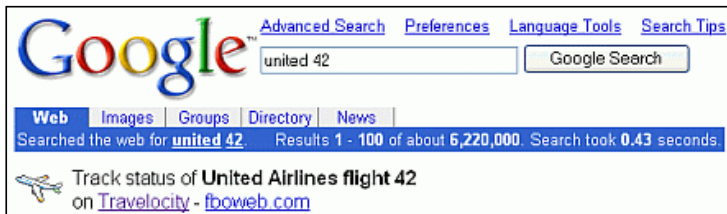


Find the latest information about your UPS package by entering the tracking ID into Google's search box. (I haven't been able to get a link to UPS package tracking information. Perhaps I haven't entered a valid UPS tracking ID.)



Flight Tracking Information

Look up information on a flight by typing the airline name or code followed by a space and a flight number.



Click on the Travelocity link to view tracking information on the flight.

Travelocity **STOP DREAMING** **get goin**

Home | Flights | Hotels | Cars/Rail | Vacations | Cruises | Last Minute Deals | Guides & Ad

YOUR TRIP OF A LIFETIME STARTS HERE

Arrival/Departure Information

Flight Information

United Airlines flight 42

Departure	Arrival
City: Kahului Maui, HI (OGG) Scheduled: Jan 13 - Not Available Actual: Jan 13 - 2:24pm Gate/Terminal: 29 Baggage Claim: 3	City: Los Angeles, CA (LAX) Scheduled: Jan 13 - Not Available Actual: Jan 13 - 9:04pm* Gate/Terminal: 75B Baggage Claim: 3
Airline Notes: OFF .08E+ETA .11E DPTS OT+ << continuing on to >>	
City: Los Angeles, CA (LAX) Scheduled: Jan 13 - 11:25pm Actual: Jan 13 - Not Available Gate/Terminal: 75B Baggage Claim: 4	City: Chicago-Ohare, IL (ORD) Scheduled: Jan 13 - 5:12am Actual: Jan 13 - Not Available Gate/Terminal: C11 Baggage Claim: 4
Airline Notes: ETA .11E DPTS OT+ARVS OT+	

Real-time flight tracking

Light ■ ■ ■ Heavy

UR42
 From: OGG To: LAX
 Departed at 14:24
 Arriving at 20:38
 Speed: 348 knots
 Alt: 33800 Feet
 ACType: B763

LOS ANGELES

Click on the fbweb.com link to view how the actual flight is progressing.

Flight information provided by **fbweb.com**

Want detailed aviation information? Check out www.fbweb.com...

Local Overview

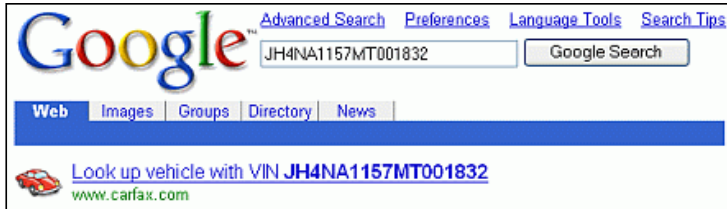
ZOOM
 8
 7
 6
 5
 4
 3
 2
 1

UAL42

(this map image updates automatically once every minute)

Vehicle Information

Look up automobile vehicle information by entering a vehicle ID (VIN) number.



Click on the link to view information on the specified vehicle.



⚡ Patent Search

Look up a patent by typing "patent" followed by a space and a patent number.



Click on the link to view information on the patent.

USPTO PATENT FULL-TEXT AND IMAGE DATABASE

[Home](#) [Quick](#) [Advanced](#) [Pat Num](#) [Help](#)
[Bottom](#)
[View Cart](#) [Add to Cart](#)
[Images](#)

(1 of 1)

United States Patent 5,122,313
 Yashima * June 16, 1992

Mold for forming substrate having uneven preformat pattern and method of using same

Abstract

A cast mold and process for casting a substrate for an information recording medium has an uneven preformat pattern formed on the mold surface. The uneven preformat features a pattern

 **FAA Airplane Registration Numbers**

Find out about a particular airplane by entering its FAA airplane registration number into Google's search box. An airplane's FAA registration number is typically painted on its tail.



[Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)



[Web](#) [Images](#) [Groups](#) [Directory](#) [News](#)

Searched the web for **n199ua** Results **1 - 55** of about **420**. Search took **0.65** seconds.

 [Look up aircraft with registration number N199UA](#)

Click on the link to view information about the aircraft.

FAA Registry
N-Number Inquiry Results

N199UA is Assigned

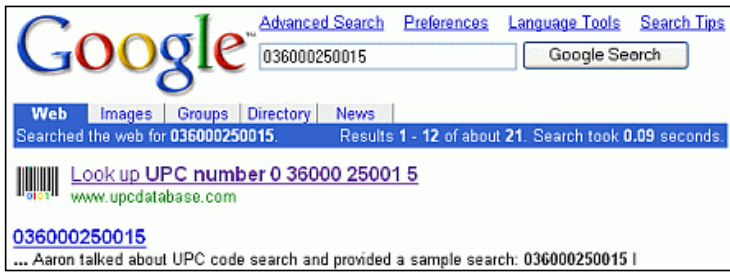
Assigned/Registered Aircraft
Aircraft Description

Serial Number	28717	Type Registration	Corporation
Manufacturer Name	BOEING	Certificate Issue Date	09/17/1997
Model	747-422	Status	Valid
Type Aircraft	Fixed Wing Multi-Engine	Type Engine	Turbo-Jet
Pending Number Change	None	Dealer	No
Date Change Authorized	None	Mode S Code	50305535
MFR Year	1997	Fractional Owner	NO


 **UPC Codes**

Find information about an item by entering its UPC code into Google's search box.





Click on the link to view information about this item.

UPC Database Entry	
UPC-A	 0 36000 25001 5
Description	Kleenex 2-ply 8.6x8.4 in tissue
Size/Weight	270 count box
Manufacturer	Kimberly-Clark (036000)
Entered/Modified	2002-04-19 7:57:48

🔍 FCC Equipment IDs

Find information about FCC equipment by typing "fcc" followed by a space and the equipment's ID number.



Click on the link to view information about this equipment.




FCC Federal Communications Commission														
1 Matches Found For:														
GRANTEE CODE = B4Z														
PRODUCT CODE = -34009-pir														
Query Results:														
View Form	Display Exhibits	Display Grant	Display Correspondence	Applicant Name	Address	City	State	Country	Zip Code	FCC ID	Application Purpose	Grant Date	Lower Frequency in MHz	Upper Frequency in MHz
	Detail			GE Interlogix, Inc	2266 North Saint Paul Street	North Saint Paul	MT	United States	55109	B4Z-34009-PIR	Original Equipment	02/23/1998	319.5	319.5
End of Report.														

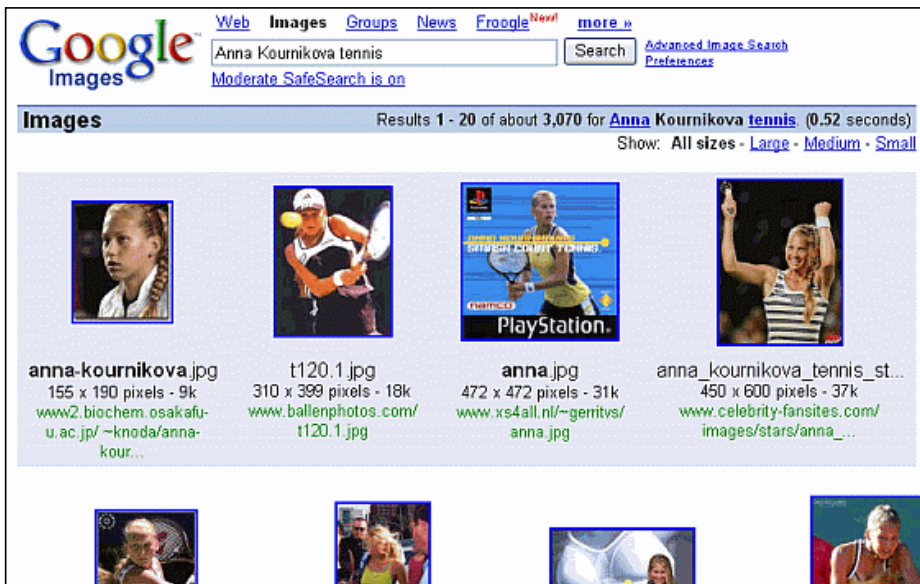
Image Search

[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) ^{New!} [more »](#)

Looking for an image, map, graphic, photo, design or drawing? Try Google's Image Search by clicking on the *Images* link above Google's search box or visiting images.google.com.



Enter your query and click on the "Google Search" button. Alternatively, enter your query and then click on the *Images* tab. Google Image Search works best when there are many images available to choose from, e.g., photos of Anna Kournikova, the most photographed tennis player.



Click on the image that interests you. You'll go to a framed page with two parts. On top, you'll see Google's image thumbnail. On the bottom, you'll see the full page on which the image appears.



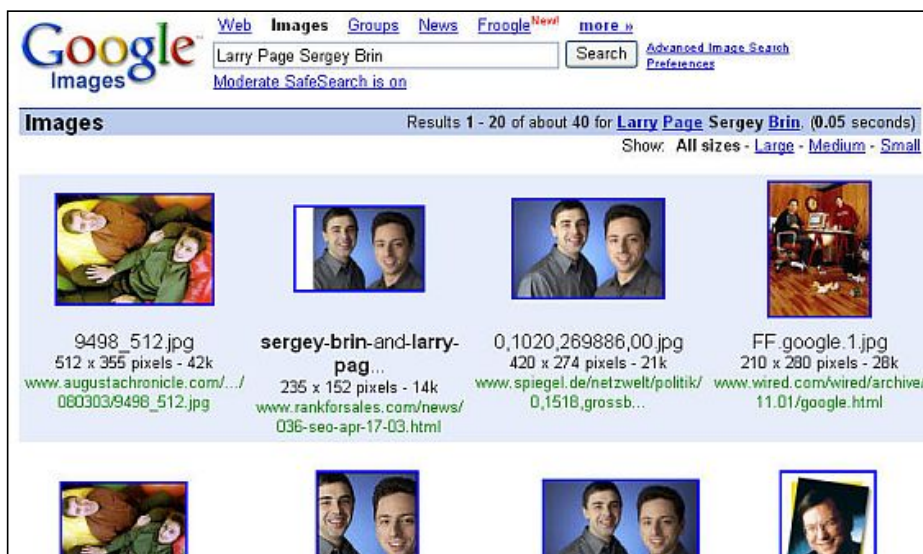
Clicking on the thumbnail image or on the "See full-size image" link that appears just below the thumbnail image will display the full-size image.

Save the image to your hard disk by either selecting "Save As" or "Save Page As" from the File menu of your browser or by clicking the mouse's right button and selecting "Save As" or "Save Page As" from the pop-up menu.

To view the page containing the image without the thumbnail image on top, click on the page's URL, which appears between the thumbnail image and the page itself following the text "Below is the image in its **original context** on the page."

How Does Google Image Search Work?

Notice that when you search for images of Google founders Larry Page and Sergey Brin, Image Search returns some photographs of Google CEO Eric Schmidt.



The words "Larry Page" and "Sergey Brin" appear near images of Eric Schmidt, or in image captions, or in links to those images. Google makes a guess that the words are related to the image. Google technology isn't yet to the point where it can tell what's in an image by looking

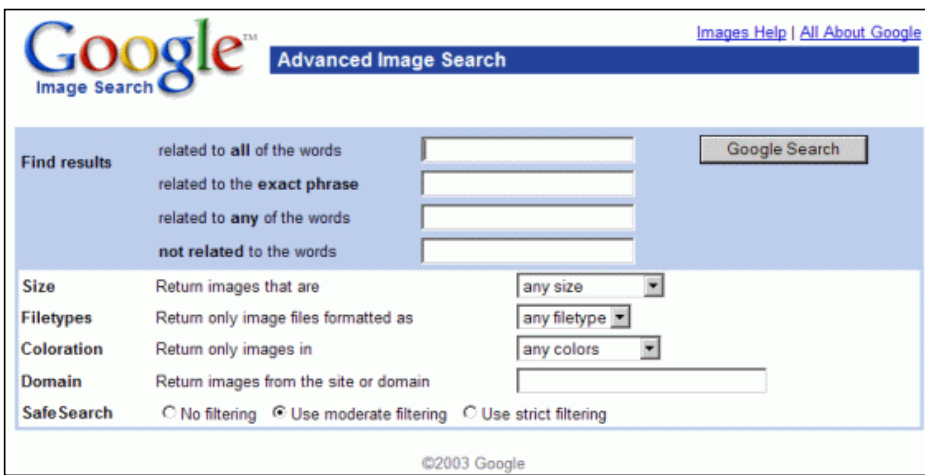
at it directly.

Focusing Your Image Search

As with text searches, you can focus your search when it finds too many images. Restrict your results to images that are large, medium, or small by clicking on one of the links that is in the upper right corner on the Images results page.



Alternatively, narrow your query by using Google's Advanced Image Search form. To get there, either click on the [Advanced Image Search](#) link or go to images.google.com/advanced_image_search.



You can specify:

Option	Restrict results to	Values
Size	images of these relative dimensions	small, medium, large
Filetype	image files whose names end with the specified suffix	jpg, gif, png
Coloration	images with the specified color depth	black and white, grayscale, full color
Domain	a specific site or domain (for a description of site and domain names, see Anatomy of a Web Address in the Sharpen Your Query section in Part I)	Domains such as .com, .edu, .nl, or sites such as pandemonia.com
SafeSearch	the specified level of filtering. Be aware that Google's automatic filtering doesn't guarantee that you won't be shown offensive content.	none, moderate, strict

The Size restriction refers to the height and width of the image in pixels. The following table lists the approximate dimensions for each relative size specification.

Size Value	Approximate Dimensions in pixels
small	150 x 150 or smaller
medium	larger than 150 x 150 and smaller than 500 x 500
large	500 x 500 or larger

For more information on Google's Image Search visit images.google.com/help/faq_images.html.

Exercises

These problems give you practice with finding images. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. I used a color chart to select colors for this tutorial. Find some color charts that show the HTML input to render at least 100 colors.
2. Google displays special logos on its home page on holidays and birthdays. Find some of these logos. Click on the link "repeat the search with the omitted results included" to view more amusing logos.
3. Find a photograph of the Alhambra in Granada, Spain to see whether you want to take a vacation and visit the Alhambra.
4. Obtain a map of the London Underground.

Groups (Discussion Forums)

[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) ^{New!} [more »](#)

Want advice, opinions, and recommendations that haven't necessarily been edited?

Then consider using Google Groups, which provides access (posting and reading) to Usenet discussion forums, an enormous storehouse of discourse, including

- Forums on practically everything from [aviation](#) to [zymurgy](#) (brewing beer)
- Opinions, advice, and resource information, e.g.,
 - Opinions on [lasik eye surgery](#)
 - Reviews for [small OR compact digital cameras](#)
 - [Travel tips](#) from nonprofessionals
 - [Security fixes for Windows 2000](#)
 - New [digital scanner setup files](#)
- Annoying posts
 - Spam (widely distributed junk messages)
 - Gripes
 - Flames (insulting criticism or remarks meant to incite anger)

The Internet connects people from all over the world. When the Internet was initially established, people used it to send email messages to each other. As with physical mail, email must have the address of the recipient. In 1979-1980, Steve Bellovin, Jim Ellis, Tom Truscott, and Steve Daniel at Duke University and the University of North Carolina at Chapel Hill implemented a distributed bulletin board system supported mainly by UNIX computers. It became known as Usenet, which was short for *Users Network*, and, because it was free and non-proprietary, it swiftly became international in scope. Usenet discussion forums became popular in the 1980s before the birth of the World Wide Web. In 1995, a company named DejaNews began archiving Usenet. In 1999, during the .com boom, DejaNews changed its name to Deja.com. Like many .com companies, Deja.com didn't do well financially. In February of 2001, Deja.com sold its Usenet archives to Google for an undisclosed amount. Google made Deja's entire archive (dating back to 1995) as well as lots of material posted earlier available from the Google Groups home page.

Click on *Groups* link above Google's search box or visit groups.google.com to access this comprehensive archive of human conversation, dating back to 1981.

Note: Particularly in the latter part of the 1980s, there are some significant gaps in the archive. As traffic expanded, volunteers who had been saving Usenet traffic at their own expense were overwhelmed, and stopped archiving some groups. While the Google Groups archive is the most complete Usenet Archive known to exist, it is not a complete archive prior to the 1990s.



Newsletters or forums are grouped into several large areas, each of which is broken into subareas. The different parts are always separated by a "." (period). The first part of a name is called its *hierarchy*. Consider, for instance, the name rec.sport.tennis. The newsgroup is in the rec or recreation area, in the sports subarea. Within each newsgroup, there are messages (also referred to as articles or postings) that look like email from one user to another. But instead of just being exchanged between two people, these messages are available to everyone who accesses the Usenet or Google Groups. The top level hierarchies on Google Groups are:

alt.	Alternative discussions (any conceivable topic)
biz.	Business products, services, reviews, etc.
comp.	Relating to computers
humanities.	Fine art, literature, philosophy, etc.
misc.	Miscellaneous topics, e.g., employment, health, etc.
news.	Relating to Usenet netnews itself
rec.	Relating to recreation, e.g., games, hobbies, sports
sci.	Relating to the sciences
soc.	Relating to social issues, culture
talk.	Long arguments, current issues and debates, frequently political

Below are some examples of newsgroup names.

alt.graphics.photoshop	misc.jobs.offered
alt.atheism.moderated	rec.aviation.soaring
alt.fan.letterman	rec.food.recipes
alt.personal.ads	rec.music.classical.guitar
biz.books.technical	soc.feminism
misc.invest.real-estate	talk.politics.misc

Discussion groups can be unmoderated (anyone can post) or moderated (submissions are automatically directed to a moderator, who edits and filters out inappropriate and irrelevant material). Some discussion groups have parallel mailing lists, with postings to a group automatically propagated to its mailing list and vice versa. Some moderated groups are even distributed as digests, groups of postings periodically being collected into a single large posting with an index. The names of some moderated groups include the suffix .moderated, e.g., rec.martial-arts.

moderated.

Click on a topic (hierarchy) or enter your query.



Google Groups search results for "compact digital camera recommendations". The page shows search filters (Web, Images, Groups, News, Froogle, more), a search bar with the query, and navigation links (Advanced Groups Search, Preferences). The results section indicates 1-100 of about 1,570 results. It lists related groups like "rec.photo.digital", "bit.listserv.edtech", "comp.sys.mac.system", and "rec.backcountry". A search result snippet is visible: "Re: Digital camera recommendations for Christmas gift" with a description of looking for high-quality compact digital cameras. A sponsored link for "Product Reviews at CNET" is also present.

Click the title to view the original article with your search terms highlighted.

Search result 1 for "compact digital camera recommendations". The snippet shows sponsored links for Canon cameras (PowerShot A40, EOS Digital Rebel) and a price comparison site (www.pricegrabber.com). The main search result is from Jacob M. McDonald (jacob-nospam-@jacob-nospam-mcdonald.net) with the subject "Re: Digital camera recommendations for Christmas gift". It includes a "View Thread (11 articles)" link and an "Original Format" link. The article content discusses Casio Exilim cameras as a high-quality, compact digital camera option, mentioning their MP versions and website (http://www.casio.com/). It also notes that Casio makes watches and calculators, and that their cameras use Canon optics and Sony CCDs.

Click on the "View Thread" link to see the original article together with followup articles. (Google Groups displays the entire contents of articles and does not clip the right side as I have done so the following screen shot is no wider than any other screen shot in Google Guide.)

View of a message in a thread. The subject is "Digital camera recommendations for Christmas gift" in the "rec.photo.digital" newsgroup. The message is from Jacob M. McDonald (jacob-nospam-@jacob-nospam-mcdonald.net) dated 2002-12-07 13:30:26 PST. The content is identical to the snippet above, discussing Casio Exilim cameras. The message ends with "Cheers,". A list of other messages in the thread is visible at the bottom, including one from Phil Robinson and another from Odie Ferrous.

Want to participate in a discussion? For information on how to post messages, click on the "Groups Help" link above or to the right of the

Google Groups' search box or visit the Google Groups Frequently Asked Questions (FAQ) about posting at groups.google.com/googlegroups/posting_faq.html. Also be sure to read the first answer in [Google Groups Posting Style Guide](#). Usenet has a very strong culture, and well-established ways of doing things. In order to get the best responses to your post, you should try to conform to Usenet standards.

Google Groups - Posting FAQ

[Search Newsgroups](#) **Frequently Asked Question About Posting**

[All About Google](#)

General Info
[Groups Help](#)
[Basics of Usenet](#)
[Usenet Glossary](#)

Posting on Groups
[Terms and Conditions](#)
[Posting Style Guide](#)
[Posting FAQ](#)

Find on this site:

1. [How do I post to Google Groups?](#)
2. [Can I remove a message after I post it?](#)
3. [I just posted an article and it's not showing up on Google Groups. Why not?](#)
4. [I don't want my email address to be published on the web, but I still want to post. How can I hide my email address?](#)
5. [What is the difference between Google Groups and Usenet?](#)
6. [Can I prevent my message from becoming a permanent part of Google Groups?](#)

1. How do I post to Google Groups?

To post a message, you must first identify the newsgroup in which you wish to start a discussion or select an article to which you wish to respond.

To start a new thread, click the link that says: "Post new message to the name of a group". You should see this link when you're one level above the actual articles in the group.

If you post to Usenet via Google Groups, your email address will be distributed widely and you may receive lots of spam as a result. Consider getting another email address from [Yahoo](#), [Hotmail](#), or some other free service to use for your public postings.

Want to search for a specific message or those written by a certain person? Click on the [Advanced Groups Search](#) link or visit www.google.com/advanced_group_search.

Google Groups - Advanced Groups Search

[Groups Help](#) | [All About Google](#)

Find messages with **all** of the words 10 messages
 with the **exact phrase** Sort by relevance
 with **at least one** of the words
 without the words

Newsgroup Return only messages from the **newsgroup**
 (Example: rec.games.misc, comp.os.*, "linux")

Subject Return only messages where the **subject** contains

Author Return only messages where the **author** is

Message ID Find the message with **message ID**
 (Example: moderated-ng-faq-1-983174581@swcp.com)

Language Return messages written in

Message Dates Return messages posted: anytime
 Return messages posted between and

Safe Search No filtering Filter using [SafeSearch](#)

©2003 Google

For more information on Google Groups visit groups.google.com/googlegroups/help.html.

Exercises

These problems give you practice in searching Google Groups. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find recommendations for sites for booking flights online.

2. Find travel tips for places to stay and visit in central London.
3. Find reviews of online banking services.
4. What are some ways to automatically block spam?
5. How can you remove varnish from a maple coffee table?
6. Click on the link "rec." and browse the names of the recreational subgroups.
7. Find the list of especially memorable articles and threads from Usenet that Google has compiled.

News Search

[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) ^{New!} [more »](#)

After the tragedies of September 11, 2001, Krishna Bharat, a Google engineer, built a tool to crawl news sites and organize news into ranked clusters. Because of its popularity, Google expanded the demo into Google News.

Google News:

- Presents information culled from thousands of news sources worldwide.
- Updates entries continuously throughout the day.
- Groups together related headlines and photos.
- By default, automatically displays the latest headlines.

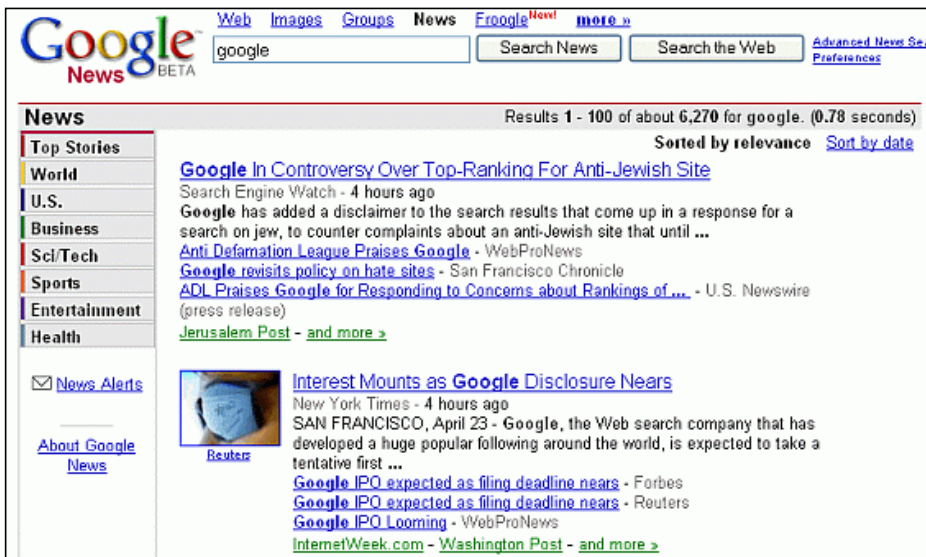
Click on the *News* link above Google's search box or visit news.google.com.

The screenshot shows the Google News interface. At the top, there is a search bar with the Google logo and the word "News" in red. To the right of the search bar are links for "Web", "Images", "Groups", "News", "Froogle", and "New!". Below the search bar are two buttons: "Search News" and "Search the Web". A red banner below the search bar says "Search and browse 4,500 news sources updated continuously." Below this is a "Top Stories" section with a sidebar on the left containing categories like World, U.S., Business, Sci/Tech, Sports, Entertainment, and Health. The main content area displays several news stories, including "US Soldier Gets Year Jail Term for Prisoner Abuse" and "Bush wants fifth Greenspan term". Each story includes a brief description, a timestamp (e.g., "Reuters - 15 minutes ago"), and a link to "and XXX related" articles.

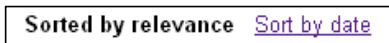
Google news indicates how fresh a story is by listing how long ago it was posted, e.g., 30 minutes ago for the top story on the left in the screen shot above. Click on the title to display the article. Notice the "and 565 related" link at the bottom of the entry of the story on the left of the above screen shot. If you click an entry's "and XXX related" link, you'll see a page listing all articles related to the same topic.

Search news by entering your query and clicking on the "Google Search" button.





By default, results are sorted by relevance to your search terms. When you wish to see articles ordered chronologically, click on the "Sort by date" link, located in the upper right corner of the results window.



[Advanced News Search](#), accessible from the Advanced Search link on the News page, enables you to search by news source, location, date range, and other criteria. It's also available at news.google.com/advanced_news_search.

International versions of Google News are available for countries including [Australia](#), [Canada](#), [France](#), [Germany](#), [India](#), [Italy](#), [New Zealand](#), [Spain](#), and the [U.K.](#)

Making Google News Your Home Page

If you like keeping up with the latest news, consider making Google News your home page and/or setting up Google News Alerts. Make Google News your home page by clicking on the "Make Google News Your Home Page" link, which appears on the left of Google News' home page, if the option works on your browser. If the link is missing, follow the instructions listed on www.google.com/options/defaults.html.

Google News Alerts - www.google.com/newsalerts

Set up Google News Alerts to get email when news articles on topics of interest to you appear on the web.

In February of 2003, Google engineer Naga Sridhar got tired of regularly visiting Google News to check for developments in the imminent US war with Iraq. So he put together an application that would email him when a news story broke that matched a specified query. Naga demonstrated his prototype to co-founder Sergey Brin, who set up a news alert for "google." With encouragement from both Sergey and Marissa Mayer (Google's Director of Consumer Products), Naga began working full-time on what has become News Alerts. Six months later, links to News Alerts were added to Google Labs' home page and to Google News.



After you've set up a News Alert, Google finds and delivers links to news articles as they appear online or once a day.

Consider using Google News Alerts to:

- monitor a developing news story
- keep current on a competitor or industry
- get the latest on a celebrity or event
- keep tabs on your favorite sports teams
- learn where you are or your company is cited or quoted

Note: News Alert is just one of several different services that will email you Google search results. Google Alert, a third-party service available at www.googlealert.com, will automatically email you results from several search queries either daily, every other day, twice weekly, or every week.



The screenshot shows a configuration window for Google News Alerts. At the top, it says "Enter up to 5 Google searches to perform (see tips). Use quotes for names or phrases like 'John Smith'." Below this are five numbered search entries, each with a text input field, a magnifying glass icon, a dropdown menu for the number of results, and the word "results".

Search Number	Search Query	Results
1.	google	40 results
2.	"Nancy Blachman"	30 results
3.	"Google +Guide"	30 results
4.	googleguide	20 results
5.	www.googleguide.com	20 results

Below the search entries, there are two radio buttons for "Run searches:". The first is "Automatically:" with a dropdown menu set to "Every two days". The second is "Only when I click 'Run Now'".

At the bottom, it says "Last search: Sunday March 7th, 10:38pm GMT" and has two buttons: "Update" and "Run Now".

For more information on Google News visit news.google.com/help/about_news_search.html.

If you're a news junkie, check out [Topix.net](http://www.topix.net/), which you can find at <http://www.topix.net/> and [Columbia Newsblaster](http://newsblaster.cs.columbia.edu/), which you can find at <http://newsblaster.cs.columbia.edu/>. Like Google News, Topix.net and Newsblaster are systems that automatically track the day's news. Why am I including non-Google sites in a tutorial on Google? To make you aware of sites offering capabilities different from Google News's and to publicize a friend's site.

The screenshot shows the TOPIX.NET website interface. At the top, it says "TOPIX.NET Pick your Topix, get the news." and "BETA". Below this is a navigation bar with tabs for Front, Local, Business, US/World, Health, Sci/Tech, Life, Entertainment, Sports, and Offbeat. The main content area is titled "Front Page" and "News organized by topic and location". A search bar is on the left. The main news item is "Bush Installs Pickering on Appeals Court" with a sub-headline "President Bush bypassed Congress and installed Charles Pickering on the federal appeals court Friday in an election-year slap at Democrats who had blocked the nomination for more than two years." There are also sections for "Local News" and "Business News".

According to the [About Columbia Newsblaster page](http://newsblaster.cs.columbia.edu/faq.html), which you can find at <http://newsblaster.cs.columbia.edu/faq.html>, "There are no human editors involved -- everything you see on the Newsblaster main page is generated automatically, drawing on the sources listed on the left side of the screen." Unlike Google News, Newsblaster summarizes clusters of articles about the same topic. "The end result is a Web page that gives you a sense of what the major stories of the day are, so you don't have to visit the pages of dozens of publications," according to About Newsblaster page.

The screenshot shows the Columbia Newsblaster website. The header says "Columbia Newsblaster Summarizing all the news on the Web" and "Friday, January 2, 2004". The main article is "Mad Cow-Hit U.S. Wants World to Buy Its Beef Now (U.S., 38 articles)". The article text reads: "More than 10,000 lbs of beef were recalled after officials discovered that a cow infected with mad cow disease was slaughtered and mixed with meat from 19 other cows on Dec. 9 at Vern's Moses Lake Meat Co. in Moses Lake, Washington. The first U.S. case of the deadly mad cow disease, which devastated parts of the European agriculture industry in the 1990s, was found in a dairy cow in Washington state, the President Bush administration said on Tuesday. Two dozen countries have banned U.S. beef because of mad cow, pushing cattle prices down by nearly 20 percent. The Bush administration took sweeping action Tuesday to rebuild public confidence in the nation's beef supply by banning the use of meat from all sick or lame animals including so-called downer animals like the cow that tested positive last week for mad cow disease. A week after the nation's first case of mad cow disease was reported, the U.S. Department of Agriculture banned the sale of meat from 'downer' cattle for human consumption. Despite continued reassurances by federal health authorities that meat from cattle infected with mad cow disease is safe, leading scientists who first found the cause of such illnesses insist that the actual risk is not known." There are also sections for "Top News" and "U.S. steps up international flight security".

Exercises

This problem set gives you practice with using Google News. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find today's current top stories listed on Google News.
2. Find the latest news about Google.

3. Set up a Google News Alert to automatically email you news about Google features and services or some other topic of interest to you.

Froogle (Search and Browse Items for Sale)

[Web](#) [Images](#) [Groups](#) [News](#) **Froogle**^{New!} [more »](#)

Froogle is a searchable and browsable shopping index tuned to finding products for sale online. Click on the *Froogle* link above Google's search box or visit froogle.google.com. Search results include price, brand, description, and, if available, a photograph. Note that unlike other online shopping services, Froogle doesn't actually sell things.

Froogle obtains listings for products from vendors and from scouring the web. When Google runs across a page that appears to sell something, it feeds the information it collects to Froogle. Vendors don't pay to have their products included in Froogle's search results. However, they can purchase sponsored links, which appear along the right side of Froogle's results pages.



No need to bookmark Froogle or remember its name, which is a combination of the words "Google" and "frugal." Just use Google to find it or any other service you desire.






You can browse products by clicking on a category or you can search by entering your query in Froogle's search box. Interested in buying a watch for a child? Try searching on Froogle for [[watches children](#)].

Web Images Groups News Froogle^{Next} more »

watches children Search Froogle Search the Web Advanced Froogle Search Preferences



Froogle Results 1 - 100 of about 181 confirmed / 336,000 total results for watches children. (0.58 seconds)

<p>View</p> <p>> List view Grid view</p> <p>Sort By</p> <p>> Best match Price: low to high Price: high to low</p> <p>Price Range</p> <p>\$ <input type="text"/> to <input type="text"/> \$ <input type="text"/> <input type="button" value="Go"/></p> <p>Group By</p> <p>> Store Show All Products</p> <p>Search within</p> <p>> All Categories Apparel & Accessories Jewelry Pendants</p>	 <p>Children's 14kt Gold Cultured Pearl Ring \$19.97 - Wal-Mart - Jewelry Children's 14kt Gold Cultured Pearl Ring. [More from Wal-Mart]</p>  <p>14k Yellow Gold & Enamel Children's Adjustable Bumble Bee Ring \$35.00 - JewelBasket.com - Jewelry 14k Yellow Gold & Enamel Children's Adjustable Bumble Bee Ring. 0.9g. Childrens Jewelry. [More from JewelBasket.com]</p>  <p>Silver Pink Pearl Children's Angel Medallion Jewelry Set \$42.99 - Overstock.com - Jewelry Only \$2.95 S&H! A perfect keepsake gift for any young lady, this dainty necklace and bracelet set puts angels at her side. A sterling ...</p>	<p>Sponsored Links</p> <p>Time Teaching Watches Colored Hour, Minute, Second Hands Activity Booklet Included www.timeteachingwatch.com</p> <p>Children Watches Find, compare and buy Watches! Simply Fast Savings www.Shopping.com</p> <p>Designer Children Watches Fun & Educational European Designs Many Designs & Colors Stocked www.kidsfashionbrokers.com</p> <p>Watches Kids Compare Prices at 40,000 Stores. Cheap Prices at BizRate.com! BizRate.com</p>
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The results included the verb "watch" and pages selling children's jewelry. Study results to get ideas for more effective search terms. Consider searching for specific brands.




Searched products for children watches timex. Results 1 - 100 of about 242 confirmed / 4,210 total results. Search took 0.24 seconds.

<p>View</p> <p>> List view Grid view</p> <p>Sort By</p> <p>> Best match Price: low to high Price: high to low</p> <p>Price Range</p> <p>\$ <input type="text"/> to <input type="text"/> \$ <input type="text"/> <input type="button" value="Go"/></p> <p>Group By</p> <p>Store</p> <p>> Show All Products</p>	 <p>Kids Timex 3D Strap Watch 72581 \$25.95 - Celebrity Discount Appliance - Watches New Page 1 Features: Funky 3-d molded rubber strap with a keychain make keeping time fun! Personalize your belongings with style! ...</p>  <p>Kids Timex 3D Strap Watch 72561 \$25.95 - Celebrity Discount Appliance - Watches New Page 1 Features: Funky 3-d molded rubber strap with a keychain make keeping time fun! Personalize your belongings with style! ...</p>	<p>Sponsored Links</p> <p>Timex - up to 70% off. Wide Selection - Free Shipping Auth. Dealer, in business 15 years! www.timelinegallery.com</p> <p>Time Teaching Watches Colored Hour, Minute, Second Hands Activity Booklet Included www.timeteachingwatch.com</p> <p>Timex Watches on Sale Guaranteed Low Prices, Huge Selection and Fast Shipping EverythingHome.com</p>
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Search for specific types of watches.




Searched products for watches children teacher. Results 1 - 86 of about 27 confirmed / 91,500 total results. Search took 3.69 seconds.

<p>View</p> <p>> List view Grid view</p> <p>Sort By</p> <p>> Best match Price: low to high Price: high to low</p> <p>Price Range</p> <p>\$ <input type="text"/> to <input type="text"/> \$ <input type="text"/> <input type="button" value="Go"/></p> <p>Group By</p> <p>Store</p> <p>> Show All Products</p>	 <p>Timex 89022 Kids Time Teacher \$21.99 - Kitchen and Home Gadgets.com - Watches Children can then slip the watch on and off easily without the fuss of a conventional buckle! Strap has Scotchgard fabric protectant - For better dirt and stain ...</p> <p><i>image not available</i></p> <p>Youth Timex Kids Analog Time Teacher Watch 71122 \$22.96 - Celebrity Discount Appliance - Watches New Page 1 Features: TIME TEACHER Easy-to-read Dial Color-coordinated hour hand (labeled ... Children can then slip the</p>	<p>Sponsored Links</p> <p>Time Teaching Watches Colored Hour, Minute, Second Hands Activity Booklet Included www.timeteachingwatch.com</p> <p>Designer Children Watches Fun & Educational European Designs Many Designs & Colors Stocked www.kidsfashionbrokers.com</p> <p>Kids Watches Compare Prices at 30,000 Stores. Find the Best Deals on Watches! www.BizRate.com</p>
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Searched products for **analog watches children.** Results 1 - 100 of about 108 confirmed / 1,960 total results. Search took 0.22 seconds.

<p>View</p> <p>> List view Grid view</p> <p>Sort By</p> <p>> Best match Price: low to high Price: high to low</p> <p>Price Range</p> <p>\$ <input type="text"/> to <input type="text"/> \$ <input type="text"/> <input type="button" value="Go"/></p> <p>Group By</p>	 <p>Nike Triax Junior Analog Watches \$39.00 - Sunglasses Giant - Watches Nike Triax Junior Analog Watch Angled analog display gives a quick read from a natural viewing position. Nike Electrolite lets 'em ...</p> <p>Youth Timex Kids Analog Time Teacher Watch 71122 \$22.96 - Celebrity Discount Appliance - Watches</p> <p><small>image not available</small></p>	<p>Sponsored Links</p> <p>Time Teaching Watches Colored Hour, Minute, Second Hands Activity Booklet Included www.timeteachingwatch.com</p> <p>Designer Children Watches Fun & Educational European Designs Many Designs & Colors Stocked www.kidsfashionbrokers.com</p> <p>Kids Watches Compare Prices at 30,000 Stores.</p>
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When Froogle finds more than one product from a site, it includes the link "See all results from *vendor*." Limiting the number of results from a given site to just one ensures products from a single vendor won't dominate your search results and that Froogle provides pages from a variety of sites.

Want products with prices in a specified range? Enter a price range just above the results or fill in a field in Froogle's advanced search form. Access the advanced search form by clicking on the [Advanced Froogle Search](#) link next to the search box on a Froogle page or visiting froogle.google.com/froogle_advanced_search.

For more information on Froogle visit froogle.google.com/froogle/about.html.

Exercises

These problems give you practice with shopping on Froogle and Google Catalogs. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find 100% cotton comforter covers on Froogle.
2. Find unbreakable 8 oz. drinking glasses in the price range \$10 - \$30.
3. Tired of putting on sun screen? Find sun-protective clothing with Froogle.
4. Find heated toilet seats with Froogle.

More Search Services

[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) ^{New!} [more](#) »

Click on the **more** » link above Google's search box to learn about many of Google's search services and tools. In Google Guide, click on any of the following images or links to learn more about these services and tools.

Google Services



[Answers](#)



[Catalogs](#)



[Directory](#)



[Froogle](#)



[Groups](#)



[Images](#)



[Google Labs](#)



[Google Local](#)



[News Search](#)



[Special Searches](#)



[University Search](#)



[Web Search](#)



[Wireless](#)

Google Tools



[Blogger](#)



[Browser Buttons](#)



[Google in your Language](#)



[Google Toolbar](#)



[Translate Tool](#)



[Web APIs](#)

Catalogs (Search and Browse Mail-Order Catalogs)

After acquiring a fancy scanner, Larry Page, co-founder of Google, encouraged engineers to come up with a search service that would take advantage of its speed and flexibility. Lauren Baptist started by developing a service around mail-order catalogs because they posed the least copyright issues. Some vendors have better pictures in their catalogs than on the websites. Now you can throw out your mail-order catalogs and browse or search for their contents online, even if the company hasn't listed them on the web. Visit catalogs.google.com. But, if you don't have a high speed connection, the catalog pages load slowwwwwly.

Google
Catalogs BETA

Google Search [Advanced Catalog Search](#)
[Catalog Help](#)

Search and browse mail-order catalogs online

[Help Google Add More Catalogs](#) - [Info For Catalog Vendors](#)

Apparel & Accessories J. Crew , L.L. Bean , Lands' End , ...	Computers Dell , PC Connection , ...	Home & Garden Crate and Barrel , Gump's , PetSmart , Williams-Sonoma , ...
Arts & Crafts Keepsake Quilting , Shar Music , ...	Consumer Electronics B & H , Crutchfield , ...	Lifestyle & Gift Crazy Crow Trading Post , RedEnvelope , ...
Automotive Camping World , Stylin Concepts , ...	Education Curriculum Associates , Discount School Supply , ...	Sports & Outdoors Bart's Watersports , Eastbay , Golfsmith , West Marine , ...
Books, Music & Film Acorn , Bas Bleu , ...	Food & Gourmet Harry and David , Mackenzie Limited , ...	Toys & Hobbies HearthSong , Legg , ...
Business to Business Life Uniform , OfficeMax , ...	Health & Personal Care FootSmart , Garden Botanika , ...	

Since Ikea gives out their catalogs sparingly, check out their catalog online.

Google Catalogs (BETA) Pages 64-65 of 344

Jump to page: Go This Catalog Search

POÄNG

POÄNG swivel chair \$79

Rocking with an IKEA classic

POÄNG is the IKEA alternative to the rocking chair. Its excellent design makes you pause, while the swivel offers plenty of comfort. POÄNG fits in almost any room. Choose in 3 different fabric finishes and lots of different fabric colors and styles.

- 1. POÄNG swivel chair. Clear-lacquered birch, removable and washable PU leather upholstery. Imported. \$99. **NEW!**
- 2. POÄNG swivel chair. Clear-lacquered birch, removable and washable PU leather upholstery. Imported. \$99. **NEW!**
- 3. POÄNG swivel chair. Clear-lacquered birch, removable and washable PU leather upholstery. Imported. \$99. **NEW!**
- 4. POÄNG swivel chair. Clear-lacquered birch, removable and washable PU leather upholstery. Imported. \$99. **NEW!**
- 5. POÄNG swivel chair. Clear-lacquered birch, removable and washable PU leather upholstery. Imported. \$99. **NEW!**
- 6. POÄNG swivel chair. Clear-lacquered birch, removable and washable PU leather upholstery. Imported. \$99. **NEW!**

Like Froogle, Catalogs doesn't sell things. Instead, use this service to browse and/or search print page catalogs. For example, search for a sun hat.



The screenshot shows a Google Catalogs search interface. At the top, the Google logo is followed by 'Catalogs BETA'. There are links for 'Advanced Catalog Search', 'Preferences', and 'Catalog Help'. A search box contains the text 'sun hats' and a 'Google Search' button. Below the search bar, a red banner indicates 'Searched all catalogs for sun hats. (BETA) Results 1 - 100 of about 1,160. Search took 1.10 seconds'. The main content area displays search results from 'BigPockets 2003 - Page 13'. It features several product images and text descriptions. One prominent description is for 'The Ultimate 2K Sun Hat with Broad Brim', which is described as 'stylish with a broad brim and super sun protection but doesn't interfere with binoculars'. It mentions 'The sloped brim frames the face, and rounded top shape of your head for comfort. Everyone who tries it keeps it because it looks so-o-o good. Made in the USA with green underbrim • Weight: 2 oz. • 5 Brim—front & back, 3-1/2 in.; sides, 2-1/2 in. Item HT202: \$47.95'. Another product mentioned is 'The Penultimate™ Sun Hat'. Below this, there is another page preview for 'BigPockets 2003 - Page 17' showing more product images and text.

For more information on Google Catalogs visit catalogs.google.com/googlecatalogs/help.html.

Exercises

These problems give you practice with shopping with Google Catalogs. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find 100% cotton comforter covers.
2. Find unbreakable 8 oz. drinking glasses in the price range \$10 - \$30.
3. Tired of putting on sun screen? Find sun-protective clothing.
4. Find heated toilet seats.
5. Check out the prices of flying saucers, superballs, night lights, or whatever interests you in the wholesale Rhode Island Novelty catalog.

Directory

There are two basic ways to find information systematically on the Web: browsing and searching. Chris Sherman and Gary Price offer the following description of browsing versus searching in their book *The Invisible Web*.

... think of how you use a library. If you're familiar with a subject it's often more useful to *browse* in the section where books [on that] subject are shelved. Because of the way the library is organized, often using either the Dewey Decimal or Library of Congress Classification system, you know that all of the titles in the section are related, and serendipity often leads to unexpected discoveries that prove quite valuable.

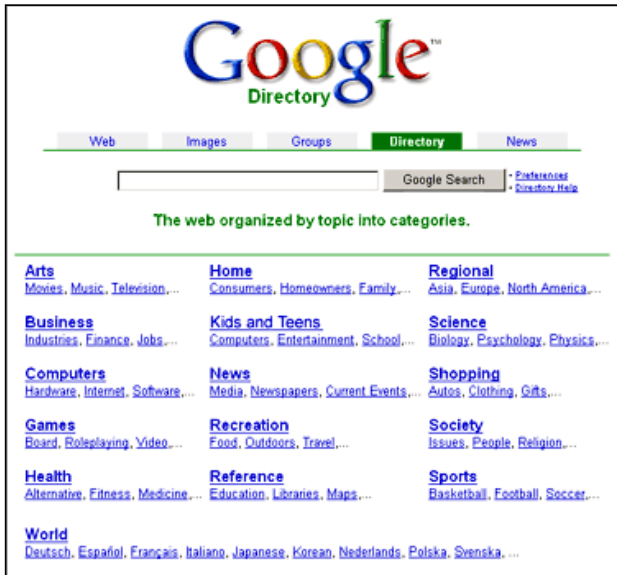
If you're unfamiliar with a subject, however, browsing is both inefficient and potentially futile if you fail to locate the section of the library where the material you're interested in is shelved. *Searching*, [with the aid of] specialized tools offered by a library's catalog, is far more likely to provide satisfactory results.

Using the web to find information has much in common with using the library. Sometimes browsing provides good results, while other information needs require nothing less than sophisticated, powerful searching to achieve the best results.

Up until now, I've shown you how to choose search terms and craft your queries to locate the information you seek. This section describes how to browse by following links on Google's Directory.

Google organizes the Directory into categories that are classifications of pages by subjects. The Directory is similar to the table of contents in a book. Browsing a book's table of contents, which includes the titles of chapters and sections, allows a reader to quickly find interesting sections of the book. Similarly, browsing a subject-oriented directory, enables a user to quickly locate categories containing related documents. However, there's no assurance that what you're seeking will be in the book or web page.

See the top level classifications by visiting directory.google.com.



Google's web-search index is built automatically by computers that crawl the web. Google's Directory is created by volunteer human-subject matter experts who contribute to the Open Directory Project (www.dmoz.org). The raw open-source directory is used not just by Google, but also by Netscape Search, AOL Search, Lycos, HotBot, and DirectHit. The volunteers evaluate, classify, and annotate each entry. The entries are then ranked by Google's [PageRank](#) algorithms.

Consider using the Directory instead of Google's web search whenever you want to:

- Familiarize yourself with a topic.
- Get suggestions for ways to narrow your search.
- Find ideas for query terms.
- Figure out the scope of a given category, e.g., the number of newspapers in California.
- View only pages that have been evaluated by a human editor.

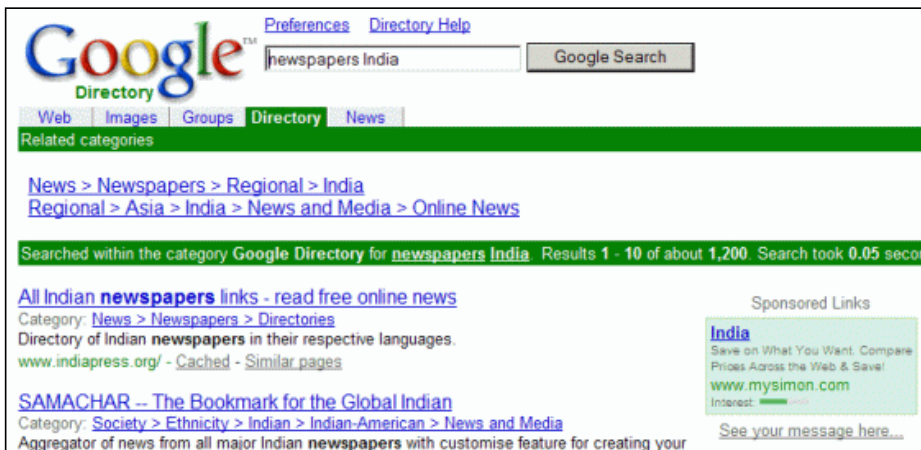
Fewer sites are included in the Directory than in Google's web search but those that are included tend to be of high quality.

Use Google's Directory when you want to explore by clicking on topics, i.e., browse. For example, learn about travel by clicking on the Travel category, which is included in the top-level category Recreation, which in the future I'll abbreviate as Recreation > Travel.



To broaden your search, consider browsing subcategories or related categories, which the Directory includes on your results page. Next to each subcategory is a number in parentheses (), which is the number of links included in that category. Names of categories with lots of entries are shown in boldface.

With Google's Directory, you can browse and/or search to find pages of interest to you. If you're unfamiliar with a topic, browse through a few levels of categories and then restrict your search to a particular branch of the Directory by selecting the "Search only in ..." radio button before entering your query in the search box. If you're familiar with a topic, search the Directory by entering your query and clicking on the "Google Search" button. Then you can either refine your search by changing your search query or entering additional terms or browse by clicking on a subcategory or a related category.



Directory drawbacks include: size, timeliness, and coverage. Since computers can crawl the web and add index entries much faster than humans can travel the web and evaluate pages, most directories, including Google's, have significantly fewer entries than searchable indices. Since directory links are maintained by hand, upkeep and maintenance are time-consuming. It's difficult for editors to keep up with the dynamic nature of the web. Because different people edit, annotate, and add entries, some categories in a directory are well-populated and others are sparse.

For more information on Google Directory visit www.google.com/dirhelp.html.

Exercises

This problem set gives you practice in using the Google Directory. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find bed and breakfast sites in Florence, Italy.
2. Find sites that focus on changing careers.
3. What are the names of the California state parks and their points of interest?
4. List categories where you can find lawn furniture.

Special Searches

Looking for an easier way to find information on a specific topic or at a specific website?

Google provides the following specialized search engines:



[Apple Macintosh](#)
www.google.com/mac
 Search for Mac & Apple things



[BSD](#)
www.google.com/bsd
 Search for the BSD operating system



[Linux](#)
www.google.com/linux
 Search all Linux-friendly pages



[Microsoft](#)
www.google.com/microsoft.html
 Search Microsoft-related pages



[U.S. Government](#)
www.google.com/unclesam
 Search all .gov and .mil sites



[University Search](#)
www.google.com/options/universities.html
 Narrow your search to a specific institutions's website

Why these topics? Early on in Google history, some engineers created these specialized search engines to serve their own interests. They've remained part of the site though Google has turned its attention to other types of search services and features.

You can find links to these specialized search engines, as well as Froogle and Google Catalogs, on the [Advanced Web Search](#) form.

Exercises

This problem set gives you practice in using Google's specialized search engines. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. What was special about the Apple Lisa computer, and why did it fail?
2. What are the advantages of Linux over Windows and vice versa?

Answers

Having trouble creating a query to find the information you seek? Don't have time to research the topic yourself? Consider asking a reference

librarian, an experienced online researcher, or Google Answers, which, for a fee of your choosing, provides assistance from researchers with expertise in online searching.

If your query returns few results or none, there may be a link to Google Answers on the results page. Otherwise, visit answers.google.com.

Reluctant to use Google Answers? Think you can find the information you want if you search a bit longer? If you feel that way, you're not alone. Nevertheless, many people who have asked questions of Google Answers are now fans of the service. Not only does it save them time, but the answers they get are packed with useful information and links. It's a wonderful service that's well worth your checking out, whether you're a novice or an experienced searcher.

Google
Answers

Ask a question. Set your price. Get your answer.

More than 500 carefully screened Researchers are ready to answer your question for as little as \$2.50 -- usually within 24 hours. Your satisfaction is [completely guaranteed](#). Find out [what others are saying](#).

[Log in or Create a Google Account](#)

Step 1 - Enter your Question. [Tips for great results.](#)

Ask Question

Here's how it works:

- Enter a question.
- Specify an amount between US\$2 and US\$200 that you're willing to pay for an answer. Google adds on a US\$.50 listing fee, which you are charged regardless of whether your question is answered or not.
- A Google Answers researcher will search for the information you want and post an answer. The researchers are screened and approved independent contractors who get paid for posting "answers" to the site.
- You will be notified via email when any responses are posted to your question, unless you specify in your Google Answers' Profile that you would rather not receive status information on your questions.

Before posting your first question, check out [Google's tips for getting a better answer to your question](http://answers.google.com/answers/help.html), which can be found on the web at answers.google.com/answers/help.html.

Want the answer to a question? First, create a Google Account by providing your email address, a password, and a nickname. Your nickname will be shown on every Google Answers question, answer, or comment that you post. Then enter the topic of your question, your question, the amount between US\$2 and US\$200 you're willing to pay for an answer, and the category most appropriate for your question. For example:

Subject: Enter the topic of your question for our researchers (e.g. "Hiking in New Mexico").
Nina Totenberg, NPR legal affairs correspondent, birthday, education, and degree

Question: The more details you provide, the better the results you'll receive.
When was Nina Totenberg, National Public Radio's (NPR) legal affairs correspondent, born, where was she educated, and what degrees does she have? Did she attend law school?

Price: Set a price between \$2.00 and \$200.00.
\$2.00 (Google Answers bills your credit card this amount after a researcher answers your question.)

Category: Select the category most appropriate for your question.
Reference, Education and News > General Reference

The more you're willing to spend on an answer, the more likely a researcher will answer it and the more likely the answer will be comprehensive.

When a Google Answers researcher or anyone else writes a response to your question, the answer and/or comments will be posted to Google Answers. You may request in your Google Answers' Profile to be notified by email either once a day or whenever there is new activity with any

of your questions.

Answer

Subject: Re: Nina Totenberg, NPR legal affairs correspondent, birthday, education, and de
 Answered By: [juggler-ga](#) on 03 Jul 2003 17:36 PDT
 Rated ★★★★★
 Hello.

Nina Totenberg was born January 14, 1944 in New York, NY.

sources:
 "January 14
 1944 Nina Totenberg, TV journalist (New York, NY)"
 sources:
 World Almanac for Kids
<http://www.worldalmanacforkids.com/explore/birthdays1.html>
 Deadoralive.info
<http://www.deadoraliveinfo.com/dead.nsf/tnames-nf/Totenberg+Nina>

Nina Totenberg is the daughter of violinist Roman Totenberg.
 More information:
 theconnection.org
<http://archives.theconnection.org/archive/2001/05/0522b.shtml>
 Boston University press release
<http://www.bu.edu/news/releases/2001/1-24-totenberg.htm>

Ms Totenberg does not have any degrees and did not attend law school.

After a researcher has answered your question, you are given an opportunity to rate the answer from one star (very poor answer) to five stars (great answer), provide comments that anyone who uses Google Answers can access, and tip the researcher between US\$1 and US\$100, if you feel that you have received an exceptional answer.

Click on a researcher's handle to see the ratings and comments that researcher has received from users who have posted questions. You may specify which researcher(s) should deal with your question when you submit it.

You can search or browse previously asked questions, both those that have been answered and those that haven't. At the bottom of the [Google Answers](#) home page, find questions (some with answers) by either:

- Entering search terms.
- Clicking on one of the topic headings.
- Selecting a link to a recently asked question.
- Clicking on the [view all the questions](#) link.

Search Google Answers for all questions

<p>Browse previously asked questions</p> <p>Arts and Entertainment Reference, Education and News Business and Money Relationships and Society Computers Science Family and Home Sports and Recreation Health Miscellaneous</p>	<p>Recently answered questions</p> <p>Has my web site: www.modularhomes... English Romantic Poetry Words recited at Ending of 'Myster... science</p> <p style="text-align: right;">view all questions</p>
---	--

[Google Home](#) - [Answers Help & Tips](#) - [Answers FAQ](#) - [Terms of Service](#)
 ©2003 Google

By default, Google Answers displays questions, their associated comments, and their answers in reverse chronological order (most recently asked question is listed first). Click on either the Date or Price links just above all the questions to sort on that field. When you sort by date, a triangular icon indicates whether the field is sorted with the most recent listed first (triangle points down) or is sorted with the oldest listed first (triangle points up). Click on the triangle to reverse the order.

You'll find answers there to many already asked questions, including

- [How can I rid my apartment of ants?](#)
- [When did Title Insurance and Trust Company in Los Angeles go out of business?](#)
- [How can I get a divorce in the US? I was married in Brazil and I'm in the US on a student visa.](#)
- [Using Photoshop Elements 2, how can I eliminate moiré patterns from a scanned photo or page?](#)
- [What is the story of the diaper genie?](#)

Answers to many questions can be found on the web. Users also seek and obtain answers to questions of a more personal nature,

- [Please review Google Guide, and let me know ways in which I can improve its content, including but not limited to search tips, clearer explanations, inaccuracies, typos, omissions, better or additional exercises.](#)
- [How do I get www.ostrovcoaching.com to appear in Google search results using key phrases such as: "personal coaching" "life coaching" "executive coaching" "business coaching" "Tracy Ostrov" "Ostrov Coaching" "Denver" "Colorado" "Golden"?](#)

Some of the answers are indexed by Google and then searchable through Google's web search.

For more information on Google Answers visit answers.google.com/answers/help.html and answers.google.com/answers/faq.html. To see what users are saying about the service and how they are using it, visit answers.google.com/answers/testimonials.html.

Exercises

These problems give you practice in asking questions and in browsing those that have been posted to Google Answers. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. View a recently asked question.
2. View a recently answered question.
3. Click on the "view all questions" link in the lower right corner of the Google Answers home page and browse some of the questions that have been answered.
4. Look up the answer to the question "How can I rid my apartment of ants?"
5. Look up in Google Answers whether clicking on an unsubscribe or remove link in a spam message does what it's advertised to do.
6. Look up in Google Answers the recommended gratuity to give to the server when purchasing take-out food.
7. Review tips for great answers, which you can access by clicking on the "Tips for great results" link that appears in the border of the box for entering your question.
8. Enter a question you have or one of the exercises in this tutorial that you haven't been able to answer. Provided you have a credit card, offer to pay the minimum amount, i.e., US\$2. When your question is answered, your credit card will be billed US\$2 for the answer plus a US\$.50 listing fee.

Note: If you go through the entire question-posting process and actually post a question, and if someone answers it, your credit card *will* be charged for the amount you specified. Finish this exercise only if you are willing to spend that amount.

9. Find Jessamyn West's article about her experience as a Google Answers researcher.

Prototypes and Demos (Google Labs)

Google's mission is to "organize the world's information and make it universally accessible and useful." To this end, Google showcases some prototypes and products in development on the Google Labs, the web site of Google's research group.

Visit Google Labs' home page at labs.google.com.

Use of this site is subject to express [terms of use](#). By continuing past this page, you agree to abide by these terms.



Labs.google.com, Google's technology playground.
 Google labs showcases a few of our favorite ideas that aren't quite ready for prime time. Your feedback can help us improve them. Please play with these prototypes and send your comments directly to the Googlers who developed them.

New! Personalized Web Search
 Get personalized search results based on your interests
 3/29/04 - [Give us feedback](#) - [Discuss with others](#)

New! Web Alerts
 Find out about new web pages on a topic of interest
 3/29/04 - [Give us feedback](#)

Froogle Wireless
 Search for products from your cell phone using Froogle
 2/24/04 - [Give us feedback](#) - [Discuss with others](#)

Google Deskbar - [Download now](#)
 Search using Google without opening your browser
 11/6/03 - [Give us feedback](#) - [Discuss with others](#)

Google Compute - [Download now](#)
 Donate your computer's idle time to help scientific research
 3/26/03 - [Give us feedback](#) - [Discuss with others](#)

Google Sets
 Automatically create sets of items from a few examples
 5/20/02 - [Give us feedback](#) - [Discuss with others](#)

Google Viewer
 View search results as scrolling web page images
 12/10/02 - [Give us feedback](#) - [Discuss with others](#)

Graduates of Labs

- [Search by Location](#)
 Restrict your search to a particular geographic area
- [Google Glossary](#)
 Find definitions for words, phrases and acronyms
- [Google News Alerts](#)
 Specify a topic and receive email updates when news breaks

Note: Google Labs updates its site periodically. So you may find prototypes or demos different from the ones shown here.

In Parts II and III, I mention graduates of Google Labs, services and tools that have been refined and made available through Google's home page.

- [Search by Location \(Google Local\)](#)
- [Google News Alerts](#)
- [Google Glossary](#)

In this final lesson of the [Special Tools](#) section, I describe a couple of Google Labs' prototype search tools including

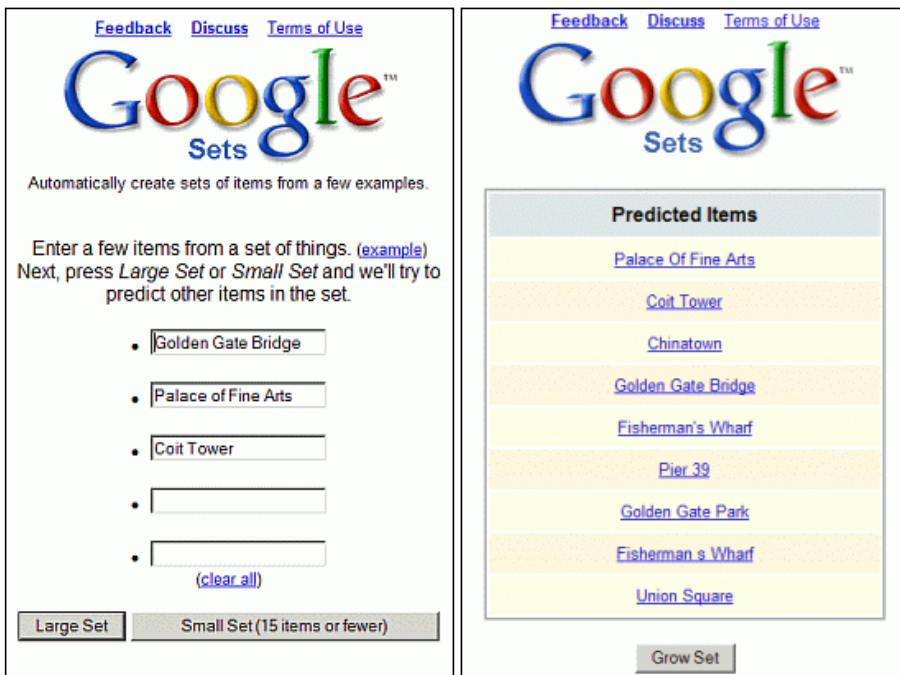
- [Google Sets](#)
- [Personalized Web Search](#)

Google will likely refine some of these demos and make them available through Google's home page. If you want to become part of Google's development process, try out these prototypes and provide feedback to the engineers who developed them.

[Google Sets - labs.google.com/sets](#)

Automatically create sets of items from a few examples.

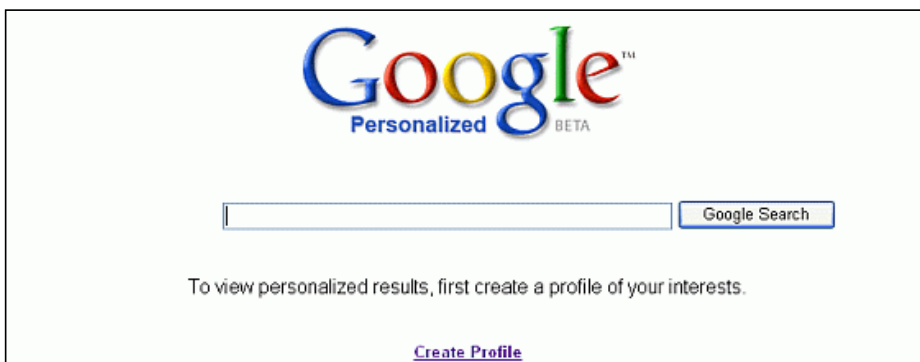
Enter a few items from a set of things. Then press the "Large Set" button or the "Small Set" button and Google Sets will try to predict other items in the set. For example, if you enter Golden Gate Bridge, Palace of Fine Arts, and Coit Tower, Google Sets suggests other places worth visiting in San Francisco.



Use Google sets to suggest: people who might share interests with you, places to visit, books to read, movies to see, synonyms, food you might enjoy, stores where you can buy a particular type of item, etc.

Personalized Web Search - labs.google.com/personalized

Delivers custom search results that are based on a profile you create describing your interests.



Click on the [Create Profile](#) link to reate a profile of your interests.

Select topics you like from the directory below to help Google personalize your search results.

For example:

1. Click on Health.
2. Check the Health (General) checkbox. This selects the entire Health category.
3. Click Start Searching
4. Search for "stanford", and drag the slider to see the effects of personalization.

Your Interests:

Click on a link to see subcategories.

Click on a checkbox to add a category of interest.

Search is not yet personalized.

Start Searching

Categories:

Arts/Cinema →
 Business/Industries →
 Computers →
 Health →
 Home →
 Kids/Teens →
 Music →
 News →
 Recreation →
 Regions →
 Science →
 Society →
 Sports →

Subcategories of Health

Health (General)

Alternative

Beauty

Dentistry

Diseases

Fitness

Medicine

Mental Health

Nursing

Nutrition

Women's Health

Answers to frequently asked questions about Google Personalized Web search are available at www.google.com/personalized/faq.html.

Exercises

These problems give you practice in using Google Labs prototypes and demos. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Visit Google Labs and try out two of the prototypes and demos that are listed on the site.
2. Get suggestions for books by entering some of your favorite authors or titles and asking Google Sets to predict other members of the set.
3. Enter some of your favorite movies and see if Google Sets recommends either movies you haven't seen or other of your favorite movies.

Feature History

Google is constantly enhancing its search engine. The following table lists when Google and Google Guide added services and features and links to where they are described in Google Guide or on the web.

August 2005	<ul style="list-style-type: none"> • Google Desktop 2 	<ul style="list-style-type: none"> • Google Talk
July 2005	<ul style="list-style-type: none"> • Toolbar for Firefox 	
June 2005	<ul style="list-style-type: none"> • Currency Conversion 	<ul style="list-style-type: none"> • Google Sitemaps
May 2005	<ul style="list-style-type: none"> • Enterprise Desktop Search Tool • Google Web Accelerator 	<ul style="list-style-type: none"> • Personalize Your Homepage
April 2005	<ul style="list-style-type: none"> • Google Q&A • Multilingual Google Definitions • My Search History 	<ul style="list-style-type: none"> • Satellite View from Google Maps • Google Mobile - Local Search
March 2005	<ul style="list-style-type: none"> • Google Weather • Live stock quotes • Results Prefetching 	<ul style="list-style-type: none"> • Google News: Customized News • Google Ride Finder • Google Suggest in Japanese
February 2005	<ul style="list-style-type: none"> • Google Maps 	<ul style="list-style-type: none"> • Google Movies

January 2005	<ul style="list-style-type: none"> • Raised search limit to 32 words • Picassa 2 	<ul style="list-style-type: none"> • Google Video
December 2004	<ul style="list-style-type: none"> • Google Library • Froogle Product Reviews 	<ul style="list-style-type: none"> • Google Suggest
November 2004	<ul style="list-style-type: none"> • Google Scholar • Froogle Wish Lists 	<ul style="list-style-type: none"> • Google Help: Cheat Sheet
October 2004	<ul style="list-style-type: none"> • Google Desktop Search 	<ul style="list-style-type: none"> • Google SMS
June 2004	<ul style="list-style-type: none"> • Site-Flavored Google Search Box 	
May 2004	<ul style="list-style-type: none"> • Google Groups 2 <p>Added mailing list support to Google Groups</p>	
April 2004	<ul style="list-style-type: none"> • GMail 	
March 2004	<ul style="list-style-type: none"> • Google Local • User Interface (UI) redesign • Personalized Web Search • Web Alerts 	<ul style="list-style-type: none"> • New Froogle home page • Images in Google News search results • Number range (numrange) command
February 2004	<ul style="list-style-type: none"> • Danish Google Guide 	
January 2004	<ul style="list-style-type: none"> •  Search by Number 	<ul style="list-style-type: none"> • Orkut (Social Networking Service)
December 2003	<ul style="list-style-type: none"> •  Travel Conditions • Google Print 	<ul style="list-style-type: none"> • Product Search Shortcut • Word Variation (Automatic Stemming)
November 2003	<ul style="list-style-type: none"> • Deskbar 	
October 2003	<ul style="list-style-type: none"> • Definitions (Google Glossary) 	
September 2003	<ul style="list-style-type: none"> • Search by Location 	
August 2003	<ul style="list-style-type: none"> •  Calculator • ~ Synonym Operator 	<ul style="list-style-type: none"> • News Alerts
June 2003	<ul style="list-style-type: none"> • Toolbar 2.0 with a pop-up blocker 	
December 2002	<ul style="list-style-type: none"> • Froogle 	<ul style="list-style-type: none"> • Google Viewer
September 2002	<ul style="list-style-type: none"> • Google News 	
May 2002	<ul style="list-style-type: none"> • Google Answers Searchable • Google Labs 	<ul style="list-style-type: none"> • Google Glossary • Google Sets
April 2002	<ul style="list-style-type: none"> • Google Answers 	
Jan 2002	<ul style="list-style-type: none"> • * Wildcard 	
December 2001	<ul style="list-style-type: none"> • + Operator • Catalogs 	<ul style="list-style-type: none"> • Diacritics searching (terms with accents)
November 2001	<ul style="list-style-type: none"> • Search stop words in phrases 	<ul style="list-style-type: none"> • File type conversion
October 2001	<ul style="list-style-type: none"> • Home page tabs 	<ul style="list-style-type: none"> • Language Tools
June 2001	<ul style="list-style-type: none"> • Google Image Search 	

May 2001	<ul style="list-style-type: none"> • Spelling Corrections • Google Groups 	<ul style="list-style-type: none"> • Translation
March 2001	 Phonebook	
November 2000	<ul style="list-style-type: none"> • Toolbar 	
October 2000	 Stock Quotes <ul style="list-style-type: none"> • AdWords 	<ul style="list-style-type: none"> • OR Operators
July 2000	<ul style="list-style-type: none"> • Date Restricted Search • Dictionary Link • Advanced Search 	<ul style="list-style-type: none"> • Preferences • Phrase Search - Operator
June 2000	<ul style="list-style-type: none"> • News Headlines 	 Street Maps
May 2000	<ul style="list-style-type: none"> • SafeSearch Filtering 	
April 2000	<ul style="list-style-type: none"> • Google Directory 	
March 2000	<ul style="list-style-type: none"> • Browser Buttons 	
February 2000	<ul style="list-style-type: none"> • Microsoft-Specific Search Engine 	
January 2000	<ul style="list-style-type: none"> • Make Google Your Default Engine • Apple-Specific Search Engine 	<ul style="list-style-type: none"> • University Search Feature
September 1999	<ul style="list-style-type: none"> • Similar Pages aka GoogleScout 	
September 1998	<ul style="list-style-type: none"> • Cached Pages 	<ul style="list-style-type: none"> • Google Web Search

Resources helpful in putting together this table include [Google Press Releases](#), the [archive of Google-Friends Newsletters](#), [Google: Search Engine Showdown News Archive](#), and [Google News](#).

Part IV: Developing a Website

If you don't have a website and aren't interested in developing one, skip to the [Appendix](#). This part covers

- [Creating Content](#)
- [Linking to Search Results](#)
- [Getting Listed](#)
- [Improving Your PageRank](#)
- [Advertising Your Website](#)
- [Generating Revenue by Running Ads](#)

Most of the information in this section is based on my experience in designing and developing Google Guide, which is now the top result for the queries [[Google tutorial](#)], [[Google guide](#)], [[Google -guide](#)], [[Google stock symbol](#)], and [[Google favorite features](#)].

There are thousands of sites devoted to developing a website and optimizing its performance. So should you need or want more detailed information, just search for it. But be careful: there are sites that charge good money for bad information.

Creating Content for Your Website

When putting together content for this page, I came across wonderful pages on creating content for websites. So, rather than writing yet another, here are links to two of my favorites.

- [Site Builder: 26 Steps to 15k a Day](#) by Brett Tabke

- [Google Webmaster Guidelines](#)

If you know or run across any other great sites on creating content for your website, please let me know.

Exercise

This problem set gives you practice in developing a page for your website. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Create a web page with names of friends and colleagues whose contact information you desire. On the page, ask these people (or anyone who has their contact information) to get in touch with you.

When these people search for themselves, they may run across your page and get in touch with you.

At the 30th Asilomar Microcomputer Workshop, Bill Chewsick suggested this approach to searching for people if you don't find them in Google's phonebook.

Developing Links to Google Search Results

If you know HTML, it's relatively easy to make links to Google's search results. Following each link in the examples below is the code that produces it.

[[Google tutorial create link](#)]

```
[ <a class="results" href="http://www.google.com/search?q=Google+tutorial+create+link">Google tutorial create link</a> ]
```

The following code creates a link that will open up a new window that contains the search results for the query [[Google tutorial create link](#)].

```
[ <a target="_blank" class="results" href="http://www.google.com/search?q=Google+tutorial+create+link">Google tutorial create link</a> ]
```

Provide a search box and search results to your visitors like the following



The search box was generated by using a service that's called Google Free.

```
<!-- Search Google -->
<FORM method=GET action="http://www.google.com/search">
<TABLE bgcolor="#FFFFFF"><tr><td>
<A HREF="http://www.google.com/">
<IMG SRC="http://www.google.com/logos/Logo_40wht.gif"
border="0" ALT="Google search box with [ define blog ]." align="absmiddle"></A>
<INPUT TYPE=text name=q size=25 maxlength=255 value="Google ~Guide">
<INPUT type=submit name=btnG VALUE="Google Search">
</td></tr></TABLE>
</FORM>
<!-- Search Google -->
```

Learn more about Google Free at www.google.com/searchcode.html.

Exercises

These problems are intended to give you practice in creating links to Google's search results. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. On one of your web pages, create a link to a Google search result.
2. On one of your web pages, create a link that opens a new window and displays a Google search result.
3. On one of your web pages, make a Google search box.

Getting Your Website Listed on Google

Get other sites to link to your website. When Google's robots or spiders, known as Googlebot, crawl the web, they should run across your site within a month or so. As I mentioned in the [How Google Works](#) page, there are two types of crawls, [fresh crawls](#) and deep crawls. Your site most likely will first get a fresh crawl in which only pages Google deems most important are crawled. After Google runs a deep crawl of your site, most, if not all of the pages on your website that contain links from other pages will be crawled and subsequently listed on Google, except pages that are included in the file robots.txt, which contains pages that you don't want Google to crawl and pages that contain code that Google is unable to parse.

Submit your site to Google by completing its add URL form which you can find at www.google.com/addurl.html.

For more about how to get your site listed on Google, visit www.google.com/webmasters/1.html.

How do you remove websites, individual pages, cached pages, and outdated or dead links from Google's index? Visit www.google.com/remove.html.

The best way to get your products listed on [Froogle](#) is to submit a [datafeed](#) with your products. Among the sites that simplify the process of setting up a data feed is www.siteall.com/froogle.

Improving Your Website's PageRank

Include useful high-quality information on your site and then publicize your website. Getting others' websites to link to yours usually helps your [PageRank](#) and ranking on Google. But if Google suspects that you've traded links with other sites for the sole purpose of improving your ranking, it might penalize or blacklist your site. Find more suggestions for improving your Google PageRank on [Google Advisor](#) and [Buzzle.com](#).

Obtain the PageRank of one or more pages with the [PageRank Value Report](#).

See the PageRank of a page with the [PageRank meter](#) in the Google [Toolbar](#) (an advanced feature). The more green the higher the PageRank.



Compare the relative PageRank of your site with other related sites by viewing the green bar to the left of a website in the web page section (near the bottom of the page) of Google Directory page.



When I first made this site publicly available, Google Guide wasn't in the first 100 sites on searches for [[Google guide](#)]. Thanks to the sites that linked to Google Guide and users who clicked on Google Guide in their search results, Google Guide is the top result for the queries [[Google tutorial](#)], [[Google guide](#)], [[Google ~guide](#)], [[Google stock symbol](#)], and [[Google favorite features](#)]. Being listed so highly on Google has improved the traffic flow to this site.

Since I'm a fan of Brompton's lightweight folding bicycles and wish to improve the PageRank of www.foldabikes.com, I'm including a link to my local Brompton authorized dealer's website.

In the next section, [Advertising Your Website](#), I'll tell you how I increase traffic through running inexpensive ads.

Advertising Your Website

To generate traffic, I first told my friends and colleagues about Google Guide. Then I told people in the press and the search-engine field about it. When Google Guide was mentioned in an article or website, traffic would increase. To increase traffic to Google Guide and to learn what it's like to be a Google advertiser, I became an [AdWords](#) advertiser.

I created my own ads, choose queries and keywords my ads should match, and specified the maximum I was willing to spend on an advertising campaign. Google charges me only when someone clicks on one of my ads.

I increased the effectiveness of my advertising by following wonderful suggestions from Perry Marshall's free 5-day course and from his [Definitive Guide to Google AdWords](#), which you can learn about at www.perrymarshall.com/google/. I tested lots of ads targeted on many different queries and keywords until I found ones that got favorable responses from users, i.e., the ads that users clicked on. And Google has rewarded me by overrunning my ads, i.e., showing some of them from time to time at no cost to me.

Generating Revenue by Running Ads on Your Website

"Google AdSense is for web publishers who want to make more revenue from advertising on their site while maintaining editorial quality. AdSense delivers Google ads that are relevant to what your readers see on your pages — and Google pays you." —www.google.com/adsense/

At first I was reluctant to run ads on Google Guide. I didn't want to create any distractions that would lure visitors away from my site. But visitors leave even if I don't run ads. So at first I ran ads at the bottom of a page because I thought they would only distract viewers that weren't interested in my site. Few users clicked on the ads. Later I moved the ads to the top of a page. The response rate more than doubled and so did revenue. Now I use some of the money generated through [AdSense](#) to buy [AdWords](#) ads that increase the traffic to Google Guide. This increased traffic, in turn, increases the revenue I receive from customers and AdSense ads.

Appendix

You've reached the end of the tutorial. The following sections contain additional information that you may find useful.

- [Summary](#)
- [Useful Links](#)
- [Solutions to Selected Problems](#)

The remainder of this appendix is filled with compliments and appreciative remarks, how to submit feedback, linking instructions, licensing information, and acknowledgments.

- [What Users Think About Google Guide](#)
- [Google Guide in the Press](#)
- [Submitting Feedback](#)
- [Link to Google Guide](#)
- [Creative Commons License](#)
- [Acknowledgments](#)

Summary

Google strives to make it easy to quickly find whatever you're seeking, whether it's a web page, a recent news story, a photograph, advice, or a present for a friend. [Sacramento State's Google QuikRef](#) (available from www.csus.edu/uccs/documents/quikrefsite/PDFs/googleqr.pdf), [Google's cheat sheet](http://www.google.com/help/cheatsheet.html) (www.google.com/help/cheatsheet.html), and [Google Guide Advanced Operator Quick Reference](http://www.googleguide.com/advanced_operators_reference.html) (www.googleguide.com/advanced_operators_reference.html) provide nice summaries of some of Google's features and services. The following table lists the major search services Google offers along with the URLs.

Search Service	Description	Website
Web	Search the web. This service includes shortcuts for finding commonly sought utilities and information, such as dictionary definitions , definitions on the web , news headlines , phone numbers , addresses , street maps , stock quotes , travel conditions , package tracking information , calculations of mathematical expressions , and translations of any text or web page .	www.google.com
Images	Find images, graphics, photos, drawings, maps, etc.	images.google.com
Groups	Search, browse, and participate in online discussions. This service is wonderful for finding advice, opinions, and recommendations that haven't necessarily been edited.	groups.google.com
News	Search and browse online news sources.	news.google.com
Froogle	Find and browse products for sale from across the web.	froogle.google.com
Catalogs	Find and browse mail-order catalogs online.	catalogs.google.com
Directory	Browse web pages by category.	directory.google.com
Answers	For as little as US\$2.50, obtain assistance from researchers with expertise in online searching.	answers.google.com
Google Labs	Try Google prototypes and demos.	labs.google.com

When you forget where to find one of Google's search tools or services, just look it up on Google. For example, if you don't remember the name or web address of Google product shopping search service, search for [[Google product shopping](#)].

Query Input

- [In Google's search box, enter up to 32 descriptive words that are likely to appear on pages you're seeking.](#)
- [Click on *I'm Feeling Lucky* on Google's home page to go directly to the first result.](#)
- [Be specific: Use more query terms to narrow your results.](#)
- [Evaluate carefully whatever you find.](#)
- [Understand how Google evaluates your query.](#)

Search Behaviors	Descriptions
Implicit AND	Google returns pages that match <i>all</i> your search terms. Because you don't need to include the logical operator AND between your terms, this notation is called an implicit AND.
Exact Matching	Google returns pages that match your search terms exactly.
Word Variation Automatic Stemming	Google returns pages that match variants of your search terms.
Common-Word Exclusion	Google ignores some common words called "stop words," e.g., the, on, where, and how. Stop words tend to slow down searches without improving results. (Provided on all search services except Froogle).
32-Word Limit	Google limits queries to 32 words.
Term Proximity	Google gives more priority to pages that have search terms near to each other.
Term Order	Google gives more priority to pages that have search terms in the same order as the query.
Case Insensitivity	Google is case-insensitive; it assumes all search terms are lowercase.
Ignoring Punctuation	Google ignores some punctuation and special characters including , . ; ? [] < > @ /
Accented Letters	A term with an accent doesn't match a term without an accent and vice versa.

- [Use special characters and operators](#) to fine-tune your query and increase the accuracy of your searches:

Notation	Find result	Example
terms1 terms2	with both <i>term1</i> and <i>term2</i>	[carry-on luggage]
term1 OR term2 term1 term2	with either <i>term1</i> or <i>term2</i> or both	[Tahiti OR Hawaii] [Tahiti Hawaii]
+term	with <i>term</i> (The + operator is typically used in front of stop words that Google would otherwise ignore or when you want Google to return only pages that match your search terms exactly. However, the + operator can be used on any terms.)	[+i spy]
-term	without <i>term</i>	[twins minnesota -baseball]
~term	with <i>term</i> or one of its synonyms (currently supported on Web and Directory search)	[google ~guide]
number1.. number2	with a number in the specified range	[recumbant bicycle \$250.. \$1000]
"phrase"	with the exact <i>phrase</i> , a proper name, or a set of words in a specific order	["I have a dream"] ["Rio de Janeiro"]
"terms1 * terms2"	with the phrase (enclosed in quotes) and * replaced by any single word	["Google * my life"]

- When you don't find what you're seeking, consider specifying more precisely what you want by using Google's [Advanced Search](#) feature. Filling in the top portion of the Advanced Search form is an easy way to write restricted queries without having to use the basic

operators, e.g., " , " +, -, or OR.

Advanced Search Find results	Basic Search Example	Basic Search Find results
with all of the words	[tap dance]	with all search terms
with the exact phrase	[" tap dance "]	with terms in quotes in the specified order only
without the words	[tap -dance] [-tap dance]	including none of the terms preceded by a -
with at least one of the words	[tap OR ballet]	with at least one of the terms adjacent to OR

- You can specify most of the Advanced-Search page options in a regular search box query by using [search operators](#), i.e., query words that have special meaning for Google. The [Google Guide Advanced Operator Quick Reference](#) (www.googleguide.com/advanced_operators_reference.html) provides a nice summary of the search operators grouped by type.
- [If you don't succeed, run another search.](#)

Too many results? Focus the search by...	Too few results? Broaden the search by...
adding a word or phrase	removing a word or phrase
specifying the order in which you want words to appear	specifying words instead of phrases
using a more specific term	using more general terms
identifying ineffective terms and removing them	including synonyms or variant word forms or using a more common version of the word's spelling
limiting to a domain or site	broadening the domain or searching the entire web
limiting to a date range	removing date range
limiting where terms occur	removing redundant terms or splitting a multi-part query
restricting type of file	searching any type of file
limiting pages in a particular language	translating your search terms into other languages and searching for the translated terms
limiting pages to a particular country	searching the entire web

Now that you've seen the versatility of the Google search engine, you'll understand why many users rarely use bookmarks and either use the Google Deskbar, the Google Toolbar, or leave their browsers pointing to Google; they can find practically any site using Google's many search services and features.

I sincerely hope that Google Guide has helped you become (more) proficient in using Google. I have tried to anticipate your questions and problems. Please let me know if I have missed something or if you have corrections or suggestions for improving Google Guide, by emailing [feedback\(at\)googleguide.com](mailto:feedback(at)googleguide.com) (replace "- at -" by "@"). I welcome all comments. I look forward to hearing from you.

Colophon

Hamish Reid, a principal at [Mistrale](#), enhanced this site by improving its visual design and by making it easier to maintain and to traverse. I created most of the screen shots with [TechSmith's SnagIt](#) and resized and sharpened them with [IrfanView](#).

Useful Links

If the following topics are of interest to you, check out the following links:

- [Why is Google Popular?](#) - www.googleguide.com/searchLeader.html

- Google's Online Help
 - [Google Help Central](http://www.google.com/help/) - www.google.com/help/
 - [Google Site Map](http://www.google.com/sitemap.html) - www.google.com/sitemap.html
 - [Google's History](http://www.google.com/corporate/history.html) - www.google.com/corporate/history.html
 - [Google Privacy Policy](http://www.google.com/privacy.html) - www.google.com/privacy.html
 - [Google Friends Newsletter Map](http://www.google.com/contact/newsletter.html) - www.google.com/contact/newsletter.html
 - [Google Wireless Services](http://www.google.com/options/wireless.html) - www.google.com/options/wireless.html
- Information for Webmasters
 - [Google Information for Webmasters](http://www.google.com/webmasters) - www.google.com/webmasters
 - [How to Get Google to List Your Site](http://www.google.com/webmasters/1.html) - www.google.com/webmasters/1.html
 - [Webmaster Guidelines](http://www.google.com/webmasters/guidelines.html) - www.google.com/webmasters/guidelines.html
 - [Webmaster Frequently Asked Questions](http://www.google.com/webmasters/faq.html) - www.google.com/webmasters/faq.html
 - [Site Builder: How to Build a Successful Site](http://www.searchengineworld.com/misc/guide.htm) - www.searchengineworld.com/misc/guide.htm
 - [Pandia Search Central: A guide to search engine marketing and optimization](http://www.pandia.com/) - www.pandia.com/
 - [SearchEngineWatch.com: Information on Search Engine Marketing and Optimization](http://searchenginewatch.com/) - searchenginewatch.com/
- [Google Web API](http://www.google.com/apis/) - www.google.com/apis/
API stands for Application Program Interface. This API provides commands that non-Google computer programs can use to run Google searches. Only of interest if you want to write a computer program yourself or use some third-party products.
- Search Engine Resources and News
 - [The Unofficial Google Fan Club](http://www.ugfc.org) - www.ugfc.org
 - [Google Weblog](http://google.blogspot.com/) - google.blogspot.com/
 - [Watching Google Like a Hawk: News & Commentary - No Bias - No Agenda, The Good, The Bad, and The Indifferent](http://www.watchinggooglelikeahawk.com) - www.watchinggooglelikeahawk.com
 - [ResourceShelf: Resources and News for Information Professionals](http://www.resourceshelf.com/) - www.resourceshelf.com/
 - [Microdoc News: Online Magazine about exercising personal power in the Information Age](http://microdoc-news.info/) - microdoc-news.info/
 - [ResearchBuzz: Search Engine News](http://www.researchbuzz.com/) - www.researchbuzz.com/
- [Error messages you might see and what they mean](http://www.w3schools.com/html/html_httpmessages.asp) - www.w3schools.com/html/html_httpmessages.asp
- [Frequently asked question of Berners-Lee, the inventor of the World Wide Web](http://www.w3.org/People/Berners-Lee/FAQ.html) - www.w3.org/People/Berners-Lee/FAQ.html

Please let me know of other sites that may of interest to Google Guide readers by emailing nancy(at)googleguide.com (replace "(at)" by "@").

Answers to Selected Exercises

This page contains hints for or solutions to some of the exercises in Google Guide. If you suggest a better way to solve any problem or other problems to include in Google Guide and I include your solution(s) or your problem(s), I will include your name beside your contribution. Please email problems and solutions to exercises(at)googleguide.com (replace "(at)" with "@").

Below is a list of links to the exercises together with the name of the file where they can be found in Google Guide. Click on the links to see the entire problem set. See an answer below the section in which the corresponding problem appears.

[Going Directly to the First Result](#) - first_result.html

1. Point your browser to Google's home page by visiting www.google.com. Find Google tutorials by typing [google tutorial] (without the square brackets) into Google's search box and then clicking the "Google Search" button. Click on the link for Google Guide.

Search for [[google tutorial](#)] and you'll find links to many resources that offer help with Google, including this one.

2. After completing the previous exercise, click the back button on your browser twice to return to Google's home page and then search again for [google tutorial] (without the square brackets). Click on the *I'm Feeling Lucky* button.

If you tell your friends about Google Guide and they use it and tell their friends about it, then hopefully Google Guide will become the top ranked result for the query [google tutorial].

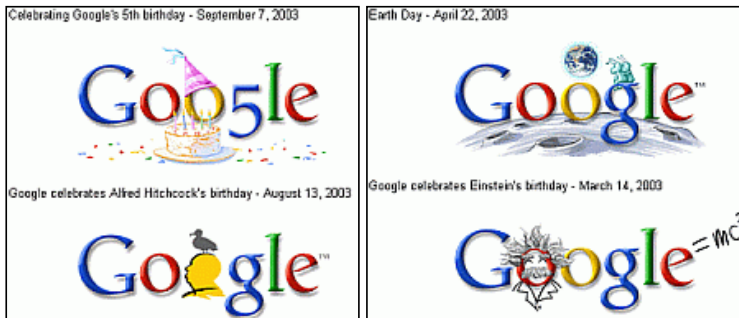
3. What is the difference between the results of the previous two exercises?

The first problem returns links to all pages that match your query while the second returns the first result, which Google speculates is the most relevant to your query.

[Selecting Search Terms](#) - select_terms.html

1. Find a page with "Google doodle."

Search for [[Google doodle](#)] and you'll find a page with the special Google home page logos used to commemorate holidays and special events.



3. What's Google's history?

Search for [[Google history](#)] and you will find a page entitled "Google Corporate Information: Google History."

5. How long did it take the first person to cross the United States by car and in what year was it first done?

It took Dr. Horatio Nelson Jackson sixty-three and a half days to drive from San Francisco to New York City in 1903, according to the Public Broadcasting Service site www.pbs.org/kenburns/films/horatio.html.

Possible search strategy:

- [[first cross United States road trip](#)]
- [[first cross country road trip America](#)]

7. Learn about the recommended tours of the Hearst Castle.

Search for [[Hearst Castle recommended tour](#)] and you'll learn about an incredible mansion, which is now a historical monument. It is located in San Simeon nearly half way from Santa Barbara to San Jose and is worthwhile visiting when you're in the area.



[Interpreting Your Query](#) - interpreting_queries.html

1. Indicate which queries would match a page containing "GoogleGuide."

Just those that contain the name in its entirety.

[guide] [leg] [**googleguide**] [**GoogleGuide**] [google]

3. Indicate which words the following queries will find:

[non-profit]	non-profit <—	non profit <—	nonprofit <—
[non profit]	non-profit <—	non profit <—	nonprofit
[nonprofit]	non-profit	non profit	nonprofit <—

4. Which queries would you predict to be most likely to find sites with discounted designer linens?

Since Google returns pages that match variants of your search terms, all the following queries are likely to find sites with discounted designer linens. But the last query is least likely to rank sites with discounted designer linens because it includes the term "design" rather than "designer."

[[discounted designer linens](#)]
 [[discount designer linen](#)]
 [[designer linen discount](#)]
 [[linen designer discount](#)]
 [[linen discounted design](#)]

The idea for this problem came when I thought about what queries might generate traffic to my friend's Designer Linen Outinet site, [designerlinensoutlet.com](#).

5. Why doesn't the query [Be Manual] include any results about the Be operating system?

The word "be" is a stop word, which Google ignores, unless you precede it with the [+ operator](#) or enclose the entire query in [quotes \(" "\)](#).

[Crafting Your Query](#) - crafting_queries.html

2. How long before you go outside is it recommended that you apply sunscreen?

For best results, apply sunscreen approximately 30 minutes before going into the sun so that it can be absorbed by your skin and so that it's less likely to wash off when you perspire.

Possible search strategy:

[[+when apply sunscreen](#)]
 [[tips apply sunscreen](#)]

3. Find advice on writing a will.

Since "will" is a stop word, either precede it by a + sign or enclose it in quotes.

Possible search strategy:

[[advice drafting +will](#)]
 [[legal help "drafting will"](#)]
 [[tips +will estate planning](#)]

5. Find pages on daily life in Afghanistan that do not mention war or the Taliban.

Possible search strategy:

[[Afghanistan daily life -war -Taliban](#)]

7. Find the terms that Google considers approximately equivalent to the term "cheap."

Looking at the results of the query [[~cheap](#)], you can see that Google considers the following terms approximately equivalent to the term "cheap": buy, discount, cheapest, last minute, inexpensive, low cost, and bargain.

9. Find today's weather forecast/condition.

Possible search strategy:

[[weather forecast OR condition](#)]

11. Find studio apartments for rent in Minneapolis or St. Paul, Minnesota.

Possible search strategy:

[[studio available OR rent Minneapolis OR "St Paul"](#)]

[["studio apartment" available OR rent Minneapolis OR "St Paul"](#)]

13. Which of the following phrases match the query [["Google * my life"](#)].

Just those that substitute a single word for "*."

"Google has enriched my life"

"**Google changed my life**" <—

"**Google runs my life**" <—

"Google has revolutionized my life"

"Google: I love my life"

"**Google is my life**" <—

14. How do the results of the following two queries differ?

[["how might I"](#)]

[["how might I *"](#)]

The first query matches pages that contain exactly the phrase "how might I" and in the results those words appear in a bold typeface. The second query matches the phrase "how might I" followed by a single word. So matches pages that include phrases such as "how might I write," "how might I quote," "how might I build," "how might I enroll," and "how might I learn." In the results, the words in the phrase and the following word appear in a bold typeface.

15. Why does the query [["the who"](#)] give more priority to results about the rock band *The Who* than the query [[the who](#)] but return significantly fewer results?

The query [["the who"](#)] returns results with the words "the" and "who" in that specific order. The query [[the who](#)] returns results with the words "the" and "who" in any order.

[Sharpening Your Query](#) - sharpening_queries.html

1. What are some home remedies for getting rid of ants?

Possible search strategy:

[[get rid ants home remedy](#)]

[[ants "pest control" "home remedies"](#)]

3. What is Google's privacy policy?

Possible search strategy:

[[google privacy policy site:google.com](#)]

How do I stop my previous queries from appearing when I type in a new search term?

The following is from the Google General Frequently Asked Questions (FAQ), which can be found at <http://www.google.com/help/faq.html#iehistory>

Fortunately (and unfortunately), this has nothing to do with Google. It's a feature of Internet Explorer 5.0, which is possible to disable using its menu. (You can verify this by going elsewhere on the web to fill out a form and then return to that same page on which you filled out the form.)

To disable this feature on Internet Explorer 5.0, go to the Tools menu; select Internet Options; select the Content tab. Within the Personal Information area, select AutoComplete. Click on Clear Forms. You can also uncheck the Forms box in this same window to keep this from occurring in the future.

Alternatively, you can delete individual entries from the history by using the Down arrow key to select a previous search, and then pressing Delete while an unwanted search is highlighted.

Possible search strategy:

[[delete query history](#)]

- When was Nina Totenberg, National Public Radio's (NPR) legal affairs correspondent, born, where was she educated, what degrees does she have? Did she attend law school?

Here's part of the answer that [juggler-ga posted to Google Answers](#), which can be found at answers.google.com/answers/threadview?id=224951.

Nina Totenberg was born January 14, 1944 in New York, NY. She doesn't have any degrees and did not attend law school.

Possible search strategy:

[["Nina Totenberg" born](#)]

[["Nina Totenberg" 1944](#)] (Nina Totenberg was born in 1944)

[["Nina Totenberg" "Roman Totenberg"](#)] (Roman Totenberg is Nina's father)

[["Nina Totenberg" "law school"](#)]

- What country has the domain code .at?

Austria's domain code is .at. Google ignores "at" in a query unless you enclose it in quotes or precede it by a + sign.

[Using Search Operators \(Advanced Operators\)](#) - advanced_operators.html

- Use the site: operator to search for armchairs on Ikea's site, www.ikea.com.

Possible search strategy:

[[armchairs site:ikea.com](#)]

- Find all pages on google.com but not on answers.google.com nor on directory.google.com whose titles include the words "FAQ" or "help."

Possible search strategy:

[[intitle:FAQ OR intitle:help site:google.com -site:answers.google.com -site:directory.google.com](#)]

- Find pages whose titles include surfing that are not about surfing the World Wide Web.

Possible search strategy:

[[intitle:surfing -WWW -"World Wide Web"](#)]

[Spelling Corrections](#) - spelling_corrections.html

- On National Public Radio (NPR), you heard a researcher at Stanford University whose name sounded like Jeff Naumberg and want to send him email. What is Jeff's email address?

The spelling corrector suggests the correct spelling of Jeff's last name.

Did you mean: ["Jeff Nunberg" NPR "Stanford University"](#)

I clicked on the link and the first result was Geoffrey Nunberg's home page, which included his email address, i.e., email: nunberg(at) csl.stanford.edu (replace "(at)" with "@").

Possible search strategy:

[["Jeff Naumberg" NPR "Stanford University"](#)]

[Definitions](#) - dictionary.html

1. According to the dictionary, what is an "urban legend"?

Possible search strategy:

[[define: urban legend](#)]

3. Does Google provide a link to dictionary for definitions of terms in languages other than English?

Instead of checking Google's documentation, find out through experimentation. Search for some non-English words and then see any of the words are underlined in the statistics bar section of the results page and linked to their dictionary definitions.

Based on the experiments I ran today, the US version of Google provides links to dictionary definitions of some non-English words.

Possible search strategy:

[[vino queso](#)]

Cached Pages - cached_pages.html

1. After Nelson Blachman received reprints of a paper he wrote for the June 2003 issue of *The Mathematical Scientist*, he wanted to discover what other sorts of papers appear in the same issue of this semiannual publication. Find a table of contents for *The Mathematical Scientist* for Nelson.

Possible search strategy:

["[The Mathematical Scientist](#)" June 2003 contents]

[ScienceDaily Magazine -- Your link to the latest research news](#)
 ... In Search For Skin Cancer Treatment (June 9, 1999 ... **The Mathematical Scientist - Contents**
 and abstracts from 1998 ... live version 1.1.4 Copyright © 2003 Dominion Web. ...
[www.sciencedaily.com/odp/Top/Science/Math/Publications/Journals - 53k - Cached - Similar pages](#)

[Open Directory - Science: Math: Publications: Journals](#)
 ... **The Mathematical Scientist - Contents** and abstracts from 1998 ... Copyright © 1998-2003
 Netscape, Terms of Use. ... site.org Last update: 12:19 PT, Friday, June 6, 2003 ...
[dmoz.org/Science/Math/Publications/Journals/ - 34k - Cached - Similar pages](#)

Since the previous query doesn't appear to return a table of contents, let's remove the date from our query.

["[The Mathematical Scientist](#)" contents]

This snippet looks promising since it mentions the journal by name and includes the word "contents."


[The Mathematical Scientist](#)
 ... Unlike most other mathematical research journals, **The Mathematical Scientist** does
 not aim to ... **Contents** and abstracts from recent issues are available here. ...
[www.shef.ac.uk/uni/companies/apt/tms.html - 17k - Jul 15, 2003 - Cached - Similar pages](#)

The first result is the Journal's web page but it doesn't contain the table of contents. Clicking on the *Cached* link and viewing Google's cached version of the page with the query terms highlighted makes it easy to find the section(s) of the page relevant to our query.

This is Google's cache of <http://www.shef.ac.uk/un/companies/apt/tms.html>.
 Google's cache is the snapshot that we took of the page as we crawled the web.
 The page may have changed since that time. Click here for the [current page](#) without highlighting.
 To link to or bookmark this page, use the following url: <http://www.google.com/search?q=cache:08as9uZkQeJ:www.shef.ac.uk/un/companies/apt/tms.html+22The+Mathematical+Scientist+contents&hl=en&ie=UTF-8>

Google is not affiliated with the authors of this page nor responsible for its content.

These search terms have been highlighted: **the mathematical scientist contents**



Home Page

Applied Probability Journals

The Mathematical Scientist

Mathematical Spectrum

APPLIED PROBABILITY TRUST

The Mathematical Scientist

Editor-in-Chief: J Gani FAA (Australian National University)

Unlike most other mathematical research journals, *The Mathematical Scientist* does not aim to publish articles written by specialists for other specialists. Its main theme is the use of mathematical theory, methods and models to provide insight into engineering, physical, biological and social phenomena, in terms accessible to any interested mathematician.

[Contents](#) and abstracts from recent issues are available [here](#).

Similar Pages - similar_pages.html

1. Find a site that will get your name off mailing lists so that you receive less commercial advertising mail, also known as junk mail. Click on the *Similar pages* link to find other such sites.

The more search strategies you try, the more information you are likely to find.

Possible search strategy:

- [["reduce junk mail"](#)]
- [["reducing junk mail"](#)]
- [["end junk mail"](#)]
- [["less junk mail"](#)]
- [["stop junk mail"](#)]
- [["unwanted mail"](#)]
- [["opt out" "junk mail"](#)]
- [["mail preference service"](#)]
- [[remove name from mailing list](#)]
- [[get off mailing list](#)]
- [[reduce unwanted junk mail](#)]

Note: Most of the results from these searches assume you are in the United States.

News Headlines - news_headlines.html

1. Find the latest news about Google.

Possible search strategy:

- [[google](#)]

Click on any of the following:

- o any of the news headlines that appear above your search results and after the heading **News:**
- o the [Search news for google](#) link
- o the [browse the latest headlines](#) link

File Type Conversion - file_type.html

1. Find a document with tips on job interviewing and salary negotiation that is in PDF/Adobe Acrobat format. What differences in the appearance of the document result from viewing it in its native format, Adobe Acrobat versus HTML?

Possible search strategy:

[[interviewing salary negotiation filetype:pdf](#)]

In the pdf version, the spacing between words in section headings is more uniform. Items that are vertically aligned in the pdf version are not vertically aligned in the html version.

3. Find pdf or Postscript documents and course notes on symplectic geometry that are on university and other educational sites.

Possible search strategy:

[["symplectic geometry" site:edu filetype:pdf OR filetype:ps](#)]

Translation - translation.html

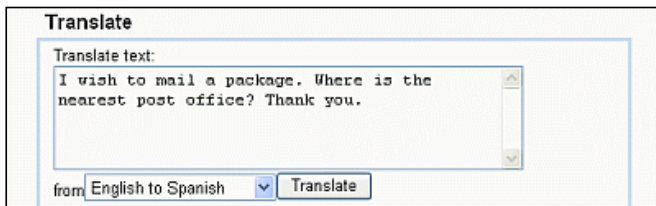
1. Find out about public swimming pools that you can use when visiting Naples, Italy. *Hint:* Find the Italian words for "public swimming pool" and then search for them on pages in Italy.

Possible search strategy:

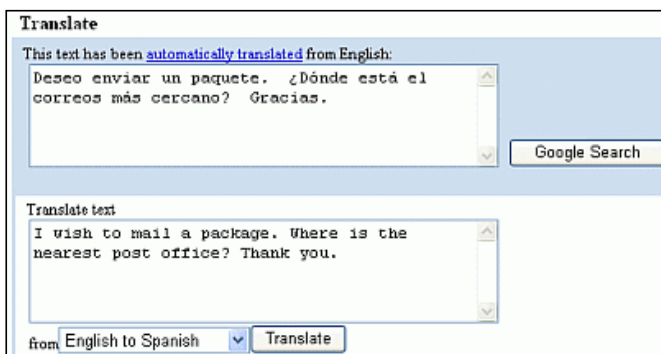
[[piscine pubbliche Napoli Italia](#)]

3. Translate "I wish to mail a package. Where is the nearest post office? Thank you." into Spanish.

Use Google's Language Tools Translate text feature.



Select "English to Spanish" and click on the *Translate* button.



Google provides the following Spanish translation:

Deseo enviar un paquete. ¿Dónde está el correos más cercano? Gracias.

5. Restrict your search to France and search for pages English on the war in Iraq.

Use Google Language Tools to restrict the query [war Iraq] to pages located in France that are written in English.



[Customizing Your Results by Using Preferences](#) - preferences.html

5. If you would like to have more than one set of preferences on your computer, e.g., one of searching French language sites and to search all sites, then find tools for enabling you to specify more than one set of preferences using more than one cookie.

Possible search strategy:

[[managing cookies](#)]

[Google's Approach to Ads](#) - ads.html

1. How many sponsored links (ads) appear on the first search-results page with the answer to the following questions?
 - a. Where can you stay in central London at a moderate price?

Possible search strategy:

[[hotel central London moderate price](#)]

There are 2 ads above and 8 ads to the right of the search results.

- b. What's going on with NASA's Mars Exploration Program?

Possible search strategy:

[[NASA's Mars Exploration Program](#)]

I've seen any where from zero to two ads appearing along side the search results.

[Evaluating What You Find](#) - evaluating_results.html

Find documents on the web that provide the answers to the following questions. What's your level of comfort with the referring site(s) and why?

I posted the following questions to [Google Answers](#), service that provides assistance from expert online researchers for a fee. If no results match your query, Google offers search tips. The following solutions include information Google Researchers provided as well as a link to their complete answers.

1. Is it true that if you touch a cold halogen bulb with clean fingers, you will shorten its lifespan?

Here's part of the answer that [sublime1-ga posted to Google Answers](#), which can be found at answers.google.com/answers/threadview?id=286499.

Yes, healthy skin, even recently cleaned, will produce natural oils, and, these oils on halogen bulb will shorten its lifespan.

Possible search strategies:

[[touch ruin "halogen bulb"](#)]

[[touch oil "halogen bulb"](#)]

[[+why not touch "halogen bulb"](#)]

3. Are you less likely to get dental cavities if you drink fluoridated water?

Here's part of the answer that [jon-ga posted to Google Answers](#), which can be found at answers.google.com/answers/threadview?id=286599.

The short answer to your question is yes - fluoride is good for the teeth and so water containing fluoride is a good thing for cavity-prevention.

Possible search strategies:

[["fluoridated water"](#)]

[["fluoridated water" "dental cavities"](#)]

4. Is clumping kitty litter a major health hazard to cats?

Here's part of the answer that [missy-ga posted to Google Answers](#), which can be found at answers.google.com/answers/threadview?id=286497.

Whether or not clumping kitty litter is a health hazard for cats is a matter of some debate. Since there haven't been any clinical studies, it really comes down to whom you ask and which brand you're asking about. Most of the current controversy swirls around brands that use Sodium Bentonite, a highly absorbent clay. Brands that do not contain Sodium Bentonite seem to be considered safer.

Possible search strategies:

[["clumping litter" hazardous](#)]

[["clumping litter" safe](#)]

[[scoopable litter hazardous](#)]

[[scoopable litter safe](#)]

5. What are the benefits and drawbacks of a flu (influenza) shot?

Here's part of the answer that [crabcakes-ga posted to Google Answers](#), which can be found at answers.google.com/answers/threadview?id=286471.

There are far more documented reasons to get the vaccine (injectable or nasal spray versions) than to refuse it, but plenty of flu vaccine controversy exists.

Possible search strategies:

[[flu vaccine](#)]

[[pros cons flu vaccine](#)]

6. Does microwaving food in plastic containers or plastic cling wrap release harmful chemicals into the food? Check whether this is an urban legend.

Here's part of the answer that [crabcakes-ga posted to Google Answers](#), which can be found at answers.google.com/answers/threadview?id=286529.

The short answer is: Yes, chemicals can migrate into the food. The issue is whether they are harmful.

Possible search strategies:

[[toxic chemicals plastic wrap](#)]

[[plastic wrap microwave cooking](#)]

[Making Search Easier with Google Tools](#) - tools.html

1. If you use Windows 98/ME/2000/XP and Internet Explorer 5.5 or a more recent version, install the Google Deskbar on your system.

Visit toolbar.google.com/deskbar/ and click on the "Download Google Deskbar."

2. If you use Internet Explorer, install the Google Toolbar on your system. If you use another browser, install Google Browser Buttons on

your system.

Visit toolbar.google.com/ and click on the "Download Google Toolbar."

3. Make Google your home page.

To have the Google home page appear whenever you start your browser, click on the "Make Google Your Homepage" link on Google's home page. If the link is missing, follow the instructions listed on www.google.com/options/defaults.html.

4. Make Google your default search engine.

Follow the directions listed on www.google.com/options/defaults.html#default.

Calculator - calculator.html

1. Convert 1 mile to meters.

One mile is equal to 1609.344 meters.

Possible calculation strategy:

[[1 mile in meters](#)]

3. Convert 0 kelvin to Fahrenheit or Celsius.

0 kelvin is approximately equal to -273.15 degrees Celsius.

Possible calculation strategy:

[[0 degrees kelvin in Celsius](#)]

5. Which is larger π^e or e^π ? The same relationship holds between x^e and e^x for all non-negative values of x except e . The exponential constant, e , is approximately 2.72 and the ratio of the circumference to the diameter of a circle, π , is approximately 3.14.

$e^\pi > \pi^e$

Possible calculation strategy:

[[e^π-π^e](#)]

7. Compute the probability of your winning the lottery if you buy 1,000 tickets each bearing five distinct independently randomly chosen integers between 1 and 99.

The following answer was contributed by Nelson Blachman (my father).

You might try [[1 - \(1 - 1/\(99 choose 5\)\)^1000](#)], but this is well approximated by [[1000/\(99 choose 5\)](#)], which is roughly 0.00001 . If each ticket costs \$1, the prize had better be at least \$100 million to be fair to you--and higher if you might have to share the prize with other winners.

Phone Numbers and Addresses - phonebook.html

1. What is the address of the Empire State Building in New York City in the state of New York (the two-letter state code is NY)?

The address of the Empire State Building is 350 5th Ave, New York, NY 10118.

Possible search strategy:

[[Empire State Building New York NY](#)]

Street Maps - maps.html

1. Get a map showing the most crookedest section of Lombard Street in San Francisco, which is between 1000 and 1100 Lombard Street.

Possible research strategy:

[[1100 Lombard Street San Francisco CA](#)]

Stock Quotes - stock_quotes.html

1. Obtain a chart of Ebay's stock price for the past 5 years by entering Ebay's stock symbol, ebay, clicking on the link "Show stock quotes" and then selecting a 5-year chart.

Possible research strategy:

[[ebay](#)]

3. Using the [similar pages](#) feature, find competitors to google.com that are run by public companies. Check whether their stock prices have been climbing or dropping in the past three months.

Possible research strategy:

[[related:google.com](#)]

[[yhoo askj](#)] (stock symbols for Yahoo and Ask Jeeves respectively)

Definitions (Google Gossary) - glossary.html

1. What does aka mean?


Aka is short for "also known as."

Possible search strategy:

[[what is aka](#)]

3. Google is named after the word "googol." What is a googol?

The result of this query includes a link to the dictionary definition in the statistics bar, the value of 1 googol provided by Google's built-in calculator function, and a definition provided by Google Glossary.



1 googol = 1.0×10^{100}

[More about calculator.](#)

Web Definition: [googol](#) - a cardinal number represented as 1 followed by 100 zeros (ten raised to the power of a hundred)
www.cogsci.princeton.edu/cgi-bin/webwn - [More definitions](#)

Possible search strategy:

[[what is googol](#)]

4. What does the abbreviation IRL commonly stand for?

IRL commonly stands for "In Real Life."

Possible search strategy:

[[define:irl](#)]

Google Local (Search by Location) - local.html**Travel Conditions** - travel_conditions.html

1. Find the travel conditions for Los Angeles International Airport.

First, I find the code for the Los Angeles International Airport.

[[Los Angeles International Airport code](#)]

Then I look up the travel conditions.

[[lax airport](#)]

Images - images.html

1. I used a color chart to select colors for this tutorial. Find some color charts that show the HTML input to render at least 100 colors.

Possible search strategy:

[[html color chart](#)]

3. Find a photograph of the Alhambra in Granada, Spain to see whether you want to take a vacation and visit the Alhambra.

Possible search strategy:

[[Alhambra](#)]

[[Alhambra Granada](#)]

[[Alhambra Spain OR España](#)]

Groups (Discussion Forums) - groups.html

1. Find recommendations for sites for booking flights online.

Possible search strategy:

[[recommendations booking flights online](#)]

[[recommendations book flights online](#)]

[[recommendations flights online](#)]

3. Find reviews of online banking services.

Possible search strategy:

[[online banking reviews](#)]

5. How can you remove varnish from a maple coffee table?

Possible search strategy:

[[remove varnish maple](#)]

7. Find the list of especially memorable articles and threads from Usenet that Google has compiled.

Possible search strategy:

[[memorable articles Usenet](#)]

News - news.html

1. Find today's current top stories listed on Google News.

Just visit news.google.com.

Froogle - froogle.html

1. Find 100% cotton comforter covers on Froogle.

Possible search strategy:

[[100% cotton comforter covers](#)]

[[100% cotton duvet cover](#)]

3. Tired of putting on sun screen? Find sun-protective clothing with Froogle.

Possible search strategy:

[[sun protective clothing](#)]

[[uv protective clothing OR hats](#)]

Catalogs - catalogs.html

1. Find 100% cotton comforter covers.

Possible search strategy:

[[100% cotton comforter covers](#)]

[[100% cotton duvet covers](#)]

3. Tired of putting on sun screen? Find sun-protective clothing.

Possible search strategy:

[[sun-protective clothing](#)]

5. Check out the prices of flying saucers, superballs, night lights, or whatever interests you in the wholesale Rhode Island Novelty catalog.

Possible search strategy:

[[Rhode Island Novelty](#)]

If there's interest, I'll consider adding answers to the following problem sets.

[Directory \(Categories of Topics\)](#) - directory.html

[Special Searches](#) - special_searches.html

[Google Answers](#) - answers.html

[Google Prototypes and Demos](#) - labs.html

[Creating Content for Your Website](#) - content.html

[Creating a Link to Search Results](#) - search_link.html

If you suggest a way to solve any exercise that I include in Google Guide, I will include your name beside your contribution. Please email problems and solutions to [exercises\(at\)googleguide.com](mailto:exercises(at)googleguide.com) (replace "(at)" with "@").

Submitting Feedback

I sincerely hope that Google Guide helps you become (more) proficient in using Google. I have tried to anticipate your questions and problems. Please let me know if I have missed something or if you have corrections or suggestions for improving Google Guide by emailing [nancy\(at\)googleguide.com](mailto:nancy(at)googleguide.com) (replace "(at)" by "@"). I welcome all comments, including answers to the following questions.

- What was useful in Google Guide?
- What was confusing in Google Guide?
- What would you like to see added to Google Guide?
- How much time have you spent on Google Guide?

I would appreciate hearing from you. Feedback, both positive and negative, motivates me to improve Google Guide.

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This page was last modified on Tuesday August 23, 2005.

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- [photo](#)
- [email](#)
- [google+](#)
- [driving directions](#)

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My Favorite Features by Nancy Blachman

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

In addition to searching the web, you can use Google to find specific information that is available offline or on specialized sites.

AdChoices ▶

DIY Marketing Software

[Vocus.com](#)

120,000+

Customers

Chose Vocus

Over Hiring a

Firm-Get a Free

Demo Now!



1. Tools



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4. Other Features

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queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
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tags (keywords): [favorite](#)

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Part I: Query Input

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Google Blogs, etc.

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Part I: Query Input

The more you know about how Google works, its features, its capabilities, and how it displays results, the better it can serve your needs. A query is the request you send to Google. This part of Google Guide explains how to write a query that will help you find just what you want.

Entering a Query

If you have little or no experience with Google, read on. Otherwise, skip ahead to [Going Directly to the 1st Result](#). If your browser isn't pointing to Google, visit Google's home page by entering one of the following web addresses into your browser:

<http://www.google.com/> (the full web address for Google)
www.google.com (a common abbreviation for Google's web address)
google.com [...]

[...read all of: Entering a Query](#)

This page was last modified on: Monday August 11, 2008

Going Directly to the First Result

Click on the I'm Feeling Lucky button on Google's home page to go directly to the first result for your query. Instead of showing you a list of pages, Google sends you immediately to the result that may be most relevant to your query. For example, if you enter the query [[california driving](#)] (without the [...])

[...read all of: Going Directly to the First Result](#)

This page was last modified on: Tuesday March 13, 2007

Selecting Search Terms

The search terms you enter and the order in which you enter

AdChoices 

Get Your Website For Free

[GYBO.com/Illin...](#)
 Google Gives You Free Domain and Website. Bring Your Business Online



AdChoices 

Submit Your Website Free

[www.manta.co...](#)
 Drive Traffic to Your Website. Submit Your Site And Get Leads Now.



AdChoices 

Popular Searches

FROOGLE
photo
email
google+
driving directions

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Powered By WordPress

them affect both the order and pages that appear in your search results. In the examples below, click on the similar ways of specifying various searches and note how the results differ. For simplicity sake, this tutorial uses square brackets to denote Google's search [...]

[...read all of: Selecting Search Terms](#)

This page was last modified on: Sunday February 26, 2012

Interpreting Your Query

Understanding how Google treats your search terms will help you devise effective queries and revise ineffective ones.

1. All Search Terms Count

Google returns only pages that match all your search terms.

A search for [compact fold-up bicycle] finds pages containing the words "compact" and "fold-up" and "bicycle." Because you don't need to include the word AND between your [...]

[...read all of: Interpreting Your Query](#)

This page was last modified on: Sunday February 26, 2012

Crafting Your Query by using Special Characters

By using special characters and operators, such as " ", -, ~, ..., *, OR, and quotation marks around a phrase, you can fine-tune your search query and increase the accuracy of its results.

For details, click an operator above or look in the following seven pages:

Quoted Phrases

Quotation Marks Replace the + Operator

The - Operator

The ~ Operator

The [...]

[...read all of: Crafting Your Query by using Special Characters](#)

This page was last modified on: Sunday February 26, 2012

Quoted Phrases

\$0.99

**Domains at
Go Daddy**

GoDaddy.com

Why Pay More?

Compare Us!

Free Hosting

w/Site Builder &

More.



To search for a phrase, a proper name, or a set of words in a specific order, put them in double quotes.

A query with terms in quotes finds pages containing the exact quoted phrase. For example, ["Larry Page"] finds pages containing the phrase "Larry Page" exactly. So this query would find pages mentioning Google's co-founder [...]

[...read all of: Quoted Phrases](#)

This page was last modified on: Tuesday May 1, 2007

Quotation Marks Replace the + Operator

Google eliminated the + operator in October 2011 and expanded the capabilities of the quotation marks (" ") operator. In addition to using this operator to search for an exact phrase, you can now add quotation marks around a single word to tell Google to match that word precisely. So, if in the past you would [...]

[...read all of: Quotation Marks Replace the + Operator](#)

This page was last modified on: Sunday February 26, 2012

The - Operator

Precede each term you do not want to appear in any result with a "-" sign.

To find pages without a particular term, put a - sign operator in front of the word in the query. The - sign indicates that you want to subtract or exclude pages that contain a specific term. Do not put [...]

[...read all of: The - Operator](#)

This page was last modified on: Tuesday May 1, 2007

The ~ Operator

Find synonyms by preceding the term with a ~, which is known as the tilde or synonym operator.

The tilde (~) operator takes the word immediately following it and searches both for that specific word and for the word's synonyms. It also searches for the term with alternative endings. The tilde operator works best when applied [...]

[...read all of: The ~ Operator](#)

This page was last modified on: Sunday December 16, 2012

The OR and | Operators

Specify synonyms or alternative forms with an uppercase OR or | (vertical bar).

The OR operator, for which you may also use | (vertical bar), applies to the search terms immediately adjacent to it. The first and second examples will find pages that include either "Tahiti" or "Hawaii" or both terms, but not pages that contain [...]

[...read all of: The OR and | Operators](#)

This page was last modified on: Tuesday May 1, 2007

The .. Operator

Specify that results contain numbers in a range by specifying two numbers, separated by two periods, with no spaces.

For example, specify that you are searching in the price range \$250 to \$1000 using the number range specification \$250..\$1000.

[recumbent bicycle \$250..\$1000]

Find the year the Russian Revolution took place.

[Russian Revolution 1800..2000]

tags (keywords): fine tune, narrowing search, numbers, [...]

[...read all of: The .. Operator](#)

This page was last modified on: Thursday July 12, 2007

The * Operator

Use *, an asterisk character, known as a wildcard, to match one or more words in a phrase (enclosed in quotes).

Each * represents just one or more words. Google treats the * as a placeholder for a word or more than one word. For example, ["Google * my life"] tells Google to find pages containing [...]

[...read all of: The * Operator](#)

This page was last modified on: Friday July 20, 2007

Special Characters: Summary

This table summarizes how to use the basic search operators described in this chapter. You may include any of these operators multiple times in a query.

Notation

Find result

Example

term1 term2
with both term1 and term2
[carry-on luggage]

term1 OR term2 term1 | term2
with either term1 or term2 or both

[Tahiti OR Hawaii]
[Tahiti | Hawaii]

"term"
with term (Put quotation marks around terms that are stop words [...])

[...read all of: Special Characters: Summary](#)

This page was last modified on: Sunday February 26, 2012

[Advanced Search Form](#)

When you don't find what you're seeking, consider specifying more precisely what you want by using Google's Advanced Search feature. Don't be frightened by the name "Advanced Search"; it's easy to use, and it allows you to select or exclude pages with more precision than Google's standard search box. Click on the Advanced Search link [...]

[...read all of: Advanced Search Form](#)

This page was last modified on: Sunday August 10, 2008

[Other Search Forms](#)

11. Alerts

Once you've refined your Advanced Search, you can watch for changes in the top 20 results by setting up Google Alerts. Google will find and deliver links to new web pages once a week, once a day, or as soon as Google finds them. Simply copy and paste your advanced search query into the search [...]

[...read all of: Other Search Forms](#)

This page was last modified on: Tuesday May 1, 2007

[Refining a Query](#)

Refining a query means changing or adding to the set of search terms to do a better job of returning the pages you're seeking. Successful researchers frequently enter several queries to find what they're seeking.

The search boxes at the top and bottom of the results page show the query for the current results page. If [...]

[...read all of: Refining a Query](#)

This page was last modified on: Tuesday May 1, 2007

Anatomy of a Web Address

If you already know how to read a web address or URL (Universal Resource Locator, pronounced “you are ell”), skip this section. Otherwise, consider the web address <http://www.googleguide.com/searchEngines/google/searchLeader.html>. Here’s what it all means:

http

transfer protocol (type of information being transferred)

www.googleguide.com

website name, host name

googleguide

second-level domain name

com

top-level domain name

searchEngines

directory name (major category)

google

sub-directory name (sub-category)

searchLeader

file name (a file within the directory)

html

file format

Here’s a list [...]

[...read all of: Anatomy of a Web Address](#)

This page was last modified on: Tuesday May 1, 2007

Using Search Operators

You can use most of the options we discussed in Google’s Advanced Search Form in a regular search box query. If you’re a frequent searcher or a “power searcher,” this can save time because you don’t need to open the Advanced Search page and fill in various boxes; instead, you can enter the refined query [...]

[...read all of: Using Search Operators](#)

This page was last modified on: Sunday August 24, 2008



Search Operators

The following table lists the search operators that work with each Google search service. Click on an operator to jump to its description — or, to read about all of the operators, simply scroll down and read all of this page.

Search Service
Search Operators

Web Search

allinanchor:, allintext:, allintitle:, allinurl:, cache:, define:, filetype:, id:, inanchor:, info:,
intext:, intitle:, [...]

[...read all of: Search Operators](#)

This page was last modified on: Sunday February 26, 2012

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- Google Press Releases
- Google-Friends Newsletter archive
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Popular Searches

- FROOGLE
- photo


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« [Previous: Selecting Search Terms](#)

[Next: Crafting Your Query by using Special Characters](#) »

Interpreting Your Query

Understanding how Google treats your search terms will help you devise effective queries and revise ineffective ones.

AdChoices 

**DIY
Marketing
Software**

Vocus.com

120,000+

Customers

Chose Vocus
Over Hiring a
Firm-Get a Free
Demo Now!



1. All Search Terms Count

Google returns only pages that match *all* your search terms.

A search for [[compact fold-up bicycle](#)] finds pages containing the words "compact" *and* "fold-up" *and* "bicycle." Because you *don't* need to include the word AND between your terms, this notation is called an *implicit AND*.

- [[compact fold-up bicycle](#)]

Because of implicit AND, you can focus your query by adding more terms.

- [[compact lightweight fold-up bicycle](#)]

Note: If you want pages containing *any* (instead of all) of your search terms, use the [OR operator](#).

Note: Google sometimes returns pages that don't contain your query terms, as you can see in [example](#). Google returns pages in which your query terms are included in the link text (interpreted as a description) to another page or place on the page, more commonly referred to as the [anchor text](#) of a link pointing to the page.

2. Search Terms Match Exactly

Google returns pages that match your search terms exactly.

In his book *Internet Research, Second Edition* (McFarland & Company, 2001), Ned Fielden notes "Google simply matches strings of characters together and doesn't currently base inferences on uses of the language. Although this searching method has some drawbacks, it harnesses one of the fabulous powers of computers, [the ability] to sift through enormous heaps of data quickly and accurately."

If you search for ...	Google won't find ...
cheap	inexpensive
tv	television
effects	influences

email
google+
driving directions

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Powered By [WordPress](#)

children	kids
car	automobile
Calif OR CA	California

Note: There are exceptions when Google finds pages that include synonyms of your search terms, which are displayed in a **boldface** typeface in Google's [snippet](#).

If you search for ...	Google finds ...
NYC	New York City
SF	San Francisco
GNP	Gross National Product

3. Similar Words Match

Google returns pages that match variants of your search terms.

The query [[child bicycle helmet](#)] finds pages that contain words that are similar to some or all of your search terms, e.g., "child," "children," or "children's," "bicycle," "bicycles," "bicycle's," "bicycling," or "bicyclists," and "helmet" or "helmets." Google calls this feature *word variations* or *automatic stemming*. Stemming is a technique to search on the stem or root of a word that can have multiple endings.

If you only want to search for pages that contain some term(s) exactly, surround each such word or phrase with quotation marks (" "). See [Quoted Phrases](#) and [Quotation Marks Replace the + Operator](#).

Google doesn't match variants when your query consists of a single term.

Note: When you want synonyms or variants that Google doesn't find, consider using either the [OR](#) or [tilde](#) operator.

4. Stop Words

Some common words, called "[stop words](#)" (such as *the, on, where, how, de, la*, as well as certain single digits and single letters) generally don't add meaning to a search.

Stop words appear on so many pages that searching for them usually doesn't help you find relevant results.

- [[what to read for a London tourist](#)]

The screenshot shows the Google search interface. At the top, there are navigation links: Web, Images, Maps, News, Shopping, Gmail, more, and Sign in. The Google logo is on the left, and the search box contains the text "what to read for a London tourist". To the right of the search box is a "Search" button and a link to "Advanced Search Preferences". Below the search box, a blue bar indicates "Web Results 1 - 10 of about 357,000 for what to read for a London tourist. (0.17 seconds)". The first search result is titled "Susie Rushton: Know your London tourist - Commentators, Opinion ..." and includes a snippet: "Aug 5, 2008 ... of us are unable to identify the most common species of London tourist. ... Read. 1 Camila Batmanghelidjh: Not in my name: these Batman ... www.independent.co.uk/opinion/commentators/susie-rushton-know-your-london-tourist-885218.html - 79k - Cached - Similar pages". The second result is titled "London guide- tourist information and vacation guide to London England" and includes a snippet: "Read more about London, the largest city in western Europe and one of the great capitals of the world. More London Tourist Guide ... www.tourstolondon.co.uk/ - 18k - Cached - Similar pages".

Because the words you search for -- except stop words -- [must appear on the page](#), we've told Google to show only pages that contain the word "read." (The search might find pages for people who want to read about tourists.) A better search has words that should appear on all of the pages you're looking for. For example, try:

- [[London tourist](#)]

Note: Surround each such word or phrase with quotation marks (" ") to insist that Google search for exactly these words. We'll describe these basic operators and others soon in [Crafting Your Query](#).

If your query consists only of common words that Google normally ignores, Google will search for pages that match all the terms.

- [[the who](#)]

Note: Find more pages mentioning the rock band *The Who* by entering [["the who"](#)], a notation you'll learn about soon in the page [Quoted Phrases](#).

5. Word Limit

Google limits queries to 32 words.

Google will indicate in a message below the query box at the top of the page if your query exceeds the 32-word limit. The 32-word limit applies to search terms and operators but not [stop words](#). (The limit was previously 10 words.)

The following query finds pages with 32 words likely to appear at the start of a dictionary.

- [[aardvark aback abacus abalone abandon abashed abbey abbreviate abdicate abdomen abduct aberration abhor abide ability abject able abnormal aboard abode abolish abolitionist abort about above abrade abridge abroad abrupt abscond absent absinthe](#)]

Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼ [Sign in](#)

Google

Web Results 1 - 10 of about 322 for **aardvark aback abacus abalone abandon abashed**

[PHP Tutorials Examples 58000 Words](#)
 These words are in a MySQL **table** ready to stick into your MySQL database or ... (4, 'aback'), (5, 'abacus'), (6, 'abaff'), (7, 'abalone'), (8, 'abandon'), ...
www.phpro.org/examples/58000-Words.html - 977k - [Cached](#) - [Similar pages](#)

[A Words](#)
 a aah aahed aahing aahs **aardvark aardvarks** aardwolf ab abaci **aback abacus** abacuses abaff **abalone** abalones **abandon abandoned** abandonedly abandonnee abandoner ...
www.mike-slack.com/word_A.html - 64k - [Cached](#) - [Similar pages](#)

[#Copyright 1999 The Internet Dictionary Project/Tyler Chambers ...](#)
 [Article] a uma[Article] a um[Article] **aardvark** oricerope, porco-da-terra[Noun] ... **aback** para tra/s[Adverb] **aback** por tra/s[Adverb] **aback** para trás **abacus** ...
www.ilovelanguages.com/IDP/files/Portuguese.txt - 37k - [Cached](#) - [Similar pages](#)

If you add any more words, Google will include a warning similar to: *"absolve" (and any subsequent words) was ignored because we limit queries to 32 words.*

6. Terms Nearby

Google favors results that have your search terms near each other.

Google considers the proximity of your search terms within a page. So the query [[snake grass](#)] finds pages about a plant of that name, while [[snake in the grass](#)] tends to emphasize pages about sneaky people. Although Google ignores the words "in" and "the," (these are [stop words](#)), Google gives higher priority to pages in which "snake" and "grass" are separated by two words.

- [[snake grass](#)]
- [[snake in the grass](#)]

7. Terms in Order

Google gives higher priority to pages that have the terms in the same order as in your query.

Consequently, you should enter search terms in the order in which you would expect to find them on the pages you're seeking. A search for [[New York library](#)] gives priority to pages about New York's libraries. While the query [[new library of York](#)] gives priority to pages about the new libraries in York.

- [[New York library](#)]
- [[new library of York](#)]

8. Not Case-Sensitive

Google is NOT case sensitive; it shows both upper- and lowercase results.

Ignoring case distinctions increases the number of results Google finds. A search for [[Red Cross](#)] finds pages containing "Red Cross," "red cross," or "RED CROSS."

[[Red Cross](#)], [[red cross](#)], and [[RED CROSS](#)] return the same results.

There is no way to instruct Google to pay attention to case distinctions, e.g., you can't tell Google to find only occurrences of "Red Cross" where the first letter of each word is capitalized.

Note: The words "[OR](#)" and "[AND](#)" have special meanings if entered in uppercase letters.

9. Characters Ignored

Google ignores some punctuation and special characters, including !

? , . ; [] @ / # < > .

Because punctuation is typically not as important as the text around it, Google ignores most punctuation in your search terms. There are exceptions, e.g., C++ and \$99.

Mathematical symbols, such as /, <, and >, are not ignored by [Google's calculator](#).

[[Dr. Ruth](#)] returns the same results as [[Dr Ruth](#)]

What if you're seeking information that includes punctuation that Google ignores, e.g., an email address? Just enter the whole thing including the punctuation.

- [[info@amazon.com](#)]

Be aware that web pages sometimes camouflage email addresses to make collecting such information difficult for spammers. For example, on some sites you'll find the @ sign in an email address replaced with the word "at."

Now we'll look at some special characters that Google doesn't ignore.

10. Apostrophes

A term with an apostrophe (single quote, ') doesn't match the term without an apostrophe.

A query with the term "[we're](#)" returns different results from a query with the term "[were](#)."

- [[we're](#)] matches "we're" but not "were"
- [[were](#)] matches "were" but not "we're"

11. Hyphenated Terms

Because some people spell hyphenated words with a hyphen and others with a space, Google searches for variations on any hyphenated terms.

When Google encounters a hyphen (–) in a query term, e.g., [[part-time](#)], it searches for:

- the term with the hyphen, e.g., part-time
- the term without the hyphen, e.g., parttime
- the term with the hyphen replaced by a space, e.g., part time
- [[part-time](#)] matches "part-time," "part time," and "parttime"
- [[part time](#)] matches "part-time" and "part time", but
- [["part time"](#)] (with [quotes](#)) is better for space-separated words

Also:

- [[e-mail](#)] matches "e-mail," "email," and "e mail"
- [[email](#)] matches "email"

Note: Google may search for variations of your query terms that are included in the online dictionary that Google uses.

- [[non profit](#)] matches "non-profit," "nonprofit," and "non profit"

If you aren't sure whether a word is hyphenated, go ahead and search for it with a hyphen.

12. Summary

The following table summarizes how Google interprets your query.

Search Behaviors	Descriptions
Implicit AND	Google returns pages that match <i>all</i> your search terms. Because you don't need to include the logical operator AND between your terms, this notation is called an implicit AND.
Exact Matching	Google returns pages that match your search terms exactly.
Word Variation Automatic Stemming	Google returns pages that match variants of your search terms.
Common-Word Exclusion	Google ignores some common words called "stop words," e.g., <i>the</i> , <i>on</i> , <i>where</i> , and <i>how</i> . Stop words tend to slow down searches without improving results.
32-Word Limit	Google limits queries to 32 words.
Term Proximity	Google gives more priority to pages that have search terms near each other.
Term Order	Google gives more priority to pages that have search terms in the same order as the query.
Case Insensitivity	Google is case-insensitive; it shows both upper- and lowercase results.

Ignoring Punctuation	Google ignores most punctuation and special characters including , . ; ? [] () @ / * < >
----------------------	--

Next we'll look at how to fine-tune your query.

For more information on the basics of Google search, visit

www.google.com/help/basics.html.

Exercises

These problems are intended to help you understand how Google interprets your search terms. For hints and answers to selected problems, see the [Solutions](#) page.

1. Indicate which queries would match a page containing "GoogleGuide."

[guide] [goog] [googleguide] [GoogleGuide] [google]

2. What is the usual percentage gratuity (tip) to give in a big city in the United States to a person who provides take-out service, i.e., gives you your orders and accepts payment for the food?

3. Indicate which words the following queries will find:

[year-end] year-end year end yearend

[year end] year-end year end yearend

[yearend] year-end year end yearend

4. Which queries would you predict to be most likely to find sites with discounted designer linens?

[discounted designer linens]

[discount designer linen]

[designer linen discount]

[linen designer discount]

[linen discounted design]

5. With the following queries, is Google doing stemming, i.e., matching variations of the search terms?

[[color printer](#)]

[[color printers](#)]

[[color printer OR printers](#)]

6. Why doesn't the query [Be Manual] include any results about the Be operating system?

tags (keywords): [apostrophe](#), [case sensitive](#), [hyphen](#), [order](#), [queries](#), [search terms](#), [stop words](#), [synonyms](#)

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Crafting Your Query by using Special Characters

By using special characters and operators, such as " ", " ", " ", " ", " ", OR, and quotation marks around a phrase, you can fine-tune your search query and increase the accuracy of its results.

For details, click an operator above or look in the following seven pages:


1. [Quoted Phrases](#)
2. [Quotation Marks Replace the + Operator](#)
3. [The - Operator](#)
4. [The ~ Operator](#)
5. [The OR and | Operators](#)
6. [The .. Operator](#)
7. [The * Operator](#),
8. [Summary](#)

tags (keywords): [google guide](#), [queries](#), [special characters](#)

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Spread the word: 


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Popular Searches

FROOGLE
photo
email
google+
driving directions

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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- [photo](#)
- [email](#)
- [google+](#)
- [driving directions](#)

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Advanced Search Form

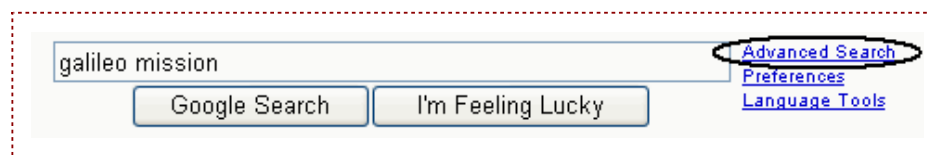
When you don't find what you're seeking, consider specifying more precisely what you want by using Google's Advanced Search feature. Don't be frightened by the name "Advanced Search"; it's easy to use, and it allows you to select or exclude pages with more precision than Google's standard search box. Click on the [Advanced Search](#) link at the right of Google's search box.

AdChoices ▶

DIY Marketing Software

Vocus.com

Social, Search, Email & Publicity. Easy-to-USE. Get a Free Demo+Gift!



or visit www.google.com/advanced_search and fill in the form. (If you previously entered a query from the standard search box, then clicked on the Advanced Search link at the top of the [results page](#), the Advanced Search form is automatically filled in with appropriate information from your previous query.)

The top of the Advanced Search form is where you'll specify most of your search requirements. Clicking on the link "Date, usage rights, numeric range, and more," or the + sign next to it, shows even more choices (which we'll see in later sections). At the bottom of the search form are links to some of Google's [topic-specific searches](#), including [special searches](#) for various computer operating systems and universities.

Top Tags (all tags »)
 queries
 results favorite
 services tools
 summary special
 characters
 narrowing search
 shortcuts fine tune
 developing websites
 preferences URLs
 advanced search google
 guide accounts translation
 synonyms stop words search
 box prices PageRank news
 dictionary cookies ads toolbar
 spelling search terms search
 operators safe search phrase
 phone number operators numbers
 hyphen driving directions
 broadening search languages
 calculator

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The box at the top of the form, which first contains the gray text “Use the form below and your advanced search will appear here,” shows the Google query that’s generated by your advanced search — including [special characters](#) and [advanced operators](#), if any. This is a great way to become familiar with those advanced Google features.

Note: This feature may not work on older browsers or if you’ve set a “high-security” mode — including disabling JavaScript in your browser.

Advanced Search field	Basic Search Example	Basic Search results
all these words	[tap dance]	with all search terms
this exact wording or phrase	[" tap dance "]	only with the exact phrase inside the quotes
one or more of these words	[tap OR ballet]	with at least one of the terms adjacent to OR
any of these unwanted words	[tap -dance] [-tap dance]	including none of the terms preceded by a -

Let’s look at some examples. If you click on the screen shots in this section, you’ll be taken to the results of running the corresponding search.

- To find tutorial introductions to Google, specify [google] in the top field (all these words), and [tutorial] [guide] [introduction] in the three fields on the third line (one or more of these words).

google tutorial OR guide OR introduction

Find web pages that have...

all these words:

this exact wording or phrase: [tip](#)

one or more of these words: OR OR [tip](#)

- Find how to export addresses from a Palm address book to print labels.

Palm address book "print labels"

Find web pages that have...

all these words:

this exact wording or phrase: [tip](#)

one or more of these words: OR OR [tip](#)

The second part of the Advanced Search page lets you omit pages containing certain words.

bush flowering OR ornamental -president -governor

Find web pages that have...

all these words:

this exact wording or phrase: [tip](#)

one or more of these words: OR OR [tip](#)

But don't show pages that have...

any of these unwanted words: [tip](#)

The next part of the Advanced Search page, *Need more tools?*, gives more control over the pages listed in your search results.

Need more tools?

Results per page:

Language:

File type:

Search within a site or domain:
(e.g. youtube.com, .edu)

[Date, usage rights, numeric range, and more](#)

Date: (how recent the page is)

[Usage rights:](#)

Where your keywords show up:

Region:

Numeric range: ..
(e.g. \$1500..\$3000)

[SafeSearch:](#) Off On

Page-specific tools:

Find pages similar to the page:

Find pages that link to the page:

Now we'll look at the rest of the form — including the section that opens after you click on “Date, usage rights, numeric range, and more” or the + next to it. If you want to jump ahead to a particular part, though, choose it from this list:

- [Results per page](#)
- [Language](#)
- [File Format](#)
- [Domain](#)
- [Date](#)
- [Usage Rights](#)
- [Occurrences](#)
- [Region](#)
- [Numeric Range](#)
- [SafeSearch](#)
- [Similar Pages](#)
- [Linking Pages](#)

1. Results per page

To see more than ten search results at once, choose how many with the drop-down *Results per page:* box. The [results page](#) will take longer to load — though you may only notice the difference if you're using a slow Internet connection. To see 50 results per page:

Results per page:

(Choosing the number of results doesn't affect what you'll see in the box "your advanced search will appear here" at the top of the form. However, after performing the search, the URL at the top of your browser window should include the text `&num=50`; it specifies 50 results per page.)

2. Language

The drop-down `Language:` box can restrict results to pages written in a specific language. For example, find pages in Spanish with recommendations for hotels in Andalucía, Spain.

The screenshot shows a search form with the following elements:

- Search Box:** Contains the text "Andalucía España hoteles recomendaciones".
- Find web pages that have...**
 - all these words: [tip](#)
 - this exact wording or phrase: [tip](#)
 - one or more of these words: OR OR [tip](#)
- But don't show pages that have...**
 - any of these unwanted words: [tip](#)
- Need more tools?**
 - Results per page: [tip](#)
 - Language: [tip](#)

(Choosing the language doesn't change what you'll see in the box at the top of the form. After performing the search, though, the URL at the top of your browser window should include the text `&lr=lang_es`; it specifies Spanish.)

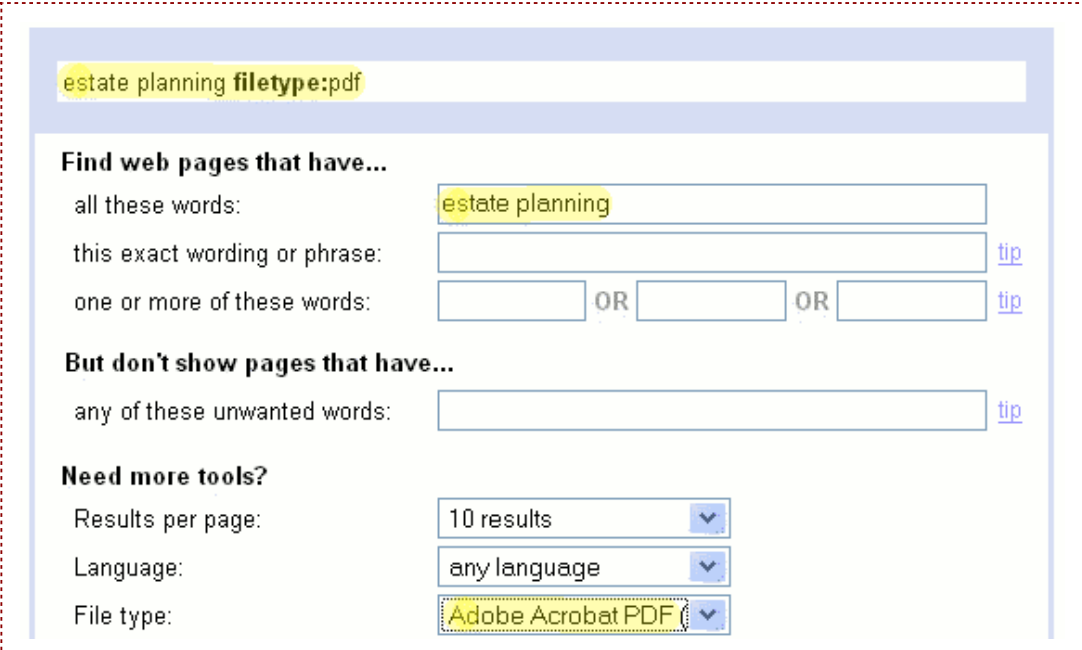
If you always want only results in a certain language or set of languages, then change your search language in your [Google preferences](#). See [Customizing Your Preferences](#) to learn how to change your Google preferences to modify the way your search results appear.

3. File Format

In the `File Format` area, you restrict your results to a particular file format, or exclude a format from your results. Choices include:

File Format	Suffix	Description
Adobe Acrobat PDF	.pdf	A publishing format commonly used for product manuals and documents of all sorts.
Adobe PostScript	.ps	A printing format often used for academic papers.
Microsoft Word	.doc	A common word processing format.
Microsoft Excel	.xls	A format for spreadsheets.
Microsoft Powerpoint	.ppt	A format for presentations and slides.
Rich Text Format	.rtf	A format used to exchange documents between Microsoft Word and other formats.

Since documents in PDF format tend to be better written than web pages, let's search for documents on estate planning in PDF format.



The screenshot shows the Google Advanced Search interface. At the top, the search query "estate planning filetype:pdf" is entered in a search bar. Below this, the form is divided into several sections:

- Find web pages that have...**
 - all these words:
 - this exact wording or phrase:
 - one or more of these words: OR OR
- But don't show pages that have...**
 - any of these unwanted words:
- Need more tools?**
 - Results per page:
 - Language:
 - File type:

You can restrict your search to other file formats by using the [filetype: search operator](#).

4. Domain

To search only a specific website (e.g., [www.eff.org](#)) or domain (e.g., [.org](#)) or exclude that site or domain completely from your search, use the field search within a site or domain:. In another page, we'll see [how to find the website or domain for a web page if you know its address](#).

Let's look at a couple of examples. If you click on the screen shots in this section, you'll be taken to the Advanced Search form specifying the corresponding search.

Larry Page and Sergey Brin, Google's founders, were graduate students at Stanford when they wrote a paper describing their prototype search engine. Let's search for it by entering their names and restricting our search domain to Stanford University's site, [stanford.edu](#).

Larry Page Sergey Brin site:stanford.edu

Find web pages that have...

all these words:

this exact wording or phrase: [tip](#)

one or more of these words: OR OR [tip](#)

But don't show pages that have...

any of these unwanted words: [tip](#)

Need more tools?

Results per page: ▾

Language: ▾

File type: ▾

Search within a site or domain:
(e.g. youtube.com, .edu)

To find information on volunteering for an organization, search for results with the word "volunteering" and restrict the domain to ".org".

volunteering site:.org

Find web pages that have...

all these words:

this exact wording or phrase: [tip](#)

one or more of these words: OR OR [tip](#)

But don't show pages that have...

any of these unwanted words: [tip](#)

Need more tools?

Results per page: ▾

Language: ▾

File type: ▾

Search within a site or domain:
(e.g. youtube.com, .edu)

5. Date

Here you can restrict results to pages that have been updated (created or modified), [crawled](#), and added to Google's index (indexed) in the past three, six, or twelve months. Popular pages that are updated often are [crawled and indexed frequently](#).

Note: Any change in the page counts as an update, even a spelling correction.

This option is useful when searching for timely information such as annual events, specifications for a new model of car or appliance, or what people have been doing lately.

Recently, scientists reported new findings about the risks and benefits of hormone therapy used by 40% of postmenopausal American women to relieve menopause symptoms. We're more likely to find links to this information by searching only for web pages updated in the last three months.

The screenshot shows the Google Advanced Search interface. At the top, the search query "hormone therapy postmenopausal" is entered in a yellow-highlighted box. Below this, the section "Find web pages that have..." contains three input fields: "all these words:" (containing the search query), "this exact wording or phrase:" (empty), and "one or more of these words:" (empty) with an "OR" separator. The "But don't show pages that have..." section has an empty "any of these unwanted words:" field. The "Need more tools?" section includes dropdown menus for "Results per page:" (10 results), "Language:" (any language), and "File type:" (any format), along with an empty "Search within a site or domain:" field. A link "Date, usage rights, numeric range, and more" is visible, and the "Date: (how recent the page is)" dropdown is set to "past 3 months".

(Choosing the date range doesn't affect what you'll see in the box "your advanced search will appear here" at the top of the form. However, after performing the search, the URL at the top of your browser window should include the text `&as_qdr=m3`; it specifies 3 months.)

Visit the [Wayback Machine](#) if you want to see what a site looked like months or years ago or if a site is currently inaccessible. The [Wayback Machine](#), also known as the Internet Archive, maintains a digital library of snapshots of many Internet sites.

6. Usage Rights

For pages covered by the [Creative Commons license](#), **Usage Rights:** lets you specify what types of usage the page should allow.

In general — unless a page states otherwise — it's safe to assume that pages you find with Google cannot be freely used in any way you like. However, some pages have [special marking](#) to tell search engines such as Google that the page is covered by the Creative Commons license — and what types of usage are permitted. The Usage Rights search finds these specially-marked pages.

Your choices are:

Usage Rights	Description
not filtered by license	standard, unfiltered Google results

free to use or share	results you can copy or redistribute
free to use or share, even commercially	results you can copy or redistribute for profit
free to use share or modify	results you can copy or adapt, as well as redistribute
free to use, share or modify, even commercially	results you can copy or adapt, as well as redistribute, for profit

Note that simply finding pages with the Usage Rights search doesn't guarantee your rights. You should check each page to be sure about its usage terms.

Let's say that you want to build a website with recipes for vegetables. We'll find pages on Google with Usage Rights "free to use, share or modify, even commercially"

The screenshot shows the Google Advanced Search interface. At the top, the search query "recipe vegetable" is entered. Below this, the "Find web pages that have..." section is active, with "recipe vegetable" entered in the "all these words:" field. The "But don't show pages that have..." section is empty. Under "Need more tools?", the "Results per page:" is set to "10 results", "Language:" is "any language", and "File type:" is "any format". The "Date, usage rights, numeric range, and more" section is expanded, showing "Date: (how recent the page is)" set to "anytime" and "Usage rights:" set to "free to use, share or modify, even commercially".

(Specifying usage rights doesn't change what you'll see in the box at the top of the form. Setting this drop-down box makes a change in your browser's URL that can be complicated. If you're curious, experiment with various settings and check the URL you get after clicking the [Advanced Search](#) button.)

7. Occurrences

The field labeled *where your keywords show up:* lets you specify where your search terms *must* occur on the page. Choices are anywhere on the page, in the **title**, in the text, in the **URL**, or in **links** to the page.

The **title** of a webpage is usually displayed at the top of the browser window and in the **first line of Google's search results for a page**. The author of a website specifies the title of a page with the HTML <TITLE> element. There's only one title in a webpage.

[The Uniform Resource Locator](#), more commonly known as *URL*, is the address that specifies the location of a file on the Internet.

The *link* is the text on a page that is linked to another web page or a different place on the current page. When you click on the link, you will be taken to the page or place on the page to which it is linked.

Find pages on Google whose URL contains FAQ, an abbreviation for either Frequently Asked Questions or Frequently Answered Question. In the solution below I look for pages containing both Google and FAQ in the URL.

The screenshot shows the Google Advanced Search interface. At the top, the search query **allinurl: Google faq** is entered in a highlighted box. Below this, the form is divided into several sections:

- Find web pages that have...**
 - all these words:
 - this exact wording or phrase:
 - one or more of these words: OR
- But don't show pages that have...**
 - any of these unwanted words:
- Need more tools?**
 - Results per page:
 - Language:
 - File type:
 - Search within a site or domain:

(e.g. youtube.com, .edu)
- [-] [Date, usage rights, numeric range, and more](#)**
 - Date: (how recent the page is)
 - [Usage rights:](#)
 - Where your keywords show up:

8. Region

Here you can request pages from a particular country or region of the world. (The results may show URLs from that part of the world, or they may end in more common domains like ".com". In the latter case, the page may be from a regional version of a multinational website.)

To read pages from South Africa about President Clinton or Senator Clinton:

clinton president OR senator

Find web pages that have...

all these words:

this exact wording or phrase:

one or more of these words: OR

But don't show pages that have...

any of these unwanted words:

Need more tools?

Results per page:

Language:

File type:

Search within a site or domain:

(e.g. youtube.com, .edu)

[Date, usage rights, numeric range, and more](#)

Date: (how recent the page is)

[Usage rights:](#)

Where your keywords show up:

Region:

(Choosing the region doesn't change the search shown in the box at the top of the form. After you search, though, the URL at the top of your browser window should include the text `&cr=countryZA`; ZA is the code for South Africa — and its Internet domain.)

9. Numeric Range

Use `Numeric Range`: when you want pages containing numbers in a specified range.

When I was interested in a "half-bicycle" trailer for my young twins, I searched for one called Trail-a-Bike in the price range \$50-\$1000.

The screenshot shows the Google Advanced Search interface. At the top, the search query is "trail-a-bike" \$50..\$1000. Below this, there are sections for refining the search:

- Find web pages that have...**
 - all these words: []
 - this exact wording or phrase: trail-a-bike
 - one or more of these words: [] OR []
- But don't show pages that have...**
 - any of these unwanted words: []
- Need more tools?**
 - Results per page: 10 results
 - Language: any language
 - File type: any format
 - Search within a site or domain: [] (e.g. youtube.com, .edu)
- [-] Date, usage rights, numeric range, and more**
 - Date: (how recent the page is) anytime
 - Usage rights: not filtered by license
 - Where your keywords show up: anywhere in the page
 - Region: any region
 - Numeric range: \$50 .. \$1000 (e.g. \$1500..\$3000)

(In this case, I could also have used Google's [Product Search](#) — which has its own [Advanced Product Search form](#), by the way.)

10. SafeSearch

The `safeSearch:` area allows you to filter out sites that contain pornography or explicit sexual content and eliminate them from search results. Be aware that Google's automated filtering doesn't guarantee that you won't be shown offensive content.

When you turn off SafeSearch filtering and search for non-pornographic content, Google will order your results in a way that adult sites won't be listed prominently. For example, searching for [[breast cancer treatment](#)] with SafeSearch turned off, you're unlikely to run across sites with provocative images of breasts.

breast cancer treatment

Find web pages that have...

all these words:

this exact wording or phrase:

one or more of these words: OR

But don't show pages that have...

any of these unwanted words:

Need more tools?

Results per page:

Language:

File type:

Search within a site or domain:
(e.g. youtube.com, .edu)

[Date, usage rights, numeric range, and more](#)

Date: (how recent the page is)

[Usage rights:](#)

Where your keywords show up:

Region:

Numeric range: ..
(e.g. \$1500..\$3000)

[SafeSearch:](#) Off On

In an effort to return as many useful results as possible, SafeSearch doesn't currently filter out hate speech, anarchy, criminal activity, crude and tasteless material, illegal weapons, bomb making, etc., content that other filtering systems attempt to exclude.

11. Page-Specific Searches

The Advanced Search form also offers page-specific searches for finding pages similar to a page for which you have a web address (URL) and for finding out what pages link to a particular page.

- To find pages similar to Consumer Reports' web page, fill in the first page-specific search box, Find pages similar to the page:. Then click on the associated [Search](#) button. For a description of how Google determines when pages are similar, see [How does Google find similar pages?](#).

Page-specific tools:

Find pages similar to the page:

Find pages that link to the page:

(The page-specific searches are separate from the rest of the Advanced Search form,

so they don't change the box at the top of the form with the gray text "Use the form below and your advanced search will appear here." After you search, though, the Google Search box near the top of the [results page](#) should begin with the search operator `related: —` in this example, `related:www.consumerreports.org.`)

- Web pages link from one to another. Links are unidirectional; you can follow links from one page to another. You cannot traverse the link the other way around, i.e., go from a page to the pages that link to it. However, Google keeps track of this information and makes it available. When you want to know who links to your website or to someone else's, fill in a web address (URL) in the page-specific search section `Find pages that link to the page:`. Let's find who links to the Doctors without Borders, aka *Médecins Sans Frontières* (MSF), website www.doctorswithoutborders.org.

Page-specific tools:

Find pages similar to the page:

Find pages that link to the page:

(As for the [similar-page search](#), you won't see link-search terms in the box at the top of the Advanced Search page. However, the Google Search box near the top of the [results page](#) should begin with the search operator `link: —` in this example, `link:www.doctorswithoutborders.org.`)

The most common users of backward links are webmasters and website publishers who are curious to know what sites link to theirs. People also use them to find out who links to competitors' sites.

Unlike the other fields in the Advanced Search form, the page-specific searches can't be combined with other query terms. Consequently each has its own button.

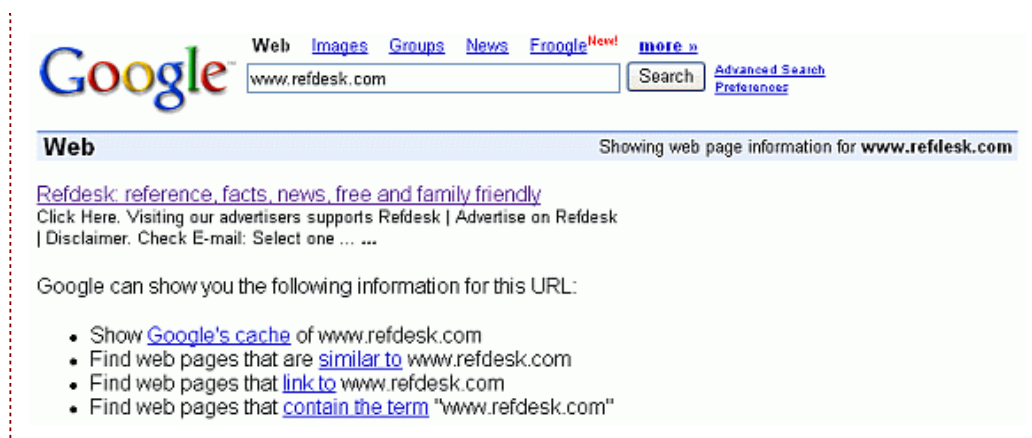
You can easily run these page-specific searches from [Google's Toolbar](#).

Instead of going to the Advanced Search form, you can search for a web site by entering its address in the search box and Google returns a link to the website, as well as links to:

- Google's [cache](#) of the site
- Web pages that are [similar](#) to the site
- Web pages that [link to](#) the site
- All Web pages from the site that Google has crawled, listed in PageRank order
- Web pages that contain the URL

For example, to find out about the wonderful reference site www.refdesk.com, enter `www.refdesk.com` into Google's search box.





Google

Web Images Groups News Froogle ^{New!} more »

www.refdesk.com Search [Advanced Search](#) [Preferences](#)

Web Showing web page information for **www.refdesk.com**

[Refdesk: reference, facts, news, free and family friendly](#)
Click Here. Visiting our advertisers supports Refdesk | Advertise on Refdesk
| Disclaimer. Check E-mail: Select one

Google can show you the following information for this URL:


- Show [Google's cache](#) of www.refdesk.com
- Find web pages that are [similar to](#) www.refdesk.com
- Find web pages that [link to](#) www.refdesk.com
- Find web pages that [contain the term](#) "www.refdesk.com"

tags (keywords): [advanced search](#), [creative commons license](#), [date](#), [domain](#), [file format](#), [language](#), [narrowing search](#), [numbers](#), [phrase](#), [queries](#), [safe search](#), [search terms](#), [URLs](#)

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Part I: Query Input

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2. Going Directly to the First Result
3. Selecting Search Terms
4. Interpreting Your Query
5. Crafting Your Query by using Special Characters
6. Quoted Phrases
7. Quotation Marks Replace the + Operator
8. The - Operator
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Google Blogs, etc.

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[Google-Friends Newsletter archive](#)
[Google: Search Engine](#)
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Search Operators

The following table lists the search operators that work with each Google search service. Click on an operator to jump to its description — or, to read about all of the operators, simply scroll down and read all of this page.

Search Service	Search Operators
Web Search	allinanchor: , allintext: , allintitle: , allinurl: , cache: , define: , filetype: , id: , inanchor: , info: , intext: , intitle: , inurl: , link: , related: , site:
Image Search	allintitle: , allinurl: , filetype: , inurl: , intitle: , site:
Groups	allintext: , allintitle: , author: , group: , insubject: , intext: , intitle:
Directory	allintext: , allintitle: , allinurl: , ext: , filetype: , intext: , intitle: , inurl:
News	allintext: , allintitle: , allinurl: , intext: , intitle: , inurl: , location: , source:
Product Search	allintext: , allintitle:

The following is an alphabetical list of the search operators. This list includes operators that are not officially supported by Google and not listed in [Google's online help](#).

Note: Google may change how undocumented operators work or may eliminate them completely.

Each entry typically includes the syntax, the capabilities, and an example. Some of the search operators won't work as intended if you put a space between the colon (:) and the subsequent query word. If you don't care to check which search operators require no space after the colon, always place the keyword immediately next to the colon. Many search operators can appear anywhere in your query. In our examples, we place the search operator as far to the right as possible. We do this because the Advanced Search form writes queries in this way. Also, such a convention makes it clearer as to which operators are associated with which terms.

[allinanchor:](#)

AdChoices 

**Try TOADÂ®
for Oracle
11.6**

[www.Quest.co...](#)

Trusted By 2
Million Users,
Toad Cuts Costs
& Raises
Efficiency!



Popular Searches

FROOGLE
photo
email
google+
driving directions

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Powered By WordPress

If you start your query with `allinanchor:`, Google restricts results to pages containing all query terms you specify in the [anchor text](#) on links to the page. For example, [[allinanchor: best museums sydney](#)] will return only pages in which the anchor text on links to the pages contain the words “best,” “museums,” and “sydney.”

Anchor text is the text on a page that is linked to another web page or a different place on the current page. When you click on anchor text, you will be taken to the page or place on the page to which it is linked. When using `allinanchor:` in your query, do not include any other search operators. The functionality of `allinanchor:` is also available through the Advanced Web Search page, under Occurrences.

`allintext:`

If you start your query with `allintext:`, Google restricts results to those containing all the query terms you specify in the text of the page. For example, [[allintext: travel packing list](#)] will return only pages in which the words “travel,” “packing,” and “list” appear in the text of the page. This functionality can also be obtained through the Advanced Web Search page, under Occurrences.

`allintitle:`

If you start your query with `allintitle:`, Google restricts results to those containing all the query terms you specify in the [title](#). For example, [[allintitle: detect plagiarism](#)] will return only documents that contain the words “detect” and “plagiarism” in the title. This functionality can also be obtained through the Advanced Web Search page, under Occurrences.

The [title](#) of a webpage is usually displayed at the top of the browser window and in the [first line of Google's search results for a page](#). The author of a website specifies the title of a page with the HTML TITLE element. There's only one title in a webpage. When using `allintitle:` in your query, do not include any other search operators. The functionality of `allintitle:` is also available through the Advanced Web Search page, under Occurrences.

In Image Search, the operator `allintitle:` will return images in files whose names contain the terms that you specify.

In Google News, the operator `allintitle:` will return articles whose titles include the terms you specify.

`allinurl:`

If you start your query with `allinurl:`, Google restricts results to those containing all the query terms you specify in the [URL](#). For example, [[allinurl: google faq](#)] will return only documents that contain the words “google” and “faq” in the URL, such as “www.**google**.com/help/**faq**.html”. This functionality can also be obtained through the Advanced Web Search page, under Occurrences.

In URLs, words are often run together. They need not be run together when you're using `allinurl:`.

In Google News, the operator `allinurl:` will return articles whose titles include the terms you specify.

[The Uniform Resource Locator](#), more commonly known as *URL*, is the address that specifies the location of a file on the Internet. When using `allinurl:` in your query, do not include any other search operators. The functionality of `allinurl:` is also available through the Advanced Web Search page, under Occurrences.

author:

If you include `author:` in your query, Google will restrict your [Google Groups](#) results to include newsgroup articles by the author you specify. The author can be a full or partial name or email address. For example, [[children author:john author:doe](#)] or [[children author:doe@someaddress.com](#)] return articles that contain the word "children" written by John Doe or doe@someaddress.com.

Google will search for exactly what you specify. If your query contains [[author:"John Doe"](#)] (with [quotes](#)), Google won't find articles where the author is specified as "Doe, John."

cache:

The query `cache: url` will display Google's cached version of a web page, instead of the current version of the page. For example, [[cache:www.eff.org](#)] will show Google's cached version of the Electronic Frontier Foundation home page.

Note: Do not put a space between `cache:` and the URL (web address).

On the cached version of a page, Google will highlight terms in your query that appear after the `cache:` search operator. For example, [[cache:www.pandemonia.com/flying/fly diary](#)] will show Google's cached version of Flight Diary in which Hamish Reid's documents what's involved in learning how to fly with the terms "fly" and "diary" highlighted.

define:

If you start your query with `define:`, Google shows definitions from pages on the web for the term that follows. This advanced search operator is useful for finding definitions of words, phrases, and acronyms. For example, [[define:blog](#)] will show definitions for "Blog" (weB LOG).

ext:

This is an undocumented alias for `filetype:`.

filetype:

If you include `filetype: suffix` in your query, Google will restrict the results to pages whose names end in *suffix*. For example, [[web page evaluation checklist filetype:pdf](#)] will return Adobe Acrobat pdf files that match the terms "web," "page," "evaluation," and "checklist." You can restrict the results to pages whose names end with pdf and doc by using the `OR` operator, e.g. [[email security filetype:pdf OR filetype:doc](#)].

When you don't specify a File Format in the Advanced Search Form or the `filetype:` operator, Google searches a variety of file formats; see the table in [File Type Conversion](#).

group:

If you include `group:` in your query, Google will restrict your [Google Groups](#) results to newsgroup articles from certain groups or subareas. For example, [[sleep group:misc.kids.moderated](#)] will return articles in the group misc.kids.moderated that contain the word “sleep” and [[sleep group:misc.kids](#)] will return articles in the subarea misc.kids that contain the word “sleep.”

id:

This is an undocumented alias for `info:`.

inanchor:

If you include `inanchor:` in your query, Google will restrict the results to pages containing the query terms you specify in the [anchor text](#) or links to the page. For example, [[restaurants inanchor:gourmet](#)] will return pages in which the anchor text on links to the pages contain the word “gourmet” and the page contains the word “restaurants.”

info:

The query `info:URL` will present some information about the corresponding web page. For instance, [[info:gothotel.com](#)] will show information about the national hotel directory GotHotel.com home page.

Note: There must be no space between the `info:` and the web page URL.

This functionality can also be obtained by typing the web page URL directly into a Google search box.

insubject:

If you include `insubject:` in your query, Google will restrict articles in [Google Groups](#) to those that contain the terms you specify in the subject. For example, [[insubject:"falling asleep"](#)] will return Google Group articles that contain the phrase “falling asleep” in the subject.

Equivalent to `intitle:`.

intext:

The query `intext:term` restricts results to documents containing `term` in the text. For instance, [[Hamish Reid intext:pandemonia](#)] will return documents that mention the word “pandemonia” in the text, and mention the names “Hamish” and “Reid” anywhere in the document (text or not).

Note: There must be no space between the `intext:` and the following word.

Putting `intext:` in front of every word in your query is equivalent to putting `allintext:` at the front of your query, e.g., [[intext:handsome intext:poets](#)] is the same as [[allintext: handsome poets](#)].

intitle:

The query `intitle: term` restricts results to documents containing `term` in the [title](#). For instance, [[flu shot intitle:help](#)] will return documents that mention the word “help” in their titles, and mention the words “flu” and “shot” anywhere in the document (title or not).

Note: There must be no space between the `intitle:` and the following word.

Putting `intitle:` in front of every word in your query is equivalent to putting `allintitle:` at the front of your query, e.g., [[intitle:google intitle:search](#)] is the same as [[allintitle: google search](#)].

`inurl:`

If you include `inurl:` in your query, Google will restrict the results to documents containing that word in the [URL](#). For instance, [[inurl:print site:www.googleguide.com](#)] searches for pages on Google Guide in which the URL contains the word “print.” It finds pdf files that are in the directory or folder named “print” on the Google Guide website. The query [[inurl:healthy eating](#)] will return documents that mention the words “healthy” in their URL, and mention the word “eating” anywhere in the document.

Note: There must be no space between the `inurl:` and the following word.

Putting `inurl:` in front of every word in your query is equivalent to putting `allinurl:` at the front of your query, e.g., [[inurl:healthy inurl:eating](#)] is the same as [[allinurl: healthy eating](#)].

In URLs, words are often run together. They need not be run together when you’re using `inurl:`.

`link:`

The query `link:URL` shows pages that point to that [URL](#). For example, to find pages that point to Google Guide’s home page, enter:

[[link:www.googleguide.com](#)]

Note: According to [Google’s documentation](#), “you cannot combine a link: search with a regular keyword search.”

Also note that when you combine `link:` with another advanced operator, Google may not return all the pages that match. The following queries should return lots of results, as you can see if you remove the `-site:` term in each of these queries.

Find links to the Google home page not on Google’s own site.

[[link:www.google.com -site:google.com](#)]

Find links to the UK Owners Direct home page not on its own site.

[[link:www.ownersdirect.co.uk -site:ownersdirect.co.uk](#)]

`location:`

If you include `location:` in your query on [Google News](#), only articles from the location you specify will be returned. For example, [[queen location:canada](#)] will show articles that match the term “queen” from sites in Canada. Many other country names work; try them and see.

Two-letter [US state abbreviations](#) match individual US states, and two-letter Canadian province abbreviations (like NS for Nova Scotia) also work — although some provinces don’t have many newspapers online, so you may not get many results. Some other two-letter abbreviations — such as UK for the United Kingdom — are also available.

movie:

If you include `movie:` in your query, Google will find movie-related information. For examples, see [Google’s Blog](#).

related:

The query `related:URL` will list web pages that are *similar* to the web page you specify. For instance, [[related:www.consumerreports.org](#)] will list web pages that are similar to the Consumer Reports home page.

Note: Don’t include a space between the `related:` and the web page url.

You can also find similar pages from the “Similar pages” link on Google’s main results page, and from the similar selector in the Page-Specific Search area of the Advanced Search page. If you expect to search frequently for similar pages, consider installing a [GoogleScout browser button](#), which scouts for similar pages.

site:

If you include `site:` in your query, Google will restrict your search results to the site or domain you specify. For example, [[admissions site:www.lse.ac.uk](#)] will show admissions information from London School of Economics’ site and [[peace site:gov](#)] will find pages about peace within the `.gov` domain. You can specify a domain with or without a period, e.g., either as `.gov` OR `gov`.

Note: Do not include a space between the “site:” and the domain.

You can use many of the search operators in conjunction with the basic search operators `+`, `-`, `OR`, and `" "`. For example, to find information on Windows security from all sites except `microsoft.com`, enter:

[[windows security -site:microsoft.com](#)]

You can also restrict your results to a site or domain through the domains selector on the Advanced Search page.

source:

If you include `source:` in your query, [Google News](#) will restrict your search to articles from the news source with the ID you specify. For example, [[election source:new_york_times](#)] will return articles with the word “election” that appear in the New York Times.

To find a news source ID, enter a query that includes a term and the name of the publication you're seeking. You can also specify the publication name in the "news source" field in the Advanced News Search form. You'll find the news source ID in the query box, following the `source:` search operator. For example, let's say you enter the publication name Ha'aretz in the News Source box, then you click the [Google Search](#) button. The results page appears, and its search box contains [[peace source:ha_aretz_subscription](#)]. This means that the news source ID is `ha_aretz__subscription_`. This query will only return articles that include the word "peace" from the Israeli newspaper Ha'aretz.

`weather`

If you enter a query with the word `weather` and a city or location name, if Google recognizes the location, the forecast will appear at the top of the results page. Otherwise, your results will usually include links to sites with the weather conditions and forecast for that location.

Since `weather` is not an advanced operator, there is no need to include a colon after the word. For example, [[weather Sunnyvale CA](#)] will return the weather for Sunnyvale, California and [[weather 94041](#)] will return the weather for the city containing the zip code (US postal code) 94041, which is Mountain View, California.

The [Google Guide Advanced Operator Quick Reference](#)

(www.googleguide.com/advanced_operators_reference.html) provides a nice summary of the search operators grouped by type. It includes search operators not yet documented by Google, e.g., [allinanchor:](#), [allintext:](#), [author:](#), [ext:](#), [group:](#), [id:](#), [insubject:](#), [intext:](#), [intitle:](#), [location:](#), and [source:](#).

Note: Google may change how undocumented operators work or eliminate them completely. If you notice problems or changes in Google's undocumented operators, please [let us know](#).

Exercises

This problem set is designed to give you experiences with search operators and practice with specifying more precisely what you're seeking by using the Advanced Search form. For hints and answers to selected problems, see the [Solutions](#) page.

1. Use the `site:` operator to search for armchairs on IKEA's site, www.ikea.com.
2. Use the Advanced Search form to find the page whose title is "Some Ways to Detect Plagiarism." When the title is entered in lowercase letters, the query box on the results page contains [allintitle: "ways to detect plagiarism"].
3. Find all pages on google.com but not on answers.google.com nor on directory.google.com whose titles include the words "FAQ" or "help."
4. Use the `link:` operator to see who links to googleguide.com, your company's website, or your favorite website.
5. Find pages whose titles include surfing that are not about surfing the World Wide Web.
6. Find out where the upcoming international conference on AIDS is being held.
7. How can you search for [[google help](#)] on Google Guide, www.googleguide.com, and on the UC Berkeley library website, www.lib.berkeley.edu?

tags (keywords): [advanced search](#), [operators](#), [queries](#), [search operators](#)

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[« Previous: Using Search Operators](#)

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Popular Searches

Part II: Understanding Results

Google strives to make it easy to find whatever you're seeking, whether it's a web page, a news article, a definition, or something to buy. After you enter a query, Google returns a results list ordered by what it considers the items' relevance to your query, listing the best match first. (Sponsored links may appear above and to the right of the search results.) This part of Google Guide describes what appears on a results page and how to evaluate what you find so you'll be better able to determine if a page includes the information you're seeking or links to it.

How Google Works

If you aren't interested in learning how Google creates the index and the database of documents that it accesses when processing a query, skip this description. I adapted the following overview from Chris Sherman and Gary Price's wonderful description of How Search Engines Work in Chapter 2 of The Invisible Web (CyberAge Books, 2001).

[...]

[...read all of: How Google Works](#)

This page was last modified on: Friday February 2, 2007

Results Page

The results page is filled with information and links, most of which relate to your query.


Google Logo: Click on the Google logo to go to Google's home page.

Statistics Bar: Describes your search, includes the number of results on the current results page and an estimate of the total number of results, as well as [...]

[...read all of: Results Page](#)

This page was last modified on: Friday February 2, 2007

Links Included with Your Results

AdChoices 


\$0.99

**Domains at
Go Daddy**

[GoDaddy.com](#)

Why Pay More?
Compare Us!
Free Hosting
w/Site Builder &
More.



AdChoices 

DIY

**Marketing
Software**

[Vocus.com](#)

120,000+
Customers

Chose Vocus
Over Hiring a
Firm-Get a Free
Demo Now!



FROOGLE
photo
email
google+
driving directions

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Powered By WordPress

Google may include links to the following types of information above or along side your results.

A Spelling Correction (suggestion)
Dictionary Definitions
Cached Pages
Similar Pages
News Headlines
Product Search
File-Type Conversion
A Translation
Book results

The shortcut links that often appear to the left of an icon are known as OneBox results.

tags (keywords): google guide, results, summary

[...read all of: Links Included with Your Results](#)

This page was last modified on: Monday August 11, 2008

Spelling Corrections and Suggestions

Not sure how to spell something? Don't worry, try gessing or speling any way you can. In just the first few months on the job, Google engineer Noam Shazeer developed a spelling correction (suggestion) system based on what other users have entered. The system automatically checks whether you are using the most common spelling of [...]

[...read all of: Spelling Corrections and Suggestions](#)

This page was last modified on: Tuesday March 13, 2007

Dictionary Definitions

Want a definition for your search terms? It's just a click away.

Google looks for dictionary definitions for your search terms. If it finds any definitions, it shows those words as underlined links or includes a definition link in the statistics bar section of the results page (located below the search box showing your query). Google [...]

[...read all of: Dictionary Definitions](#)

This page was last modified on: Tuesday March 13, 2007

Cached Pages

Google takes a snapshot of each page it examines and caches (stores) that version as a back-up. The cached version is what Google uses to judge if a page is a good match for your query.

AdChoices ▶

Get Your Website For Free

GYBO.com/Illin...
Google Gives You Free Domain and Website.
Bring Your Business Online



Practically every search result includes a Cached link. Clicking on that link takes you to the Google cached version of [...]

[...read all of: Cached Pages](#)

This page was last modified on: Wednesday December 28, 2011

Similar Pages

Here's how to find results similar to another Google search result. Let's say you're interested in finding sites similar to that of Consumer Reports. First, search for their site.

Click on the Similar pages link that appears on the bottom line for the Consumer Reports result.

The link may be useful for finding more consumer resources, or [...]

[...read all of: Similar Pages](#)

This page was last modified on: Tuesday March 13, 2007

News Headlines

When Google finds current news relating to your query, Google includes up to three headlines that link to news stories above your search results. Why at most three? So as not to push the web search results off the page.

Of course, since news by definition reports recent events, you'll see the most recent headlines about [...]

[...read all of: News Headlines](#)

This page was last modified on: Tuesday March 13, 2007

Product Search

When Google finds products relevant to your query, above your search results, you may find up to three links to items that merchants list in Google's Product Search service.

Product Search is also called Shopping. There are two Shopping links near the top of the screen shot above.

Exercises

These problems give you practice in searching for products.

Find [...]

[...read all of: Product Search](#)

This page was last modified on: Thursday March 13, 2008

File Type Conversion

Google converts all file types it searches to either HTML or text (unless, of course, they already are in one of these formats). Google searches a variety of file formats including

File Format

Suffix

Description

Adobe Acrobat PDF

pdf

A publishing format commonly used for product manuals and documents of all sorts.

Adobe PostScript

ps

A printing format often used for academic papers.

Hypertext Markup [...]

[...read all of: File Type Conversion](#)

This page was last modified on: Tuesday March 13, 2007

Translation

As the web has spread across the world, more and more web pages are available in languages other than English. Google provides a translation link and language tools to enable you to read pages written in unfamiliar languages.

Google translates pages by computer. Machine translation is difficult to do well and tends not to be as [...]

[...read all of: Translation](#)

This page was last modified on: Tuesday March 13, 2007

Customizing Your Results: Preferences

Whenever I run a new piece of software, ... I [first] ... look at the program's 'preferences' panel. By clicking through the options, I rapidly learn what a program can do and what its shortcomings are. Google is no different. — Simson Garfinkel, Getting More from Google, Technology Review, June 4, 2003

You can customize the [...]

[...read all of: Customizing Your Results: Preferences](#)

This page was last modified on: Thursday August 21, 2008

Tracking

One of Google's corporate philosophies has always been not to "do evil." Google's Privacy Policy Highlights explain more. (You'll also find a link to their complete Privacy Policy on that page.)

Whether you trust Google or not, it's good to know something about how Google tracks you. What does Google do to remember your Preferences? When [...]

[...read all of: Tracking](#)

This page was last modified on: Monday August 11, 2008

Google Accounts

A Google Account is free of charge. The easiest way to get one is by visiting . There you'll be asked for information like your email address and a password.

Note: If you're planning to get a Gmail account, and you'd like to use your Gmail address as your primary email address, you should sign up [...]

[...read all of: Google Accounts](#)

This page was last modified on: Tuesday May 1, 2007

Cookies

As we said in our earlier introduction, Tracking, a cookie is a bit of data from a web server. (Think of "fortune cookies" you might get after a Chinese meal, with little bits of wisdom inside each one.) Each web browser keeps its own set of cookies. So, if you use several computers — or [...]

[...read all of: Cookies](#)

This page was last modified on: Tuesday May 1, 2007

Last Results Page

Though the statistics bar may estimate that more than 1000 results match your query, Google doesn't serve more than 1000 results for any query. You can get to the 1000th or last result by setting your Preferences to display 100 results/page and clicking on the highest number or last "o" at the bottom of the [...]

[...read all of: Last Results Page](#)

This page was last modified on: Friday February 2, 2007

Ads

Some search engines sell their search results, in addition to showing ads. A sold result means that a link to the buyer's page is put at or near the top of the results page, just as if the search engine thought it was one of the best results. Usually, there is no indication that the [...]

[...read all of: Ads](#)

This page was last modified on: Sunday August 24, 2008

[Evaluating What You Find](#)

Google's web-page-ranking system, PageRank, tends to give priority to better respected and trusted information. Well-respected sites link to other well-respected sites. This linking boosts the PageRank of high-quality sites. Consequently, more accurate pages are typically listed before sites that include unreliable and erroneous material. (The various browser toolbars can show you the PageRank of the [...])

[...read all of: Evaluating What You Find](#)

This page was last modified on: Tuesday March 13, 2007

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How Google Works

If you aren't interested in learning how Google creates the index and the database of documents that it accesses when processing a query, skip this description. I adapted the following overview from Chris Sherman and Gary Price's wonderful description of How Search Engines Work in Chapter 2 of *The Invisible Web* (CyberAge Books, 2001).

Google runs on a distributed network of thousands of low-cost computers and can therefore carry out fast parallel processing. Parallel processing is a method of computation in which many calculations can be performed simultaneously, significantly speeding up data processing. Google has three distinct parts:

- Googlebot, a web crawler that finds and fetches web pages.
- The indexer that sorts every word on every page and stores the resulting index of words in a huge database.
- The query processor, which compares your search query to the index and recommends the documents that it considers most relevant.


Let's take a closer look at each part.

1. Googlebot, Google's Web Crawler

Googlebot is Google's web crawling robot, which finds and retrieves pages on the web and hands them off to the Google indexer. It's easy to imagine Googlebot as a little spider scurrying across the strands of cyberspace, but in reality Googlebot doesn't traverse the web at all. It functions much like your web browser, by sending a request to a web server for a web page, downloading the entire page, then handing it off to Google's indexer.

Googlebot consists of many computers requesting and fetching pages much more quickly than you can with your web browser. In fact, Googlebot can request thousands of different pages simultaneously. To avoid overwhelming web servers, or crowding out requests from human users, Googlebot deliberately makes requests of each individual web server more slowly than it's capable of doing.

Googlebot finds pages in two ways: through an add URL form, www.google.com/addurl.html, and through finding links by crawling the web.

AdChoices 

Submit Your Website Free

Manta.com/We...
 Drive Customers To Your Website.
 Submit Your Site And Get Leads Now.

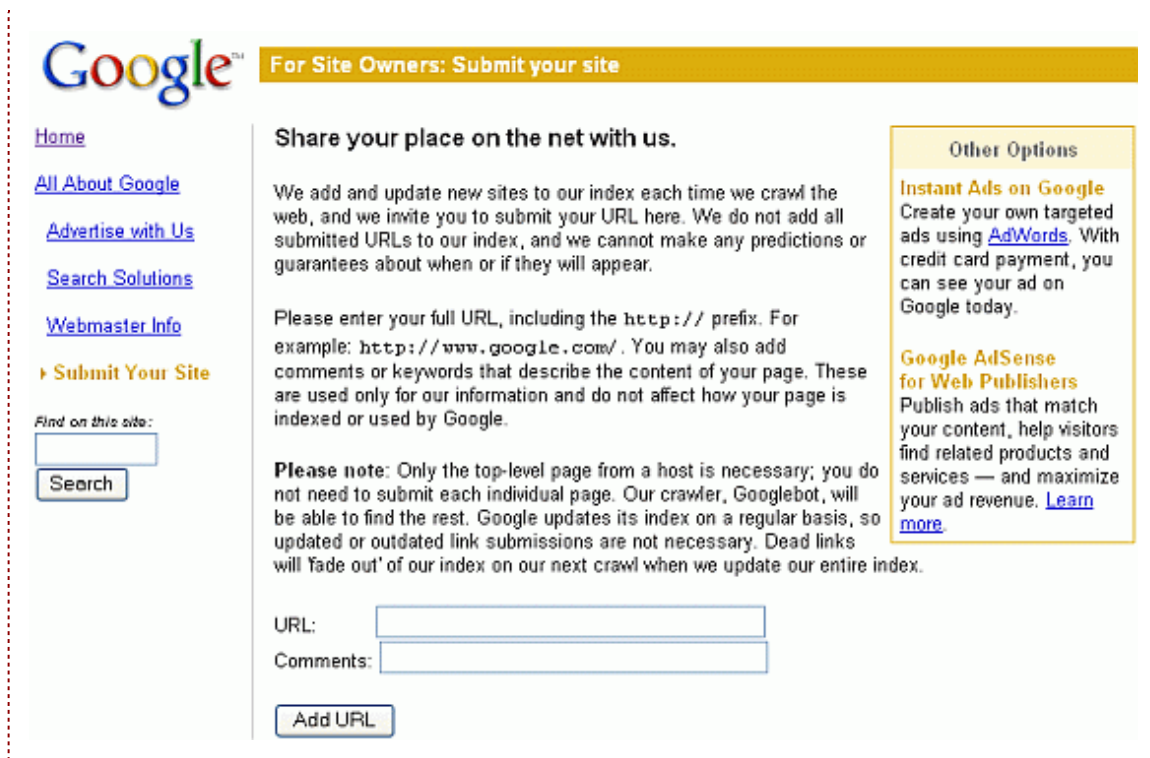


photo
email
google+
driving directions

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Powered By WordPress



Unfortunately, spammers figured out how to create automated bots that bombarded the add URL form with millions of URLs pointing to commercial propaganda. Google rejects those URLs submitted through its Add URL form that it suspects are trying to deceive users by employing tactics such as including hidden text or links on a page, stuffing a page with irrelevant words, cloaking (aka bait and switch), using sneaky redirects, creating doorways, domains, or sub-domains with substantially similar content, sending automated queries to Google, and linking to bad neighbors. So now the Add URL form also has a test: it displays some squiggly letters designed to fool automated "letter-guessers"; it asks you to enter the letters you see — something like an eye-chart test to stop spambots.

When Googlebot fetches a page, it culls all the links appearing on the page and adds them to a queue for subsequent crawling. Googlebot tends to encounter little spam because most web authors link only to what they believe are high-quality pages. By harvesting links from every page it encounters, Googlebot can quickly build a list of links that can cover broad reaches of the web. This technique, known as deep crawling, also allows Googlebot to probe deep within individual sites. Because of their massive scale, deep crawls can reach almost every page in the web. Because the web is vast, this can take some time, so some pages may be crawled only once a month.

Although its function is simple, Googlebot must be programmed to handle several challenges. First, since Googlebot sends out simultaneous requests for thousands of pages, the queue of "visit soon" URLs must be constantly examined and compared with URLs already in Google's index. Duplicates in the queue must be eliminated to prevent Googlebot from fetching the same page again. Googlebot must determine how often to revisit a page. On the one hand, it's a waste of resources to re-index an unchanged page. On the other hand, Google wants to re-index changed pages to deliver up-to-date results.

To keep the index current, Google continuously recrawls popular frequently changing web pages at a rate roughly proportional to how often the pages change. Such crawls keep an

index current and are known as *fresh crawls*. Newspaper pages are downloaded daily, pages with stock quotes are downloaded much more frequently. Of course, fresh crawls return fewer pages than the deep crawl. The combination of the two types of crawls allows Google to both make efficient use of its resources and keep its index reasonably current.

2. Google's Indexer

Googlebot gives the indexer the full text of the pages it finds. These pages are stored in Google's index database. This index is sorted alphabetically by search term, with each index entry storing a list of documents in which the term appears and the location within the text where it occurs. This data structure allows rapid access to documents that contain user query terms.

To improve search performance, Google ignores (doesn't index) common words called *stop words* (such as *the, is, on, or, of, how, why*, as well as certain single digits and single letters). Stop words are so common that they do little to narrow a search, and therefore they can safely be discarded. The indexer also ignores some punctuation and multiple spaces, as well as converting all letters to lowercase, to improve Google's performance.

3. Google's Query Processor

The query processor has several parts, including the user interface (search box), the "engine" that evaluates queries and matches them to relevant documents, and the results formatter.

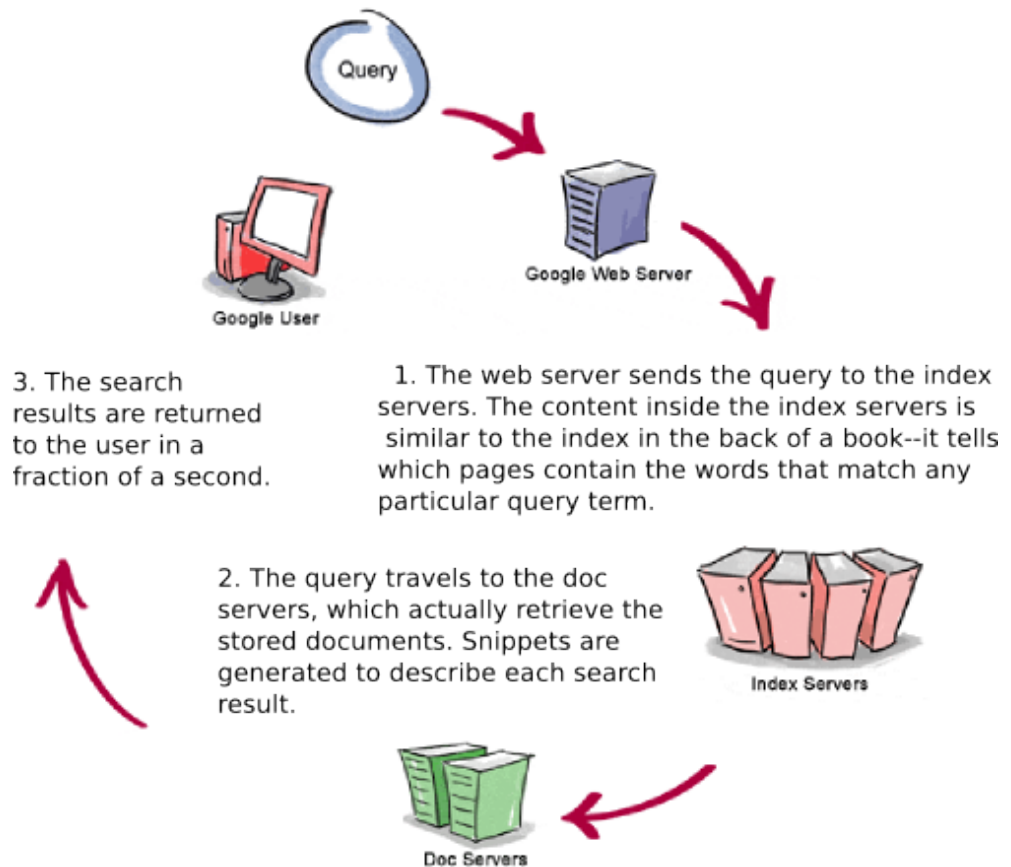
[PageRank](#) is Google's system for ranking web pages. A page with a higher PageRank is deemed more important and is more likely to be listed above a page with a lower PageRank.

Google considers over a hundred factors in computing a PageRank and determining which documents are most relevant to a query, including the popularity of the page, the position and size of the search terms within the page, and the proximity of the search terms to one another on the page. [A patent application](#) discusses other factors that Google considers when ranking a page. Visit [SEOMoz.org's report](#) for an interpretation of the concepts and the practical applications contained in Google's patent application.

Google also applies machine-learning techniques to improve its performance automatically by learning relationships and associations within the stored data. For example, the [spelling-correcting system](#) uses such techniques to figure out likely alternative spellings. Google closely guards the formulas it uses to calculate relevance; they're tweaked to improve quality and performance, and to outwit the latest devious techniques used by spammers.

Indexing the full text of the web allows Google to go beyond simply matching single search terms. Google gives more priority to pages that have search terms near each other and in the same order as the query. Google can also match multi-word phrases and sentences. Since Google indexes HTML code in addition to the text on the page, users can restrict searches on the basis of where query words appear, e.g., in the title, in the URL, in the body, and in links to the page, options offered by [Google's Advanced Search Form](#) and [Using Search Operators \(Advanced Operators\)](#).

Let's see how Google processes a query.



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For more information on how Google works, take a look at the following articles.

- Google's page on Google's Technology, www.google.com/technology/.
- How does Google collect and rank results?, www.google.com/newsletter/librarian/librarian_2005_12/article1.html.
- Google's PageRank Algorithm and How it Works, www.iprcom.com/papers/pagerank/
- Google's PageRank Explained and How to Make the Most of It, www.webworkshop.net/pagerank.html

tags (keywords): [crawling](#), [google](#), [PageRank](#), [queries](#), [results](#), [spider](#), [stop words](#), [technology](#), [URLs](#)

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Spread the word:

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 Games: Where Did They Come From?
 Exercises/Solutions

Google Blogs, etc.

Google in the news
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Popular Searches

FROOGLE
 photo
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Top Tags (all tags »)

queries
 results

[Google Guide](#) > [Part III: Search Tools](#) > [Search Tools Intro](#)

[Next: Making Google Easier with Google Tools »](#)

Search Tools Intro

In this course segment you'll learn — among other things — how to:

- [Enter a query even if Google's home page isn't in your browser](#)
- [Access shortcuts for finding commonly sought utilities and information](#)

Several nice summaries of some of Google's features and services are available online:

- [Google Guide's cheat sheet](#) (www.googleguide.com/cheatsheet.html)
- Sacramento State University's Google QuikRef is available from [the Google Guide server](#) or from [Sac State](#).
- [Google's cheat sheet](#) (www.google.com/help/cheatsheet.html) comes from Google itself.
- [Google's Feature History](#).

For more information on Google special services and tools, visit www.google.com/options/.

tags (keywords): [summary](#), [tools](#)

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favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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Part IV: Services

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2. Image Search
3. Groups: Discussion Forums
4. News Search
5. Alerts
6. Google Product Search: Find Items for Sale
7. More Search Tools
8. Catalogs: Search and Browse Mail-Order Catalogs
9. Directory: Categories of Topics
10. Special Searches
11. Answers
12. Technology Playground: Google Labs

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- Google in the news
- Google Press Releases
- Google-Friends Newsletter archive
- Google: Search Engine
- Showdown News Archive

Popular Searches

- FROOGLE
- photo
- email
- google+
- driving directions

Top Tags (all tags ») queries

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[Next: Technology Playground: Google Labs »](#)

Answers


Note: As of late 2006, Google Answers isn't accepting new questions. You can still browse and search existing questions and answers. A similar service, Yahoo! Answers, is available at answers.yahoo.com.

Unlike Google Answers, the Yahoo! service is free of charge. Questions are answered by unpaid volunteers who may not have any qualifications or experience.

Having trouble creating a query to find the information you seek? Don't have time to research the topic yourself? Consider asking a reference librarian, an experienced online researcher, or Google Answers, which, for a fee of your choosing, provides assistance from researchers with expertise in online searching.

If your query returns few results or none, there may be a link to Google Answers on the results page. Otherwise, visit answers.google.com.

Reluctant to use Google Answers? Think you can find the information you want if you search a bit longer? If you feel that way, you're not alone. Nevertheless, many people who have asked questions of Google Answers are now fans of the service. Not only does it save them time, but the answers they get are packed with useful information and links. It's a wonderful service that's well worth your checking out, whether you're a novice or an experienced searcher.

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[Log in or Create a Google Account](#)

Step 1 - Enter your Question. [Tips for great results.](#)

Ask Question

Here's how it works:

results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Powered By WordPress

- Enter a question.
- Specify an amount between US\$2 and US\$200 that you're willing to pay for an answer. Google adds on a US\$.50 listing fee, which you are charged regardless of whether your question is answered or not.
- A Google Answers researcher will search for the information you want and post an answer. The researchers are screened and approved independent contractors who get paid for posting "answers" to the site.
- You will be notified via email when any responses are posted to your question, unless you specify in your Google Answers' Profile that you would rather not receive status information on your questions.

Before posting your first question, check out [Google's tips for getting a better answer to your question](#), which can be found on the web at answers.google.com/answers/help.html.

You'll need a Google Answers Account to ask a question. (You can search previous questions and answers without an account.) Provide your email address, a password, and a nickname. (If you already have a [Google Account](#) — to use with [Google Alerts](#), for instance — you'll still need to choose a nickname, specify when Google Answers should send you email, and agree to the Terms of Service for Google Answers.) Your nickname will be shown on every Google Answers question, answer, or comment that you post.

Then enter the topic of your question, your question, the amount between US\$2 and US\$200 you're willing to pay for an answer, and the category most appropriate for your question. For example:

Subject:

Enter the topic of your question for our researchers (e.g. "Hiking in New Mexico").

Nina Totenberg, NPR legal affairs correspondent, birthday, education, and degree

Question:

The more details you provide, the better the results you'll receive.

When was Nina Totenberg, National Public Radio's (NPR) legal affairs correspondent, born, where was she educated, and what degrees does she have? Did she attend law school?

Price:

Set a price between \$2.00 and \$200.00.

\$2.00

(Google Answers bills your credit card this amount after a researcher answers your question.)

Category:

Select the category most appropriate for your question.

Reference, Education and News > General Reference

The more you're willing to spend on an answer, the more likely a researcher will answer

it and the more likely the answer will be comprehensive.

When a Google Answers researcher or anyone else writes a response to your question, the answer and/or comments will be posted to Google Answers. You may request in your Google Answers' Profile to be notified by email either once a day or whenever there is new activity with any of your questions.

Answer

Subject: Re: Nina Totenberg, NPR legal affairs correspondent, birthday, education, and de
Answered By: [juggler-ga](#) on 03 Jul 2003 17:36 PDT
Rated: ★★★★★

Hello.

Nina Totenberg was born January 14, 1944 in New York, NY.

sources:
"January 14
1944 Nina Totenberg, TV journalist (New York, NY)"
sources:
World Almanac for Kids
<http://www.worldalmanacforkids.com/explore/birthdays1.html>
Deadoralive.info
<http://www.deadoraliveinfo.com/dead.nsf/tnames-nf/Totenberg+Nina>

Nina Totenberg is the daughter of violinist Roman Totenberg.
More information:
theconnection.org
<http://archives.theconnection.org/archive/2001/05/0522b.shtml>
Boston University press release
<http://www.bu.edu/news/releases/2001/1-24-totenberg.htm>

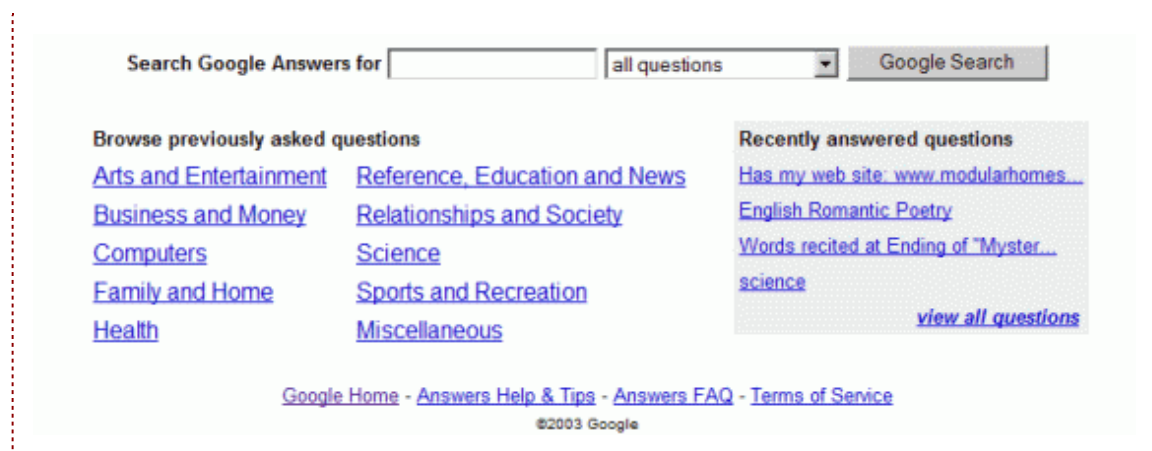
Ms Totenberg does not have any degrees and did not attend law school.

After a researcher has answered your question, you are given an opportunity to rate the answer from one star (very poor answer) to five stars (great answer), provide comments that anyone who uses Google Answers can access, and tip the researcher between US\$1 and US\$100, if you feel that you have received an exceptional answer.

Click on a researcher's handle to see the ratings and comments that researcher has received from users who have posted questions. You may specify which researcher(s) should deal with your question when you submit it.

You can search or browse previously asked questions, both those that have been answered and those that haven't. At the bottom of the [Google Answers](#) home page, find questions (some with answers) by either:

- Entering search terms.
- Clicking on one of the topic headings.
- Selecting a link to a recently asked question.
- Clicking on the [view all the questions](#) link.



By default, Google Answers displays questions, their associated comments, and their answers in reverse chronological order (most recently asked question is listed first). Click on either the Date or Price links just above all the questions to sort on that field. When you sort by date, a triangular icon indicates whether the field is sorted with the most recent listed first (triangle points down) or is sorted with the oldest listed first (triangle points up). Click on the triangle to reverse the order.

You'll find answers there to many already asked questions, including

- [How can I rid my apartment of ants?](#)
- [When did Title Insurance and Trust Company in Los Angeles go out of business?](#)
- [How can I get a divorce in the US? I was married in Brazil and I'm in the US on a student visa.](#)
- [Using Photoshop Elements 2, how can I eliminate moiré patterns from a scanned photo or page?](#)
- [What is the story of the diaper genie?](#)

Answers to many questions can be found on the web. Users also seek and obtain answers to questions of a more personal nature,

- [Please review Google Guide, and let me know ways in which I can improve its content, including but not limited to search tips, clearer explanations, inaccuracies, typos, omissions, better or additional exercises.](#)
- [How do I get www.ostrovcoaching.com to appear in Google search results using key phrases such as: "personal coaching" "life coaching" "executive coaching" "business coaching" "Tracy Ostrov" "Ostrov Coaching" "Denver" "Colorado" "Golden"?](#)

Some of the answers are indexed by Google and then searchable through Google's web search.

For more information on Google Answers visit answers.google.com/answers/help.html and answers.google.com/answers/faq.html. To see what users are saying about the service and how they are using it, visit answers.google.com/answers/testimonials.html.

Exercises

These problems give you practice in asking questions and in browsing those that have been posted to Google Answers.

1. View a recently asked question.
2. View a recently answered question.


3. Click on the "view all questions" link in the lower right corner of the Google Answers home page and browse some of the questions that have been answered.
4. Look up the answer to the question "How can I rid my apartment of ants?"
5. Look up in Google Answers whether clicking on an unsubscribe or remove link in a spam message does what it's advertised to do.
6. Look up in Google Answers the recommended gratuity to give to the server when purchasing take-out food.
7. Review tips for great answers, which you can access by clicking on the "Tips for great results" link that appears in the border of the box for entering your question.
8. Find Jessamyn West's article about her experience as a Google Answers researcher.

tags (keywords): [services](#)

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Please [send us suggestions](#) for how we can improve Google Guide.

! GoogleGuide making searching even easier

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Google's Feature History - ordered by date

Google is constantly enhancing its search engine. The following table lists when Google and Google Guide added services and features and links to where they are described in Google Guide or on the web.

[[Feature History by date](#)] [[Feature History in alphabetic order](#)] [[Feature History by category](#)]

September 2005

[Google Blog Search](#)

August 2005

[Google Desktop 2](#) ▶ [Useful links from within a site](#) [Google Talk](#)

July 2005

[Toolbar for Firefox](#)

June 2005

[Currency Conversion](#) [Google Earth](#) ▶ [Google Sitemaps](#)

May 2005

▶ [Enterprise Desktop Search Tool](#) ▶ [Google Web Accelerator](#) ▶ [Personalize Your Homepage](#)

April 2005

▶ [Google Q&A](#) ▶ [Multilingual Google Definitions](#) ▶ [My Search History](#) ▶ [Satellite View from Google Maps](#)
▶ [Google Mobile - Local Search](#)

March 2005

▶ [Google Weather](#) ▶ [Live stock quotes](#) ▶ [Results Prefetching](#) ▶ [Google News: Personalized News](#) ▶ [Google Ride Finder](#)
▶ [Google Suggest in Japanese](#)

February 2005

[Google Maps](#) [Google Movies](#)

January 2005

▶ [Raised search limit to 32 words](#) [Picasa 2](#) [Google Video](#)

December 2004

▶ [Google Library](#) [Froogle Product Reviews](#) ▶ [Google Suggest](#)

November 2004

[Google Scholar](#) [Froogle Wish Lists](#) ▶ [Google Help: Cheat Sheet](#)

October 2004

[Google Desktop Search](#) [Google SMS](#)

June 2004

▶ [Site-Flavored Google Search Box](#)

May 2004

▶ [Google Groups 2](#) ▶ Added mailing list support to Google Groups

April 2004

[GMail](#)

March 2004

[Google Local](#) ▶ [User Interface \(UI\) redesign](#) ▶ [Personalized Web Search](#) [Web Alerts](#)
[Images in Google News search results](#) ▶ [Number range \(numrange\) command](#) [New Froogle home page](#)

February 2004

 [Danish Google Guide](#)

January 2004

 [Search by Number](#) ▶ [Orkut \(Social Networking Service\)](#)

December 2003

 [Travel Conditions](#) [Google Book Search](#) [Product Search Shortcut](#) ▶ [Word Variation \(Automatic Stemming\)](#)

November 2003

▶ [Deskbar](#)

October 2003

▶ [Definitions \(Google Glossary\)](#)

September 2003

▶ [Search by Location](#)

August 2003

 [Calculator](#) ▶ [~ Synonym Operator](#) [News Alerts](#)

June 2003

[Toolbar 2.0 with a pop-up blocker](#)

December 2002

[Froogle](#) ▶ [Google Viewer](#)

September 2002

[Google News](#)

May 2002

▶ [Google Answers Searchable](#) ▶ [Google Labs](#) ▶ [Google Glossary](#) ▶ [Google Sets](#)

April 2002

▶ [Google Answers](#)

January 2002

▶ [* Wildcard \(currently not working\)](#)

December 2001

▶ [+ Operator](#) [Catalogs](#) ▶ [Diacritics searching \(terms with accents\)](#)

November 2001

▶ [Search stop words in phrases](#) ▶ [File type conversion](#)

October 2001

▶ [Home page tabs](#) ▶ [Language Tools](#)

June 2001

[Google Image Search](#)

May 2001

▶ [Spelling Corrections](#) ▶ [Google Groups](#) ▶ [Translation](#)

March 2001

[Phonebook](#)

November 2000

[Toolbar](#)

October 2000

 [Stock Quotes](#) ▶ [AdWords](#) ▶ [OR Operators](#)

July 2000

▶ [Date Restricted Search](#) ▶ [Dictionary Link](#) ▶ [Advanced Search](#) ▶ [Preferences](#) ▶ [Phrase Search](#) ▶ [_ Operator](#)

June 2000

▶ [News Headlines](#)  [Street Maps](#)

May 2000

▶ [SafeSearch Filtering](#)

April 2000

[Google Directory](#)

March 2000

▶ [Browser Buttons](#)

February 2000


[Microsoft-Specific Search Engine](#)



January 2000

 [Make Google Your Default Engine](#)  [Apple-Specific Search Engine](#) [University Search Feature](#)

September 1999

 [Similar Pages aka GoogleScout](#)

September 1998

 [Cached Pages](#)  [Google Web Search](#)

Resources helpful in putting together this table include [Google Press Releases](#), the [archive of Google-Friends Newsletters](#), [Google: Search Engine Showdown News Archive](#), and [Google News](#).

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- [photo](#)
- [email](#)
- [google+](#)
- [driving directions](#)

Top Tags (all tags ») queries

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Technology Playground: Google Labs

Google's mission is to "organize the world's information and make it universally accessible and useful." To this end, Google showcases some prototypes and products in development on the Google Labs, the web site of Google's research group.

Visit Google Labs' home page at labs.google.com.

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Labs.google.com, Google's technology playground.

Google labs showcases a few of our favorite ideas that aren't quite ready for prime time. Your feedback can help us improve them. Please play with these prototypes and send your comments directly to the Googlers who developed them.

New! [Lively by Google](#)

Hangout and chat in 3D

07/08/08 - [Give us feedback](#) - [Discuss with others](#)

[Google Talk, Labs Edition](#)

Experimental release with new desktop notifications

05/16/07 - [Give us feedback](#) - [Discuss with others](#)

[Experimental Search](#)

Check out Google's latest ideas

05/16/07 - [Give us feedback](#) - [Discuss with others](#)

[Google Code Search](#)

Search public source code

10/05/06 - [Give us feedback](#) - [Discuss with others](#)

[Accessible Search](#)

Web search for the visually impaired

7/19/06 - [Give us feedback](#)

[Google Extensions for Firefox](#)

Add powerful new tools to your Mozilla Firefox browser

6/7/06 - [Give us feedback](#) - [Discuss with others](#)

[Google Trends](#)

See what the world is searching for

5/10/06 - [Give us feedback](#) - [Discuss with others](#)

[Google Mars](#)

View some of the most detailed maps of Mars created by NASA scientists

3/13/06 - [Give us feedback](#) - [Discuss with others](#)

Graduates of Labs

- [Google Transit](#)
Plan trips using public transportation
- [GOOG-411](#)
Search for local businesses using your voice, from any phone, for free.
Dial 1-800-GOOG-411.
- [Google Reader](#)
Use Google's web-based feed reader to keep track of your favorite web sites
- [Google Notebook](#)
Clip and collect information as you browse the web
- [Google Docs & Spreadsheets](#)
Create, store and share documents and spreadsheets on the web
- [Google Video](#)
Search TV programs and videos
- [Personalized Search](#)
Get the search results most relevant to you
- [iGoogle](#)
Add information you care about to your Google homepage
- [Google Maps](#)

results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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Note: Google Labs updates its site periodically. So you may find prototypes or demos different from the ones shown here.

In the Parts [Query Input](#) and [Understanding Results](#), we mention graduates of Google Labs, services and tools that have been refined and made available through Google's

home page.

- [Google Maps \(Search by Location\)](#)
- [Google Alerts](#)
- [Google Glossary](#)

Google will likely refine some of these demos and make them available through Google's home page. If you want to become part of Google's development process, try out these prototypes and provide feedback to the engineers who developed them.

In this final page of [Services](#), we describe a Google Labs' prototype search tool:

Google Sets

[Google Sets - labs.google.com/sets](http://labs.google.com/sets) - automatically creates sets of items from a few examples.

Enter a few items from a set of things. Then press the [Large Set](#) button or the [Small Set](#) button and Google Sets will try to predict other items in the set. For example, if you enter [Golden Gate Bridge, Palace of Fine Arts, and Coit Tower](#), Google Sets suggests other places worth visiting in San Francisco.

The screenshot shows the Google Sets interface. At the top, there are links for [Feedback](#), [Discuss](#), and [Terms of Use](#). Below these is the Google logo with "Sets" underneath. The main heading reads "Automatically create sets of items from a few examples." The instructions state: "Enter a few items from a set of things. (example) Next, press *Large Set* or *Small Set* and we'll try to predict other items in the set." There are five input fields, the first three containing "Golden Gate Bridge", "Palace of Fine Arts", and "Coit Tower". Below the input fields is a "(clear all)" link. At the bottom of the input section are two buttons: "Large Set" and "Small Set (15 items or fewer)". To the right, a "Predicted Items" table lists several suggestions:

Predicted Items
Palace Of Fine Arts
Coit Tower
Chinatown
Golden Gate Bridge
Fisherman's Wharf
Pier 39
Golden Gate Park
Fisherman s Wharf
Union Square

At the bottom of the predicted items list is a "Grow Set" button.

Use Google sets to suggest: people who might share interests with you, places to visit, books to read, movies to see, synonyms, food you might enjoy, stores where you can buy a particular type of item, etc.

Exercises

These problems give you practice in using Google Labs prototypes and demos.


1. Visit [Google Labs](#). Try two of the prototypes and demos that are listed on the site.
2. Get suggestions for books by entering some of your favorite authors or titles and asking Google Sets to predict other members of the set.
3. Enter some of your favorite movies and see if Google Sets recommends either movies you haven't seen or other of your favorite movies.

tags (keywords): [google labs](#), [new features](#), [services](#)

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3. Linking to Search Results
4. Listing Your Website
5. What's PageRank?
6. Improving Your PageRank
7. Advertising Your Website
8. Generating Revenue: AdSense

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Top Tags (all tags »)

queries
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[Next: Creating Content »](#)

Developing a Website Intro

This segment provides tips on:

- [Creating Content](#)
- [Linking to Search Results](#)
- [Getting Listed](#)
- [Improving Your PageRank](#)
- [Advertising Your Website](#)
- [Generating Revenue using AdSense](#)

AdChoices 

Start Your Online Store

www.shopify.com
 Customers trust
 Shopify with
 stores that sell
 millions



The information in this section is based on my experience in designing and developing Google Guide, which is now the top result for the queries [Google tutorial](#), [Google guide](#), [using Google](#), [Google stock symbol](#), and [Google favorite features](#).

Note: There are thousands of sites devoted to developing a website and optimizing its performance. So, should you need or want more detailed information, just search for it. But be careful: there are sites that charge good money for bad information.

Want to give a presentation on developing a website or print the files in this segment of Google Guide? Then check out the links below.

- [Printable version of Developing a Website](#)
- [A presentation of Developing a Website \(fewer words/page\)](#)
- [Printable version of my Developing a Website presentation](#)

tags (keywords): [developing websites](#), [summary](#)

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narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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Linking to Search Results

If you know HTML, it's relatively easy to make links to Google's search results. Following each link in the examples below is the code that produces it.

AdChoices 

Submit Your Website Free

Manta.com/We...
 Drive Customers To Your Website.
 Submit Your Site And Get Leads Now.



See search results in the same browser window

[[Google tutorial create link](#)]

is generated from

```
[&nbsp; <a href="http://www.google.com/search?q=Google+tutorial+create+link">Google tutorial create link</a>&nbsp;]
```

See search results in a new window

Open a new window containing the search results for the query

[[Google tutorial create link](#)]

by adding `target="_blank"`:

```
[&nbsp; <a target="_blank" href="http://www.google.com/search?q=Google+tutorial+create+link">Google tutorial create link</a>&nbsp;]
```

Search link must be valid

The URL — that is, the text shown in *Italics* here: `href="http://URL-GOES-HERE"` — must be valid. For instance:

- The URL shouldn't contain any spaces. Use a plus sign (+) in place of each space.
- Certain characters can't be used literally; they must be encoded into a form like `%nn`.

For example, the query ["a song for you"] would be encoded in a URL as

```
http://www.google.com/search?q=%2a+song+for+you%22, where each quote (") is replaced by %22.
```

The easiest way to find the correct encoding is to type your query into a Google Search box. Then run the search and look at the resulting URL in your web browser's address box (which is usually in the toolbar at the top of the window). Copy and paste the parts

characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Powered By WordPress

you need from the URL into your HTML code.

AdSense for Search

With [AdSense for Search](#), you can easily create a revenue stream at the same time as provide a Google search box like the following.



Fill the search box with a query by specifying a value the attribute "value", which AdSense for Search initializes to the null string ("").



Note: If you fill the search box with a query, Google may not share revenue with you.

AdSense for WebSearch + SiteSearch

[AdSense for WebSearch + SiteSearch](#) allows users to search the web or the specific site(s) of your choice.



Web www.googleguide.com

Note: [AdSense for Search](#) centers the search box on the page while [AdSense for WebSearch+SiteSearch](#) doesn't. Of course, you can modify the AdSense code to place the search box wherever you want on the page.

Exercises

These problems are intended to give you practice in creating links to Google's search results.

1. On one of your web pages, create a link to a Google search result.
2. On one of your web pages, create a link that opens a new window and displays a Google search result.
3. Use [AdSense for Search](#) to create a Google search box on a page in your website. You'll need to sign up for an [AdSense account](#) first.
4. On one of your web pages, using [AdSense for WebSearch + SiteSearch](#), create a Google search box with a radio button for searching your site. Get an [AdSense account](#) before doing this problem.

tags (keywords): [developing websites](#), [search box](#), [URLs](#)

This page was last modified on: Tuesday March 13, 2007

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[Email this page](#)

Spread the word: 

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Popular Searches

FROOGLE


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Results Page

The results page is filled with information and links, most of which relate to your query.

AdChoices 

Submit Your Website Free

Manta.com/We...
 Drive Customers To Your Website. Submit Your Site And Get Leads Now.




The screenshot shows a Google search for "brassiere history". The search bar contains the text "brassiere history" and a "Search" button. Below the search bar is the "Statistics Bar" which reads "Results 1 - 100 of about 22,500 for brassiere history. (0.77 seconds)". The first search result is titled "The History of the Brassiere - Mary Phelps Jacob" and includes a snippet: "... Advertisement. The History of the Brassiere. Mary Phelps Jacob and the Brassiere. More Brassiere History and Mary Phelps Jacob. ...". The URL is "inventors.about.com/library/weekly/aa042597.htm - 27k - Apr 24, 2004 - Cached - Similar pages". Annotations with arrows point to various elements: "Google Logo", "Web" in the statistics bar, "Page Title", "Snippets", "URL", "Indented Result", "Cached Page", "More Results", "Dictionary Definitions", "Sponsored Links", "Natural Bra is Unique", "Sponsored Links", and "See your message here...".

- **Google Logo:** Click on the Google logo to go to Google's home page.
- **Statistics Bar:** Describes your search, includes the number of results on the current results page and an estimate of the total number of results, as well as the time your search took. For the sake of efficiency, Google estimates the number of results; it would take considerably longer to compute the exact number. This estimate is unreliable.

Every underlined term in the statistics bar is linked to its [dictionary definition](#). Queries that are linked to just one definition are followed by a definition link.

- **Tips:** Sometimes Google displays a tip in a box just below the statistics bar.

photo
email
google+
driving directions

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Powered By WordPress

Web Results 1 - 100 of about 85,300,000 for **images** [definition]. (0.46 seconds)

Tip: Looking for pictures? Try [Google Images](#)

Web Results 1 - 100 of about 1,280,000 for **piscina** [definition]. (0.41 seconds)

Tip: [Search for English results only](#). You can specify your search language in [Preferences](#)

Web Showing web page information for **www.gothotel.com**

Tip: Try [Google Answers](#) for help from expert researchers

- **Search Results:** Ordered by relevance to your query, with the result that Google considers the most relevant listed first. Consequently you are likely to find what you're seeking quickly by looking at the results in the order in which they appear. Google assesses relevance by considering over a hundred factors, including how many other pages link to the page, the positions of the search terms within the page, and the proximity of the search terms to one another.

Below are descriptions of some search-result components. These components appear in fonts of different colors on the result page to make it easier to distinguish them from one another.

- **Page Title:** (blue) The web page's title, if the page has one, or its URL if the page has no title or if Google has not indexed all of the page's content. Click on the page title (e.g., The History of the Brassiere - Mary Phelps Jacob) to display the corresponding page.
- **Snippets:** (black) Each search result usually includes one or more short excerpts of the text that matches your query with your search terms in **boldface** type. Each distinct excerpt or snippet is separated by an ellipsis (...). These snippets, which appear in a black font, may provide you with
 - The information you are seeking
 - What you might find on the linked page
 - Ideas of terms to use in your subsequent searches

When Google hasn't crawled a page, it doesn't include a snippet. A page might not be crawled because its publisher requested no crawling, or because the page was written in such a way that it was too difficult to crawl.

- **URL of Result:** (green) Web address of the search result. In the screen shot, the URL of the first result is `inventors.about.com/library/weekly/aa042597.htm`.
- **Size:** (green) The size of the text portion of the web page. It is omitted for sites not yet indexed. In the screen shot, "5k" means that the text portion of the web page is 5 kilobytes. One kilobyte is 1,024 (2¹⁰) bytes. One byte typically holds one character. In general, the average size of a word is six characters. So each 1k of text is about 170 words. A page containing 5K characters thus is about 850 words long.

Large web pages are far less likely to be relevant to your query than smaller

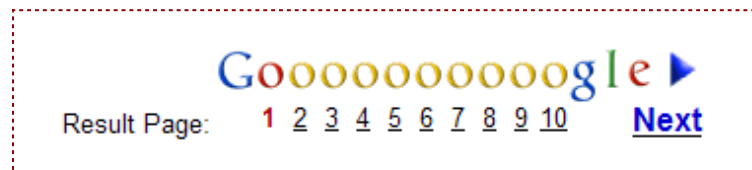
pages. For the sake of efficiency, Google searches only the first 101 kilobytes (approximately 17,000 words) of a web page and the first 120 kilobytes of a pdf file. Assuming 15 words per line and 50 lines per page, Google searches the first 22 pages of a web page and the first 26 pages of a pdf file. If a page is larger, Google will list the page as being 101 kilobytes or 120 kilobytes for a pdf file. This means that Google's results won't reference any part of a web page beyond its first 101 kilobytes or any part of a pdf file beyond the first 120 kilobytes.

- **Date:** (green) Sometimes the date Google [crawled](#) a page appears just after the size of the page. The date tells you the freshness of Google's copy of the page. Dates are included for pages that have recently had a [fresh crawl](#).
- **Indented Result:** When Google finds multiple results from the same website, it lists the most relevant result first with the second most relevant page from that same site indented below it. In the screen shot, the indented result and the one above it are both from the site [inventors.about.com](#).

Limiting the number of results from a given site to two ensures that pages from one site will not dominate your search results and that Google provides pages from a variety of sites.

- **More Results:** When there are more than two results from the same site, access the remaining results from the "More results from..." link.

When Google returns more than one page of results, you can view subsequent pages by clicking either a page number or one of the "o"s in the whimsical "Goooooogle" that appears below the last search result on the page.



If you find yourself scrolling through pages of results, consider [increasing the number of results Google displays on each results page](#) by changing your global preferences.

In practice, however, if pages of interest to you aren't within the first 10 results, consider refining your query instead of sifting through pages of irrelevant results. To simplify such refinements, Google includes a search box at the bottom of the page you can use to enter your refined query.

- **Sponsored Links:** Your results may include some clearly identified sponsored links (advertisements) relevant to your search. If any of your search terms appear in the ads, Google displays them in **boldface** type.
- **Spelling Corrections, Dictionary Definition, Cached, Similar Pages, News, Product Information, Translation, Book results:** Your results may include these links, which are described in the next few chapters.

Here's another screen shot of the results page in case the one at the top of this page scrolled off your screen.

The screenshot shows a Google search for "brassiere history". The search bar is at the top with the Google logo. Below it, the "Statistics Bar" indicates "Web" results, showing "Results 1 - 100 of about 22,500 for brassiere history. (0.77 seconds)".

Annotations on the left side of the results list:

- Page Title** → [The History of the Brassiere - Mary Phelps Jacob](#)
- Snippets** → ... Advertisement. The **History** of the **Brassiere**. Mary Phelps Jacob and the **Brassiere**. More **Brassiere History** and Mary Phelps Jacob. ...
- URL** → inventors.about.com/library/weekly/aa042597.htm - 27k - Apr 24, 2004 - [Cached](#) - [Similar pages](#)
- Indented Result** → [History of Clothing - From an Inventors Perspective](#)
... Bra - Brassiere. ... **History** of Butterick In 1863, Ebenezer Butterick changed the face of home sewing forever by creating the first graded sewing pattern. ...
inventors.about.com/library/inventors/blclothing.htm - 26k -
- Cached Page** → [Cached](#) - [Similar pages](#)
- More Results** → [More results from inventors.about.com](#)]

Annotations on the right side of the results list:

- Dictionary Definitions** Sponsored Links
- [Natural Bra is Unique](#)
Backless, Strapless Gel Bra. Adds a cup size and cleavage!
www.naturalbra.com
- Sponsored Links**
[Brassieres.org](#)
Bras for Women (all sizes) - wide selection -special affiliate prices
www.brassieres.org
- [See your message here...](#)

For more on what's included on Google's results page, visit www.google.com/help/interpret.html.

tags (keywords): [results](#), [snippets](#), [URLs](#)

This page was last modified on: Friday February 2, 2007

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[Email this page](#)

Spread the word:

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Google Guide

Making Searching Even Easier

Nancy Blachman nancy@googleguide.com

Google Guide is an online interactive tutorial and reference for experienced users, novices, and everyone in between. I developed Google Guide because I wanted more information about Google's capabilities, features, and services than I found on Google's website. --
Nancy Blachman

Start now:

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[Understanding Results](#) ▶ [Search Tools](#) ▶ [Services](#) ▶ [Developing a Website](#)
▶ [Cheat Sheet \(2-page quick reference\)](#) ▶ [Calculator Cheat Sheet \(2-pages\)](#)

Search:

**Google Guide in
other languages:**



Dansk



German



Hebrew



Italian

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 Google: Search Engine
 Showdown News Archive

Popular Searches

FROOGLE
 photo
 email
 google+
 driving directions

Top Tags (all tags »)

queries
 results
 favorite
 services tools
 summary special
 characters
 narrowing search
 shortcuts fine tune
 developing websites
 preferences URLs
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 synonyms stop words search
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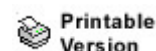
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phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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queries
results
favorite

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Where and When Nancy Blachman will be Speaking

Below are the dates and locations where Nancy Blachman will be speaking followed by descriptions of her talks.

My Favorite Google Features

Date: Monday July 14, 2008

Time: 7:30 pm

Group: Princeton PC Users Group

Location: Mercer County Library, Lawrenceville, NJ

Website: www.ppcug-nj.org

Program Co-ordinator: Arnold Rosner <arnold_strand at yahoo dot com>

Power Googling: Getting What you Want from Google

Date: Wednesday July 16, 2008

Time: 8:45 - 9:30 am

Group: Mercer County Chamber of Commerce Technology Committee

Location: Mercer Regional Chamber of Commerce

1A Quakerbridge Plaza Drive

Mercerville, NJ 08619

www.mercerchamber.org/contactUs/directions.asp

Website: www.mercerchamber.org/technology/

Program Co-ordinator: Arnold Rosner <arnold_strand at yahoo dot com>

Google Shortcuts: Find What You Want (More) Quickly

Google is so easy to use, why attend this presentation? If you're like many people, you use only a small number of Google's services and features. Learn how to go beyond Google's deceptively plain interface and take advantage of many shortcuts and underutilized capabilities. For example, get driving directions by entering a US street address into Google's search box. Need a US Phone number or address? Just enter a company or person's name and a city, state, or zip code in the standard web search box. Enter a query even if Google's home page isn't in your browser from Google's Toolbar. Personalize your Google home page with weather forecasts, news headlines, traffic reports or other helpful information. If you aren't sure whether a word is hyphenated, search for it with a hyphen, e.g., [[long-term](#)]; you'll get more results. Find synonyms by preceding the term with a ~, which is known as the tilde or synonym operator, e.g., [[google ~guide](#)] finds guides, tip, help, and tutorials on using Google. Search by example with Google Sets. For a quick summary of some of Google's features, visit the Google Guide cheat sheet. The more you know about how Google works and its capabilities, the better it can serve your needs.

What Google Can Do For Your Website

services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
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How can you get more visitors to your website? Learn how from Nancy Blachman, author and developer of [Google Guide](#), an online tutorial and reference, which over half of its visitors find directly from Google searches.

Nancy Blachman will share her experiences in designing, developing, and promoting Google Guide, www.googleguide.com, which is now the top result for queries including [[Google tutorial](#)], [[Google guide](#)], [[using Google](#)], [[Google stock symbol](#)], and [[Google favorite features](#)]. In this presentation, Nancy will cover creating content for your website, linking to search results, getting your site listed in Google, improving your site's page rank, publicizing and advertising your website and generating revenue from AdSense.

Power Googling: Getting What you Want from Google

Google is easy to use, but the more you know about how it works, its features, its capabilities, and how it displays results, the better it can serve your needs. Learn how to go beyond Google's deceptively plain interface and take advantage of underutilized capabilities and shortcuts.

In this presentation, Nancy Blachman will show

- how to select terms and search (more effectively)
- how Google interprets your query
- what's included with your results
- how Google works
- how to use "advanced" search features, even undocumented ones.

My Favorite Features


Google is so easy to use, why attend Nancy Blachman's presentations? If you're like many people, you use only a small number of Google's services and features. Learn how to go beyond Google's deceptively plain interface and take advantage of many shortcuts and underutilized capabilities. For example, get driving directions by entering a US street address into Google's search box. If you aren't sure whether a word is hyphenated, search for it with a hyphen, e.g., [[long-term](#)]; you'll get more results. Find synonyms by preceding the term with a ~, which is known as the tilde or synonym operator, e.g., [[google ~guide](#)] finds guides, tips, help, and tutorials on using Google. For a quick summary of some of Google's features, visit the [Google Guide cheat sheet](#). The more you know about how Google works and its capabilities, the better it can serve your needs.

tags (keywords): No Tags

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? GoogleGuide making searching even easier

Search Google Guide

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Overview

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2. [Start Immediately for Experienced Users](#)

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Google Blogs, etc.

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Popular Searches

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- [driving directions](#)

Top Tags (all tags »)

queries
 results favorite
 services tools
 summary special
 characters
 narrowing search
 shortcuts fine tune
 developing websites
 preferences URLs
 advanced search google
 guide accounts translation
 synonyms stop words search
 box prices PageRank news
 dictionary cookies ads toolbar
 spelling search terms search
 operators safe search phrase

« [Previous: Google Guide: Overview](#) [Google Guide](#) > [Overview](#) > [Start Immediately for Experienced Users](#)

Start Immediately for Experienced Users

If you're an experienced user, start with one of the following links. These pages may appear to describe basic concepts, but if you read carefully, you'll discover helpful insights into how Google works and how to use it more effectively.

Favorite Features

Part I: Query Input:

- [Interpreting Your Query](#)
- [Crafting Your Query](#)
- [Google's Advanced Search Form](#)
- [Using Search Operators](#)

Part II: Understanding Results

- [How Google Works](#)

Part III: Search Tools

Part IV: Services

- [Technology Playground: Google Labs](#)

Part V: Developing a Website

- [Linking to Search Results](#)

Google's Feature History

tags (keywords): [google guide](#)

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« [Previous: Google Guide: Overview](#)

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[www.manta.co...](#)

Drive Traffic to Your Website. Submit Your Site And Get Leads Now.



phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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Please [send us suggestions](#) for how we can improve Google Guide.

? GoogleGuide making searching even easier

(A printable [PDF version](#) is available.)

Basic Examples

This Search

[biking Italy](#)
[recycle steel OR iron](#)
["I have a dream"](#)
[salsa -dance](#)
[Louis "I" France](#)
[castle ~glossary](#)
[fortune-telling](#)
[define:imbroglio](#)

Finds Pages Containing...

the words **biking** and **Italy**
information on recycling steel or recycling iron
the exact phrase **I have a dream**
the word **salsa** but NOT the word **dance**
information about **Louis** the First (I), weeding out other kings of **France**
glossaries about **castles**, as well as **dictionary**s, lists of **terms**, **terminology**, etc.
all forms of the term, whether spelled as a single word, a phrase, or hyphenated
definitions of the word **imbroglio** from the Web

Calculator

Operators

+ - * /

% of

^ or **

old units in new units

Meaning

basic arithmetic

percentage of

raise to a power

convert units

Type Into Search Box (& Results)

[12 + 34 - 56 * 7 / 8](#)

[45% of 39](#)

[2^5](#) or [2**5](#)

[300 Euros in USD](#), [130 lbs in kg](#), or [31 in hex](#)

Restrict Search

Operators Meaning

[city1](#)
[city2](#) Book flights.

[site:](#) Search only one website or domain.

[\[#\]..\[#\]](#) Search within a range of numbers.

[filetype:](#) Find documents of the specified type.
(or [ext:](#))

[link:](#) Find linked pages, i.e., show pages that point to the URL.

Type Into Search Box (& Results)

[sfo bos](#)
(Book flights from San Francisco (SFO) to Boston (BOS).)

[Halloween site:www.census.gov](#)
(Search for information on Halloween gathered by the US Census Bureau.)

[Dave Barry pirate 2002..2006](#)
(Search for Dave Barry articles mentioning pirates written in these years.)

[Form 1098-T IRS filetype:pdf](#)
(Find the US tax form 1098-T in PDF format.)

[link:warrriorlibrarian.com](#)
(Find pages that link to [Warrior Librarian](#)'s website.)

Specialized Information Queries

Operators

Meaning

[book](#)
(or [books](#)) Search full-text of books.

[define. what is. what are](#) Show a definition for a word or phrase.

[define:](#) Provide definitions for words, phrases, and acronyms from the Web.

[movie:](#) Find reviews and showtimes.

[stocks:](#) Given ticker symbols, show stock information

[weather](#) Given a location (US zip code or city), show the weather

Type Into Search Box (& Results)

[book Ender's Game](#)
(Show book-related information.
Note: No colon needed after **book**.)

[define monopsony, what is podcast](#)
(Show a definition for the words **monopsony** and **podcast**.
Note: No colon after **define**, **what is**, or **what are**.)

[define:kerning](#)
(Find definitions for **kerning** from the Web.)

[movie: traffic](#)
(Search for information about this movie, including reviews, showtimes, etc.)

[stocks: goog](#)
(Find Google's current stock price.)

[weather Seattle WA, weather 81612](#)
(Show the current weather and forecast.
Note: No colon after **weather**.)

Alternative Query Types

Operators Meaning

Type Into Search Box (& Results)

[cache:www.irs.gov](#)

cache:	Display Google's cached version of a web page.	(Show Google's cached version of the US Internal Revenue Service home page.)
info: (or id:)	Find info about a page.	info:www.theonion.com (Find information about The Onion website.)
related:	List web pages that are similar or related to the URL.	related:www.healthfinder.gov (Find websites related to the Healthfinder website.)

Restrict Search to Sites where Query Words Appear

Operators	Meaning	Type Into Search Box (& Results)
allinanchor:	All query words must appear in anchor text of links to the page.	allinanchor:useful parenting sites (Search for pages that are called useful parenting sites by others.)
inanchor:	Terms must appear in anchor text of links to the page.	restaurants Portland inanchor:kid-friendly (Search for pages on Portland restaurants for which links to the page say they are "kid friendly.")
allintext:	All query words must appear in the text of the page.	allintext:ingredients cilantro chicken lime (Search for recipes with these three ingredients.)
intext:	The terms must appear in the text of the page.	Dan Shugar intext:Powerlight (Find pages mentioning Dan Shugar where his company, Powerlight , is included in the text of the page, i.e., less likely to be from the corporate website.)
allintitle:	All query words must appear in the title of the page.	allintitle: Google Advanced Operators (Search for pages with titles containing "Google," "Advanced," and "Operators".)
intitle:	The terms must appear in the title of the page.	movies comedy intitle:top ten (Search for pages with the words movie and comedy that include top ten in the title of the page.)
allinurl:	All query words must appear in the URL.	allinurl:pez faq (Search for pages containing the words pez & faq in the URL.)
inurl:	The terms must appear in the URL of the page.	pharmaceutical inurl:investor (Search for pages in which the URL contains the word investor .)

Restrict Search to [Google Groups](#)

Operators	Meaning	Type Into Search Box (& Results)
author:	Find Groups messages from the specified author.	author:Hamish author:Reid (Search for Hamish Reid's articles on flying.)
group:	Find Groups messages from the specified newsgroup.	ivan doig group:rec.arts.books (Search for postings about Ivan Doig in the group rec.arts.books .)
insubject:	Find Groups messages containing crazy quilts in the subject.	insubject:"crazy quilts" (Find articles containing crazy quilts in the subject line.)

Restrict Search to [Google News](#)

Operators	Meaning	Type Into Search Box (& Results)
location:	Find News articles from sources located in the specified location.	queen location:uk (Find British news articles on the Queen.)
source:	Find News articles from specified sources.	peace source:ha aretz (Show articles on peace from the Israeli newspaper Ha'aretz.)

About This Cheat Sheet



For more tips, tricks, & examples, visit www.GoogleGuide.com.
By Nancy Blachman & Jerry Peek who don't work for Google & Tasha Bergson-Michelson.
Thank you [Matt Vance](#) for the idea of creating a Google Guide cheat sheet.

This page was last modified on Sunday February 26, 2012

[GOOGLE](#) [GUIDE](#)

Quick Reference: Google Calculator (Cheat Sheet)

by Nancy Blachman – nancy at googleguide.com (replace at with @)

Solve mathematical problems with Google's built-in calculator function. Simply enter the expression you'd like evaluated in Google's web search box and hit the ENTER key or click the "Google Search" button.

BASIC ARITHMETIC

OPERATOR	MEANING	TYPE INTO SEARCH BOX
+ or plus	addition	12 + 34 or three plus four
- or minus	subtraction	3.4 - 5.6 or five minus two
* or times	multiplication	56 * 7 or six times nine
/ or divided by	division	7 / 8 or ten divided by two
% of or percent of	percentage of	45% of 39
mod or %	modulo (the remainder after division)	15 mod 9 or 15 % 9
^ or **	raise to a power	2^5 or 2**5
the <i>n</i>th root of	<i>n</i> th root	4th root of 16 , sqrt(16) , cube root of 109
reciprocal of	multiplicative inverse	reciprocal of 7

ADVANCED MATH

The following table lists some of the functions built into Google's calculator.

OPERATOR	FUNCTION	TYPE INTO SEARCH BOX
sin, cos, tan, sec, csc, cot	trig functions (arguments are assumed to be in radians)	cos(pi/3) cosine(pi/3)
arcsin, arccos, arctan, arccsc, etc.	inverse trigonometric functions	arccos(.5)
sinh, cosh, tanh, csch, arsinh, arccsch, etc.	hyperbolic functions	cosh(6)
ln	logarithm base e	ln(16)
log	logarithm base 10	log(16)
lg	logarithm base 2	lg(16)
exp	exponential function	exp(16)
!	factorial	5!
choose	<i>x</i> choose <i>y</i> calculates the number of ways of choosing a set of <i>y</i> elements from a set of <i>x</i> distinct elements	5 choose 3

CONSTANT	MEANING	TYPE INTO SEARCH BOX
e	base of the natural system of logarithms	e
pi	the ratio of the circumference to the diameter of a circle	pi/6
i	imaginary number, which represents one of the two square roots of -1	i^2
gamma	Euler's constant	e^gamma

TIPS (adapted from [Google's Online Calculator Help](#))

Parentheses can be used whenever they'll serve to make complicated expressions unambiguous, and also sets of parentheses can be used within parentheses; don't use brackets for grouping.

You can force the calculator to try to evaluate an expression by putting an equals sign (=) after it. This works only if the expression is arithmetically computable. For example, [1-800-555-1234=](#) will return a result, but [1/0=](#) will not (because dividing a non-zero number by zero is undefined and not computable).

Parentheses can be used to enclose the parts of your expression that you want evaluated first. For example, [\(1+2\)*3](#) causes the addition to happen before the multiplication.

Google's calculator automatically balances unclosed parentheses.

A missing operator within an expression may default to an *, e.g., [6cos\(2pi\)](#).

Feel free to experiment with the calculator as not all of its capabilities are listed here.

UNITS OF MEASURE AND CONVERSIONS

Compute expressions involving different units. By default, units are converted to and results expressed in meter-kilogram-second (mks) units. Many units have both long and short names. Use whichever name you prefer.

TYPE OF UNITS	UNIT CONVERSION	EXAMPLES OF UNITS
	<i>old units in new units</i>	
Mass	130 lbs in kg	kilogram or kg, grams or g, grains, pounds or lbs, carats, stones, tons, tonnes, etc.
Length	3 miles in km	meters or m, miles, feet, Angstroms, cubits, furlongs, etc.
Volume	three quarters of a cup in teaspoons	gallons, liters or l, bushels, teaspoons, pints, etc.
Area	2 acres in sq km	square kilometers, acres, hectares, etc.
Temperature	98.6 Fahrenheit in Celsius or 98.6 f in c	Celsius or c, Fahrenheit or f
Time	1 year in seconds	days, seconds or s, centuries, sidereal years, fortnights, etc.
Electricity	100 volts in picovolts	volts or v, picovolts, amps or a, ohms, henrys, etc.
Energy	160 lbs * 4000 ft in Calories	Calories, British thermal units (BTU), joules, ergs, foot-pounds, etc. (<i>Warning: When your query includes "Calories" with a capital "C," Google returns kilocalories called "calories" by nutritionists.</i>)
Power	1 hp in watts , 500 V * 3 A in KW	watt or W, kilowatts or KW, megawatts or MW, horsepower or HP, etc.
Angle	90 degrees in radians	degrees or radians
Information	2 bytes in bits	bits, bytes, kbytes, etc.
Quantity	1 great gross in dozens	dozen, baker's dozen, gross, great gross, score, etc.
Numbering Systems	1500 in hex	decimal, hexadecimal or hex, octal, binary, roman numerals, etc. (Prefix hexadecimal numbers with 0x, octal numbers with 0o and binary numbers with 0b, e.g., 0x7f + 0b100101)
	64 in binary	
	LVII in decimal	

PHYSICAL CONSTANTS

The following table lists just a few of the many commonly used physical constants known to the calculator function.

SHORTHAND NOTATION	LONG NAME	CLICK LINK FOR AN APPROXIMATE VALUE
au	Astronomical Unit	au or astronomical unit
	Avogadro's number	Avogadro's number
k	Boltzmann constant	k or Boltzmann constant
	Faraday constant	Faraday constant
G	gravitational constant	G or gravitational constant
	magnetic flux quantum	magnetic flux quantum
	mass of a proton	mass of a proton
m_planet	mass of <i>planet</i>	m_Mars , m_Earth , m_Uranus , m_sun
	molar gas constant	molar gas constant
	permeability of free space	permeability of free space
h	Planck's constant	h or Planck's constant
r_planet	radius of <i>planet</i>	r_Earth , r_Pluto , r_sun
c	speed of light in a vacuum	c or speed of light
	speed of sound in air at sea level	speed of sound



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Google is essentially a search engine for Web documents, Usenet groups, and images; but it also functions as a calculator, dictionary, phone book, measurement converter, and directions guide. The Google Web-search index is compiled by computers that 'crawl' the Web. The Google name came from "googol" which is 10 raised to the power 100(10¹⁰⁰), or the numeral 1 followed by 100 zeros.

Use Google search to find the following:

Author - type author's name enclosed in quotation marks
Example:

"mark twain"

Answers - Trouble creating a query to find the information you seek? No time to research the topic yourself? Visit answers.google.com, enter question, specify amount you will pay (could be as little as \$2.50), and get e-mail notification when answered.

Country codes - find a list of two-letter country codes
Example:

country code uk

Definitions - type word in search box preceded by *define:*, *what is:* or *what are:*

Examples:

define: logistics

File types - find documents with specific file extensions
Example:

accessibility filetype:pdf

Flight tracking - type carrier and flight number

Example:

jetblue 128

Groups/Discussions - click Groups link, enter subject desired

Example:

professional societies

Images - click Images link, enter subject desired

Example:

mariachi

Inurl - search for keywords within a page's URL (address)
Example:

technology inurl:faq

Maps - enter a US address into search box

Example:

1600 Pennsylvania Avenue Washington DC

Math - enter numbers to add, subtract, multiply(*), or divide(/). (See also Additional Help on reverse side.)

Examples:

10 + 10 - (5 * 2) + 23/3

More advanced math examples:

12% of 115

square root of 84 OR sqrt 84

20^10

pi/8

Google



UCCS

University Computing &
Communications Services
California State University, Sacramento
<http://www.csus.edu/uccs/>

Measurements - Enter measurement desired or the measurements to be converted

Examples:

76 degrees Fahrenheit in degrees Celsius

120 pounds in kilograms

megabytes to kilobytes

gravitational constant

Numbers: Package tracking, vehicle ID, UPC codes, area codes

Examples:

ups 2420304

ST7MW2249PQ002946

202

Phone Numbers - enter name and city, state, or zip code

Examples:

Jane Doe 95819

Staples Sacramento

Phrases/Proper names - Enclose in quotes (" ")

Example:

"Web usability"

Research - use Open Directory Project, www.dmoz.org, a human-compiled directory by subject-matter experts OR review scholarly literature, <http://scholar.google.com>.

Shopping - click Froogle link, enter product name

Example:

ipod

Site - narrow your search to a specific domain or site

Example:

"financial aid" site:www.csus.edu

Source - enter subject and source:publication name, with no space after source:

Example:

lessig source:wired_magazine

Stocks - enter ticker symbol

Example:

goog

Translations - click the Language Tools link at bottom of Google search page

Weather/Travel delays - enter airport 3-letter code and the word: airport OR weather forecast and the code

Examples:

IAD airport

weather forecast DEN

Web Alerts - Ask to be notified by e-mail of Google's latest updates and new Web pages at www.google.com/alerts:

Where you or CSUS is cited or quoted

Instances when people link to your site

Notes:

Date variations: CSUS Bulletin "Jan * 2005" OR 1/*05" OR "January * 2005" where the asterisk * represents a "wild card" unknown day. Google will search for equivalent terms if a tilde (~) is included next to the search term; i.e., ~car will also return results for "auto."

Limit searches to relevant results by using the minus sign (-) to eliminate results not desired; i.e., "Chris Webber" -Kings
See more examples at www.csus.edu/uccs/training/quiktakes/google/google101.pdf.

See: toolbar.google.com, labs.google.com, [google doodle](http://google.doodle), [google video](http://google.video)
Use Google as an aid in detecting plagiarism: Enter quoted phrases in students' work into Google search box surrounded by quotes to see results.

Evaluate Web pages: www.library.cornell.edu/olinuris/ref/webcrit.html.

Additional help:

Basics: www.google.com/help/basics.html

Comprehensive Google online tutorial: www.googleguide.com

Math: www.google.com/help/calculator.html OR www.soople.com/index.php?sub=calculator (a visual interface of Google's calculator capabilities)

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Google Guide

Making Searching Even Easier

Nancy Blachman nancy@googleguide.com

As a bid to make everyone's online life a little easier, ... Nancy Blachman has put together an excellent and elegant new interactive online Google tutorial.

--[TELEDYN :: have blog - will travel ::](#)

Learn to use google more effectively from this awesome fan site.

--[Maxpatch: Phil & Moke's Secret Free Place](#)

Think you just type in [terms] and something happens? Nancy Blachman wrote a complete and essential guide for a successful search with Google. Add it directly to your Favorites.

--[Kolyom, Israel](#)

◀ Previous Next ▶

Nancy's Favorite Features

In addition to searching the web, you can use Google to find specific information that is available offline or on specialized sites. In this page I describe how Google works and features that enable me to find more quickly things I want.

Tools



[Google Toolbar](#)



[Browser Buttons](#)



[Translation & Language Tools](#)

Shortcuts



[Driving Directions
\(Street Maps\)](#)



[Phonebook](#)



[Definitions](#)



[Google
Calculator](#)



[More Shortcuts](#)

Special Searches



[News Search](#)



[Sets](#)



[Answers](#)

Other Features



[More Relevant Results](#)



[Highlighting Terms](#)



[Preferences](#)



[Diacritic Marks & Accents](#)



[Advertising](#)



[Advanced Search and Search Operators](#)



[Links](#)

To learn more about a particular service or feature, click on the title of a section, which links to a more detailed description in Google Guide, www.googleguide.com, or read [How to Do Everything with Google](#).

Tools

Enter a query even if Google's home page isn't in your browser.

[Toolbar](#) - toolbar.google.com



I often access Google from the Toolbar when I use Windows 95/98/ME/NT/2000/XP and Internet Explorer 5.0 or a more recent version or from [Googlebar](#) when I use Mozilla. For Mac OS X users, Apple's [Safari web browser](#) includes Google search and my other favorite Toolbar features.

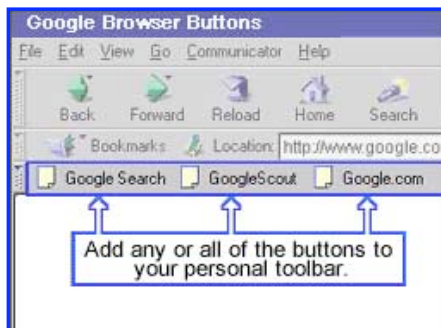


My favorite Toolbar features include

Feature	What it can do
Search Box	Access Google's search technology from your browser toolbar.
Highlight	Highlight terms on the current page.
Pop-up Blocker	Stop annoying pop-up windows (new in version 2.0 of Toolbar).

[Browser Buttons](http://www.google.com/options/buttons.html) - www.google.com/options/buttons.html

I often search using Google browser buttons when I don't have access to a Google Toolbar or Deskbar.



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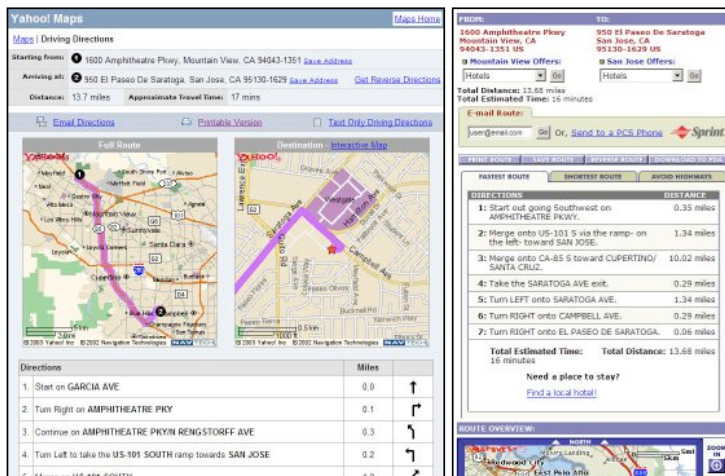
Google provides shortcuts that seem intuitively obvious once I've learned about them.

- [Want Driving Directions?](#)

Instead of visiting an on-line map-providing service, just enter a US address into Google. You can also copy and paste addresses, even ones with embedded carriage returns, into Google's search box. When Google recognizes your query as a location, the results page includes links to map providers for that location.

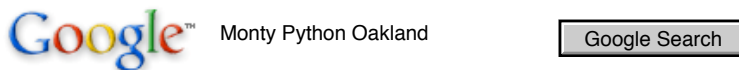


Click on either the [Yahoo! Maps](#) link or the [MapQuest](#) link to view a map showing the Lucie Stern Community Center at 1305 Middlefield Road in Palo Alto, California and links to driving directions.



- [Need a US Phone Number or Address?](#)

Just enter a company or person's name and a city, state, or zip code in the standard web search box. If you have easy access to the web, Google's phonebook feature can be more convenient than your local phonebook and more extensive.



On the results page, phonebook listings are next to a telephone icon.



Google's phonebook feature recognizes inputs in the following formats.

To find a US residence , enter either ...	Examples
First name (or first initial), last name, city (state is optional)	[Monty Python Oakland]
First name (or first initial), last name, state	[Monty Python CA]
First name (or first initial), last name, area code	[M Python 510]
First name (or first initial), last name, zip code	[Monty Python 94601]
Phone number, including area code	[510-555-1212]
Last name, city, state	[Python Oakland CA]
Last name, zip code	[Python 94601]

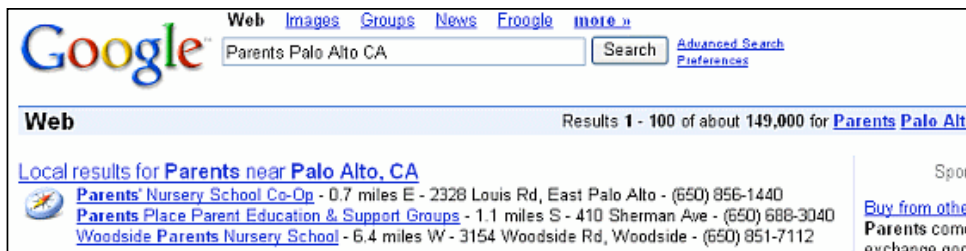
Notice that Google supports reverse look up. You can enter a phone number with area code and learn to whom that number belongs.

To seek a US business , enter ...	Examples
Business name, city, state	[Trek Waterloo WI]
Business name, zip code	[Ben & Jerry's 05403]
Phone number including area code	[(650) 930-3500]

Google lists up to three results that match your phonebook query.



To see other listings, click on the "results" link that's just above the phonebook entries.



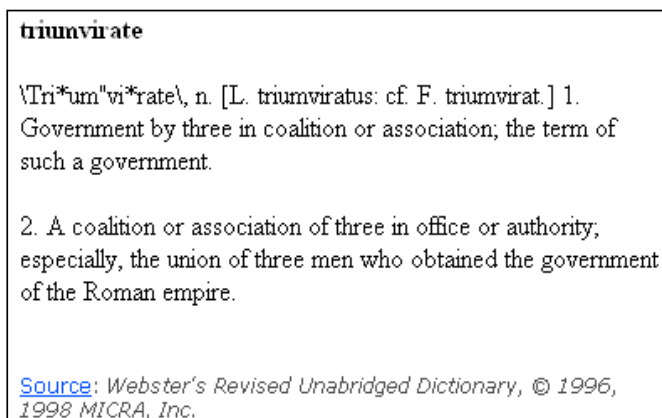
- [Need a Definition?](#)

If Google finds any dictionary definitions for your search terms, it shows those words as underlined links or includes a

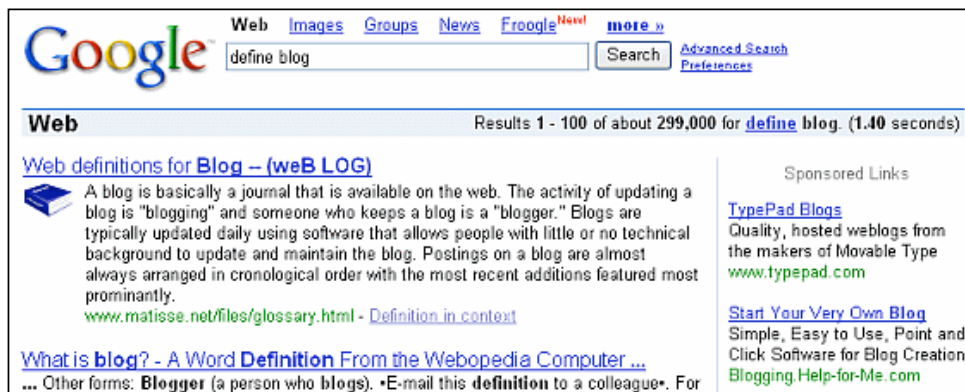
definition link in the statistics bar section of the results page (located below the search box showing your query). For example, learn what co-founders Larry Page and Sergey Brin, and CEO Eric Schmidt mean when they say they run Google as a *triumvirate*.



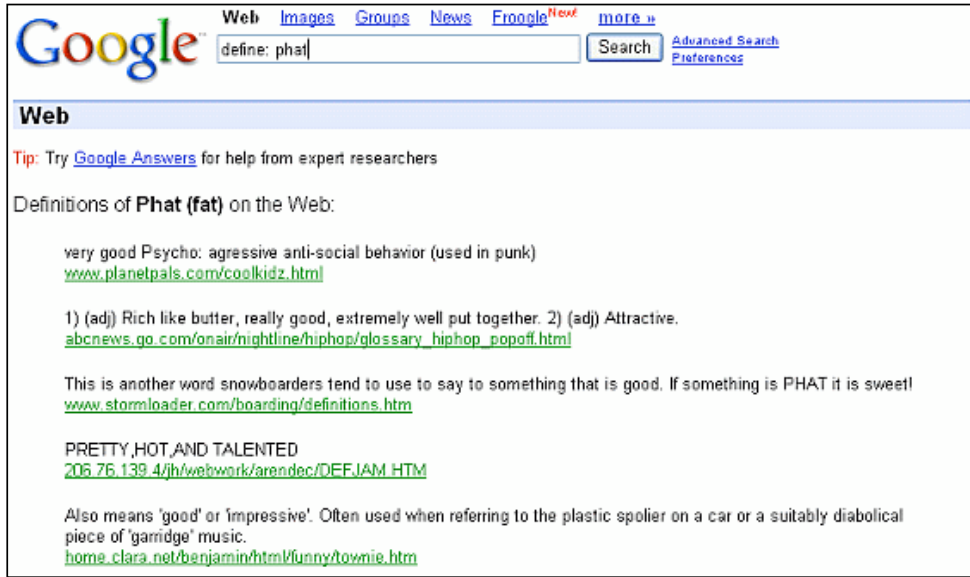
Click on the underlined terms or the definition link in the statistics bar to link to their dictionary definition, which also may include information on pronunciation, part of speech, etymology, and usage.



When you include *define*, *what is*, or *what are* in your query in front of a word, phrase, or acronym, Google displays one [Glossary](#) definition above your search results. In February of 2003, Google acquired Pyra Labs, a company that makes it easy for you to create your own blog. What's a blog? Let's ask Google to define the term.

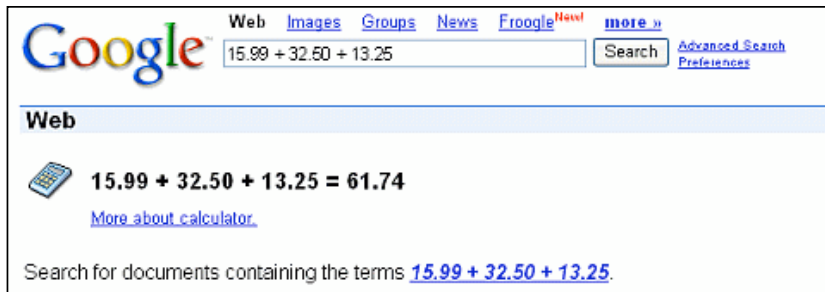
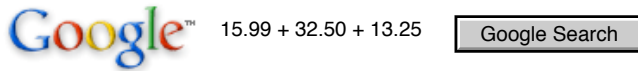


When your query includes the "define:" operator, Google displays all the definitions it finds on the web.

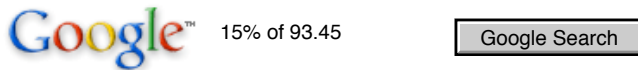


- [The Google Calculator isn't Mathematica, Maple, or Matlab](#)

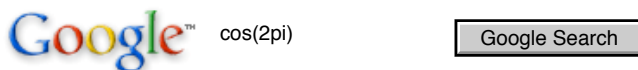
But it's free and may be good enough for your purposes. It can add up a list of numbers, convert from miles to kilometers, and evaluate some other mathematical expression. Simply enter the expression you'd like evaluated in Google's web search box and hit the ENTER key or click the "Google Search" button. For example, add up some receipts.



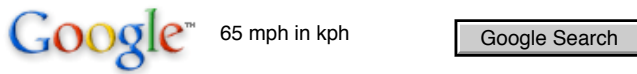
Calculate a tip for a meal that costs \$93.45.



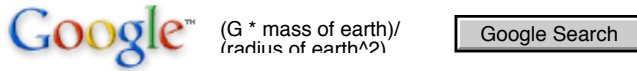
Calculate the cosine of 2π .



Convert from one set of units to another.












Many commonly used physical constants are built into Google's calculator.



• [Other Shortcuts](#)

Special Searches

-  [Stock Quotes](#)
-  [Travel Conditions](#)
-  [Package Tracking](#)
-  [Flight Tracking Information](#)
-  [Vehicle Information](#)
-  [Patent Search](#)
-  [FAA Airplane Registration Numbers](#)

-  [UPC Codes](#)
-  [FCC Equipment IDs](#)

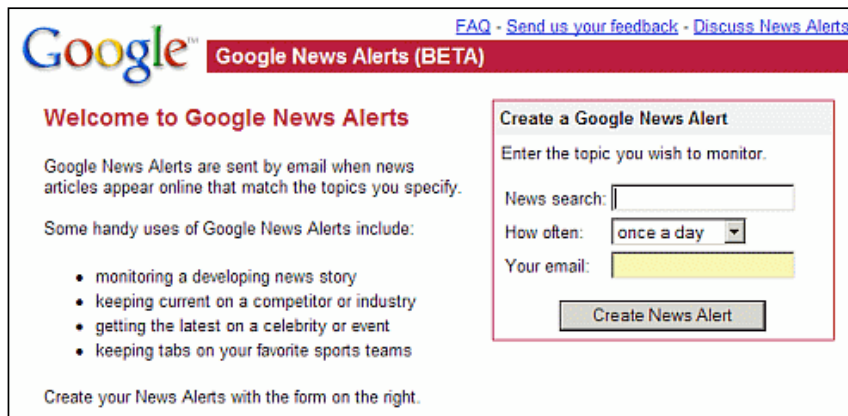
Examples

- [[cscodell](#)]
- [[ewr airport](#)]
- [[999444666222](#)]
- [[united 42](#)]
- [[JH4NA1157MT001832](#)]
- [[patent 5122313](#)]
- [[n199ua](#)]

- [[036000250015](#)]
- [[fcc B4Z-34009-PIR](#)]

[Keeping Abreast of the News - News Alerts](#)

Rather than searching [Google News](#) every day to find out what's new, I set up [Google News Alerts](#) to send me email when news articles of interest to me appear on the web.



I've also set up Google Alert, a third-party service available at www.googlealert.com, to keep up with the latest news about Google, *How to Do Everything with Google*, and Google Guide. Google Alert is more flexible and returns more results than Google's News Alerts.

Enter up to 5 Google searches to perform (see [tips](#)).
Use quotes for names or phrases like "John Smith".

1.	<input type="text" value="google"/>	>>	<input type="text" value="40"/>	results
2.	<input "="" type="text" value='"Nancy Blachman'/>	>>	<input type="text" value="30"/>	results
3.	<input "="" type="text" value='"Google +Guide'/>	>>	<input type="text" value="30"/>	results
4.	<input type="text" value="googleguide"/>	>>	<input type="text" value="20"/>	results
5.	<input type="text" value="www.googleguide.com"/>	>>	<input type="text" value="20"/>	results

Run searches: Automatically:
 Only when I click "Run Now"

Last search: Sunday March 7th, 10:38pm GMT

[More Relevant Results](#)

When Google was first launched, it returned only pages that matched *all* your query terms exactly. To increase the number of results, Google now returns pages that match variants of your search terms. For example,



finds pages that contain words that are similar to some or all of your search terms, e.g., "child," "children," or "children's," "bicycle," "bicycles," "bicycle's," "bicycling," or "bicyclists," and "helmet" or "helmets." Google calls this feature *word variations* or *automatic stemming*.

- [Want only Exact Matches?](#)

Disable automatic stemming by preceding each term that you want to be matched exactly with the + operator. For example, if you want to see pages that only mention one favorite book rather than lists of favorite books, precede the word "book" by a + sign.



- [Searching for a Phrase or a Proper Name?](#)

If you want to search for pages that contain a phrase or proper name and not variations, enclose your search terms in quotes (" "). For example,



finds pages containing exactly the phrase "Dr. Phil." So this query would find pages mentioning host of a popular television show about parenting, but not pages containing "Dr. David Phil" or "Phil Cahil Dr." The query



(without quotes) would find pages containing any of "Dr. Phil," "Dr. David Phil," or "Phil Cahil Dr."

- [One Word, Two Words, or Hyphenated?](#)

Because some people spell hyphenated words with a hyphen and others with a space, Google searches for variations on

any hyphenated terms.

When Google encounters a hyphen (-) in a query term, e.g., [[pre-school](#)], it searches for:

- the term with the hyphen, e.g., pre-school
- the term without the hyphen, e.g., preschool
- the term with the hyphen replaced by a space, e.g., pre school

[[pre-school](#)] matches "pre-school," "pre school," and "preschool"

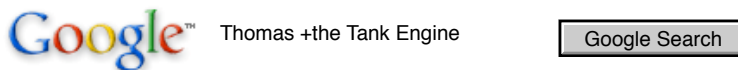
[[pre school](#)] matches "pre-school" and "pre school"

If you aren't sure whether a word is hyphenated, go ahead and search for it with a hyphen.

- [Special Notation](#)

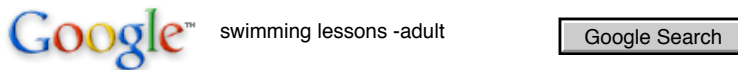
I wish Google accepted regular expressions, i.e., a set of symbols and syntactic elements used to match patterns of text. Unfortunately Google doesn't. But you can fine-tune your search query and increase the accuracy of its results by using special characters and operators, such as +, -, ~, ..., OR, *, and quotation marks.

Force Google to include a term by preceding the term with a "+" sign.

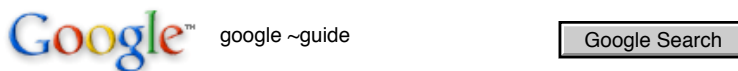


The + operator is typically used in front of stop words that Google would otherwise ignore or when you want Google to return only those pages that match your search terms exactly.

Precede each term you do *not* want to appear in any result with a "-" sign.



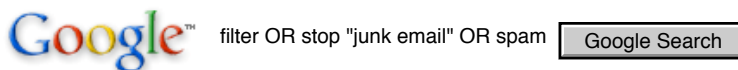
Find synonyms by preceding the term with a ~, which is known as the tilde or synonym operator.



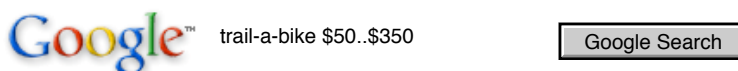
Specify synonyms or alternative forms with an uppercase **OR** or | (vertical bar).



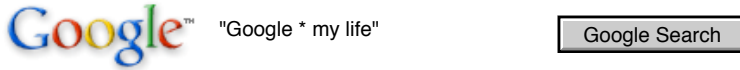
Use quotes (" ") to group compound words and phrases together.



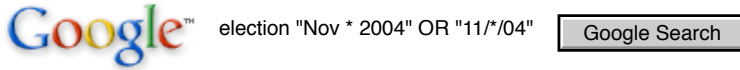
Specify that results contain numbers in a range by specifying two numbers, separated by two periods, with no spaces.



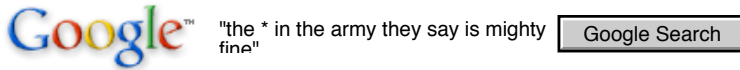
Use an *, known as a wildcard, to match any word in a [phrase](#) (enclosed in quotes).



Let's look at other examples that use the * operator.



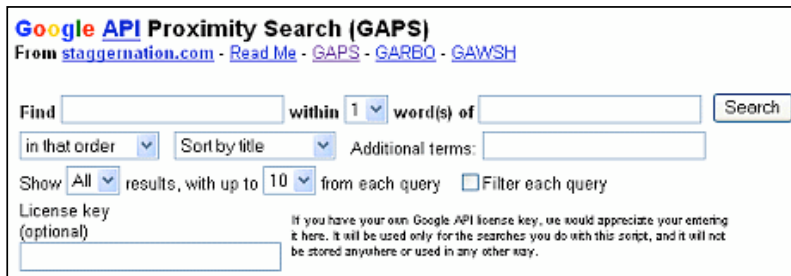
What are other verses to an army song I learned at camp.



Not sure how someone's name is written?

- ["Hillary Clinton"]
- ["Hillary * Clinton"]
- ["Clinton Hillary"]
- ["Clinton * Hillary"]

If you're interested in running proximity searches, try out GAPS, a third-party search tool available at <http://www.staggernation.com/cgi-bin/gaps.cgi>.



This table summarizes how to use basic search operators. You may include any of these operators multiple times in a query.

Notation	Find result	Example
<i>terms1 terms2</i>	with both <i>term1</i> and <i>term2</i>	[after-school activity]
<i>term1 OR term2</i> <i>term1 term2</i>	with either <i>term1</i> or <i>term2</i> or both	[Tahiti OR Hawaii] [Tahiti Hawaii]

+term	with <i>term</i> (The + operator is typically used in front of stop words that Google would otherwise ignore or when you want Google to return only pages that match your search terms exactly. However, the + operator can be used on any terms.)	[+i spy]
-term	without <i>term</i>	[twins -baseball]
~term	with <i>term</i> or one of its synonyms (currently supported on Web and Directory search)	[google ~guide]
number1.. number2	with a number in the specified range	[trail-a-bike \$50.. \$350]
"phrase"	with the exact <i>phrase</i> , a proper name, or a set of words in a specific order	["I have a dream"] ["Rio de Janeiro"]
"terms1 * terms2"	with the phrase (enclosed in quotes) and * replaced by any single word	["Google * my life"]

- [Diacritic Marks and Accents](#)

How can you search for a term that might include one or more [diacritics](#), marks, such as the umlaut (ö) in *Gödel* or the acute accent of *resumé*?

Note: For queries with diacritics, [results vary](#) depending on the language to which you are confining your search.

On the English-language version of Google, a term with an accent doesn't match a term without an accent and vice versa.

[["école française"](#)] matches "école française" but not "ecole francaise"

[["ecole francaise"](#)] matches "ecole francaise" but not "école française"

Search for pages with these different spellings.

[["école française"](#)]

[["ecole francaise"](#)]

Or combine these queries into a single one.

[["école française" OR "ecole Francaise"](#)]

Note: If your keyboard doesn't have a particular character, check out the [Google Ultimate Interface](#), which provides over two dozen diacritical markings.

- [More Results on Each Page](#)

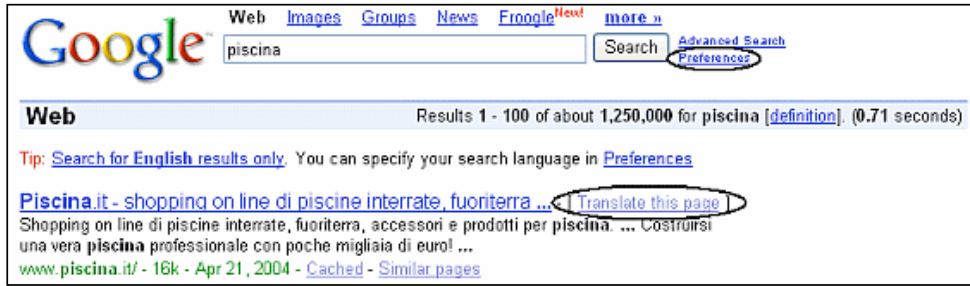
By default, Google returns just 10 results for a search. You can increase the number of results displayed per page to 20, 30, 50, or 100. The more results displayed per page, the more likely you are to find what you want on the first page of results. The downside is that the more results per page, the more slowly the page loads. How much more time it takes depends on your connection to the Internet.

Number of Results	Google's default (10 results) provides the fastest results. Display <input type="text" value="20"/> results per page.
--------------------------	--

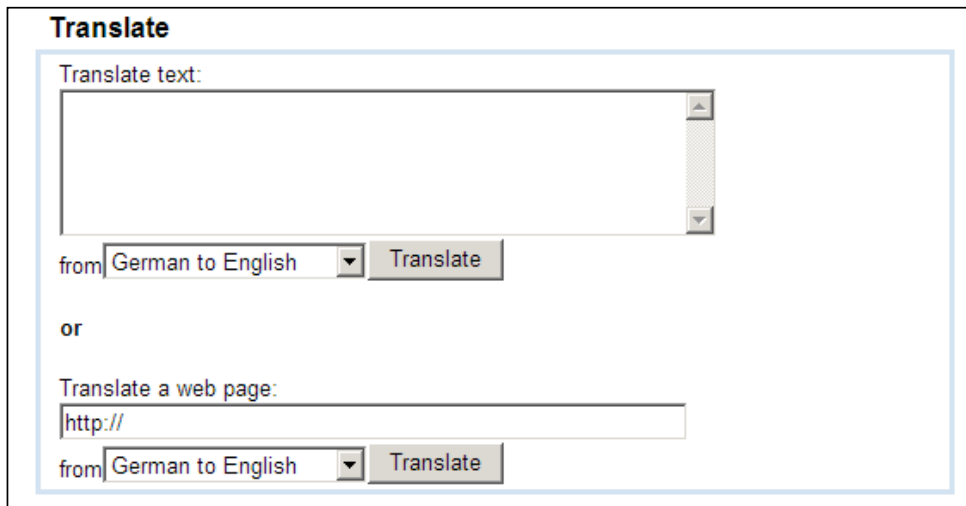
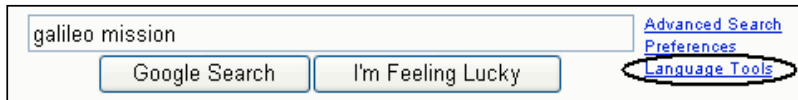
- [Translation and Language Tools](#)

Web pages are available in languages other than English.

Google provides a [translation link](#) to enable you to get the gist of pages written in some languages.



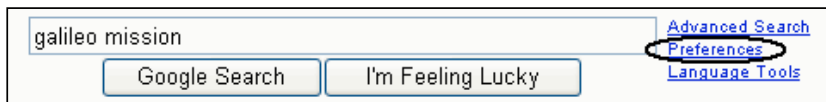
Want to translate some text or a web page? Try the [Translate feature](#) available from the [Language Tools](#) link on Google's home page.



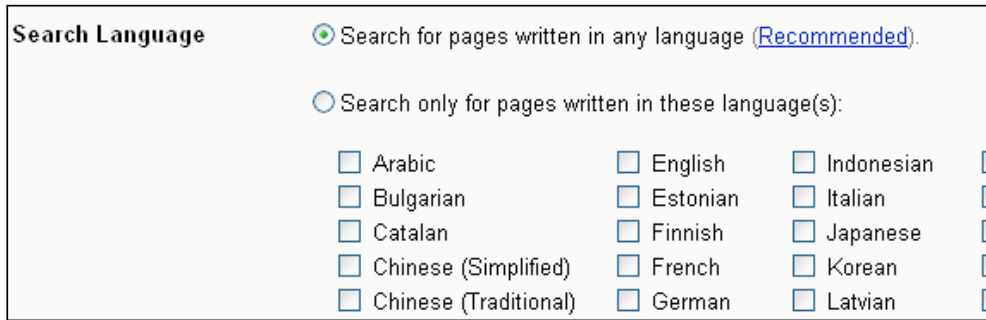
If you want to translate some text or a page into a language other than those Google Language Translation Tool offers, check out [Fagan Finder's Translation Wizard](#).

From the [Preferences](#) page, specify your global preferences, including

- **Interface Language:** the language in which Google will display tips, messages, and buttons for you
- **Search Language:** the language of the pages Google should search for you



You can restrict your searches to those pages written in the languages of your choice by setting the search language.

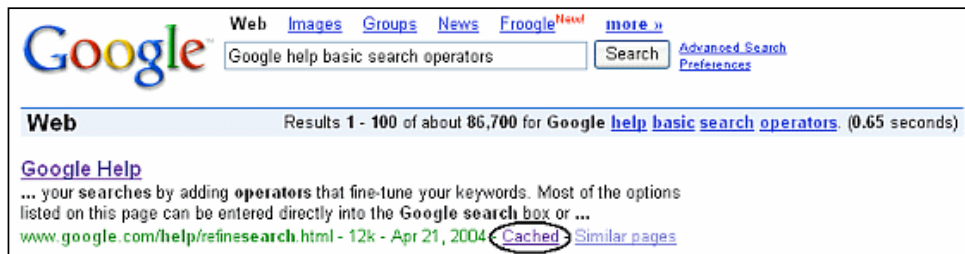


By default, Google Web search includes all pages on the Web.

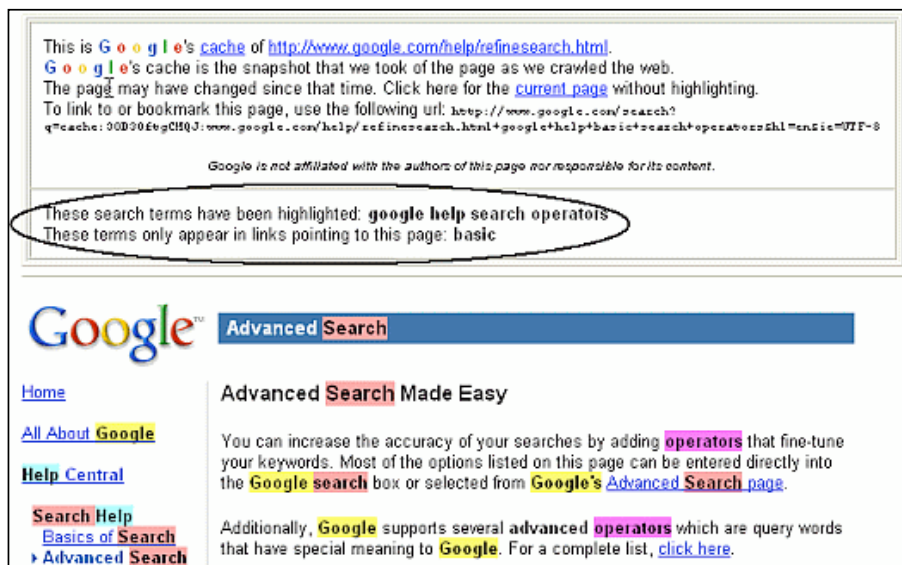
If you want to restrict results to a single language for a few queries, consider using the Language Tools menu option in the [Google Toolbar](#), the [Advanced Search page](#), or [Language Tools](#).

Where are your Search Terms on a Page?

When Google returns a link to a page that appears to have little to do with my query, or if I can't find the information I'm seeking on the current version of the page, I look at the cached version.



Click on the *Cached* link to view Google's cached version of the page with the query terms highlighted.



Note: Internet Explorer users may view results or a page with any word(s) highlighted, not just search terms, by using the [highlight feature of the Google Toolbar](#), which I mentioned above.

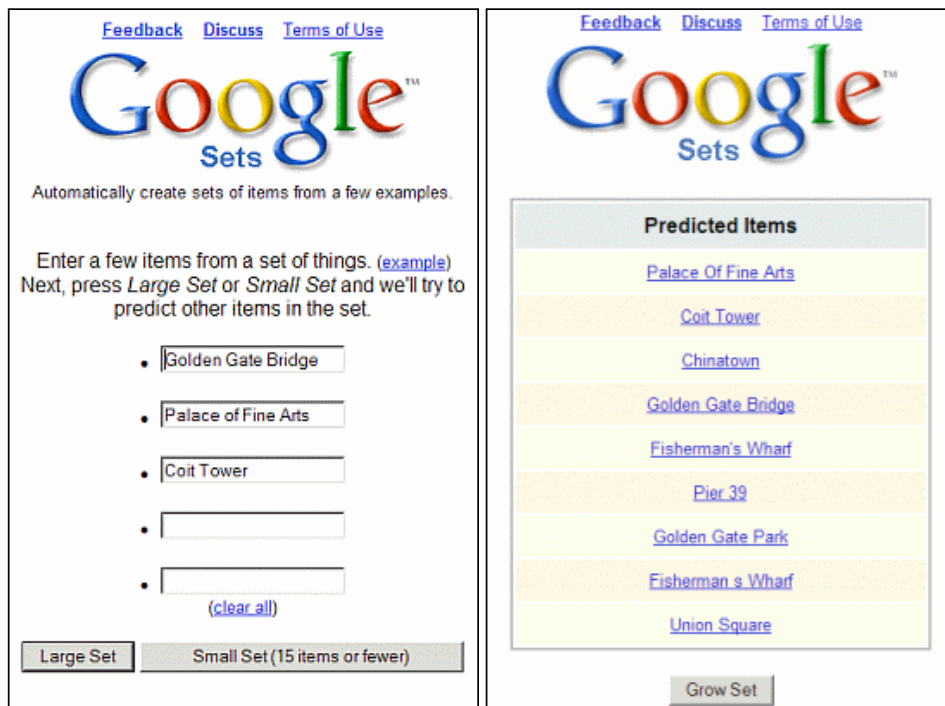


[Google Sets](#)

Google showcases some prototypes and products in development on the [Google Labs](#), the web site of Google's research group.

My favorite prototype is [Google Sets](#).

Enter a few items from a set of things.
 Google Sets will try to predict other items in the set.



I've used Google sets to find

- potential co-authors
- things to eat for breakfast

[Advertising](#)

I never would have imagined that I would be listing Google advertising among my favorite features. I'm both pleased as a user and as an advertiser. Ads have led me to useful information that I might not have otherwise found so easily and my ads have steered thousands of interested users to my Google tutorial for a minimal cost.

Google's approach to ads is similar to its approach to search results: the ads must deliver useful links, or the ads are removed.

- Ads must be relevant to your search.
- Ads must not distract (no pop-up or flashy ads).
- Sponsored links are clearly identified and kept separate from search results.

You can distinguish ads by their format and the label "Sponsored Link." Ads contain a title, a short description, and a web address (URL).

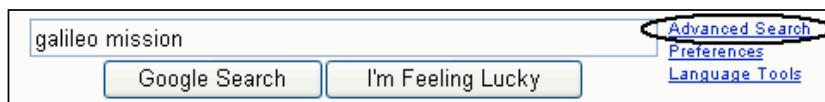


Want Power and Control?

Like a race car, there are special features if you want more control over your searches.

When you don't find what you're seeking, consider specifying more precisely what you want by using Google's [Advanced Search](#) feature, which

- is easy to use
- allows you to select or exclude pages with more precision than by only specifying search terms and basic operators (+, -, OR, ~, ..) in Google's standard search box.



You can specify most of the [Advanced Search](#) page options in a regular search box query by using *advanced operators*, i.e., query words that have special meaning to Google.

Want to see examples of advanced operators?

- Fill in the [Advanced Search](#) form.
- Now, look at the search box on the results page.
- Your query may now include [special notation](#) or special operators of the form **operator:value**.

Note: The colon following the operator name is mandatory.

[[head OR hair lice site:edu](#)]

[[link:www.pampmothersclub.org](#)]

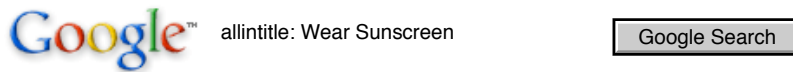
[[allintitle: child safety](#)]

[[swimming lessons -adult](#)]

[[wills estate planning filetype:pdf](#)]

Advanced operators allow more flexibility than the basic operators and the Advanced Search form.

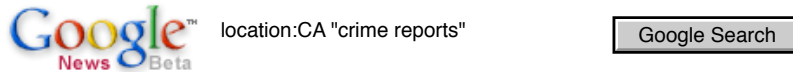
Find a page by its title.



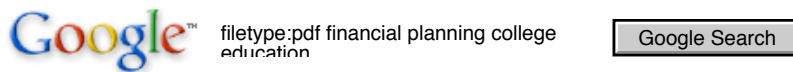
Find pages whose titles contain the word "security," with the word "e-mail" on the text of the page not on microsoft.com.



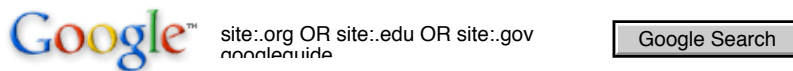
Find crime reports in California.



Find pdf documents with information about financial planning for a child's college education.



Search non-commercial organizations, educational, and government sites.



Find every page on a site that is included in Google's [index](#).



Learn about techniques used by hackers to exploit targets and find sensitive data and how to defend your own websites in Johnny Long's [Google Hacking Mini-Guide](#).

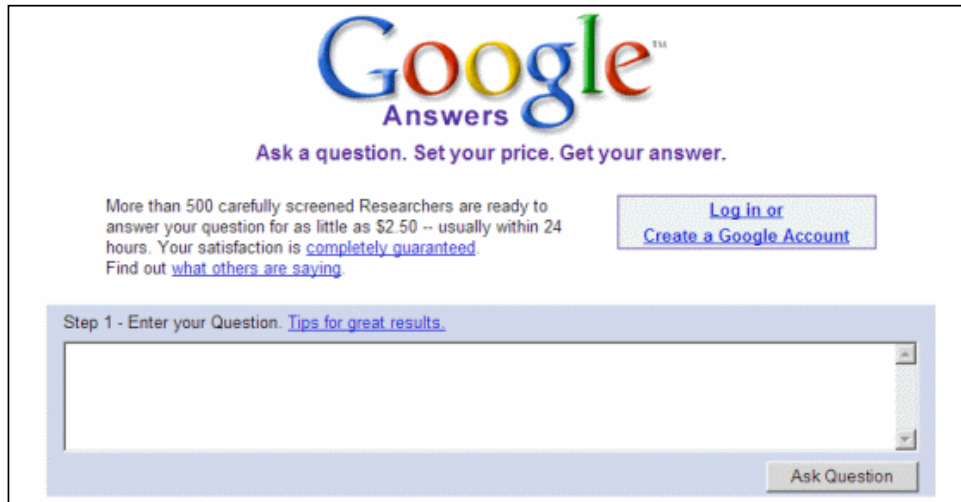
The [Google Guide Advanced Operator Quick Reference](#) (www.googleguide.com/advanced_operators_reference.html) provides a nice two-page summary of the search operators grouped by type.

There is an alphabetical list of the search operators in the [Using Search Operators \(Advanced Operators\)](#) section of Google Guide.

For tips on using one or more search operators in a query, see the last section in [Using Search Operators \(Advanced Operators\)](#).

[Can't Find What You Want? Try Google Answers](#)

Having trouble creating a query to find the information you seek? Don't have time to research the topic yourself? Consider asking [Google Answers](#), which, for a fee as little as US\$2.50, provides assistance from researchers with expertise in online searching.



Reluctant to use Google Answers? Think you can find the information you want if you search a bit longer? If you feel that way, you're not alone. Nevertheless, many people, including me, who have asked questions of Google Answers are now fans of the service. Not only has it saved me time, but the answers have been packed with useful information and links. It's a wonderful service that's well worth your checking out, whether you're a novice or an experienced searcher. I'm grateful to Google Answers researchers for their feedback and suggestions for improving Google Guide.

[Links to Other Useful Information](#)

Click on any of the following links for more on these topics.

- [Selecting Search Terms](#)
- [How Google Interprets a Query](#)
- [Refining a Query](#)
- [What Appears on the Results Page](#)
- [Getting to the Last Result](#)
- [When Google added features \(Feature History\)](#)
- [How Google Works](#)

For more features and services as well as how Google works, read Google Guide (www.googleguide.com) or [How to Do Everything with Google](#).

This page was last modified on Monday January 02, 2006.

[\[Home\]](#) [\[Intro\]](#) [\[Contents\]](#) [\[Print\]](#) [\[Favorites\]](#) [\[Query Input\]](#) [\[Understanding Results\]](#) [\[Special Tools\]](#) [\[Developing a Website\]](#) [\[Appendix\]](#)

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Google Search

Let me know your thoughts on Google Guide by emailing [nancy\(at\)googleguide.com](mailto:nancy(at)googleguide.com) (replace (at) by @).

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Google Guide

Making Searching Even Easier

Nancy Blachman nancy@googleguide.com

The fact that Nancy has been teaching Internet novices is apparent. She takes nothing for granted, and even includes tips on how to navigate a Web page. More savvy users may skip those sections, however, and focus on the practical examples and exercises. The absolutely best tutorial on how to use all of Google's potential. Easy to use, simple to navigate, this is a little jewel for both the novice and advanced search user.

--[Pandia: Search Engine News](#)

While the Google search instruction page is helpful, it's a rather bare bones approach, and your guide fills in the gaps. ... By having this tutorial available, you've saved folks lots of time trying to explain the search process. I'm glad your guide is available now and will recommend it to anyone new to the internet. I wish it had been available 5 years ago when I was a newbie.

--[voila-ga, Google Answers Researcher](#)

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Part I: Query Input

Google is easy to use, but the more you know about how it works, its features, its capabilities, and how it displays results, the better it can serve your needs.

In this segment, you will learn how to:

- [Enter a query](#)
- [Go directly to the first result](#)
- [Select search terms](#)
- [Interpret your query](#)
- [Craft your query by using special characters and operators](#)
- [Sharpen your query by using Google's Advanced Search form](#)
- [Use search operators \(Advanced Operators\)](#)

Entering a Query

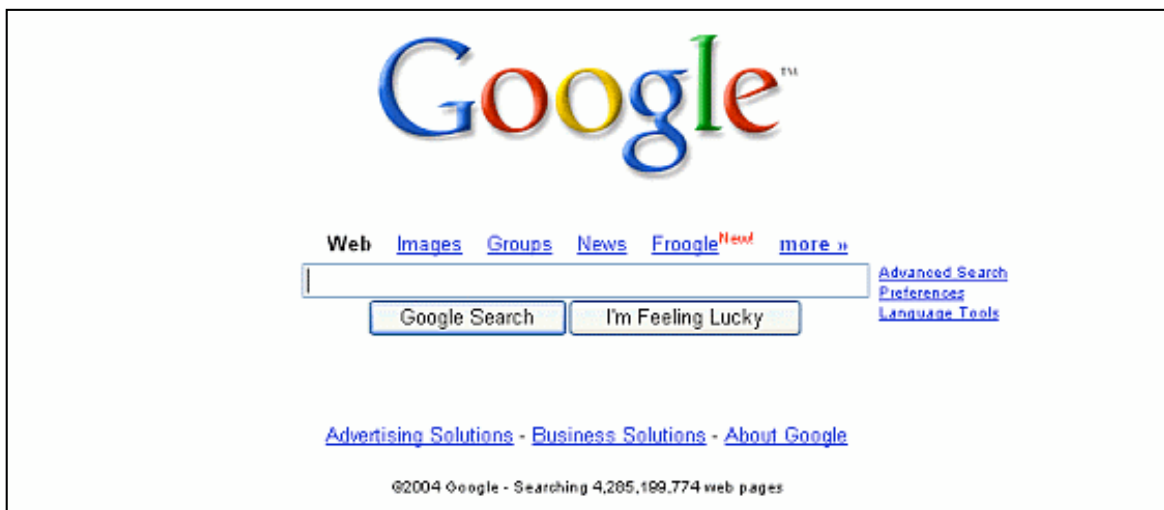
If you have little or no experience with Google, read on. Otherwise, skip to the next section, titled "[Go to the First Result](#)."

If your browser isn't pointing to Google, visit Google's home page by entering one of the following web addresses into your browser:

- <http://www.google.com/> (the full web address for Google)
- www.google.com (a common abbreviation for Google's web address)
- google.com (for lazy typists)
- google (works on some browsers for the laziest of typists)

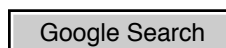
(When we refer to a web address in this tutorial, we omit the "http://" prefix. For a description of web addresses, see the section "[Anatomy of a Web Address](#)."

You may also have a bookmark or favorites entry for Google or a "Google" button on your browser window. No matter how you do it, you should see the Google home page with a search box:



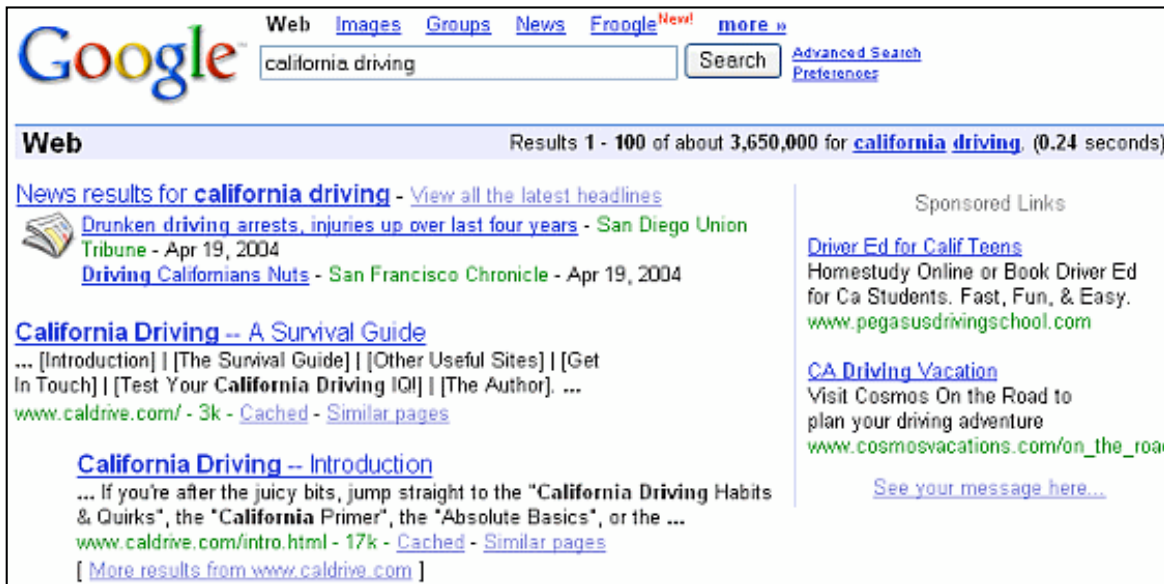
What is a *query*? It's a request for information from a search engine. A query consists of one or more words, numbers, or phrases that you hope you will find in the search results listings. In Google Guide, I sometimes call a query *search terms*.

To enter a query, type descriptive words into Google's search box. You can use either the search box on Google's home page (shown above) or the search box that always appears at the top of a Google results page (shown in the next screen shot). And for now, you can also use the search box we've provided. For practice, point to this box, click in it, and type the words [california driving]:



The previous example isn't just a picture of a search box. Now press the ENTER key or click on the "Google Search" button to view your search results. You'll get the Google results page for a search on the words "california" and "driving." The results include links to pages that match your query as well as relevant snippets (excerpts) with your search terms in boldface.

Feel free to change what's in the search box and run other searches. To come back to this tutorial, click your browser's "back" button (more than once, if needed).



The results page is full of information and links, most of which relate to your query. Results Google considers to be most relevant to your query are shown first. To the right of Google's search results appear sponsored links, which are paid advertisements.

The first line in each result is the page title. The title will be underlined, i.e., it's a link to the web page. You can click on the title to view that page. (The URL of the page is shown in green at the start of a line, near the end of the result.) Under the title are often excerpts, called *snippets*. Snippets include one or more of your query words shown in boldface. In our example, click on the link [California Driving — A Survival Guide](#) to view the corresponding California Driving Guide web page.

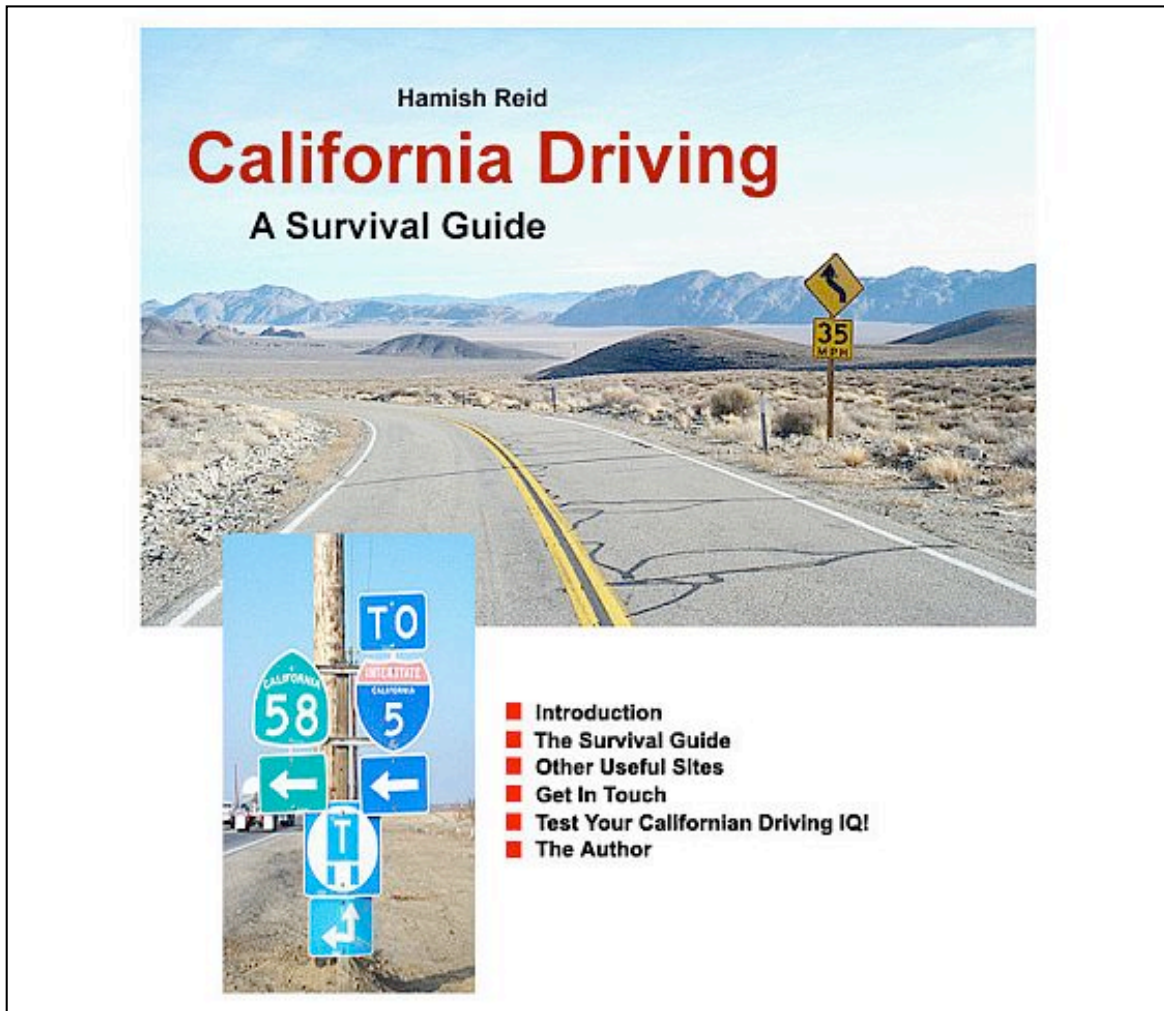
Your results for a search on "california driving" may be different from this screen shot because Google constantly searches the Web for new pages and adjusts its results algorithms.

Going Directly to the First Result

Click on the *I'm Feeling Lucky* button on Google's home page to go directly to the first result for your query. Instead of showing you a list of pages, Google sends you immediately to the result that may be most relevant to your query. For example, if you enter the query [california driving] (without the square brackets) and click the *I'm Feeling Lucky* button, Google may send you to the home page of Hamish Reid's wonderful California Driving Guide. (You may see another page if Google's first result has changed by the time you read this tutorial.) Then come back to this Google Guide page by clicking your browser's "back" button.



This example isn't just a picture of what a search box and the *I'm Feeling Lucky* button look like. In this example and in others like it throughout this tutorial, you can edit what's in the search box and run different searches.



The *I'm Feeling Lucky* button can save you the time it takes to review your results and then click on the first one. Use it when you're confident the page you want is the best fit for your query, which is usually the case when you're seeking *very* popular pages. For example, it's a safe bet that an *I'm Feeling Lucky* search for "Paul McCartney" (one of The Beatles) will send you to his home page www.paulmccartney.com.

Note: I'm Feeling Lucky doesn't consider the various sponsored links on the first results page, which are paid advertisements, when deciding where to take you. In other words, the *I'm Feeling Lucky* button will send you to what Google considers the most relevant result that is not a paid advertisement.

In the Section after the Exercises, we'll look at how to select search terms.

Exercises

These problems give you experience with entering a query. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Point your browser to Google's home page by visiting www.google.com. Find Google tutorials by typing [google tutorial] (without the square brackets) into Google's search box and then clicking the "Google Search" button. Click on the link for Google Guide.

2. After completing the previous exercise, click the back button on your browser twice to return to Google's home page and then search again for [google tutorial] (without the square brackets). Click on the *I'm Feeling Lucky* button.
3. What is the difference between the results of the previous two exercises?
4. Point your browser to Boogle's home page by visiting www.boogle.com. In addition to offering the same search capabilities as Google, Boogle includes an interesting quote.
5. Find recipes for chocolate souffle by typing [chocolate souffle recipes] (without the square brackets) into Boogle's search box and then clicking the "Google Search" button.
6. After completing the previous exercise, go back to the Boogle home page. (If you still have the same window open, use its back button to go back. Otherwise, click on www.boogle.com.) Then search again for [chocolate souffle recipes] (without the square brackets). Click on the *I'm Feeling Lucky* button.

Selecting Search Terms

The search terms you enter and the order in which you enter them affect both the order and pages that appear in your search results. In the examples below, click on the similar ways of specifying various searches and note how the results differ.

For simplicity sake, this tutorial uses square brackets to denote Google's search box. For example, to search for a cheap hotel in Mykonos, I'll put the words "cheap," "hotel," and "Mykonos" in square brackets, [cheap hotel Mykonos], to indicate you should type those three words in Google's search box. You should not type the brackets, although Google will ignore them if you do type them.

Furthermore, in the examples that follow, each set of search terms is linked to the results of a Google search on those terms. So clicking on [[cheap Mykonos hotel](#)] returns the Google results page for a search on those three words.

Use words likely to appear on the pages you want.

[[salary negotiation tips](#)]

[[sciatica](#)]

[[window treatments](#)]

Avoid using a question as a query. For example, the query, [[where do I apply for a passport in New Zealand](#)], instructs Google to find pages containing all the terms. Such a query won't necessarily find pages answering your question. A better query might be [[passport apply New Zealand](#)].

USE [[passport apply New Zealand](#)]

NOT [[where do I apply for a passport in New Zealand](#)]

When Google detects very common words such as *where*, *do*, *I*, *for*, and *a*, known as [stop words](#), it ignores them so Google may return relevant results. If you're seeking pages that include a stop word, e. g., "how the west was won," learn how to force Google to search for a [complete phrase](#) or a [specific](#)

[word](#) in the section [Crafting Your Query](#).

Avoid using words that you might associate with your topic, but you wouldn't expect to find on the designated page(s). For example, queries that include "articles about," "discussion of," "documentation on," and "pages about" are likely to return fewer results since information on the web is rarely labeled with such terms.

USE [[lasik eye surgery](#)]

NOT [[documentation on lasik eye surgery](#)]

USE [[jobs product marketing Sunnyvale](#)]

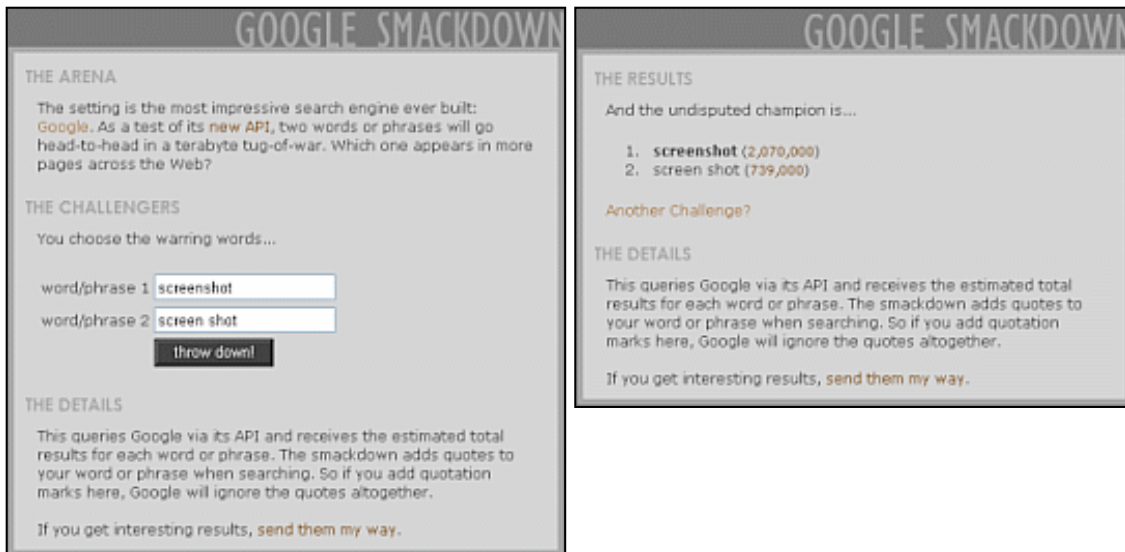
NOT [[listings of product marketing jobs in Sunnyvale](#)]

Suppose you want to know how old someone is, such as Nelson Mandela (the former President of South Africa). Pages with "birthday" or "age" might be more than a year old. Searching for pages that include "Nelson Mandela" and "born" are likely to include either "Nelson Mandela born" or "Nelson Mandela was born" followed by his birth date. You can figure out his age from knowing when he was born.

USE [[Nelson Mandela born](#)]

NOT [[Nelson Mandela birthday](#)] nor [[Nelson Mandela age](#)]

Not sure what word or phrase is likely to appear on pages you want? Consider running a word or phrase popularity contest with [Google Smackdown](#), which you can find at www.onfocus.com/googlesmack/down.asp. This third-party application reports which of two terms or phrases Google estimates to be more prevalent on the web (actually on more web pages that Google has included in its index).



Although not as popular according to Google Smackdown, in Google Guide I use "screen shot" because it's in my online dictionary and "screenshot" isn't.

Note: The section [How Google Works](#) describes how Google finds web pages and constructs an index.

Be specific: Use more query terms to narrow your results.

It's better to use a more precise, less ambiguous term than a common one to "flesh out the topic by including facets that interest you," notes Ned Fielden in his book *Internet Research, Second Edition* (McFarland & Company, 2001).

Does your query have enough specific information for Google to determine unambiguously what you're seeking? If your query is too vague, it's unlikely to return relevant results. Consider, for example, the query [[java](#)]. What do you suppose Google includes in the first page of results? An island in Indonesia? A beverage consisting of an infusion of ground coffee beans? A computer network-oriented platform-independent programming language developed by Sun Microsystems?

USE [[Java Indonesia](#)], [[java coffee](#)], or [[java programming language](#)]
NOT [[java](#)]

How can you come up with more specific search terms? What do you know about the topic? Consider answers to the questions, who?, what?, where?, when?, why?, and how?

When you search for [[Tom Watson](#)], on the first page of results you may get references to a member of Parliament, the golfer, the IBM executive, and a Populist Party candidate for President in 1900 and 1904. If you're searching for something that could return many different types of results, you should add a term that distinguishes among them. This way you'll get only results about the specific Tom Watson you're interested in.

USE [[Tom Watson MP](#)], [[Tom Watson golf](#)], or [[Tom Watson IBM](#)]
NOT [[Tom Watson](#)]

USE [[baby development](#)] or [[baby milestones](#)]
NOT [[babies](#)]

USE [[Betty Ford Center drug addiction](#)]
NOT [[Ford Center](#)]

Note: [Google limits queries to 32 words](#).

Be brief.

For best results, use a few precise words. For example, a program on quitting smoking is more likely to include the terms "quit smoking program" than the words "program on quitting tobacco cigarette smoking addiction."

USE [[quit smoking program](#)]
NOT [[program on quitting tobacco cigarette smoking addiction](#)]

You don't have to correct your spelling.

There's a good chance that Google will recognize your mistakes and suggest an alternative more common spelling, usually faster than you can look up the term in an online dictionary.

When you enter: [[Anna Kornikova tennis](#)]

Google responds: Did you mean: [Anna *Kournikova* tennis](#)

Note: Before clicking on Google's suggested spelling, consider whether it's what you want. Spelling checkers, like people, make mistakes.

For more information on Google's spelling correction system, see the section [Spelling Corrections](#).

Note: Even if you use the search tips described in Google Guide, you won't be able to access authoritative information that's available offline, e.g., old reference books, or is stored in specialized databases. For such information is not currently searchable with Google.

Next we'll look at how Google interprets your query.

For more information on the basics of Google search, visit www.google.com/help/basics.html.

Exercises

These problems give you practice in selecting search terms. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find a page with "Google doodle."
2. Find the Dilbert cartoon that Scott Adams developed by using Google's logo.
3. What's Google's history?
4. Find contact information for your representative(s), e.g., senator, congresswoman (or congressman), or member of Parliament.
5. How long did it take the first person to cross the United States by car and in what year was it first done?
6. In the summer of 1997, an email message was widely circulated featuring the text of a "commencement speech" purportedly given by Kurt Vonnegut at MIT. The imaginary speech began "Wear sunscreen." What's the story behind this email hoax? What did this funny well-written fantasy "commencement speech" say?
7. Learn about the recommended tours of the Hearst Castle.
8. Find a recipe for lamb with mint sauce.

Interpreting Your Query

Understanding how Google treats your search terms will help you devise effective queries and revise ineffective ones.

Google returns only pages that match *all* your search terms.

A search for [[compact fold-up bicycle](#)] finds pages containing the words "compact" *and* "fold-up" *and* "bicycle." Because you *don't* need to include the word AND between your terms, this notation is called an *implicit AND*.

[[compact fold-up bicycle](#)]

Because of implicit AND, you can focus your query by adding more terms.

[[compact lightweight fold-up bicycle](#)]

Note: If you want pages containing *any* (instead of all) of your search terms, use the [OR operator](#), which is described in the next section *Crafting Your Query*.

Note: Google sometimes returns pages that don't contain your query terms, as you can see in the [example](#) in the *Cached Pages* section in Part II. Google returns pages in which your query terms are included in the link text (interpreted as a description) to another page or place on the page, more commonly referred to as the [anchor text](#) of a link pointing to the page.

Google returns pages that match your search terms exactly.

In his book *Internet Research, Second Edition* (McFarland & Company, 2001), Ned Fielden notes "Google simply matches strings of characters together and doesn't currently base inferences on uses of the language. Although this searching method has some drawbacks, it harnesses one of the fabulous powers of computers, [the ability] to sift through enormous heaps of data quickly and accurately."

If you search for ...	Google won't find ...
cheap	inexpensive
tv	television
effects	influences
children	kids
car	automobile
Calif OR CA	California
NYC	New York City

Google returns pages that match variants of your search terms.

The query [[child bicycle helmet](#)] finds pages that contain words that are similar to some or all of your search terms, e.g., "child," "children," or "children's," "bicycle," "bicycles," "bicycle's," "bicycling," or "bicyclists," and "helmet" or "helmets." Google calls this feature *word variations* or *automatic stemming*. Stemming is a technique to search on the stem or root of a word that can have multiple endings.

If you only want to search for pages that contain some term(s) exactly, precede each such term with a [plus sign \(+\)](#) or enclose more than one term in [quotes \(""\)](#).

Google doesn't match variants when your query consists of a single term.

Note: When you want synonyms or variants that Google doesn't find, consider using either the [OR](#) or [tilde](#) operator, which is described in the next section [Crafting Your Query](#).

Google ignores some common words called "stop words," e.g., *the, on, where, how, de, la, as* well as certain single digits and single letters.

Stop words tend to slow down your search without improving the results. Google will indicate if a stop word has been excluded on the results page below the search box.

[[lyrics to the Dixie Chicks' songs](#)]



Note: Use the [+ operator](#) or enclose more than one term in [quotes \(" "\)](#) to force Google to include terms it would otherwise ignore. I describe these basic operators and others in the next section, [Crafting Your Query](#).

If your query consists only of common words that Google normally ignores, Google will search for pages that match all the terms.

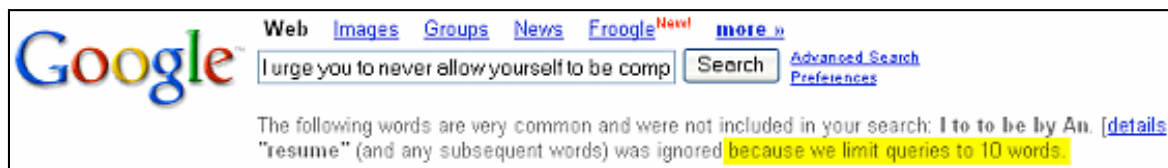
[[the who](#)]

Note: Find more pages mentioning the rock band *The Who* by entering [["the who"](#)], a notation you'll learn about in the next section [Crafting Your Query](#).

Google limits queries to 32 words.

Google will indicate in a message below the query box at the top of the page if your query exceeds the 32-word limit. The 32-word limit applies to search terms and operators but not [stop words](#).

The limit was previously 10 words, as shown in the following image.



The following query finds sites that have included [Google Guide's description of how Google works](#).

[["Google consists of three distinct parts, each of which is run on a distributed network of thousands of](#)

[low-cost computers and can therefore carry out fast parallel processing. Parallel processing is a method of computation in which many calculations can be performed simultaneously, significantly speeding up data processing." \]](#)

Google favors results that have your search terms near each other.

Google considers the proximity of your search terms within a page. So the query [[snake grass](#)] finds pages about a plant of that name, while [[snake in the grass](#)] tends to emphasize pages about sneaky people. Although Google ignores the words "in" and "the," (these are [stop words](#)), Google gives higher priority to pages in which "snake" and "grass" are separated by two words.

[[snake grass](#)]

[[snake in the grass](#)]

Google gives higher priority to pages that have the terms in the same order as in your query.

Consequently, you should enter search terms in the order in which you would expect to find them on the pages you're seeking. A search for [[New York library](#)] gives priority to pages about New York's libraries. While the query [[new library of York](#)] gives priority to pages about the new libraries in York.

[[New York library](#)]

[[new library of York](#)]

Google is NOT case sensitive; it shows both upper- and lowercase results.

Ignoring case distinctions increases the number of results Google finds. A search for [[Red Cross](#)] finds pages containing "Red Cross," "red cross," or "RED CROSS."

[[Red Cross](#)], [[red cross](#)], and [[RED CROSS](#)] return the same results.

There is no way to instruct Google to pay attention to case distinctions, e.g., you can't tell Google to find only occurrences of "Red Cross" where the first letter of each word is capitalized.

Note: The words "[OR](#)" and "[AND](#)" have special meanings if entered in uppercase letters.

Google ignores some punctuation and special characters, including ! ? , . ; [] @ / # < > .

Because punctuation is typically not as important as the text around it, Google ignores most punctuation in your search terms. There are exceptions, e.g., C++ and \$99. Mathematical symbols, such as /, <, and >, are not ignored by [Google's calculator](#).

[[Dr. Ruth](#)] returns the same results as [[Dr Ruth](#)]

What if you're seeking information that includes punctuation that Google ignores, e.g., an email address? Just enter the whole thing including the punctuation.

[[info@amazon.com](#)]

Be aware that web pages sometimes camouflage email addresses to make collecting such information difficult for spammers. For example, on some sites you'll find the @ sign in an email address replaced with the word "at."

Now we'll look at some special characters that Google doesn't ignore.

A term with an apostrophe (single quotes) doesn't match the term without an apostrophe.

A query with the term "[we're](#)" returns different results from a query with the term "[were](#)."

[[we're](#)] matches "we're" but not "were"

[[were](#)] matches "were" but not "we're"

Because some people spell hyphenated words with a hyphen and others with a space, Google searches for variations on any hyphenated terms.

When Google encounters a hyphen (-) in a query term, e.g., [[part-time](#)], it searches for:

- the term with the hyphen, e.g., part-time
- the term without the hyphen, e.g., parttime
- the term with the hyphen replaced by a space, e.g., part time

[[part-time](#)] matches "part-time," "part time," and "parttime"

[[part time](#)] matches "part-time" and "part time", but

["[part time](#)"] (with [quotes](#)) is better for space-separated words

[[e-mail](#)] matches "e-mail," "email," and "e mail"

[[email](#)] matches "email"

Note: Google may search for variations of your query terms that are included in the online dictionary that Google uses.

[[non profit](#)] matches "non-profit," "nonprofit," and "non profit"

If you aren't sure whether a word is hyphenated, go ahead and search for it with a hyphen.

The following table summarizes how Google interprets your query.

Search Behaviors	Descriptions
Implicit AND	Google returns pages that match <i>all</i> your search terms. Because you don't need to include the logical operator AND between your terms, this notation is called an implicit AND.
Exact Matching	Google returns pages that match your search terms exactly.
Word Variation Automatic Stemming	Google returns pages that match variants of your search terms.

Common-Word Exclusion	Google ignores some common words called "stop words," e. g., the, on, where, and how. Stop words tend to slow down searches without improving results.
32-Word Limit	Google limits queries to 32 words.
Term Proximity	Google gives more priority to pages that have search terms near each other.
Term Order	Google gives more priority to pages that have search terms in the same order as the query.
Case Insensitivity	Google is case-insensitive; it shows both upper- and lowercase results.
Ignoring Punctuation	Google ignores most punctuation and special characters including , . ; ? [] () @ / * < >

Next we'll look at how to fine-tune your query.

For more information on the basics of Google search, visit www.google.com/help/basics.html.

Exercises

These problems are intended to help you understand how Google interprets your search terms. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Indicate which queries would match a page containing "GoogleGuide."

[guide] [goog] [googleguide] [GoogleGuide] [google]

2. What is the usual percentage gratuity (tip) to give in a big city in the United States to a person who provides take-out service, i.e., gives you your orders and accepts payment for the food?
3. Indicate which words the following queries will find:

[year-end] year-end year end yearend
 [year end] year-end year end yearend
 [yearend] year-end year end yearend

4. Which queries would you predict to be most likely to find sites with discounted designer linens?

[discounted designer linens]
 [discount designer linen]
 [designer linen discount]
 [linen designer discount]
 [linen discounted design]

5. With the following queries, is Google doing stemming, i.e., matching variations of the search terms?

[[color printer](#)]

[[color printers](#)]
 [[color printer OR printers](#)]

6. Why doesn't the query [Be Manual] include any results about the Be operating system?

Crafting Your Query by using Special Characters

By using special characters and operators, such as [+](#), [-](#), [~](#), [..](#), [OR](#), and [quotation marks](#), you can fine-tune your search query and increase the accuracy of its results.

To search for a phrase, a proper name, or a set of words in a specific order, put them in double quotes.

A query with terms in quotes finds pages containing the exact quoted phrase. For example, ["[Larry Page](#)"] finds pages containing exactly the phrase "Larry Page." So this query would find pages mentioning Google's co-founder Larry Page, but *not* pages containing "Larry has a home page," "Larry E. Page," or "Congressional page Larry Smith." The query [[Larry Page](#)] (without quotes) would find pages containing any of "Larry Page," "Larry has a home page," or "Congressional page Larry Smith."

["[Larry Page](#)"]
 [[Larry Page](#)]

A quoted phrase is the most widely used type of special search syntax.

["[close your eyes and I'll kiss you](#)"]
 ["[what you're looking for is already inside you](#)" Anne Lamott speech]

Use quotes to enter proper names.

["[Julia Robinson](#)"]
 ["[Rio de Janeiro](#)"]

Find recommendations by searching for pages containing lists.

["[favorite movies](#)"]
 ["[best non-fiction books](#)"]

Google will search for common words ([stop words](#)) included in quotes, which it would otherwise ignore.

USE ["[to be or not to be](#)"]
 NOT [[to be or not to be](#)]

USE ["[how to change oil](#)"]
 NOT [[how to change oil](#)]

Google doesn't perform [automatic stemming](#) on phrases, i.e., searching for pages that match variants of any of your search terms, which I described in the previous section Interpreting Your Query. For

example, if you want to see pages that mention only one favorite book rather than lists of favorite books, enclose your search terms in quotes.

[["favorite book"](#)]

Some teachers use quoted phrases to detect [plagiarism](#). They copy a few unique and specific phrases into the Google search box, surround them with quotes, and see if any results are too similar to their student's supposedly original work. Find ways to detect and prevent plagiarism.

[["ways to detect plagiarism"](#)]

[["how to detect plagiarism"](#)]

You may include more than one quoted string in a query. All quoted query phrases must appear on a result page; the implied AND works on both individual words and quoted phrases. The following search would find pages containing both of the phrases "The Cat in the Hat" and "Green Eggs and Ham":

[["The Cat in the Hat" "Green Eggs and Ham"](#)]

Note: In the section Using Search Operators, you'll learn how to find a page by [specifying its title](#).

Force Google to include a term by preceding the term with a "+" sign.

To force Google to search for a particular term, put a + sign operator in front of the word in the query. Note that you should not put a space between the + and the word. So, to search for the satirical newspaper *The Onion*, use [[+The Onion](#)], not [[+ The Onion](#)].

The + operator is typically used in front of stop words that Google would otherwise ignore or when you want Google to return only those pages that match your search terms exactly. However, the + operator can be used on any term.

Want to learn about Star Wars Episode One? "I" is a stop word and is not included in a search unless you precede it with a + sign.

USE [[Star Wars +I](#)]

NOT [[Star Wars I](#)]

Google excludes common words in English and in other languages, such as "la" (which means "the" in Spanish) and "de" (which means "of" in French, Spanish, Italian, and Portuguese). So if Google ignores a term critical to your search, e.g., LA (common abbreviation for Los Angeles), put a + sign in front of it.

USE [[jobs in central +LA California](#)]

NOT [[jobs in central LA California](#)]

The query [[jobs in central LA California](#)] finds jobs in central California, since the term "LA" is ignored because it's a stop word. Central California is at least a hundred miles (160 km) from central Los Angeles.

Disable [automatic stemming](#), i.e., searching for pages that match variants of your search term(s), by

preceding each term that you want to be matched exactly with the + operator. For example, if you want to see only pages mentioning one favorite book rather than lists of favorite books, precede the word "book" by a + sign.

[[favorite +book](#)]

Google will search for "favourite" as well as "favorite." To prevent this, precede the word "favorite" by a + sign.

[[+favorite +book](#)]

What if you're looking for a string that contains a "+" sign? Though the character has special meaning, Google gives special attention to very common terms that include it, e.g., C++ (the name of a widely used computer language).

[[C++](#)]

Precede each term you do *not* want to appear in any result with a "-" sign.

To find pages *without* a particular term, put a -sign operator in front of the word in the query. The -sign indicates that you want to subtract or exclude pages that contain a specific term. Do not put a space between the -and the word, i.e., use [[dolphins -football](#)] not [[dolphins - football](#)].

So, to search for a twins support group in Minnesota, but not return pages relating to the Minnesota Twins baseball team:

USE [[twins support group Minnesota -baseball](#)]

NOT [[twins support group Minnesota](#)]

No pages containing the word "baseball" will be returned by the first query.

Find pages on "salsa" but not the dance nor dance classes.

USE [[salsa -dance -class](#)]

NOT [[salsa](#)]

Find synonyms by preceding the term with a ~, which is known as the tilde or synonym operator.

The tilde (~) operator takes the word immediately following it and searches both for that specific word and for the word's synonyms. It also searches for the term with alternative endings. The tilde operator works best when applied to general terms and terms with many synonyms. As with the + and - operators, put the ~ (tilde) next to the word, with no spaces between the ~ and its associated word, i.e., [[~lightweight laptop](#)] not [[~ lightweight laptop](#)].

Why did Google use tilde? In math, the "~" symbol means "is similar to". The tilde tells Google to search for pages that are synonyms or similar to the term that follows.

[[~inexpensive](#)] matches "inexpensive," "cheap," "affordable," and "low cost"

[[~run](#)] matches "run," "runner's," "running," as well as "marathon"

Looking for a guide, help, tutorial, or tips on using Google?

[[google ~guide](#)]

Interested in food facts as well as nutrition and cooking information?

[[~food ~facts](#)]

The synonym operator tends not to work well on well-defined terms.

[[~cockroach](#)]

If you don't like the synonyms that Google suggests when you use the ~ operator, specify your own synonyms with the **OR** operator, which I describe next.

Note: Google offers a link to a [dictionary and a thesaurus](#).

Specify synonyms or alternative forms with an uppercase **OR** or **|** (vertical bar).

The **OR** operator, for which you may also use **|** (vertical bar), applies to the search terms immediately adjacent to it. The first and second examples will find pages that include either "Tahiti" or "Hawaii" or both terms, but not pages that contain neither "Tahiti" nor "Hawaii." The third and fourth examples will find pages that contain any one, two, or all three of the terms "blouse," "shirt," and "chemise."

[[Tahiti OR Hawaii](#)]

[[Tahiti | Hawaii](#)]

[[blouse OR shirt OR chemise](#)]

[[blouse | shirt | chemise](#)]

Note: If you write OR with a lowercase "o" or a lowercase "r," Google interprets the word as a search term instead of an operator.

Note: Unlike OR, a **|** (vertical bar) need not be surrounded by spaces.

[[bicycle|cycle](#)]

Use quotes (" ") to group compound words and phrases together.

[[filter OR stop "junk email" OR spam](#)]

[["New Zealand" OR "Ivory Coast" holiday OR vacation package](#)]

[Google considers terms with accents different from those without](#). For example, Google interprets "côte" and "cote" as different terms and indexes them separately. To ensure that you retrieve many relevant pages, include all possible spellings separated by OR.

[["Ivory Coast" OR "Côte d'Ivoire" OR "Cote d'Ivoire"](#)]

Note: If your keyboard doesn't have a particular character, consider entering your query on Fagan Finder's [Google Ultimate Interface](#), a third party application. Alternatively on Windows systems, try the *Character Map program* (it's often on the *Start Menu* under *Accessories*). It lets you click on accented characters that you can then copy and paste into the Google search box in your browser.



Specify that results contain numbers in a range by specifying two numbers, separated by two periods, with no spaces.

For example, specify that you are searching in the price range \$250 to \$1000 using the number range specification [\\$250..\\$1000](#).

[[recumbent bicycle \\$250..\\$1000](#)]

Find the year the Russian Revolution took place.

[[Russian Revolution 1800..2000](#)]

This table summarizes how to use the basic search operators, described on this page. You may include any of these operators multiple times in a query.

Notation	Find result	Example
terms1 terms2	with both <i>term1</i> and <i>term2</i>	[carry-on luggage]
term1 OR term2 term1 term2	with either <i>term1</i> or <i>term2</i> or both	[Tahiti OR Hawaii] [Tahiti Hawaii]
+term	with <i>term</i> (The + operator is typically used in front of stop words that Google would otherwise ignore or when you want Google to return only pages that match your search terms exactly. However, the + operator can be used on any terms.)	[+i spy]
-term	without <i>term</i>	[twins minnesota -baseball]
~term	with <i>term</i> or one of its synonyms (currently supported on Web and Directory search)	[google ~guide]
number1..number2	with a number in the specified range	[annual report 2000..2003]

<u>"phrase"</u>	with the exact <i>phrase</i> , a proper name, or a set of words in a specific order	["I have a dream"] ["Rio de Janeiro"]
-----------------	---	--

Queries that use this special notation may also be entered by using Google's [Advanced Search](#), which we'll look at next.

Exercises

This problem set is designed to give you practice in refining your queries and in using Google's commands with special notation. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find the Google "cheat sheet" that lists search operators and services.
2. How long before you go outside should you apply sunscreen?
3. Find advice on writing a will.
4. Search for your own name. Does Google find any references to you or a namesake?

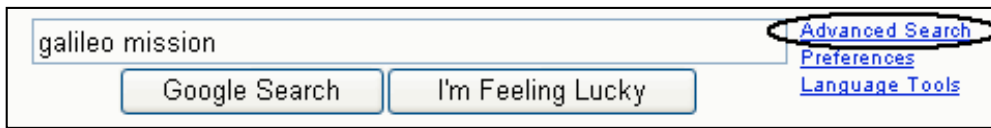
See if there is any difference in your results if you type a period (.) between your names rather than enclosing your name in quotes and if you just enter the opening quote, i.e., compare the results from [Nancy.Blachman], ["Nancy Blachman"], and ["Nancy Blachman"].

5. Find pages on daily life in Afghanistan that do not mention war or the Taliban.
6. What is the history of the McIntosh Apple (the fruit), not the computer?
7. Find the terms that Google considers approximately equivalent to the term "cheap."
8. Find the terms that Google considers approximately equivalent to the term "volunteer."
9. Find today's weather forecast/condition.
10. Find recipes for zucchini, also known as courgette in the UK and France.
11. Find studio apartments for rent in Minneapolis or St. Paul, Minnesota.
12. Find Iranian restaurants in New Jersey and New York.
13. Why does the query [["the who"](#)] give more priority to results about the rock band *The Who* than the query [[the who](#)] but return significantly fewer results?

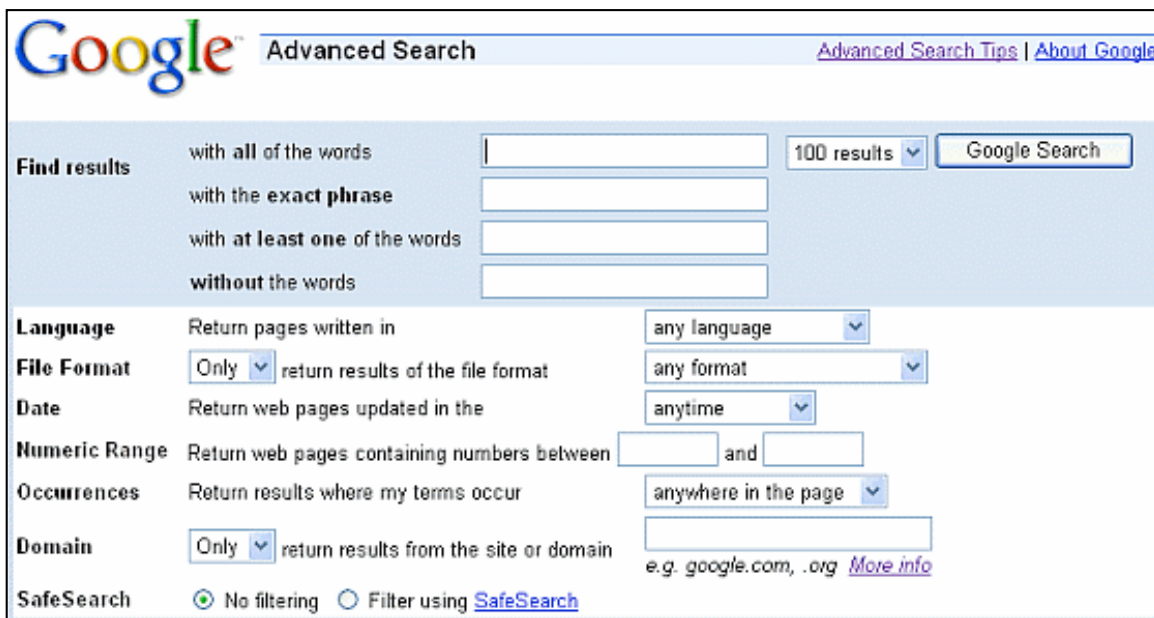
Sharpening Your Query by using Google's Advanced Search Form

When you don't find what you're seeking, consider specifying more precisely what you want by using Google's Advanced Search feature. Don't be frightened by the name "Advanced Search"; it's easy to

use, and it allows you to select or exclude pages with more precision than Google's standard search box. Click on the [Advanced Search](#) link at the right of Google's search box.



or visit www.google.com/advanced_search and fill in the form. The Advanced Search form is automatically filled in with appropriate information from your previous query — if you entered a query just before you clicked on the Advanced Search link. If you searched for a phrase, the phrase appears in the [phrase search box](#). If you restricted your search to a specific site or domain, the domain appears in the [domain box](#).



Filling in the top portion of the Advanced Search form is an easy way to write restricted queries without having to use the " , " +, -, OR notation discussed in the previous section [Crafting Your Query](#).

Advanced Search Find results	Basic Search Example	Basic Search Find results
with all of the words	[tap dance]	with all search terms
with the exact phrase	[" tap dance "]	with terms in quotes in the specified order only
without the words	[tap -dance] [-tap dance]	including none of the terms preceded by a -
with at least one of the words	[tap OR ballet]	with at least one of the terms adjacent to OR

Let's look at some examples. If you click on the screen shots in this section, you'll be taken to the

results of running the corresponding search.

- To find tutorial introductions to Google, specify [google] in the top field (find results with **all** the words), and [tutorial guide intro introduction] in the third field (find results with **at least one** of the words).

Find results	with all of the words	<input type="text" value="google"/>	10 results ▾
	with the exact phrase	<input type="text"/>	Google Search
	with at least one of the words	<input type="text" value="tutorial guide intro introduction"/>	
	without the words	<input type="text"/>	

Note: Instead of specifying your own synonyms for tutorial, you can instruct Google to suggest its own by using the tilde operator, [[google ~tutorial](#)] or [[google ~guide](#)]. See [Crafting Your Query](#).

- Find how to export addresses from a Palm address book to print labels.

Find results	with all of the words	<input type="text" value="Palm address book"/>	10 results ▾
	with the exact phrase	<input type="text" value="print labels"/>	Google Search
	with at least one of the words	<input type="text"/>	
	without the words	<input type="text"/>	

The next part of the Advanced Search page lets you restrict the types of pages listed in your search results.

Language	Return pages written in	<input type="text" value="any language"/>
File Format	<input type="text" value="Only"/> return results of the file format	<input type="text" value="any format"/>
Date	Return web pages updated in the	<input type="text" value="anytime"/>
Occurrences	Return results where my terms occur	<input type="text" value="anywhere in the page"/>
Domain	<input type="text" value="Only"/> return results from the site or domain	<input type="text"/> e.g. google.com, .org More info
Safe Search	<input checked="" type="radio"/> No filtering <input type="radio"/> Filter using SafeSearch	

Next we'll look at each part of the form. If you want to jump ahead to a particular part, though, choose it from this list:

- [Language](#)
- [File Format](#)
- [Date](#)
- [Numeric Range](#)
- [Occurrences](#)

- [Domain](#)
- [Usage Rights](#)
- [SafeSearch](#)
- [Similar Pages](#)
- [Linking Pages](#)

Now a detailed description of each part of the Advanced Search page:

- **Language:** limit results to pages written in a specific language. For example, find pages in Spanish with recommendations for hotels in Andalucía, Spain.



If you always want only results in a certain language or set of languages, then change your search language in your [Google preferences](#). See the section [Customizing Your Results by Using Preferences](#) to learn how to change your Google preferences to modify the way your search results appear.

- **File Format:** restrict your results to a particular file format, or exclude a format from your results. Choices include:

File Format	Suffix	Description
Adobe Acrobat PDF	.pdf	A publishing format commonly used for product manuals and documents of all sorts.
Adobe PostScript	.ps	A printing format often used for academic papers.
Microsoft Word	.doc	A common word processing format.
Microsoft Excel	.xls	A format for spreadsheets.
Microsoft Powerpoint	.ppt	A format for presentations and slides.
Rich Text Format	.rtf	A format used to exchange documents between Microsoft Word and other formats.

Since documents in PDF format tend to be better written than web pages, let's search for documents on estate planning in PDF format.

The screenshot shows the Google search interface with the search term "estate planning" entered in the search box. The search results are set to "10 results". The search options are: "with all of the words" (selected), "with the exact phrase", "with at least one of the words", and "without the words". The filters are: Language: "any language"; File Format: "Only" (selected) and "Adobe Acrobat PDF (.pdf)" (selected); Date: "anytime"; Occurrences: "anywhere in the page"; Domain: "Only" (selected) and a text box for domain; SafeSearch: "No filtering" (selected).

You can restrict your search to other file formats by using the [filetype: search operator](#), which I will discuss in the section Using Search Operator (Advanced Operators).

- **Date:** restrict your results to pages that have been updated (created or modified), [crawled](#), and added to Google's index (indexed) in the past three, six, or twelve months. Popular pages that are updated often are [crawled and indexed frequently](#). *Note:* Any change in the page counts as an update, even a spelling correction.

This option is useful when searching for timely information such as annual events, specifications for a new model of car or appliance, or what people have been doing lately.

Recently, scientists reported new findings about the risks and benefits of hormone therapy used by 40% of postmenopausal American women to relieve menopause symptoms. We're more likely to find links to this information by searching only for web pages updated in the last three months.

The screenshot shows the Google search interface with the search term "hormone therapy postmenopausal" entered in the search box. The search results are set to "10 results". The search options are: "with all of the words" (selected), "with the exact phrase", "with at least one of the words", and "without the words". The filters are: Language: "any language"; File Format: "Only" (selected) and "any format"; Date: "past 3 months" (selected); Occurrences: "anywhere in the page"; Domain: "Only" (selected) and a text box for domain; SafeSearch: "No filtering" (selected).

Visit the [Wayback Machine](#) if you want to see what a site looked like months or years ago or if a site is currently inaccessible. The [Wayback Machine](#), also known as the Internet Archive, maintains a digital library of snapshots of many Internet sites.

- **Numeric Range:** when you want pages containing numbers in a specified range.

Since I'm interested in a "half-bicycle" trailer for my young twins, let's search for one called Trail-a-Bike in the price range \$50-\$1000.

Find results with **all** of the words 10 results

with the **exact phrase**

with **at least one** of the words

without the words

Language Return pages written in

File Format return results of the file format

Date Return web pages updated in the

Numeric Range Return web pages containing numbers between and

Occurrences Return results where my terms occur

Domain return results from the site or domain e.g. google.com, .org [More info](#)

SafeSearch No filtering Filter using [SafeSearch](#)

- **Occurrences:** specify where your search terms **must** occur on the page. Choices are anywhere on the page, in the title, in the text, in the URL, or in links to the page.

Find pages on Google whose URL contains FAQ, an abbreviation for either Frequently Asked Questions or Frequently Answered Question. In the solution below I look for pages containing both Google and FAQ in the URL.

Find results with **all** of the words 10 results

with the **exact phrase**

with **at least one** of the words

without the words

Language Return pages written in

File Format return results of the file format

Date Return web pages updated in the

Occurrences Return results where my terms occur

Domain return results from the site or domain e.g. google.com, .org [More info](#)

SafeSearch No filtering Filter using [SafeSearch](#)

- **Domain:** search only a specific website (e.g., www.eff.org) or domain (e.g., .org) or exclude that site or domain completely from your search. The section [Anatomy of a Web Address](#), later in this page, explains how to find the website or domain for a web page if you know its address.

Let's look at a couple of examples. If you click on the screen shots in this section, you'll be taken to the Advanced Search form specifying the corresponding search.

Larry Page and Sergey Brin, Google's founders, were graduate students at Stanford when they wrote a paper describing their prototype search engine. Let's search for it by entering their names and restricting our search domain to Stanford University's site, stanford.edu.

The screenshot shows the Google search interface with several filters applied. The search box contains the text "Larry Page Sergey Brin". The "Find results" section has "with all of the words" selected. The "Language" filter is set to "any language". The "File Format" filter is set to "any format". The "Date" filter is set to "anytime". The "Occurrences" filter is set to "anywhere in the page". The "Domain" filter is set to "Only" and the domain entered is "stanford.edu". The "SafeSearch" filter is set to "No filtering".

To find information on volunteering for an organization, search for results with the word "volunteering" and restrict the domain to ".org."

The screenshot shows the Google search interface with several filters applied. The search box contains the text "volunteering". The "Find results" section has "with all of the words" selected. The "Language" filter is set to "any language". The "File Format" filter is set to "any format". The "Date" filter is set to "anytime". The "Occurrences" filter is set to "anywhere in the page". The "Domain" filter is set to "Only" and the domain entered is ".org". The "SafeSearch" filter is set to "No filtering".

- **Usage Rights:** for pages covered by the [Creative Commons license](#), specify what types of usage the page should allow.

In general — unless a page states otherwise — it's safe to assume that pages you find with Google cannot be freely used in any way you like. However, some pages have [special marking](#) to tell search engines such as Google that the page is covered by the Creative Commons license — and what types of usage are permitted. The Usage Rights search finds these specially-marked pages.

Your choices are:

Usage Rights	Description
not filtered by license	standard, unfiltered Google results
free to use or share	results you can copy or redistribute
free to use or share, even commercially	results you can copy or redistribute for profit

free to use share or modify	results you can copy or adapt, as well as redistribute
free to use, share or modify, even commercially	results you can copy or adapt, as well as redistribute, for profit

Note that simply finding pages with the Usage Rights search doesn't guarantee your rights. You should check each page to be sure about its usage terms.

Let's say that you want to build a website with recipes for vegetables. We'll find pages on Google with Usage Rights "free to use, share or modify, even commercially"

The screenshot shows the Google search interface with the following settings:

- Find results:** with all of the words (recipe vegetable), 10 results, Google Search button.
- Language:** any language
- File Format:** Only, any format
- Date:** Return web pages updated in the: anytime
- Occurrences:** Return results where my terms occur: anywhere in the page
- Domain:** Only, return results from the site or domain: e.g. google.com, .org [More info](#)
- Usage Rights:** Return results that are: free to use, share or modify, even commercially [More info](#)
- SafeSearch:** No filtering Filter using [SafeSearch](#)

- **SafeSearch:** specify whether to filter out sites that contain pornography or explicit sexual content and eliminate them from search results. Be aware that Google's automated filtering doesn't guarantee that you won't be shown offensive content.

When you turn off SafeSearch filtering and search for non-pornographic content, Google will order your results in a way that adult sites won't be listed prominently. For example, searching for [[breast cancer treatment](#)] with SafeSearch turned off, you're unlikely to run across sites with provocative images of breasts.

The screenshot shows the Google search interface with the following settings:

- Find results:** with all of the words (breast cancer treatment), 10 results, Google Search button.
- Language:** any language
- File Format:** Only, any format
- Date:** Return web pages updated in the: anytime
- Occurrences:** Return results where my terms occur: anywhere in the page
- Domain:** Only, return results from the site or domain: e.g. google.com, .org [More info](#)
- SafeSearch:** No filtering Filter using [SafeSearch](#)

In an effort to return as many useful results as possible, SafeSearch doesn't currently filter out hate speech, anarchy, criminal activity, crude and tasteless material, illegal weapons, bomb making, etc., content that other filtering systems attempt to exclude.

Page-Specific Searches

The Advanced Search form also offers page-specific searches for finding pages similar to a page for which you have a web address (URL) and for finding out what pages link to a particular page.

- To find pages similar to Consumer Reports' web page, fill in the similar page-specific search box and then click on the associated *Search* button. For a description of how Google determines when pages are similar, see the [Similar Pages section](#) in Part II.

Page-Specific Search

Similar Find pages similar to the page
e.g. www.google.com/help.html

Links Find pages that link to the page

- Web pages link from one to another. Links are unidirectional; you can follow links from one page to another. You cannot traverse the link the other way around, i.e., go from a page to the pages that link to it. However, Google keeps track of this information and makes it available. When you want to know who links to your website or to someone else's, fill in a web address (URL) in the links page-specific search section of the [Advanced Search](#) form. Let's find who links to the Doctors without Borders, aka Médecins Sans Frontières (MSF), website www.doctorswithoutborders.org.

Page-Specific Search

Similar Find pages similar to the page
e.g. www.google.com/help.html

Links Find pages that link to the page

The most common users of backward links are webmasters and website publishers who are curious to know what sites link to theirs. People also use them to find out who links to competitors' sites.

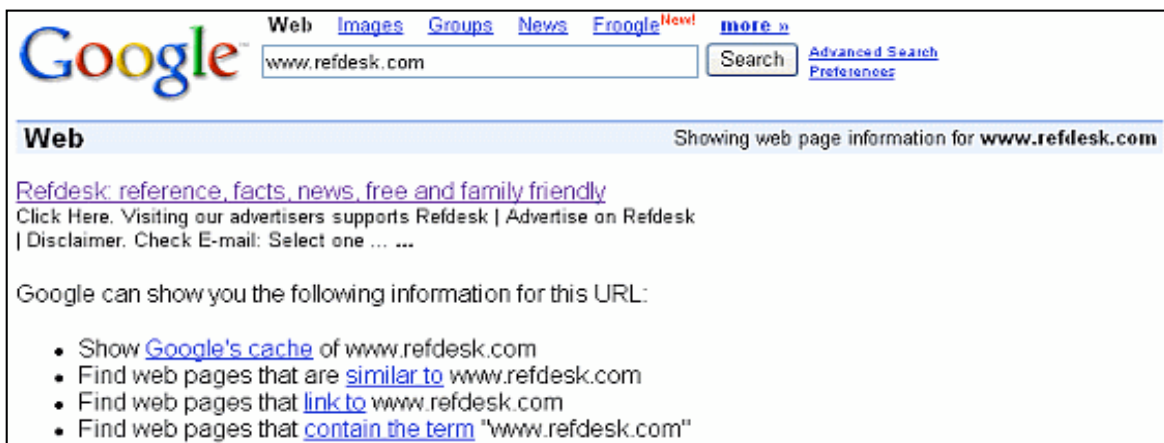
Unlike the other fields in the Advanced Search form, the page-specific searches can't be combined with other query terms. Consequently each has its own *Search* button.

You can easily run these page-specific searches from [Google's Toolbar](#), which is described in the section Making Google Easier with Google Tools.

Instead of going to the Advanced Search form, you can search for a web site by entering its address in the search box and Google returns a link to the website, as well as links to:

- Google's [cache](#) of the site
- Web pages that are [similar](#) to the site
- Web pages that [link to](#) the site
- All Web pages from the site that Google has crawled, listed in PageRank order
- Web pages that contain the URL

For example, to find out about the wonderful reference site www.refdesk.com, enter www.refdesk.com into Google's search box.



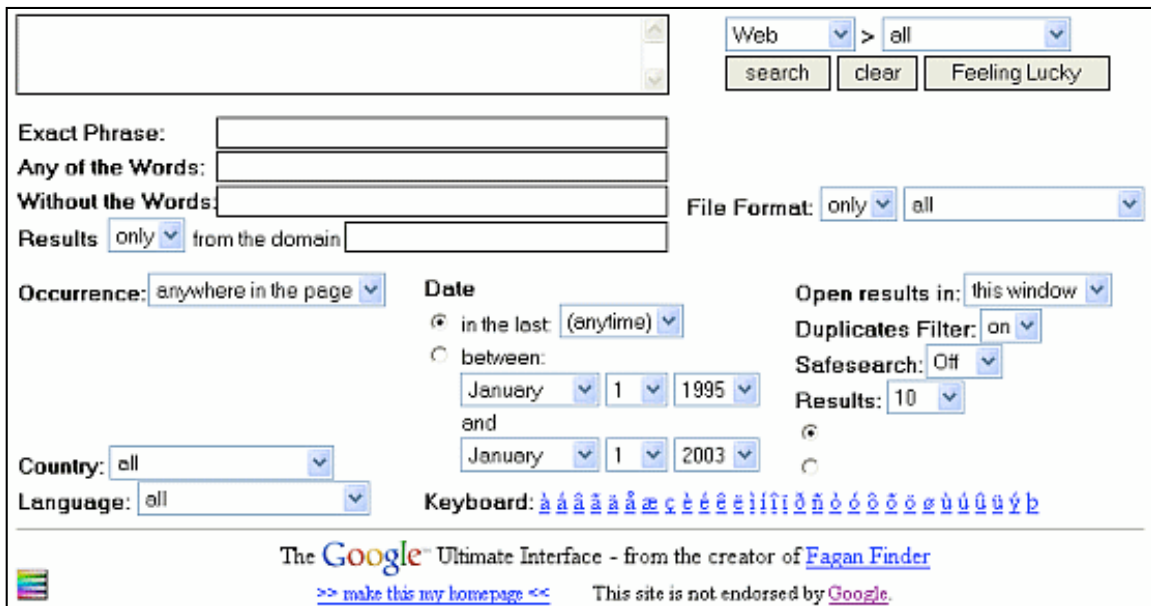
Alerts

Once you've refined your Advanced Search, you can watch for changes in the top 20 results by setting up [Google Alerts](#). Google will find and deliver links to new web pages once a week, once a day, or as soon as Google finds them. Simply copy and paste your advanced search query into the search box on the Google Alerts page.

Google Ultimate Interface

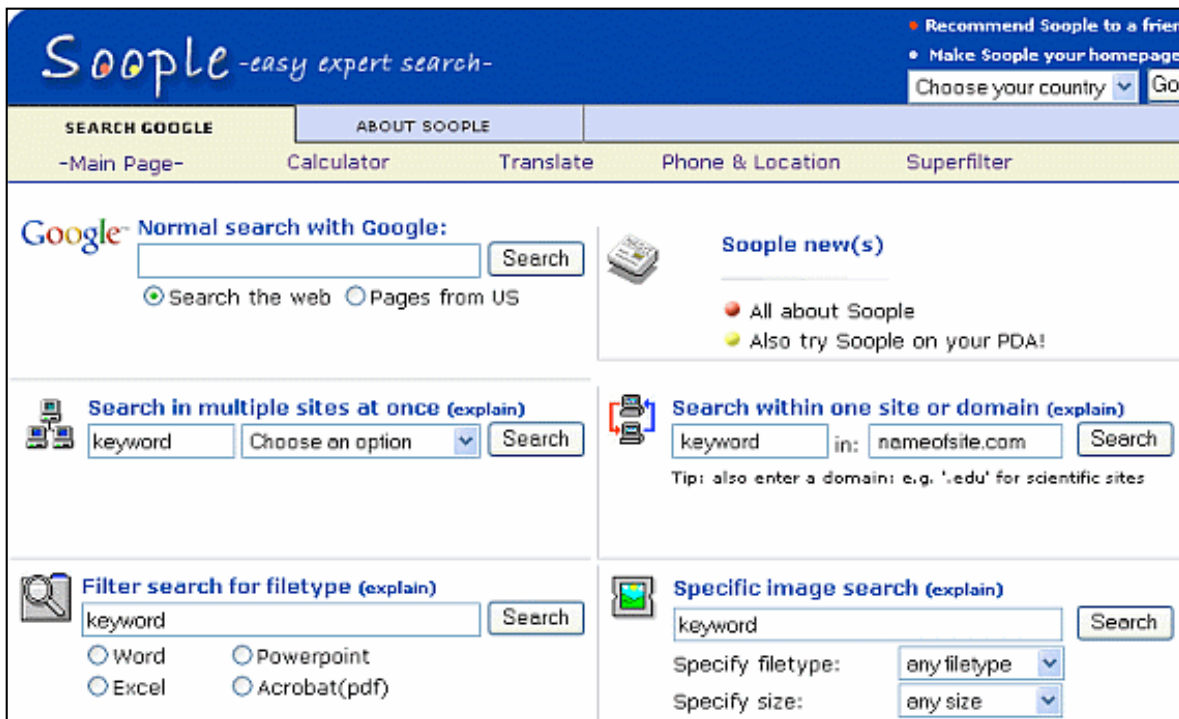
If you want to specify what you're looking for with more precision than Google's Advanced Search form offers, try the Google Ultimate Interface, a third-party application available at www.faganfinder.com/google.html. With the Ultimate Interface you can:

- Search with any of Google's search engines, i.e., Web Search or some of the tools in [Part III Special Tools](#).
- Find pages that have been updated between any two specific dates
- Select letters with practically every different kind of diacritical marking, such as umlauts or accent marks, from the keyboard near the bottom of the page.



Michael Fagan developed Google Ultimate Interface when he was a teenager.

If you're not sure of all the types of information that you can search for with Google, check out Soople, www.soople.com/soople_int.php.



I describe many of the capabilities included in Soople in [Part II: Understanding Search Results](#) and [Part III: Special Tools](#).

Refining a Query

Refining a query means changing or adding to the set of search terms to do a better job of returning the pages you're seeking. Successful researchers frequently enter several queries to find what they're seeking.

The search boxes at the top and bottom of the results page show the query for the current results page. If the query uses special operators that you entered either directly or indirectly through the advanced search form, they will appear in the search box as well. To refine your query, edit what's in the search box and then click the "Google Search" button or hit the ENTER key.

Let's look at a few examples.

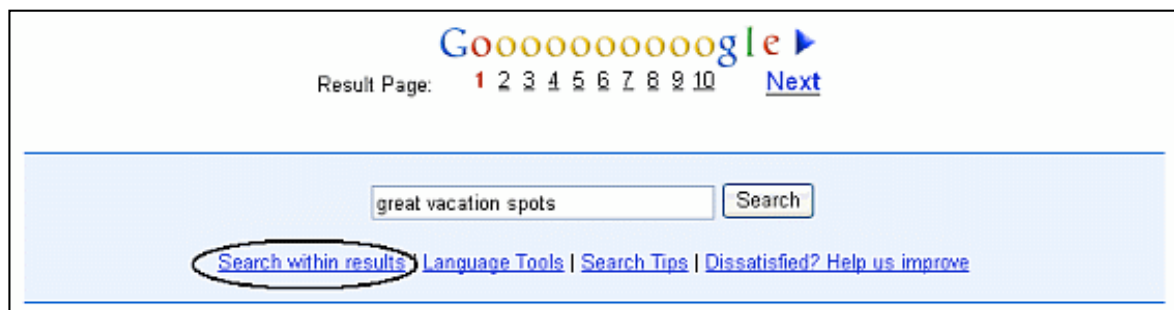
- Get ideas for subsequent searches by reviewing your results, including the [snippets](#) that Google returns and the pages they came from.

Should you get a flu shot this winter?
TRY [[flu shot](#)]

Many of the results refer to influenza vaccine.
REFINE [[flu OR influenza shot OR vaccine](#)]

- Exploit successful queries: look deeper within your results.

Scroll to the search box at the bottom of your results page and click on the link "Search within results." This causes Google to run a new search using your newly specified terms (those in the search box) *only* on the pages it found from your initial query, rather than a search over the entire web.



[Search within results](#)

You can get the same results in one step fewer by simply specifying additional terms to your previous query.

On Internet Explorer and on some other browsers, you can change a term or an entire query easily. First, highlight the part you want to change by double-clicking a word, or triple-clicking to highlight the entire query. Then either press the DELETE key to remove the highlighted text or type new text to replace it.

For example, to change "great vacation spots" to "great vacation areas," double-click on the word "spots" below and type "areas."



- Instead of searching for related topics with a single query, divide the query into several parts. Looking for a job? By searching for tips on each aspect, you'll find more sites than by searching for sites that describe all the aspects of a job search.

USE [[job application tips](#)], [[cover letter tips](#)], [[interviewing tips](#)]

NOT [[job application cover letter interview tips](#)]

The following table presents suggestions to narrow or focus a search, as well as tips for broadening a search that has produced few useful results. Click on a link in the table to be taken to the section in Google Guide that describes features and ways to refine your query.

Too many results? Focus the search by...	Too few results? Broaden the search by...
adding a word or phrase	removing a word or phrase
specifying the order in which you want words to appear	specifying words instead of phrases
using a more specific term	using more general terms
identifying ineffective terms and removing them	including synonyms or variant word forms or using a more common version of the word's spelling
limiting to a domain or site	broadening the domain or searching the entire web
limiting to a date range or including a date	removing a date range
limiting where terms occur	removing redundant terms or splitting a multi-part query
restricting type of file	searching any type of file
limiting pages to a particular language	translating your search terms into other languages and searching for the translated terms
limiting pages to a particular country	searching the entire web

For a tutorial on how to use Advanced Search, visit www.lib.monash.edu.au/vl/google/goog06.htm.

Anatomy of a Web Address

If you already know how to read a web address or URL (Universal Resource Locator, pronounced "you are ell"), skip this section. Otherwise, consider the web address <http://www.googleguide.com/searchEngines/google/searchLeader.html>. (This page lists reasons why Google is a search leader.)

Here's what it all means:

http	transfer protocol (type of information being transferred)
www.googleguide.com	website name, host name
googleguide	second-level domain name
com	top-level domain name
searchEngines	directory name (major category)
google	sub-directory name (sub-category)
searchLeader	file name (a file within the directory)
html	file format

Here's a list of some common top-level domain names. Note that some sites don't follow these conventions:

.edu	educational site (usually a university or college)
.com	commercial business site
.gov	U.S. government/non-military site
.mil	U.S. military sites or agencies
.net	networks, Internet service providers, organizations
.org	non-profit organizations and others

Because the Internet was created in the United States, "us" was not originally assigned to U.S. domain names; however, it's used to designate American state and local government hosts, including many public schools, and commercial entities, e.g., well.sf.ca.us. The domain .ca represents Canada, unless it's followed by .us, in which case it represents California.

Domain Codes	State
.ca.us	California
.nv.us	Nevada
.tx.us	Texas

Other countries have their own two letter codes as the top level of their domain names — although many non-US sites use other top-level domains (such as .com):

Domain Codes	Country
.ca	Canada
.de	Germany
.dk	Denmark
.jp	Japan

.il	Israel
.uk	United Kingdom
.za	South Africa

To limit results to a single site or domain, specify the site name (e.g., `www.googleguide.com` or `googleguide.com`) or a top-level domain name (e.g., `.com` or `.edu`) in Google's domain selector.

Exercises

This problem set is designed to give you practice with specifying more precisely what you're seeking by using the Advanced Search form. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. What are some home remedies for getting rid of ants?
2. Find facts about declawing cats.
3. What is Google's privacy policy? How do I stop my previous queries from appearing when I type in a new search term?
4. Some movie stars attend Botox parties. What goes on at such parties and why do they attend? Which stars have used Botox?
5. When was Nina Totenberg, National Public Radio's (NPR) legal affairs correspondent, born, where was she educated, what degrees does she have? Did she attend law school?
6. When you search Google for a URL, such as `www.guardian.co.uk`, what links are included with your results?

What is shown in the search box when you click on the "Find web pages that contain the term "www.guardian.co.uk" link?

7. What country has the domain code `.at`?
8. What country has the domain code `.bm`?
9. Run several queries on Soople.
10. Run several queries simultaneously using Google Blaster.

Using Search Operators (Advanced Operators)

You can use most of the options we discussed in the [previous page](#) (the Advanced Search Page options) in a regular search box query. If you're a frequent searcher or a "power searcher," this can save time because you don't need to open the Advanced Search page and fill in various boxes; instead, you can enter the refined query in almost any Google search box. You'll use *advanced operators*, query words that have special meaning to Google. Since the advanced operators are

convenient for searching, Google Guide calls them "search operators."

Note: We recommend that you skip ahead to [Part II: Understanding Search Results](#) unless you're an experienced Google user or you want to know how to use Google's advanced operators.

Here are three places you can find examples of search operators.

1. Visit the [Google Guide Advanced Operator Quick Reference](#) and look for special operators of the form **operator:value**.
2. Fill in Google's [Advanced Search form](#). Then look at the search box on the results page; you may see that Google has added search operators to your query. For instance, if you fill in the Advanced Search page, asking Google to "find results with all of the words" [detect plagiarism] and to "return results where my terms occur: in the title of the page", your results page should look like the one shown here. Notice the "allintitle:" search operator that Google added before your query:



3. Read through the descriptions below and try the examples.

Here are more examples of search operators. *Note:* The colon (:) after the operator name is required.

- [[Larry Page search engine site:stanford.edu](#)]
- [[volunteering site:.org](#)]
- [[link:www.doctorswithoutborders.org](#)]
- [[allintitle: detect plagiarism](#)]
- [[web page evaluation checklist filetype:pdf](#)]

The following table lists features available on the Advanced Search page that are accessible via search operators.

Advanced Search Features	Search Operators

File Format	filetype:
Occurrences in the title of the page in the text of the page in the URL of the page in the links to the page	allintitle: allintext: allinurl: allinanchor:
Domain	site:
Similar	related:
Links	link:
Safesearch	safesearch:

The following table lists the search operators that work with each Google search service. Click on an operator to jump to its description — or, to read about all of the operators, simply scroll down and read all of this page.

Search Service	Search Operators	
Web Search	allinanchor: , allintext: , allintitle: , allinurl: , bphonebook: , cache: , define: , filetype: , id: , inanchor: , info: , intext: , intitle: , inurl: , inlink: , phonebook: , related: , rphonebook: , safesearch: , site: , stocks: ,	
Image Search	allintitle: , allinurl: , filetype: , inurl: , intitle: , site:	
Groups	allintext: , allintitle: , author: , group: , insubject: , intext: , intitle: , msgid:	
Directory	allintext: , allintitle: , allinurl: , ext: , filetype: , intext: , intitle: , inurl:	
News	allintext: , allintitle: , allinurl: , intext: , intitle: , inurl: , location: , source:	
Froogle	allintext: , allintitle: , store:	

The following is an alphabetical list of the search operators. This list includes operators that are not in Google's online help. *Note* that Google may change how undocumented operators work or may eliminate them completely.

Each entry typically includes the syntax, the capabilities, and an example. Some of the search operators won't work as intended if you put a space between the ":" and the subsequent query word. If you don't care to check which search operators require no space after the colon, always place the keyword immediately next to the colon. Many search operators can appear anywhere in your query. In our examples, we place the search operator as far to the right as possible. We do this because the Advanced Search form writes queries in this way. Also, such a convention makes it clearer as to which operators are associated with which terms.

allinanchor:

If you start your query with **allinanchor:**, Google restricts results to pages containing all query terms you specify in the anchor text on links to the page. For example, [[allinanchor: best](#)

[museums sydney](#)] will return only pages in which the anchor text on links to the pages contain the words "best," "museums," and "sydney."

Anchor text is the text on a page that is linked to another web page or a different place on the current page. When you click on anchor text, you will be taken to the page or place on the page to which it is linked. When using `allinanchor:` in your query, do not include any other search operators. The functionality of `allinanchor:` is also available through the Advanced Web Search page, under Occurrences.

allintext:

If you start your query with **allintext:**, Google restricts results to those containing all the query terms you specify in the text of the page. For example, [[allintext: travel packing list](#)] will return only pages in which the words "travel," "packing," and "list" appear in the text of the page. This functionality can also be obtained through the Advanced Web Search page, under Occurrences.

allintitle:

If you start your query with **allintitle:**, Google restricts results to those containing all the query terms you specify in the title. For example, [[allintitle: detect plagiarism](#)] will return only documents that contain the words "detect" and "plagiarism" in the title. This functionality can also be obtained through the Advanced Web Search page, under Occurrences.

In Image Search, the operator **allintitle:** will return images in files whose names contain the terms that you specify.

In Google News, the operator **allintitle:** will return articles whose titles include the terms you specify.

allinurl:

If you start your query with **allinurl:**, Google restricts results to those containing all the query terms you specify in the URL. For example, [[allinurl: google faq](#)] will return only documents that contain the words "google" and "faq" in the URL, such as www.google.com/help/faq.html. This functionality can also be obtained through the Advanced Web Search page, under Occurrences.

In URLs, words are often run together. They need not be run together when you're using `allinurl:`.

In Google News, the operator **allinurl:** will return articles whose titles include the terms you specify.

author:

If you include **author:** in your query, Google will restrict your [Google Groups](#) results to include newsgroup articles by the author you specify. The author can be a full or partial name or email address. For example, [[children author:john author:doe](#)] or [[children author:doe@someaddress.com](#)] return articles that contain the word "children" written by John Doe or doe@someaddress.com.

Google will search for exactly what you specify. If your query contains [[author:"John Doe"](#)] (with [quotes](#)), Google won't find articles where the author is specified as "Doe, John."

bphonebook:

If you start your query with **bphonebook:**, Google shows U.S. business white page listings for the query terms you specify. For example, [[bphonebook: google mountain view](#)] will show the phonebook listing for Google in Mountain View.

cache:

The query **cache:**[url](#) will display Google's cached version of a web page, instead of the current version of the page. For example, [[cache:www.eff.org](#)] will show Google's cached version of the Electronic Frontier Foundation home page.

Note: Do not put a space between **cache:** and the URL (web address).

On the cached version of a page, Google will highlight terms in your query that appear after the *cache:* search operator. For example, [[cache:www.pandemonia.com/flying/ fly diary](#)] will show Google's cached version of Flight Diary in which Hamish Reid's documents what's involved in learning how to fly with the terms "fly" and "diary" highlighted.

define:

If you start your query with **define:**, Google shows definitions from pages on the web for the term that follows. This advanced search operator is useful for finding definitions of words, phrases, and acronyms. For example, [[define: blog](#)] will show definitions for "Blog" (weB LOG).

ext:

This is an undocumented alias for **filetype:**.

filetype:

If you include **filetype:**[suffix](#) in your query, Google will restrict the results to pages whose names end in [suffix](#). For example, [[web page evaluation checklist filetype:pdf](#)] will return Adobe Acrobat pdf files that match the terms "web," "page," "evaluation," and "checklist." You can restrict the results to pages whose names end with pdf and doc by using the OR operator, e.g. [[email security filetype:pdf OR filetype:doc](#)].

When you don't specify a File Format in the Advanced Search Form or the **filetype:** operator, Google searches a variety of file formats; see the table in the [File Type Conversion](#) section.

group:

If you include **group:** in your query, Google will restrict your [Google Groups](#) results to newsgroup articles from certain groups or subareas. For example, [[sleep group:misc.kids.moderated](#)] will return articles in the group misc.kids.moderated that contain the word "sleep" and [[sleep group:misc.kids](#)] will return articles in the subarea misc.kids that contain the word "sleep."

id:

This is an undocumented alias for **info:**.

inanchor:

If you include **inanchor:** in your query, Google will restrict the results to pages containing the query terms you specify in the anchor or links to the page. For example, [[restaurants inanchor:gourmet](#)] will return pages in which the anchor text on links to the pages contain the word "gourmet" and the page contains the word "restaurants."

info:

The query **info:**[url](#) will present some information about the corresponding web page. For instance, [[info:gothotel.com](#)] will show information about the national hotel directory GotHotel.com home page. *Note:* There must be no space between the **info:** and the web page url.

This functionality can also be obtained by typing the web page url directly into a Google search box.

insubject:

If you include **insubject:** in your query, Google will restrict articles in [Google Groups](#) to those that contain the terms you specify in the subject. For example, [[insubject:"falling asleep"](#)] will return Google Group articles that contain the phrase "falling asleep" in the subject.

Equivalent to **intitle:**.

intext:

The query **intext:**[term](#) restricts results to documents containing *term* in the text. For instance, [[Hamish Reid intext:pandemonia](#)] will return documents that mention the word "pandemonia" in the text, and mention the names "Hamish" and "Reid" anywhere in the document (text or not). *Note:* There must be no space between the **intext:** and the following word.

Putting **intext:** in front of every word in your query is equivalent to putting **allintext:** at the front of your query, e.g., [[intext:handsome intext:poets](#)] is the same as [[allintext: handsome poets](#)].

intitle:

The query **intitle:**[term](#) restricts results to documents containing *term* in the title. For instance, [[flu shot intitle:help](#)] will return documents that mention the word "help" in their titles, and mention the words "flu" and "shot" anywhere in the document (title or not). *Note:* There must be no space between the **intitle:** and the following word.

Putting **intitle:** in front of every word in your query is equivalent to putting **allintitle:** at the front of your query, e.g., [[google intitle:search](#)] is the same as [[allintitle: google search](#)].

inurl:

If you include **inurl:** in your query, Google will restrict the results to documents containing that word in the url. For instance, [[inurl:print site:www.googleguide.com](#)] searches for pages on Google Guide in which the URL contains the word "print." It finds pdf files that are in the directory or folder that I named "print" on the Google Guide website. The query [[inurl:healthy eating](#)] will return documents that mention the words "healthy" in their url, and mention the word "eating" anywhere in the document (url or no). *Note:* There must be no space between the **inurl:** and the following word.

Putting **inurl:** in front of every word in your query is equivalent to putting **allinurl:** at the front of your query, e.g., [[inurl:healthy inurl:eating](#)] is the same as [[allinurl: healthy eating](#)].

In URLs, words are often run together. They need not be run together when you're using **inurl:**.

link:

The query **link:**[URL](#) shows pages that point to that *URL*. For example, to find pages that point to

Google Guide's home page, enter:

[[link:www.googleguide.com](http://www.googleguide.com)]

Find links to the Google home page not on Google's own site.

[[link:www.google.com](http://www.google.com) -site:google.com]

location:

If you include **location:** in your query on [Google News](#), only articles from the location you specify will be returned. For example, [[queen location:canada](#)] will show articles that match the term "queen" from sites in Canada. Two-letter [US state abbreviations](#) match individual US states. Two-letter Canadian province abbreviations don't work (at least, not at the time we wrote this page). Some other two-letter abbreviations — such as UK for the United Kingdom — are also available.

movie:

If you include **movie:** in your query, Google will find movie-related information. For examples, see [Google's Blog](#).

msgid:

If you include **msgid:** in your query, Google will restrict your [Google Groups](#) results to a newsgroup article with the specified message ID. A message ID is an identifier that's supposed to be unique to one message in the history of Google Groups (and, even before Google was established, in the set of newsgroups called Usenet). Unfortunately, this isn't always true — but it generally works fairly well.

For example, [[msgid:<hamishxyz-B270D1.09001126112003@news.supernews.com>](#)] will return the article whose message id is <hamishxyz-B270D1.09001126112003@news.supernews.com>.

You can find the message ID of a particular message by displaying it in Google Groups, clicking on "show options," then clicking on "Show original." A new window will open. Near the top should be a line like this:

```
Message-ID: <hamishxyz-B270D1.09001126112003@news.supernews.com>
```

The part between the < and > characters is the message ID that Google searches for. Here that's hamishxyz-B270D1.09001126112003@news.supernews.com.

phonebook:

If you start your query with **phonebook:**, Google shows all U.S. white page listings for the query terms you specify. For example, [[phonebook: Krispy Kreme Mountain View](#)] will show the phonebook listing of Krispy Kreme donut shops in Mountain View.

related:

The query **related:**[URL](#) will list web pages that are *similar* to the web page you specify. For instance, [[related:www.consumerreports.org](#)] will list web pages that are similar to the Consumer Reports home page. *Note:* Don't include a space between the **related:** and the web page url. You can also find similar pages from the *Similar pages* link on Google's main results

page, and from the similar selector in the Page-Specific Search area of the Advanced Search page. If you expect to search frequently for similar pages, consider installing a [GoogleScout browser button](#), which scouts for similar pages.

rphonebook:

If you start your query with **rphonebook:**, Google shows U.S. residential white page listings for the query terms you specify. For example, [[rphonebook: John Doe New York](#)] will show the phonebook listings for John Doe in New York (city or state). Abbreviations like [[rphonebook: John Doe NY](#)] generally also work.

safesearch:

If you include **safesearch:** in your query, Google will exclude adult-content. For example, [[safesearch:breasts](#)] will search for information on breasts without returning adult or pornographic sites.

site:

If you include **site:** in your query, Google will restrict your search results to the site or domain you specify. For example, [[admissions site:www.lse.ac.uk](#)] will show admissions information from London School of Economics' site and [[peace site:gov](#)] will find pages about peace within the .gov domain. You can specify a domain with or without a period, e.g., either as .gov or gov.

Note: Do not include a space between the "site:" and the domain.

You can use many of the search operators in conjunction with the basic search operators +, -, OR, " ." For example, to find information on Windows security from all sites except Microsoft.com, enter:

[[windows security -site:microsoft.com](#)]

You can also restrict your results to a site or domain through the domains selector on the Advanced Search page.

source:

If you include **source:** in your query, [Google News](#) will restrict your search to articles from the news source with the ID you specify. For example, [[election source:new_york_times](#)] will return articles with the word "election" that appear in the New York Times.

To find a news source ID, enter a query that includes a term and the name of the publication you're seeking. You can also specify the publication name in the "news source" field in the Advanced News Search form. You'll find the news source ID in the query box, following the **source:** search operator. For example, let's say you enter the publication name Ha'aretz in the News Source box, then you click the Google Search button. The results page appears, and its search box contains [[peace source:ha_aretz_subscription](#)]. This means that the news source ID is ha_aretz__subscription_. This query will only return articles that include the word "peace" from the Israeli newspaper Ha'aretz.

stocks:

If you start your query with **stocks:**, Google will interpret the rest of the query terms as NYSE, NASDAQ, AMEX, or mutual fund stock ticker symbols, and will open a page showing stock

information for the symbols you specify. For instance, [[stocks:brcm brcd](#)] will show information about Broadcom Corporation and Brocade Communications System.

Note: Specify ticker symbols not company names. If you enter an invalid ticker symbol, you'll be told so and given a link to a page where you can look up a valid ticker symbol. You can also obtain stock information by entering one or more ticker symbols in Google's query box, e.g., [[brcm brcd](#)] and then clicking on the link "Stock Quotes for BRCM, BRCD" that appears near the top of the results page.

store:

If you include **store:** in your query, [Froogle](#) will restrict your search to the store ID you specify. For example, [[polo shirt store:lbean](#)] will return listings that match the terms "polo" and "shirt" from the store L. L. Bean.

To find a store ID, enter the name of the store and click on the link "See all results from *store*." You'll find the store ID in the query box, after the **store:** search operator.

weather

If you enter a query with the word **weather** and a city or location name, if Google recognizes the location, the forecast will appear at the top of the results page. Otherwise, your results will usually include links to sites with the weather conditions and forecast for that location.

Since weather is not an advanced operator, there is no need to include a colon after the word. For example, [[weather Sunnyvale CA](#)] will return the weather for Sunnyvale, California and [[weather 94041](#)] will return the weather for the city containing the zip code (US postal code) 94041, which is Mountain View, California.

The [Google Guide Advanced Operator Quick Reference](#) (www.googleguide.com/advanced_operators_reference.html) provides a nice summary of the search operators grouped by type. It includes search operators not yet documented by Google, e.g., [allinanchor:](#), [allintext:](#), [author:](#), [ext:](#), [group:](#), [id:](#), [insubject:](#), [intext:](#), [intitle:](#), [location:](#), [phonebook:](#), [source:](#), and [store:](#). Be forewarned that Google may change how undocumented operators work or eliminate them completely.

Using More than One Search Operator

You may use many of the basic operators and search operators with each other. However, there are some that must be used by themselves and others that you should be careful about using together.

- **Search Operators that Can't Be Combined**

There are about a dozen search operators that can't be combined with any other. If you do, Google probably won't return any matching documents. Search operators that shouldn't be mixed include:

- All the search operators whose names begin with "allin," e.g., [allinanchor:](#), [allintext:](#), [allintitle:](#), and [allinurl:](#).
- Syntaxes that request special information, e.g., [define:](#), [phonebook](#), [bphonebook](#), [rphonebook](#), [stocks:](#).

- Page-specific search operators, e.g., cache:, info:, related:.

- **Combine Search Operators Carefully**

Be careful about the effects of a search operator when you use more than one of them in a query. Here are some rules to follow:

- Don't use search operators that will cancel each other. For example, [[admission site:stanford.edu -inurl:stanford](#)] searches for pages that are on the site stanford.edu that do not contain the string "stanford" in their URL or web addresses. No URL can possibly match both of those operators.
- Take care not to exclude all results when using certain search operators more than once in a query. For example, [[sleep recommendations site:edu site:cdc.gov](#)] will not return any sleep recommendation since the query looks for results appearing on both the .edu domain and the cdc.gov sites simultaneously. If you want results from both, include OR between the two site: specifications, i.e., [[sleep recommendations site:edu OR site:cdc.gov](#)]. Search operators that should either be used once in a query, or in combination with OR, include filetype: site:, and group:.
- Focus your search by using several search operators. For example, [[intext:e-mail intitle:security -site:microsoft.com](#)] finds pages whose titles contain the word "security," with the word "e-mail" on the text of the page and not on the site microsoft.com.

Exercises

This problem set is designed to give you experiences with search operators and practice with specifying more precisely what you're seeking by using the Advanced Search form. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Use the site: operator to search for armchairs on IKEA's site, www.ikea.com.
2. Use the Advanced Search form to find the page whose title is "Some Ways to Detect Plagiarism." When the title is entered in lowercase letters, the query box on the results page contains [allintitle: "ways to detect plagiarism"].
3. Find all pages on google.com but not on answers.google.com nor on directory.google.com whose titles include the words "FAQ" or "help."
4. Use the link: operator to see who links to googleguide.com, your company's website, or your favorite website.
5. Find pages whose titles include surfing that are not about surfing the World Wide Web.
6. Find out where the upcoming international conference on AIDS is being held.

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Google Search

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Google Guide

Making Searching Even Easier

Nancy Blachman nancy@googleguide.com

It might be unofficial, but it's the best online guide on how to use Google I have ever seen. Pay it a visit.

--Robert Skelton, Google Answers Researcher and developer of [SearchEngineZ](#) and [Google Fan](#)

Best tutorial on Google. Great for beginners as well as Internet research specialists. It introduces all the functionality and operators in Google in a very clear way and always with examples.

--[Méthode de recherche sur Internet - Using Google for Legal Reserach \(French site\)](#)

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Part II: Understanding Search Results

Google strives to make it easy to find whatever you're seeking, whether it's a web page, a news article, a definition, something to buy, or text in a book. By understanding what appears on a results page, you'll be better able to determine if a page includes the information you're seeking or links to it.

After you enter a query, Google returns a results list ordered by what it considers the items' relevance to your query, listing the best match first. Sponsored links sometimes appear above to the right of the search results.

In this course segment, you'll learn:

- [How Google works](#)
- [What information and links may be included with your results](#)
- [How to customize your results by using Preferences](#)
- [What approach Google uses for ads](#)
- [How to evaluate what you find](#)

How Google Works

If you aren't interested in learning how Google creates the index and the database of documents that it accesses when processing a query, skip this description. I adapted the following overview from Chris

Sherman and Gary Price's wonderful description of How Search Engines Work in Chapter 2 of [The Invisible Web](#) (CyberAge Books, 2001).

Google runs on a distributed network of thousands of low-cost computers and can therefore carry out fast parallel processing. Parallel processing is a method of computation in which many calculations can be performed simultaneously, significantly speeding up data processing. Google has three distinct parts:

- Googlebot, a web crawler that finds and fetches web pages.
- The indexer that sorts every word on every page and stores the resulting index of words in a huge database.
- The query processor, which compares your search query to the index and recommends the documents that it considers most relevant.

Let's take a closer look at each part.

Googlebot, Google's web Crawler

Googlebot is Google's web crawling robot, which finds and retrieves pages on the web and hands them off to the Google indexer. It's easy to imagine Googlebot as a little spider scurrying across the strands of cyberspace, but in reality Googlebot doesn't traverse the web at all. It functions much like your web browser, by sending a request to a web server for a web page, downloading the entire page, then handing it off to Google's indexer.

Googlebot consists of many computers requesting and fetching pages much more quickly than you can with your web browser. In fact, Googlebot can request thousands of different pages simultaneously. To avoid overwhelming web servers, or crowding out requests from human users, Googlebot deliberately makes requests of each individual web server more slowly than it's capable of doing.

Googlebot finds pages in two ways: through an add URL form, www.google.com/addurl.html, and through finding links by crawling the web.

Google™ For Site Owners: Submit your site

[Home](#)
[All About Google](#)
[Advertise with Us](#)
[Search Solutions](#)
[Webmaster Info](#)
[Submit Your Site](#)

Find on this site:

Share your place on the net with us.

We add and update new sites to our index each time we crawl the web, and we invite you to submit your URL here. We do not add all submitted URLs to our index, and we cannot make any predictions or guarantees about when or if they will appear.

Please enter your full URL, including the `http://` prefix. For example: `http://www.google.com/`. You may also add comments or keywords that describe the content of your page. These are used only for our information and do not affect how your page is indexed or used by Google.

Please note: Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will 'fade out' of our index on our next crawl when we update our entire index.

URL:
 Comments:

Other Options

Instant Ads on Google
 Create your own targeted ads using [AdWords](#). With credit card payment, you can see your ad on Google today.

Google AdSense for Web Publishers
 Publish ads that match your content, help visitors find related products and services — and maximize your ad revenue. [Learn more.](#)

Unfortunately, spammers figured out how to create automated bots that bombarded the add URL form with millions of URLs pointing to commercial propaganda. Google rejects those URLs submitted through its Add URL form that it suspects are trying to deceive users by employing tactics such as including hidden text or links on a page, stuffing a page with irrelevant words, cloaking (aka bait and switch), using sneaky redirects, creating doorways, domains, or sub-domains with substantially similar content, sending automated queries to Google, and linking to bad neighbors. So now the Add URL form also has a test: it displays some squiggly letters designed to fool automated "letter-guessers"; it asks you to enter the letters you see — something like an eye-chart test to stop spambots.

When Googlebot fetches a page, it culls all the links appearing on the page and adds them to a queue for subsequent crawling. Googlebot tends to encounter little spam because most web authors link only to what they believe are high-quality pages. By harvesting links from every page it encounters, Googlebot can quickly build a list of links that can cover broad reaches of the web. This technique, known as deep crawling, also allows Googlebot to probe deep within individual sites. Because of their massive scale, deep crawls can reach almost every page in the web. Because the web is vast, this can take some time, so some pages may be crawled only once a month.

Although its function is simple, Googlebot must be programmed to handle several challenges. First, since Googlebot sends out simultaneous requests for thousands of pages, the queue of "visit soon" URLs must be constantly examined and compared with URLs already in Google's index. Duplicates in the queue must be eliminated to prevent Googlebot from fetching the same page again. Googlebot must determine how often to revisit a page. On the one hand, it's a waste of resources to re-index an unchanged page. On the other hand, Google wants to re-index changed pages to deliver up-to-date results.

To keep the index current, Google continuously recrawls popular frequently changing web pages at a rate roughly proportional to how often the pages change. Such crawls keep an index current and are known as *fresh crawls*. Newspaper pages are downloaded daily, pages with stock quotes are downloaded much more frequently. Of course, fresh crawls return fewer pages than the deep crawl. The combination of the two types of crawls allows Google to both make efficient use of its resources and keep its index reasonably current.

Google's Indexer

Googlebot gives the indexer the full text of the pages it finds. These pages are stored in Google's index database. This index is sorted alphabetically by search term, with each index entry storing a list of documents in which the term appears and the location within the text where it occurs. This data structure allows rapid access to documents that contain user query terms.

To improve search performance, Google ignores (doesn't index) common words called *stop words* (such as *the, is, on, or, of, how, why*, as well as certain single digits and single letters). Stop words are so common that they do little to narrow a search, and therefore they can safely be discarded. The indexer also ignores some punctuation and multiple spaces, as well as converting all letters to lowercase, to improve Google's performance.

Google's Query Processor

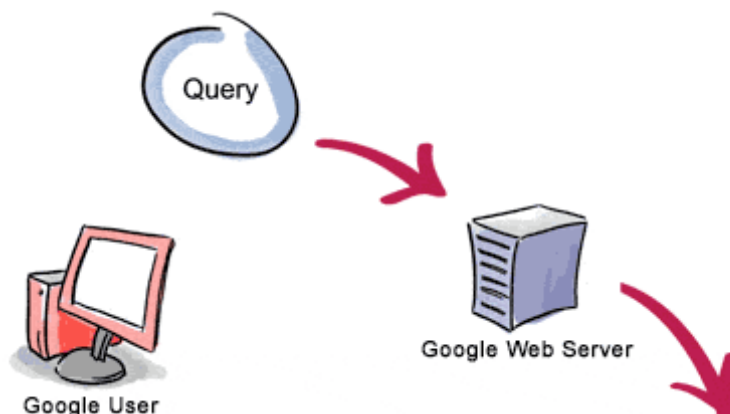
The query processor has several parts, including the user interface (search box), the "engine" that evaluates queries and matches them to relevant documents, and the results formatter.

Google considers over a hundred factors in determining which documents are most relevant to a query, including the popularity of the page, the position and size of the search terms within the page, and the proximity of the search terms to one another on the page. [PageRank](#) is Google's system for ranking web pages. ([View a website's PageRank](#) from Google's ToolBar and from the Google Directory.)

Google also applies machine-learning techniques to improve its performance automatically by learning relationships and associations within the stored data. For example, the [spelling-correcting system](#) uses such techniques to figure out likely alternative spellings. Google closely guards the formulas it uses to calculate relevance; they're tweaked to improve quality and performance, and to outwit the latest devious techniques used by spammers.

Indexing the full text of the web allows Google to go beyond simply matching single search terms. Google gives more priority to pages that have search terms near each other and in the same order as the query. Google can also match multi-word phrases and sentences. Since Google indexes HTML code in addition to the text on the page, users can restrict searches on the basis of where query words appear, e.g., in the title, in the URL, in the body, and in links to the page, options offered by the [Advanced-Search page](#) and [search operators](#).

Let's see how Google processes a query.

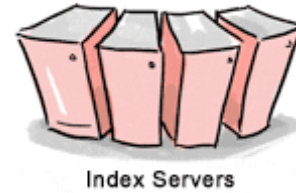


3. The search results are returned to the user in a fraction of a second.

1. The web server sends the query to the index servers. The content inside the index servers is similar to the index in the back of a book--it tells which pages contain the words that match any particular query term.



2. The query travels to the doc servers, which actually retrieve the stored documents. Snippets are generated to describe each search result.



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For more information on Google's technology, visit www.google.com/technology/. There are numerous pages explaining Google's PageRank, including Pagerank Explained Correctly with Examples, which you can find at www.iprcom.com/papers/pagerank/ and Google's PageRank Explained and How to Make the Most of It by Phil Craven, which you can find at www.webworkshop.net/pagerank.html.

What Appears on the Results Page

The results page is filled with information and links, most of which relate to your query.

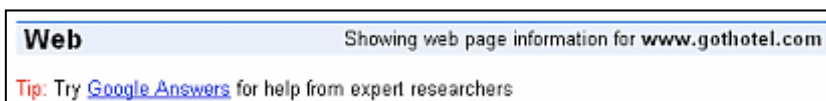
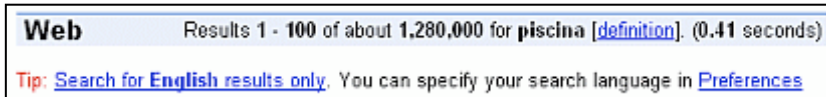


- **Google Logo:** Click on the Google logo to go to Google's home page.
- **Statistics Bar:** Describes your search, includes the number of results on the current results page and an estimate of the total number of results, as well as the time your search took. For the sake of efficiency, Google estimates the number of results; it would take considerably longer to compute the

exact number. This estimate is unreliable.

Every underlined term in the statistics bar is linked to its [dictionary definition](#). Queries that are linked to just one definition are followed by a definition link.

- **Tips:** Sometimes Google displays a tip in a box just below the statistics bar.



- **Search Results:** Ordered by relevance to your query, with the result that Google considers the most relevant listed first. Consequently you are likely to find what you're seeking quickly by looking at the results in the order in which they appear. Google assesses relevance by considering over a hundred factors, including how many other pages link to the page, the positions of the search terms within the page, and the proximity of the search terms to one another.

Below are descriptions of some search-result components. These components appear in fonts of different colors on the result page to make it easier to distinguish them from one another.

- **Page Title:** (blue) The web page's title, if the page has one, or its URL if the page has no title or if Google has not indexed all of the page's content. Click on the page title (e.g., The History of the Brassiere - Mary Phelps Jacob) to display the corresponding page.
- **Snippets:** (black) Each search result usually includes one or more short excerpts of the text that matches your query with your search terms in **boldface** type. Each distinct excerpt or snippet is separated by an ellipsis (...). These snippets, which appear in a black font, may provide you with
 - The information you are seeking
 - What you might find on the linked page
 - Ideas of terms to use in your subsequent searches

When Google hasn't crawled a page, it doesn't include a snippet. A page might not be crawled because its publisher requested no crawling, or because the page was written in such a way that it was too difficult to crawl.

- **URL of Result:** (green) Web address of the search result. In the screen shot, the URL of the first result is inventors.about.com/library/weekly/aa042597.htm.
- **Size:** (green) The size of the text portion of the web page. It is omitted for sites not yet indexed. In the screen shot, "5k" means that the text portion of the web page is 5 kilobytes. One kilobyte is 1,024 (2^{10}) bytes. One byte typically holds one character. In general, the

average size of a word is six characters. So each 1k of text is about 170 words. A page containing 5K characters thus is about 850 words long.

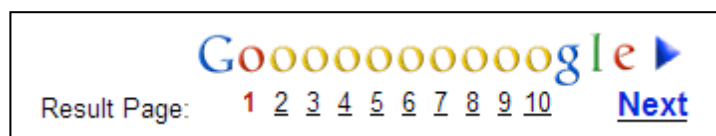
Large web pages are far less likely to be relevant to your query than smaller pages. For the sake of efficiency, Google searches only the first 101 kilobytes (approximately 17,000 words) of a web page and the first 120 kilobytes of a pdf file. Assuming 15 words per line and 50 lines per page, Google searches the first 22 pages of a web page and the first 26 pages of a pdf file. If a page is larger, Google will list the page as being 101 kilobytes or 120 kilobytes for a pdf file. This means that Google's results won't reference any part of a web page beyond its first 101 kilobytes or any part of a pdf file beyond the first 120 kilobytes.

- **Date:** (green) Sometimes the date Google [crawled](#) a page appears just after the size of the page. The date tells you the freshness of Google's copy of the page. Dates are included for pages that have recently had a [fresh crawl](#).
- **Indented Result:** When Google finds multiple results from the same website, it lists the most relevant result first with the second most relevant page from that same site indented below it. In the screen shot, the indented result and the one above it are both from the site inventors. about.com.

Limiting the number of results from a given site to two ensures that pages from one site will not dominate your search results and that Google provides pages from a variety of sites.

- **More Results:** When there are more than two results from the same site, access the remaining results from the "More results from..." link.

When Google returns more than one page of results, you can view subsequent pages by clicking either a page number or one of the "o"s in the whimsical "Goooooogle" that appears below the last search result on the page.



If you find yourself scrolling through pages of results, consider [increasing the number of results Google displays on each results page](#) by changing your global preferences (see the section Changing Your Global Preferences).

In practice, however, if pages of interest to you aren't within the first 10 results, consider refining your query instead of sifting through pages of irrelevant results. To simplify such refinements, Google includes a search box at the bottom of the page you can use to enter your refined query.

- **Sponsored Links:** Your results may include some clearly identified sponsored links (advertisements) relevant to your search. If any of your search terms appear in the ads, Google displays them in **boldface** type.
- **Spelling Corrections, Dictionary Definition, Cached, Similar Pages, News, Product Information, Translation, Book results:** Your results may include these links, which are described on the next few pages.

Here's another screen shot of the results page in case the one at the top of this page scrolled off your screen.



For more on what's included on Google's results page, visit www.google.com/help/interpret.html.

Links Included with Your Results

Google may include links to the following types of information above or along side your results.

- [A Spelling Correction \(suggestion\)](#)
- [Dictionary Definitions](#)
- [Cached Pages](#)
- [Similar Pages](#)
- [News Headlines](#)
- [Product Search \(Froogle\)](#)
- [File-Type Conversion](#)
- [A Translation](#)
- [Book results](#)

The shortcut links that often appear to the left of an icon are known as OneBox results.

Spelling Corrections (Suggestions)

Not sure how to spell something? Don't worry, try [gessing](#) or [spelng](#) any way you can. In just the first few months on the job, Google engineer Noam Shazeer developed a spelling correction (suggestion) system based on what other users have entered. The system automatically checks whether you are using the most common spelling of each word in your query.

(We used to suggest that you search Google for [phonitick spewling](#). But so many Web pages added the same example that now — or, at least, when we last checked — Google no longer treats those "words" as incorrectly spelled! Google's system doesn't match words against an actual dictionary; it compares them to commonly-used words.)

Want to know the approximate value of a used car? Check out its "Blue Book" value.

Google™ blu book

Google Search

Notice that Google suggests the correct spelling if you fail to type the final "e" in "blue."

The screenshot shows a Google search interface. At the top, the Google logo is on the left, and navigation links for Web, Images, Groups, News, Froogle (with a 'New!' badge), and more are on the right. Below the logo is a search bar containing the text 'blu book' and a 'Search' button. To the right of the search bar are links for 'Advanced Search' and 'Preferences'. Below the search bar, the results section is titled 'Web' and shows 'Results 1 - 100 of about 175,000 for blu book (0.87 seconds)'. A red oval highlights the text 'Did you mean: blue book'. Below this, there are search results from Amazon.com, including a link to 'Books: 1999 Blu-Book Film, TV and Commercial ...' and a snippet of text. To the right of the results, there is a 'Sponsored Links' section with a link to 'Blue Book Prices' and a snippet of text.

Since an alternative spelling is more common, Google asks: **Did you mean:** [blue book](#). Click the suggested spelling link to launch a new search on the "blue book" spelling instead of the original "blu book."

Google's checker is particularly good at recognizing frequently made typos, misspellings, and misconceptions. It analyzes all terms in your query to recognize what you most likely intended to enter. For example, when you search for [[untied stats](#)], the spelling checker suggests **Did you mean:** ["united states"](#), although each individual word is spelled correctly.

Regardless of whether it suggests an alternative spelling, Google returns results that match your query if there are any. If there aren't any that match your query, Google may offer an alternative spelling, search tips, and a link to [Google Answers](#). The last is a service that provides assistance from expert online researchers for a fee.

The screenshot shows a Google search interface. At the top, the Google logo is on the left, and navigation links for 'Web', 'Images', 'Groups', 'News', 'Froogle', and 'more' are on the right. A search bar contains the text 'activ listingg' and a 'Search' button. To the right of the search bar are links for 'Advanced Search' and 'Preferences'. Below the search bar, the word 'Web' is displayed in a blue bar. The main content area shows a red text prompt: 'Did you mean: [activ listing](#)'. Below this, it states: 'No standard web pages containing all your search terms were found.' and 'Your search - **activ listingg** - did not match any documents.' Underneath, there is a 'Suggestions:' section with a bulleted list: '- Make sure all words are spelled correctly.', '- Try different keywords.', '- Try more general keywords.', and '- Try fewer keywords.' At the bottom of the suggestions, it says: 'Also, you can try [Google Answers](#) for expert help with your search.' The footer contains links for 'Google Home', 'Advertising Solutions', 'Business Solutions', and 'About Google', followed by the copyright notice '©2004 Google'.

Google figures out possible misspellings and their likely correct spellings by using words it finds while searching the web and processing user queries. So, unlike many spelling correctors, Google can suggest common spellings for:

- Proper nouns (names and places)
- Words that may not appear in a dictionary

People searching for Britney Spears have clearly found the spelling checker useful, as it has corrected spellings of her first name ranging from "Brittany" to "Prietny." Visit www.google.com/jobs/britney.html to see hundreds of other ways people have misspelled her name.

Be aware that the spelling checker isn't able to distinguish between a variant spelling and a word or name that is spelled similarly. So, before clicking on what Google suggests, check that it's what you intended. For example, when looking up the San Francisco Bay Area web designer [Mistrale](#), Google asks: **Did you mean: [Mistral](#)**, though I spelled the name correctly.

The screenshot shows a Google search interface. At the top, the Google logo is on the left, and navigation links for 'Web', 'Images', 'Groups', 'News', 'Froogle', and 'more' are on the right. A search bar contains the text 'Mistrale' and a 'Search' button. To the right of the search bar are links for 'Advanced Search' and 'Preferences'. Below the search bar, the word 'Web' is displayed in a blue bar. To the right of 'Web', it says 'Results 1 - 100 of about 802 for **Mistrale**. (0.58 seconds)'. The main content area shows a red text prompt: 'Did you mean: [Mistral](#)'. Below this, there is a search result for 'Mistrale -- Creative photography, digital design, and websites for ...'. The result includes links for '[Home]', '[About]', '[Services]', '[Portfolio]', and '[Contact]', and the text 'Copyright 2003 Mistrale, Oakland CA. Last Modified: Sat, Oct 18, 2003.' At the bottom of the result, it says 'www.mistrale.com/ - 3k - [Cached](#) - [Similar pages](#)'.

Exercises

The first problem gives you practice in using Google's spelling-correction system. For hints and answers to

selected problems, see the [Solutions](#) page in the Appendix.

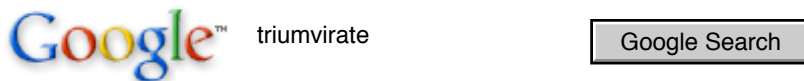
1. On National Public Radio (NPR), you heard a researcher at Stanford University whose name sounded like Jeff Naumberg and want to send him email. What is Jeff's email address?
2. From [Google's home page](#), www.google.com, search for "french military victories" and then click on the *I'm Feeling Lucky* button to see Albino Blacksheep's parody of a Google spelling correction result.

Note: Though the page looks like a Google page, if you enter another query in the search box, it will be processed by the hosting site, listed in your browser's address box.

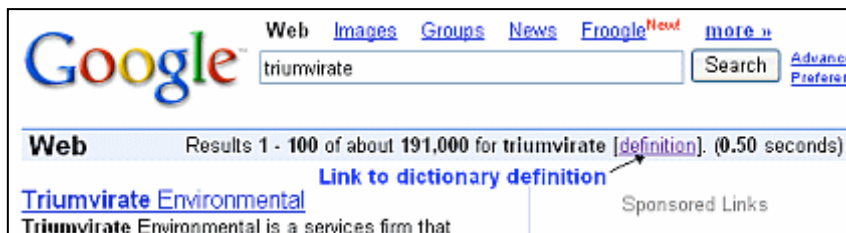
Definitions

Want a definition for your search terms? It's just a click away.


Google looks for dictionary definitions for your search terms. If it finds any definitions, it shows those words as underlined links or includes a definition link in the [statistics bar](#) section of the results page (located below the search box showing your query). Google is able to find definitions for acronyms, colloquialisms, and slang, as well as words that you would expect to find in a dictionary.



Click on the underlined terms or the definition link in the statistics bar to link to their dictionary definition, which also may include information on pronunciation, part of speech, etymology, and usage.



For example, learn what co-founders Larry Page and Sergey Brin, and CEO Eric Schmidt mean when they say they run Google as a triumvirate by clicking on the link [triumvirate](#).

triumvirate  [Pronunciation Key](#) (trī-ŭm'vēr-īt)

n.

1. Government by triumvirs.
2. The office or term of a triumvir.
3. A body or group of triumvirs.
4. An association or a group of three. Also called **troika**.

[Latin *triumvirātus*, from *triumvirī*, *board of three*.
See **triumvir**.]

triumvirate

\Tri*um'vi*rate\, n. [L. *triumviratus*: cf. F. *triumvirat*.] 1.
Government by three in coalition or association; the term of
such a government.

2. A coalition or association of three in office or authority,
especially, the union of three men who obtained the government
of the Roman empire.

[Source](#): *Webster's Revised Unabridged Dictionary*, © 1996,
1998 MICRA, Inc.

Phrases with idiomatic meanings that aren't necessarily implied by the definitions of the individual words will be linked to their dictionary definitions, e.g., "happy hour," "put off," "greasy spoon," and "raise the roof."



Google Search

If Google doesn't find a definition for a term, try using [Google Glossary](#).

Exercises

These problems give you practice in finding dictionary definitions. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. According to the dictionary, what is an "urban legend"?
2. Find the history of the word 'chivalry.' From which language does it come and from what word?
3. Does Google provide a link to dictionary for definitions of terms in languages other than English?

4. What does 'zeitgeist' mean? What's on the Google Zeitgeist page www.google.com/press/zeitgeist.html?

Cached

Google takes a snapshot of each page it examines and caches (stores) that version as a back-up. The cached version is what Google uses to judge if a page is a good match for your query.

Practically every search result includes a *Cached* link. Clicking on that link takes you to the Google cached version of that web page, instead of the current version of the page. This is useful if the original page is unavailable because of:

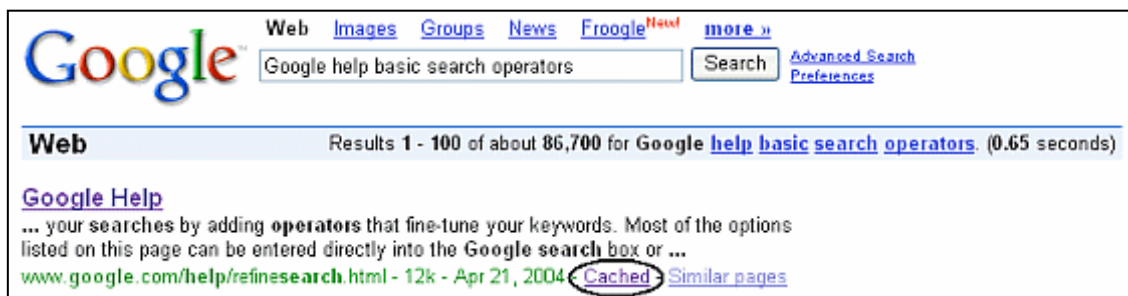
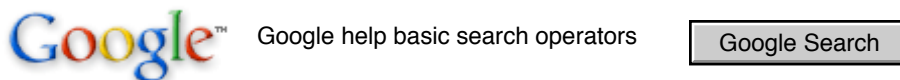
- Internet congestion
- A down, overloaded, or just slow website
- The owner's recently removing the page from the Web

Sometimes you can access the cached version from a site that otherwise require registration or a subscription.

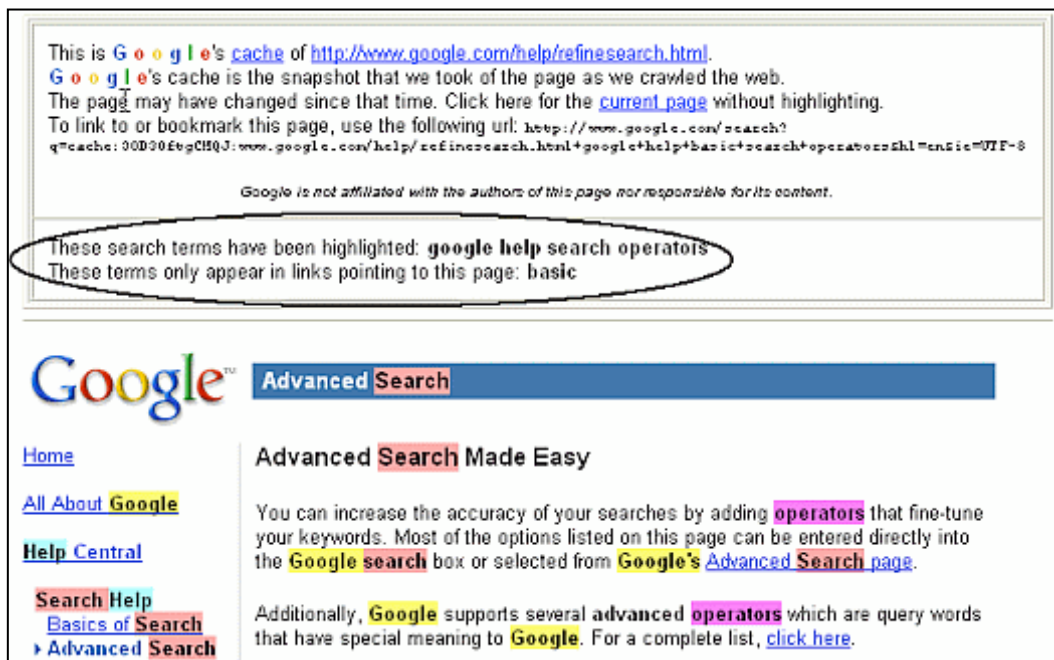
Note: Since Google's servers are typically faster than many web servers, you can often access a page's cached version faster than the page itself.

If Google returns a link to a page that appears to have little to do with your query, or if you can't find the information you're seeking on the current version of the page, take a look at the cached version.

Let's search for pages on the Google help basic search operators.



Click on the *Cached* link to view Google's cached version of the page with the query terms highlighted. The cached version also indicates terms that appear only on links pointing to the page and not on the page itself.



Note: Internet Explorer users may view a page with any word(s) highlighted, not just search terms, by using the [highlight feature of the Google Toolbar](#), which is mentioned in Part III.

When Google displays the cached page, a header at the top serves as a reminder that what you see isn't necessarily the most recent version of the page.

The *Cached* link will be omitted for sites whose owners have requested that Google remove the cached version or not cache their content, as well as any sites Google hasn't indexed.

If the original page contains more than 101 kilobytes of text, the cached version of the page will consist of the first 101 kbytes (120 kbytes for pdf files).

You can also retrieve Google's cached version of a page via the [cache: search operator](#). For example, [[cache:www.pandemonia.com/flying/](#)] will show Google's cached version of Flight Diary in which Hamish Reid documents what's involved in learning how to fly.

On the cached version of a page, Google will highlight terms in your query that appear after the *cache:* search operator. For example, in the snapshot of the page [www.pandemonia.com/flying/](#), Google highlights the terms "fly" and "diary" in response to the query [[cache:www.pandemonia.com/flying/ fly diary](#)].

Use the [Wayback Machine](#) when you want to visit a version of a web page that is older than Google's cached version.

Exercises

These problems give you practice accessing Google's cached version of a page. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. After Nelson Blachman received reprints of a paper he wrote for the June 2003 issue of *The Mathematical Scientist*, he wanted to discover what other sorts of papers appear in the same issue of this semiannual publication. Find a table of contents for *The Mathematical Scientist* for Nelson.

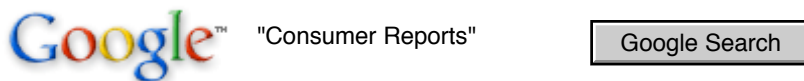
2. Compare the dates on the current page with the dates on the cached version for the following organizations:
 - o CNN
 - o New York Times
 - o Linux Magazine
 - o North Texas Food Bank

Note: Google indexes a page (adds it to its index and caches it) frequently if the page is popular (has a high [PageRank](#)) and if the page is updated regularly. The new cached version replaces any previous cached versions of the page.

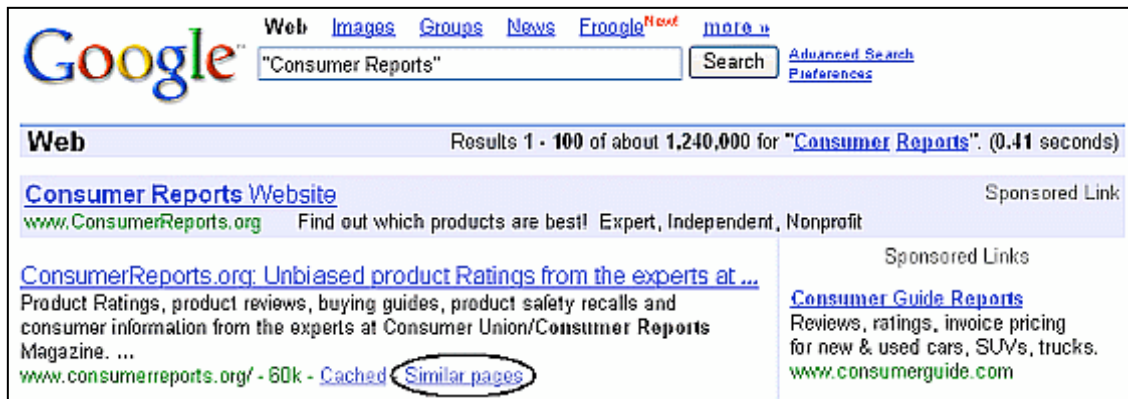
3. Check the dates that the Wayback Machine archived versions of Google Guide.

Similar Pages

Here's how to find results similar to another Google search result. Let's say you're interested in finding sites similar to that of Consumer Reports. First, search for their site.



Click on the *Similar pages* link that appears on the bottom line for the Consumer Reports result.



The link may be useful for finding more consumer resources, or information on Consumer Reports' competitors.

The screenshot shows a Google search interface. At the top left is the Google logo. To its right are navigation links: Web, Images, Groups, News, Froogle, News, and more. Below these is a search bar containing the text 'related:www.consumerreports.org/' and a 'Search' button. To the right of the search bar are links for 'Advanced Search' and 'Preferences'. Below the search bar, the results are displayed under the heading 'Web'. The first result is 'ConsumerReports.org: Unbiased product Ratings from the experts at ...' with a snippet: 'Home Customer service My account, SUBSCRIBE, LOGIN. Autos, Appliances, Electronics & computers, Home & garden, Health & fitness, Personal ...' and a link to 'www.consumerreports.org/ - 60k - Cached - Similar pages'. The second result is 'Consumer World: Everything Consumer' with a snippet: 'Consumer World is a public service, non-commercial* guide with over 2000 of the most useful consumer resources. FREE WEEKLY CONSUMER WORLD® EMAIL NEWSLETTER. ...' and a link to 'www.consumerworld.org/ - 42k - Cached - Similar pages'. The third result is 'BBB' with a snippet: 'CHECK IT OUT: BBB reports provide information on over two million organizations. It is a good idea to check before you invest or give. Business. Charity. ...' and a link to 'www.bbb.org/ - 13k - Cached - Similar pages'.

You can also find similar pages by using the [Page-Specific Search selector](#) on the [Advanced Search](#) page or by using the [related:](#) search operator. If you expect to search frequently for similar pages, you may want to install a [GoogleScout browser button](#).

Note: The similar pages feature is most effective on pages that are popular, i.e., that are linked to from many pages.

How does Google find similar pages?

By finding other sites listed on pages that link to the specified page. Let's see how Google chooses sites similar to Google Guide. I use the [related:](#) search operator, which returns the same results as the *Similar pages* link.

The screenshot shows a Google search bar. On the left is the Google logo. To its right is the search bar containing the text 'related:www.googleguide.com'. To the right of the search bar is a button labeled 'Google Search'.

Google [Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)

Searched for pages similar to www.googleguide.com. Results 1 - 11 of about 17. Search took 0.43 seconds.

[Google Guide: Interactive Online Tutorial on Searching with Google ...](#)
 Why Take The Google Guide Tutorial? Google is so easy to use, you may wonder why you should take this online tutorial. But if you ...
www.googleguide.com/ - 19k - [Cached](#) - [Similar pages](#)

[Google Press Center: Zeitgeist](#)
 Google Zeitgeist - Search patterns, trends, and surprises according to Google. For both breaking news and obscure information alike ...
 Description: Weekly search trends and a list of the most frequently misspelled searches.
 Category: [Computers](#) > [Internet](#) > ... > [Authoring](#) > [Online Tools](#) > [Keywords](#)
www.google.com/press/zeitgeist.html - 101k - [Cached](#) - [Similar pages](#)

[Metaspy - MetaCrawler](#)
 MetaCrawler Search. Search the Search Engines. MetaCrawler Home. MetaSpy. What do you think of MetaSpy? Submit Your Site | Tell a ...
 Description: Displays keywords which people are currently searching for in Metacrawler. The page refreshes every...
 Category: [Computers](#) > [Internet](#) > ... > [Authoring](#) > [Online Tools](#) > [Keywords](#)
www.metaspy.com/ - 8k - [Cached](#) - [Similar pages](#)

[MEL: Internet Myths & Hoaxes](#)
 ... The Internet and Computers. ...
mel.lib.mi.us/internet/INET-hoax.html - 8k - [Cached](#) - [Similar pages](#)

[Web Characterization](#)
wcp.oclc.org/ - 1k - [Cached](#) - [Similar pages](#)

Now let's look at one of the sites that link to Google Guide, as it was at the time we made the screen shot above. On the Michigan State University (MSU) Libraries page, www.lib.msu.edu/sowards/home/home5.htm (shown in the screen shot below), Google Guide is listed near the top of the page just after a link to Google's Zeitgeist page, www.google.com/press/zeitgeist.html. The next three sites listed as being similar to Google Guide (Metaspy, the MEL Internet Myths and Hoaxes, and Web Characterization) are also listed on the MSU page. Google automatically selected these sites by considering many factors including the popularity of the pages containing links to Google Guide, the positions, sizes, and proximities of other links to the Google Guide link.



Web sites about using Web sites and HTML, including search

Some major search engines and portals:

- [Google](#) search engine, including [Google's University search](#) and [Zeitgeist](#) showing search (see also [Google ~Guide](#) for advanced user tips).
- [Yahoo](#) directory.
- [Altavista](#).
- [MSN Web Search](#).
- [Go.com](#), formerly Infoseek.
- [Lycos](#) search engine.

Meta-engines:

- [Dogpile](#) runs your search in a dozen major search engines at once.
- [Metacrawler](#) uses multiple engines and uses an algorithm to rank hits for relevancy.
- [Ixquick](#) has options to tap a dozen engines, or news, and picture sites.

Comparisons of search engines:

- ["How to Search the Web"](#) by Terry Gray: a guide and links to various search engines.
- [Search Engine Watch](#) has links to sites, reviews and news.
- For the voyeur: [Metaspy](#) shows live search engine activity.

Another resource for similar results is the category link that may appear just below the snippet or above your search results, which is described next. If there isn't a category link, try using Google's [Directory](#).

For more information about the *Similar pages* link, visit www.google.com/help/features.html#related.

Exercises

These problems give you practice in using Google's *Similar pages* feature. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find a site that will get your name off mailing lists so that you receive less commercial advertising mail. Click on the *Similar pages* link to find other such sites.
2. What sites are similar to the [Internet Movie Database](#)?

News Headlines

When Google finds current news relating to your query, Google includes up to three headlines that link to news stories above your search results. Why at most three? So as not to push the

web search results off the page.

Of course, since news by definition reports recent events, you'll see the most recent headlines about the United Nations (if there *are* any recent headlines, that is) when you enter the query [[United Nations](#)].



For more news stories or to browse the latest headlines, visit [Google News Search](#) at [news.google.com](#), which we describe in Part III.

Exercises

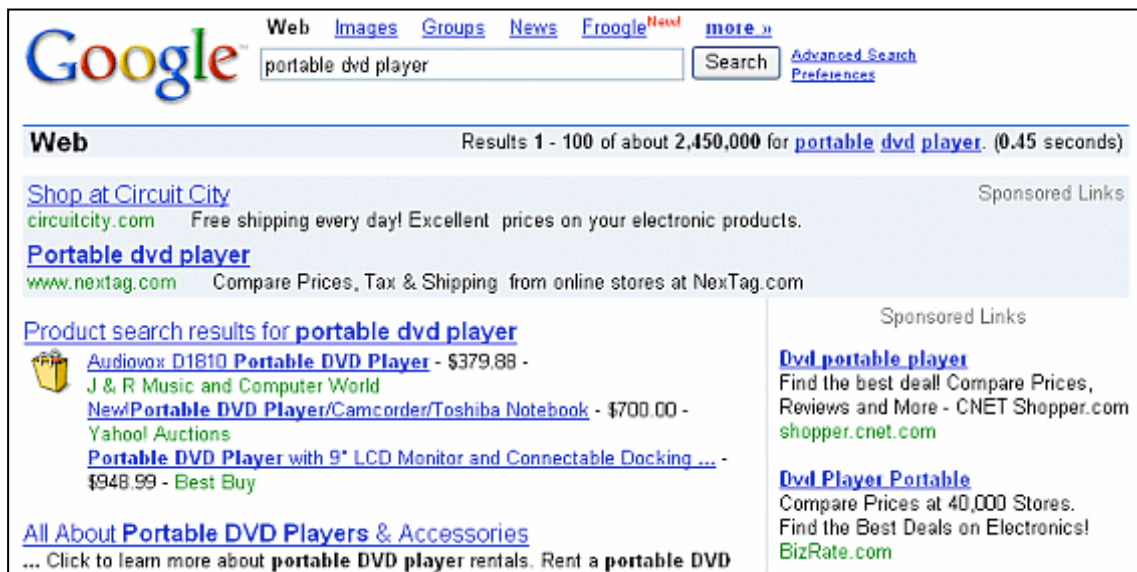
These problems give you practice in searching for news headlines. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find the latest news about Google.
2. Find the latest news on Iraq.

Product Search (Froogle)

When Google finds products relevant to your query, above your search results, you may find up to three links to items that merchants list in [Froogle](#), Google's product search service.





Exercises

These problems give you practice in searching for products. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find denim jackets.
2. Find cell phones (mobile phones).

File Type Conversion

Google converts all file types it searches to either HTML or text (unless, of course, they already are in one of these formats). Google searches a variety of file formats including

File Format	Suffix	Description
Adobe Acrobat PDF	pdf	A publishing format commonly used for product manuals and documents of all sorts.
Adobe PostScript	ps	A printing format often used for academic papers.
Hypertext Markup Language	html or htm	The primary language for web pages.
Lotus 1-2-3	wk1, wk2, wk3, wk4, wk5, wki, wks, or wku	A spreadsheet format.
Lotus WordPro	lwp	A word processing format.
MacWrite	mw	A word processing format.
Microsoft Excel	xls	A spreadsheet format.

Microsoft PowerPoint	ppt	A format for presentations and slides.	
Microsoft Word	doc	A common word processing format.	
Microsoft Works	wks, wps, or wdb	A word processing format.	
Microsoft Write	wri	A Macintosh word processing format.	
Rich Text Format	rtf	A format used to exchange documents between Microsoft Word and other formats.	
Plain Text	ans or txt	Ordinary text with no special formatting.	

Clicking on a link to a non-HTML file will launch the associated program for reading the file, provided it's installed on your system.

If you can't view the page in the native format — for instance, if you don't have Adobe Acrobat on your computer, or if you want faster access to the file — click on either the "View as HTML" or "View as Text" link. *Note:* Portions of some files converted to HTML or text may be difficult to read.

[PDF] [Web Page Evaluation Checklist](#)
 File Format: PDF/Adobe Acrobat [View as HTML](#)
 ... could find in journal articles or other published literature that
 is not on the free, general web? [Web Page Evaluation Checklist](#)
www.lib.berkeley.edu/TeachingLib/Guides/Internet/EvalForm.pdf - [Similar pages](#)

You can use the [Advanced Search form](#) or the [filetype: search operator](#) to restrict your results to a particular format.

For more information about file types that Google supports, visit www.google.com/help/faq_filetypes.html.

Exercises

These problems give you practice viewing files of different types. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find a document with tips on job interviewing and salary negotiation that is in PDF/Adobe Acrobat format. What differences in the appearance of the document result from viewing it in its native format, Adobe Acrobat versus HTML?
2. Find a Power Point slide presentation on first aid and choking. View the presentation as HTML.
3. Find pdf or Postscript documents and course notes on symplectic geometry that are on university and other educational sites.

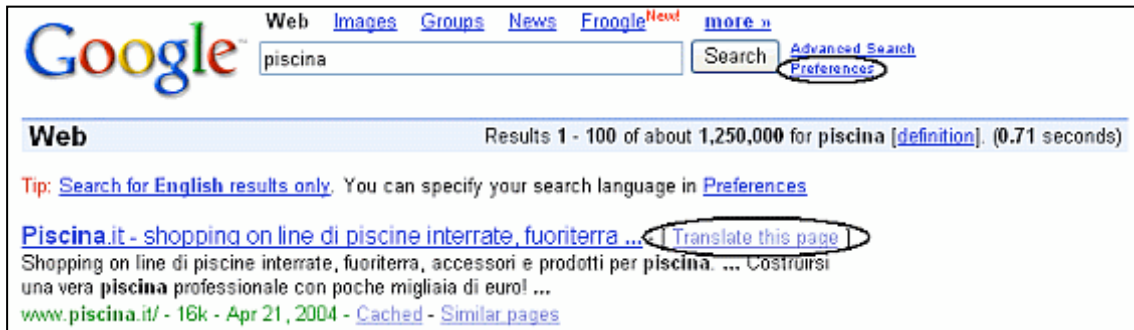
This problem was inspired by Julian Uschersohn.

Translation

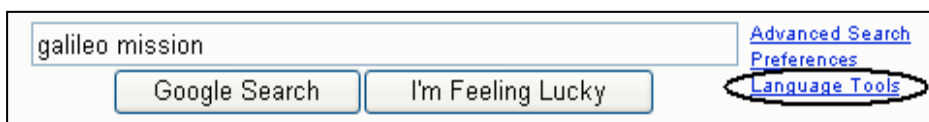
As the web has spread across the world, more and more web pages are available in languages other than English. Google provides a translation link and language tools to enable you to read pages written in unfamiliar languages.

Google translates pages by computer. Machine translation is difficult to do well and tends not to be as clear as human translation. But it can give you the gist of what's written or suggestions for translating something into another language.

Your results may include a "Translate this page" link when a results page is written in a language different from your interface language (as specified by your [Google Preferences](#), which is described in the next section). Your interface language is the language in which Google displays messages and labels, buttons, and tips on Google's home page and results page. You can translate pages written in English, French, German, Italian, Portuguese, and Spanish into another language from that set.



Google's Language Tools overcome language barriers. Click on the "[Language Tools](#)" link to the right of the search box on Google's home page,



or visit www.google.com/language_tools, or select the Language Tools menu option in the [Google Toolbar](#) (in Part III, section Making Google Search Easier with Google Tools) to:

- Search for pages written in specific languages

Search Specific Languages or Countries

Search pages written in:

Search pages located in:

Search for

Tip: If you typically search only pages in a specific language or languages, you can save this as your default search behavior on the [Preferences](#) page.

- Search for pages located in specific countries
- Use the Google interface in another language, e.g., set Google's home page, messages and labels, and buttons to display in a specific language
- Visit Google's site in a specific country, e.g., www.google.de in Germany



- Translate any text or web page from a limited set of languages including English, French, German, Italian, Portuguese, or Spanish into another language in that set.

If you want to translate some text or a page into a language other than those Google Language Translation Tool offers, check out [Fagan Finder's Translation Wizard](#).

If you're interested in translating Google Guide, send email to [feedback\(at\)googleguide.com](mailto:feedback(at)googleguide.com) (replace "(at)" by "@") and review Erik Hoy's [advice for Google Guide translators](#). The Danish Google Guide, bibliotek.kk.dk/soeg_bestil_forny/googleguide, is available through the Copenhagen Central Library's website.

Exercises

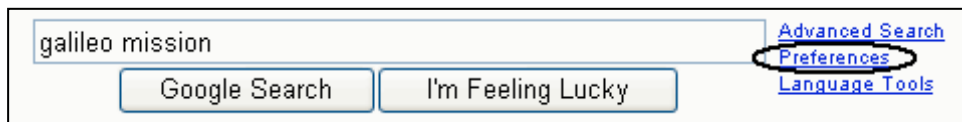
These problems give you practice with translating words, pages, and results, and with finding pages in specific countries. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find out about municipal swimming pools that you can use when visiting Naples. *Hint:* Find the Italian words for "municipal swimming pools Naples" and then search for them on pages in Italy. You can use your browser's Copy and Paste features to transfer the Italian words from one screen to another.
2. Find the name of the mayor of Montpellier, France, by searching the city website montpellier.fr. It may help to know the French word for "mayor."
3. Translate "I wish to mail a package. Where is the nearest post office? Thank you." into Spanish.
4. Find listings or photos of old books at the national library of Spain. *Hint:* Translate the two unrelated phrases "old books" and "national library Spain" separately; otherwise, the translation software may try to make them into a sentence (and add "noise" words).
5. Restrict your search to France and search for pages in English on the war in Iraq.

Customizing Your Results by Using Preferences

Whenever I run a new piece of software, ... I [first] ... look at the program's 'preferences' panel. By clicking through the options, I rapidly learn what a program can do and what its shortcomings are. Google is no different. — Simson Garfinkel, [Getting More from Google, Technology Review, June 4, 2003](#)

You can customize the way your search results appear by configuring your Google global preferences, options that apply across most Google search services. To change these options, click on the [Preferences](#) link, which is to the right of Google's search box, or visit www.google.com/preferences.



From the Preferences page, specify your global preferences, including

- **Interface Language:** the language in which Google will display tips, messages, and buttons for you
- **Search Language:** the language of the pages Google should search for you
- **SafeSearch:** automatic filtering and blocking of web pages with explicit sexual content
- **Number of results:** how many search results are to be displayed per page
- **Results window:** when enabled, clicking on the main link (typically the page title) for a result will open the corresponding page in a new window

When you set your preferences, Google stores your settings in a "cookie" on the computer you are using. Google doesn't associate that cookie with any other computer you use. So, if you want Google to work similarly on all the computers you use, you will need to set these preferences on each one of them. There's more about cookies and other user information in the section called [Accounts and Cookies](#).

Interface Language

The set of languages in which you want to allow messages and labels, text on buttons, and tips to be displayed. Your choice of interface languages is *much* larger than the "translate" set of languages (those that can be translated into your interface language) and includes relatively obscure languages, such as Catalan, Maltese, Occitan, and Welsh, and frivolous languages, such as Bork, bork, bork!, Esperanto, Hacker, Interlingua, and Pig Latin.

Use the Google Interface in Your Language

Set the Google homepage, messages, and buttons to display in your selected language via our [Preferences](#) page. Google currently offers the following interface languages:

- [Afrikaans](#)
- [Albanian](#)
- [Amharic](#)
- [Arabic](#)
- [Azerbaijani](#)
- [Basque](#)
- [Belarusian](#)
- [Bengali](#)
- [Bihari](#)
- [Bork, bork, bork!](#)
- [Bosnian](#)
- [Bulgarian](#)
- [Catalan](#)
- [Chinese \(Simplified\)](#)
- [Chinese \(Traditional\)](#)
- [Croatian](#)
- [Czech](#)
- [Danish](#)
- [Dutch](#)
- [Elmer Fudd](#)
- [English](#)
- [Esperanto](#)
- [Estonian](#)
- [Faroese](#)
- [Finnish](#)
- [French](#)
- [Frisian](#)
- [Galician](#)
- [Georgian](#)
- [German](#)
- [Greek](#)
- [Gujarati](#)
- [Hacker](#)
- [Hebrew](#)
- [Hindi](#)
- [Hungarian](#)
- [Icelandic](#)
- [Indonesian](#)
- [Interlingua](#)
- [Irish](#)
- [Italian](#)
- [Japanese](#)
- [Javanese](#)
- [Kannada](#)
- [Klingon](#)
- [Korean](#)
- [Latin](#)
- [Latvian](#)
- [Lithuanian](#)
- [Macedonian](#)
- [Malay](#)
- [Malayalam](#)
- [Maltese](#)
- [Marathi](#)
- [Nepali](#)
- [Norwegian](#)
- [Norwegian \(Nynorsk\)](#)
- [Occitan](#)
- [Persian](#)
- [Pig Latin](#)
- [Polish](#)
- [Portuguese \(Brazil\)](#)
- [Portuguese \(Portugal\)](#)
- [Punjabi](#)
- [Romanian](#)
- [Russian](#)
- [Scots Gaelic](#)
- [Serbian](#)
- [Sinhalese](#)
- [Slovak](#)
- [Slovenian](#)
- [Spanish](#)
- [Sundanese](#)
- [Swahili](#)
- [Swedish](#)
- [Tagalog](#)
- [Tamil](#)
- [Telugu](#)
- [Thai](#)
- [Tigrinya](#)
- [Turkish](#)
- [Ukrainian](#)
- [Urdu](#)
- [Uzbek](#)
- [Vietnamese](#)
- [Welsh](#)
- [Xhosa](#)
- [Zulu](#)

If you don't see your native language here, you can help Google create it by becoming a volunteer translator. Check out our [Google in Your Language](#) program.

If you set your interface language to Greek, message and text on links, tabs, and buttons will be displayed in Greek.

The interface language is configured on the Preferences page. The pull-down menu allows you to choose from over 80 languages.

Interface Language Display Google tips and messages in: English

If you do not find your native language in the pulldown above, you can help Google create it through our [Google in Your Language program](#).

Note: If you don't find your preferred language in the list, you can volunteer to translate Google's help information and search interface into that language via the [Google In Your Language program](#).

If you select an interface language other than English, when using Google Web search you will be given the option of searching the entire web or just pages written in your interface language. For example, with French as the interface language the search box looks like this:



Note: Most non-English Google home pages have a "Google.com in English" link in case you can't read the rest of the page.

Search Language

By default, Google Web search includes all pages on the Web. You can choose to restrict your searches to those pages written in the languages of your choice by setting the search language.

Search Language	<input checked="" type="radio"/> Search for pages written in any language (Recommended).	
	<input type="radio"/> Search only for pages written in these language(s):	
<input type="checkbox"/> Arabic	<input type="checkbox"/> English	<input type="checkbox"/> Indonesian
<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Estonian	<input type="checkbox"/> Italian
<input type="checkbox"/> Catalan	<input type="checkbox"/> Finnish	<input type="checkbox"/> Japanese
<input type="checkbox"/> Chinese (Simplified)	<input type="checkbox"/> French	<input type="checkbox"/> Korean
<input type="checkbox"/> Chinese (Traditional)	<input type="checkbox"/> German	<input type="checkbox"/> Latvian

If you want to restrict results to a single language for a few queries, consider using Google's [Advanced Search page](#).

SafeSearch Filtering

Google's SafeSearch filters out sites with pornography and explicit sexual content. Moderate filtering, the default, is set to exclude most explicit images from Google Image search results but not Google Web search or other Google search services.

SafeSearch Filtering	<p>Google's SafeSearch blocks web pages containing explicit sexual content from appearing in search results.</p> <p><input type="radio"/> Use strict filtering (Filter both explicit text and explicit images)</p> <p><input checked="" type="radio"/> Use moderate filtering (Filter explicit images only - default behavior)</p> <p><input type="radio"/> Do not filter my search results.</p>
-----------------------------	--

Google's philosophy is to filter no more than necessary, i.e., as little as possible. Google considered adding the capability to filter other controversial content besides pornography, e.g., hate speech, anarchy, bomb making, etc. But these are much more difficult to filter automatically. For example, if you try to filter hate speech, you may filter out sites that discuss hate speech.

Number of Results

The most important setting, located near the bottom of the page, is "Number of Results." By default, Google returns just 10 results for a search. Since Google's search algorithms are so accurate, this default saves Google both computer resources and downloading time. But I always increase the default to 100. Although such searches take a little longer to download (especially over a dial-up connection), getting back 100 results saves me time when I'm searching for anything out-of-the-ordinary; it's much faster to scroll through a Web page than to manually click through 10 pages of intermediate results. — Simson Garfinkel, [Getting More from Google, Technology Review, June 4, 2003](#) (MIT's Alumni magazine)

You can increase the number of results displayed per page to 20, 30, 50, or 100. The more results displayed per page, the more likely you are to find what you want on the first page of results. The downside is that the more results per page, the more slowly the page loads. How much more time it takes depends on your connection to the Internet.

Number of Results	<p>Google's default (10 results) provides the fastest results.</p> <p>Display <input type="text" value="20"/> results per page.</p>
--------------------------	---

The Number-of-Results setting applies to Google's Web, Groups, News, Froogle, and Directory search services. It does not apply to Images and Answers.

New Results Window

After you set the Results Window option on the Preferences page, when you click on the main link (typically the page title) for a result, Google will open the corresponding page in a new window.

Results Window	<p><input type="checkbox"/> Open search results in a new browser window.</p>
-----------------------	--

You can display the contents of the associated page in a new window in Internet Explorer by holding down the SHIFT key while you click on the link or pressing the right button and selecting "Open a New Window" after clicking on the link. In Firefox or Netscape, simply click your mouse's middle button on the link that you wish to display in a new window (this can be

configured in the browser's Preferences or Options section).

Cookies and their Effect on Preferences

Google stores your preferences with a *cookie* in your computer. Among other things, this means:

- If you use more than one computer, you'll need to set your Google preferences on each one.
- If your browser is set to deny cookies, your preferences can't be saved.
- If you use "cleanup" software that removes cookies, it may remove your Google preferences.

So, if Google seems to "forget" your preferences settings, look into what's happening with your cookies. As of this writing, the Mozilla and Firefox web browsers have especially flexible cookie management — including site-by-site cookie preferences and a scrollable list of all saved cookies.

Exercises

These problems give you practice in changing preferences. After you've changed your preferences, run a couple of searches. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Change your preferences to display 20 results per page.
2. Change your preferences to use strict filtering, i.e., filter both explicit text and explicit sexual content.
3. Set your preferences to open search results in a new browser window.
4. Configure your preferences to suit your needs.
5. If you would like to have more than one set of preferences on your computer, e.g., one of searching French language sites and to search all sites, then find tools for enabling you to specify more than one set of preferences using more than one cookie.

(For instance, the Mozilla browser allows you to have multiple "profiles," each with its own set of cookies. You can also install more than one type of browser on the same computer. Both of these methods let you have more than one "identity" at the same time on the same computer.)

Google's Approach to Ads

Some search engines sell their search results, in addition to showing ads. A sold result means that a link to the buyer's page is put at or near the top of the results page, just as if the search engine thought it was one of the best results. Usually, there is no indication that the page's result location was bought and paid for.

Google *never* sells its search results. If a web page appears in Google's search results, it's because Google thought it was a relevant result for your search, not because someone paid

Google to put it there.

Google's approach to ads is similar to its approach to search results: the ads must deliver useful links, or the ads are removed.

- Ads must be relevant to your search.
- Ads must not intrude, distract, or annoy (no pop-up or flashy ads).
- Sponsored links are clearly identified and kept separate from search results.
- At most, two sponsored links appear above Google's search results.

You can distinguish ads by their format and the label "Sponsored Link." Ads contain a title, a short description, and a web address (URL).

The screenshot shows a Google search for "online matchmaking". The search bar contains the text "online matchmaking" and the search button is labeled "Search". Below the search bar, the results are categorized into "Web" and "Sponsored Links".

Web Results:

- Online Matchmaking** (Sponsored Links): www.americansingles.com View Millions of Profiles & Photos. Meet the Perfect Match in Your Area
- eHarmony.com** (Sponsored Links): www.eharmony.com Real **matchmaking** based on science of compatibility. Affiliate.
- Match.com: Millions of possibilities to meet your match**: www.match.com/ - 33k - Apr 21, 2004 - Cached - Similar pages
- TradeHolding.com - International B2B Network**: www.tradeholding.com/solutions3.html - 6k - Cached - Similar pages

Sponsored Links:

- Great Expectations Dating**: The Nation's Premier Dating Service Get Your Free Profile Review Today www.great-expectations.net
- Dating Community**: Browse Profiles & Create Your Own

A blue arrow labeled "AdWords" points from the text "Matchmaking Professional version also available >> read more 'Matchmaking' is the perfect solution to start an online dating service. ..." to the "Great Expectations Dating" ad.

Advertisers decide which queries their ads should match, and then Google decides on placement, i.e., which ads to show and in what order. Google determines placement by an auction; the auction not only considers what the advertiser will pay for the ad, but also its click-through rate, i.e., how often users click on the ad. If users often click on an ad, Google will likely place the ad higher up on the results page. If the click-through rate of an ad falls below a certain level, indicating an ad isn't relevant to the query, Google removes the ad.

For the most part, you'll find advertisements pertinent to your query. However, Google's automatic matching to words on a page sometimes places an ad inappropriately. For example, in September of 2003, adjacent to a New York Post article about a gruesome murder in which the victim's body parts were stashed in a suitcase, Google listed an ad for suitcases. Since that incident, Google has improved its filters and automatically pulls ads from pages with disturbing content. So Google is unlikely to make another *faux pas* on a par with this one.

Some web pages display ads provided by Google's AdSense service. The hosting website and Google share the amount an advertiser pays when a user clicks on an ad, which varies between US\$0.01 and US\$50.00. Web publishers typically place Google AdSense ads near the top, on the right, or on the left side of a page to catch your attention. We've included such an ad at the top of this page.

For why Google sells advertising and not search results, visit www.google.com/honestresults.

[html](#).

For more information on Google's advertising programs, visit www.google.com/ads/.

For what to do if you find a pop-up ad on Google, visit www.google.com/help/nopopups.html.

Exercises

For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. How many sponsored links (ads) appear on the first search-results page with the answer to the following questions?
 - a. Where can you stay in central London at a moderate price?
 - b. What's going on with NASA's Mars Exploration Program?
2. Click on the most interesting sounding AdSense ads shown at the top of this page.
3. If you have a website, sign up for an AdWords account so that you can purchase ads to bring users to your site
4. If you have a website, sign up for an AdSense account so that you can make revenue from advertising on your site.

Evaluating What You Find

Google's web-page-ranking system, [PageRank](#), tends to give priority to better respected and trusted information. Well-respected sites link to other well-respected sites. This linking boosts the PageRank of high-quality sites. Consequently, more accurate pages are typically listed before sites that include unreliable and erroneous material. (The various [browser toolbars](#) can show you the PageRank of the page you're currently browsing.) Nevertheless, evaluate carefully whatever you find on the web since anyone can

- Create pages
- Exchange ideas
- Copy, falsify, or omit information intentionally or accidentally

Many people publish pages to get you to buy something or accept a point of view. Google makes no effort to discover or eliminate unreliable and erroneous material. It's up to you to cultivate the habit of healthy skepticism. When evaluating the credibility of a page, consider the following **AAOCC** (Authority, Accuracy, Objectivity, Currency, Coverage) criteria and questions, which are adapted from www.lib.berkeley.edu/ENGI/eval_criteria.html.

Authority

- Who are the authors? Are they qualified? Are they credible?
- With whom are they affiliated? Do their affiliations affect their credibility?
- Who is the publisher? What is the publisher's reputation?

Accuracy

- Is the information accurate? Is it reliable and error-free?
- Are the interpretations and implications reasonable?
- Is there evidence to support conclusions? Is the evidence verifiable?
- Do the authors properly list their sources, references or citations with dates, page numbers or web addresses, etc.?

Objectivity

- What is the purpose? What do the authors want to accomplish?
- Does this purpose affect the presentation?
- Is there an implicit or explicit bias?
- Is the information fact, opinion, spoof, or satirical?

Currency

- Is the information current? Is it still valid?
- When was the site last updated?
- Is the site well-maintained? Are there any broken links?

Coverage

- Is the information relevant to your topic and assignment?
- What is the intended audience?
- Is the material presented at an appropriate level?
- Is the information complete? Is it unique?

Search for [[evaluate web pages](#)] or [[hints evaluate credibility web pages](#)] to find resources on how to evaluate the veracity of pages you view.

For a printable form with most of the questions that you will probably want to ask, visit www.lib.berkeley.edu/TeachingLib/Guides/Internet/EvalForm.pdf. If you're unable to view PDF files, you can get a free PDF viewer from Adobe by visiting www.adobe.com/products/acrobat/readstep2.html.

For more information on evaluating what you find, visit www.lib.berkeley.edu/TeachingLib/Guides/Internet/Evaluate.html.

Exercises

Find documents on the web that provide the answers to the following questions. What's your level of comfort with the referring site(s) and why? For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Is it true that if you touch a cold halogen light bulb with clean fingers, you will shorten its lifespan?
2. Are 75% of Americans chronically dehydrated? Find opposing points of view.
3. Are you less likely to get dental cavities if you drink fluoridated water?
4. Is clumping kitty litter a major health hazard to cats?

5. What are the benefits and drawbacks of a flu (influenza) shot?
6. Does microwaving food in plastic containers or plastic cling wrap release harmful chemicals into the food? Check whether this is an urban legend.

Want more experience assessing the authenticity and integrity of some websites? Try the exercises listed on www.lib.berkeley.edu/TeachingLib/Guides/Internet/EvaluateWhy.html.

This page was last modified on Monday January 02, 2006.

[\[Home\]](#) [\[Intro\]](#) [\[Contents\]](#) [\[Print\]](#) [\[Favorites\]](#) [\[Query Input\]](#) [\[Understanding Results\]](#) [\[Special Tools\]](#) [\[Developing a Website\]](#) [\[Appendix\]](#)

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Google Search

Let me know your thoughts on Google Guide by emailing [nancy\(at\)googleguide.com](mailto:nancy(at)googleguide.com) (replace (at) by @).

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Google Guide

Making Searching Even Easier

Nancy Blachman nancy@googleguide.com

Google Guide: Interactive Online Tutorial on Searching with Google™ is the single best resource for understanding everything there is to know about Google.

--[John's Jottings](#)

Google Guide (there's much more to Google than you think!)

--[Library Connection Tutorials, University of Calgary Library](#)

Need a refresher on using Google? Check out the Google Guide, which is maintained by Nancy Blachman, who is not affiliated with Google (but she's a fan!). The guide offers tutorials on just about any feature of Google you'd care to use.

--[Tom Mighell, Internet Legal Research Weekly, Feb. 8, 2004](#)

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Part III: Special Tools

In this course segment you'll learn — among other things — how to:

- [Enter a query even if Google's home page isn't in your browser](#)
- [Access shortcuts for finding commonly sought utilities and information](#)
- [Take advantage of Google's specialized search services](#)

Google started by providing generalized web search. It now offers specialized searches that are accessible by clicking on the links above Google's search box (which we show just after this paragraph). Each link, except the last, represents a separate search service. Click on any of the following links to learn more about the corresponding specialized search service(s) — or simply follow this course, from page to page, to learn all of these and more.

Web [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#)^{New!} [more »](#)



Google Search

Google displays the current service link (the kind of search that the current page will perform) in black. Links for other services are blue.

After running a search on one service, you can click on another service's link to run a search on that service using the same terms. For example, when you click on the News link, your search will be repeated on Google's News service.

Topic-specific searches are accessible from the [Advanced Search form](#).

[New! Local](#) - Find local businesses and services on the web

[Catalogs](#) - Search and browse mail-order catalogs online

[Apple Macintosh](#) - Search for all things Mac

[BSD Unix](#) - Search web pages about the BSD operating system

[Linux](#) - Search all Linux-friendly pages

[Microsoft](#) - Search Microsoft-related pages

[U.S. Government](#) - Search all .gov and .mil sites

[Universities](#): Narrow your search to a specific school's website, such as Stanford, Brown, BYU, etc.

Two nice one-page summaries of some of Google's features and services are available online:

- Sacramento State University's Google QuikRef is available from [the Google Guide server](#) or from [Sac State](#).
- [Google's cheat sheet](#) (www.google.com/help/cheatsheet.html) comes from Google itself.

The word "Beta" beside the name of a service means that Google is testing and refining the service. Use the service, and if you are so inclined, provide feedback to Google on how the service can be improved.

Next, we'll look at many of the special search tools listed above, as well as:

- [Answers](#)
- [Google Prototypes and Demos \(Google Labs\)](#)

This section ends with [Google's feature history](#).

The search tips and behaviors described in [Part I](#) of Google Guide work with Google's special search tools, except that the [synonym operator \(~\)](#) currently works only on Web and Directory searches.

For more information on Google special services and tools, visit www.google.com/options/.

Making Google Easier with Google Tools

You can use Google even when the www.google.com page isn't currently in your browser. It's simple to do with the following tools and features.

- [Google Toolbar, Googlebar, or Apple's Safari web browser](#)
- [Deskbar](#)
- [Browser Buttons](#)
- [Built-in Browser Support](#)
- [Setting Google as your home page](#)
- [Setting Google as your default search engine](#)

Here's how.

- **Toolbar** (well worth installing if you use Windows 95/98/ME/NT/2000/XP with Internet Explorer version 5.5 or later) - [toolbar.google.com](#)



Access Google from your Internet Explorer toolbar. The following table lists just some of the many wonderful features available through the Google Toolbar.

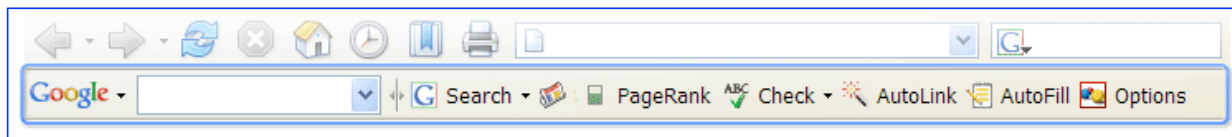
Feature	Allowing you to ...
Search Box	Access Google's search technology from your browser toolbar.
Search Site	Search only the pages of the site you're currently visiting.

Highlight	Highlights terms on the current page.
Word Find	Find your search terms on a page and navigate to them.
Pop-up Blocker	Stop annoying pop-up windows (new in version 2.0 of Toolbar).
AutoFill	Automatically fill in a form (new in version 2.0 of Toolbar).

Below are links to more information on Google's Toolbar:

- o An overview and installation - toolbar.google.com
- o A description of the features - toolbar.google.com/button_help.html
- o Answers to frequently asked questions - toolbar.google.com/faq.html

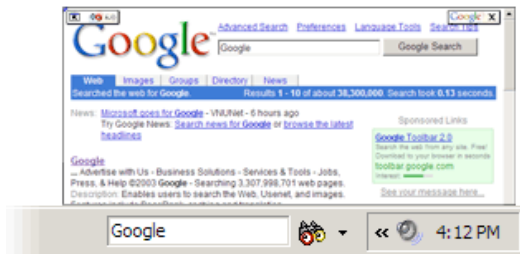
[Google's Toolbar](#) is now available for Firefox.



If you use Mozilla or Netscape, try Googlebar, googlebar.mozdev.org, which emulates all of the basic search functionality of Google's Toolbar, allowing you to easily access almost all of Google's specialty searches (some of which may not be supported by the Google Toolbar) from one convenient toolbar. Googlebar works on recent versions of Mozilla and Netscape, but may not work on older ones.



- **Deskbar** (well worth installing if you use Windows 98/ME/2000/XP and Internet Explorer 5.5 or a more recent version) - toolbar.google.com/deskbar/



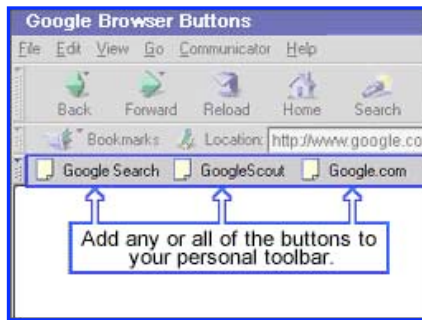
Access Google from your Windows desktop toolbar. The following table lists the Deskbar key features.

Feature	Allowing you to ...
Search Box	Access Google's search technology even when your browser isn't running.
Preview	Preview search results in a small inset window that closes automatically.
Accessibility	Access Google from any application by pressing the CTRL, ALT, and the G keys simultaneously (CTRL+ALT+G).
Search Selected Text	Select text within a Word document, e-mail, browser page, or any other application, and then use that selected text as your search query by pressing the CTRL, ALT, and the G keys simultaneously (CTRL+ALT+G).
Keyboard Shortcuts	Access Google News by pressing the CTRL and the N keys simultaneously (CTRL+N), Google Images (CTRL+I), Froogle (CTRL+F), Web Search (CTRL+W), Groups (CTRL+U), I'm Feeling Lucky (CTRL+L), Definitions (CTRL+D), Stock Quotes (CTRL+Q), and Thesaurus (CTRL+T).

For more information on what the Deskbar can do, visit toolbar.google.com/deskbar/help/cmds.html.

- **Browser Buttons** - www.google.com/options/buttons.html
Access Google's search technology by adding buttons to your browser's toolbar.

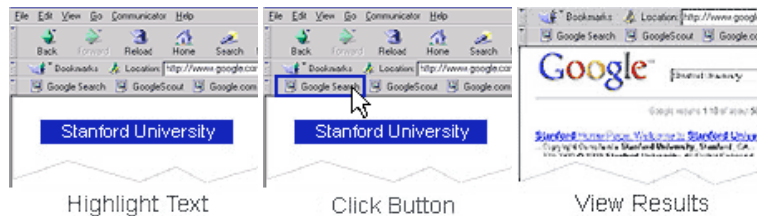
There are several versions; the version for your browser should be selected automatically when you click on the link above. The illustration below, and the rest of this section, describe the Unix/Linux buttons; other versions may not have all of the features described. (When you click the link above, the page you get should describe the features of your version.)



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GoogleSearch

Performs search on any highlighted text or pops up a search box and prompts you for search terms.



Copyright © 2003 Google Inc. Used with permission.

- o Use your mouse to highlight this phrase: Stanford University.
- o Click the "Google Search" button and Google searches the web for the highlighted phrase.

OR

- o Simply click the button and enter your search terms in the pop-up Google search box.

GoogleScout

Delivers links to sites and information related to whichever page you are viewing.

- o Go to a website such as www.stanford.edu.
- o Once the page has loaded, click the GoogleScout button to find other web pages similar to Stanford's page.

Google.com

Click the Google.com button to go directly to the www.google.com page.

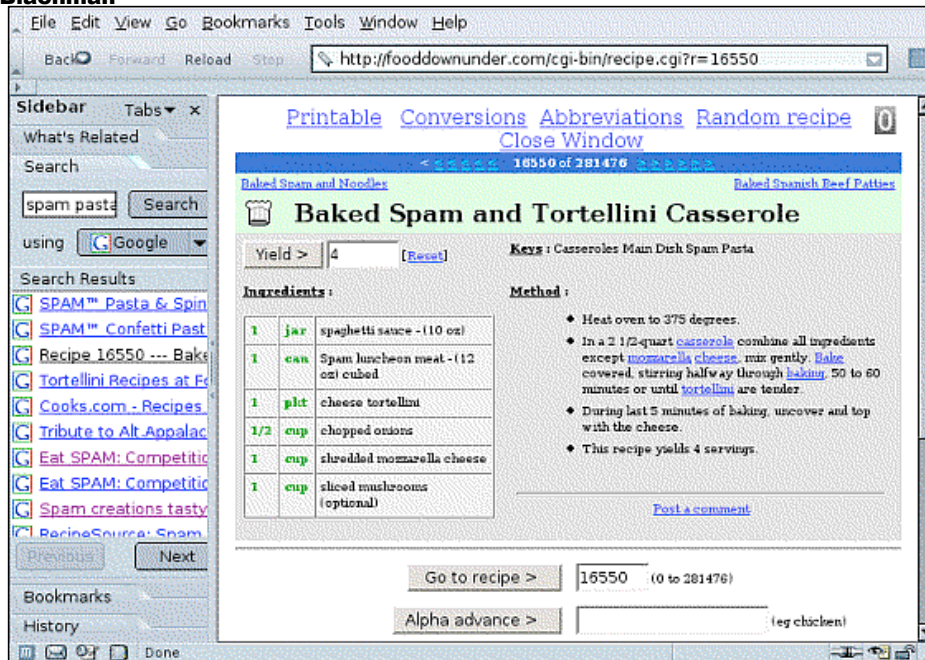
NOTE: *The Google Browser Buttons should work for recent versions of most browsers, but may not work on older ones.*

Google Browser Buttons are available at www.google.com/options/buttons.html.

• Built-in Browser Support

Several web browsers have built-in support for search engines — including, of course, Google.

- If you use Mac OS X, Apple's [Safari web browser](#) has a Google search window in the Navigation bar next to the URL. Type your Google search there. Clicking on the icon shows a menu of your recent searches.
- All recent versions of the [Opera](#) and [Firefox](#) browsers have a feature like Safari's: Type your Google Web search in the special search box next to the URL, then press the ENTER or RETURN key. A drop-down menu lets you choose other types of search.
- The [Mozilla](#) (not Mozilla Firefox) browser can show Google search results in its Sidebar, to one side of the browser window.



• Make Google Your Homepage

To have the Google home page appear whenever you start your browser, click on the "Make Google Your Homepage" link on Google's home page. If the link is missing, follow the instructions listed on www.google.com/options/defaults.html.

• Make Google Your Default Search Engine

For instructions, visit www.google.com/options/defaults.html#default.

Exercises

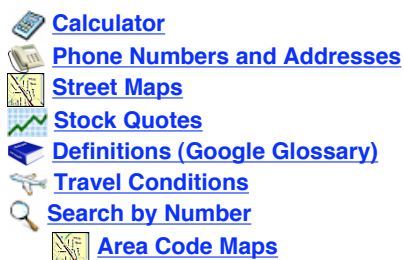
Set up your system to make Google easier to access. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.








1. If you use Windows 98/ME/2000/XP and Internet Explorer 5.5 or a more recent version, install the Google Deskbar on your system.
2. If you use a browser that supports the Google Toolbar, install it on your system. If you use another browser, install Google Browser Buttons on your system.
3. Make Google your home page.
4. Make Google your default search engine.

Shortcuts

Google provides shortcuts for finding commonly sought utilities and information, which you may have previously found offline or on specialized sites. The results of these shortcuts appear to the right of a tag or specialized icon and above your search results.

To read about all of these shortcuts, one by one, simply click the "Next" links at the top or bottom of this page and the following Google Guide pages. Or, to read about any one of them now, click on the item below:

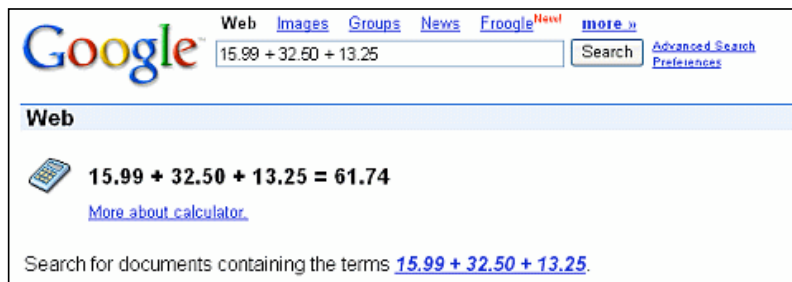


-  [Package Tracking](#)
-  [Flight Tracking Information](#)
-  [Vehicle Information](#)
-  [Patent Search](#)
-  [FAA Airplane Registration Numbers](#)
-  [UPC Codes](#)
-  [FCC Equipment IDs](#)

Calculator

Want to add up a list of numbers, convert from miles to kilometers, or evaluate some other mathematical expression? Instead of using a piece of paper, your calculator, or a computer math software program, you can now solve mathematical problems with Google's built-in calculator function.

Simply enter the expression you'd like evaluated in Google's web search box and click the ENTER key or click the "Google Search" button.



The [Google Guide Calculator Reference](#) provides a nice summary of some of Google's calculator features.

Once you have a result, you can use your browser's Copy feature (usually on its Edit menu) to copy the result. Then you can paste it into another program, a box in a form on another web page, and so on.

The calculator can evaluate mathematical expressions involving:

Basic Arithmetic

Compute expressions containing standard mathematical symbols. The following table lists operators that come between the two numbers on which they operate, e.g., to multiply 2 times 3, use $2 * 3$.

Operator	Function	Example
+	Addition	[15.99 + 32.50 + 13.25]
-	Subtraction	[79 - 18 - 19]
*	Multiplication	[2 * 3 * 7]
/	Division	[378 / 9]
^ or **	Exponentiation (raise to a power of)	[4^10] or [4**10]
% of	Percent	[15% of 93.45]
mod or %	modulo (the remainder after division)	[15 mod 9] or [15 % 9]
the <i>n</i> th root of	calculates the <i>n</i> th root	[4th root of 16] [cube root of 109] [square root of 42] or [sqrt(42)]

Note: To do multiplication, you must include the * symbol; [$3 * 4$] will be calculated, 3 4 won't.

Advanced Math

Compute results involving mathematical constants, such as e , π , i (the square root of -1), and mathematical functions. The following table lists just some of the functions built into Google's calculator.

Operator	Function	Example
sin, cos, tan, sec, csc, cot, etc.	Trigonometric functions (arguments are assumed to be in radians)	[cos(pi/6)] [cosine(pi/6)]
arcsin, arccos, arctan, arccsc, etc.	Inverse trigonometric functions	[arccos(.5)]
sinh, cosh, tanh, csch, arsinh, arccsch, etc.	Hyperbolic functions	[cosh(6)]
ln	Logarithm base e	[ln(16)]
log	Logarithm base 10	[log(16)]
lg	Logarithm base 2	[lg(16)]
exp	Exponential function	[exp(16)]
!	Factorial	[5!]
choose	x choose y calculates the number of ways of choosing a set of y elements from a set of x distinct elements	[5 choose 3]

The following table lists just a few of the commonly used mathematical constants known to the calculator function.

Name and description	Example
base of the natural system of logarithms	[e]
pi, the ratio of the circumference to the diameter of a circle	[pi/6]
imaginary number, i, which represents one of the two square roots of -1	[i^2]
Euler's constant, gamma	[e^gamma]

Units of Measure and Conversions

Compute expressions involving different units. By default, units are converted to and results expressed in meter-kilogram-second (mks) units. Many units have both long and short names. Use whichever name you prefer.

Type of Units	Examples
Currency	Australian Dollars (AUD), British pounds (GBP), Euros, US Dollars (USD)
Mass	kilogram or kg, grams or g, grains, pounds or lbs, carats, stones, tons, tonnes
Length	meters or m, miles, feet, Angstroms, cubits, furlongs
Volume	gallons, liters or l, bushels, teaspoons, pints
Area	square kilometers, acres, hectares
Time	days, seconds or s, centuries, sidereal years, fortnights
Electricity	volts, amps, ohms, henrys
Energy	Calories, British thermal units (BTU), joules, ergs, foot-pounds
Power	watt, kilowatts, horsepower or hp
Information	bits, bytes, kbytes, etc.
Quantity	dozen, baker's dozen, percent, gross, great gross, score, googol
Numbering systems	decimal, hexadecimal or hex, octal, binary, roman numerals, etc. Prefix hexadecimal numbers with 0x, octal numbers with 0o and binary numbers with 0b. For example: 0x7f + 0b10010101.

Here are calculations that involve units.

[[2 meters + 5 feet](#)]

Convert from one set of units to another by using the notation, *x units in y units*.

[[three quarters of a cup in teaspoons](#)]

[[98.6 degrees Fahrenheit in degrees Celsius](#)]

[[130 lbs in kg](#)]
 [[130 lbs in stones](#)]
 [[65 mph in kph](#)] or [[65 mph in km/h](#)]

Warning: When your query includes "Calories" with a capital "C," Google returns kilocalories called "calories" by nutritionists.

[[160 pounds * 4000 feet in Calories](#)]

Convert from one numbering system to another.

[[1500 in hex](#)] or [[1500 in hexadecimal](#)]
 [[64 in binary](#)]
 [[LVII in decimal](#)]

In many cases, you can also get the conversion factor between units:

[[meters per mile](#)]
 [[furlongs per fortnight](#)]

That last conversion is a common joke among engineers — though, as Jim Jardine points out, "There is no reason to denigrate neither furlongs nor fortnights as they are both very easily defined measurements." (See his page [Furlongs Today](#).)

Physical Constants

The following table lists just a few of the many commonly used physical constants known to the calculator function. Parts of this table were adapted from the table at the end of David W. Ward's article [Physics the Google Way](#). *Note:* Sometimes Google's calculator interprets lower case letters different from upper case letters.

Long Name	Shorthand Notation	Click the Link for the Approximate Value
atomic mass units	amu	[amu] or [atomic mass unit]
Astronomical Unit	au	[au] or [astronomical unit]
Avogadro's number		[N_A] or [Avogadro's number]
Boltzmann constant	k	[k] or [Boltzmann constant]
electric constant, permittivity of free space		[epsilon_0]
electron mass		[m_e] or [electron mass]
electron volt	eV	[eV] or [electron volt]
elementary charge		[elementary charge]
Euler's constant		[Euler's constant]
Faraday constant		[Faraday constant]
fine-structure constant		[fine-structure constant]
gravitational constant	G	[G] or [gravitational constant]
magnetic flux quantum		[magnetic flux quantum]
mass of each planet and of the sun		[m_mars], [m_earth], [m_uranus], ..., [m_sun]
molar gas constant		[molar gas constant]
permeability of free space		[permeability of free space]
Planck's constant	h	[h] or [Planck's constant]
proton mass		[m_p] or [proton mass]
radius of each planet and of the sun		[r_earth], [r_pluto], ..., [r_sun]
Rydberg constant		[Rydberg constant]
speed of light in a vacuum	c	[c] or [speed of light]
speed of sound in air at sea level		[speed of sound]
Stefan-Boltzmann constant		[Stefan-Boltzmann constant]

Here are some calculations using built-in constants.

[[1 AU/c](#)]

[[1.21 MW / 88 mph](#)]

[[\(G * mass of earth\) / \(radius of earth ^ 2\)](#)]

Parentheses (()) can be used whenever they'll serve to make complicated expressions unambiguous, and also sets of parentheses can be used within parentheses. Don't use brackets ([]) for grouping.

The following are tips from Google's online help for the calculator, which can be found on the web at www.google.com/help/calculator.html.

You can force the calculator to try to evaluate an expression by putting an equals sign (=) after it. This works only if the expression is arithmetically computable. For example, 1-800-555-1234= (a US phone number followed by an equals sign) will return a result, but 1/0= will not.

Parentheses can be used to enclose the parts of your expression that you want evaluated first. For example, (1+2)*3 causes the addition to happen before the multiplication.

Feel free to experiment with the calculator as not all of its capabilities are listed here.

If you want a visual interface to some of the capabilities of Google's calculator, visit Soople's Calculator page, www.soople.com/soople_intcalchome.php.

The screenshot shows the Soople calculator interface with the following sections:

- Smart calculator (explain)**: Includes a text input field, a "Calculate!" button, and a tip: "Tip: Convert many measures/units Like '15 yards in meters'".
- Quick unit converter (explain)**: Includes fields for "Number", "Choose unit" (dropdown), "in:", "Choose unit" (dropdown), and a "Convert" button.
- Add, subtract, divide & multiply (explain)**: Includes input fields for "enter number", a dropdown for "+", another "enter number" field, and a "Calculate" button.
- Calculate the percentage of... (explain)**: Includes input fields for "enter a number", "percent of:", "enter a number", and a "Calculate" button.
- Trigonometric functions (explain)**: Includes a dropdown for "Sinus", an "enter a number" field, and a "Calculate!" button. Note: "Note: numbers are assumed to be radians otherwise type 'degrees' after the number".
- # root of... (explain)**: Includes a dropdown for "Choose root", an "enter a number" field, and a "Calculate!" button.
- ln (logarithm base e) (explain)**: Includes an "enter a number" field and a "Calculate!" button.
- log (logarithm base 10) (explain)**: Includes an "enter a number" field and a "Calculate!" button.
- Find the remainder after division (explain)**: Includes input fields for "Divide: enter a number" and "by: enter a number", and a "Find the remainder" button.
- Choose: determine the number of ways of choosing (explain)**: Includes input fields for "enter a number", "choose", and "enter a number".

Exercises

This problem set is designed to give you practice in using Google's new calculator function. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

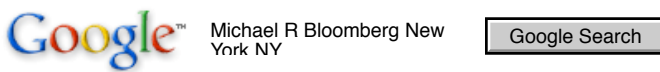
1. Convert 1 mile to meters.
2. Convert 1 kg (kilogram) to lbs (pounds).
3. Convert 0 degrees Kelvin to Fahrenheit or Celsius.
4. Compute the number of minutes in a 365-day year.

5. Which is larger π^e or e^π ? The same relationship holds between x^e and e^x for all non-negative values of x except e . The exponential constant, e , is approximately 2.72 and the ratio of the circumference to the diameter of a circle, π , is approximately 3.14.
6. How many lottery combinations are there if the winning combination consists of 5 distinct integers between 1 and 99, i.e., there are 99 balls in an urn and once one is selected, it isn't returned to the box.
7. Compute the probability of your winning the lottery if you buy 1,000 tickets each bearing five distinct independently randomly chosen integers between 1 and 99.

Phone Numbers and Addresses

Use Google if you want to look up a phonebook listing for someone who lives in the United States. Just enter a person's name and a city, state, or zip code in the standard web search box. Then hit the ENTER key or click the "Google Search" button.

If you have easy access to the web, Google's phonebook feature can be more convenient than your local phonebook and more extensive too.



On the results page, phonebook listings are next to a telephone icon.



Google's residential phonebook feature recognizes inputs in the following formats.

To find a US residence , enter either ...	Examples
First name (or first initial), last name, city (state is optional)	[Michael Bloomberg New York]
First name (or first initial), last name, state	[Michael Bloomberg NY]
First name (or first initial), last name, area code	[M Bloomberg 212]
First name (or first initial), last name, zip code	[Michael Bloomberg 10021]
Phone number, including area code	[212-772-1081] or [(212)772-1081]
Last name, city, state	[Bloomberg New York NY]
Last name, zip code	[Bloomberg 10021]

Notice that Google supports reverse look up. You can enter a phone number with area code and learn to whom that number belongs.

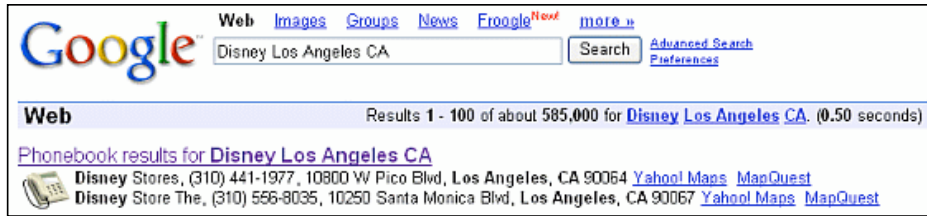
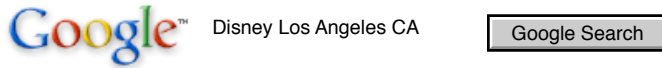
Be aware that some listings are out of date.

When you want a US business white-page phonebook listing, enter a business name and location or phone number.

To seek a US business , enter ...	Examples

Business name, city, state	[Trek Waterloo WI]
Business name, zip code	[Ben & Jerry's 05403]
Phone number including area code	[(650) 930-3500]

Google lists up to three results that match your phonebook query.

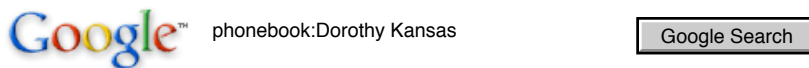


To see other listings, click on the "Phonebook results" link that's just above the phonebook icon.



Notice that when Google provides an address, it includes links to map providers. In the next section, we'll look at how to obtain a map and directions.

If Google doesn't return a phonebook link, try using the [phonebook:](#) search operator.



Need an email address? Though it would be a nice feature for you and me, Google doesn't offer an email-lookup service, since spammers could use it to get your address and send you unsolicited spam email.

Exercises

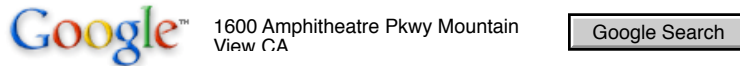
This problem set gives you practice with looking up phone numbers and addresses. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. What is the address of the Empire State Building in New York City in the state of New York (the two-letter state code is NY)?
2. Check whether Google knows your phone number and address. If you wish to remove your listing from Google's PhoneBook, complete the name removal form, which you can find at www.google.com/help/pbremoval.html or by searching for [remove phone number Google].

Street Maps

Want to find where something is or how to get there? Instead of visiting an online map-providing service, just enter an address into Google. You can also copy and paste addresses, even ones with embedded carriage returns, into Google's search box. When Google recognizes your query as a location, the results page includes links to map providers for that location. Clicking on a map-provider link takes you to a map showing the location result.

Enter a U.S. street address, including zip code or city/state. Often, the street address and city name will be enough.

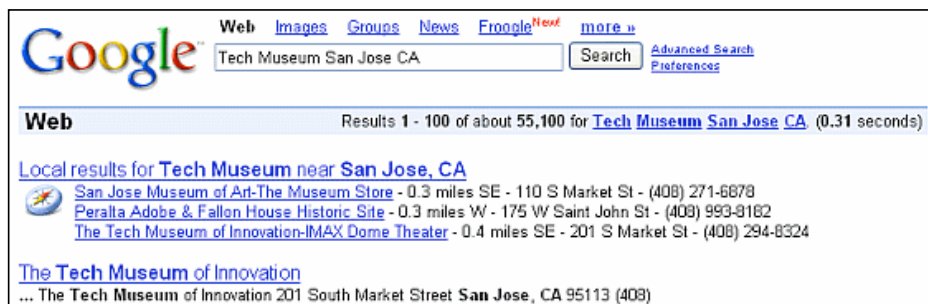
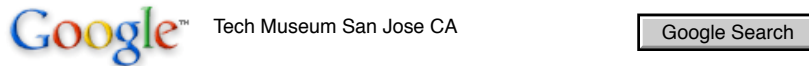


Beside an icon of a map are links to map providers, as shown below.

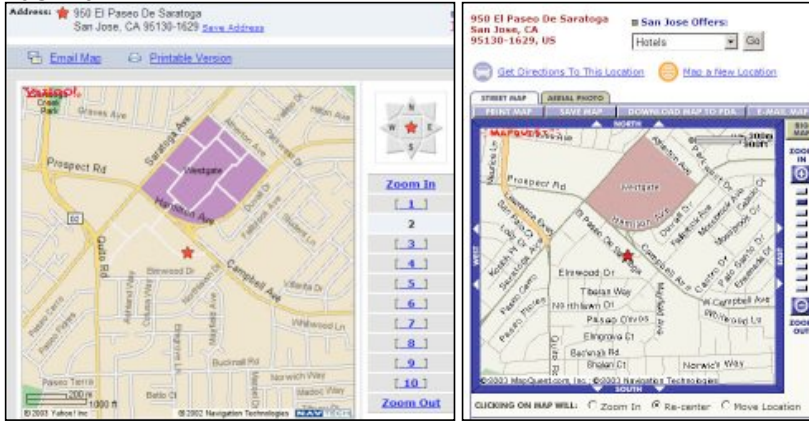


Click on either the [Google Maps](#) link, [Yahoo! Maps](#) link, or the [MapQuest](#) link to view a map showing 1600 Amphitheatre Pkwy in Mountain View, California.

Often the [Google Local](#) service can find where something is located without your providing an address.



Click on the link to a map provider to obtain a map.



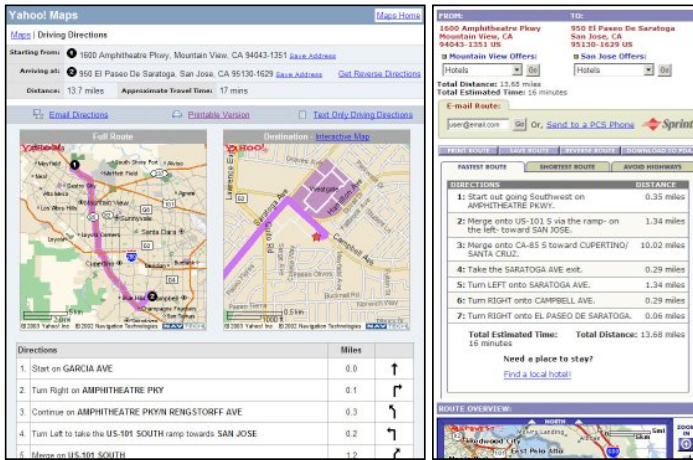
Click on the link "To this location" in Yahoo!Maps or on the radio button "Driving Directions from this location" in MapQuest and specify your starting location.

Driving Directions:
[To this location](#) | [From this location](#)

Get Directions to Above Location from:
 Address or Intersection

City State/Prov.

Then you'll get a nice set of directions that you can print out and take with you when driving.



Exercises

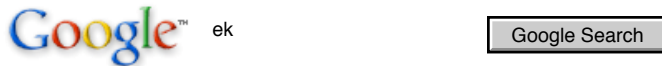
This problem set gives you practice with looking up addresses and with getting directions. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Get a map showing the most crooked section of Lombard Street in San Francisco, which is between 1000 and 1100 Lombard Street.
2. Get a map showing Japanese restaurants in Topeka, Kansas by entering [Japanese restaurants in Topeka KS] in the [Google Maps](#) search box.
3. If you live in the United States, obtain a map showing where you live by entering your address into Google and clicking the link to a map provider.
4. If you live in the United States, get directions from your house to either a good friend's place or a great restaurant.

Looking for Google's stock symbol? It's **GOOG** on Nasdaq. Click [here](#) for Google's stock price or search for it on Google.



Want info on a publicly traded stock or mutual fund? Enter one or more NYSE, NASDAQ, AMEX, or mutual fund ticker symbols and Google will return the latest stock price (with a 15-minute delay for NASDAQ or a 20-minute delay for AMEX and NYSE), along with an intra-day chart, the daily high and low, the volume traded, the company's market capitalization, as well as a link to other financial information.



Click on the stock symbol link to see financial information, which may include the price of the last trade, the range of prices for the day and for the year, a one-year target price estimate, the previous day's closing price, the opening price for the day, the volume of shares traded during the day, the PE ratio, dividends per share, the dividend date, and a chart.

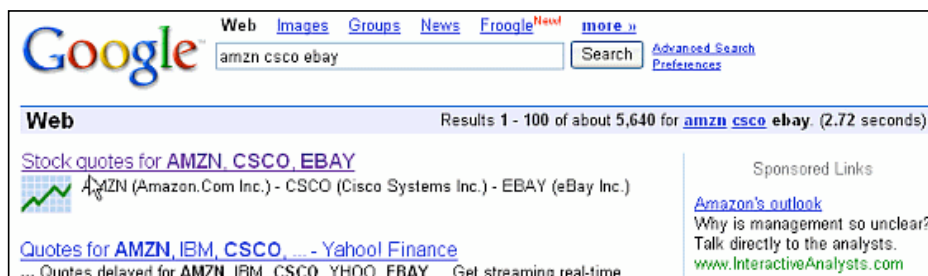
EASTMAN KODAK (NYSE:EK) Quote data by Reuters			Edit
Last Trade:	26.01	Day's Range:	25.98 - 26.33
Trade Time:	11:05AM ET	52wk Range:	20.39 - 32.46
Change:	↓ 0.09 (0.34%)	Volume:	589,000
Prev Close:	26.10	Avg Vol (3m):	3,575,863
Open:	26.28	Market Cap:	7.45B
Bid:	N/A	P/E (ttm):	29.00
Ask:	N/A	EPS (ttm):	0.897
1y Target Est:	20.00	Div & Yield:	0.50 (1.92%)

EK 23-Apr @ 11:06am (C)Yahoo!

1d 5d 3m 6m 1y 2y 5y max

[Real-time charts](#) for EK.
Free Trial

Note: Entering a ticker symbol in the search box and then clicking on *I'm Feeling Lucky* will not take you to that symbol's financial information page. Instead, Google displays the first search results, whose link appears just below the box enclosing the stock information link.



Click on the "Stock quotes" link to view a chart for each stock symbol in your query.

The screenshot displays three stock summary cards. Each card includes a table of key statistics and a small line chart. The first card is for Amazon (AMZN), the second for Cisco (CSCO), and the third for eBay (EBAY). The tables provide data such as last trade price, change, volume, and market capitalization. The charts show the stock price movement from 10am to 4pm.

You can also retrieve stock information via the `stocks:` search operator. For example, [`stock:brcm brcd`] will return a link to stock information about Broadcom Corporation and Brocade Communications System.

Exercises

This problem set gives you practice in obtaining financial information for US publicly traded companies. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Obtain a chart of Ebay's stock price for the past 5 years by entering Ebay's stock symbol, ebay, clicking on the link "EBAY" and then clicking on "5y" under today's chart.
2. Find current financial information for Yahoo and Amazon.
3. Using the [similar pages](#) feature, find competitors to google.com that are run by public companies. Check whether their stock prices have been climbing or dropping in the past three months.

Definitions (Google Glossary)

When you include "define," "what is," or "what are" in your query in front of a word, phrase, or acronym, Google displays one Glossary definition above your search results. Google Glossary provides definitions for words, phrases, and acronyms that Google finds on web pages. The Glossary is good for finding definitions for terms that aren't in some dictionaries, e.g., slang words, technical terms, ethnic words and other specialized terms.

In February of 2003, Google acquired Pyra Labs, a company that makes it easy for you to create your own blog. What's a blog? Let's ask Google to define the term.

Google™ define blog



Web [Images](#) [Groups](#) [News](#) [Froogle](#) [News](#) [more »](#)

define blog [Advanced Search](#) [Preferences](#)

Web Results 1 - 100 of about 299,000 for **define blog**. (1.40 seconds)

Web definitions for Blog -- (weB LOG)

A blog is basically a journal that is available on the web. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger." Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog. Postings on a blog are almost always arranged in chronological order with the most recent additions featured most prominently.
www.matisse.net/files/glossary.html - [Definition in context](#)

[What is blog? - A Word Definition From the Webopedia Computer ...](#)
... Other forms: **Blogger** (a person who blogs). *E-mail this **definition** to a colleague*. For

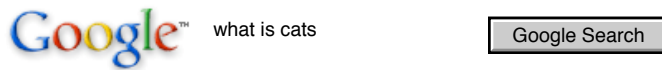
Sponsored Links

[TypePad Blogs](#)
Quality, hosted weblogs from the makers of Movable Type
www.typepad.com

[Start Your Very Own Blog](#)
Simple, Easy to Use, Point and Click Software for Blog Creation
[Blogging.Help-for-Me.com](#)

You can search for blogs with Google, in the same way that you search for other documents. You can easily create a weblog (blog) post pointing to the web page you're visiting by pressing the "BlogThis!" button on the [Google Toolbar](#) and publish your thoughts on the web so others may find them. You can learn more about this feature on toolbar.google.com/button_help.html.

Google Glossary can also find definitions of acronyms.



Web [Images](#) [Groups](#) [News](#) [Froogle](#) [News](#) [more »](#)

what is cats [Advanced Search](#) [Preferences](#)

The following words are very common and were not included in your search: what is. [\[details\]](#)

Web Results 1 - 100 of about 14,300,000 for **what is cats**. (0.65 seconds)

Web definitions for CATS

Credit Accumulation and Transfer Scheme.
www.keele.ac.uk/depts/aa/regulationshandbook/sectiond.htm - [Definition in context](#)

One definition appears to the right of the words "Web Definition," below the statistics bar and above Google's search results.

When your query includes the "define:" operator, Google displays all the definitions it finds on the web.



Web [Images](#) [Groups](#) [News](#) [Froogle](#) [News](#) [more »](#)

define: phat [Advanced Search](#) [Preferences](#)

Web

Tip: Try [Google Answers](#) for help from expert researchers

Definitions of **Phat (fat)** on the Web:

very good Psycho: aggressive anti-social behavior (used in punk)
www.planetpals.com/coolkidz.htm

1) (adj) Rich like butter, really good, extremely well put together. 2) (adj) Attractive.
abcnews.go.com/onair/nightline/hiphop/glossary_hiphop_popoff.htm

This is another word snowboarders tend to use to say to something that is good. If something is PHAT it is sweet!
www.stormloader.com/boarding/definitions.htm

PRETTY, HOT, AND TALENTED
206.76.139.4/jh/webwork/arendec/DEFJAM.HTM

Also means 'good' or 'impressive'. Often used when referring to the plastic spoiler on a car or a suitably diabolical piece of 'garridge' music.
home.clara.net/benjamin/html/funnytownie.htm

If you want a dictionary definition, learn about a shortcut in the [Dictionary Definitions section](#) in Part II.

These problems give you practice in finding definitions. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. What does aka mean?
2. What is Google bombing? If Google Glossary doesn't find the definition, find it yourself.
3. Google is named after the word 'googol.' What is a googol?
4. What does the abbreviation IRL commonly stand for?

Google Local (Search by Location)

Restrict your search to a particular geographic area.

Click on the **Local** link above the Google search box

[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) **Local**^{New!} [more »](#)

or visit local.google.com and then enter in the Google Local search box

a location

Anchorage
350 5th Ave, New York

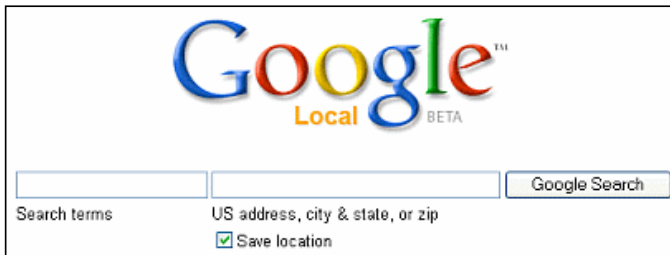
a business

restaurants near the Metropolitan Museum of Art
cafes

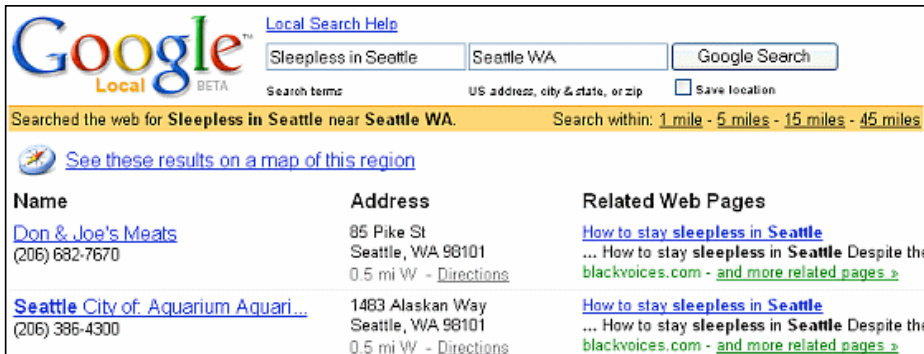
directions

SJC to 886 Cannery Row, Monterey, CA
San Francisco to 94105

Google Local, aka Search by Location, local.google.com, scouts the web for addresses and clues to pinpoint where things are located.



Not only is Search by Location good for finding businesses and landmarks, but it can find locations of places that aren't listed in phonebooks. For example, you can find places that appeared in the film Sleepless in Seattle.



See these results on a map by clicking on the link just above your search results.

Name	Address	Related Web Pages
Don & Joe's Meats (206) 682-7570	85 Pike St Seattle, WA 98101 0.5 mi W - Directions	How to stay sleepless in Seattle ... How to stay sleepless in Seattle Despite the blackvoices.com - and more related pages >

Exercises

This problem set gives you practice with using Google Local. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

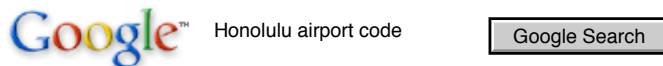
1. Find Thai restaurants in the zip code 94041 in Mountain View, California.

Travel Conditions

Google provides a shortcut for learning about delays and weather conditions at a US airport. Just enter the airport's three-letter code followed by the word "airport" into Google's search box.

Note: This feature may not work if you search from any of Google's non-US sites, e.g., google.de, google.com.co, google.ca nor from a foreign-language site, e.g., Swahili or Latvian.

For example, find conditions at Honolulu International Airport. If you don't know the airport code, look it up on Google. If your city has more than one major airport, include the airport name as well as the city in your query.



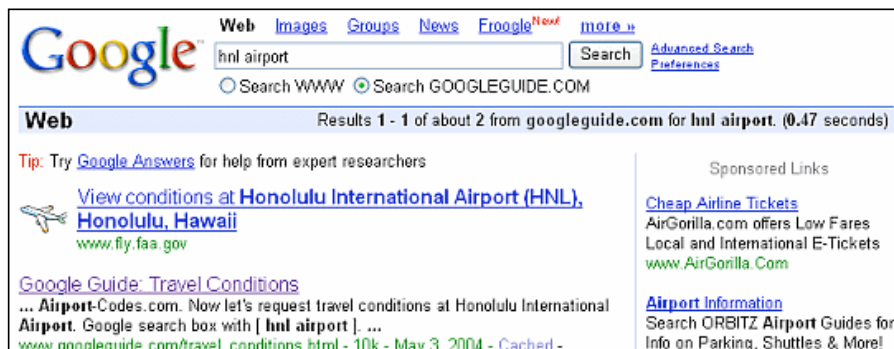
You don't need to click on the first result to see that the airport code for one of Honolulu's airports is HNL, because you can find that code in the first line of the snippet.



It's best not to trust this information, though, unless you know it's the answer you need. For instance, the first result for New York City may be JFK, but there are several New York airports. To check more closely — or if you find the snippet difficult to read — just click on the title of one of the snippets. Let's view the Honolulu Airport entry from World-Airport-Codes.com.



Now let's request travel conditions at Honolulu International Airport.



Click on the "View conditions" link to see the FAA's airport status information.

AIRPORT STATUS INFORMATION
provided by the FAA's Air Traffic Control System Command Center

Honolulu International Airport (HNL) Real-time Status

The status information provided on this site indicates general airport conditions; it is not flight-specific. [Check with your airline](#) to determine if your flight is affected.

Delays by Destination: No destination-specific delays are being reported.

General Departure Delays: Traffic is experiencing gate hold and taxi delays lasting 15 minutes or less.

General Arrival Delays: Arrival traffic is experiencing airborne delays of 15 minutes or less.

This information was last updated: **Jan 2, 2004 2:49:32 AM EST**

Exercises

These problems give you practice in finding travel conditions. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find the travel conditions for Los Angeles International Airport.
2. Find the travel conditions for Kennedy Airport in New York City.

Search by Number

"Parcel tracking IDs, patents, and other specialized numbers can be entered into Google's search box for quick access to information about them," according to the [Google Web Search Features page](#), www.google.com/help/features.html.


Special searches by number types include:


	Examples
 Area Code Map	[212]
 Package Tracking	[999444666222]
 Flight Tracking Information	[united 42]
 Vehicle Information	[JH4NA1157MT001832]
 Patent Search	[patent 5122313]
 FAA Airplane Registration Numbers	[n199ua]
 UPC Codes	[036000250015]
 FCC Equipment IDs	[fcc B4Z-34009-PIR]

The rest of this page contains examples of input and output for most of these types of searches.

 **Area Code Map**

Want to see a map of where a US telephone area code is used? Just enter the area code in Google's search box.


 650



[Web](#)
[Images](#)
[Groups](#)
[News](#)
[Froogle](#)
[How!](#)
[more »](#)

[Advanced Search](#)
[Preferences](#)

Web
Results 1 - 100 of about **11,300,000** for **650**. (0.52 seconds)

 [Show map of area code 650](#)
San Francisco peninsula, California
www.mapquest.com

Sponsored Links

[650 on eBay](#)
Find it now, and related items

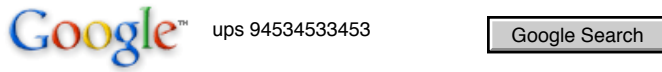
Click on the link to view a map.

Package Tracking

Instead of going to the FedEx (www.fedex.com), UPS (www.ups.com), or US Postal Service (www.usps.com) sites to find out where your package is located, now you can enter parcel tracking IDs directly into Google's search box.

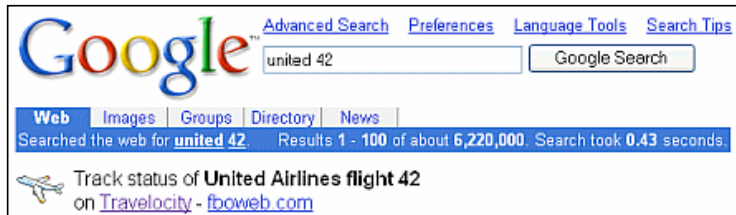
Click on the link to view tracking information for a parcel.

Find the latest information about your UPS package by entering "ups" followed by the tracking ID into Google's search box.



Flight Tracking Information

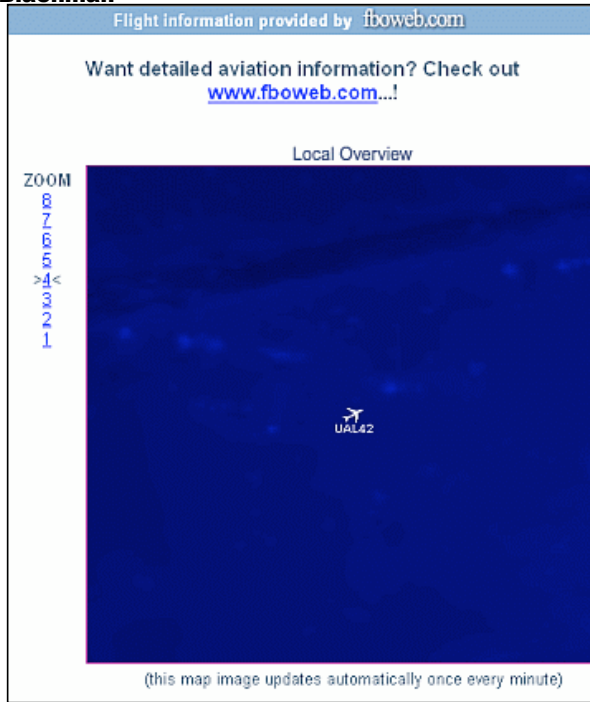
Look up information on a flight by typing the airline name or code followed by a space and a flight number.



Click on the Travelocity link to view tracking information on the flight.

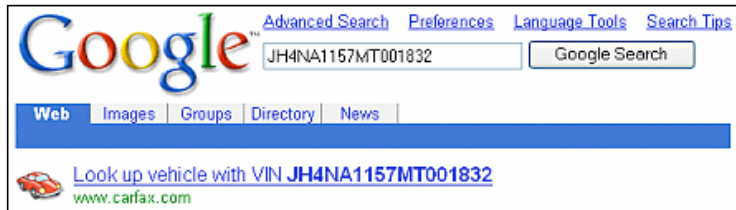
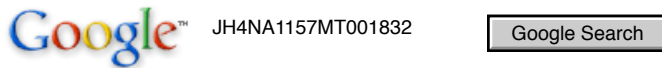
Arrival/Departure Information	
Flight Information	
United Airlines flight 42	
Departure	Arrival
City: Kahului Maui, HI (OGG) Scheduled: Jan 13 - Not Available Actual: Jan 13 - 2:24pm Gate/Terminal: 29 Baggage Claim: Airline Notes: OFF .08E+ETA .11E DPTS OT+	City: Los Angeles, CA (LAX) Scheduled: Jan 13 - Not Available Actual: Jan 13 - 9:04pm* 75B 3 << continuing on to >>
City: Los Angeles, CA (LAX) Scheduled: Jan 13 - 11:25pm Actual: Jan 13 - Not Available Gate/Terminal: 75B Baggage Claim: Airline Notes: ETA .11E DPTS OT+ARVS OT+	Chicago-Ohare, IL (ORD) Scheduled: Jan 13 - 5:12am Jan 13 - Not Available C11 4

Click on the fboweb.com link to view how the actual flight is progressing.




 **Vehicle Information**

Look up automobile vehicle information by entering a vehicle ID (VIN) number.

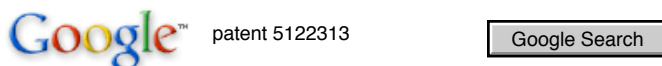


Click on the link to view information on the specified vehicle.

 FREE Record Check Results	
<p>Gave Me Confidence</p>  <p>"Thank you! I've used CARFAX for the last three vehicles I've purchased. You have not disappointed me and gave me confidence."</p> <p>Daryl Gladmann; Derby, KS</p> <p>Sample Report</p> <p>Click the "GO" button to view</p>	<p>VIN: JH4NA1157MT001832</p> <p>Year/Make/Model: 1991 ACURA NSX</p> <p>Body Style: Coupe</p> <p>Engine Type: 3.0L V6 PFI DOHC 24V</p> <p>Manufactured In: JAPAN</p> <p>Search Results: 6 records found in our database</p>
	<p>IMPORTANT! The 6 records on this 1991 ACURA NSX will confirm a clean history or uncover potential problems. Find out by ordering the complete CARFAX Vehicle History Report.</p>

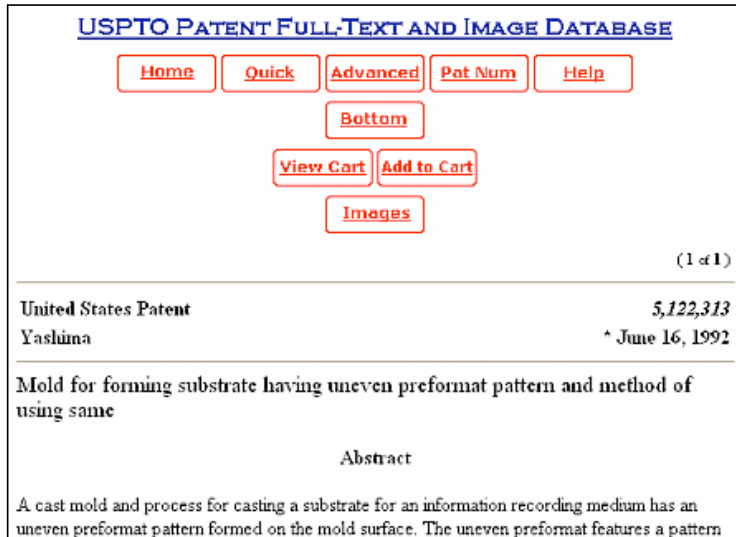
 **Patent Search**

Look up a US patent by typing "patent" followed by a space and a patent number.



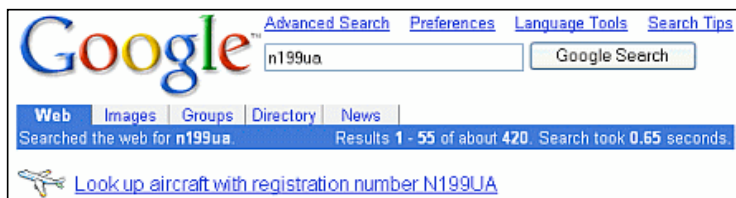
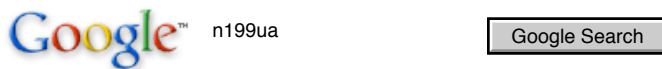


Click on the link to view information on the patent.



 **FAA Airplane Registration Numbers**

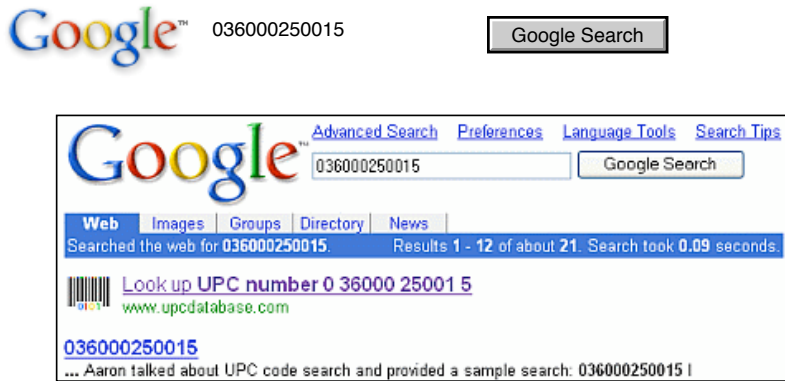
Find out about a particular airplane by entering its FAA airplane registration number into Google's search box. An airplane's FAA registration number is typically painted on its tail.



Click on the link to view information about the aircraft.


FAA Registry			
N-Number Inquiry Results			
N199UA is Assigned			
Assigned/Registered Aircraft			
Aircraft Description			
Serial Number	28717	Type Registration	Corporation
Manufacturer Name	BOEING	Certificate Issue Date	09/17/1997
Model	747-422	Status	Valid
Type Aircraft	Fixed Wing Multi-Engine	Type Engine	Turbo-Jet
Pending Number Change	None	Dealer	No
Date Change Authorized	None	Mode S Code	50305535
MFR Year	1997	Fractional Owner	NO

Find information about an item by entering its UPC code into Google's search box.



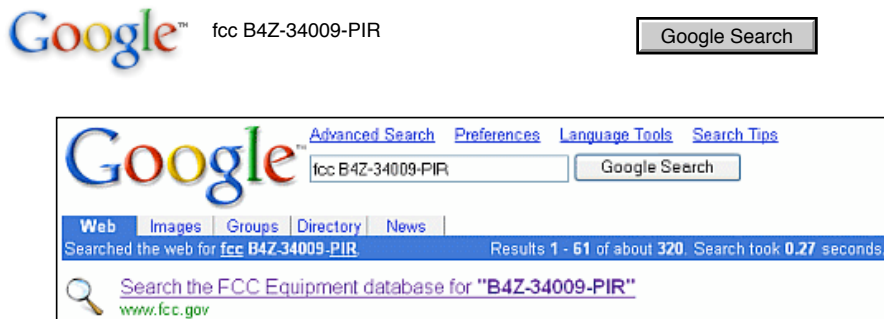
Click on the link to view information about this item.

UPC Database Entry

UPC-A	 0 36000 25001 5
Description	Kleenex 2-ply 8.6x8.4 in tissue
Size/Weight	270 count box
Manufacturer	Kimberly-Clark (036000)
Entered/Modified	2002-04-19 7:57:48

🔍 FCC Equipment IDs

Find information about FCC equipment by typing "fcc" followed by a space and the equipment's ID number.



Click on the link to view information about this equipment.

FCC Federal Communications Commission														
1 Matches Found For:														
GRANTEE CODE = B4Z PRODUCT CODE = -34009-pir														
Query Results:														
View Form	Display Exhibits	Display Grant	Display Correspondence	Applicant Name	Address	City	State	Country	Zip Code	FCC ID	Application Purpose	Grant Date	Lower Frequency in MHz	Upper Frequency in MHz
Detail	Summary			GE Interlogix, Inc	2266 North Saint Paul Street	North Saint Paul	MINN	United States	55109	B4Z-34009-PIR	Original Equipment	02/23/1998	319.5	319.5
End of Report.														

Image Search

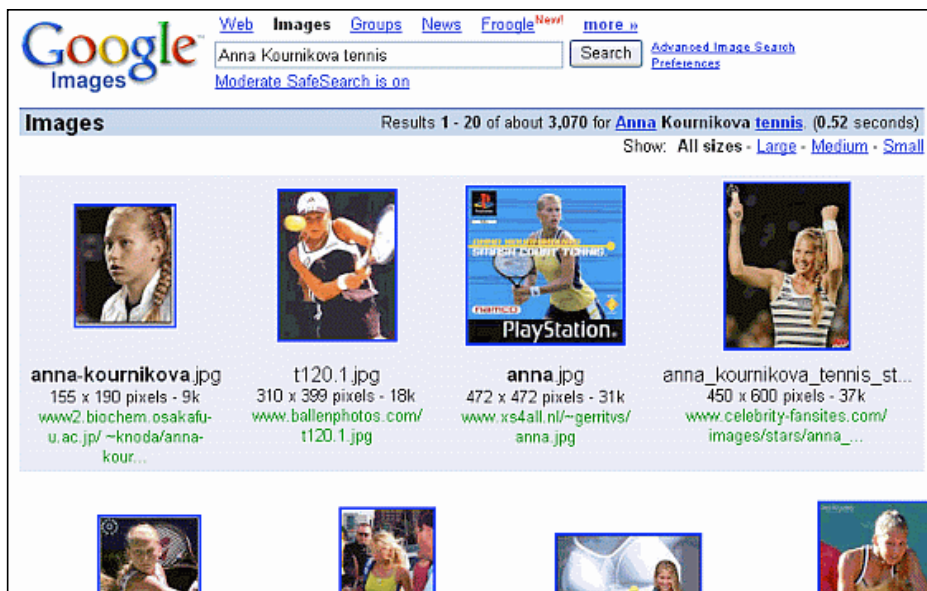
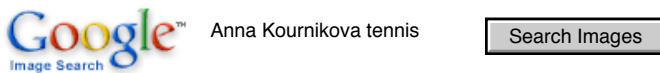
Looking for an image, map, graphic, photo, design or drawing? Try Google's Image Search by clicking on the **Images** link above Google's search box

[Web](#) **Images** [Groups](#) [News](#) [Froogle](#) [Local](#) ^{New!} [more »](#)

or visiting images.google.com.



Enter your query and click on the "Google Search" button. Alternatively, enter your query and then click on the *Images* tab. Google Image Search works best when there are many images available to choose from, e.g., photos of Anna Kournikova, the most photographed tennis player.



Click on the image that interests you. You'll go to a framed page with two parts. On top, you'll see Google's image thumbnail. On the bottom, you'll see the full page on which the image appears.



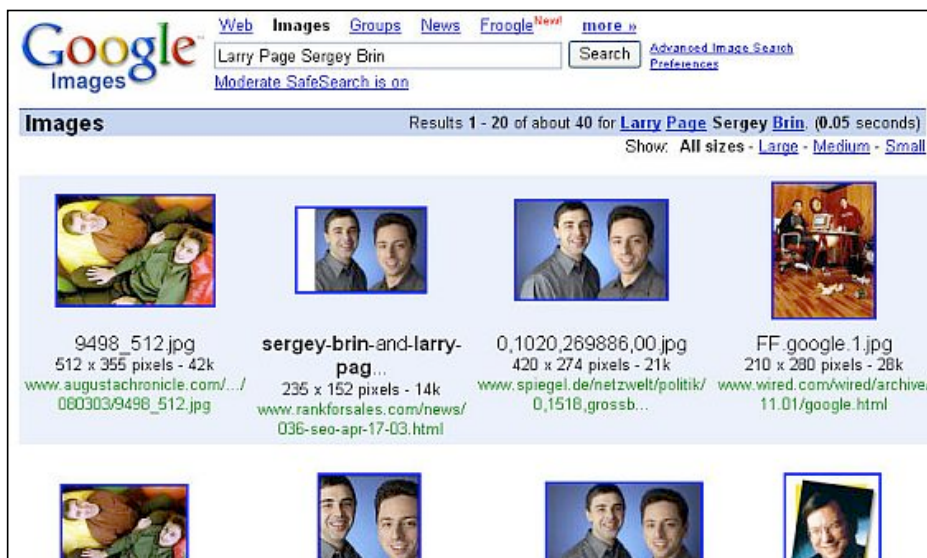
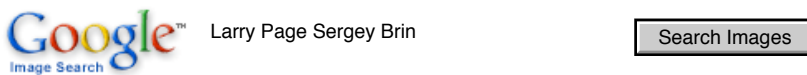
Clicking on the thumbnail image or on the "See full-size image" link that appears just below the thumbnail image will display the full-size image.

Save the image to your hard disk by either selecting "Save As" or "Save Page As" from the File menu of your browser or by clicking the mouse's right button and selecting "Save As" or "Save Page As" from the pop-up menu.

To view the page containing the image without the thumbnail image on top, click on the page's URL, which appears between the thumbnail image and the page itself following the text "Below is the image in its **original context** on the page."

How Does Google Image Search Work?

Notice that when you search for images of Google founders Larry Page and Sergey Brin, Image Search returns some photographs of Google CEO Eric Schmidt.



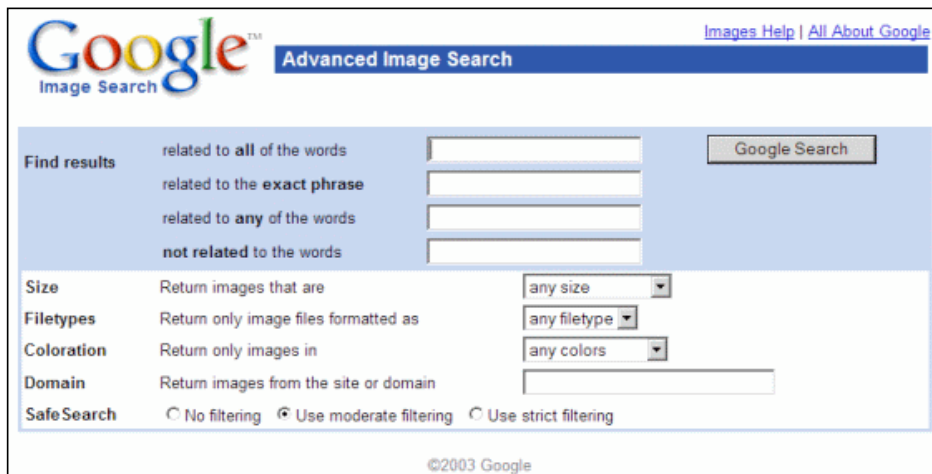
The words "Larry Page" and "Sergey Brin" appear near images of Eric Schmidt, or in image captions, or in links to those images. Google makes a guess that the words are related to the image. Google technology isn't yet to the point where it can tell what's in an image by looking at it directly.

Focusing Your Image Search

As with text searches, you can focus your search when it finds too many images. Restrict your results to images that are large, medium, or small by clicking on one of the links that is in the upper right corner on the Images results page.



Alternatively, narrow your query by using Google's Advanced Image Search form. To get there, either click on the [Advanced Image Search](#) link or go to images.google.com/advanced_image_search.



You can specify:

Option	Restrict results to	Values
Size	images of these relative dimensions	small, medium, large
Filetype	image files whose names end with the specified suffix	jpg, gif, png
Coloration	images with the specified color depth	black and white, grayscale, full color
Domain	a specific site or domain (for a description of site and domain names, see Anatomy of a Web Address)	Domains such as .com, .edu, .nl, or sites such as pandemonia.com
SafeSearch	the specified level of filtering. Be aware that Google's automatic filtering doesn't guarantee that you won't be shown offensive content.	none, moderate, strict

The Size restriction refers to the height and width of the image in pixels. The following table lists the approximate dimensions for each relative size specification.

Size Value	Approximate Dimensions in pixels
small	150 x 150 or smaller

medium	larger than 150 x 150 and smaller than 500 x 500
large	500 x 500 or larger

For more information on Google's Image Search visit images.google.com/help/faq_images.html.

Exercises

These problems give you practice with finding images. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. I used a color chart to select colors for this tutorial. Find some color charts that show the HTML input to render at least 100 colors.
2. Google displays special logos on its home page on holidays and birthdays. Find some of these logos. Click on the link "repeat the search with the omitted results included" to view more amusing logos.
3. Find a photograph of the Alhambra in Granada, Spain to see whether you want to take a vacation and visit the Alhambra.
4. Obtain a map of the London Underground.

Groups (Discussion Forums)

Want advice, opinions, and recommendations that haven't necessarily been edited?

Then consider using Google Groups, which provides access (posting and reading) to thousands of discussion forums — an enormous storehouse of discourse, including

- o Forums on practically everything from [aviation](#) to [zymurgy](#) (brewing beer)
- o Opinions, advice, and resource information, e.g.,
 - Opinions on [laser eye surgery](#)
 - Reviews for [small OR compact digital cameras](#)
 - [Travel tips](#) from nonprofessionals
 - [Security fixes for Windows 2000](#)
 - New [digital scanner setup files](#)
- o Annoying posts
 - Spam (widely distributed junk messages)
 - Gripes
 - Flames (insulting criticism or remarks meant to incite anger)

The Internet connects people from all over the world. When the Internet was initially established, people used it to send email messages to each other. As with physical mail, email must have the address of the recipient. In 1979-1980, Steve Bellovin, Jim Ellis, Tom Truscott, and Steve Daniel at Duke University and the University of North Carolina at Chapel Hill implemented a distributed bulletin board system supported mainly by UNIX computers. It became known as Usenet, which was short for *Users Network*, and, because it was free and non-proprietary, it swiftly became international in scope. Usenet discussion forums became popular in the 1980s before the birth of the World Wide Web. In 1995, a company named DejaNews began archiving Usenet. In 1999, during the .com boom, DejaNews changed its name to Deja.com. Like many .com companies, Deja.com didn't do well financially. In February of 2001, Deja.com sold its Usenet archives to Google for an undisclosed amount.

Google has Deja's entire archive (dating back to 1995), as well as lots of material posted earlier, available from the Google Groups home page. Google Groups also tracks recent postings on Usenet and non-Usenet groups. Finally, Google allows you to post messages to these forums by signing up for a free account.

Click on **Groups** link above Google's search box

[Web](#) [Images](#) **Groups** [News](#) [Froogle](#) [Local](#)^{New!} [more »](#)

or visit groups.google.com to access this comprehensive archive of human conversation, dating back to 1981.

Note: Particularly in the latter part of the 1980s, there are some significant gaps in the archive. As traffic expanded, volunteers who had been saving Usenet traffic at their own expense were overwhelmed, and stopped archiving some groups. While the Google Groups

archive is the most complete Usenet Archive known to exist, it is not a complete archive prior to the 1990s.



You can search and read public groups without identifying yourself to Google. To access private groups or to post a message to any group, you'll need a [Google Account](#). (You may also be able to post to public Usenet groups through your Internet provider's own news server — without needing a Google Account. If this seems useful, ask your ISP whether they provide Usenet access.)

For a listing of groups organized by topic, region, language, activity level, and (for non-Usenet groups) the number of people who belong to the group, see the [Group Directory](#).

Many of the Google Groups are part of Usenet. Usenet newsgroups (forums) are grouped into several large areas, each of which is broken into subareas. The different parts are always separated by a "." (period). The first part of a name is called its *hierarchy*. Consider, for instance, the name `rec.sport.tennis`. The newsgroup is in the `rec` or recreation area, in the sports subarea. Within each newsgroup, there are messages (also referred to as articles or postings) that look like email from one user to another. But instead of just being exchanged between two people, these messages are available to everyone who accesses the Usenet or Google Groups. The top level Usenet hierarchies are:

alt.	Alternative discussions (any conceivable topic)
biz.	Business products, services, reviews, etc.
comp.	Relating to computers
humanities.	Fine art, literature, philosophy, etc.
misc.	Miscellaneous topics, e.g., employment, health, etc.
news.	Relating to Usenet netnews itself
rec.	Relating to recreation, e.g., games, hobbies, sports
sci.	Relating to the sciences
soc.	Relating to social issues, culture
talk.	Long arguments, current issues and debates, frequently political

Below are some examples of Usenet newsgroup names.

alt.graphics.photoshop	misc.jobs.offered
alt.atheism.moderated	rec.aviation.soaring
alt.fan.letterman	rec.food.recipes
alt.personal.ads	rec.music.classical.guitar
biz.books.technical	soc.feminism
misc.invest.real-estate	talk.politics.misc

Discussion groups can be unmoderated (anyone can post) or moderated (submissions are automatically directed to a moderator, who edits and filters out inappropriate and irrelevant material). Some discussion groups have parallel mailing lists, with postings to a group automatically propagated to its mailing list and vice versa. Some moderated groups are even distributed as digests, groups of postings periodically being collected into a single large posting with an index. The names of some moderated groups include the suffix . moderated, e.g., rec.martial-arts.moderated.

Click on a topic (hierarchy) or enter your query.



Note that the results are sorted by relevance — that is, how closely they match your query — rather than by the date they were posted. Each result includes the date it was posted, shown in green next to the group name. To sort results by date, click "Sort by date" above the Sponsored Links.

Click the title to view the original article with your search terms highlighted. The article may be part of a discussion thread or *topic* — the original article together with any preceding and followup articles — as this example shows.

LauraK Feb 26 2003, 11:24 am [show options](#)

>I shoot D1x but want a **camera** to take everywhere - uses such as to snaps
>of property interiors on house hunt, the odd document, quick chance
>things for own use only.

It uses Smart Media, but look for one of the Olympus clamshell digitals based on the Oly Stylus. Great as snapshot **digital** cameras just like the Stylus is a great snapshot film **camera**.

Easy to carry -- rounded edges and the clamshell protects not just the lens but also the focusing window from scratches. Batteries -- even alkaline -- last a long time.

B&H has the 520Z for less than \$250 (use the "email for better price") That would be a good choice for what you want.

Tom Feb 26 2003, 11:24 am [show options](#)

Canon has the best small cameras.

I still use an S100 which I carry with me all the time. I have dropped it in a stream, lost it while skiing (climbed back up the hill and found it) and it still works.

I have had photos from this **camera** published on Magazine covers - it is a very good quality/cost/size tradeoff. I think there is a newer version (S200 or something) or two.

Tom - Chicago

Want to participate in a discussion? For information on how to post messages, click on the "Groups Help" link above or to the right of the Google Groups' search box or visit the Google Groups Frequently Asked Questions (FAQ) about posting at groups.google.com/googlegroups/posting_faq.html. Also be sure to read the first answer in [Google Groups Posting Style Guide](#). Usenet has a very strong culture, and well-established ways of doing things. In order to get the best responses to your post, you should try to conform to Usenet standards.

Google Groups - Posting FAQ

[Search Newsgroups](#)

[All About Google](#)

General Info
[Groups Help](#)
[Basics of Usenet](#)
[Usenet Glossary](#)

Posting on Groups
[Terms and Conditions](#)
[Posting Style Guide](#)
[Posting FAQ](#)

Frequently Asked Question About Posting

- [How do I post to Google Groups?](#)
- [Can I remove a message after I post it?](#)
- [I just posted an article and it's not showing up on Google Groups. Why not?](#)
- [I don't want my email address to be published on the web, but I still want to post. How can I hide my email address?](#)
- [What is the difference between Google Groups and Usenet?](#)
- [Can I prevent my message from becoming a permanent part of Google Groups?](#)

1. How do I post to Google Groups?

To post a message, you must first identify the newsgroup in which you wish to start a discussion or select an article to which you wish to respond.

To start a new thread, click the link that says: "Post new message to the name of a group". You should see this link when you're one level above the actual articles in the group.

If you post to Usenet via Google Groups, your email address will be distributed widely and you may receive lots of spam as a result. (Google Groups will make your email address difficult for spammers to find, but other Usenet servers may not.) Consider getting another email address from [Gmail](#), [Yahoo](#), or some other free service to use for your public postings. If you get a separate email address, though, do remember to check it periodically: some Usenet readers may send you a question or other private reply.

Want to search for a specific message or those written by a certain person? Click on the [Advanced Groups Search](#) link or visit www.google.com/advanced_group_search.

For more information on Google Groups visit groups.google.com/support.

Exercises

These problems give you practice in searching Google Groups. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find recommendations for sites for booking flights online.
2. Find travel tips for places to stay and visit in central London.
3. Find reviews of online banking services.
4. What are some ways to automatically block spam?
5. How can you remove varnish from a maple coffee table?
6. Click on the link "rec." and browse the names of the recreational subgroups.
7. Find the list of especially memorable articles and threads from Usenet that Google has compiled.

News Search

After the tragedies of September 11, 2001, Krishna Bharat, a Google engineer, built a tool to crawl news sites and organize news into ranked clusters. Because of its popularity, Google expanded the demo into Google News.

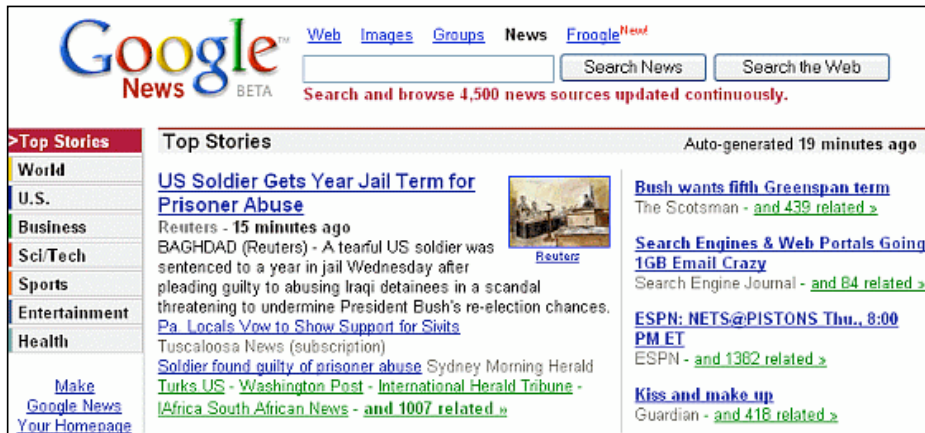
Google News:

- o Presents information culled from thousands of news sources worldwide.
- o Updates entries continuously throughout the day.
- o Groups together related headlines and photos.
- o By default, automatically displays the latest headlines.

Click on the **News** link above Google's search box

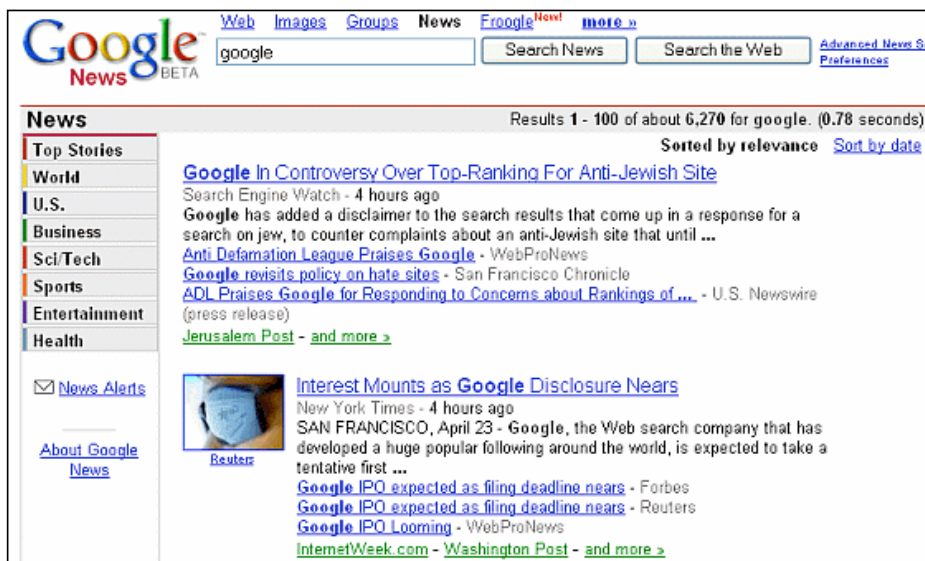
[Web](#) [Images](#) [Groups](#) **News** [Froogle](#) [Local](#) ^{New!} [more](#) »

or visit news.google.com.

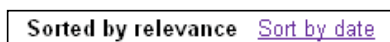


Google news indicates how fresh a story is by listing how long ago it was posted, e.g., 30 minutes ago for the top story on the left in the screen shot above. Click on the title to display the article. Notice the "and 1007 related" link at the bottom of the entry of the story on the left of the above screen shot. If you click an entry's "and XXX related" link, you'll see a page listing all articles related to the same topic.

Search news by entering your query and clicking on the "Google Search" button.



By default, results are sorted by relevance to your search terms. When you wish to see articles ordered chronologically, click on the "Sort by date" link, located in the upper right corner of the results window.



Advanced News Search, accessible from the Advanced Search link on the News page, lets you search by news source, location, date range, and other criteria. It's also available at news.google.com/advanced_news_search.

International versions of Google News are available for countries including [Australia](#), Canada ([English](#) and [French](#)), [France](#), [Germany](#), [India](#), [Italy](#), [New Zealand](#), [Spain](#), and the [U.K.](#)

Making Google News Your Home Page

If you like keeping up with the latest news, consider making Google News your home page and/or setting up [Google Alerts](#).

Make Google News your home page by following the instructions listed on www.google.com/options/defaults.html, changing <http://www>.

google.com/ to <http://news.google.com/> (or copying the URL from one of the non-US versions that we just mentioned). If these instructions don't work for your browser, check your Options or Preferences settings for a "home page" box; paste the URL into that box.

For more information on Google News visit news.google.com/help/about_news_search.html.

If you're a news junkie, check out [Topix.net](http://www.topix.net/), which you can find at <http://www.topix.net/> and [Columbia Newsblaster](http://newsblaster.cs.columbia.edu/), which you can find at <http://newsblaster.cs.columbia.edu/>. Like Google News, Topix.net and Newsblaster are systems that automatically track the day's news. Why are we including non-Google sites in a tutorial on Google? To make you aware of sites offering capabilities different from Google News's and to publicize a friend's site.

According to the [About Columbia Newsblaster page](http://newsblaster.cs.columbia.edu/faq.html), which you can find at <http://newsblaster.cs.columbia.edu/faq.html>, "There are no human editors involved — everything you see on the Newsblaster main page is generated automatically, drawing on the sources listed on the left side of the screen." Unlike Google News, Newsblaster summarizes clusters of articles about the same topic. "The end result is a Web page that gives you a sense of what the major stories of the day are, so you don't have to visit the pages of dozens of publications," according to About Newsblaster page.

Exercises

This problem set gives you practice with using Google News. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find today's current top stories listed on Google News.
2. Find the latest news about Google.

Froogle (Search and Browse Items for Sale)

Froogle is a searchable and browsable shopping index tuned to finding products for sale online. Click on the **Froogle** link above Google's search box

[Web](#) [Images](#) [Groups](#) [News](#) **Froogle** [Local](#) ^{New!} [more »](#)

or visit froogle.google.com. Search results include price, brand, description, and, if available, a photograph. Note that unlike other online shopping services, Froogle doesn't actually sell things.

Froogle obtains listings for products from vendors and by scouring the web. When Google finds a page that appears to sell something, it feeds the information it collects to Froogle. Vendors don't pay to have their products included in Froogle's search results. However, they can purchase sponsored links, which appear along the right side of Froogle's results pages.



You'll find a link to Froogle on the Google home page. Or go to froogle.google.com.

You can browse products by clicking on a category or you can search by entering your query in Froogle's search box. Interested in buying a watch for a child? Try searching on Froogle for [[watches children](#)].

Web Images Groups News Froogle^{News} more »

watches children Search Froogle Search the Web Advanced Froogle Search Preferences

Froogle Results 1 - 100 of about 181 confirmed / 336,000 total results for watches children. (0.58 seconds)


View
 > List view
[Grid view](#)


Sort By
 > Best match
[Price: low to high](#)
[Price: high to low](#)


Price Range
 \$ to
 \$

Group By
 > Store
[Show All Products](#)

Search within
 > All Categories
[Apparel & Accessories](#)
[Jewelry](#)
[Pendants](#)

 [Children's 14kt Gold Cultured Pearl Ring](#)
 \$19.97 - Wal-Mart - Jewelry
 Children's 14kt Gold Cultured Pearl Ring,
 [[More from Wal-Mart](#)]

 [14k Yellow Gold & Enamel Children's Adjustable Bumble Bee Ring](#)
 \$35.00 - JewelBasket.com - Jewelry
 14k Yellow Gold & Enamel Children's Adjustable Bumble Bee Ring, 0.9g. Childrens Jewelry.
 [[More from JewelBasket.com](#)]

 [Silver Pink Pearl Children's Angel Medallion Jewelry Set](#)
 \$42.99 - Overstock.com - Jewelry
 Only \$2.95 S&H! A perfect keepsake gift for any young lady, this dainty necklace and bracelet set puts angels at her side. A sterling ...

Sponsored Links
[Time Teaching Watches](#)
 Colored Hour, Minute, Second Hands Activity Booklet Included
[www.timeteachingwatch.com](#)

[Children Watches](#)
 Find, compare and buy Watches! Simply Fast Savings
[www.Shopping.com](#)

[Designer Children Watches](#)
 Fun & Educational European Designs Many Designs & Colors Stocked
[www.kidsfashionbrokers.com](#)

[Watches Kids](#)
 Compare Prices at 40,000 Stores. Cheap Prices at BizRate.com!
[BizRate.com](#)

The results included the verb "watch" and pages selling children's jewelry. Study results to get ideas for more effective search terms. Consider searching for specific brands.

Froogle^{NEWS} watches children timex Search Froogle


Searched products for children watches timex. Results 1 - 100 of about 242 confirmed / 4,210 total results. Search took 0.24 seconds.


View
 > List view
[Grid view](#)

Sort By
 > Best match
[Price: low to high](#)
[Price: high to low](#)

Price Range
 \$ to
 \$

Group By
 > Show All Products

 [Kids Timex 3D Strap Watch 72581](#)
 \$25.95 - Celebrity Discount Appliance - Watches
 New Page 1 Features: Funky 3-d molded rubber strap with a keychain make keeping time fun! Personalize your belongings with style! ...

 [Kids Timex 3D Strap Watch 72561](#)
 \$25.95 - Celebrity Discount Appliance - Watches
 New Page 1 Features: Funky 3-d molded rubber strap with a keychain make keeping time fun! Personalize your belongings with style! ...

Sponsored Links
[Timex - up to 70% off.](#)
 Wide Selection - Free Shipping Auth. Dealer, in business 15 years!
[www.timelinegallery.com](#)

[Time Teaching Watches](#)
 Colored Hour, Minute, Second Hands Activity Booklet Included
[www.timeteachingwatch.com](#)

[Timex Watches on Sale](#)
 Guaranteed Low Prices, Huge Selection and Fast Shipping
[EverythingHome.com](#)

Search for specific types of watches.

Froogle^{NEWS} watches children teacher Search Froogle


Searched products for watches children teacher. Results 1 - 86 of about 27 confirmed / 91,500 total results. Search took 3.69 seconds.


View
 > List view
[Grid view](#)

Sort By
 > Best match
[Price: low to high](#)
[Price: high to low](#)

Price Range
 \$ to
 \$

Group By
 > Show All Products

 [Timex 89022 Kids Time Teacher](#)
 \$21.99 - Kitchen and Home Gadgets.com - Watches
 Children can then slip the watch on and off easily without the fuss of a conventional buckle! Strap has Scotchgard fabric protectant - For better dirt and stain ...


 [Youth Timex Kids Analog Time Teacher Watch 71122](#)
 \$22.96 - Celebrity Discount Appliance - Watches
 New Page 1 Features: TIME TEACHER Easy-to-read Dial Color-coordinated hour hand (labeled ... Children can then slip the

Sponsored Links
[Time Teaching Watches](#)
 Colored Hour, Minute, Second Hands Activity Booklet Included
[www.timeteachingwatch.com](#)

[Designer Children Watches](#)
 Fun & Educational European Designs Many Designs & Colors Stocked
[www.kidsfashionbrokers.com](#)

[Kids Watches](#)
 Compare Prices at 30,000 Stores. Find the Best Deals on Watches!
[www.BizRate.com](#)



Searched products for analog watches children.		Results 1 - 100 of about 108 confirmed / 1,960 total results. Search took 0.22 seconds.	
View > List view Grid view Sort By > Best match Price: low to high Price: high to low Price Range \$ <input type="text"/> to <input type="text"/> \$ <input type="text"/> <input type="button" value="Go"/> Group By	 <small>image not available</small>	Nike Triax Junior Analog Watches \$39.00 - Sunglasses Giant - Watches Nike Triax Junior Analog Watch Angled analog display gives a quick read from a natural viewing position. Nike Electrolite lets 'em ...	Sponsored Links Time Teaching Watches Colored Hour, Minute, Second Hands Activity Booklet Included www.timeteachingwatch.com Designer Children Watches Fun & Educational European Designs Many Designs & Colors Stocked www.kidsfashionbrokers.com Kids Watches Compare Prices at 30,000 Stores.
	<small>image not available</small>	Youth Timex Kids Analog Time Teacher Watch 71122 \$22.96 - Celebrity Discount Appliance - Watches	

When Froogle finds more than one product from a site, it includes the link "See all results from vendor." Limiting the number of results from a given site to just one ensures products from a single vendor won't dominate your search results and that Froogle provides pages from a variety of sites.

Want products with prices in a specified range? Enter a price range just above the results or fill in a field in Froogle's advanced search form. Access the advanced search form by clicking on the Advanced Froogle Search link next to the search box on a Froogle page or visiting froogle.google.com/froogle_advanced_search.

For more information on Froogle visit froogle.google.com/froogle/about.html.

Exercises

These problems give you practice with shopping on Froogle and Google Catalogs. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find 100% cotton comforter covers on Froogle.
2. Find unbreakable 8 oz. drinking glasses in the price range \$10 - \$30.
3. Tired of putting on sun screen? Find sun-protective clothing with Froogle.
4. Find heated toilet seats with Froogle.

More Search Services

Click on the **more »** link above Google's search box to learn about many of Google's search services and tools.

[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) ^{New!} **more »**

In Google Guide, click on any of the following images or links to learn more about these services and tools.

Google Services



[Alerts](#)



[Answers](#)



[Catalogs](#)



[Directory](#)



[Froogle](#)



[Groups](#)



[Images](#)



[Google Labs](#)



[Google Local](#)



[Mobile](#)



[News Search](#)



[Special Searches](#)



[University Search](#)

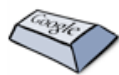


[Web Search](#)

Google Tools



[Blogger](#)



[Browser Buttons](#)



[Google in your Language](#)



[Google Toolbar](#)



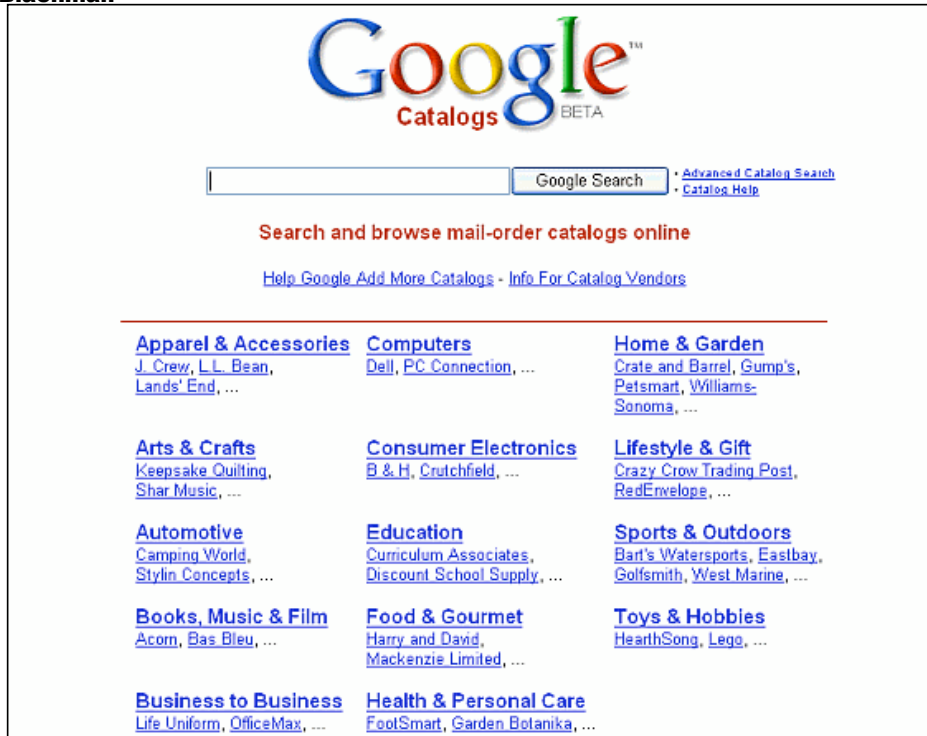
[Translate Tool](#)



[Web APIs](#)

Catalogs (Search and Browse Mail-Order Catalogs)

After acquiring a fancy scanner, Larry Page, co-founder of Google, encouraged engineers to come up with a search service that would take advantage of its speed and flexibility. Lauren Baptist started by developing a service around mail-order catalogs because they posed the least copyright issues. Some vendors have better pictures in their catalogs than on the websites. Now you can throw out your mail-order catalogs and browse or search for their contents online, even if the company hasn't listed them on the web. Visit [catalogs.google.com](#). But, if you don't have a high speed connection, the catalog pages load slowwwwwly.



Google tries a lot of things. Some projects succeed and are supported; others fade away. As of this writing (late 2005), Google Catalogs seems to be one that may fade away. For instance, most catalogs in the Computer category are from 2002 or 2003 — an eternity in that fast-paced market.

Another interesting point about a not-so-developed service like Catalogs is that not all search features may be supported. For instance, searching by price with the [numeric range operator](#), like \$250.\$1000, would be useful in a catalog search. But that operator was developed after Catalogs, which may explain why it doesn't work.

Still, the service is interesting — and some of the catalogs are fairly up-to-date. Since IKEA gives out their catalogs sparingly, check out their catalog online.



Like Froogle, Catalogs doesn't sell things. Instead, use this service to browse and/or search print page catalogs. For example, search for a sun hat.



As with other Google services, the [Advanced Catalog Search](#) gives you more search choices. Advanced search lets you choose the latest issue of a catalog or all issues. You can also name a certain merchant

For more information on Google Catalogs visit catalogs.google.com/googlecatalogs/help.html.

Exercises

These problems give you practice with shopping with Google Catalogs. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Find 100% cotton comforter covers.
2. Find radios at a consumer electronics store. Then try a general search and notice that merchants in other categories may also have radios.
3. Tired of putting on sun screen? Find sun-protective clothing.

Directory

There are two basic ways to find information systematically on the Web: browsing and searching. Chris Sherman and Gary Price offer the following description of browsing versus searching in their book *The Invisible Web*.

... think of how you use a library. If you're familiar with a subject it's often more useful to *browse* in the section where books [on that] subject are shelved. Because of the way the library is organized, often using either the Dewey Decimal or Library of Congress Classification system, you know that all of the titles in the section are related, and serendipity often leads to unexpected discoveries that prove quite valuable.

If you're unfamiliar with a subject, however, browsing is both inefficient and potentially futile if you fail to locate the section of the library where the material you're interested in is shelved. *Searching*, [with the aid of] specialized tools offered by a library's catalog, is far more likely to provide satisfactory results.

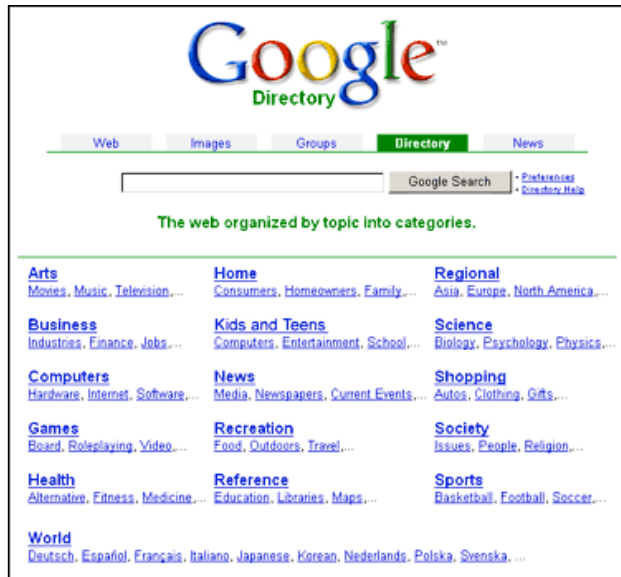
Using the web to find information has much in common with using the library. Sometimes browsing provides good results, while other information needs require nothing less than sophisticated, powerful searching to achieve the best results.

Up until now, we've shown you how to choose search terms and craft your queries to locate the information you seek. This section describes how to browse by following links on Google's Directory.

Google organizes the Directory into categories that are classifications of pages by subjects. The Directory is similar to the table of contents in a book. Browsing a book's table of contents, which includes the titles of chapters and sections, allows a reader to quickly

find interesting sections of the book. Similarly, browsing a subject-oriented directory, enables a user to quickly locate categories containing related documents. However, there's no assurance that what you're seeking will be in the book or web page.

See the top level classifications by visiting directory.google.com.



Google's web-search index is built automatically by computers that crawl the web. On the other hand, Google's Directory is created by volunteer human-subject matter experts who contribute to the Open Directory Project (www.dmoz.org). The raw open-source directory is used not just by Google, but also by Netscape Search, AOL Search, Lycos, HotBot, and DirectHit. The volunteers evaluate, classify, and annotate each entry. The entries are then ranked by Google's [PageRank](#) algorithms.

(If you sort the results by their PageRank, you'll notice a bar scale to the left of each result. The wider the bar, the higher the PageRank. See the next screen shot for two examples.)

Consider using the Directory instead of Google's web search whenever you want to:

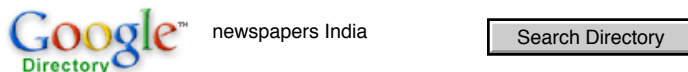
- Familiarize yourself with a topic.
- Get suggestions for ways to narrow your search.
- Find ideas for query terms.
- Figure out the scope of a given category, e.g., the number of newspapers in California.
- View only pages that have been evaluated by a human editor.

Fewer sites are included in the Directory than in Google's web search but those that are included tend to be of high quality.

Use Google's Directory when you want to explore by clicking on topics, i.e., browse. For example, learn about travel by clicking on the Travel category, which is included in the top-level category Recreation, which in the future we'll abbreviate as Recreation > Travel.

To broaden your search, consider browsing subcategories or related categories, which the Directory includes on your results page. Next to each subcategory is a number in parentheses (), which is the number of links included in that category. Names of categories with lots of entries are shown in boldface.

With Google's Directory, you can browse and/or search to find pages of interest to you. If you're unfamiliar with a topic, browse through a few levels of categories and then restrict your search to a particular branch of the Directory by selecting the "Search only in ..." radio button before entering your query in the search box. If you're familiar with a topic, search the Directory by entering your query and clicking on the "Google Search" button. Then you can either refine your search by changing your search query or entering additional terms or browse by clicking on a subcategory or a related category.



Directory drawbacks include size, timeliness, and coverage. Since computers can crawl the web and add index entries much faster than humans can travel the web and evaluate pages, most directories, including Google's, have significantly fewer entries than searchable indices. Since directory links are maintained by hand, upkeep and maintenance are time-consuming. It's difficult for editors to keep up with the dynamic nature of the web. Because different people edit, annotate, and add entries, some categories in a directory are well-populated and others are sparse.

For more information on Google Directory visit www.google.com/dirhelp.html.

Exercises

This problem set gives you practice in using the Google Directory.

1. Find bed and breakfast sites in Florence, Italy.
2. Find sites that focus on changing careers.
3. What are the names of the California state parks and their points of interest?
4. List categories where you can find lawn furniture.

Special Searches

Looking for an easier way to find information on a specific topic or at a specific website?

Google provides the following specialized search engines:



[Apple Macintosh](#)

www.google.com/mac

Search for Mac & Apple things



[BSD](#)

www.google.com/bsd

Search for the BSD operating system



[Linux](#)

www.google.com/linux

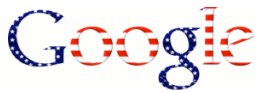
Search all Linux-friendly pages



[Microsoft](#)

www.google.com/microsoft.html

Search Microsoft-related pages



[U.S. Government and state governments](#)

www.google.com/unclesam

Search all .gov and .mil sites



[University Search](#)

www.google.com/options/universities.html

Narrow your search to a specific institution's website

The specialized searches let you find information about a topic without getting completely unrelated results. For instance, if you want only official information from US governments about taxes, you can search all federal and state government websites from this one search box.

Why these topics? Early on in Google history, some engineers created these specialized search engines to serve their own interests. They've remained part of the site though Google has turned its attention to other types of search services and features.

You can find links to these specialized search engines, as well as Google Book Search and Google Scholar, on the [Advanced Web Search](#) form.

Exercises

This problem set gives you practice in using Google's specialized search engines. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. What was special about the Apple Lisa computer, and why did it fail?
2. What are the advantages of Linux over Windows and vice versa?

Answers

Having trouble creating a query to find the information you seek? Don't have time to research the topic yourself? Consider asking a reference librarian, an experienced online researcher, or Google Answers, which, for a fee of your choosing, provides assistance from researchers with expertise in online searching.

If your query returns few results or none, there may be a link to Google Answers on the results page. Otherwise, visit answers.google.com.

Reluctant to use Google Answers? Think you can find the information you want if you search a bit longer? If you feel that way, you're not alone. Nevertheless, many people who have asked questions of Google Answers are now fans of the service. Not only does it save them time, but the answers they get are packed with useful information and links. It's a wonderful service that's well worth your checking out, whether you're a novice or an experienced searcher.

Here's how it works:

- Enter a question.
- Specify an amount between US\$2 and US\$200 that you're willing to pay for an answer. Google adds on a US\$.50 listing fee, which you are charged regardless of whether your question is answered or not.
- A Google Answers researcher will search for the information you want and post an answer. The researchers are screened and approved independent contractors who get paid for posting "answers" to the site.
- You will be notified via email when any responses are posted to your question, unless you specify in your Google Answers' Profile that you would rather not receive status information on your questions.

Before posting your first question, check out [Google's tips for getting a better answer to your question](http://answers.google.com/answers/help.html), which can be found on the web at answers.google.com/answers/help.html.

You'll need a Google Answers Account to ask a question. (You can search previous questions and answers without an account.) Provide your email address, a password, and a nickname. (If you already have a [Google Account](#) — to use with [Google Alerts](#), for instance — you'll still need to choose a nickname, specify when Google Answers should send you email, and agree to the Terms of Service for Google Answers.) Your nickname will be shown on every Google Answers question, answer, or comment that you post.

Then enter the topic of your question, your question, the amount between US\$2 and US\$200 you're willing to pay for an answer, and the category most appropriate for your question. For example:

Subject: Enter the topic of your question for our researchers (e.g. "Hiking in New Mexico").
Nina Totenberg, NPR legal affairs correspondent, birthday, education, and degree

Question: The more details you provide, the better the results you'll receive.
When was Nina Totenberg, National Public Radio's (NPR) legal affairs correspondent, born, where was she educated, and what degrees does she have? Did she attend law school?

Price: Set a price between \$2.00 and \$200.00.
\$2.00 (Google Answers bills your credit card this amount after a researcher answers your question.)

Category: Select the category most appropriate for your question.
Reference, Education and News > General Reference

The more you're willing to spend on an answer, the more likely a researcher will answer it and the more likely the answer will be

When a Google Answers researcher or anyone else writes a response to your question, the answer and/or comments will be posted to Google Answers. You may request in your Google Answers' Profile to be notified by email either once a day or whenever there is new activity with any of your questions.

Answer

Subject: Re: Nina Totenberg, NPR legal affairs correspondent, birthday, education, and de
Answered By: [juggler-ga](#) on 03 Jul 2003 17:36 PDT
Rated: ★★★★★

Hello.

Nina Totenberg was born January 14, 1944 in New York, NY.

sources:
"January 14
1944 Nina Totenberg, TV journalist (New York, NY)"
sources:
World Almanac for Kids
<http://www.worldalmanacforkids.com/explore/birthdays1.html>
Deadoralive.info
<http://www.deadoraliveinfo.com/dead.nsf/tnames-nf/Totenberg+Nina>

Nina Totenberg is the daughter of violinist Roman Totenberg.
More information:
theconnection.org
<http://archives.theconnection.org/archive/2001/05/0522b.shtml>
Boston University press release
<http://www.bu.edu/news/releases/2001/1-24-totenberg.htm>

Ms Totenberg does not have any degrees and did not attend law school.

After a researcher has answered your question, you are given an opportunity to rate the answer from one star (very poor answer) to five stars (great answer), provide comments that anyone who uses Google Answers can access, and tip the researcher between US\$1 and US\$100, if you feel that you have received an exceptional answer.

Click on a researcher's handle to see the ratings and comments that researcher has received from users who have posted questions. You may specify which researcher(s) should deal with your question when you submit it.

You can search or browse previously asked questions, both those that have been answered and those that haven't. At the bottom of the [Google Answers](#) home page, find questions (some with answers) by either:

- Entering search terms.
- Clicking on one of the topic headings.
- Selecting a link to a recently asked question.
- Clicking on the [view all the questions](#) link.

Search Google Answers for all questions

Browse previously asked questions	Recently answered questions
Arts and Entertainment	Reference, Education and News
Business and Money	Relationships and Society
Computers	Science
Family and Home	Sports and Recreation
Health	Miscellaneous

[view all questions](#)

[Google Home](#) - [Answers Help & Tips](#) - [Answers FAQ](#) - [Terms of Service](#)

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By default, Google Answers displays questions, their associated comments, and their answers in reverse chronological order (most recently asked question is listed first). Click on either the Date or Price links just above all the questions to sort on that field. When you sort by date, a triangular icon indicates whether the field is sorted with the most recent listed first (triangle points down) or is sorted with the oldest listed first (triangle points up). Click on the triangle to reverse the order.

You'll find answers there to many already asked questions, including

- [How can I rid my apartment of ants?](#)
- [When did Title Insurance and Trust Company in Los Angeles go out of business?](#)
- [How can I get a divorce in the US? I was married in Brazil and I'm in the US on a student visa.](#)

- [Using Photoshop Elements 2, how can I eliminate moiré patterns from a scanned photo or page?](#)
- [What is the story of the diaper genie?](#)

Answers to many questions can be found on the web. Users also seek and obtain answers to questions of a more personal nature,

- [Please review Google Guide, and let me know ways in which I can improve its content, including but not limited to search tips, clearer explanations, inaccuracies, typos, omissions, better or additional exercises.](#)
- [How do I get www.ostrovcoaching.com to appear in Google search results using key phrases such as: "personal coaching" "life coaching" "executive coaching" "business coaching" "Tracy Ostrov" "Ostrov Coaching" "Denver" "Colorado" "Golden"?](#)

Some of the answers are indexed by Google and then searchable through Google's web search.

For more information on Google Answers visit answers.google.com/answers/help.html and answers.google.com/answers/faq.html. To see what users are saying about the service and how they are using it, visit answers.google.com/answers/testimonials.html.

Postscript by Jerry: Nancy has been a big fan of Google Answers. (She wrote most of this page.) She told me recently that Google Answers doesn't seem to be as active as it used to be: there are fewer answers active or being answered. Before you ask a question, consider doing a little research yourself. Look at the questions, which questions are being answered, and how much questioners are willing to pay.

Exercises

These problems give you practice in asking questions and in browsing those that have been posted to Google Answers. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. View a recently asked question.
2. View a recently answered question.
3. Click on the "view all questions" link in the lower right corner of the Google Answers home page and browse some of the questions that have been answered.
4. Look up the answer to the question "How can I rid my apartment of ants?"
5. Look up in Google Answers whether clicking on an unsubscribe or remove link in a spam message does what it's advertised to do.
6. Look up in Google Answers the recommended gratuity to give to the server when purchasing take-out food.
7. Review tips for great answers, which you can access by clicking on the "Tips for great results" link that appears in the border of the box for entering your question.
8. Find Jessamyn West's article about her experience as a Google Answers researcher.

Prototypes and Demos (Google Labs)

Google's mission is to "organize the world's information and make it universally accessible and useful." To this end, Google showcases some prototypes and products in development on the Google Labs, the web site of Google's research group.

Visit Google Labs' home page at labs.google.com.

Use of this site is subject to express [terms of use](#). By continuing past this page, you agree to abide by these terms.



Labs.google.com, Google's technology playground.
Google labs showcases a few of our favorite ideas that aren't quite ready for prime time. Your feedback can help us improve them. Please play with these prototypes and send your comments directly to the Googlers who developed them.

New! [Personalized Web Search](#)
Get personalized search results based on your interests
3/29/04 - [Give us feedback](#) - [Discuss with others](#)

New! [Web Alerts](#)
Find out about new web pages on a topic of interest
3/29/04 - [Give us feedback](#)

[Froogle Wireless](#)
Search for products from your cell phone using Froogle
2/24/04 - [Give us feedback](#) - [Discuss with others](#)

[Google Deskbar](#) - [Download now](#)
Search using Google without opening your browser
11/6/03 - [Give us feedback](#) - [Discuss with others](#)

[Google Compute](#) - [Download now](#)
Donate your computer's idle time to help scientific research
3/26/03 - [Give us feedback](#) - [Discuss with others](#)

[Google Sets](#)
Automatically create sets of items from a few examples
5/20/02 - [Give us feedback](#) - [Discuss with others](#)

[Google Viewer](#)
View search results as scrolling web page images
12/10/02 - [Give us feedback](#) - [Discuss with others](#)

Graduates of Labs

- [Search by Location](#)
Restrict your search to a particular geographic area
- [Google Glossary](#)
Find definitions for words, phrases and acronyms
- [Google News Alerts](#)
Specify a topic and receive email updates when news breaks

Note: Google Labs updates its site periodically. So you may find prototypes or demos different from the ones shown here.

In Parts II and III, I mention graduates of Google Labs, services and tools that have been refined and made available through Google's home page.

- [Search by Location \(Google Local\)](#)
- [Google Alerts](#)
- [Google Glossary](#)

In this final lesson of the [Special Tools](#) section, I describe a Google Labs' prototype search tools:

- [Google Sets](#)

Google will likely refine some of these demos and make them available through Google's home page. If you want to become part of Google's development process, try out these prototypes and provide feedback to the engineers who developed them.

- [Google Sets](#) - labs.google.com/sets
Automatically create sets of items from a few examples.

Enter a few items from a set of things. Then press the "Large Set" button or the "Small Set" button and Google Sets will try to predict other items in the set. For example, if you enter Golden Gate Bridge, Palace of Fine Arts, and Coit Tower, Google Sets suggests other places worth visiting in San Francisco.

Use Google sets to suggest: people who might share interests with you, places to visit, books to read, movies to see, synonyms, food you might enjoy, stores where you can buy a particular type of item, etc.

Exercises

These problems give you practice in using Google Labs prototypes and demos. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Visit [Google Labs](#). Try two of the prototypes and demos that are listed on the site.
2. Get suggestions for books by entering some of your favorite authors or titles and asking Google Sets to predict other members of the set.
3. Enter some of your favorite movies and see if Google Sets recommends either movies you haven't seen or other of your favorite movies.

Feature History

Google is constantly enhancing its search engine. The following table lists when Google and Google Guide added services and features and links to where they are described in Google Guide or on the web.

September 2005	• Google Blog Search	
August 2005	• Google Desktop 2	• Google Talk • Useful links from within a site
July 2005	• Toolbar for Firefox	
June 2005	• Currency Conversion • Google Earth	• Google Sitemaps
May 2005	• Enterprise Desktop Search Tool • Google Web Accelerator	• Personalize Your Homepage
April 2005	• Google Q&A • Multilingual Google Definitions • My Search History	• Satellite View from Google Maps • Google Mobile - Local Search

March 2005	<ul style="list-style-type: none"> • Google Weather • Live stock quotes • Results Prefetching 	<ul style="list-style-type: none"> • Google News: Personalized News • Google Ride Finder • Google Suggest in Japanese
February 2005	<ul style="list-style-type: none"> • Google Maps 	<ul style="list-style-type: none"> • Google Movies
January 2005	<ul style="list-style-type: none"> • Raised search limit to 32 words • Picasa 2 	<ul style="list-style-type: none"> • Google Video
December 2004	<ul style="list-style-type: none"> • Google Library • Froogle Product Reviews 	<ul style="list-style-type: none"> • Google Suggest
November 2004	<ul style="list-style-type: none"> • Google Scholar • Froogle Wish Lists 	<ul style="list-style-type: none"> • Google Help: Cheat Sheet
October 2004	<ul style="list-style-type: none"> • Google Desktop Search 	<ul style="list-style-type: none"> • Google SMS
June 2004	<ul style="list-style-type: none"> • Site-Flavored Google Search Box 	
May 2004	<ul style="list-style-type: none"> • Google Groups 2 <p>Added mailing list support to Google Groups</p>	
April 2004	<ul style="list-style-type: none"> • GMail 	
March 2004	<ul style="list-style-type: none"> • Google Local • User Interface (UI) redesign • Personalized Web Search • Web Alerts 	<ul style="list-style-type: none"> • New Froogle home page • Images in Google News search results • Number range (numrange) command
February 2004	<ul style="list-style-type: none"> • Danish Google Guide 	
January 2004	<ul style="list-style-type: none"> •  Search by Number 	<ul style="list-style-type: none"> • Orkut (Social Networking Service)
December 2003	<ul style="list-style-type: none"> •  Travel Conditions • Google Book Search 	<ul style="list-style-type: none"> • Product Search Shortcut • Word Variation (Automatic Stemming)
November 2003	<ul style="list-style-type: none"> • Deskbar 	
October 2003	<ul style="list-style-type: none"> • Definitions (Google Glossary) 	
September 2003	<ul style="list-style-type: none"> • Search by Location 	
August 2003	<ul style="list-style-type: none"> •  Calculator • Synonym Operator 	<ul style="list-style-type: none"> • News Alerts
June 2003	<ul style="list-style-type: none"> • Toolbar 2.0 with a pop-up blocker 	
December 2002	<ul style="list-style-type: none"> • Froogle 	<ul style="list-style-type: none"> • Google Viewer
September 2002	<ul style="list-style-type: none"> • Google News 	
May 2002	<ul style="list-style-type: none"> • Google Answers Searchable • Google Labs 	<ul style="list-style-type: none"> • Google Glossary • Google Sets
April 2002	<ul style="list-style-type: none"> • Google Answers 	
Jan 2002	<ul style="list-style-type: none"> • * Wildcard (currently not working) 	
December 2001	<ul style="list-style-type: none"> • + Operator • Catalogs 	<ul style="list-style-type: none"> • Diacritics searching (terms with accents)
November 2001	<ul style="list-style-type: none"> • Search stop words in phrases 	<ul style="list-style-type: none"> • File type conversion

October 2001	• Home page tabs	• Language Tools
June 2001	• Google Image Search	
May 2001	• Spelling Corrections • Google Groups	• Translation
March 2001	 Phonebook	
November 2000	• Toolbar	
October 2000	 Stock Quotes • AdWords	• OR Operators
July 2000	• Date Restricted Search • Dictionary Link • Advanced Search	• Preferences • Phrase Search - Operator
June 2000	• News Headlines	 Street Maps
May 2000	• SafeSearch Filtering	
April 2000	• Google Directory	
March 2000	• Browser Buttons	
February 2000	• Microsoft-Specific Search Engine	
January 2000	• Make Google Your Default Engine • Apple-Specific Search Engine	• University Search Feature
September 1999	• Similar Pages aka GoogleScout	
September 1998	• Cached Pages	• Google Web Search

Resources helpful in putting together this table include [Google Press Releases](#), the [archive of Google-Friends Newsletters](#), [Google: Search Engine Showdown News Archive](#), and [Google News](#).

This page was last modified on Monday January 30, 2006.

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Google™

Google Search

Let me know your thoughts on Google Guide by emailing [nancy\(at\)googleguide.com](mailto:nancy(at)googleguide.com) (replace (at) by @).

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Google Guide

Making Searching Even Easier

Nancy Blachman nancy@googleguide.com

If you find it hard to find what you want on the Net you may well find this Google Guide helpful.

--[History Teachers' Discussion Forum, SchoolHistory.co.uk](#)

As a bid to make everyone's online life a little easier, Everything with Google co-author Nancy Blachman has put together an excellent and elegant new interactive online Google tutorial.

--[TELEDYN :: have blog - will travel ::](#)

Excellent tutorial for both new/experienced Google users.

--[elearnspace blog, Feb. 5, 2004](#)

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Part IV: Developing a Website

If you don't have a website and aren't interested in developing one, skip to the [Appendix](#). This part covers

- [Creating Content](#)
- [Linking to Search Results](#)
- [Getting Listed](#)
- [Improving Your PageRank](#)
- [Advertising Your Website](#)
- [Generating Revenue by Running Ads](#)

Most of the information in this section is based on my experience in designing and developing Google Guide, which is now the top result for the queries [[Google tutorial](#)], [[Google guide](#)], [[using Google](#)], [[Google stock symbol](#)], and [[Google favorite features](#)].

There are thousands of sites devoted to developing a website and optimizing its performance. So

should you need or want more detailed information, just search for it. But be careful: there are sites that charge good money for bad information.

Creating Content for Your Website

When putting together content for this page, I came across wonderful pages on creating content for websites. So, rather than writing yet another, here are links to two of my favorites.

- [Site Builder: 26 Steps to 15k a Day](#) by Brett Tabke
- [Google Webmaster Guidelines](#)

If you know or run across any other great sites on creating content for your website, please let me know.

Exercise

This problem set gives you practice in developing a page for your website. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Create a web page with names of friends and colleagues whose contact information you desire. On the page, ask these people (or anyone who has their contact information) to get in touch with you.

When these people search for themselves, they may run across your page and get in touch with you.

At the 30th Asilomar Microcomputer Workshop, Bill Cheswick suggested this approach to searching for people if you don't find them in Google's phonebook.

Developing Links to Google Search Results

If you know HTML, it's relatively easy to make links to Google's search results. Following each link in the examples below is the code that produces it.

[[Google tutorial create link](#)]

```
[ <a href="http://www.google.com/search?q=Google+tutorial+create+link">Google tutorial create link</a> ]
```

The following code creates a link that will open up a new window that contains the search results for the query [[Google tutorial create link](#)].

```
[ <a target="_blank" href="http://www.google.com/search?q=Google+tutorial+create+link">Google tutorial create link</a> ]
```

Note that the URL — that is, the text shown in *italics* here: `href="http://URL-GOES-HERE"` — must be valid. For instance:

- The URL shouldn't contain any spaces. Use a plus sign (+) in place of each space.
- Certain characters can't be used literally; they must be encoded into a form like `%nn`.

Let's see an example. The query ["a song for you"] would be encoded in a URL as `http://www.google.com/search?q=%22a+song+for+you%22`, where each quote (") is replaced by `%22`.

The easiest way to find the correct encoding is to type your query into a Google Search box —. Run the search and look at the resulting URL in your web browser's address box (which is usually in the toolbar at the top of the window). Then copy and paste the parts you need from the URL into your HTML code.

You can also provide a search box and search results to your visitors like the following



The search box was generated by using a service that's called Google Free.

```
<!-- Search Google -->
<FORM method=GET action="http://www.google.com/search">
<TABLE bgcolor="#FFFFFF"><tr><td>
<A HREF="http://www.google.com/">
<IMG SRC="http://www.google.com/logos/Logo_40wht.gif"
border="0" ALT="Google search box with [ Google ~Guide ]."
align="absmiddle"></A>
<INPUT TYPE=text name=q size=25 maxlength=255 value="Google ~Guide">
<INPUT type=submit name=btnG VALUE="Google Search">
</td></tr></TABLE>
</FORM>
<!-- Search Google -->
```

Learn more about Google Free at www.google.com/searchcode.html.

Exercises

These problems are intended to give you practice in creating links to Google's search results. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. On one of your web pages, create a link to a Google search result.
2. On one of your web pages, create a link that opens a new window and displays a Google search result.

3. On one of your web pages, make a Google search box.

Getting Your Website Listed on Google

How does Google find your site and list it? Merely registering your domain on the Internet isn't enough.

As soon as your site is available on the Internet, you can submit it to Google by completing the add URL form at www.google.com/addurl.html.

The screenshot shows the Google 'Submit your site' form. At the top left is the Google logo. To its right is a yellow header bar with the text 'For Site Owners: Submit your site'. Below the logo is a navigation menu with links: Home, All About Google, Advertise with Us, Search Solutions, and Webmaster Info. A prominent link 'Submit Your Site' is highlighted with a yellow arrow. Below the navigation is a search box with the text 'Find on this site:' and a 'Search' button. The main content area is titled 'Share your place on the net with us.' and contains the following text: 'We add and update new sites to our index each time we crawl the web, and we invite you to submit your URL here. We do not add all submitted URLs to our index, and we cannot make any predictions or guarantees about when or if they will appear.' Below this is a paragraph: 'Please enter your full URL, including the http:// prefix. For example: http://www.google.com/. You may also add comments or keywords that describe the content of your page. These are used only for our information and do not affect how your page is indexed or used by Google.' A 'Please note' section follows: 'Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will 'fade out' of our index on our next crawl when we update our entire index.' At the bottom, there are two input fields: 'URL:' and 'Comments:'. Below these is an 'Add URL' button. On the right side of the form, there is a yellow box titled 'Other Options' containing two sections: 'Instant Ads on Google' (Create your own targeted ads using AdWords) and 'Google AdSense for Web Publishers' (Publish ads that match your content, help visitors find related products and services — and maximize your ad revenue. Learn more).

Another way to be listed — and to raise your [PageRank](#) too — is by getting other websites to link to yours. After that, when Google's robots or spiders, known as Googlebot, crawl the web, they should run across your site within a month or so. As we mentioned in the [How Google Works](#) page, there are two types of crawls, [fresh crawls](#) and deep crawls. Your site most likely will first get a fresh crawl in which only pages Google deems most important are crawled. After Google runs a deep crawl of your site, most, if not all of the pages on your website that contain links from other pages will be crawled and subsequently listed on Google — except pages that are included in the file [robots.txt](#), which lists pages that you don't want Google to crawl and pages containing code that Google is unable to parse.

For more about how to get your site listed on Google, visit www.google.com/webmasters/1.html.

How do you remove websites, individual pages, cached pages, and outdated or dead links from Google's index? Visit www.google.com/webmasters/remove.html.

The best way to get your products listed on [Froogle](#) is to submit a [datafeed](#) with your products.

Improving Your Website's PageRank

Include useful high-quality information on your site and then publicize your website. Getting others' websites to link to yours usually helps your [PageRank](#) and ranking on Google. But if Google suspects that you've traded links with other sites for the sole purpose of improving your ranking, it might penalize or blacklist your site. Find more suggestions for improving your Google PageRank on [Buzzle.com](#).

Obtain the PageRank of one or more pages with the [PageRank Value Report](#).

See the PageRank of a page with the [PageRank meter](#) in the Google [Toolbar](#) (an advanced feature). The more green the higher the PageRank.



Compare the relative PageRank of your site with other related sites by viewing the green bar to the left of a website in the web page section (near the bottom of the page) of the Google Directory page. (If your site isn't listed in the Directory, that's another way to improve its PageRank. See www.dmoz.org/add.html.)

Google Web Directory

Search only in Travel Search the Web

Travel

Recreation > Travel [Go to Directory Home](#)

Categories

Attractions (34)	Lodging (847)	Tour Operators (11)
Consolidators (29)	Preparation (312)	Transportation (696)
Destinations (236)	Publications (226)	Travel Agents (21)
Guides and Directories (157)	Specialty Travel (3603)	Travelogues (1829)
Image Galleries (196)		

Related Categories:

- [Home > Consumer Information > Travel](#) (86)
- [Regional](#) (1539376)
- [Shopping > Travel](#) (183)
- [Society > People > Expatriates](#) (503)
- [Business > Hospitality](#) (2177)

Web Pages **Viewing in Google PageRank order** **View in alphabetical order**

- [Lonely Planet](#) - <http://www.lonelyplanet.com/>
Offers travel advice, detailed maps, travel news, popular message boards and health information. Also lists information and updates regarding their guidebooks.
- [Concierge.com](#) - <http://www.concierge.com>
Information on popular destinations including essays from Fodor's, restaurant and hotel listings, maps, weather,

When I first made this site publicly available, Google Guide wasn't in the first 100 sites on searches for [[Google guide](#)]. Thanks to the sites that linked to Google Guide and users who clicked on Google Guide in their search results, Google Guide is the top result for the queries [[Google tutorial](#)], [[Google guide](#)], [[Google stock symbol](#)], and [[Google favorite features](#)]. Being listed so highly on Google has improved the traffic flow to this site.

Since I'm a fan of Brompton's lightweight folding bicycles and wish to improve the PageRank of www.foldabikes.com, I'm including a link to my local Brompton authorized dealer's website.

In the next section, [Advertising Your Website](#), I'll tell you how I increase traffic through running inexpensive ads.

Advertising Your Website

To generate traffic, I first told my friends and colleagues about Google Guide. Then I told people in the press and the search-engine field about it. When Google Guide was mentioned in an article or website, traffic would increase. To increase traffic to Google Guide and to learn what it's like to be a Google advertiser, I became an [AdWords](#) advertiser.

I created my own ads, chose queries and keywords my ads should match, and specified the maximum I was willing to spend on an advertising campaign. Google charges me only when someone clicks on one of my ads.

I increased the effectiveness of my advertising by following wonderful suggestions from Perry Marshall's free 5-day course and from his [Definitive Guide to Google AdWords](#), which you can learn about at www.perrymarshall.com/google/. I tested lots of ads targeted on many different queries and keywords until I found ones that got favorable responses from users, i.e., the ads that users clicked on. And Google has rewarded me by overrunning my ads, i.e., showing some of them from time to time at no cost to me.

Generating Revenue by Running Ads on Your Website

"Google AdSense is for web publishers who want to make more revenue from advertising on their site while maintaining editorial quality. AdSense delivers Google ads that are relevant to what your readers see on your pages — and Google pays you." —www.google.com/adsense/

At first I was reluctant to run ads on Google Guide. I didn't want to create any distractions that would lure visitors away from my site. But visitors leave even if I don't run ads. So I ran ads at the bottom of a page because I thought they would only distract viewers who weren't interested in my site. Few users clicked on the ads. Later I moved the ads to the top of a page. The response rate more than doubled and so did revenue.

Since I would rather not distract readers, now I run few AdSense ads, like the one below, on the Google Guide website.

This page was last modified on Monday January 02, 2006.

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Google Search

Let me know your thoughts on Google Guide by emailing [nancy\(at\)googleguide.com](mailto:nancy(at)googleguide.com) (replace (at) by @).

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**GOOGLE
GUIDE****Quick Reference: Google Calculator (Cheat Sheet)**

by Nancy Blachman – nancy at googleguide.com (replace at with @)

Solve mathematical problems with Google's built-in calculator function. Simply enter the expression you'd like evaluated in Google's web search box and hit the ENTER key or click the "Google Search" button.

BASIC ARITHMETIC

OPERATOR	MEANING	TYPE INTO SEARCH BOX
+ or plus	addition	12 + 34 or three plus four
- or minus	subtraction	3.4 - 5.6 or five minus two
* or times	multiplication	56 * 7 or six times nine
/ or divided by	division	7 / 8 or ten divided by two
% of or percent of	percentage of	45% of 39
mod or %	modulo (the remainder after division)	15 mod 9 or 15 % 9
^ or **	raise to a power	2^5 or 2**5
the <i>n</i>th root of	<i>n</i> th root	4th root of 16 , sqrt(16) , cube root of 109
reciprocal of	multiplicative inverse	reciprocal of 7

ADVANCED MATH

The following table lists some of the functions built into Google's calculator.

OPERATOR	FUNCTION	TYPE INTO SEARCH BOX
sin, cos, tan, sec, csc, cot	trig functions (arguments are assumed to be in radians)	cos(pi/3) cosine(pi/3)
arcsin, arccos, arctan, arccsc, etc.	inverse trigonometric functions	arccos(.5)
sinh, cosh, tanh, csch, arsinh, arccsch, etc.	hyperbolic functions	cosh(6)
ln	logarithm base e	ln(16)
log	logarithm base 10	log(16)
lg	logarithm base 2	lg(16)
exp	exponential function	exp(16)
!	factorial	5!
choose	<i>x</i> choose <i>y</i> calculates the number of ways of choosing a set of <i>y</i> elements from a set of <i>x</i> distinct elements	5 choose 3

CONSTANT	MEANING	TYPE INTO SEARCH BOX
e	base of the natural system of logarithms	e
pi	the ratio of the circumference to the diameter of a circle	pi/6
i	imaginary number, which represents one of the two square roots of -1	i^2
gamma	Euler's constant	e^gamma

TIPS (adapted from [Google's Online Calculator Help](#))

Parentheses can be used whenever they'll serve to make complicated expressions unambiguous, and also sets of parentheses can be used within parentheses; don't use brackets for grouping.

You can force the calculator to try to evaluate an expression by putting an equals sign (=) after it. This works only if the expression is arithmetically computable. For example, [1-800-555-1234=](#) will return a result, but [1/0=](#) will not (because dividing a non-zero number by zero is undefined and not computable).

Parentheses can be used to enclose the parts of your expression that you want evaluated first. For example, [\(1+2\)*3](#) causes the addition to happen before the multiplication.

Google's calculator automatically balances unclosed parentheses.

A missing operator within an expression may default to an *, e.g., [6cos\(2pi\)](#).

Feel free to experiment with the calculator as not all of its capabilities are listed here.

UNITS OF MEASURE AND CONVERSIONS

Compute expressions involving different units. By default, units are converted to and results expressed in meter-kilogram-second (mks) units. Many units have both long and short names. Use whichever name you prefer.

TYPE OF UNITS	UNIT CONVERSION	EXAMPLES OF UNITS
	<i>old units in new units</i>	
Currency (money)	23 USD in Euros	US Dollars (USD), Euros, Britain Pounds (GBP)
Mass	130 lbs in kg	kilogram or kg, grams or g, grains, pounds or lbs, carats, stones, tons, tonnes
Length	3 miles in km	meters or m, miles, feet, Angstroms, cubits, furlongs
Volume	three quarters of a cup in teaspoons	gallons, liters or l, bushels, teaspoons, pints
Area	2 acres in sq km	square kilometers, acres, hectares
Temperature	98.6 Fahrenheit in Celsius or 98.6 f in c	Celsius or c, Fahrenheit or f
Time	1 year in seconds	days, seconds or s, centuries, sidereal years, fortnights
Electricity	100 volts in picovolts	volts or v, picovolts, amps or a, ohms, henrys
Energy	160 lbs * 4000 ft in Calories	Calories, British thermal units (BTU), joules, ergs, foot-pounds (<i>Warning: When your query includes "Calories" with a capital "C," Google returns kilocalories called "calories" by nutritionists.</i>)
Power	1 hp in watts , 500 V * 3 A in KW	watt or W, kilowatts or KW, megawatts or MW, horsepower or HP
Angle	90 degrees in radians	degrees or radians
Information	2 bytes in bits	bits, bytes, kbytes
Quantity	1 great gross in dozens	dozen, baker's dozen, gross, great gross, score
Numbering Systems	1500 in hex 64 in binary LVII in decimal	decimal, hexadecimal or hex, octal, binary, roman numerals (Prefix hexadecimal numbers with 0x, octal numbers with 0o and binary numbers with 0b, e.g., 0x7f + 0b100101)

PHYSICAL CONSTANTS

The following table lists just a few of the many commonly used physical constants known to the calculator function.

SHORTHAND NOTATION	LONG NAME	CLICK LINK FOR AN APPROXIMATE VALUE
au	Astronomical Unit	au or astronomical unit
	Avogadro's number	Avogadro's number
k	Boltzmann constant	k or Boltzmann constant
	Faraday constant	Faraday constant
G	gravitational constant	G or gravitational constant
	magnetic flux quantum	magnetic flux quantum
	mass of a proton	mass of a proton
m_planet	mass of planet	m_Mars , m_Earth , m_Uranus , m_sun
	molar gas constant	molar gas constant

h	permeability of free space	permeability of free space
r_ <i>planet</i>	Planck's constant	h or Planck's constant
c	radius of <i>planet</i>	r_Earth , r_Pluto , r_sun
	speed of light in a vacuum	c or speed of light
	speed of sound in air at sea level	speed of sound



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? GoogleGuide making searching even easier

Search Google Guide

Google Guide by Category

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Favorite Features

1. My Favorite Features by Nancy Blachman
2. Favorite Tools
3. Favorite Shortcuts
4. Keeping Abreast of the News
5. More Relevant Results
6. Special Notation
7. Diacritic Marks and Accents
8. Favorite Preferences Setting
9. Translation and Language Tools
10. Highlighting
11. Google Sets
12. Advertising
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Google Blogs, etc.

Google in the news
Google Press Releases
Google-Friends Newsletter archive
Google: Search Engine Showdown News Archive

Popular Searches

FROOGLE
photo
email
google+
driving directions

Top Tags (all tags »)

queries results
favorite services
tools summary special
characters narrowing
search shortcuts fine tune
developing websites
preferences URLs advanced
search google guide accounts
translation synonyms stop words
search box prices PageRank news
dictionary cookies ads toolbar spelling
search terms search operators safe
search phrase phone number operators
numbers hyphen driving directions
broadening search languages calculator

Powered By [WordPress](#)

Favorite Features

Pages in this section highlight some of Nancy's favorite Google features. You can find more information about these features in other sections of Google Guide.

My Favorite Features by Nancy Blachman

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

In addition to searching the web, you can use Google to find specific information that is available offline or on specialized sites.

AdChoices 

DIY Marketing Software

Vocus.com
Social, Search,
Email & Publicity.
Easy-to-USE.
Get a Free
Demo+Gift!



1. Tools



[Google
Toolbar](#)



[Browser
Buttons](#)



[Translation & Language
Tools](#)

2. Shortcuts



[Driving Directions \(Street Maps\)](#)



[Definitions](#)



[Google Calculator](#)



[More Shortcuts](#)

3. Special Searches



[News Search](#)



[Sets](#)

4. Other Features



[More Relevant Results](#)



[Highlighting
Terms](#)



[Preferences](#)



[Advertising](#)



[Advanced Search and
Search Operators](#)



[Links](#)

tags (keywords): [favorite](#)

This page was last modified on: Sunday February 26, 2012

Favorite Tools

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Enter a query even if Google's home page isn't in your browser.

AdChoices ▶

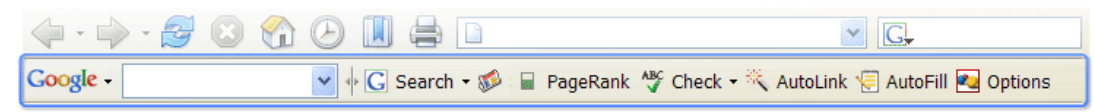
Toolbar - toolbar.google.com/ (Internet Explorer)

Get Your Website For Free

GYBO.com/Illin...
Google Gives You Free Domain and Website. Bring Your Business Online



Firefox Toolbar - toolbar.google.com/firefox/ (Firefox)



Googlebar - googlebar.mozdev.org/ (Mozilla and Netscape)



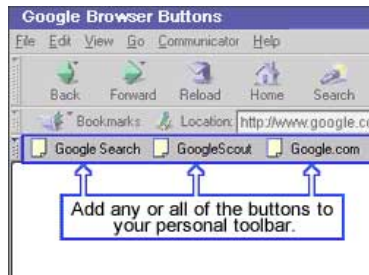
Safari web browser (Macintosh OS X)

My favorite Toolbar features include

Feature	What it can do
Search Box	Access Google's search technology from your browser toolbar.
Highlight	Highlight terms on the current page.
Pop-up Blocker	Stop annoying pop-up windows (new in version 2.0 of Toolbar).

Browser Buttons - www.google.com/options/buttons.html

I often search using Google browser buttons when I don't have access to a Google Toolbar or Deskbar.



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tags (keywords): [favorite](#), [toolbar](#)

This page was last modified on: Friday February 2, 2007

Favorite Shortcuts

Note: Nancy uses this page for presentations on her favorite Google features. You can find more

information about these features in other sections of Google Guide.

Google provides shortcuts for finding commonly sought utilities and information, which you may have previously found offline or on specialized sites.

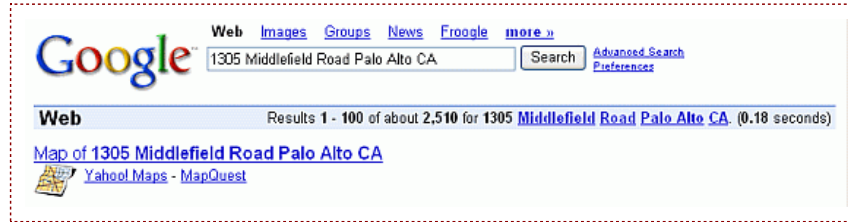
• **Want Driving Directions?**

Enter a U.S. street address, including zip code or city/state.

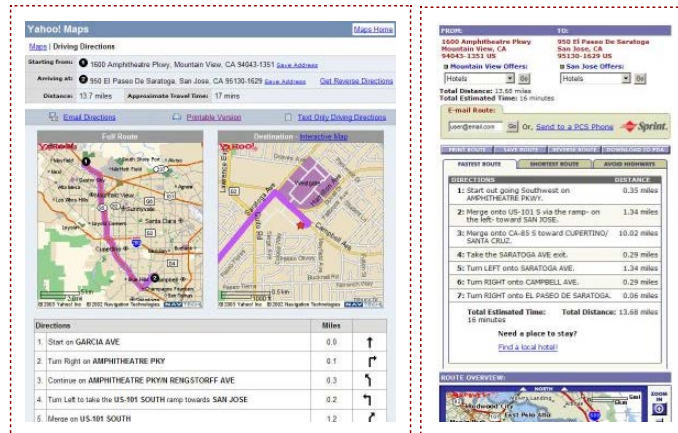


AdChoices

Submit Your Website Free
Manta.com/We...
Drive Customers To Your Website. Submit Your Site And Get Leads Now.



Clicking on a map-provider link takes you to a map showing the location result and links to driving directions.

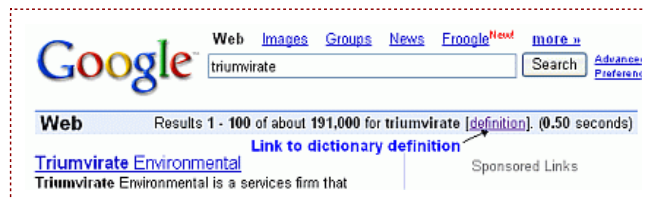


• **Need a Definition?**

If Google finds any dictionary definitions for your search terms, in the statistics bar,

- it shows those words as underlined links
- includes a definition link.

What do co-founders Larry Page and Sergey Brin, and CEO Eric Schmidt mean when they say they run Google as a *triumvirate*?



triumvirate

\Tri*um"vi*rate\, n. [L. triumviratus: cf. F. triumvirat.] 1. Government by three in coalition or association; the term of such a government.

2. A coalition or association of three in office or authority, especially, the union of three men who obtained the government of the Roman empire.

Source: Webster's Revised Unabridged Dictionary, © 1996, 1998 MICRA, Inc.

Google displays one **Glossary** definition above your search results when you put one of the following in front of a word phrase or acronym:

- o *define*
- o *what is*
- o *or what are*



The screenshot shows a Google search for "define blog". The search bar contains "define blog" and the search button is labeled "Search". Below the search bar, the word "Web" is highlighted in blue. The results show "Results 1 - 100 of about 299,000 for **define blog**. (1.40 seconds)".

The first result is "Web definitions for **Blog** -- (weB LOG)". It includes a small icon of a book and a definition: "A blog is basically a journal that is available on the web. The activity of updating a blog is 'blogging' and someone who keeps a blog is a 'blogger.' Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog. Postings on a blog are almost always arranged in chronological order with the most recent additions featured most prominently." It also includes a link: "www.matisse.net/files/glossary.html - Definition in context".

There are also "Sponsored Links" on the right side, including "TypePad Blogs" and "Start Your Very Own Blog".

When your query includes the "define:" operator (ending with a colon character), Google displays all the definitions it finds on the web.



The screenshot shows a Google search for "define: phat". The search bar contains "define: phat" and the search button is labeled "Search". Below the search bar, the word "Web" is highlighted in blue.

A tip is shown: "Tip: Try [Google Answers](#) for help from expert researchers".

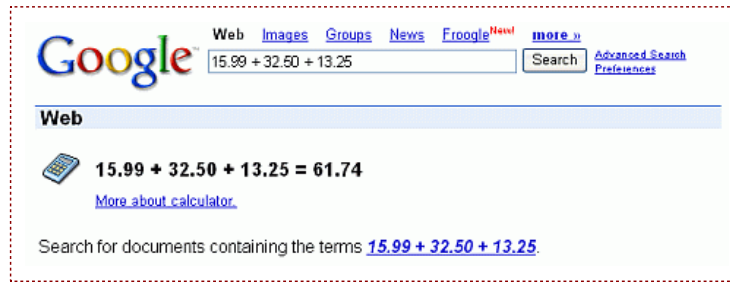
The main heading is "Definitions of **Phat (fat)** on the Web:". Below this, several definitions are listed with links:

- very good Psycho: aggressive anti-social behavior (used in punk) www.planetpals.com/coolkidz.htm
- 1) (adj) Rich like butter, really good, extremely well put together. 2) (adj) Attractive. abcnews.go.com/onair/nightline/hiphop/glossary_hiphop_popoff.html
- This is another word snowboarders tend to use to say to something that is good. If something is PHAT it is sweet! www.stormloader.com/boarding/definitions.htm
- PRETTY HOT AND TALENTED 206.76.139.4/jh/webwork/arendec/DEFJAM.HTM
- Also means 'good' or 'impressive'. Often used when referring to the plastic spoiler on a car or a suitably diabolical piece of 'garridge' music. home.clara.net/benjamin/html/funny/townie.htm

- **The Google Calculator isn't Mathematica, Maple, or Matlab**

Google's calculator can

- o add up a list of numbers
- o convert from miles to kilometers
- o evaluate some other sorts of mathematical expressions.



Calculate a tip for a meal that costs \$93.45.



Calculate the cosine of 2π.



Convert from one set of units to another.



Many commonly used physical constants are built into Google's calculator.



• **More Shortcuts**

The results of the following shortcuts appear to the right of a tag or specialized icon and above your search results.

	Examples
<u>Area Code Map</u>	[212]
<u>Package Tracking</u>	[999444666222]
<u>Flight Tracking Information</u>	[united 42]
<u>Travel Conditions</u>	[ewr airpor]
<u>Stock Quotes</u>	[goog]
<u>Vehicle Information</u>	[JH4NA1157MT001832]
<u>Patent Search</u>	[patent 5122313]
<u>FAA Airplane Registration Numbers</u>	[n199ua]
<u>UPC Codes</u>	[036000250015]
<u>FCC Equipment IDs</u>	[fcc B4Z-34009-PIR]

For even more shortcuts, visit [Google Guide's cheat sheet](#) or the [Google Guide coffee page](#).

tags (keywords): [calculator](#), [dictionary](#), [driving directions](#), [favorite](#), [phone number](#)

Keeping Abreast of the News

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

I set up [Google Alerts](#) to send me email when news articles of interest to me appear on the web.

I've also set up Google Alert, a third-party service available at www.googlealert.com.

Google Alert is more flexible and returns more results than Google's News Alerts.

tags (keywords): [alerts](#), [favorite](#), [news](#)

This page was last modified on: Friday February 2, 2007

More Relevant Results

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Google returns pages that match variants of your search terms.



The query above finds pages that contain words that are similar to some or all of your search terms, e.g.,

- "child," "children," or "children's"

- "bicycle," "bicycles," "bicycle's," "bicycling," or "bicyclists"
- "helmet" or "helmets"

Google calls this feature [word variations](#) or [automatic stemming](#).

- **Want only Exact Matches?**

Disable automatic stemming by surrounding each term that you want to be matched exactly with quotation marks.



- **Searching for a Phrase or a Proper Name?**

If you want to search for pages that contain a phrase or proper name and not variations, enclose your search terms in quotes (" ").



- **One Word, Two Words, or Hyphenated?**

When Google encounters a hyphen (–) in a query term, e.g., [[e-mail](#)], it searches for:

- the term with the hyphen, e.g., e-mail
- the term without the hyphen, e.g., email
- the term with the hyphen replaced by a space, e.g., e mail
- [[e-mail](#)] matches "e-mail," "e mail," and "email"
- [[e mail](#)] matches "e-mail" and "e mail"

If you aren't sure whether a word is hyphenated, search for it with a hyphen.

tags (keywords): [favorite](#), [hyphen](#), [narrowing search](#), [phrase](#), [word variations](#)

This page was last modified on: Sunday February 26, 2012

Special Notation

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

You can fine-tune your search query and increase the accuracy of its results by using special characters and operators, such as +, –, ~, .., OR, and quotation marks.

Force Google to include a term by preceding the term with a "+" sign.



The + operator is typically used in front of stop words that Google would otherwise ignore or when you want Google to return only those pages that match your search terms exactly.

Precede each term you do *not* want to appear in any result with a "-" sign.



Find synonyms by preceding the term with a "~", which is known as the tilde or synonym operator.



Note: Currently the synonym operator is only supported on Google Web and Directory search.

Specify synonyms or alternative forms with an uppercase **OR** or **|** (vertical bar).



Use quotes (" ") to group compound words and phrases together.



Specify that results contain numbers in a range by specifying two numbers, separated by two periods, with no spaces.



This table summarizes how to use basic search operators.

You may include any of these operators multiple times in a query.

Notation	Find result	Example
<i>term1 term2</i>	with both <i>term1</i> and <i>term2</i>	[after-school activity]
<i>term1 OR term2</i> <i>term1 term2</i>	with either <i>term1</i> or <i>term2</i> or both	[Tahiti OR Hawaii] [Tahiti Hawaii]
+ <i>term</i>	with <i>term</i> (The + operator is typically used in front of stop words that Google would otherwise ignore or when you want Google to return only pages that match your search terms exactly. However, the + operator can be used on any terms.)	[+i spy]
- <i>term</i>	without <i>term</i>	[twins -baseball]
~ <i>term</i>	with <i>term</i> or one of its synonyms (currently supported on Web and Directory search)	[google ~guide]
<i>number1..number2</i>	with a number in the specified range	[trail-a-bike \$50..\$350]
" <i>phrase</i> "	with the exact <i>phrase</i> , a proper name, or a set of words in a specific order	["I have a dream"] ["Rio de Janeiro"]

tags (keywords): [favorite](#), [fine tune](#), [special characters](#), [synonyms](#)

This page was last modified on: Friday February 2, 2007

Diacritic Marks and Accents

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

How can you search for a term that might include one or more **diacritics**, marks, such as the umlaut (ö) in *Gödel* or the acute accent of *résumé*?

Note: For queries with diacritics, **results vary** depending on the language to which you are confining your search.

Note: On the English-language version of Google, a term with an accent doesn't match a term without an accent and vice versa.

[["école française"](#)] matches "école française" but not "ecole francaise"
[["ecole francaise"](#)] matches "ecole francaise" but not "école française"

Search for pages with these different spellings.

[["école française"](#)]
[["ecole francaise"](#)]

Or combine these queries into a single one.

[["école française" OR "ecole Francaise"](#)]

If your keyboard doesn't have a particular character, check out the [Google Ultimate Interface](#), which provides over two dozen diacritical markings.

Find different methods for typing international accent marks and diacritics online at www.keyboardhelp.net.

tags (keywords): [accent marks](#), [favorite](#)

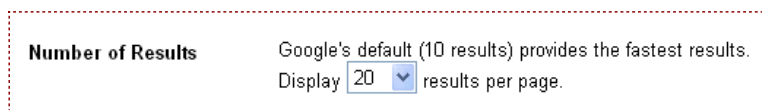
This page was last modified on: Sunday February 26, 2012

Favorite Preferences Setting

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

By default, Google returns just 10 results for a search.

You can increase the number of results displayed per page to 20, 30, 50, or 100.



The more results displayed per page:

- the more likely you are to find what you want on the first page of results
- the more slowly the page loads

tags (keywords): [favorite](#), [preferences](#)

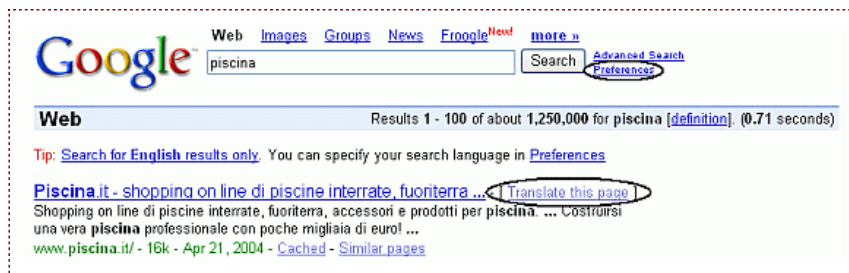
This page was last modified on: Friday February 2, 2007

Translation and Language Tools

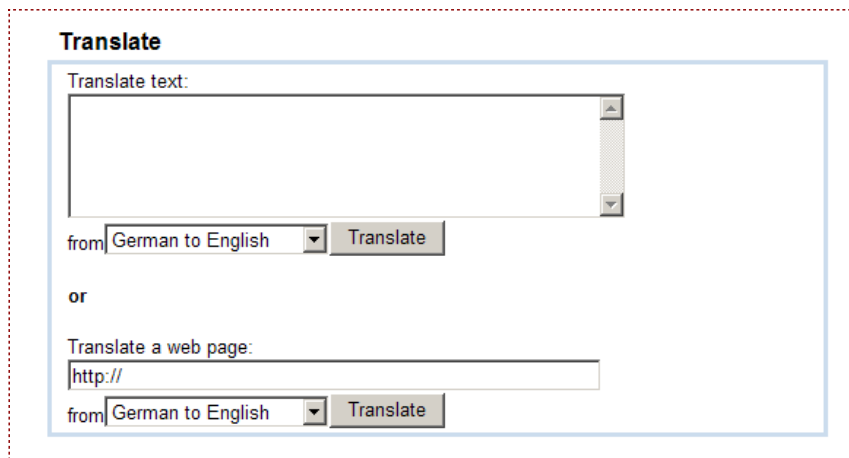
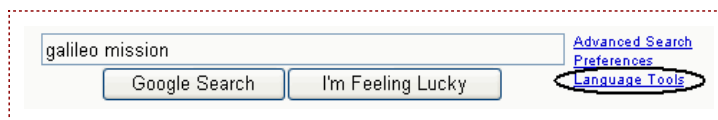
Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Web pages are available in languages other than English.

When Google finds a page in a language different from your language of choice, a [translation link](#) lets you get the gist of the page.



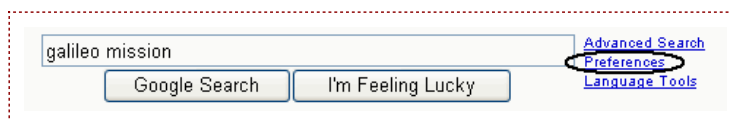
Want to translate some text or a web page? Try the [Translate feature](#) available from the [Language Tools](#) link on Google's home page.



If you want to translate some text or a page into a language other than those Google Language Translation Tool offers, check out [Fagan Finder's Translation Wizard](#).

From the [Preferences](#) page, specify your global preferences, including

- **Interface Language:** the language in which Google will display tips, messages, and buttons for you
- **Search Language:** the language of the pages Google should search for you



You can restrict your searches to those pages written in the languages of your choice by setting the search language.

Search Language

Search for pages written in any language ([Recommended](#)).

Search only for pages written in these language(s):

<input type="checkbox"/> Arabic	<input type="checkbox"/> English	<input type="checkbox"/> Indonesian	<input type="checkbox"/>
<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Estonian	<input type="checkbox"/> Italian	<input type="checkbox"/>
<input type="checkbox"/> Catalan	<input type="checkbox"/> Finnish	<input type="checkbox"/> Japanese	<input type="checkbox"/>
<input type="checkbox"/> Chinese (Simplified)	<input type="checkbox"/> French	<input type="checkbox"/> Korean	<input type="checkbox"/>
<input type="checkbox"/> Chinese (Traditional)	<input type="checkbox"/> German	<input type="checkbox"/> Latvian	<input type="checkbox"/>

By default, Google Web search includes all pages on the Web.

If you want to restrict results to a single language for a few queries, consider using the Language Tools menu option in the [Google Toolbar](#), the [section Language of the Advanced Search page](#), or [Language Tools](#).

tags (keywords): [favorite](#), [languages](#), [translation](#)

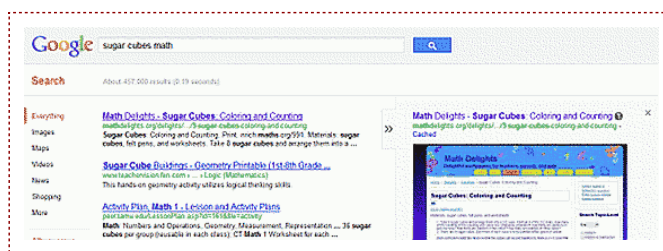
This page was last modified on: Friday February 2, 2007

Highlighting

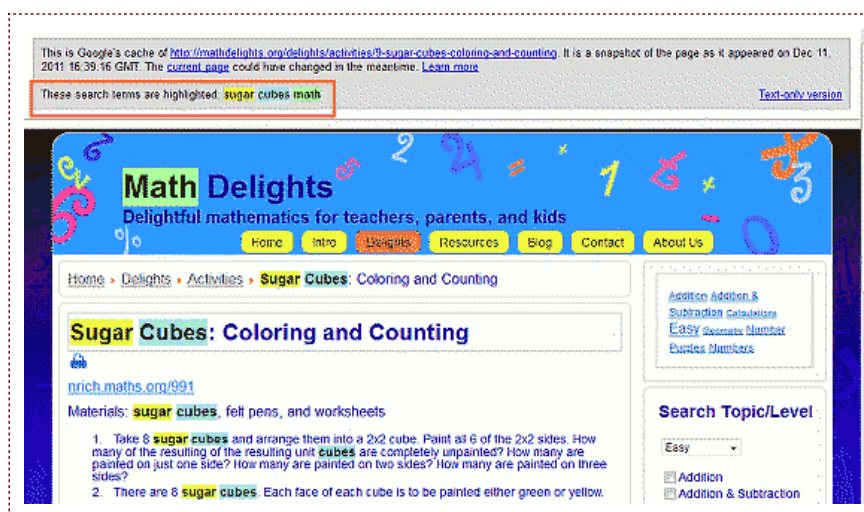
Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

I look at the [cached version](#) of a page, when Google returns

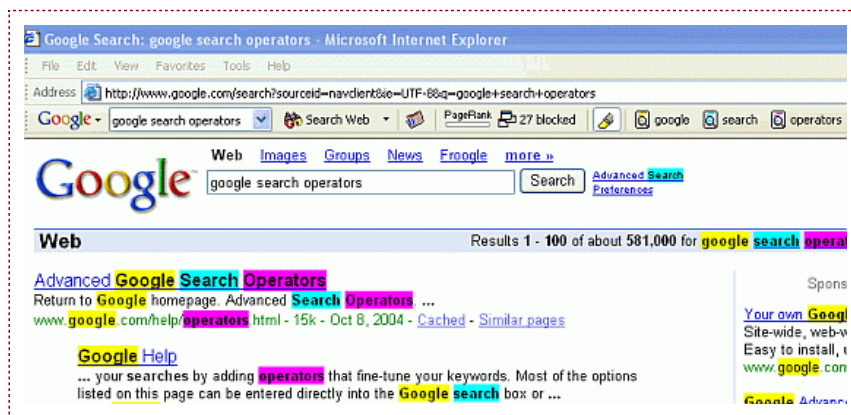
- a link to a page that appears to have little to do with my query
- or if I can't find the information I'm seeking on the current version of the page.



Click on the *Cached* link to view Google's cached version of the page with the query terms highlighted.



Note: Internet Explorer users may view results or a page with any word(s) highlighted, not just search terms, by using the [highlight feature of the Google Toolbar](#), which I mentioned [earlier](#).



tags (keywords): [cached version](#), [favorite](#)

This page was last modified on: Friday February 2, 2007

Google Sets

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Google showcases some prototypes and products in development on the [Google Labs](#), the web site of Google's research group.

My favorite prototype is [Google Sets](#). To use it:

1. Enter a few items from a set of things.
2. Google Sets will try to predict other items in the set.



I've used Google sets to find

- potential co-authors
- things to eat for breakfast

tags (keywords): [google labs](#), [new features](#)

This page was last modified on: Friday February 2, 2007

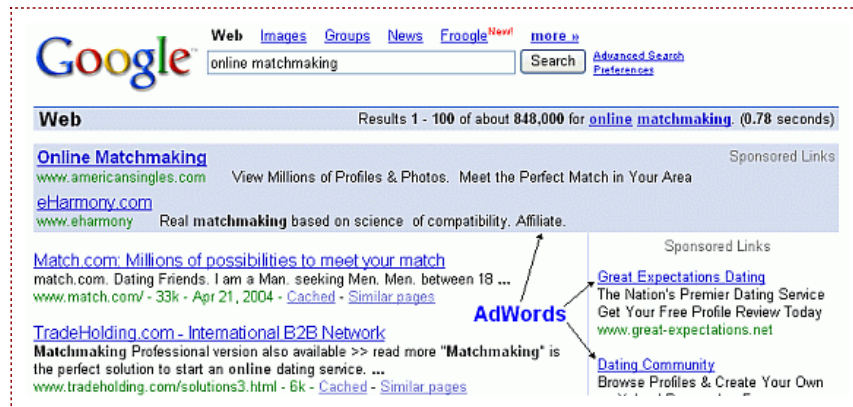
Advertising

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

I never would have imagined that I would be listing Google advertising among my favorite features.

Google's approach to ads is similar to its approach to search results: the ads must deliver useful links, or the ads are removed.

- Ads must be relevant to your search.
- Ads must not distract (no pop-up or flashy ads).
- Sponsored links are clearly identified and kept separate from search results.



Some websites display ads provided by Google that are related to the content of the page.



tags (keywords): [ads](#), [favorite](#)

This page was last modified on: Friday February 2, 2007

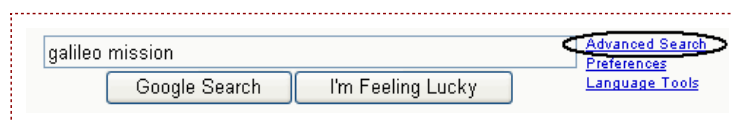
Advanced Features

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Like a race car, there are special features if you want more control over your searches.

When you don't find what you're seeking, consider specifying more precisely what you want by using [Google's Advanced Search Form](#), which

- is easy to use
- allows you to select or exclude pages with more precision than by only specifying search terms and basic operators (+, -, OR, ~, ..) in Google's standard search box.



You can specify most of the [Advanced Search](#) page options in a regular

search box query by using *advanced operators*, i.e., query words that have special meaning to Google.

Want to see examples of advanced operators?

- Fill in the [Advanced Search](#) form.
- Now, look at the search box on the results page.
- Your query may now include [special notation](#) or special operators of the form `operator:value`.

Note: The colon following the operator name is mandatory.

- [[head OR hair lice site:edu](#)]
- [[link:www.pampmothersclub.org](#)]
- [[allintitle:child safety](#)]
- [[swimming lessons -adult](#)]
- [[wills estate planning filetype:pdf](#)]

Advanced operators allow more flexibility than the basic operators and the Advanced Search form.

Find a page by its title.



Find pages whose titles contain the word "security," with the word "e-mail" on the text of the page not on microsoft.com.



Find crime reports in California.



Find pdf documents with information about financial planning for a child's college education.



Search non-commercial organizations, educational, and government sites.



Find every page on a site that is included in Google's [index](#).



Learn about techniques used by hackers to exploit targets and find sensitive data and how to defend your own websites in Johnny Long's [Google Hacking Mini-Guide](#).

The [Google Guide Advanced Operator Quick Reference](#) (www.googleguide.com/advanced_operators_reference.html) provides a nice two-page summary of the search operators grouped by type.

There is a list of search operators in the page [Alphabetical List of Search Operators](#).

For tips on using one or more search operators in a query, see the page section "[Using More than One Search Operator](#)".

tags (keywords): [advanced search](#), [favorite](#), [operators](#), [special characters](#)

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[Links to Other Useful Information](#)

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Click on any of the following links for more on these topics.

- [Selecting Search Terms](#)
- [How Google Interprets a Query](#)
- [Refining a Query](#)
- [What Appears on the Results Page](#)
- [Getting to the Last Result](#)
- [When Google added features \(Feature History\)](#)
- [How Google Works](#)

For more features and services as well as how Google works, read Google Guide (www.googleguide.com) or [How to Do Everything with Google](#).

tags (keywords): [books](#), [favorite](#), [google guide](#)

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— [Next Page »](#)

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? GoogleGuide making searching even easier

Search Google Guide

Google Guide by Category

- Overview (2)
- Favorite Features (14)
- Part I: Query Input (19)
- Part II: Understanding Results (18)
- Part III: Search Tools (10)
- Part IV: Services (12)
- Part V: Developing a Website (8)
- Appendix (13)

Part I: Query Input

1. Entering a Query
2. Going Directly to the First Result
3. Selecting Search Terms
4. Interpreting Your Query
5. Crafting Your Query by using Special Characters
6. Quoted Phrases
7. Quotation Marks Replace the + Operator
8. The - Operator
9. The ~ Operator
10. The OR and | Operators
11. The .. Operator
12. The * Operator
13. Special Characters: Summary
14. Advanced Search Form
15. Other Search Forms
16. Refining a Query
17. Anatomy of a Web Address
18. Using Search Operators
19. Search Operators

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 - Google FAQ/Q&A
 - Google Guide Tags
- Games: Where Did They Come From?
- Exercises/Solutions

Google Blogs, etc.

- Google in the news
- Google Press Releases
- Google-Friends Newsletter archive
- Google: Search Engine Showdown News Archive

Popular Searches

- FROOGLE
- photo
- email
- google+
- driving directions

Top Tags ([all tags](#) »)

Part I: Query Input

The more you know about how Google works, its features, its capabilities, and how it displays results, the better it can serve your needs. A query is the request you send to Google. This part of Google Guide explains how to write a query that will help you find just what you want.

Entering a Query

If you have little or no experience with Google, read on. Otherwise, skip ahead to [Going Directly to the 1st Result](#).

AdChoices 

If your browser isn't pointing to Google, visit Google's home page by entering one of the following web addresses into your browser:

- <http://www.google.com/> (the full web address for Google)
- www.google.com (a common abbreviation for Google's web address)
- google.com (for lazy typists)
- google (works on some browsers for the laziest of typists)

When we refer to a web address in this tutorial, we omit the "http://" prefix. For a description of web addresses, see ["Anatomy of a Web Address"](#).

You may also have a bookmark or favorites entry for Google or a [Google](#) button on your browser window. No matter how you do it, you should see the Google home page.

The Google home page will have a search box in the middle, some menus at the top, and it may have other features too. Sometimes, Google changes the image above the search box. The image here is one of the clever plays on Google's name (called a [Google Doodle](#)) during the 2008 Beijing Olympics:

**Dell
Technical
support**
DellSupport.qui...
Support for Dell
Laptop &
Computer Call At
1888-303-2911



queries results
 favorite services
 tools summary
 special characters
 narrowing search
 shortcuts fine tune
 developing websites
 preferences URLs

advanced search google
 guide accounts translation
 synonyms stop words search
 box prices PageRank news
 dictionary cookies ads toolbar
 spelling search terms search
 operators safe search phrase
 phone number operators numbers
 hyphen driving directions
 broadening search languages
 calculator

Powered By [WordPress](#)



What is a *query*? It's a request for information from a search engine. A query consists of one or more words, numbers, or phrases that you hope you will find in the search results listings. In Google Guide, I sometimes call a query *search terms*.

To enter a query, type descriptive words into Google's search box. You can use either the search box on Google's home page (shown above) or the search box that always appears at the top of a Google results page (shown in the next screen shot). And for now, you can also use the search box we've provided. For practice, point to this box, click in it, and type the words [california driving]:



Now press the **ENTER** key or click on the **Google Search** button to view your search results. A new window will open with the Google results page for a search on the words "california" and "driving." The results include links to pages that match your query as well as relevant snippets (excerpts) with your search terms in boldface.

When you're finished with the results, close that window. This tutorial window, with the original search box, should still be here. Feel free to change what's in the search box and run other searches.

The screenshot shows a Google search for "california driving". The search bar contains the text "california driving" and the "Search" button is visible. The results page shows several search results, including "California Driving -- A Survival Guide for Travellers and Tourists", "The California Driving Guide: Test Your California Driving IQ!", "Samples of Driver Tests", "California Department of Motor Vehicles", and "Driving School Association of California". To the right of the search results, there is a section for "Sponsored Links" which includes "California Road", "DMV CA Online Guide", and "\$24.95 Online Drivers ED".

The results page is full of information and links, most of which relate to your query. Results Google considers to be most relevant to your query are shown first. To the right of Google's search results appear *sponsored links*, which are paid advertisements.

The first line in each result is the page title. The title will be underlined, i.e., it's a link to the web page. You can click on the title to view that page. (The URL of the page is shown in green at the start of a line, near the end of the result.) Under the title are often excerpts, called *snippets*. Snippets include one or more of your query words shown in boldface. In our example, click on the link [California Driving — A Survival Guide](#) to view the corresponding California Driving Guide web page.

Your results for a search on "california driving" may be different from this screen shot because Google constantly searches the Web for new pages and adjusts its results algorithms.

tags (keywords): [queries](#), [search box](#)

This page was last modified on: Monday August 11, 2008

Going Directly to the First Result

Click on the [I'm Feeling Lucky](#) button on Google's home page to go directly to the first result for your query. Instead of showing you a list of pages, Google sends you immediately to the result that may be most relevant to your query. For example, if you enter the query [california driving] (without the square brackets) and click the [I'm Feeling Lucky](#) button, Google may send you to the home page of Hamish Reid's wonderful California Driving Guide. (You may see another page if Google's first result has changed by the time you read this tutorial.) When you run a Google search from Google Guide, the search result page opens in a new window. You can come back to this Google Guide page by closing that new window.

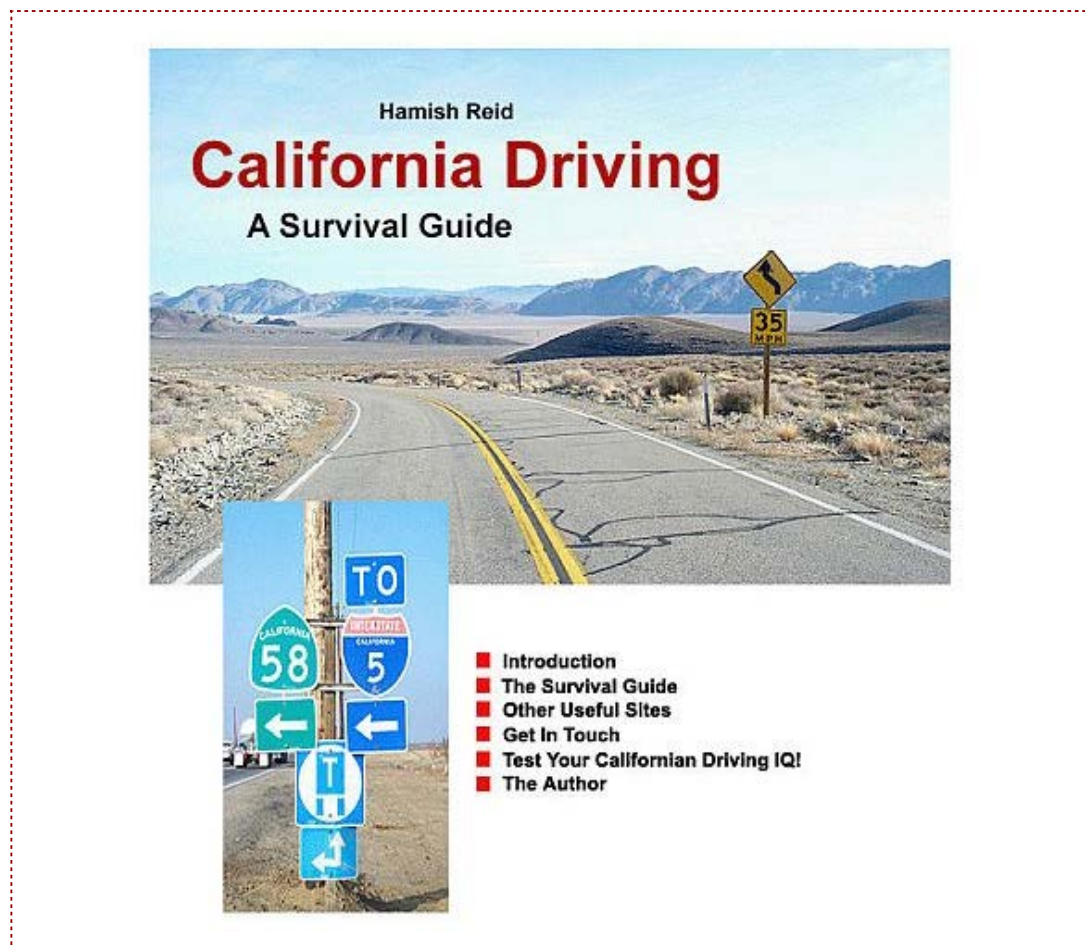
AdChoices

**DIY
Marketing
Software**
Vocus.com
Social, Search,
Email & Publicity.
Easy-to-USE.
Get a Free
Demo+Gift!





This example isn't just a picture of what a search box and the [I'm Feeling Lucky](#) button look like. In this example and in others like it throughout this tutorial, you can edit what's in the search box and run different searches.



The [I'm Feeling Lucky](#) button can save you the time it takes to review your results and then click on the first one. Use it when you're confident the page you want is the best fit for your query, which is usually the case when you're seeking *very* popular pages. For example, it's a safe bet that an "I'm Feeling Lucky" search for "Paul McCartney" (one of The Beatles) will send you to his home page www.paulmccartney.com.

Note: [I'm Feeling Lucky](#) doesn't consider the various sponsored links on the first results page, which are paid advertisements, when deciding where to take you. In other words, the [I'm Feeling Lucky](#) button will send you to what Google considers the most relevant result that is not a paid advertisement.

Next, in [Selecting Search Terms](#), we'll look at how to select search terms.

Exercises

These problems give you experience with entering a query. For hints and answers to selected problems, see the [Solutions](#) page.

1. Point your browser to Google's home page by visiting www.google.com. Find Google tutorials by typing [google tutorial] (without the square brackets) into Google's search

- box and then clicking the “Google Search” button. Click on the link for Google Guide.
- After completing the previous exercise, click the back button on your browser twice to return to Google’s home page and then search again for [google tutorial] (without the square brackets). Click on the *I’m Feeling Lucky* button.
 - What is the difference between the results of the previous two exercises?
 - Point your browser to Boogle’s home page by visiting www.boogle.com. In addition to offering the same search capabilities as Google, Boogle includes an interesting quote.
 - Find recipes for chocolate souffle by typing [chocolate souffle recipes] (without the square brackets) into Boogle’s search box and then clicking the “Google Search” button.
 - After completing the previous exercise, go back to the Boogle home page. (If you still have the same window open, use its back button to go back. Otherwise, click on www.boogle.com.) Then search again for [chocolate souffle recipes] (without the square brackets). Click on the *I’m Feeling Lucky* button.

tags (keywords): [driving directions](#), [lucky](#), [results](#), [search box](#)

This page was last modified on: Tuesday March 13, 2007

Selecting Search Terms

The search terms you enter and the order in which you enter them affect both the order and pages that appear in your search results. In the examples below, click on the similar ways of specifying various searches and note how the results differ.

For simplicity sake, this tutorial uses square brackets to denote Google’s search box. For example, to search for a cheap hotel in Mykonos, I’ll put the words “cheap,” “hotel,” and “Mykonos” in square brackets, [cheap hotel Mykonos], to indicate you should type those three words in Google’s search box. You should not type the brackets, although Google will ignore them if you do type them.

Furthermore, in the examples that follow, each set of search terms is linked to the results of a Google search on those terms. So clicking on [[cheap Mykonos hotel](#)] returns the Google results page for a search on those three words.

AdChoices 

\$0.99
Domains at
Go Daddy
GoDaddy.com
 Why Pay More?
 Compare Us!
 Free Hosting
 w/Site Builder &
 More.



1. Use Likely Words

Use words likely to appear on the pages you want.

- [[salary negotiation tips](#)]
- [[sciatica](#)]
- [[window treatments](#)]

Avoid using a question as a query. For example, the query, [[Does Australia have Target](#)], instructs Google to find pages containing all the terms. Such a query won’t necessarily find pages answering your question. A better query might be [[Australia Target store](#)].

- USE [[Australia Target store](#)]
- NOT [[Does Australia have Target](#)]

When Google detects very common words such as *where*, *do*, *I*, *for*, and *a*, known as [stop words](#), it ignores them so Google may return relevant results. If you’re seeking pages that include a stop word, e.g., “how the west was won,” learn how to force Google to search for a [complete phrase](#) or a [specific word](#) in [Crafting Your Query](#) and the following pages.

Avoid using words that you might associate with your topic, but you wouldn't expect to find on the designated page(s). For example, queries that include "articles about," "discussion of," "documentation on," and "pages about" are likely to return fewer results since information on the web is rarely labeled with such terms.

- USE [[lasik eye surgery](#)]
- NOT [[documentation on lasik eye surgery](#)]
- USE [[jobs product marketing Sunnyvale](#)]
- NOT [[listings of product marketing jobs in Sunnyvale](#)]

Suppose you want to know how old someone is, such as Nelson Mandela (the former President of South Africa). Pages with "birthday" or "age" might be more than a year old. Searching for pages that include "Nelson Mandela" and "born" are likely to include either "Nelson Mandela born" or "Nelson Mandela was born" followed by his birth date. You can figure out his age from knowing when he was born (to do the math, try the [Google Calculator](#)).

- USE [[Nelson Mandela born](#)]
- NOT [[Nelson Mandela birthday](#)] nor [[Nelson Mandela age](#)]

Not sure what word or phrase is likely to appear on pages you want? Consider running a word or phrase popularity contest with [Google Fight](#), which you can find at www.googlefight.com. This third-party application reports which of two terms or phrases Google estimates to be more prevalent on the web (actually on more web pages that Google has included in its index).



Google Fight found 48,900,000 uses of "screen shot" but only 3,620,000 uses of "screenshot". (In 2004, using a previous version of Google Fight named Google Smackdown, "screenshot" was more popular than "screen shot".)

Note: [How Google Works](#) describes how Google finds web pages and constructs an index.

2. Be Specific

Be specific: Use more query terms to narrow your results.

It's better to use a more precise, less ambiguous term than a common one to "flesh out the topic by including facets that interest you," notes Ned Fielden in his book *Internet Research, Second Edition* (McFarland & Company, 2001).

Does your query have enough specific information for Google to determine unambiguously what you're seeking? If your query is too vague, it's unlikely to return relevant results. Consider, for example, the query [[java](#)]. What do you suppose Google includes in the first page of results? An island in Indonesia? A beverage consisting of an infusion of ground coffee beans? A computer network-oriented platform-independent programming language developed by Sun Microsystems?

- USE [[Java Indonesia](#)], [[java coffee](#)], or [[java programming language](#)]
- NOT [[java](#)]

How can you come up with more specific search terms? What do you know about the topic? Consider answers to the questions, "who?", "what?", "where?", "when?", "why?", and "how?"

When you search for [[Tom Watson](#)], on the first page of results you may get references to a member of Parliament, the golfer, the IBM executive, and a Populist Party candidate for President in 1900 and 1904. If you're searching for something that could return many different types of results, you should add a term that distinguishes among them. This way you'll get only results about the specific Tom Watson you're interested in.

- USE [[Tom Watson MP](#)], [[Tom Watson golf](#)], or [[Tom Watson IBM](#)]
- NOT [[Tom Watson](#)]
- USE [[baby development](#)] or [[baby milestones](#)]
- NOT [[babies](#)]
- USE [[Betty Ford Center drug addiction](#)]
- NOT [[Ford Center](#)]

Note: [Google limits queries to 32 words.](#)

3. Brevity

Be brief.

For best results, use a few precise words. For example, a program on quitting smoking is more likely to include the terms "quit smoking program" than the words "program on quitting tobacco cigarette smoking addiction."

- USE [[quit smoking program](#)]
- NOT [[program on quitting tobacco cigarette smoking addiction](#)]

4. Spelling

You don't have to correct your spelling.

There's a good chance that Google will recognize your mistakes and suggest an alternative more common spelling, usually faster than you can look up the term in an online dictionary.

When you enter: [[Anna Kornikova tennis](#)]

Google responds: Did you mean: [Anna Kournikova tennis](#)

Note: Before clicking on Google's suggested spelling, consider whether it's what you want. Spelling checkers, like people, make mistakes.

For more information on Google's spelling correction system, see [Spelling Suggestions](#).

Note: Even if you use the search tips described in Google Guide, you won't be able to access authoritative information that's available offline, e.g., old reference books, or is stored in specialized databases. For such information is not currently searchable with Google.

Next we'll look at how Google interprets your query.

For more information on the basics of Google search, visit www.google.com/help/basics.html.

Exercises

These problems give you experience in selecting search terms. For hints and answers to selected problems, see the [Solutions](#) page.

1. Find a page with "Google doodle."
2. Find the Dilbert cartoon that Scott Adams developed by using Google's logo.
3. What's Google's history?
4. Find contact information for your representative(s), e.g., senator, congresswoman (or congressman), or member of Parliament.
5. How long did it take the first person to cross the United States by car and in what year was it first done?
6. In the summer of 1997, an email message was widely circulated featuring the text of a "commencement speech" purportedly given by Kurt Vonnegut at MIT. The imaginary speech began "Wear sunscreen." What's the story behind this email hoax? What did this funny well-written fantasy "commencement speech" say?
7. Learn about the recommended tours of the Hearst Castle.
8. Find a recipe for lamb with mint sauce.

tags (keywords): [brackets](#), [narrowing search](#), [queries](#), [search terms](#), [spelling](#), [stop words](#)

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Interpreting Your Query

Understanding how Google treats your search terms will help you devise effective queries and revise ineffective ones.

1. All Search Terms Count

Google returns only pages that match *all* your search terms.

A search for [[compact fold-up bicycle](#)] finds pages containing the words "compact" *and* "fold-up" *and* "bicycle." Because you *don't* need to include the word AND between your terms, this notation is called an *implicit AND*.

- [[compact fold-up bicycle](#)]

Because of implicit AND, you can focus your query by adding more terms.

- [[compact lightweight fold-up bicycle](#)]

Note: If you want pages containing *any* (instead of all) of your search terms, use

the [OR operator](#).

Note: Google sometimes returns pages that don't contain your query terms, as you can see in [example](#). Google returns pages in which your query terms are included in the link text (interpreted as a description) to another page or place on the page, more commonly referred to as the [anchor text](#) of a link pointing to the page.

2. Search Terms Match Exactly

Google returns pages that match your search terms exactly.

In his book *Internet Research, Second Edition* (McFarland & Company, 2001), Ned Fielden notes "Google simply matches strings of characters together and doesn't currently base inferences on uses of the language. Although this searching method has some drawbacks, it harnesses one of the fabulous powers of computers, [the ability] to sift through enormous heaps of data quickly and accurately."

If you search for ...	Google won't find ...
cheap	inexpensive
tv	television
effects	influences
children	kids
car	automobile
Calif OR CA	California

Note: There are exceptions when Google finds pages that include synonyms of your search terms, which are displayed in a **boldface** typeface in Google's [snippet](#).

If you search for ...	Google finds ...
NYC	New York City
SF	San Francisco
GNP	Gross National Product

3. Similar Words Match

Google returns pages that match variants of your search terms.

The query [[child bicycle helmet](#)] finds pages that contain words that are similar to some or all of your search terms, e.g., "child," "children," or "children's," "bicycle," "bicycles," "bicycle's," "bicycling," or "bicyclists," and "helmet" or "helmets." Google calls this feature *word variations* or *automatic stemming*. Stemming is a technique to search on the stem or root of a word that can have multiple endings.

If you only want to search for pages that contain some term(s) exactly, surround each such word or phrase with quotation marks (" "). See [Quoted Phrases](#) and [Quotation Marks Replace the + Operator](#).

Google doesn't match variants when your query consists of a single term.

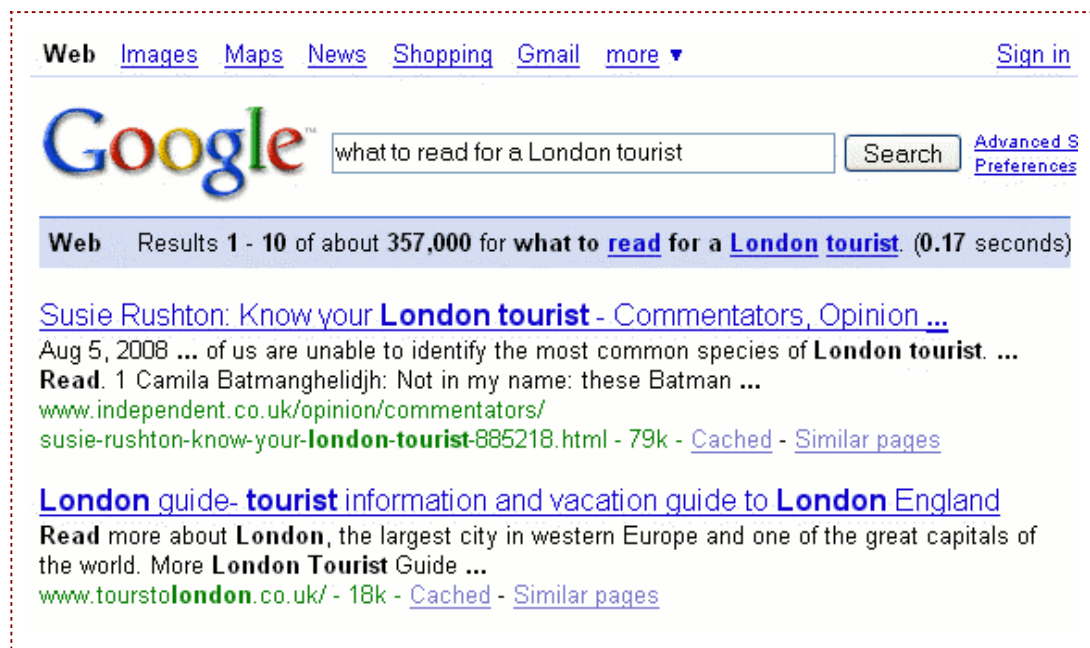
Note: When you want synonyms or variants that Google doesn't find, consider using either the [OR](#) or [tilde](#) operator.

4. Stop Words

Some common words, called "**stop words**" (such as *the, on, where, how, de, la*, as well as certain single digits and single letters) generally don't add meaning to a search.

Stop words appear on so many pages that searching for them usually doesn't help you find relevant results.

- [[what to read for a London tourist](#)]



Because the words you search for -- except stop words -- **must appear on the page**, we've told Google to show only pages that contain the word "read." (The search might find pages for people who want to read about tourists.) A better search has words that should appear on all of the pages you're looking for. For example, try:

- [[London tourist](#)]

Note: Surround each such word or phrase with quotation marks (" ") to insist that Google search for exactly these words. We'll describe these basic operators and others soon in [Crafting Your Query](#).

If your query consists only of common words that Google normally ignores, Google will search for pages that match all the terms.

- [[the who](#)]

Note: Find more pages mentioning the rock band *The Who* by entering [["the who"](#)], a notation you'll learn about soon in the page [Quoted Phrases](#).

5. Word Limit

Google limits queries to 32 words.

Google will indicate in a message below the query box at the top of the page if your query exceeds the 32-word limit. The 32-word limit applies to search terms and operators but not [stop words](#). (The limit was previously 10 words.)

The following query finds pages with 32 words likely to appear at the start of a dictionary.

- [[aardvark](#) [aback](#) [abacus](#) [abalone](#) [abandon](#) [abashed](#) [abbey](#) [abbreviate](#) [abdicate](#) [abdomen](#) [abduct](#) [aberration](#) [abhor](#) [abide](#) [ability](#) [abject](#) [able](#) [abnormal](#) [aboard](#) [abode](#) [abolish](#) [abolitionist](#) [abort](#) [about](#) [above](#) [abrade](#) [abridge](#) [abroad](#) [abrupt](#) [abscond](#) [absent](#) [absinthe](#)]

The screenshot shows a Google search interface. At the top, there are navigation links for Web, Images, Maps, News, Shopping, Gmail, and more, along with a Sign in link. The Google logo is on the left, and the search bar contains the query. Below the search bar, it says 'Web Results 1 - 10 of about 322 for aardvark aback abacus abalone abandon abashed'. The first result is titled 'PHP Tutorials Examples 58000 Words' and describes a MySQL table of words. The second result is titled 'A Words' and lists various words including 'aardvark' and 'aback'. The third result is titled '#Copyright 1999 The Internet Dictionary Project/Tyler Chambers ...' and lists words in Portuguese.

If you add any more words, Google will include a warning similar to: *"absolve" (and any subsequent words) was ignored because we limit queries to 32 words.*

6. Terms Nearby

Google favors results that have your search terms near each other.

Google considers the proximity of your search terms within a page. So the query [[snake grass](#)] finds pages about a plant of that name, while [[snake in the grass](#)] tends to emphasize pages about sneaky people. Although Google ignores the words "in" and "the," (these are [stop words](#)), Google gives higher priority to pages in which "snake" and "grass" are separated by two words.

- [[snake grass](#)]
- [[snake in the grass](#)]

7. Terms in Order

Google gives higher priority to pages that have the terms in the same order as in your query.

Consequently, you should enter search terms in the order in which you would expect to find them on the pages you're seeking. A search for [[New York library](#)] gives priority to pages about New York's libraries. While the query [[new library of York](#)] gives priority to pages about the new libraries in York.

- [[New York library](#)]
- [[new library of York](#)]

8. Not Case-Sensitive

Google is NOT case sensitive; it shows both upper- and lowercase results.

Ignoring case distinctions increases the number of results Google finds. A search for [[Red Cross](#)] finds pages containing "Red Cross," "red cross," or "RED CROSS."

[[Red Cross](#)], [[red cross](#)], and [[RED CROSS](#)] return the same results.

There is no way to instruct Google to pay attention to case distinctions, e.g., you can't tell Google to find only occurrences of "Red Cross" where the first letter of each word is capitalized.

Note: The words "[OR](#)" and "[AND](#)" have special meanings if entered in uppercase letters.

9. Characters Ignored

Google ignores some punctuation and special characters, including ! ? , . ; [] @ / # < > .

Because punctuation is typically not as important as the text around it, Google ignores most punctuation in your search terms. There are exceptions, e.g., C++ and \$99. Mathematical symbols, such as /, <, and >, are not ignored by [Google's calculator](#).

[[Dr. Ruth](#)] returns the same results as [[Dr Ruth](#)]

What if you're seeking information that includes punctuation that Google ignores, e.g., an email address? Just enter the whole thing including the punctuation.

- [[info@amazon.com](#)]

Be aware that web pages sometimes camouflage email addresses to make collecting such information difficult for spammers. For example, on some sites you'll find the @ sign in an email address replaced with the word "at."

Now we'll look at some special characters that Google doesn't ignore.

10. Apostrophes

A term with an apostrophe (single quote, ') doesn't match the term without an apostrophe.

A query with the term "[we're](#)" returns different results from a query with the term "[were](#)."

- [[we're](#)] matches "we're" but not "were"
- [[were](#)] matches "were" but not "we're"

11. Hyphenated Terms

Because some people spell hyphenated words with a hyphen and others with a space, Google searches for variations on any hyphenated terms.

When Google encounters a hyphen (–) in a query term, e.g., [[part-time](#)], it searches for:

- the term with the hyphen, e.g., part-time
- the term without the hyphen, e.g., parttime

- the term with the hyphen replaced by a space, e.g., part time
- [[part-time](#)] matches “part-time,” “part time,” and “parttime”
- [[part time](#)] matches “part-time” and “part time”, but
- [["part time"](#)] (with [quotes](#)) is better for space-separated words

Also:

- [[e-mail](#)] matches “e-mail,” “email,” and “e mail”
- [[email](#)] matches “email”

Note: Google may search for variations of your query terms that are included in the online dictionary that Google uses.

- [[non profit](#)] matches “non-profit,” “nonprofit,” and “non profit”

If you aren't sure whether a word is hyphenated, go ahead and search for it with a hyphen.

12. Summary

The following table summarizes how Google interprets your query.

Search Behaviors	Descriptions
Implicit AND	Google returns pages that match <i>all</i> your search terms. Because you don't need to include the logical operator AND between your terms, this notation is called an implicit AND.
Exact Matching	Google returns pages that match your search terms exactly.
Word Variation Automatic Stemming	Google returns pages that match variants of your search terms.
Common-Word Exclusion	Google ignores some common words called “stop words,” e.g., <i>the</i> , <i>on</i> , <i>where</i> , and <i>how</i> . Stop words tend to slow down searches without improving results.
32-Word Limit	Google limits queries to 32 words.
Term Proximity	Google gives more priority to pages that have search terms near each other.
Term Order	Google gives more priority to pages that have search terms in the same order as the query.
Case Insensitivity	Google is case-insensitive; it shows both upper- and lowercase results.
Ignoring Punctuation	Google ignores most punctuation and special characters including , . ; ? [] () @ / * < >

Next we'll look at how to fine-tune your query.

For more information on the basics of Google search, visit www.google.com/help/basics.html.

Exercises

These problems are intended to help you understand how Google interprets your search terms. For hints and answers to selected problems, see the [Solutions](#) page.

1. Indicate which queries would match a page containing "GoogleGuide."

[guide] [goog] [googleguide] [GoogleGuide] [google]

2. What is the usual percentage gratuity (tip) to give in a big city in the United States to a person who provides take-out service, i.e., gives you your orders and accepts payment for the food?

3. Indicate which words the following queries will find:

[year-end] year-end year end yearend
[year end] year-end year end yearend
[yearend] year-end year end yearend

4. Which queries would you predict to be most likely to find sites with discounted designer linens?

[discounted designer linens]
[discount designer linen]
[designer linen discount]
[linen designer discount]
[linen discounted design]

5. With the following queries, is Google doing stemming, i.e., matching variations of the search terms?

[[color printer](#)]
[[color printers](#)]
[[color printer OR printers](#)]

6. Why doesn't the query [Be Manual] include any results about the Be operating system?

tags (keywords): [apostrophe](#), [case sensitive](#), [hyphen](#), [order](#), [queries](#), [search terms](#), [stop words](#), [synonyms](#)

This page was last modified on: Sunday February 26, 2012

Crafting Your Query by using Special Characters

By using special characters and operators, such as " ", " ", " ", " ", " ", [OR](#), and [quotation marks around a phrase](#), you can fine-tune your search query and increase the accuracy of its results.

For details, click an operator above or look in the following seven pages:

1. [Quoted Phrases](#)
2. [Quotation Marks Replace the + Operator](#)
3. [The – Operator](#)
4. [The ~ Operator](#)
5. [The OR and | Operators](#)
6. [The .. Operator](#)
7. [The * Operator](#),
8. [Summary](#)

tags (keywords): [google guide](#), [queries](#), [special characters](#)

Quoted Phrases

To search for a phrase, a proper name, or a set of words in a specific order, put them in double quotes.

A query with terms in quotes finds pages containing the exact quoted phrase. For example, [["Larry Page"](#)] finds pages containing the phrase "Larry Page" exactly. So this query would find pages mentioning Google's co-founder Larry Page, but *not* pages containing "Larry has a home page," "Larry E. Page," or "Congressional page Larry Smith." The query [[Larry Page](#)] (without quotes) would find pages containing any of "Larry Page," "Larry has a home page," or "Congressional page Larry Smith."

- [["Larry Page"](#)]
- [[Larry Page](#)]

A quoted phrase is the most widely used type of special search syntax.

- [["close your eyes and I'll kiss you"](#)]
- [["what you're looking for is already inside you" Anne Lamott speech](#)]

Use quotes to enter proper names.

- [["Julia Robinson"](#)]
- [["Rio de Janeiro"](#)]

Find recommendations by searching for pages containing lists.

- [["favorite movies"](#)]
- [["best non-fiction books"](#)]

Google will search for common words ([stop words](#)) included in quotes, which it would otherwise ignore.

- USE [["to be or not to be"](#)]
- NOT [[to be or not to be](#)]

- USE [["how to change oil"](#)]
- NOT [[how to change oil](#)]

Google doesn't perform [automatic stemming](#) on phrases, i.e., searching for pages that match variants of any of your search terms, described in [Interpreting Your Query](#). For example, if you want to see pages that mention only one favorite book rather than lists of favorite books, enclose your search terms in quotes.

- [["favorite book"](#)]

Some teachers use quoted phrases to detect [plagiarism](#). They copy a few unique and specific phrases into the Google search box, surround them with quotes, and see if any results are too similar to their student's supposedly original work. Find ways to detect and prevent plagiarism.

- [["ways to detect plagiarism"](#)]
- [["how to detect plagiarism"](#)]

You may include more than one quoted string in a query. All quoted query phrases must appear on a result page; the implied AND works on both individual words and quoted phrases. The following search would find pages containing both of the phrases "The Cat in the Hat" and

"Green Eggs and Ham":

- [["The Cat in the Hat" "Green Eggs and Ham"](#)]

Note: In [Using Search Operators \(Advanced Operators\)](#) and the following list of search operators, you'll learn how to find a page by [specifying its title](#).

tags (keywords): [fine tune](#), [narrowing search](#), [phrase](#), [queries](#), [quotes](#), [special characters](#)

This page was last modified on: Tuesday May 1, 2007

Quotation Marks Replace the + Operator

Google eliminated the + operator in October 2011 and expanded the capabilities of the quotation marks (" ") operator. In addition to using this operator to search for an exact phrase, you can now add quotation marks around a single word to tell Google to match that word precisely. So, if in the past you would have searched for [[magazine +latina](#)], you should now search for [[magazine "latina"](#)].

Force Google to match a term exactly by enclosing the term in quotation marks.

To force Google to search for a particular term, enclose the term between quotation marks " ". So, to search for the satirical newspaper *The Onion*, use [["The" Onion](#)].

The " " operator is typically used around stop words (words that Google would otherwise ignore) or when you want Google to return only those pages that match your search terms exactly.

Want to learn about Star Wars Episode One? "I" is a stop word and is not included in a search unless you enclose it in quotes.

- USE [[Star Wars "I"](#)]
- NOT [[Star Wars I](#)]

Google excludes common words in English and in other languages, such as "la" (which means "the" in Spanish) and "de" (which means "of" in French, Spanish, Italian, and Portuguese). So if Google ignores a term critical to your search, e.g., LA (common abbreviation for Los Angeles), enclose the term in quotes.

- USE [[jobs in central "LA" California](#)]
- NOT [[jobs in central LA California](#)]

The query [[jobs in central LA California](#)] finds jobs in central California, since the term "LA" is ignored because it's a stop word. Central California is at least a hundred miles (160 km) from central Los Angeles.

Disable [automatic stemming](#), i.e., searching for pages that match variants of your search term(s), by enclosing each term in quotes that you want to be matched exactly. For example, if you want to see only pages mentioning one favorite book rather than lists of favorite books, enclose the word "book" in quotes.

- [[favorite "book"](#)]

Google will search for "favourite" and "favorite" too. To prevent this, enclose the word "favorite" in quotes.

- [["favorite" "book"](#)]

The previous example will search for pages containing both words anywhere on the page, in either order. (For instance, “book” could appear before “favorite.”) As explained in the preceding page, [quotation marks are also used around phrases](#) that Google should match exactly. So, searching for [["favorite book"](#)] would only find pages with the two-word phrase *favorite book*.

What if you're looking for a string that contains a “+” sign? Though the character has special meaning, Google gives special attention to very common terms that include it, e.g., C++ (the name of a widely used computer language).

- [[C++](#)]

tags (keywords): [fine tune](#), [narrowing search](#), [queries](#), [special characters](#), [spelling](#), [stop words](#)

This page was last modified on: Sunday February 26, 2012

The - Operator

Precede each term you do *not* want to appear in any result with a “-” sign.

To find pages *without* a particular term, put a - sign operator in front of the word in the query. The - sign indicates that you want to subtract or exclude pages that contain a specific term. Do not put a space between the - and the word, i.e.

- USE [[dolphins -football](#)]
- NOT [[dolphins - football](#)]

So, to search for a twins support group in Minnesota, but not return pages relating to the Minnesota Twins baseball team:

- USE [[twins support group Minnesota -baseball](#)]
- NOT [[twins support group Minnesota](#)]

No pages containing the word “baseball” will be returned by the first query.

Find pages on “salsa” but not the dance nor dance classes.

- USE [[salsa -dance -class](#)]
- NOT [[salsa](#)]

tags (keywords): [fine tune](#), [hyphen](#), [narrowing search](#), [queries](#), [special characters](#)

This page was last modified on: Tuesday May 1, 2007

The ~ Operator

Find synonyms by preceding the term with a “~”, which is known as the tilde or synonym operator.

The tilde (~) operator takes the word immediately following it and searches both for that specific word and for the word’s synonyms. It also searches for the term with alternative endings. The tilde operator works best when applied to general terms and terms with many synonyms. As with the - operator, put the ~ (tilde) next to the word, with no spaces between the ~ and its associated word, i.e., [[~lightweight laptop](#)] NOT [[~ lightweight laptop](#)].

Why did Google use tilde? In math, the “~” symbol means “is similar to.” The tilde tells

Google to search for pages that are synonyms or similar to the term that follows.

- [[~inexpensive](#)] matches "inexpensive," "cheap," "affordable," and "low cost"
- [[~run](#)] matches "run," "runner's," "running," as well as "marathon"

Looking for a guide, help, tutorial, or tips on using Google?

- [[google ~guide](#)]

Interested in food facts as well as nutrition and cooking information?

- [[~food ~facts](#)]

The tilde operator works best when applied to general terms and terms with many synonyms.

- [[~cockroach](#)]

If you don't like the synonyms that Google suggests when you use the [~](#) operator, specify your own synonyms with the [OR](#) operator, which I describe next.

tags (keywords): [broadening search](#), [fine tune](#), [queries](#), [special characters](#), [synonyms](#), [tilde](#)

This page was last modified on: Sunday December 16, 2012

The OR and | Operators

Specify synonyms or alternative forms with an uppercase [OR](#) or [|](#) (vertical bar).

The [OR](#) operator, for which you may also use [|](#) (vertical bar), applies to the search terms immediately adjacent to it. The first and second examples will find pages that include either "Tahiti" or "Hawaii" or both terms, but not pages that contain neither "Tahiti" nor "Hawaii." The third and fourth examples will find pages that contain any one, two, or all three of the terms "blouse," "shirt," and "chemise."

- [[Tahiti OR Hawaii](#)]
- [[Tahiti | Hawaii](#)]
- [[blouse OR shirt OR chemise](#)]
- [[blouse | shirt | chemise](#)]

Note: If you write OR with a lowercase "o" or a lowercase "r" Google interprets the word as a search term instead of an operator.

Note: Unlike OR, a [|](#) (vertical bar) need not be surrounded by spaces.

- [[bicycle|cycle](#)]

Use quotes (" ") to group compound words and phrases together.

- [[filter OR stop "junk email" OR spam](#)]
- [["New Zealand" OR "Ivory Coast" holiday OR vacation package](#)]

tags (keywords): [broadening search](#), [fine tune](#), [queries](#), [quotes](#), [special characters](#), [synonyms](#)

This page was last modified on: Tuesday May 1, 2007

The .. Operator

Specify that results contain numbers in a range by specifying two

numbers, separated by two periods, with no spaces.

For example, specify that you are searching in the price range \$250 to \$1000 using the number range specification `$250..$1000`.

- [[recumbent bicycle \\$250..\\$1000](#)]

Find the year the Russian Revolution took place.

- [[Russian Revolution 1800..2000](#)]

tags (keywords): [fine tune](#), [narrowing search](#), [numbers](#), [prices](#), [queries](#), [special characters](#)

This page was last modified on: Thursday July 12, 2007

The * Operator

Use *****, an asterisk character, known as a **wildcard**, to match one or more words in a **phrase** (enclosed in quotes).

Each ***** represents just one or more words. Google treats the ***** as a placeholder for a word or more than one word. For example, [["Google * my life"](#)] tells Google to find pages containing **a phrase** that starts with "Google" followed by one or more words, followed by "my life." Phrases that fit the bill include: "Google changed my life," "Google runs my life," and "Google is my life."

[["Google * my life"](#)]

If you know there's a date on the page you're seeking but you don't know its format, specify several common formats using [the OR operator](#). For example:

[[California election "Oct * 2003" OR "10/*/03" OR "October * 2003"](#)]

When you know only part of the phrase you wish to find, consider using the ***** operator. Find the title of Sherry Russell's book that can help you deal with the tragedies of 9/11 or losing a loved one.

[["Conquering the * and * of Grief"](#)]

Proximity searching can be useful when you want to find pages that include someone's name in any of the following orders: first middle last, last first middle, first last, last first. To search for "Francis" adjacent or separated one word from "Coppola," requires four queries:

[["Francis Coppola"](#)]

[["Francis * Coppola"](#)]

[["Coppola Francis"](#)]

[["Coppola * Francis"](#)]

If you want to search for two terms separated by no more than two words, i.e., a proximity search, you'll need six queries. If you're interested in running proximity searches, try out GAPS, a third-party search tool available at <http://www.staggernation.com/cgi-bin/gaps.cgi>.



Note: You can get around [Google's 32-word limit](#) on the number of words in your query by substituting an `*` in place of each stop word or common word in your query. Wildcards are not counted.

USE [[All grown-ups * once children—although few * them remember *](#)]

NOT [[All grown-ups were once children—although few of them remember it](#)]

Google chose the symbol `*` to match one or more words because in some computer systems, such as Unix, Linux, and DOS, `*` stands for one or more unspecified characters. In those languages it is typically used for selecting multiple files and directories.

Note: Stemming is a technique to search on the stem or root of a word that can have multiple endings. For example, on some search engines the query `bicycl*` will return results that match words including bicycle, bicycles, bicycling, bicycled, and bicyclists. Google ignores asterisks (`*`) that are not surrounded by spaces. The query [[bicycl*](#)] finds documents that contain “bicycl.” Google automatically provides [stemming](#).

If you want to search for a string with an asterisk or another special character, try using www.google.com/codesearch, Google's Code Search Engine.

tags (keywords): No Tags

This page was last modified on: Friday July 20, 2007

Special Characters: Summary

This table summarizes how to use the basic search operators described in this chapter. You may include any of these operators multiple times in a query.

Notation	Find result	Example
<code>term1 term2</code>	with both <code>term1</code> and <code>term2</code>	[carry-on luggage]
<code>term1 OR term2</code> <code>term1 term2</code>	with either <code>term1</code> or <code>term2</code> or both	[Tahiti OR Hawaii] [Tahiti Hawaii]
<code>"term"</code>	with <code>term</code> (Put quotation marks around terms that are stop words — that is, words Google would otherwise ignore — or when you want Google to return only pages that match your search terms exactly.)	["i" spy]
<code>-term</code>	without <code>term</code>	[twins minnesota -

		baseball]
~term	with <i>term</i> or one of its synonyms (currently supported on Web and Directory search)	[google ~guide]
number1..number2	with a number in the specified range	[recumbent bicycle \$250..\$1000]
"terms1 * terms2"	with the phrase (enclosed in quotes) and * replaced by one or more words	["Google * my life"]
"phrase"	with the exact <i>phrase</i> , a proper name, or a set of words in a specific order	["I have a dream"] ["Rio de Janeiro"]

Queries that use this special notation may also be entered by using Google's [Advanced Search](#), which we'll look at next.

Exercises

This problem set is designed to give you practice in refining your queries and in using Google's commands with special notation. For hints and answers to selected problems, see the [Solutions](#) page.

1. Find the Google "cheat sheet" that lists search operators and services.
2. How long before you go outside should you apply sunscreen?
3. Find advice on writing a will.
4. Search for your own name. Does Google find any references to you or a namesake?

See if there is any difference in your results if you type a period (.) between your names rather than enclosing your name in quotes and if you just enter the opening quote, i.e., compare the results from [[Nancy.Blachman](#)], [["Nancy Blachman"](#)], and [["Nancy Blachman](#)].

5. Find pages on daily life in Afghanistan that do not mention war or the Taliban.
6. What is the history of the McIntosh Apple (the fruit), not the computer?
7. Find the terms that Google considers approximately equivalent to the term "cheap."
8. Find the terms that Google considers approximately equivalent to the term "volunteer."
9. Find today's weather forecast/condition.
10. Find recipes for zucchini, also known as courgette in the UK and France.
11. Find studio apartments for rent in Minneapolis or St. Paul, Minnesota.
12. Find Iranian restaurants in New Jersey and New York.
13. Why does the query [["the who"](#)] give more priority to results about the rock band *The Who* than the query [[the who](#)] but return significantly fewer results?

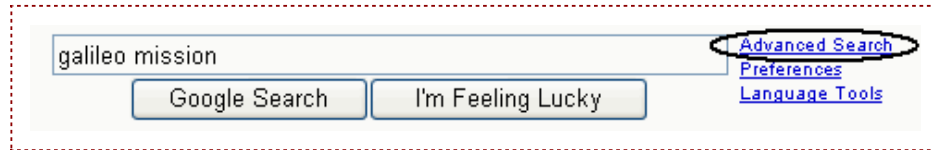
tags (keywords): [fine tune](#), [queries](#), [special characters](#), [summary](#)

This page was last modified on: Sunday February 26, 2012

Advanced Search Form

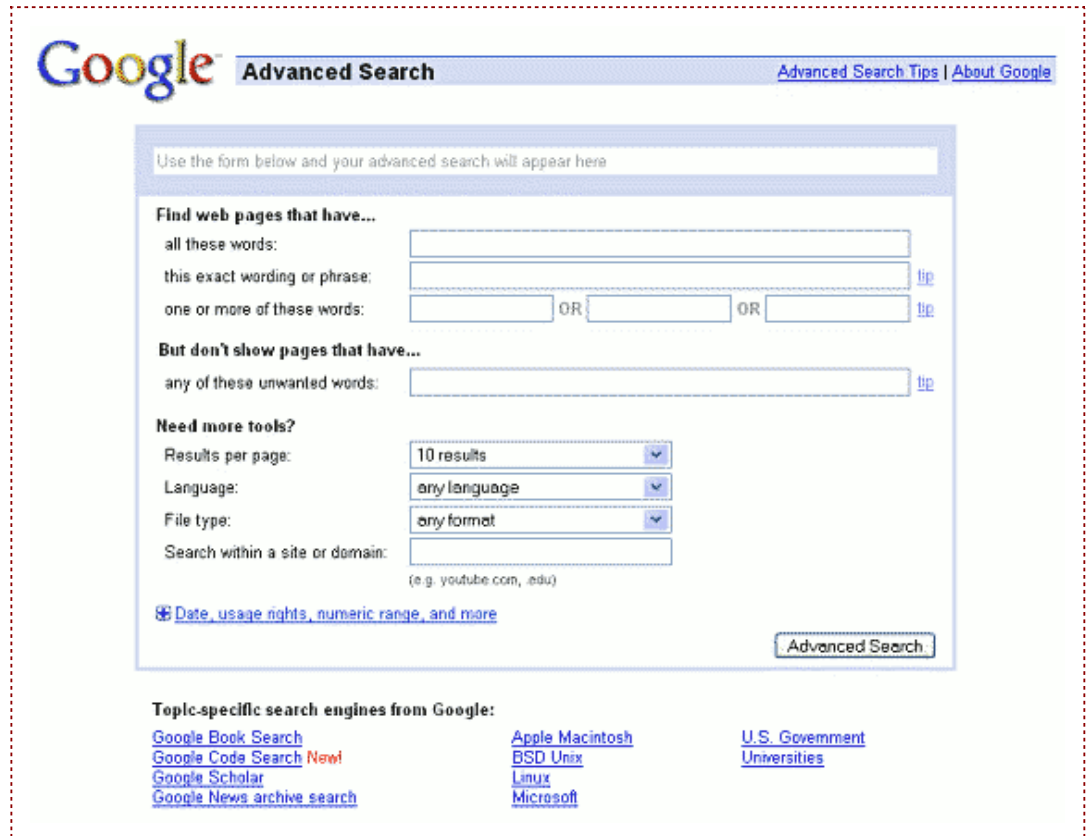
When you don't find what you're seeking, consider specifying more precisely what you want by using Google's Advanced Search feature. Don't be frightened by the name "Advanced

Search”; it’s easy to use, and it allows you to select or exclude pages with more precision than Google’s standard search box. Click on the [Advanced Search](#) link at the right of Google’s search box.



or visit www.google.com/advanced_search and fill in the form. (If you previously entered a query from the standard search box, then clicked on the Advanced Search link at the top of the [results page](#), the Advanced Search form is automatically filled in with appropriate information from your previous query.)

The top of the Advanced Search form is where you’ll specify most of your search requirements. Clicking on the link “Date, usage rights, numeric range, and more,” or the + sign next to it, shows even more choices (which we’ll see in later sections). At the bottom of the search form are links to some of Google’s [topic-specific searches](#), including [special searches](#) for various computer operating systems and universities.



The box at the top of the form, which first contains the gray text “Use the form below and your advanced search will appear here,” shows the Google query that’s generated by your advanced search — including [special characters](#) and [advanced operators](#), if any. This is a great way to become familiar with those advanced Google features.

Note: This feature may not work on older browsers or if you’ve set a “high-security” mode — including disabling JavaScript in your browser.

Advanced Search field	Basic Search Example	Basic Search results
all these words	[tap dance]	with all search terms
this exact wording or	["tap dance"]	only with the exact phrase inside the

phrase		quotes
one or more of these words	[tap OR ballet]	with at least one of the terms adjacent to OR
any of these unwanted words	[tap - dance] [- tap dance]	including none of the terms preceded by a -

Let's look at some examples. If you click on the screen shots in this section, you'll be taken to the results of running the corresponding search.

- To find tutorial introductions to Google, specify [google] in the top field (all these words), and [tutorial] [guide] [introduction] in the three fields on the third line (one or more of these words).

google tutorial OR guide OR introduction

Find web pages that have...

all these words:

this exact wording or phrase: [tip](#)

one or more of these words: OR OR [tip](#)

- Find how to export addresses from a Palm address book to print labels.

Palm address book "print labels"

Find web pages that have...

all these words:

this exact wording or phrase: [tip](#)

one or more of these words: OR OR [tip](#)

The second part of the Advanced Search page lets you omit pages containing certain words.

bush flowering OR ornamental -president -governor

Find web pages that have...

all these words:

this exact wording or phrase: [tip](#)

one or more of these words: OR OR [tip](#)

But don't show pages that have...

any of these unwanted words: [tip](#)

The next part of the Advanced Search page, *Need more tools?*, gives more control over the pages listed in your search results.

Need more tools?

Results per page: ▾

Language: ▾

File type: ▾

Search within a site or domain:
(e.g. youtube.com, .edu)

[- Date, usage rights, numeric range, and more](#)

Date: (how recent the page is) ▾

[Usage rights:](#) ▾

Where your keywords show up: ▾

Region: ▾

Numeric range: ..
(e.g. \$1500..\$3000)

[SafeSearch:](#) Off On

Page-specific tools:

Find pages similar to the page:

Find pages that link to the page:

Now we'll look at the rest of the form — including the section that opens after you click on “Date, usage rights, numeric range, and more” or the + next to it. If you want to jump ahead to a particular part, though, choose it from this list:

- [Results per page](#)
- [Language](#)
- [File Format](#)
- [Domain](#)
- [Date](#)
- [Usage Rights](#)
- [Occurrences](#)
- [Region](#)
- [Numeric Range](#)
- [SafeSearch](#)
- [Similar Pages](#)
- [Linking Pages](#)

1. Results per page

To see more than ten search results at once, choose how many with the drop-down `Results per page:` box. The [results page](#) will take longer to load — though you may only notice the difference if you're using a slow Internet connection. To see 50 results per page:

Results per page: ▾

(Choosing the number of results doesn't affect what you'll see in the box “your advanced

search will appear here” at the top of the form. However, after performing the search, the URL at the top of your browser window should include the text `&num=50`; it specifies 50 results per page.)

2. Language

The drop-down `Language:` box can restrict results to pages written in a specific language. For example, find pages in Spanish with recommendations for hotels in Andalucía, Spain.

Andalucía España hoteles recomendaciones

Find web pages that have...

all these words:

this exact wording or phrase: [tip](#)

one or more of these words: OR OR [tip](#)

But don't show pages that have...

any of these unwanted words: [tip](#)

Need more tools?

Results per page: ▼

Language: ▼

(Choosing the language doesn't change what you'll see in the box at the top of the form. After performing the search, though, the URL at the top of your browser window should include the text `&lr=lang_es`; it specifies Spanish.)

If you always want only results in a certain language or set of languages, then change your search language in your [Google preferences](#). See [Customizing Your Preferences](#) to learn how to change your Google preferences to modify the way your search results appear.

3. File Format

In the `File Format` area, you restrict your results to a particular file format, or exclude a format from your results. Choices include:

File Format	Suffix	Description
Adobe Acrobat PDF	.pdf	A publishing format commonly used for product manuals and documents of all sorts.
Adobe PostScript	.ps	A printing format often used for academic papers.
Microsoft Word	.doc	A common word processing format.
Microsoft Excel	.xls	A format for spreadsheets.
Microsoft Powerpoint	.ppt	A format for presentations and slides.
Rich Text Format	.rtf	A format used to exchange documents between Microsoft Word and other formats.

Since documents in PDF format tend to be better written than web pages, let's search for

documents on estate planning in PDF format.

The screenshot shows the Google Advanced Search interface. At the top, the search query 'estate planning filetype:pdf' is entered in a search bar. Below this, the interface is divided into several sections:

- Find web pages that have...**
 - all these words:
 - this exact wording or phrase:
 - one or more of these words: OR OR
- But don't show pages that have...**
 - any of these unwanted words:
- Need more tools?**
 - Results per page:
 - Language:
 - File type:

You can restrict your search to other file formats by using the [filetype: search operator](#).

4. Domain

To search only a specific website (e.g., [www.eff.org](#)) or domain (e.g., [.org](#)) or exclude that site or domain completely from your search, use the field `search within a site or domain:`. In another page, we'll see [how to find the website or domain for a web page if you know its address](#).

Let's look at a couple of examples. If you click on the screen shots in this section, you'll be taken to the Advanced Search form specifying the corresponding search.

Larry Page and Sergey Brin, Google's founders, were graduate students at Stanford when they wrote a paper describing their prototype search engine. Let's search for it by entering their names and restricting our search domain to Stanford University's site, [stanford.edu](#).

Larry Page Sergey Brin **site:stanford.edu**

Find web pages that have...

all these words:

this exact wording or phrase: [tip](#)

one or more of these words: OR OR [tip](#)

But don't show pages that have...

any of these unwanted words: [tip](#)

Need more tools?

Results per page: ▼

Language: ▼

File type: ▼

Search within a site or domain:
(e.g. youtube.com, .edu)

To find information on volunteering for an organization, search for results with the word “volunteering” and restrict the domain to “.org”.

volunteering **site:.org**

Find web pages that have...

all these words:

this exact wording or phrase: [tip](#)

one or more of these words: OR OR [tip](#)

But don't show pages that have...

any of these unwanted words: [tip](#)

Need more tools?

Results per page: ▼

Language: ▼

File type: ▼

Search within a site or domain:
(e.g. youtube.com, .edu)

5. Date

Here you can restrict results to pages that have been updated (created or modified), [crawled](#), and added to Google's index (indexed) in the past three, six, or twelve months. Popular pages that are updated often are [crawled and indexed frequently](#).

Note: Any change in the page counts as an update, even a spelling correction.

This option is useful when searching for timely information such as annual events,

specifications for a new model of car or appliance, or what people have been doing lately.

Recently, scientists reported new findings about the risks and benefits of hormone therapy used by 40% of postmenopausal American women to relieve menopause symptoms. We're more likely to find links to this information by searching only for web pages updated in the last three months.

hormone therapy postmenopausal

Find web pages that have...

all these words:

this exact wording or phrase:

one or more of these words: OR

But don't show pages that have...

any of these unwanted words:

Need more tools?

Results per page:

Language:

File type:

Search within a site or domain:

(e.g. youtube.com, .edu)

[Date, usage rights, numeric range, and more](#)

Date: (how recent the page is)

(Choosing the date range doesn't affect what you'll see in the box "your advanced search will appear here" at the top of the form. However, after performing the search, the URL at the top of your browser window should include the text `&as_qdr=m3`; it specifies 3 months.)

Visit the [Wayback Machine](#) if you want to see what a site looked like months or years ago or if a site is currently inaccessible. The [Wayback Machine](#), also known as the Internet Archive, maintains a digital library of snapshots of many Internet sites.

6. Usage Rights

For pages covered by the [Creative Commons license](#), `Usage Rights`: lets you specify what types of usage the page should allow.

In general — unless a page states otherwise — it's safe to assume that pages you find with Google cannot be freely used in any way you like. However, some pages have [special marking](#) to tell search engines such as Google that the page is covered by the Creative Commons license — and what types of usage are permitted. The Usage Rights search finds these specially-marked pages.

Your choices are:

Usage Rights	Description
not filtered by license	standard, unfiltered Google results
free to use or share	results you can copy or redistribute

free to use or share, even commercially	results you can copy or redistribute for profit
free to use share or modify	results you can copy or adapt, as well as redistribute
free to use, share or modify, even commercially	results you can copy or adapt, as well as redistribute, for profit

Note that simply finding pages with the Usage Rights search doesn't guarantee your rights. You should check each page to be sure about its usage terms.

Let's say that you want to build a website with recipes for vegetables. We'll find pages on Google with Usage Rights "free to use, share or modify, even commercially"

The screenshot shows the Google Advanced Search interface. At the top, the search query 'recipe vegetable' is entered. Below this, the 'Find web pages that have...' section includes three input fields: 'all these words:' (containing 'recipe vegetable'), 'this exact wording or phrase:', and 'one or more of these words:' (with an 'OR' separator). The 'But don't show pages that have...' section has an empty 'any of these unwanted words:' field. The 'Need more tools?' section contains several dropdown menus: 'Results per page:' (10 results), 'Language:' (any language), 'File type:' (any format), and 'Search within a site or domain:' (empty). Below these is a link to 'Date, usage rights, numeric range, and more'. The 'Date:' dropdown is set to 'anytime'. The 'Usage rights:' dropdown is set to 'free to use, share or modify, even commercially'.

(Specifying usage rights doesn't change what you'll see in the box at the top of the form. Setting this drop-down box makes a change in your browser's URL that can be complicated. If you're curious, experiment with various settings and check the URL you get after clicking the [Advanced Search](#) button.)

7. Occurrences

The field labeled *where your keywords show up:* lets you specify where your search terms *must* occur on the page. Choices are anywhere on the page, in the [title](#), in the text, in the [URL](#), or in [links](#) to the page.

The [title](#) of a webpage is usually displayed at the top of the browser window and in the [first line of Google's search results for a page](#). The author of a website specifies the title of a page with the HTML <TITLE> element. There's only one title in a webpage.

[The Uniform Resource Locator](#), more commonly known as *URL*, is the address that specifies

the location of a file on the Internet.

The [link](#) is the text on a page that is linked to another web page or a different place on the current page. When you click on the link, you will be taken to the page or place on the page to which it is linked.

Find pages on Google whose URL contains FAQ, an abbreviation for either Frequently Asked Questions or Frequently Answered Question. In the solution below I look for pages containing both Google and FAQ in the URL.

The screenshot shows the Google search interface with the query `allinurl: Google faq` entered. The search results section is titled "Find web pages that have..." and includes the following options:

- all these words:** `Google faq`
- this exact wording or phrase:** (empty field)
- one or more of these words:** (empty field) **OR** (empty field)

The section "But don't show pages that have..." includes:

- any of these unwanted words:** (empty field)

The "Need more tools?" section includes:

- Results per page:** 10 results
- Language:** any language
- File type:** any format
- Search within a site or domain:** (empty field, with example: `(e.g. youtube.com, .edu)`)

The "Date, usage rights, numeric range, and more" section includes:

- Date: (how recent the page is):** anytime
- Usage rights:** not filtered by license
- Where your keywords show up:** in the URL of the page

8. Region

Here you can request pages from a particular country or region of the world. (The results may show URLs from that part of the world, or they may end in more common domains like ".com". In the latter case, the page may be from a regional version of a multinational website.)

To read pages from South Africa about President Clinton or Senator Clinton:

clinton president OR senator

Find web pages that have...

all these words:

this exact wording or phrase:

one or more of these words: OR

But don't show pages that have...

any of these unwanted words:

Need more tools?

Results per page:

Language:

File type:

Search within a site or domain:

(e.g. youtube.com, .edu)

[Date, usage rights, numeric range, and more](#)

Date: (how recent the page is)

[Usage rights:](#)

Where your keywords show up:

Region:

(Choosing the region doesn't change the search shown in the box at the top of the form. After you search, though, the URL at the top of your browser window should include the text `&cr=countryZA`; ZA is the code for South Africa — and its Internet domain.)

9. Numeric Range

Use Numeric Range: When you want pages containing numbers in a specified range.

When I was interested in a “half-bicycle” trailer for my young twins, I searched for one called Trail-a-Bike in the price range \$50-\$1000.

"trail-a-bike" \$50..\$1000

Find web pages that have...

all these words:

this exact wording or phrase:

one or more of these words: OR

But don't show pages that have...

any of these unwanted words:

Need more tools?

Results per page: ▼

Language: ▼

File type: ▼

Search within a site or domain:
(e.g. youtube.com, .edu)

[Date, usage rights, numeric range, and more](#)

Date: (how recent the page is) ▼

[Usage rights:](#) ▼

Where your keywords show up: ▼

Region: ▼

Numeric range: ..
(e.g. \$1500..\$3000)

(In this case, I could also have used Google's [Product Search](#) — which has its own [Advanced Product Search form](#), by the way.)

10. SafeSearch

The `safeSearch:` area allows you to filter out sites that contain pornography or explicit sexual content and eliminate them from search results. Be aware that Google's automated filtering doesn't guarantee that you won't be shown offensive content.

When you turn off SafeSearch filtering and search for non-pornographic content, Google will order your results in a way that adult sites won't be listed prominently. For example, searching for [[breast cancer treatment](#)] with SafeSearch turned off, you're unlikely to run across sites with provocative images of breasts.

breast cancer treatment

Find web pages that have...

all these words:

this exact wording or phrase:

one or more of these words: OR

But don't show pages that have...

any of these unwanted words:

Need more tools?

Results per page:

Language:

File type:

Search within a site or domain:
(e.g. youtube.com, .edu)

[Date, usage rights, numeric range, and more](#)

Date: (how recent the page is)

[Usage rights:](#)

Where your keywords show up:

Region:

Numeric range: ..
(e.g. \$1500..\$3000)

[SafeSearch:](#) Off On

In an effort to return as many useful results as possible, SafeSearch doesn't currently filter out hate speech, anarchy, criminal activity, crude and tasteless material, illegal weapons, bomb making, etc., content that other filtering systems attempt to exclude.

11. Page-Specific Searches

The Advanced Search form also offers page-specific searches for finding pages similar to a page for which you have a web address (URL) and for finding out what pages link to a particular page.

- To find pages similar to Consumer Reports' web page, fill in the first page-specific search box, Find pages similar to the page:. Then click on the associated [Search](#) button. For a description of how Google determines when pages are similar, see [How does Google find similar pages?](#).

Page-specific tools:

Find pages similar to the page:

Find pages that link to the page:

(The page-specific searches are separate from the rest of the Advanced Search form, so

they don't change the box at the top of the form with the gray text "Use the form below and your advanced search will appear here." After you search, though, the Google Search box near the top of the [results page](#) should begin with the search operator `related:` — in this example, `related:www.consumerreports.org.`)

- Web pages link from one to another. Links are unidirectional; you can follow links from one page to another. You cannot traverse the link the other way around, i.e., go from a page to the pages that link to it. However, Google keeps track of this information and makes it available. When you want to know who links to your website or to someone else's, fill in a web address (URL) in the page-specific search section **Find pages that link to the page:**. Let's find who links to the Doctors without Borders, aka *Médecins Sans Frontières* (MSF), website www.doctorswithoutborders.org.

Page-specific tools:

Find pages similar to the page:

Find pages that link to the page:

(As for the [similar-page search](#), you won't see link-search terms in the box at the top of the Advanced Search page. However, the Google Search box near the top of the [results page](#) should begin with the search operator `link:` — in this example, `link:www.doctorswithoutborders.org.`)

The most common users of backward links are webmasters and website publishers who are curious to know what sites link to theirs. People also use them to find out who links to competitors' sites.

Unlike the other fields in the Advanced Search form, the page-specific searches can't be combined with other query terms. Consequently each has its own button.

You can easily run these page-specific searches from [Google's Toolbar](#).

Instead of going to the Advanced Search form, you can search for a web site by entering its address in the search box and Google returns a link to the website, as well as links to:

- Google's [cache](#) of the site
- Web pages that are [similar](#) to the site
- Web pages that [link to](#) the site
- All Web pages from the site that Google has crawled, listed in PageRank order
- Web pages that contain the URL

For example, to find out about the wonderful reference site www.refdesk.com, enter `www.refdesk.com` into Google's search box.



Google Web Images Groups News Froogle^{Next!} more »

www.refdesk.com Search Advanced Search Preferences

Web Showing web page information for **www.refdesk.com**

[Refdesk: reference, facts, news, free and family friendly](#)
 Click Here. Visiting our advertisers supports Refdesk | Advertise on Refdesk
 | Disclaimer. Check E-mail: Select one

Google can show you the following information for this URL:

- Show [Google's cache](#) of www.refdesk.com
- Find web pages that are [similar to](#) www.refdesk.com
- Find web pages that [link to](#) www.refdesk.com
- Find web pages that [contain the term](#) "www.refdesk.com"

tags (keywords): [advanced search](#), [creative commons license](#), [date](#), [domain](#), [file format](#), [language](#), [narrowing search](#), [numbers](#), [phrase](#), [queries](#), [safe search](#), [search terms](#), [URLs](#)

This page was last modified on: Sunday August 10, 2008

Other Search Forms

11. Alerts

Once you've refined your Advanced Search, you can watch for changes in the top 20 results by setting up [Google Alerts](#). Google will find and deliver links to new web pages once a week, once a day, or as soon as Google finds them. Simply copy and paste your advanced search query into the search box on the Google Alerts page.

12. Google Ultimate Interface

If you want to specify what you're looking for with more precision than Google's Advanced Search form offers, try the Google Ultimate Interface, a third-party application available at www.faganfinder.com/google.html. With the Ultimate Interface you can:

- Search with any of Google's search engines, i.e., Web Search or some of the tools in the Part named [Services](#).
- Find pages that have been updated between any two specific dates
- Select letters with practically every different kind of diacritical marking, such as umlauts or accent marks, from the keyboard near the bottom of the page.

The screenshot shows the Google Ultimate Interface search engine. It features a search bar at the top left, a navigation menu with 'Web' selected, and buttons for 'search', 'clear', and 'Feeling Lucky'. Below the search bar are several advanced search filters: 'Exact Phrase', 'Any of the Words', 'Without the Words', 'Results' (set to 'only'), 'File Format' (set to 'all'), 'Occurrence' (set to 'anywhere in the page'), 'Date' (set to 'in the last (anytime)'), 'Open results in' (set to 'this window'), 'Duplicates Filter' (set to 'on'), 'Safesearch' (set to 'Off'), and 'Results' (set to '10'). There are also dropdown menus for 'Country' (set to 'all') and 'Language' (set to 'all'). A keyboard layout is shown at the bottom. The footer includes the text 'The Google Ultimate Interface - from the creator of Fagan Finder' and a link to 'make this my homepage'.

Michael Fagan developed Google Ultimate Interface when he was a teenager.

13. Soople

If you're not sure of all the types of information that you can search for with Google, check out Soople, www.soople.com/soople_int.php.

The screenshot shows the Soople search engine interface. It has a blue header with the Soople logo and the tagline '-easy expert search-'. Below the header is a navigation menu with 'SEARCH GOOGLE' selected, and buttons for 'ABOUT SOOPL', 'Calculator', 'Translate', 'Phone & Location', and 'Superfilter'. The main search area includes a 'Google Normal search with Google' section with a search bar and buttons for 'Search' and 'Search the web' (selected) or 'Pages from US'. There are also sections for 'Search in multiple sites at once', 'Search within one site or domain', 'Filter search for filetype', and 'Specific image search', each with its own search bar and filters.

I describe many of the capabilities included in Soople in the Parts [Understanding Results](#) and [Search Tools](#).

tags (keywords): [advanced search](#), [narrowing search](#), [queries](#), [soople](#), [ultimate interface](#)

This page was last modified on: Tuesday May 1, 2007

Refining a Query

Refining a query means changing or adding to the set of search terms to do a better job of

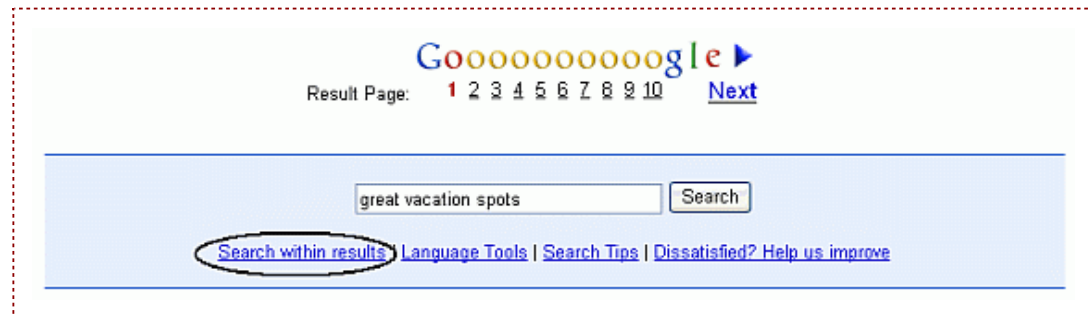
returning the pages you're seeking. Successful researchers frequently enter several queries to find what they're seeking.

The search boxes at the top and bottom of the results page show the query for the current results page. If the query uses special operators that you entered either directly or indirectly through the advanced search form, they will appear in the search box as well. To refine your query, edit what's in the search box and then click the [Google Search](#) button or hit the **ENTER** key.

Let's look at a few examples.

- Get ideas for subsequent searches by reviewing your results, including the [snippets](#) that Google returns and the pages they came from.
 1. Should you get a flu shot this winter?
 - TRY [[flu shot](#)]
 2. Many of the results refer to influenza vaccine.
 - REFINE [[flu OR influenza shot OR vaccine](#)]
- Exploit successful queries: look deeper within your results.

Scroll to the search box at the bottom of your results page and click on the link "Search within results." This causes Google to run a new search using your newly specified terms (those in the search box) *only* on the pages it found from your initial query, rather than a search over the entire web.



[Search within results](#)

You can get the same results in one step fewer by simply specifying additional terms to your previous query.

On Internet Explorer and on some other browsers, you can change a term or an entire query easily. First, highlight the part you want to change by double-clicking a word, or triple-clicking to highlight the entire query. Then either press the **DELETE** key to remove the highlighted text or type new text to replace it.

For example, to change "great vacation spots" to "great vacation areas," double-click on the word "spots" below and type "areas."



- Instead of searching for related topics with a single query, divide the query into several parts. Looking for a job? By searching for tips on each aspect, you'll find more sites than by searching for sites that describe all the aspects of a job search.

The following table presents suggestions to narrow or focus a search, as well as tips for broadening a search that has produced few useful results. Click on a link in the table to be taken to the section in Google Guide that describes features and ways to refine your query.

Too many results? Focus the search by...	Too few results? Broaden the search by...
adding a word or phrase	removing a word or phrase
specifying the order in which you want words to appear	specifying words instead of phrases
using a more specific term	using more general terms
identifying ineffective terms and removing them	including synonyms or variant word forms or using a more common version of the word's spelling
limiting to a domain or site	broadening the domain or searching the entire web
limiting to a date range	removing a date range
limiting where terms occur	removing redundant terms or splitting a multi-part query
restricting type of file	searching any type of file
limiting pages to a particular language	translating your search terms into other languages and searching for the translated terms
limiting pages to a particular country	searching the entire web

For a tutorial on how to use Advanced Search, visit www.lib.monash.edu.au/vl/google/goog06.htm.

Exercises

This problem set is designed to give you practice with specifying more precisely what you're seeking by using the Advanced Search form. For hints and answers to selected problems, see the [Solutions](#) page.

1. What are some home remedies for getting rid of ants?
2. Find facts about declawing cats.
3. What is Google's privacy policy? How do I stop my previous queries from appearing when I type in a new search term?
4. Some movie stars attend Botox parties. What goes on at such parties and why do they attend? Which stars have used Botox?
5. When was Nina Totenberg, National Public Radio's (NPR) legal affairs correspondent, born, where was she educated, what degrees does she have? Did she attend law school?
6. When you search Google for a URL, such as www.guardian.co.uk, what links are included with your results?

What is shown in the search box when you click on the "Find web pages that contain the term "www.guardian.co.uk" link?

7. What country has the domain code .at?
8. What country has the domain code .bm?
9. Run several queries on Soople.
10. Run several queries simultaneously using Google Blaster.

tags (keywords): [broadening search](#), [narrowing search](#), [queries](#), [search box](#)

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Anatomy of a Web Address

If you already know how to read a web address or URL (Universal Resource Locator, pronounced “you are ell”), skip this section. Otherwise, consider the web address

<http://www.googleguide.com/searchEngines/google/searchLeader.html>. Here’s what it all means:

http	transfer protocol (type of information being transferred)
www.googleguide.com	website name, host name
googleguide	second-level domain name
com	top-level domain name
searchEngines	directory name (major category)
google	sub-directory name (sub-category)
searchLeader	file name (a file within the directory)
html	file format

Here’s a list of some common top-level domain names. Note that some sites don’t follow these conventions:

.edu	educational site (usually a university or college)
.com	commercial business site
.gov	U.S. government/non-military site
.mil	U.S. military sites or agencies
.net	networks, Internet service providers, organizations
.org	non-profit organizations and others

Because the Internet was created in the United States, “us” was not originally assigned to U.S. domain names; however, it’s used to designate American state and local government hosts, including many public schools, and commercial entities, e.g., well.sf.ca.us. The domain .ca represents Canada, unless it’s followed by .us, in which case it represents California.

Domain Codes	State
.ca.us	California
.nv.us	Nevada
.tx.us	Texas

Other countries have their own two letter codes as the top level of their domain names — although many non-US sites use other top-level domains (such as .com):

Domain Codes	Country
.ca	Canada
.de	Germany
.dk	Denmark
.jp	Japan
.il	Israel
.uk	United Kingdom
.za	South Africa

To limit results to a single site or domain, specify the site name (e.g., www.googleguide.com or

googleguide.com) or a top-level domain name (e.g., .com or .edu) in Google's domain selector.

tags (keywords): [domain](#), [URLs](#)

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Using Search Operators

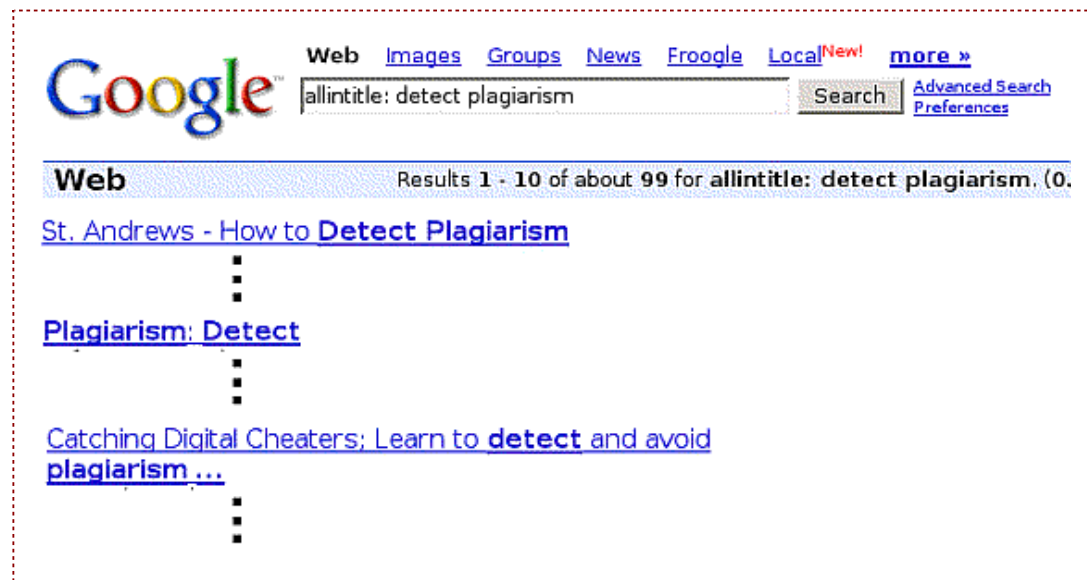
You can use most of the options we discussed in [Google's Advanced Search Form](#) in a regular search box query. If you're a frequent searcher or a "power searcher," this can save time because you don't need to open the Advanced Search page and fill in various boxes; instead, you can enter the refined query in almost any Google search box. You'll use *advanced operators*, query words that have special meaning to Google. Since the advanced operators are convenient for searching, Google Guide calls them *search operators*.

Note: We recommend that you skip ahead to the Part [Understanding Results](#) unless you're an experienced Google user or you want to know how to use Google's advanced operators.

1. Examples

Here are three places you can find examples of search operators.

1. Visit the [Google Guide Advanced Operator Quick Reference](#) and look for special operators of the form `operator: value`.
2. Fill in Google's [Advanced Search form](#). Then look at the search box on the results page; you may see that Google has added search operators to your query. For instance, if you fill in the Advanced Search page, asking Google to "find results with all of the words" [detect plagiarism] and to "return results where my terms occur: in the title of the page" your results page should look like the one shown here. Notice the `allintitle:` search operator that Google added before your query:



3. Read through the descriptions below and try the examples.

Here are more examples of search operators.

Note: The colon (:) after the operator name is required.

- [[Larry Page search engine site:stanford.edu](#)] restrict results to the stanford.edu site
- [[volunteering site:.org](#)] restrict results to the .org domain
- [[related:www.doctorswithoutborders.org](#)] find similar or related pages
- [[link:www.googleguide.com](#)] which pages link to Google Guide's home page
- [[web page evaluation checklist filetype:pdf](#)] find only pdf files

2. Which Works Where?

The following table lists features available on the Advanced Search page that are accessible via search operators. Click on an operator in the table to jump to its description (in another page that describes all of the search operators).

Advanced Search Features	Search Operators
File Format	filetype:
Occurrences in the title of the page	allintitle:
Occurrences in the text of the page	allintext:
Occurrences in the URL of the page	allinurl:
Occurrences in the links to the page	allinanchor:
Domain	site:
Similar	related:
Links	link:

The following table lists the search operators that work with each Google search service. To read about all of the operators, see the [Alphabetical List of Search Operators](#). Or click on an operator in the table to jump to its description in the alphabetical-list page.

Search Service	Search Operators
Web Search	allinanchor: , allintext: , allintitle: , allinurl: , cache: , define: , filetype: , id: , inanchor: , info: , intext: , intitle: , inurl: , phonebook: , related: , site:
Image Search	allintitle: , allinurl: , filetype: , inurl: , intitle: , site:
Groups	allintext: , allintitle: , author: , group: , insubject: , intext: , intitle:
Directory	allintext: , allintitle: , allinurl: , ext: , filetype: , intext: , intitle: , inurl:
News	allintext: , allintitle: , allinurl: , intext: , intitle: , inurl: , location: , source:
Product Search	allintext: , allintitle:

4. Using More than One Search Operator

You may use many of the basic operators and search operators with each other. However, there are some that must be used by themselves and others that you should be careful about using together.

4.1. Search Operators that Can't Be Combined

There are about a dozen search operators that can't be combined with any other. If you do,

Google probably won't return any matching documents. Search operators that shouldn't be mixed include:

- All the search operators whose names begin with "allin," e.g., `allinanchor:`, `allintext:`, `allintitle:`, and `allinurl:`.
- Syntaxes that request special information, e.g., `define:` or `phonebook:`.
- Page-specific search operators, e.g., `cache:`, `info:`, `related:`.

4.2. Combine Search Operators Carefully

Be careful about the effects of a search operator when you use more than one of them in a query. Here are some rules to follow:

- Don't use search operators that will cancel each other. For example, [[admission site:stanford.edu -inurl:stanford](#)] searches for pages that are on the site `stanford.edu` that do not contain the string "stanford" in their URL or web addresses. No URL can possibly match both of those operators.
- Take care not to exclude all results when using certain search operators more than once in a query. For example, [[sleep recommendations site:edu site:cdc.gov](#)] will not return any sleep recommendation since the query looks for results appearing on both the `.edu` domain and the `cdc.gov` sites simultaneously. If you want results from both, include OR between the two `site:` specifications, i.e., [[sleep recommendations site:edu OR site:cdc.gov](#)]. Search operators that should either be used once in a query, or in combination with OR, include `filetype:`, `site:`, and `group:`.
- Focus your search by using several search operators. For example, [[intext:e-mail intitle:security -site:microsoft.com](#)] finds pages whose titles contain the word "security," with the word "e-mail" on the text of the page and not on the site `microsoft.com`.

Note: Google may change how undocumented operators work or eliminate them completely. If you notice problems or changes in Google's undocumented operators, please [let us know](#).

tags (keywords): [advanced search](#), [operators](#), [queries](#), [search operators](#)

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Search Operators

The following table lists the search operators that work with each Google search service. Click on an operator to jump to its description — or, to read about all of the operators, simply scroll down and read all of this page.

Search Service	Search Operators
Web Search	allinanchor: , allintext: , allintitle: , allinurl: , cache: , define: , filetype: , id: , inanchor: , info: , intext: , intitle: , inurl: , link: , related: , site:
Image Search	allintitle: , allinurl: , filetype: , inurl: , intitle: , site:
Groups	allintext: , allintitle: , author: , group: , insubject: , intext: , intitle:
Directory	allintext: , allintitle: , allinurl: , ext: , filetype: , intext: , intitle: , inurl:
News	allintext: , allintitle: , allinurl: , intext: , intitle: , inurl: , location: , source:
Product	

Search	allintext: , allintitle:
--------	--

The following is an alphabetical list of the search operators. This list includes operators that are not officially supported by Google and not listed in [Google's online help](#).

Note: Google may change how undocumented operators work or may eliminate them completely.

Each entry typically includes the syntax, the capabilities, and an example. Some of the search operators won't work as intended if you put a space between the colon (:) and the subsequent query word. If you don't care to check which search operators require no space after the colon, always place the keyword immediately next to the colon. Many search operators can appear anywhere in your query. In our examples, we place the search operator as far to the right as possible. We do this because the Advanced Search form writes queries in this way. Also, such a convention makes it clearer as to which operators are associated with which terms.

`allinanchor:`

If you start your query with `allinanchor:`, Google restricts results to pages containing all query terms you specify in the [anchor text](#) on links to the page. For example, [[allinanchor: best museums sydney](#)] will return only pages in which the anchor text on links to the pages contain the words "best," "museums," and "sydney."

Anchor text is the text on a page that is linked to another web page or a different place on the current page. When you click on anchor text, you will be taken to the page or place on the page to which it is linked. When using `allinanchor:` in your query, do not include any other search operators. The functionality of `allinanchor:` is also available through the Advanced Web Search page, under Occurrences.

`allintext:`

If you start your query with `allintext:`, Google restricts results to those containing all the query terms you specify in the text of the page. For example, [[allintext: travel packing list](#)] will return only pages in which the words "travel," "packing," and "list" appear in the text of the page. This functionality can also be obtained through the Advanced Web Search page, under Occurrences.

`allintitle:`

If you start your query with `allintitle:`, Google restricts results to those containing all the query terms you specify in the [title](#). For example, [[allintitle: detect plagiarism](#)] will return only documents that contain the words "detect" and "plagiarism" in the title. This functionality can also be obtained through the Advanced Web Search page, under Occurrences.

The [title](#) of a webpage is usually displayed at the top of the browser window and in the [first line of Google's search results for a page](#). The author of a website specifies the title of a page with the HTML TITLE element. There's only one title in a webpage. When using `allintitle:` in your query, do not include any other search operators. The functionality of `allintitle:` is also available through the Advanced Web Search page, under Occurrences.

In Image Search, the operator `allintitle:` will return images in files whose names contain the terms that you specify.

In Google News, the operator `allintitle:` will return articles whose titles include the terms you specify.

allinurl:

If you start your query with `allinurl:`, Google restricts results to those containing all the query terms you specify in the [URL](#). For example, [[allinurl: google faq](#)] will return only documents that contain the words “google” and “faq” in the URL, such as “[www.google.com/help/faq.html](#)”. This functionality can also be obtained through the Advanced Web Search page, under Occurrences.

In URLs, words are often run together. They need not be run together when you’re using `allinurl:`.

In Google News, the operator `allinurl:` will return articles whose titles include the terms you specify.

[The Uniform Resource Locator](#), more commonly known as *URL*, is the address that specifies the location of a file on the Internet. When using `allinurl:` in your query, do not include any other search operators. The functionality of `allinurl:` is also available through the Advanced Web Search page, under Occurrences.

author:

If you include `author:` in your query, Google will restrict your [Google Groups](#) results to include newsgroup articles by the author you specify. The author can be a full or partial name or email address. For example, [[children author:john author:doe](#)] or [[children author:doe@someaddress.com](#)] return articles that contain the word “children” written by John Doe or [doe@someaddress.com](#).

Google will search for exactly what you specify. If your query contains [[author:“John Doe”](#)] (with [quotes](#)), Google won’t find articles where the author is specified as “Doe, John.”

cache:

The query `cache: url` will display Google’s cached version of a web page, instead of the current version of the page. For example, [[cache:www.eff.org](#)] will show Google’s cached version of the Electronic Frontier Foundation home page.

Note: Do not put a space between `cache:` and the URL (web address).

On the cached version of a page, Google will highlight terms in your query that appear after the `cache:` search operator. For example, [[cache:www.pandemonia.com/flying/ fly diary](#)] will show Google’s cached version of Flight Diary in which Hamish Reid’s documents what’s involved in learning how to fly with the terms “fly” and “diary” highlighted.

define:

If you start your query with `define:`, Google shows definitions from pages on the web for the term that follows. This advanced search operator is useful for finding definitions of words, phrases, and acronyms. For example, [[define: blog](#)] will show definitions for “Blog” (weB LOG).

ext:

This is an undocumented alias for `filetype:`.

filetype:

If you include `filetype: suffix` in your query, Google will restrict the results to pages whose names end in `suffix`. For example, [[web page evaluation checklist filetype:pdf](#)]

will return Adobe Acrobat pdf files that match the terms “web,” “page,” “evaluation,” and “checklist.” You can restrict the results to pages whose names end with pdf and doc by using the `OR` operator, e.g. [[email security filetype:pdf OR filetype:doc](#)].

When you don't specify a File Format in the Advanced Search Form or the `filetype:` operator, Google searches a variety of file formats; see the table in [File Type Conversion](#).

`group:`

If you include `group:` in your query, Google will restrict your [Google Groups](#) results to newsgroup articles from certain groups or subareas. For example, [[sleep group:misc.kids.moderated](#)] will return articles in the group misc.kids.moderated that contain the word “sleep” and [[sleep group:misc.kids](#)] will return articles in the subarea misc.kids that contain the word “sleep.”

`id:`

This is an undocumented alias for `info:`.

`inanchor:`

If you include `inanchor:` in your query, Google will restrict the results to pages containing the query terms you specify in the [anchor text](#) or links to the page. For example, [[restaurants inanchor:gourmet](#)] will return pages in which the anchor text on links to the pages contain the word “gourmet” and the page contains the word “restaurants.”

`info:`

The query `info:URL` will present some information about the corresponding web page. For instance, [[info:gothotel.com](#)] will show information about the national hotel directory GotHotel.com home page.

Note: There must be no space between the `info:` and the web page URL.

This functionality can also be obtained by typing the web page URL directly into a Google search box.

`insubject:`

If you include `insubject:` in your query, Google will restrict articles in [Google Groups](#) to those that contain the terms you specify in the subject. For example, [[insubject:"falling asleep"](#)] will return Google Group articles that contain the phrase “falling asleep” in the subject.

Equivalent to `intitle:`.

`intext:`

The query `intext:term` restricts results to documents containing `term` in the text. For instance, [[Hamish Reid intext:pandemonia](#)] will return documents that mention the word “pandemonia” in the text, and mention the names “Hamish” and “Reid” anywhere in the document (text or not).

Note: There must be no space between the `intext:` and the following word.

Putting `intext:` in front of every word in your query is equivalent to putting `allintext:` at the front of your query, e.g., [[intext:handsome intext:poets](#)] is the same as [[allintext: handsome poets](#)].

intitle:

The query `intitle:term` restricts results to documents containing `term` in the [title](#). For instance, [[flu shot intitle:help](#)] will return documents that mention the word “help” in their titles, and mention the words “flu” and “shot” anywhere in the document (title or not).

Note: There must be no space between the `intitle:` and the following word.

Putting `intitle:` in front of every word in your query is equivalent to putting `allintitle:` at the front of your query, e.g., [[intitle:google intitle:search](#)] is the same as [[allintitle: google search](#)].

inurl:

If you include `inurl:` in your query, Google will restrict the results to documents containing that word in the [URL](#). For instance, [[inurl:print site:www.googleguide.com](#)] searches for pages on Google Guide in which the URL contains the word “print.” It finds pdf files that are in the directory or folder named “print” on the Google Guide website. The query [[inurl:healthy eating](#)] will return documents that mention the words “healthy” in their URL, and mention the word “eating” anywhere in the document.

Note: There must be no space between the `inurl:` and the following word.

Putting `inurl:` in front of every word in your query is equivalent to putting `allinurl:` at the front of your query, e.g., [[inurl:healthy inurl:eating](#)] is the same as [[allinurl: healthy eating](#)].

In URLs, words are often run together. They need not be run together when you’re using `inurl:`.

link:

The query `link:URL` shows pages that point to that [URL](#). For example, to find pages that point to Google Guide’s home page, enter:

[[link:www.googleguide.com](#)]

Note: According to [Google’s documentation](#), “you cannot combine a link: search with a regular keyword search.”

Also note that when you combine `link:` with another advanced operator, Google may not return all the pages that match. The following queries should return lots of results, as you can see if you remove the `-site:` term in each of these queries.

Find links to the Google home page not on Google’s own site.

[[link:www.google.com -site:google.com](#)]

Find links to the UK Owners Direct home page not on its own site.

[[link:www.ownersdirect.co.uk -site:ownersdirect.co.uk](#)]

location:

If you include `location:` in your query on [Google News](#), only articles from the location you specify will be returned. For example, [[queen location:canada](#)] will show articles that match the term “queen” from sites in Canada. Many other country names work; try them and see.

Two-letter [US state abbreviations](#) match individual US states, and two-letter Canadian province abbreviations (like NS for Nova Scotia) also work — although some provinces don't have many newspapers online, so you may not get many results. Some other two-letter abbreviations — such as UK for the United Kingdom — are also available.

movie:

If you include `movie:` in your query, Google will find movie-related information. For examples, see [Google's Blog](#).

related:

The query `related:URL` will list web pages that are *similar* to the web page you specify. For instance, [[related:www.consumerreports.org](#)] will list web pages that are similar to the Consumer Reports home page.

Note: Don't include a space between the `related:` and the web page url.

You can also find similar pages from the "Similar pages" link on Google's main results page, and from the similar selector in the Page-Specific Search area of the Advanced Search page. If you expect to search frequently for similar pages, consider installing a [GoogleScout browser button](#), which scouts for similar pages.

site:

If you include `site:` in your query, Google will restrict your search results to the site or domain you specify. For example, [[admissions site:www.lse.ac.uk](#)] will show admissions information from London School of Economics' site and [[peace site:gov](#)] will find pages about peace within the .gov domain. You can specify a domain with or without a period, e.g., either as `.gov` or `gov`.

Note: Do not include a space between the "site:" and the domain.

You can use many of the search operators in conjunction with the basic search operators `+`, `-`, `OR`, and `" "`. For example, to find information on Windows security from all sites except `microsoft.com`, enter:

[[windows security -site:microsoft.com](#)]

You can also restrict your results to a site or domain through the domains selector on the Advanced Search page.

source:

If you include `source:` in your query, [Google News](#) will restrict your search to articles from the news source with the ID you specify. For example, [[election source:new_york_times](#)] will return articles with the word "election" that appear in the New York Times.

To find a news source ID, enter a query that includes a term and the name of the publication you're seeking. You can also specify the publication name in the "news source" field in the Advanced News Search form. You'll find the news source ID in the query box, following the `source:` search operator. For example, let's say you enter the publication name Ha'aretz in the News Source box, then you click the [Google Search](#) button. The results page appears, and its search box contains [[peace source:ha_aretz_subscription_](#)]. This means that the news source ID is `ha_aretz__subscription_`. This query will only return articles that include the word "peace" from the Israeli newspaper Ha'aretz.

weather

If you enter a query with the word `weather` and a city or location name, if Google recognizes the location, the forecast will appear at the top of the results page. Otherwise, your results will usually include links to sites with the weather conditions and forecast for that location.

Since `weather` is not an advanced operator, there is no need to include a colon after the word. For example, [[weather Sunnyvale CA](#)] will return the weather for Sunnyvale, California and [[weather 94041](#)] will return the weather for the city containing the zip code (US postal code) 94041, which is Mountain View, California.

The [Google Guide Advanced Operator Quick Reference](#)

(www.googleguide.com/advanced_operators_reference.html) provides a nice summary of the search operators grouped by type. It includes search operators not yet documented by Google, e.g., [allinanchor:](#), [allintext:](#), [author:](#), [ext:](#), [group:](#), [id:](#), [insubject:](#), [intext:](#), [intitle:](#), [location:](#), and [source:](#).

Note: Google may change how undocumented operators work or eliminate them completely. If you notice problems or changes in Google's undocumented operators, please [let us know](#).

Exercises

This problem set is designed to give you experiences with search operators and practice with specifying more precisely what you're seeking by using the Advanced Search form. For hints and answers to selected problems, see the [Solutions](#) page.

1. Use the `site:` operator to search for armchairs on IKEA's site, www.ikea.com.
2. Use the Advanced Search form to find the page whose title is "Some Ways to Detect Plagiarism." When the title is entered in lowercase letters, the query box on the results page contains [allintitle: "ways to detect plagiarism"].
3. Find all pages on google.com but not on answers.google.com nor on directory.google.com whose titles include the words "FAQ" or "help."
4. Use the `link:` operator to see who links to googleguide.com, your company's website, or your favorite website.
5. Find pages whose titles include surfing that are not about surfing the World Wide Web.
6. Find out where the upcoming international conference on AIDS is being held.
7. How can you search for [google help] on Google Guide, www.googleguide.com, and on the UC Berkeley library website, www.lib.berkeley.edu?

tags (keywords): [advanced search](#), [operators](#), [queries](#), [search operators](#)

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queries results
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special characters

Part II: Understanding Results

Google strives to make it easy to find whatever you're seeking, whether it's a web page, a news article, a definition, or something to buy. After you enter a query, Google returns a results list ordered by what it considers the items' relevance to your query, listing the best match first. (Sponsored links may appear above and to the right of the search results.) This part of Google Guide describes what appears on a results page and how to evaluate what you find so you'll be better able to determine if a page includes the information you're seeking or links to it.

How Google Works

If you aren't interested in learning how Google creates the index and the database of documents that it accesses when processing a query, skip this description. I adapted the following overview from Chris Sherman and Gary Price's wonderful description of How Search Engines Work in Chapter 2 of *The Invisible Web* (CyberAge Books, 2001).

Google runs on a distributed network of thousands of low-cost computers and can therefore carry out fast parallel processing. Parallel processing is a method of computation in which many calculations can be performed simultaneously, significantly speeding up data processing. Google has three distinct parts:

- Googlebot, a web crawler that finds and fetches web pages.
- The indexer that sorts every word on every page and stores the resulting index of words in a huge database.
- The query processor, which compares your search query to the index and recommends the documents that it considers most relevant.

Let's take a closer look at each part.

1. Googlebot, Google's Web Crawler

Googlebot is Google's web crawling robot, which finds and retrieves pages on the web and hands them off to the Google indexer. It's easy to imagine Googlebot as a little spider scurrying across the strands of cyberspace, but in reality Googlebot doesn't traverse the web at all. It functions much like your web browser, by sending a request to a web server for a web page, downloading the entire page, then handing it off to Google's indexer.

Googlebot consists of many computers requesting and fetching pages much more quickly than you can with your web browser. In fact, Googlebot can request thousands of different pages simultaneously. To avoid overwhelming web servers, or crowding out requests from human users, Googlebot deliberately makes requests of each individual web server more slowly than it's capable of doing.

Googlebot finds pages in two ways: through an add URL form, www.google.com/addurl.html, and through finding links by crawling the web.

AdChoices 

**Avaya
Aura®
Conferencing**
avaya.com
Scalable
Collaboration.
The Lowest First-
Year TCO.



narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators numbers
hyphen driving directions
broadening search languages
calculator

Powered By [WordPress](#)

Google™ For Site Owners: Submit your site

[Home](#)
[All About Google](#)
[Advertise with Us](#)
[Search Solutions](#)
[Webmaster Info](#)
Submit Your Site

Find on this site:

Share your place on the net with us.

We add and update new sites to our index each time we crawl the web, and we invite you to submit your URL here. We do not add all submitted URLs to our index, and we cannot make any predictions or guarantees about when or if they will appear.

Please enter your full URL, including the `http://` prefix. For example: `http://www.google.com/`. You may also add comments or keywords that describe the content of your page. These are used only for our information and do not affect how your page is indexed or used by Google.

Please note: Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will fade out of our index on our next crawl when we update our entire index.

URL:
 Comments:

Other Options

Instant Ads on Google
 Create your own targeted ads using [AdWords](#). With credit card payment, you can see your ad on Google today.

Google AdSense for Web Publishers
 Publish ads that match your content, help visitors find related products and services — and maximize your ad revenue. [Learn more](#).

Unfortunately, spammers figured out how to create automated bots that bombarded the add URL form with millions of URLs pointing to commercial propaganda. Google rejects those URLs submitted through its Add URL form that it suspects are trying to deceive users by employing tactics such as including hidden text or links on a page, stuffing a page with irrelevant words, cloaking (aka bait and switch), using sneaky redirects, creating doorways, domains, or sub-domains with substantially similar content, sending automated queries to Google, and linking to bad neighbors. So now the Add URL form also has a test: it displays some squiggly letters designed to fool automated “letter-guessers”; it asks you to enter the letters you see — something like an eye-chart test to stop spambots.

When Googlebot fetches a page, it culls all the links appearing on the page and adds them to a queue for subsequent crawling. Googlebot tends to encounter little spam because most web authors link only to what they believe are high-quality pages. By harvesting links from every page it encounters, Googlebot can quickly build a list of links that can cover broad reaches of the web. This technique, known as deep crawling, also allows Googlebot to probe deep within individual sites. Because of their massive scale, deep crawls can reach almost every page in the web. Because the web is vast, this can take some time, so some pages may be crawled only once a month.

Although its function is simple, Googlebot must be programmed to handle several challenges. First, since Googlebot sends out simultaneous requests for thousands of pages, the queue of “visit soon” URLs must be constantly examined and compared with URLs already in Google’s index. Duplicates in the queue must be eliminated to prevent Googlebot from fetching the same page again. Googlebot must determine how often to revisit a page. On the one hand, it’s a waste of resources to re-index an unchanged page. On the other hand, Google wants to re-index changed pages to deliver up-to-date results.

To keep the index current, Google continuously recrawls popular frequently changing web pages at a rate roughly proportional to how often the pages change. Such crawls keep an index current and are known as *fresh crawls*. Newspaper pages are downloaded daily, pages with stock quotes are downloaded much more frequently. Of course, fresh crawls return fewer pages than the deep crawl. The combination of the two types of crawls allows Google to both make efficient use of its resources and keep its index reasonably current.

2. Google’s Indexer

Googlebot gives the indexer the full text of the pages it finds. These pages are stored in Google's index database. This index is sorted alphabetically by search term, with each index entry storing a list of documents in which the term appears and the location within the text where it occurs. This data structure allows rapid access to documents that contain user query terms.

To improve search performance, Google ignores (doesn't index) common words called *stop words* (such as *the, is, on, or, of, how, why*, as well as certain single digits and single letters). Stop words are so common that they do little to narrow a search, and therefore they can safely be discarded. The indexer also ignores some punctuation and multiple spaces, as well as converting all letters to lowercase, to improve Google's performance.

3. Google's Query Processor

The query processor has several parts, including the user interface (search box), the "engine" that evaluates queries and matches them to relevant documents, and the results formatter.

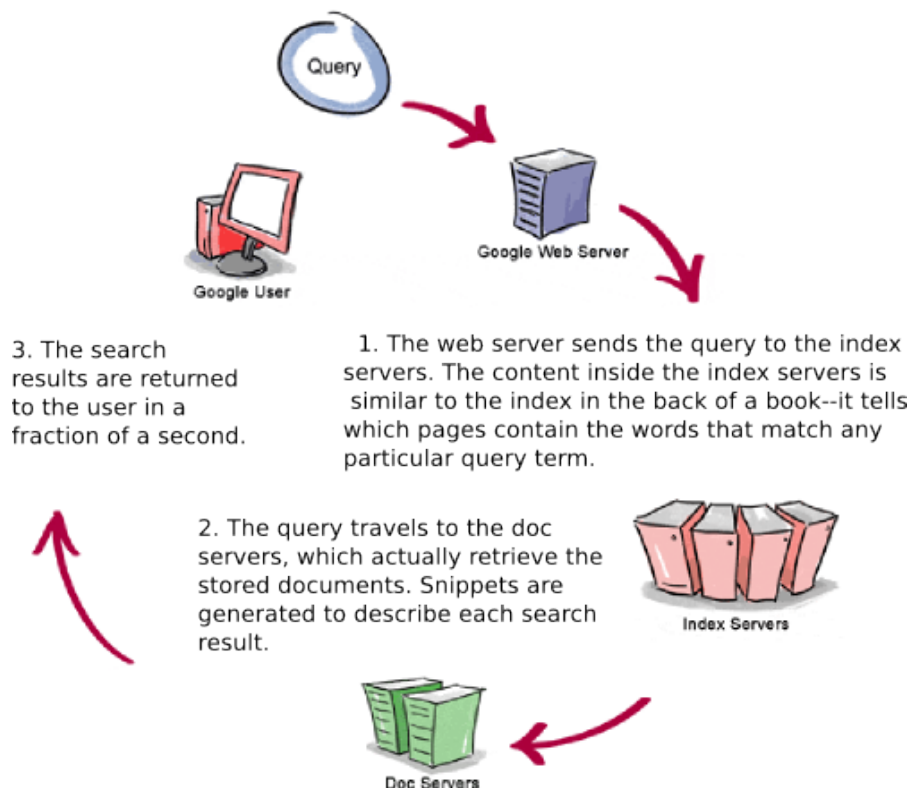
[PageRank](#) is Google's system for ranking web pages. A page with a higher PageRank is deemed more important and is more likely to be listed above a page with a lower PageRank.

Google considers over a hundred factors in computing a PageRank and determining which documents are most relevant to a query, including the popularity of the page, the position and size of the search terms within the page, and the proximity of the search terms to one another on the page. [A patent application](#) discusses other factors that Google considers when ranking a page. Visit [SEOMoz.org's report](#) for an interpretation of the concepts and the practical applications contained in Google's patent application.

Google also applies machine-learning techniques to improve its performance automatically by learning relationships and associations within the stored data. For example, the [spelling-correcting system](#) uses such techniques to figure out likely alternative spellings. Google closely guards the formulas it uses to calculate relevance; they're tweaked to improve quality and performance, and to outwit the latest devious techniques used by spammers.

Indexing the full text of the web allows Google to go beyond simply matching single search terms. Google gives more priority to pages that have search terms near each other and in the same order as the query. Google can also match multi-word phrases and sentences. Since Google indexes HTML code in addition to the text on the page, users can restrict searches on the basis of where query words appear, e.g., in the title, in the URL, in the body, and in links to the page, options offered by [Google's Advanced Search Form](#) and [Using Search Operators \(Advanced Operators\)](#).

Let's see how Google processes a query.



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For more information on how Google works, take a look at the following articles.

- Google's page on Google's Technology, www.google.com/technology/.
- How does Google collect and rank results?, www.google.com/newsletter/librarian/librarian_2005_12/article1.html.
- Google's PageRank Algorithm and How it Works, www.iprcom.com/papers/pagerank/
- Google's PageRank Explained and How to Make the Most of It, www.webworkshop.net/pagerank.html

tags (keywords): [crawling](#), [google](#), [PageRank](#), [queries](#), [results](#), [spider](#), [stop words](#), [technology](#), [URLs](#)

This page was last modified on: Friday February 2, 2007

Results Page

The results page is filled with information and links, most of which relate to your query.

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Drive Traffic to Your Website. Submit Your Site And Get Leads Now.





- **Google Logo:** Click on the Google logo to go to Google's home page.
- **Statistics Bar:** Describes your search, includes the number of results on the current results page and an estimate of the total number of results, as well as the time your search took. For the sake of efficiency, Google estimates the number of results; it would take considerably longer to compute the exact number. This estimate is unreliable.

Every underlined term in the statistics bar is linked to its [dictionary definition](#). Queries that are linked to just one definition are followed by a definition link.

- **Tips:** Sometimes Google displays a tip in a box just below the statistics bar.



- **Search Results:** Ordered by relevance to your query, with the result that Google considers the most relevant listed first. Consequently you are likely to find what you're seeking quickly by looking at the results in the order in which they appear. Google assesses relevance by considering over a hundred factors, including how many other pages link to the page, the positions of the search terms within the page, and the proximity of the search terms to one another.

Below are descriptions of some search-result components. These components appear in fonts of different colors on the result page to make it easier to distinguish them from one another.

- **Page Title:** (blue) The web page's title, if the page has one, or its URL if the page has no title or if Google has not indexed all of the page's content. Click on the page title (e.g., The History of the Brassiere - Mary Phelps Jacob) to display the corresponding page.
- **Snippets:** (black) Each search result usually includes one or more short excerpts of the text that matches your query with your search terms in **boldface** type. Each distinct excerpt or snippet is separated by an ellipsis (...). These snippets, which appear in a black font, may provide you with

- The information you are seeking
- What you might find on the linked page
- Ideas of terms to use in your subsequent searches

When Google hasn't crawled a page, it doesn't include a snippet. A page might not be crawled because its publisher requested no crawling, or because the page was written in such a way that it was too difficult to crawl.

- **URL of Result:** (green) Web address of the search result. In the screen shot, the URL of the first result is `inventors.about.com/library/weekly/aa042597.htm`.
- **Size:** (green) The size of the text portion of the web page. It is omitted for sites not yet indexed. In the screen shot, "5k" means that the text portion of the web page is 5 kilobytes. One kilobyte is 1,024 (2^{10}) bytes. One byte typically holds one character. In general, the average size of a word is six characters. So each 1k of text is about 170 words. A page containing 5K characters thus is about 850 words long.

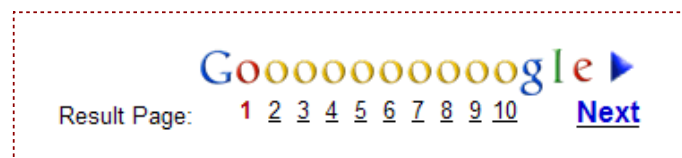
Large web pages are far less likely to be relevant to your query than smaller pages. For the sake of efficiency, Google searches only the first 101 kilobytes (approximately 17,000 words) of a web page and the first 120 kilobytes of a pdf file. Assuming 15 words per line and 50 lines per page, Google searches the first 22 pages of a web page and the first 26 pages of a pdf file. If a page is larger, Google will list the page as being 101 kilobytes or 120 kilobytes for a pdf file. This means that Google's results won't reference any part of a web page beyond its first 101 kilobytes or any part of a pdf file beyond the first 120 kilobytes.

- **Date:** (green) Sometimes the date Google [crawled](#) a page appears just after the size of the page. The date tells you the freshness of Google's copy of the page. Dates are included for pages that have recently had a [fresh crawl](#).
- **Indented Result:** When Google finds multiple results from the same website, it lists the most relevant result first with the second most relevant page from that same site indented below it. In the screen shot, the indented result and the one above it are both from the site `inventors.about.com`.

Limiting the number of results from a given site to two ensures that pages from one site will not dominate your search results and that Google provides pages from a variety of sites.

- **More Results:** When there are more than two results from the same site, access the remaining results from the "More results from..." link.

When Google returns more than one page of results, you can view subsequent pages by clicking either a page number or one of the "o"s in the whimsical "Goooooogle" that appears below the last search result on the page.



If you find yourself scrolling through pages of results, consider [increasing the number of results Google displays on each results page](#) by changing your global preferences.

In practice, however, if pages of interest to you aren't within the first 10 results, consider refining your query instead of sifting through pages of irrelevant results. To

simplify such refinements, Google includes a search box at the bottom of the page you can use to enter your refined query.

- **Sponsored Links:** Your results may include some clearly identified sponsored links (advertisements) relevant to your search. If any of your search terms appear in the ads, Google displays them in **boldface** type.
- **Spelling Corrections, Dictionary Definition, Cached, Similar Pages, News, Product Information, Translation, Book results:** Your results may include these links, which are described in the next few chapters.

Here's another screen shot of the results page in case the one at the top of this page scrolled off your screen.



For more on what's included on Google's results page, visit www.google.com/help/interpret.html.

tags (keywords): [results](#), [snippets](#), [URLs](#)

This page was last modified on: Friday February 2, 2007

Links Included with Your Results

Google may include links to the following types of information above or along side your results.

- [A Spelling Correction \(suggestion\)](#)
- [Dictionary Definitions](#)
- [Cached Pages](#)
- [Similar Pages](#)
- [News Headlines](#)
- [Product Search](#)
- [File-Type Conversion](#)
- [A Translation](#)
- [Book results](#)

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Google Gives You Free Domain and Website.
Bring Your Business Online



The shortcut links that often appear to the left of an icon are known as *OneBox results*.

tags (keywords): [google guide](#), [results](#), [summary](#)

This page was last modified on: Monday August 11, 2008

Spelling Corrections and Suggestions

Not sure how to spell something? Don't worry, try [gessing](#) or [speling](#) any way you can. In just the first few months on the job, Google engineer Noam Shazeer developed a spelling correction (suggestion) system based on what other users have entered. The system automatically checks whether you are using the most common spelling of each word in your query.

(We used to suggest that you search Google for [phonitick spewling](#). But so many Web pages added the same example that now — or, at least, when we last checked — Google no longer treats those “words” as incorrectly spelled! Google's system doesn't match words against an actual dictionary; it compares them to commonly-used words.)

Want to know the approximate value of a used car? Check out its “Blue Book” value.



Notice that Google suggests the correct spelling if you fail to type the final “e” in “blue.”

The screenshot shows a Google search interface. At the top, the Google logo is on the left, and navigation links for Web, Images, Groups, News, Froogle, and more are on the right. The search bar contains the text "blu book" and a "Search" button. Below the search bar, the text "Web" is displayed, followed by "Results 1 - 100 of about 175,000 for blu book (0.87 seconds)". A red dashed box highlights the "Did you mean: blue book" suggestion, which is circled in black. Below this, there are search results from Amazon.com and sponsored links for "Blue Book Prices".

Since an alternative spelling is more common, Google asks: Did you mean: *blue book*. Click the suggested spelling link to launch a new search on the “blue book” spelling instead of the original “blu book.”

Google's checker is particularly good at recognizing frequently made typos, misspellings, and misconceptions. It analyzes all terms in your query to recognize what you most likely intended to enter. For example, when you search for [[untied stats](#)], the spelling checker suggests Did you mean: *united states*. although each individual word is spelled correctly.

Regardless of whether it suggests an alternative spelling, Google returns results that match your query if there are any. If there aren't any that match your query, Google may offer an alternative spelling, search tips, and a link to [Google Answers](#). The last is a service that provides assistance from expert online researchers for a fee.

Google Web Images Groups News Froogle^{New!} more »
 activ listingg Search Advanced Search Preferences

Web

Did you mean: [activ listing](#)

No standard web pages containing all your search terms were found.

Your search - **activ listingg** - did not match any documents.

Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.
- Try fewer keywords.

Also, you can try [Google Answers](#) for expert help with your search.

Google Home - Advertising Solutions - Business Solutions - About Google

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Google figures out possible misspellings and their likely correct spellings by using words it finds while searching the web and processing user queries. So, unlike many spelling correctors, Google can suggest common spellings for:

- Proper nouns (names and places)
- Words that may not appear in a dictionary

People searching for Britney Spears have clearly found the spelling checker useful, as it has corrected spellings of her first name ranging from “Brittany” to “Prietny.” Visit www.google.com/jobs/britney.html to see hundreds of other ways people have misspelled her name.

Be aware that the spelling checker isn’t able to distinguish between a variant spelling and a word or name that is spelled similarly. So, before clicking on what Google suggests, check that it’s what you intended. For example, when looking up the San Francisco Bay Area web designer [Mistrale](#), Google asks: Did you mean: *Mistral*, though I spelled the name correctly.

Google Web Images Groups News Froogle^{New!} more »
 Mistrale Search Advanced Search Preferences

Web Results 1 - 100 of about 802 for Mistrale. (0.58 seconds)

Did you mean: [Mistral](#)

[Mistrale -- Creative photography, digital design, and websites for ...](#)
 [Home] [About] [Services] [Portfolio] [Contact] Copyright 2003
 Mistrale, Oakland CA. Last Modified: Sat, Oct 18, 2003.
www.mistrale.com/ - 3k - [Cached](#) - [Similar pages](#)

Exercises

The first problem gives you practice in using Google’s spelling-correction system. For hints and answers to selected problems, see the [Solutions](#) page.

1. On National Public Radio (NPR), you heard a researcher at Stanford University whose name sounded like Jeff Naumberg and want to send him email. What is Jeff’s email address?
2. From [Google’s home page](#), www.google.com, search for “french military victories” and then click on the [I’m Feeling Lucky](#) button to see Albino Blacksheep’s parody of a Google

spelling correction result.

Note: Though the page looks like a Google page, if you enter another query in the search box, it will be processed by the hosting site, listed in your browser's address box.

tags (keywords): [queries](#), [results](#), [spelling](#)

This page was last modified on: Tuesday March 13, 2007

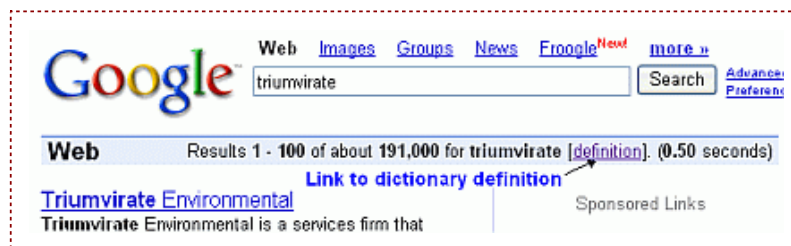
Dictionary Definitions

Want a definition for your search terms? It's just a click away.

Google looks for dictionary definitions for your search terms. If it finds any definitions, it shows those words as underlined links or includes a definition link in the [statistics bar](#) section of the results page (located below the search box showing your query). Google is able to find definitions for acronyms, colloquialisms, and slang, as well as words that you would expect to find in a dictionary.



Click on the underlined terms or the definition link in the statistics bar to link to their dictionary definition, which also may include information on pronunciation, part of speech, etymology, and usage.



For example, learn what co-founders Larry Page and Sergey Brin, and CEO Eric Schmidt mean when they say they "run Google as a triumphvirate" by clicking on the link [triumvirate](#) to look up "triumvirate" on [dictionary.reference.com](#).



triumvirate

\Tri*um"vi*rate\, n. [L. triumviratus: cf. F. triumvirat.] 1. Government by three in coalition or association; the term of such a government.

2. A coalition or association of three in office or authority, especially, the union of three men who obtained the government of the Roman empire.

Source: *Webster's Revised Unabridged Dictionary*, © 1996, 1998 MICRA, Inc.

Phrases with idiomatic meanings that aren't necessarily implied by the definitions of the individual words will be linked to their dictionary definitions, e.g., "happy hour," "put off," "greasy spoon," and "raise the roof."



If Google doesn't find a definition for a term, try using [Google Glossary](#).

Exercises

These problems give you practice in finding dictionary definitions. For hints and answers to selected problems, see the [Solutions](#) page.

1. According to the dictionary, what is an "urban legend"?
2. Find the history of the word *chivalry*. From which language does it come and from what word?
3. Does Google provide a link to dictionary for definitions of terms in languages other than English?
4. What does *zeitgeist* mean? What's on the Google Zeitgeist page www.google.com/press/zeitgeist.html?

tags (keywords): [dictionary](#), [results](#)

This page was last modified on: Tuesday March 13, 2007

Cached Pages

Google takes a snapshot of each page it examines and caches (stores) that version as a back-up. The cached version is what Google uses to judge if a page is a good match for your query.

Practically every search result includes a *Cached* link. Clicking on that link takes you to the Google cached version of that web page, instead of the current version of the page. This is useful if the original page is unavailable because of:

- Internet congestion
- A down, overloaded, or just slow website
- The owner's recently removing the page from the Web

Sometimes you can access the cached version from a site that otherwise require registration or a subscription.

Note: Since Google's servers are typically faster than many web servers, you can

often access a page's cached version faster than the page itself.

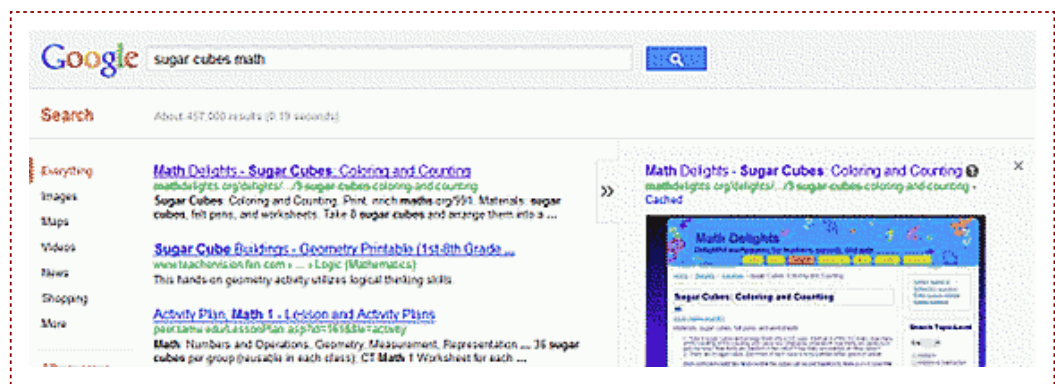
If Google returns a link to a page that appears to have little to do with your query, or if you can't find the information you're seeking on the current version of the page, take a look at the cached version.

As part of efforts to provide a clean and simple redesign of the search results page, Google moved cached and similar links within the Instant Previews. Just hover over the search result, then hover over the arrows that appear to the right of the result. Learn more about the recent changes to the Instant Preview feature:

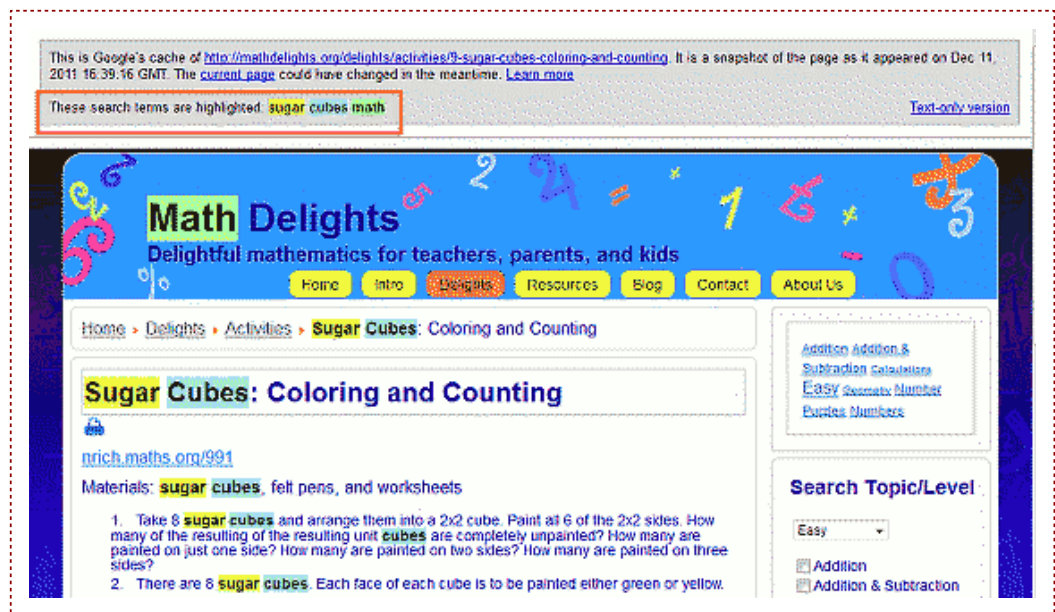
Instant Previews refresh blog post:

<http://insidesearch.blogspot.com/2011/09/choosing-result-you-want-just-became.html>

Let's search for pages on [sugar cubes math].



Click on the *Cached* link to view Google's cached version of the page with the query terms highlighted. The cached version also indicates terms that appear only on links pointing to the page and not on the page itself.



When Google displays the cached page, a header at the top serves as a reminder that what you see isn't necessarily the most recent version of the page.

The *Cached* link will be omitted for sites whose owners have requested that Google remove the cached version or not cache their content, as well as any sites Google hasn't indexed.

If the original page contains more than 101 kilobytes of text, the cached version of the page will consist of the first 101 kbytes (120 kbytes for pdf files).

You can also retrieve Google's cached version of a page via the [cache: search operator](#). For example, [[cache:www.pandemonia.com/flying/](#)] will show Google's cached version of Flight Diary in which Hamish Reid documents what's involved in learning how to fly.

On the cached version of a page, Google will highlight terms in your query that appear after the `cache: search operator`. For example, in the snapshot of the page [www.pandemonia.com/flying/](#), Google highlights the terms "fly" and "diary" in response to the query [[cache:www.pandemonia.com/flying/ fly diary](#)].

Use the [Wayback Machine](#) when you want to visit a version of a web page that is older than Google's cached version.

Exercises

These problems give you practice accessing Google's cached version of a page. For hints and answers to selected problems, see the [Solutions](#) page.

1. After Nelson Blachman received reprints of a paper he wrote for the June 2003 issue of *The Mathematical Scientist*, he wanted to discover what other sorts of papers appear in the same issue of this semiannual publication. Find a table of contents for *The Mathematical Scientist* for Nelson.
2. Compare the dates on the current page with the dates on the cached version for the following organizations:
 - o CNN
 - o New York Times
 - o Linux Magazine
 - o North Texas Food Bank

Note: Google indexes a page (adds it to its index and caches it) frequently if the page is popular (has a high [PageRank](#)) and if the page is updated regularly. The new cached version replaces any previous cached versions of the page.

3. Check the dates that the Wayback Machine archived versions of Google Guide.

tags (keywords): [cached](#), [results](#), [search operators](#), [toolbar](#)

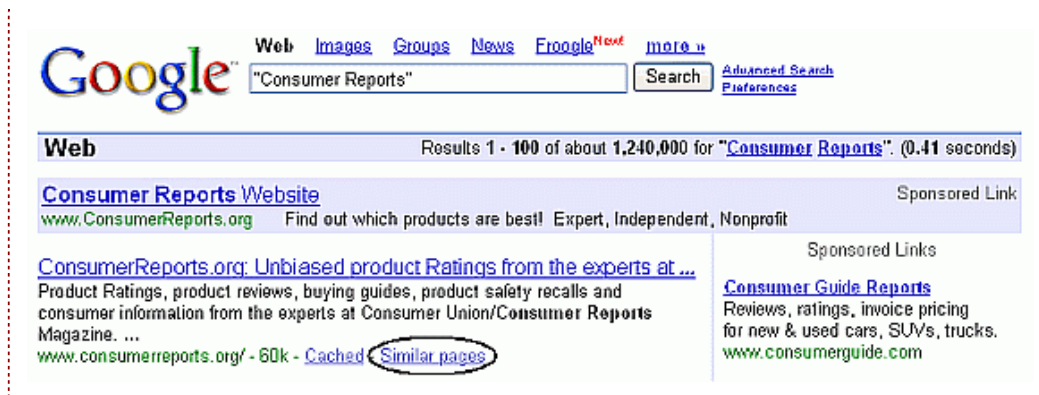
This page was last modified on: Wednesday December 28, 2011

Similar Pages

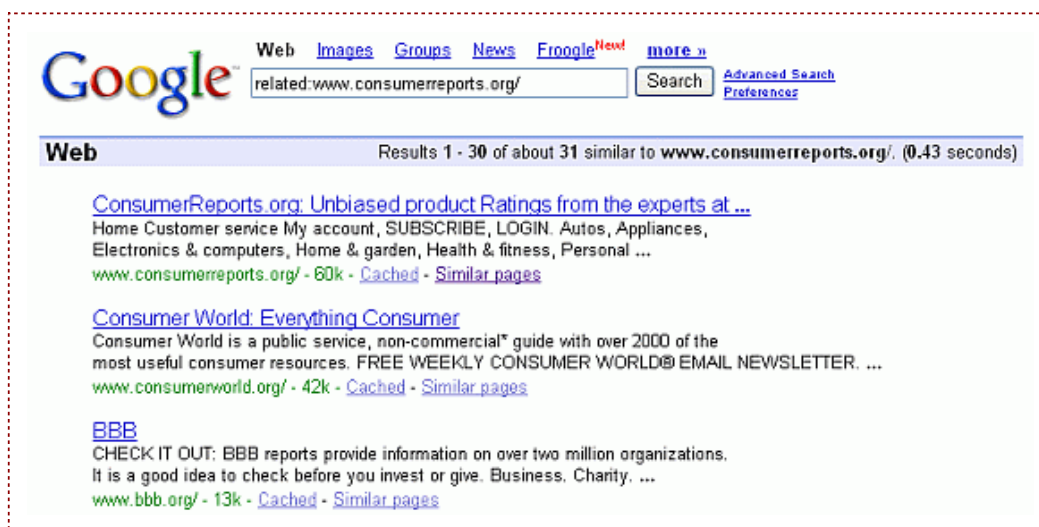
Here's how to find results similar to another Google search result. Let's say you're interested in finding sites similar to that of Consumer Reports. First, search for their site.



Click on the *Similar pages* link that appears on the bottom line for the Consumer Reports result.



The link may be useful for finding more consumer resources, or information on Consumer Reports' competitors.



You can also find similar pages by using the [Page-Specific Search selector](#) on the [Advanced Search](#) page or by using the `related:` search operator. If you expect to search frequently for similar pages, you may want to install a [GoogleScout browser button](#).

Note: The similar pages feature is most effective on pages that are popular, i.e., that are linked to from many pages.

How does Google find similar pages?

By finding other sites listed on pages that link to the specified page. Let's see how Google chooses sites similar to Google Guide. I use the `related:` search operator, which returns the same results as the *Similar pages* link.



Google [Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)

related.www.googleguide.com

Searched for pages similar to www.googleguide.com. Results 1 - 11 of about 17. Search took 0.43 seconds.

[Google Guide: Interactive Online Tutorial on Searching with Google ...](#)
 Why Take The Google Guide Tutorial? Google is so easy to use, you may wonder why you should take this online tutorial. But if you ...
www.googleguide.com/ - 19k - [Cached](#) - [Similar pages](#)

[Google Press Center: Zeitgeist](#)
 Google Zeitgeist - Search patterns, trends, and surprises according to Google. For both breaking news and obscure information alike ...
 Description: Weekly search trends and a list of the most frequently misspelled searches.
 Category: [Computers](#) > [Internet](#) > ... > [Authoring](#) > [Online Tools](#) > [Keywords](#)
www.google.com/press/zeitgeist.html - 101k - [Cached](#) - [Similar pages](#)

[Metaspy - MetaCrawler](#)
 MetaCrawler Search. Search the Search Engines. MetaCrawler Home.
 MetaSpy. What do you think of MetaSpy? Submit Your Site | Tell a ...
 Description: Displays keywords which people are currently searching for in Metacrawler. The page refreshes every...
 Category: [Computers](#) > [Internet](#) > ... > [Authoring](#) > [Online Tools](#) > [Keywords](#)
www.metaspy.com/ - 8k - [Cached](#) - [Similar pages](#)

[MEL: Internet Myths & Hoaxes](#)
 The Internet and Computers. ...
mel.lib.mi.us/internet/INET-hoax.html - 8k - [Cached](#) - [Similar pages](#)

[Web Characterization](#)
wcp.oclc.org/ - 1k - [Cached](#) - [Similar pages](#)

Now let's look at one of the sites that link to Google Guide, as it was at the time we made the screen shot above. On the Michigan State University (MSU) Libraries page, www.lib.msu.edu/sowards/home/home5.htm (shown in the screen shot below), Google Guide is listed near the top of the page just after a link to Google's Zeitgeist page, www.google.com/press/zeitgeist.html. The next three sites listed as being similar to Google Guide (Metaspy, the MEL Internet Myths and Hoaxes, and Web Characterization) are also listed on the MSU page. Google automatically selected these sites by considering many factors including the popularity of the pages containing links to Google Guide, the positions, sizes, and proximities of other links to the Google Guide link.



Web sites about using Web sites and HTML, including search

Some major search engines and portals:

- [Google](#) search engine, including [Google's University search](#) and [Zeitgeist](#) showing search (see also [Google ~Guide](#) for advanced user tips).
- [Yahoo](#) directory.
- [Altavista](#).
- [MSN Web Search](#).
- [Go.com](#), formerly Infoseek.
- [Lycos](#) search engine.

Meta-engines:

- [Dogpile](#) runs your search in a dozen major search engines at once.
- [Metacrawler](#) uses multiple engines and uses an algorithm to rank hits for relevancy.
- [Ixquick](#) has options to tap a dozen engines, or news, and picture sites.

Comparisons of search engines:

- ["How to Search the Web"](#) by Terry Gray: a guide and links to various search engines.
- [Search Engine Watch](#) has links to sites, reviews and news.
- For the voyeur: [Metaspy](#) shows live search engine activity.

Another resource for similar results is the category link that may appear just below the snippet or above your search results, which is described next. If there isn't a category link, try using Google's [Directory](#).

For more information about the *Similar pages* link, visit www.google.com/help/features.html#related.

Exercises

These problems give you practice in using Google's *Similar pages* feature. For hints and answers to selected problems, see the [Solutions](#) page.

1. Find a site that will get your name off mailing lists so that you receive less commercial advertising mail. Click on the *Similar pages* link to find other such sites.
2. What sites are similar to the [Internet Movie Database](#)?

tags (keywords): [results](#), [similar](#)

This page was last modified on: Tuesday March 13, 2007

News Headlines

When Google finds current news relating to your query, Google includes up to three headlines that link to news stories above your search results. Why at most three? So as not to push the web search results off the page.

Of course, since news by definition reports recent events, you'll see the most recent headlines about the United Nations (if there *are* any recent headlines, that is) when you enter the query [[United Nations](#)].



Google [Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [New!](#) [more »](#)

United Nations [Advanced Search](#) [Preferences](#)

Web Results 1 - 100 of about 6,100,000 for **United Nations** [definition]. (0.34 seconds)

News results for United Nations - [View all the latest headlines](#)

[Accusations over leaked Darfur report delay United Nations vote ...](#) - Daily Star - 9 hours ago
[Pakistan May Send Troops to Protect United Nations Staff in Iraq ...](#) - Bloomberg - 18 hours ago
[Islamic nations urge 'leading role' for United Nations](#) - Miami Herald (subscription) - 22 hours ago

[Welcome to the UN. It's your world.](#)
 ... here for Spanish. Copyright, **United Nations**, 2004 | [Terms of Use](#) |

For more news stories or to browse the latest headlines, visit [Google News Search](#) at [news.google.com](#), which we describe in the Part named [Services](#).

Exercises

These problems give you practice in searching for news headlines. For hints and answers to selected problems, see the [Solutions](#) page.

1. Find the latest news about Google.
2. Find the latest news on Iraq.

tags (keywords): [news](#), [results](#)

This page was last modified on: Tuesday March 13, 2007

Product Search

When Google finds products relevant to your query, above your search results, you may find up to three links to items that merchants list in Google's [Product Search](#) service.



Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more ▼](#) [Sign in](#)

Google [Advanced Search](#) [Preferences](#)

Web [Shopping](#) Results 1 - 10 of about 6,120,000 for **portable dvd player**. (0.21 seconds)

<p>Portable DVD Players Sponsored Links</p> <p>www.Staples.com Go on the Road with Portable DVD Players at Staples. Free Shipping!</p> <p>Cheap Portable Players</p> <p>www.TigerDirect.com Wide Range of Portable DVD Players Same Day Shipping, Buy Now! </p> <p>Portable Dvd.player</p> <p>www.eBay.com Looking for Portable Dvd.player? Find exactly what you want today.</p>	<p>Shop at Circuit City Sponsored Links</p> <p>Official Site. Free Shipping on orders \$24 & up or pick up in store www.circuitcity.com</p> <p>Cheap Dvd Player</p> <p>Find great deals and save! Compare products, prices & stores. www.Shopping.com</p> <p>Portable DVD Player Sale</p> <p>Get One for On-the-Go Fun! Many Sizes & Prices. Reviews, Too. www.NextTag.com/Portable-DVD-Players</p> <p>Portable Dvd Player</p> <p>Find Bargain Prices On Portable Dvd Player!</p>
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Product search results for portable dvd player

Portable DVD Player \$199.99 - Home Depot
Haier Portable DVD Player \$99.99 - Macy's
10.2" Portable DVD Player \$238.92 - PC Connection

[See portable dvd player results available through Google Checkout](#)

Amazon.com: Portable DVD Players
 Panasonic DVD-LS82 8.5" Portable DVD Player with Headrest Kit ... Coby TF-DVD8501

Product Search is also called Shopping. There are two Shopping links near the top of the screen shot above.

Exercises

These problems give you practice in searching for products.

1. Find denim jackets.
2. Find cell phones (mobile phones).

tags (keywords): [prices](#), [results](#)

This page was last modified on: Thursday March 13, 2008

File Type Conversion

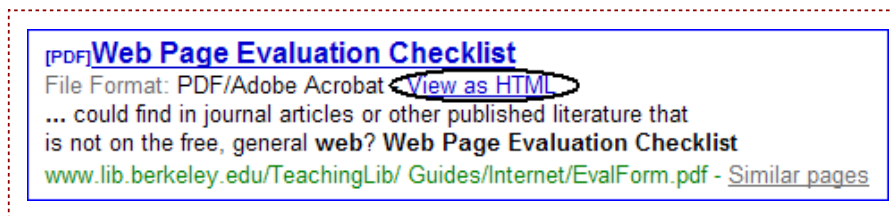
Google converts all file types it searches to either HTML or text (unless, of course, they already are in one of these formats). Google searches a variety of file formats including

File Format	Suffix	Description
Adobe Acrobat PDF	pdf	A publishing format commonly used for product manuals and documents of all sorts.
Adobe PostScript	ps	A printing format often used for academic papers.
Hypertext Markup Language	html or htm	The primary language for web pages.
Lotus 1-2-3	wk1, wk2, wk3, wk4, wk5, wki, wks, or wku	A spreadsheet format.
Lotus WordPro	lwp	A word processing format.
MacWrite	mw	A word processing format.
Microsoft Excel	xls	A spreadsheet format.
Microsoft PowerPoint	ppt	A format for presentations and slides.
Microsoft Word	doc	A common word processing format.
Microsoft Works	wks, wps, or wdb	A word processing format.
Microsoft Write	wri	A Macintosh word processing format.
Rich Text Format	rtf	A format used to exchange documents between Microsoft Word and other formats.
Plain Text	ans or txt	Ordinary text with no special formatting.

Clicking on a link to a non-HTML file will launch the associated program for reading the file, provided it's installed on your system.

If you can't view the page in the native format — for instance, if you don't have Adobe Acrobat on your computer, or if you want faster access to the file — click on either the "View as HTML" or "View as Text" link.

Note: Portions of some files converted to HTML or text may be difficult to read.



You can use the [File Format section of the Advanced Search form](#) or the [filetype: search operator](#) to restrict your results to a particular format.

For more information about file types that Google supports, visit www.google.com/help/faq_filetypes.html.

Exercises

These problems give you practice viewing files of different types. For hints and answers to selected problems, see the [Solutions](#) page.

1. Find a document with tips on job interviewing and salary negotiation that is in PDF/Adobe Acrobat format. What differences in the appearance of the document result from viewing it in its native format, Adobe Acrobat versus HTML?
2. Find a Power Point slide presentation on first aid and choking. View the presentation as HTML.
3. Find pdf or Postscript documents and course notes on symplectic geometry that are on university and other educational sites.

This problem was inspired by Julian Uscherson.

tags (keywords): [file format](#), [results](#)

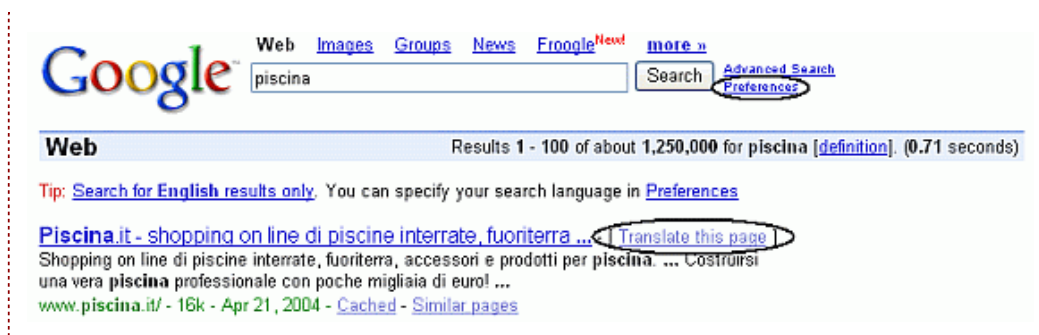
This page was last modified on: Tuesday March 13, 2007

Translation

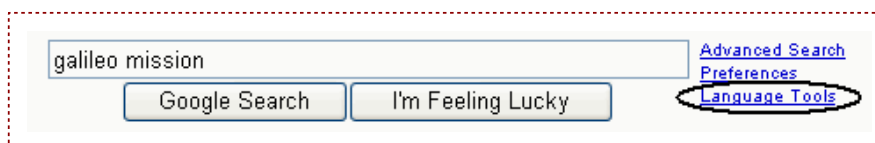
As the web has spread across the world, more and more web pages are available in languages other than English. Google provides a translation link and language tools to enable you to read pages written in unfamiliar languages.

Google translates pages by computer. Machine translation is difficult to do well and tends not to be as clear as human translation. But it can give you the gist of what's written or suggestions for translating something into another language.

Your results may include a "Translate this page" link when a results page is written in a language different from your interface language (as specified by your [Google Preferences](#), which we describe soon). Your interface language is the language in which Google displays messages and labels, buttons, and tips on Google's home page and results page. You can translate pages written in English, French, German, Italian, Portuguese, and Spanish into another language from that set.



Google's Language Tools overcome language barriers. Click on the "[Language Tools](#)" link to the right of the search box on Google's home page,



or visit www.google.com/language_tools, or select the Language Tools menu option in the [Google Toolbar](#) to:

- Search for pages written in specific languages



- Search for pages located in specific countries
- Use the Google interface in another language

That is, set Google's home page, messages and labels, and buttons to display in a specific language

- Visit Google's site in a specific country.

For example, visit www.google.de in Germany



- Translate any text or web page from a limited set of languages including English, French, German, Italian, Portuguese, or Spanish into another language in that set.

If you want to translate some text or a page into a language other than those Google Language Translation Tool offers, check out [Fagan Finder's Translation Wizard](#).

If you're interested in translating Google Guide, please use our [contact form](#) and also review Erik Hoy's [advice for Google Guide translators](#). The Danish Google Guide, [bibliotek.kk.dk/soeg_bestil_forny/googleguide](#), is available through the Copenhagen Central Library's website. You can find a Hebrew version of Google Guide at [www.googleguide.co.il/](#).

Exercises

These problems give you practice with translating words, pages, and results, and with finding pages in specific countries. For hints and answers to selected problems, see the [Solutions](#) page.

1. Find out about municipal swimming pools that you can use when visiting Naples. *Hint:* Find the Italian words for "municipal swimming pools Naples" and then search for them on pages in Italy. You can use your browser's Copy and Paste features to transfer the Italian words from one screen to another.
2. Find the name of the mayor of Montpellier, France, by searching the city website *montpellier.fr*. It may help to know the French word for "mayor."
3. Translate "I wish to mail a package. Where is the nearest post office? Thank you." into Spanish.
4. Find listings or photos of old books at the national library of Spain. *Hint:* Translate the two unrelated phrases "old books" and "national library Spain" separately; otherwise, the translation software may try to make them into a sentence (and add "noise" words).
5. Restrict your search to France and search for pages in English on the war in Iraq.

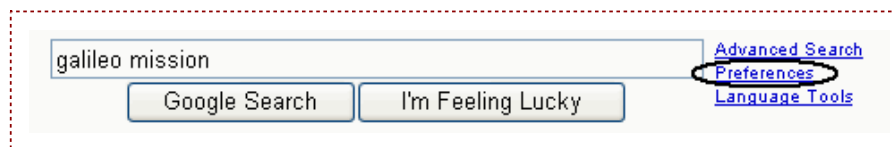
tags (keywords): [languages](#), [preferences](#), [results](#), [translation](#)

This page was last modified on: Tuesday March 13, 2007

Customizing Your Results: Preferences

Whenever I run a new piece of software, ... I [first] ... look at the program's 'preferences' panel. By clicking through the options, I rapidly learn what a program can do and what its shortcomings are. Google is no different. — Simson Garfinkel, [Getting More from Google, Technology Review, June 4, 2003](#)

You can customize the way your search results appear by configuring your Google global preferences, options that apply across most Google search services. To change these options, click on the [Preferences](#) link, which is to the right of Google's search box, or visit [www.google.com/preferences](#).



From the Preferences page, specify your global preferences, including

- [Interface Language](#): the language in which Google will display tips, messages, and buttons for you
- [Search Language](#): the language of the pages Google should search for you
- [SafeSearch](#): automatic filtering and blocking of web pages with explicit sexual content
- [Format](#): Show results in different formats — for instance, on a mobile phone or PDA.
- [Number of results](#): how many search results are to be displayed per page
- [Results window](#): when enabled, clicking on the main link (typically the page title) for a result will open the corresponding page in a new window

- **Subscribed Links:** You can choose additional search providers — for instance, a nutrition database and various online dictionaries. Google will search those providers if your query relates to them.

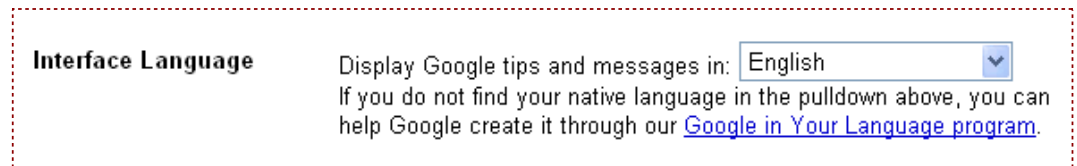
When you set your preferences, Google [stores your settings in a “cookie”](#) on the computer you are using. Google doesn't associate that cookie with any other computer you use. So, if you want Google to work similarly on all the computers and browsers you use, you will need to set these preferences on each one of them.

Note: After setting your preferences, remember to [save your preferences](#).

1. Interface Language

The set of languages in which you want to allow messages and labels, text on buttons, and tips to be displayed. Your choice of interface languages is *much* larger than the “translate” set of languages (those that can be translated into your interface language). It includes relatively obscure languages, such as Catalan, Maltese, Occitan, and Welsh; designed languages like Interlingua and Esperanto; and frivolous languages such as Bork, bork, bork!, Hacker, and Pig Latin.

The interface language is configured on the Preferences page. The pull-down menu allows you to choose from over 80 languages.



Note: If you don't find your preferred language in the list, you can volunteer to translate Google's help information and search interface into that language via the [Google In Your Language program](#).

If you set your interface language to Greek, message and text on links, tabs, and buttons will be displayed in Greek.



If you select an interface language other than English, when using Google Web search you will be given the option of searching the entire web or just pages written in your interface language. For example, with French as the interface language the search box looks like this:



Note: Most non-English Google home pages have a “Google.com in English” link in case you can’t read the rest of the page.

2. Search Language

By default, Google Web search includes all pages on the Web. You can choose to restrict your searches to those pages written in the languages of your choice by setting the search language.

Search Language

Search for pages written in any language ([Recommended](#)).

Search only for pages written in these language(s):

<input type="checkbox"/> Arabic	<input type="checkbox"/> English	<input type="checkbox"/> Indonesian	<input type="checkbox"/>
<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Estonian	<input type="checkbox"/> Italian	<input type="checkbox"/>
<input type="checkbox"/> Catalan	<input type="checkbox"/> Finnish	<input type="checkbox"/> Japanese	<input type="checkbox"/>
<input type="checkbox"/> Chinese (Simplified)	<input type="checkbox"/> French	<input type="checkbox"/> Korean	<input type="checkbox"/>
<input type="checkbox"/> Chinese (Traditional)	<input type="checkbox"/> German	<input type="checkbox"/> Latvian	<input type="checkbox"/>

If you want to restrict results to a single language for a few queries, consider using Google’s [Language section of the Advanced Search page](#).

3. SafeSearch Filtering

Google’s SafeSearch filters out sites with pornography and explicit sexual content. Moderate filtering, the default, is set to exclude most explicit images from Google Image search results but not Google Web search or other Google search services.

SafeSearch Filtering

[Google’s SafeSearch](#) blocks web pages containing explicit sexual content from appearing in search results.

Use strict filtering (Filter both explicit text and explicit images)

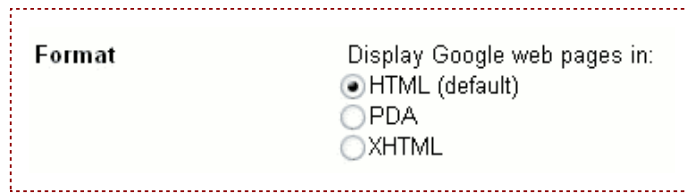
Use moderate filtering (Filter explicit images only - default behavior)

Do not filter my search results.

Google’s philosophy is to filter no more than necessary, i.e., as little as possible. Google considered adding the capability to filter other controversial content besides pornography, e.g., hate speech, anarchy, bomb making, etc. But these are much more difficult to filter automatically. For example, if you try to filter hate speech, you may filter out sites that discuss hate speech.

4. Format

Various browsers, mobile (cell) phones, and other devices have different formatting requirements. Your Preferences page may give you a choice of format:



Format

Display Google web pages in:

HTML (default)

PDA

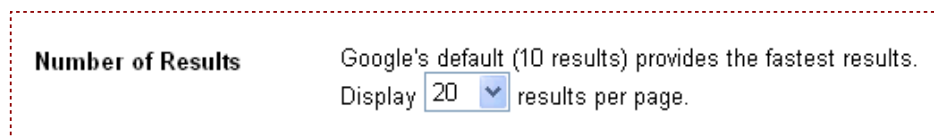
XHTML

5. Number of Results

The most important setting, located near the bottom of the page, is “Number of Results.” By default, Google returns just 10 results for a search. Since Google’s search algorithms are so accurate, this default saves Google both computer resources and downloading time. But I always increase the default to 100. Although such searches take a little longer to download (especially over a dial-up connection), getting back 100 results saves me time when I’m searching for anything out-of-the-ordinary; it’s much faster to scroll through a Web page than to manually click through 10 pages of intermediate results.

– Simson Garfinkel, [Getting More from Google, Technology Review, June 4, 2003](#) (MIT’s Alumni magazine)

You can increase the number of results displayed per page to 20, 30, 50, or 100. The more results displayed per page, the more likely you are to find what you want on the first page of results. The downside is that the more results per page, the more slowly the page loads. How much more time it takes depends on your connection to the Internet.



Number of Results

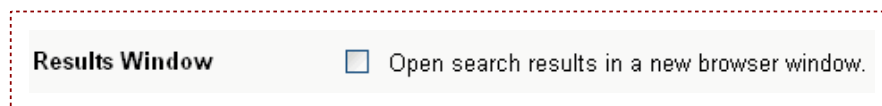
Google's default (10 results) provides the fastest results.

Display results per page.

The Number-of-Results setting applies to Google’s Web, Groups, News, Product Search, and Directory search services. It does not apply to Images and Answers.

6. New Results Window

After you set the Results Window option on the Preferences page, when you click on the main link (typically the page title) for a result, Google will open the corresponding page in a new window.



Results Window

Open search results in a new browser window.

You can display the contents of the associated page in a new window:

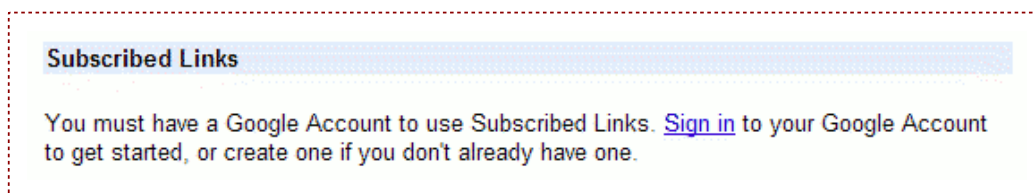
- In Internet Explorer, hold down the **SHIFT** key while you click on the link, or press the right mouse button and select Open a New Window after clicking on the link.
- In Firefox or Netscape, with a three-button mouse, simply click your mouse’s middle button on the link that you wish to display in a new window (this can be configured in the browser’s Preferences or Options section). If your mouse has two buttons and a center scroll wheel, the scroll wheel may also act as a middle button when you press down on it.

With a two-button mouse, press the right mouse button and select [Open Link in New Window](#) after clicking on the link.

7. Subscribed Links

Subscribed Links let you add information created by providers you trust to your [search results](#) pages. Whenever you search Google in an area of their expertise, the fourth search result will show information from those providers.

Your list of providers is stored in your [Google account](#). If you aren't signed in to your account, the Preference page will remind you:



There's more information about Subscribed Links in Google's [Subscribed Links help](#) page.

8. Cookies and their Effect on Preferences

Google stores your preferences with a *cookie* in your computer. Among other things, this means:

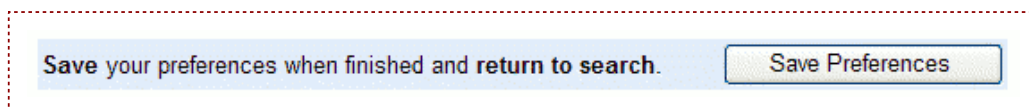
- If you use more than one computer and/or more than one browser, you'll need to set your Google preferences on each one.
- If your browser is set to deny cookies, your preferences can't be saved.
- If you use "cleanup" software that removes cookies, it may remove your Google preferences.

So, if Google seems to "forget" your preferences settings, look into what's happening with your cookies. As of this writing, the Mozilla and Firefox web browsers have especially flexible cookie management — including site-by-site cookie preferences and a scrollable list of all saved cookies.

You'll find more about cookies and how to control them in the pages [Tracking](#) and [Cookies](#).

9. Saving Your Preferences

If you want to save the preferences you've set, remember to click the Save button at the top or bottom of the page:



Or, to ignore any changes you've made, simply navigate away from the Preferences page. (For instance, click on one of the links at the top of the page, like Images or News.)

Exercises

These problems give you practice in changing preferences. After you've changed your preferences, run a couple of searches. For hints and answers to selected problems, see the [Solutions](#) page.

1. Change your preferences to display 20 results per page.
2. Change your preferences to use strict filtering, i.e., filter both explicit text and explicit sexual content.

3. Set your preferences to open search results in a new browser window.
4. Configure your preferences to suit your needs.
5. If you would like to have more than one set of preferences on your computer, e.g., one of searching French language sites and to search all sites, then find tools for enabling you to specify more than one set of preferences using more than one cookie.

(For instance, the Mozilla browser allows you to have multiple “profiles,” each with its own set of cookies. You can also install more than one type of browser on the same computer. Both of these methods let you have more than one “identity” at the same time on the same computer.)

tags (keywords): [accounts](#), [cookies](#), [language](#), [preferences](#), [results](#), [safe search](#)

This page was last modified on: Thursday August 21, 2008

Tracking

One of Google's [corporate philosophies](#) has always been not to “do evil.” Google's [Privacy Policy Highlights](#) explain more. (You'll also find a link to their complete Privacy Policy on that page.)

Whether you trust Google or not, it's good to know something about how Google tracks you. What does Google do to remember your [Preferences](#)? When does Google record personal information like your name and your email address? And how far can you go to protect yourself without losing Google's services? We won't try to answer all of those questions thoroughly or in detail — after all, this is a guide to Google, not to computer security. We'll hit the highlights, though: enough information to help you understand something about what's going on inside your browser and on Google's servers.

Cookies vs. Accounts

Let's start with an overview of two main ways Google can keep track of you: by storing cookies on your web browser(s) and by asking you to sign up for a Google Account. Two following pages, [Google Accounts](#) and [Controlling Cookies](#), have details.

- A [cookie](#) is a piece of data that's exchanged by a server (say, Google's server) with a web browser that's using its web pages. A cookie lets a web server track information about a particular web browser.

For instance, a web server could store a cookie to help it track all of the web pages visited by you (actually, *by your browser* — including any other people who use the browser on your computer).

Browsers can store many different cookies at the same time. You can control which cookies are set and how long they're kept.

- A Google Account holds some or all of the information about yourself that you've provided to Google at some time — such as your email address and your name. This information is maintained on Google's servers. It gives you access to some Google Services, such as your personal shopping wishlist for [Product Search](#).

Google doesn't require accounts for most of its services. The exception is services where identifying you is important — like sending messages with [Google Groups](#) or [Gmail](#).

tags (keywords): [accounts](#), [cookies](#), [preferences](#)

This page was last modified on: Monday August 11, 2008

Google Accounts

[Google Home](#) | [Sign In](#)





Google Accounts

Access Google services with your Google Account.

A Google Account is the key that unlocks the world of Google. [Learn more.](#)

With just your email address and chosen password, you can access numerous Google services, including:

- 
[Gmail](#)
 A Google approach to email
- 
[Google Alerts](#)
 Receive news and search results via email
- 
[Froogle Shopping List](#)
 Shop smarter with wishlists of your favorite products
- 
[Google Groups](#)
 Create mailing lists and discussion groups
- 
[Personalized Search](#)
 Get the search results most relevant to you

Do you already use any of these services?
 If so, you already have a Google Account. You can sign in on the right.

Google Accounts

Email:

Password:

Remember me on this computer.

[Forgot your password?](#)

Don't have a Google Account?

[Create an account now](#)

A Google Account is free of charge. The easiest way to get one is by visiting [. There you'll be asked for information like your email address and a password.](#)

Note: If you're planning to get a [Gmail](#) account, and you'd like to use your Gmail address as your primary email address, you should sign up with Gmail first. Then your Gmail address can automatically become the email address for your Google Account. In fact, signing up for Gmail gives you a Google Account automatically.

Once you have a Google Account, you can tell Google who you are by signing in to the account. You'll find a "Sign In" box at the top right-hand corner of many Google screens. You can also sign in from the home page of services like Gmail and Groups, as well as from the Accounts page shown above.

When you're done with your Google account, you can simply go on with your business. You can also close your browser. If you've checked the "Remember me on this computer" box (see the example above), Google will set a cookie in your browser so that, the next time you open your browser and go to a Google page, Google's server will sign you in automatically.

tags (keywords): [accounts](#), [cookies](#), [preferences](#)

This page was last modified on: Tuesday May 1, 2007

Cookies

As we said in our earlier introduction, [Tracking](#), a cookie is a bit of data from a web server. (Think of “fortune cookies” you might get after a Chinese meal, with little bits of wisdom inside each one.) Each web browser keeps its own set of cookies. So, if you use several computers — or several different web browsers on the same computer — each of those browsers has a different set of cookies in its “cookie jar” (actually, in the computer’s memory and/or disk).

So, for example, if you set your Google preferences on a particular browser, Google’s web server can set a cookie in that browser to maintain your preferences on that browser. But if you go to another computer, those preferences you just set on the previous computer won’t be set here because Google’s server can’t know that it’s you on that other computer. (Google has no idea where you are in a room.)

It’s possible for a web server to associate cookies with other information you enter. It won’t always do that, but it can — and often does. For instance, if you have an account and you sign in, then the web server will know who you are and that you’re using *this* browser. Then the web server may set cookies on that browser to “remember” that you’re using it and keep track of what you’re doing. A company’s privacy policy may explain what it stores in any cookies it sets.

Remember that, unless you have a Google Account and you sign in, Google can’t track you as a person. It can only track what’s happened on the particular browser you’re using at the moment. (This is true of other web servers, too: not just Google’s.)

You can remove the cookies from your browser by using cookie management programs or by using controls built into your browser itself. You can also prevent cookies from being set in the first place. Doing so can help to preserve your privacy, but you can also lose the advantages of cookies — such as being able to set preferences.

How Long Do Cookies Last?

Each cookie has a name and an expiration date. When a web server sends a cookie, it asks your browser to keep that particular cookie until a certain date and time. These dates can be:

- **Some date in the future.** This might be a few minutes or a few hours from now (to track something like your shopping cart in an online store). Or the cookie might expire many years in the future — which means the server wants to keep track of your browser for a long time.
- **When you close your browser.** This is called a *session cookie*. The next time you start your browser, the session cookies from the previous session will have vanished.
- **Some date in the past.** This is how the server asks a browser to remove a previously-stored cookie.

As we’ll see in a moment, Google uses a mixture of session cookies and longer-term cookies.

Most web browsers let you prevent a web server from setting cookies. Add-on software can also control cookies. The most sophisticated browsers, such as [Firefox](#), give you a lot of control over cookies.

Your browser probably has a way to remove some or all stored cookies. Doing that will stop most (but not all) tracking that a web server can do. But, of course, you’ll lose the benefits of permanent cookies. For instance, if you have a Google Account, you’ll probably have to sign in again before you use a personalized Google service like Gmail.

If you’re concerned about privacy but also want the advantages of cookies, some browsers have a good compromise: treating some or all cookies as session cookies. That is, if a server asks to store a cookie until next year, your browser can store it as a session cookie instead.

That’s enough, we hope, to give you an idea of what Google is doing “behind the scenes” in your web browser and on their servers. It’s far from everything there is to know, though! If you’d like to know more, please check the website’s privacy policy and some good references about Web

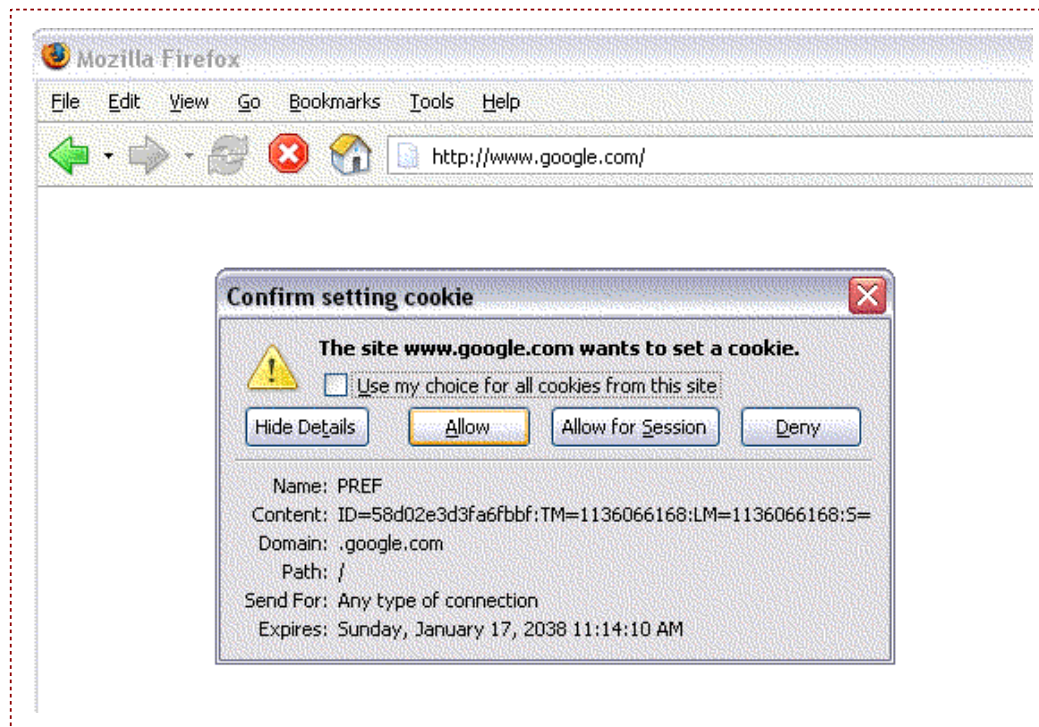
security.

Cookie Examples

You can configure the Firefox browser to let you control each cookie and to see details about each of the stored cookies. Let's use it to show a few examples of Google's use of cookies.

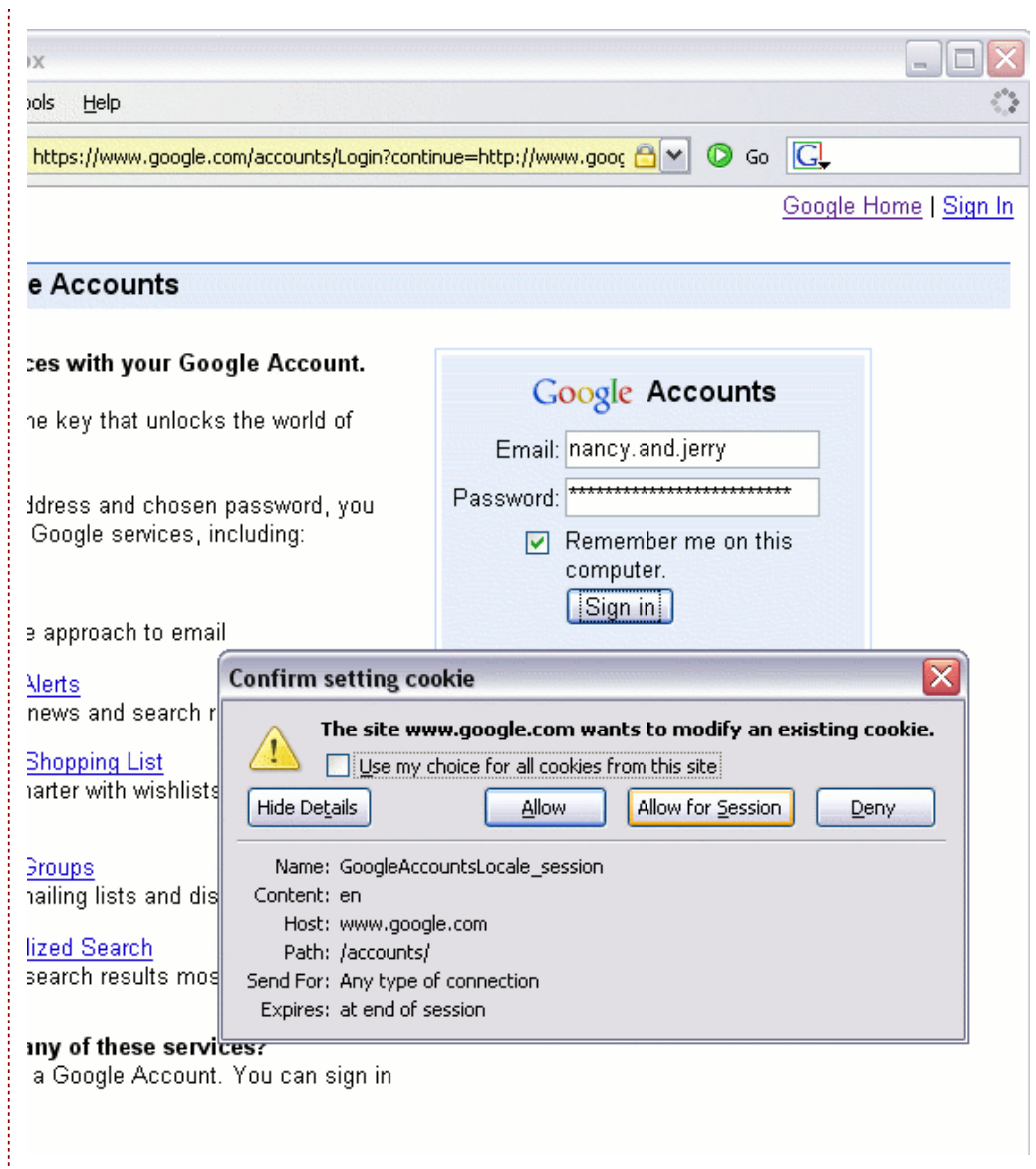
Note: This section is for people who are interested in more technical details of setting cookies. If you aren't, please skip ahead to the next chapter.

We'll start by opening Firefox to a blank page and entering `www.google.com` as the URL. We've configured Firefox to ask before setting each cookie, and we've also just used its "Clear privacy data" command to erase all old cookies. As soon as we go to `www.google.com`, the server asks to set a cookie:

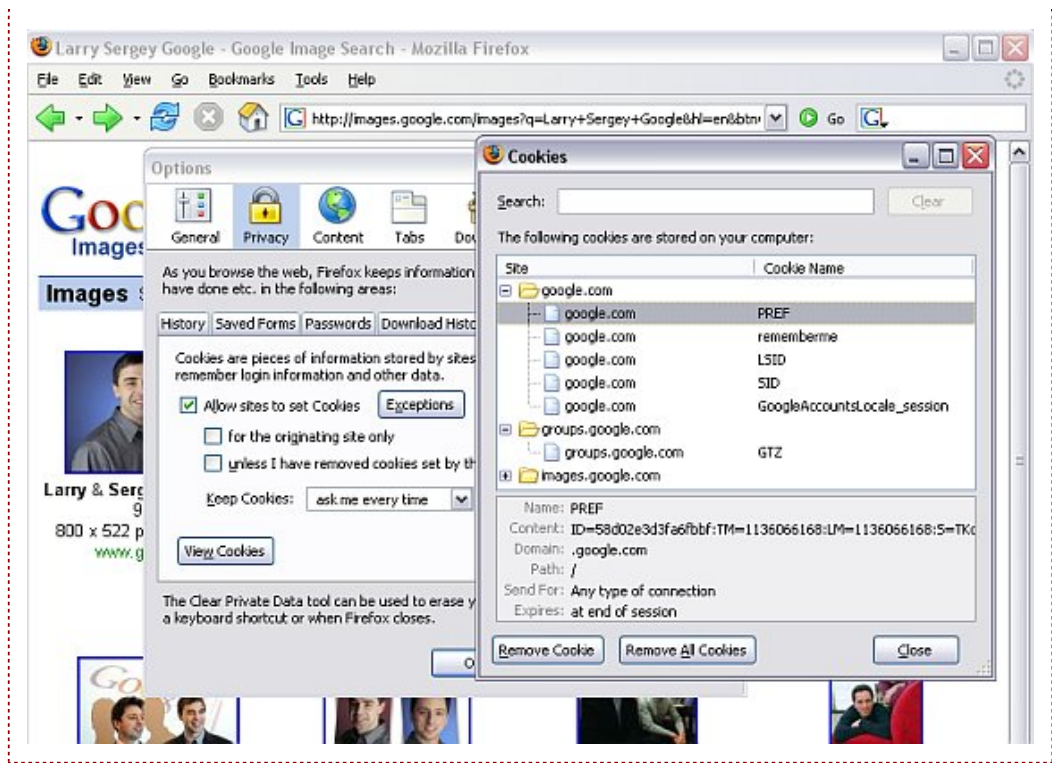


Notice that the server wants the cookie to expire in the year 2038 and that the cookie's name is PREF. (This may be where the server "remembers" our Google preferences.) We click the [Allow for Session](#) button, which tells Firefox to erase the cookie when we quit the browser. We could also have denied the cookie, though, to see what might happen next. It's likely that Google will work fine with almost all cookies denied — except the cookie(s) that keep your Google Account settings.

Later, after doing some searches, we decide to sign in. Clicking the [Sign in](#) button brings up another [Confirm setting cookie](#) dialog. This time, the server wants to modify a cookie that it set earlier named `GoogleAccountsLocale_session`. The cookie will expire at the end of the browser session. In this case, we agree. (We could also have chosen "Use my choice for all cookies from this site" if we didn't want to answer any more questions about `www.google.com`.)



After more searches, we open the Firefox Options dialog to look at the stored cookies. (That's the little right-hand window in the next screen shot.) Google has set several cookies by now: five for www.google.com, one for groups.google.com, and at least one more for images.google.com. Clicking on one of the cookies shows that it's the PREF cookie set two screen shots previous. You generally won't need to get to this level of detail — but it is possible to, say, remove the stored cookies from a server so that server can't "remember" you.

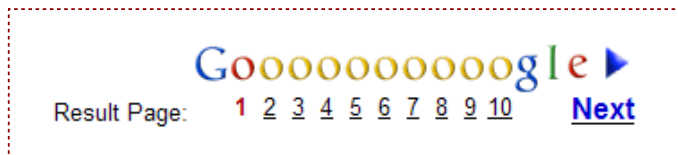


tags (keywords): [accounts](#), [cookies](#), [preferences](#)

This page was last modified on: Tuesday May 1, 2007

Last Results Page

Though the statistics bar may estimate that more than 1000 results match your query, Google doesn't serve more than 1000 results for any query. You can get to the 1000th or last result by setting your [Preferences to display 100 results/page](#) and clicking on the highest number or last "o" at the bottom of the results page.



Alternatively, you can specify a [URL](#) (web address) with the results that you want Google to display. Request results 900-999 for the query [[googleguide](#)] with the URL

<http://www.google.com/search?q=googleguide&num=100&start=900>

If there aren't 900 results, Google will display the last page of results. If you value of the variable start and min(num, 100) (the minimum value of the variable num and 100) add up to more than 1000, Google will display the following error message:

Sorry, Google does not serve more than 1000 results for any query.

tags (keywords): [preferences](#), [results](#)

This page was last modified on: Friday February 2, 2007

Ads

Some search engines sell their search results, in addition to showing ads. A sold result means that a link to the buyer's page is put at or near the top of the results page, just as if the search engine thought it was one of the best results. Usually, there is no indication that the page's result location was bought and paid for.

Google *never* sells its search results. If a web page appears in Google's search results, it's because Google thought it was a relevant result for your search, not because someone paid Google to put it there.

Google's approach to ads is similar to its approach to search results: the ads must deliver useful links, or the ads are removed.

- Ads must be relevant to your search.
- Ads must not intrude, distract, or annoy (no pop-up or flashy ads).
- Sponsored links are clearly identified and kept separate from search results.
- At most, three sponsored links appear above Google's search results.

You can distinguish ads by their format and the label "Sponsored Link." Ads contain a title, a short description, and a web address (URL).

The screenshot shows a Google search for "online matchmaking". The search bar contains the text "online matchmaking" and a "Search" button. Below the search bar, the results are displayed under the heading "Web". The results include several organic search results and sponsored links. The organic results are:

- Online Matchmaking** (Sponsored Links): www.americansingles.com View Millions of Profiles & Photos. Meet the Perfect Match in Your Area
- eHarmony.com** (Sponsored Links): www.eharmony.com Real **matchmaking** based on science of compatibility. Affiliate.
- Match.com: Millions of possibilities to meet your match**: match.com. Dating Friends. I am a Man. seeking Men. Men. between 18 ... www.match.com/ - 33k - Apr 21, 2004 - [Cached](#) - [Similar pages](#)
- TradeHolding.com - International B2B Network**: **Matchmaking** Professional version also available >> read more "Matchmaking" is the perfect solution to start an online dating service. ... www.tradeholding.com/solutions3.html - 6k - [Cached](#) - [Similar pages](#)

The sponsored links are:

- Great Expectations Dating** (Sponsored Links): The Nation's Premier Dating Service Get Your Free Profile Review Today www.great-expectations.net
- Dating Community** (Sponsored Links): Browse Profiles & Create Your Own

A red dashed box highlights the sponsored links section. A red arrow labeled "AdWords" points to the sponsored links section.

Advertisers decide which queries their ads should match, and then Google decides on placement, i.e., which ads to show and in what order. Google determines placement by an auction; the auction not only considers what the advertiser will pay for the ad, but also its click-through rate, i.e., how often users click on the ad. If users often click on an ad, Google will likely place the ad higher up on the results page. If the click-through rate of an ad falls below a certain level, indicating an ad isn't relevant to the query, Google removes the ad.

For the most part, you'll find advertisements pertinent to your query. However, Google's automatic matching to words on a page sometimes places an ad inappropriately. For example, in September of 2003, adjacent to a New York Post article about a gruesome murder in which the victim's body parts were stashed in a suitcase, Google listed an ad for suitcases. Since that incident, Google has improved its filters and automatically pulls ads from pages with disturbing content. So Google is unlikely to make another *faux pas* on a par with this one.

Some web pages display ads provided by Google's AdSense service. The hosting website and Google share the amount an advertiser pays when a user clicks on an ad, which varies between US\$0.01 and US\$50.00. Web publishers typically place Google AdSense ads near the top, on the right, or on the left side of a page to catch your attention. We've included such an ad at the top of this page.

Personal Web Page Search Looking for Personal Web Page? Here's Guide for Personal Web Page. SuperiorWebSearch.com	Online Video Advertising First Auction-Driven Video Network Sign Up Free. 10 Million+ Ads/Day www.SpotXchange.com	Translator Services Get Language Translator tools for any language. www.ServiceTranslations.info	Senior Advertising Print Media Advertising for Seniors Over 145 Million circulation avail www.echo-media.com
Ads by Google		Advertise on this site	

For why Google sells advertising and not search results, visit

www.google.com/honestresults.html.

For more information on Google's advertising programs, visit www.google.com/ads/.

For what to do if you find a pop-up ad on Google, visit www.google.com/help/nopopupads.html.

Exercises

For hints and answers to selected problems, see the [Solutions](#) page.

- How many sponsored links (ads) appear on the first search-results page with the answer to the following questions?
 - Where can you stay in central London at a moderate price?
 - What's going on with NASA's Mars Exploration Program?
- Click on several interesting sounding AdSense ads.
- If you have a website, sign up for an AdWords account so that you can purchase ads to bring users to your site.
- If you have a website, sign up for an AdSense account so that you can generate revenue from advertising on your site.

tags (keywords): [ads](#), [results](#)

This page was last modified on: Sunday August 24, 2008

Evaluating What You Find

Google's web-page-ranking system, [PageRank](#), tends to give priority to better respected and trusted information. Well-respected sites link to other well-respected sites. This linking boosts the PageRank of high-quality sites. Consequently, more accurate pages are typically listed before sites that include unreliable and erroneous material. (The various [browser toolbars](#) can show you the PageRank of the page you're currently browsing.) Nevertheless, evaluate carefully whatever you find on the web since anyone can

- Create pages
- Exchange ideas
- Copy, falsify, or omit information intentionally or accidentally

Many people publish pages to get you to buy something or accept a point of view. Google makes no effort to discover or eliminate unreliable and erroneous material. It's up to you to cultivate the habit of healthy skepticism. When evaluating the credibility of a page, consider the following AAOCC (Authority, Accuracy, Objectivity, Currency, Coverage) criteria and questions, which are adapted from www.lib.berkeley.edu/ENGL/eval_criteria.html.

Authority

- Who are the authors? Are they qualified? Are they credible?
- With whom are they affiliated? Do their affiliations affect their credibility?
- Who is the publisher? What is the publisher's reputation?

Accuracy

- Is the information accurate? Is it reliable and error-free?

- Are the interpretations and implications reasonable?
- Is there evidence to support conclusions? Is the evidence verifiable?
- Do the authors properly list their sources, references or citations with dates, page numbers or web addresses, etc.?

Objectivity

- What is the purpose? What do the authors want to accomplish?
- Does this purpose affect the presentation?
- Is there an implicit or explicit bias?
- Is the information fact, opinion, spoof, or satirical?

Currency

- Is the information current? Is it still valid?
- When was the site last updated?
- Is the site well-maintained? Are there any broken links?

Coverage

- Is the information relevant to your topic and assignment?
- What is the intended audience?
- Is the material presented at an appropriate level?
- Is the information complete? Is it unique?

Search for [[evaluate web pages](#)] or [[hints evaluate credibility web pages](#)] to find resources on how to evaluate the veracity of pages you view.

For a printable form with most of the questions that you will probably want to ask, visit www.lib.berkeley.edu/TeachingLib/Guides/Internet/EvalForm.pdf. If you're unable to view PDF files, you can get a free PDF viewer from Adobe by visiting www.adobe.com/products/acrobat/readstep2.html. For more information on evaluating what you find, visit www.lib.berkeley.edu/TeachingLib/Guides/Internet/Evaluate.html.

Exercises

Find documents on the web that provide the answers to the following questions. What's your level of comfort with the referring site(s) and why? For hints and answers to selected problems, see the [Solutions](#) page.

1. Is it true that if you touch a cold halogen light bulb with clean fingers, you will shorten its lifespan?
2. Are 75% of Americans chronically dehydrated? Find opposing points of view.
3. Are you less likely to get dental cavities if you drink fluoridated water?
4. Is clumping kitty litter a major health hazard to cats?
5. What are the benefits and drawbacks of a flu (influenza) shot?
6. Does microwaving food in plastic containers or plastic cling wrap release harmful chemicals into the food? Check whether this is an urban legend.

Want more experience assessing the authenticity and integrity of some websites? Try the exercises listed on www.lib.berkeley.edu/TeachingLib/Guides/Internet/EvaluateWhy.html.

tags (keywords): [results](#)

This page was last modified on: Tuesday March 13, 2007

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For Google tips, tricks, & how Google works, visit [Google Guide](http://www.GoogleGuide.com) at www.GoogleGuide.com.

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! GoogleGuide making searching even easier

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- Favorite Features (14)
- Part I: Query Input (19)
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Part III: Search Tools

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- 2. Making Google Easier with Google Tools
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- 4. Shortcut: Calculator
- 5. Shortcut: Phone Numbers and Addresses
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- 7. Shortcut: Stock Quotes
- 8. Shortcut: Definitions (Google Glossary)
- 9. Shortcut: Travel Conditions
- 10. Shortcut: Search by Number

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- Google Guide Tags
- Games: Where Did They Come From?
- Exercises/Solutions

Google Blogs, etc.

- Google in the news
- Google Press Releases
- Google-Friends Newsletter archive
- Google: Search Engine Showdown News Archive

Popular Searches

- FROOGLE
- photo
- email
- google+
- driving directions

Top Tags (all tags »)

queries results
 favorite services
 tools summary
 special characters
 narrowing search
 shortcuts fine tune
 developing websites
 preferences URLs advanced
 search google guide accounts
 translation synonyms stop words
 search box prices PageRank news
 dictionary cookies ads toolbar spelling
 search terms search operators safe
 search phrase phone number operators
 numbers hyphen driving directions
 broadening search languages calculator

Powered By WordPress

Part III: Search Tools

Google started by providing generalized web search. Google now provides tools and shortcuts for finding commonly sought utilities and information, which you may have previously found offline or on specialized sites, e.g., telephone numbers, street maps, local restaurants and businesses, financial information, travel conditions, package tracking information, weather, currency conversions and other calculations. This part describes some of Google's specialized search tools.

Search Tools Intro

In this course segment you'll learn — among other things — how to:

- [Enter a query even if Google's home page isn't in your browser](#)
- [Access shortcuts for finding commonly sought utilities and information](#)

Several nice summaries of some of Google's features and services are available online:

- [Google Guide's cheat sheet](#) (www.googleguide.com/cheatsheet.html)
- Sacramento State University's Google QuikRef is available from [the Google Guide server](#) or from [Sac State](#).
- [Google's cheat sheet](#) (www.google.com/help/cheatsheet.html) comes from Google itself.
- [Google's Feature History](#).

For more information on Google special services and tools, visit

www.google.com/options/.

tags (keywords): [summary](#), [tools](#)

This page was last modified on: Friday February 2, 2007

Making Google Easier with Google Tools

You can use Google even when the www.google.com page isn't currently in your browser.

It's simple to do with the following tools and features.

- [Google Toolbar, Googlebar, or Apple's Safari web browser](#)
- [Deskbar](#)
- [Browser Buttons](#)
- [Built-in Browser Support](#)
- [Setting Google as your home page](#)
- [Setting Google as your default search engine](#)

1. Toolbar

(Well worth installing if you use Windows 95/98/ME/NT/2000/XP with Internet Explorer version 5.5 or later) - toolbar.google.com



Access Google from your Internet Explorer toolbar. The following table lists just some of the many wonderful features available through the Google Toolbar.

Feature	Allowing you to ...
Search Box	Access Google's search technology from your browser toolbar.
Search Site	Search only the pages of the site you're currently visiting.
Highlight	Highlight terms on the current page.
Word Find	Find your search terms on a page and navigate to them.

AdChoices

Dell Technical support

DellSupport.qui...
 Support for Dell Laptop & Computer Call At 1888-303-2911



AdChoices

DIY Marketing Software

Vocus.com
 120,000+ Customers
 Chose Vocus Over Hiring a Firm-Get a Free Demo Now!

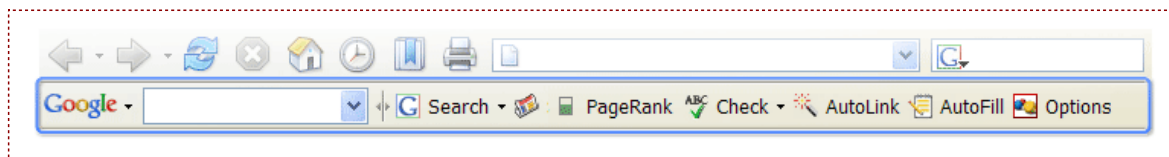


Pop-up Blocker	Stop annoying pop-up windows (new in version 2.0 of Toolbar).
AutoFill	Automatically fill in a form (new in version 2.0 of Toolbar).

Below are links to more information on Google's Toolbar:

- An overview and installation - toolbar.google.com
- A description of the features - toolbar.google.com/button_help.html
- Answers to frequently asked questions - toolbar.google.com/faq.html

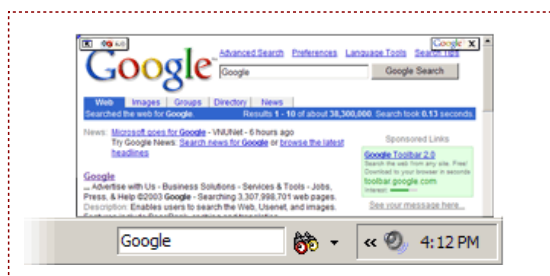
[Google's Toolbar](http://toolbar.google.com) is now available for Firefox.



If you use Mozilla or Netscape, try Googlebar, googlebar.mozdev.org, which emulates all of the basic search functionality of Google's Toolbar, allowing you to easily access almost all of Google's specialty searches (some of which may not be supported by the Google Toolbar) from one convenient toolbar. Googlebar works on recent versions of Mozilla and Netscape, but may not work on older ones.

2. Deskbar

(well worth installing if you use Windows 98/ME/2000/XP and Internet Explorer 5.5 or a more recent version) - toolbar.google.com/deskbar/



Access Google from your Windows desktop toolbar. The following table lists the Deskbar key features.

Feature	Allowing you to ...	
Search Box	Access Google's search technology even when your browser isn't running.	
Preview	Preview search results in a small inset window that closes automatically.	
Accessibility	Access Google from any application by pressing the Ctrl-Alt-G keys simultaneously.	
Search Selected Text	Select text within a Word document, e-mail, browser page, or any other application, and then use that selected text as your search query by pressing the Ctrl-Alt-G keys simultaneously.	
Keyboard Shortcuts	Access these services By pressing these keys simultaneously	
	Google News	Ctrl-N
	Google Images	Ctrl-I
	Product Search	Ctrl-F
	Web Search	Ctrl-W
	Groups	Ctrl-U
	I'm Feeling Lucky	Ctrl-L
	Definitions	Ctrl-D

	Stock Quotes	Ctrl-Q
	Thesaurus	Ctrl-T

For more information on what the Deskbar can do, visit toolbar.google.com/deskbar/help/cmds.html.

3. Browser Buttons

Access Google's search technology by adding [Browser Buttons](#) to your browser's toolbar.

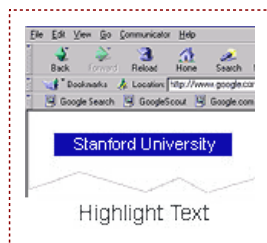
There are several versions; the version for your browser should be selected automatically when you click on the link above. The illustration below, and the rest of this section, describe the Unix/Linux buttons; other versions may not have all of the features described. (When you click the link above, the page you get should describe the features of your version.)



There are three browser buttons:

1. GoogleSearch:

Performs search on any highlighted text or pops up a search box and prompts you for search terms.



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- Use your mouse to highlight this phrase: Stanford University.
- Click the [Google Search](#) button and Google searches the web for the highlighted phrase.

OR

- Simply click the button and enter your search terms in the pop-up Google search box.

2. GoogleScout

Delivers links to sites and information related to whichever page you are viewing.

- Go to a website such as www.stanford.edu.
- Once the page has loaded, click the [GoogleScout](#) button to find other web pages similar to Stanford's page.

3. Google.com

Click the Google.com button to go directly to the www.google.com page.

Note: The Google Browser Buttons should work for recent versions of most browsers, but may not work on older ones.

Google Browser Buttons are available at www.google.com/options/buttons.html.

4. Built-in Browser Support

Several web browsers have built-in support for search engines — including Google, of course.

- If you use Mac OS X, Apple's [Safari web browser](#) has a Google search window in the Navigation bar next to the URL. Type your Google search there. Clicking on the icon shows a menu of your recent searches.
- All recent versions of the [Opera](#) and [Firefox](#) browsers have a feature like Safari's: Type your Google Web search in the special search box next to the URL, then press the **ENTER** or **RETURN** key. A drop-down menu lets you choose other types of search.
- The [Netscape](#) browser can show Google search results in its Sidebar, to one side of the browser window.

5. Make Google Your Homepage

To have the Google home page appear whenever you start your browser, click on the "Make Google Your Homepage" link on Google's home page. If the link is missing, follow the instructions listed on www.google.com/options/defaults.html.

6. Make Google Your Default Search Engine

For instructions, visit www.google.com/options/defaults.html#default.

Exercises

Set up your system to make Google easier to access. For hints and answers to selected problems, see the [Solutions](#) page.

1. If you use Windows 98/ME/2000/XP and Internet Explorer 5.5 or a more recent version, install the Google Deskbar on your system.
2. If you use a browser that supports the Google Toolbar, install it on your system. If you use another browser, install Google Browser Buttons on your system.
3. Make Google your home page.
4. Make Google your default search engine.








tags (keywords): [toolbar](#), [tools](#)



This page was last modified on: Monday August 11, 2008


Shortcuts: Introduction

Google provides shortcuts for finding commonly sought utilities and information, which you may have previously found offline or on specialized sites. The results of these shortcuts appear to the right of a tag or specialized icon and above your search results.

To read about all of these shortcuts, one by one, simply click the "Next" links at the top or bottom of this page and the following Google Guide pages. Or, to read about any one of them now, click on the item below:

-  [Calculator](#)
-  [Phone Numbers and Addresses](#)
-  [Street Maps](#)
-  [Stock Quotes](#)
-  [Definitions \(Google Glossary\)](#)
-  [Travel Conditions](#)
-  [Search by Number](#)

	Examples
 Area Code Map	[212]
 Package Tracking	[999444666222]
 Flight Tracking Information	[united 42]
 Vehicle Information	[JH4NA1157MT001832]
 Patent Search	[patent 5122313]
 FAA Airplane Registration Numbers	[n199ua]
 UPC Codes	[036000250015]

AdChoices 

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Free**

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Google Gives
You Free Domain
and Website.
Bring Your
Business Online



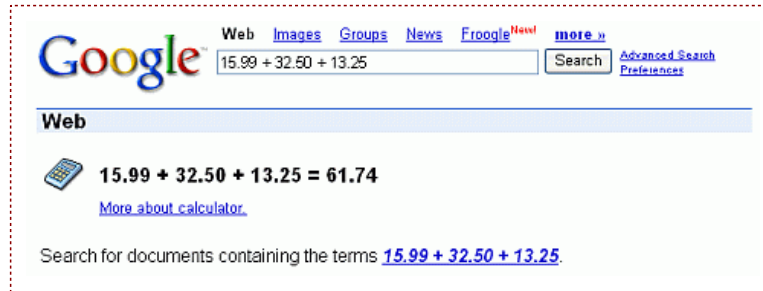
tags (keywords): [shortcuts](#), [summary](#), [tools](#)

This page was last modified on: Friday February 2, 2007

Shortcut: Calculator

Want to add up a list of numbers, convert from miles to kilometers, or evaluate some other mathematical expression? Instead of using a piece of paper, your calculator, or a computer math software program, you can now solve mathematical problems with Google's built-in calculator function.

Simply enter the expression you'd like evaluated in Google's web search box and click the **ENTER** key or click the [Google Search](#) button.



The [Google Guide Calculator Reference](#) provides a nice summary of some of Google's calculator features.

Once you have a result, you can use your browser's Copy feature (usually on its Edit menu) to copy the result. Then you can paste it into another program, a box in a form on another web page, and so on.

The calculator can evaluate mathematical expressions involving Basic Arithmetic, Advanced Math, Units of Measure and Conversions, and Physical Constants. Let's see details about each of these.

1. Basic Arithmetic

Compute expressions containing standard mathematical symbols. The following table lists operators that come between the two numbers on which they operate, e.g., to multiply 2 times 3, use $2 * 3$.

Operator	Function	Example
+	Addition	[15.99 + 32.50 + 13.25]
-	Subtraction	[79 - 18 - 19]
*	Multiplication	[2 * 3 * 7]
/	Division	[378 / 9]
^ or **	Exponentiation (raise to a power of)	[4^10] or [4**10]
% of	Percent	[15% of 93.45]
mod or %	modulo (the remainder after division)	[15 mod 9] or [15 % 9]
the <i>n</i> th root of	calculates the <i>n</i> th root	[4th root of 16]; [cube root of 109]; [square root of 42] or [sqrt(42)]

Note: To do multiplication, you must include the * symbol; [$3 * 4$] will be calculated, $3 4$ won't.

2. Advanced Math

Compute results involving mathematical constants, such as e , π , i (the square root of -1), and mathematical functions. The following table lists just some of the functions built into Google's calculator.

Operator	Function	Example
sin, cos, tan, sec, csc, cot, etc.	Trigonometric functions (arguments are assumed to be in radians)	[cos(pi/6)]; [cosine(pi/6)]
arcsin, arccos, arctan,	Inverse trigonometric functions	[arccos(.5)]

arccsc, etc.		
sinh, cosh, tanh, csch, arsinh, arccsch, etc.	Hyperbolic functions	[cosh(6)]
ln	Logarithm base e	[ln(16)]
log	Logarithm base 10	[log(16)]
lg	Logarithm base 2	[lg(16)]
exp	Exponential function	[exp(16)]
!	Factorial	[5!]
choose	x choose y calculates the number of ways of choosing a set of y elements from a set of x distinct elements	[5 choose 3]

The following table lists just a few of the commonly used mathematical constants known to the calculator function.

Name and description	Example
base of the natural system of logarithms	[e]
pi, the ratio of the circumference to the diameter of a circle	[pi/6]
imaginary number, i, which represents one of the two square roots of -1	[i^2]
Euler's constant, gamma	[e^gamma]

3. Units of Measure and Conversions

Compute expressions involving different units. By default, units are converted to and results expressed in meter-kilogram-second (mks) units. Many units have both long and short names. Use whichever name you prefer.

Type of Units	Examples
Currency	Australian Dollars (AUD), British pounds (GBP), Euros, US Dollars (USD)
Mass	kilogram or kg, grams or g, grains, pounds or lbs, carats, stones, tons, tonnes
Length	meters or m, miles, feet, Angstroms, cubits, furlongs
Volume	gallons, liters or l, bushels, teaspoons, pints
Area	square kilometers, acres, hectares
Time	days, seconds or s, centuries, sidereal years, fortnights
Electricity	volts, amps, ohms, henrys
Energy	Calories, British thermal units (BTU), joules, ergs, foot-pounds
Power	watt, kilowatts, horsepower or hp
Information	bits, bytes, kbytes, etc.
Quantity	dozen, baker's dozen, percent, gross, great gross, score, googol
Numbering systems	decimal, hexadecimal or hex, octal, binary, roman numerals, etc. Prefix hexadecimal numbers with 0x, octal numbers with 0o and binary numbers with 0b. For example: 0x7f + 0b10010101.

Here are calculations that involve units.

- [[2 meters + 5 feet](#)]

Convert from one set of units to another by using the notation, *x units in y units*.

- [[three quarters of a cup in teaspoons](#)]
- [[98.6 degrees Fahrenheit in degrees Celsius](#)]
- [[130 lbs in kg](#)]
- [[130 lbs in stones](#)]
- [[65 mph in kph](#)] or
- [[65 mph in km/h](#)]

Warning: When your query includes "Calories" with a capital "C," Google returns kilocalories called "calories" by nutritionists.

- [[160 pounds * 4000 feet in Calories](#)]

Convert from one numbering system to another.

- [[1500 in hex](#)] or [[1500 in hexadecimal](#)]
- [[64 in binary](#)]
- [[LVII in decimal](#)]

In many cases, you can also get the conversion factor between units:

- [[meters per mile](#)]
- [[furlongs per fortnight](#)]

That last conversion is a common joke among engineers — though, as Jim Jardine points out, “There is no reason to denigrate neither furlongs nor fortnights as they are both very easily defined measurements.” (See his page [Furlongs Today](#).)

4. Physical Constants

The following table lists just a few of the many commonly used physical constants known to the calculator function. Parts of this table were adapted from the table at the end of David W. Ward’s article [Physics the Google Way](#).

Note: Sometimes Google’s calculator interprets lower case letters different from upper case letters.

Long Name	Shorthand Notation	Click the Link for the Approximate Value
atomic mass units	amu	[amu] or [atomic mass unit]
Astronomical Unit	au	[au] or [astronomical unit]
Avogadro’s number		[N_A] or [Avogadro’s number]
Boltzmann constant	k	[k] or [Boltzmann constant]
electric constant, permittivity of free space		[epsilon_0]
electron mass		[m_e] or [electron mass]
electron volt	eV	[eV] or [electron volt]
elementary charge		[elementary charge]
Euler’s constant		[Euler’s constant]
Faraday constant		[Faraday constant]
fine-structure constant		[fine-structure constant]
gravitational constant	G	[G] or [gravitational constant]
magnetic flux quantum		[magnetic flux quantum]
mass of each planet and of the sun		[m_mars], [m_earth], [m_uranus], ..., [m_sun]
molar gas constant		[molar gas constant]
permeability of free space		[permeability of free space]
Planck’s constant	h	[h] or [Planck’s constant]
proton mass		[m_p] or [proton mass]
radius of each planet and of the sun		[r_earth], [r_pluto], ..., [r_sun]
Rydberg constant		[Rydberg constant]
speed of light in a vacuum	c	[c] or [speed of light]
speed of sound in air at sea level		[speed of sound]
Stefan-Boltzmann constant		[Stefan-Boltzmann constant]

Here are some calculations using built-in constants.

- [[1 AU/c](#)]
- [[1.21 MW / 88 mph](#)]
- [[\(G * mass of earth\) / \(radius of earth ^ 2\)](#)]

5. Using Parentheses

Parentheses (()) can be used whenever they’ll serve to make complicated expressions unambiguous, and also sets of parentheses can be used within parentheses. Don’t use brackets ([]) for grouping.

The following are tips from Google’s online help for the calculator, which can be found on the web at www.google.com/help/calculator.html.

- You can force the calculator to try to evaluate an expression by putting an equals sign (=) after it. This works only if the expression is arithmetically computable. For example, 1-800-555-1234= (a US phone number followed by an equals sign) will return a result, but 1/0= will not.
- Parentheses can be used to enclose the parts of your expression that you want evaluated first. For example, (1+2)*3 causes the addition to happen before the multiplication.

Feel free to experiment with the calculator as not all of its capabilities are listed here.

6. Soople

If you want a visual interface to some of the capabilities of Google's calculator, visit Soople's Calculator page, www.soople.com/soople_intcalchome.php.

The screenshot shows the Soople website interface, which is a collection of various calculator tools. The header includes the Soople logo and navigation links like 'SEARCH GOOGLE', 'ABOUT SOOPLE', and 'Choose your country'. Below the header, there are several tool categories: 'Main Page', '-Calculator-', 'Translate', 'Phone & Location', and 'Superfilter'. The main content area is divided into two columns of tools, each with an icon, a title, and a 'Calculate' button. The tools include:

- Smart calculator**: A general calculator with a tip: 'Convert many measures/units Like '15 yards in meters''.
- Quick unit converter**: A tool for converting units, with fields for 'Number', 'Choose unit', and 'in: Choose unit'.
- Add, subtract, divide & multiply**: A basic arithmetic calculator with fields for 'enter number' and a dropdown for '+', '-', '*', or '/'.
- Calculate the percentage of...**: A percentage calculator with fields for 'enter a number', 'percent of:', and 'enter a number'.
- Trigonometric functions**: A calculator for trigonometric functions like Sinus, Cosinus, Tangens, and Cotangens, with a note: 'Note: numbers are assumed to be radians otherwise type "degrees" after the number'.
- # root of...**: A root calculator with a dropdown for 'Choose root' and a field for 'enter a number'.
- ln (logarithm base e)**: A natural logarithm calculator with a field for 'enter a number'.
- log (logarithm base 10)**: A base-10 logarithm calculator with a field for 'enter a number'.
- Find the remainder after division**: A calculator for finding remainders with fields for 'Divide: enter a number' and 'by: enter a number'.
- Choose: determine the number of ways of choosing**: A combinatorics calculator with fields for 'enter a number', 'choose', and 'enter a number'.

Exercises

This problem set is designed to give you practice in using Google's new calculator function. For hints and answers to selected problems, see the [Solutions](#) page.

1. Convert 1 mile to meters.
2. Convert 1 kg (kilogram) to lbs (pounds).
3. Convert 0 degrees Kelvin to Fahrenheit or Celsius.
4. Compute the number of minutes in a 365-day year.
5. Which is larger π^e or e^π ? The same relationship holds between x^e and e^x for all non-negative values of x except e . The exponential constant, e , is approximately 2.72 and the ratio of the circumference to the diameter of a circle, π , is approximately 3.14.
6. How many lottery combinations are there if the winning combination consists of 5 distinct integers between 1 and 99, i.e., there are 99 balls in an urn and once one is selected, it isn't returned to the box.
7. Compute the probability of your winning the lottery if you buy 1,000 tickets each bearing five distinct independently randomly chosen integers between 1 and 99.

tags (keywords): [calculator](#), [queries](#), [shortcuts](#), [soople](#), [tools](#)

This page was last modified on: Saturday January 5, 2008

Shortcut: Phone Numbers and Addresses

Google no longer supports personal telephone and address searches because of numerous user

complaints.

Finding the phone number of a person who lives in the United States used to mean searching the white pages of the telephone directory. Printed residential phone books are getting scarce, but Google has an alternative: the Residential PhoneBook service. Just enter a person's name and a city, state, or zip code in the standard web search box. You can also enter a phone number to find the person's name and address. Then hit the **ENTER** key or click the [Search](#) button.



On the results page, phonebook listings are next to a telephone icon:

Google search results for "John Doe New York NY". The search bar contains "John Doe New York NY" and the search button is labeled "Search". Below the search bar, the results are displayed under the heading "Web". The results include a section for "Phonebook results for John Doe New York NY" with three entries, each featuring a telephone icon, the name "John Doe", a phone number, and an address. The first entry is "(212) 861-2456 35 E 75th St, New York, NY 10021". The second entry is "(212) 665-5366 12 W 101st St, New York, NY 10025". The third entry is "(212) 600-0998 245 E 93rd St, New York, NY 10128". Each entry has a "Map" link. Below the phonebook results, there is a link to "The John Doe Lawsuits - April 3, 2007 - The New York Sun" with a date and a link to the article on nysun.com.

Clicking on the "Phonebook results" link just above the telephone icon takes you to the Residential PhoneBook page, where you may find more results:

Google PhoneBook search results for "John Doe New York NY". The search bar contains "John Doe New York NY" and there are two buttons: "Search PhoneBook" and "Search the Web". Below the search bar, the results are displayed under the heading "Residential Phonebook". The results include a table with five entries, each featuring the name "John Doe", a phone number, and an address. The first entry is "(212) 861-2456 35 E 75th St, New York, NY 10021". The second entry is "(212) 665-5366 12 W 101st St, New York, NY 10025". The third entry is "(212) 600-0998 245 E 93rd St, New York, NY 10128". The fourth entry is "(212) 828-9014 328 E 90th St, New York, NY 10128". The fifth entry is "(212) 832-9003 New York, NY 10001". Each entry has a "Map" link. At the bottom of the results, there is a link to "Request to have your name removed from this list".

The end of the PhoneBook listing has a link to the [Google Phonebook Name Removal form](#). Be aware that, once you've removed your number from the listings, you can't add it back.

Google's residential phonebook feature recognizes inputs in several formats.

To find a US residence , enter ...	Examples
First name, last name, city, state	[John Doe New York NY]
First name, last name, state	[John Doe NY]
First name, last name, area code	[John Doe 212]
First name, last name, zip code	[John Doe 10128]

Google adjusts their search algorithms from time to time, so you may find other search methods that work. (For example, using someone's first initial used to give listings for everyone whose name started with that letter. As of this writing, using a first initial brings up listings with just that initial but no first name.)

Google supports reverse look up. You can enter a phone number with area code and learn to whom that number belongs.

Be aware that some listings are out of date.

If Google doesn't return a phonebook link, try using the [phonebook:](#) search operator.



Need an email address? Though it would be a nice feature for you and me, Google doesn't offer an email-lookup service, since spammers could use it to get your address and send you unsolicited spam email.

When you search for a US business phonebook listing, business name and location or phone number, Google will return a map — and a website, if Google has found it. You can read more in the next section, [Street Maps](#).

Exercises

This problem set gives you practice with looking up phone numbers and addresses. For hints and answers to selected problems, see the [Solutions](#) page.

1. Search for friends or relatives in various ways: by entering a name and state, a phone number, and so on. Notice who has the same name but isn't the person you're looking for.
2. Check whether Google knows your phone number and address. If you wish to remove your listing from Google's PhoneBook, complete the name removal form.

tags (keywords): [phone number](#), [queries](#), [shortcuts](#), [tools](#)

This page was last modified on: Sunday February 26, 2012

Shortcut: Street Maps

Want to find where something is or how to get there? Just enter an address into Google. You can also copy and paste addresses, even ones with embedded carriage returns, into Google's search box. When Google recognizes your query as a location, the results page includes a map for that location.

Google Maps' coverage of the world is expanding, but not all countries are available. If you enter a query and get a map result (as shown below), you're set. Otherwise, try a different query format, giving more or less information, or check [Where does Google Maps work?](#)

The information you should enter depends on the country you're searching for. In general, start your query with a business name or street address. Next give either the postal code, or the city and state/province. Often, the street address and city name will be enough.



[Advanced S](#)
[Preferences](#)

Web
[Maps](#)
Results 1 - 10 of about 15,900 for 76 Buckingham Palace Road London SW1

Buckingham Palace Rd
Westminster, London SW1W,
UK

maps.google.com

Start address

Remember this location

[Sidney Hotel London Victoria - 68-76 Belgrave Road, London, SW1 V2BP](#)
 68-76 Belgrave Road, London, SW1 V2BP ... Take Buckingham Palace road in direction Pimlico (opposite Buckingham palace), turn left on the bridge and you ...
www.londonby.com/sidneyhotel/pages/reach.htm - 22k - [Cached](#) - [Similar pages](#)

Click on either the [map](#) or the [Buckingham Palace Rd...](#) link to view a detailed, scrollable map showing [76 Buckingham Palace Road London SW1].

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Google Maps [76 Buckingham Palace Road London SW1] Search Maps Show search options

Get Directions My Maps

Results 1 - 1 of about 1 for Buckingham Palace Rd, London, Greater London, SW1W, UK

Buckingham Palace Rd Westminster, London SW1W UK

Explore this area

Photos

User-Created Maps Cardy and Arnita's Clean Up More photos, videos, and user-created maps

Address: Placement on map is approximate Buckingham Palace Rd Westminster, London SW1W, UK

Get directions: To here From here Search nearby Save to My Maps

Photos of the area

Zoom and pan controls

Choose type of view

Information box (click X to close)

Hand cursor (grab to pan the map)

To get a map with travel directions from another location, enter a starting address in the box to the right of the small map and click the [Get directions](#) button — or use one of the other Directions links on the detailed map.

Web Images Maps News Shopping Gmail more Sign in Help

Google Maps from Waterloo Station London to Buckingham Palace Rd, Westminster, Lo Search Maps Show search options

Get Directions My Maps

Waterloo Station London

Buckingham Palace Rd, Westminster, London S

Also available: Walking

Driving directions to Buckingham Palace Rd, Westminster, London SW1W, UK 2.1 mi - about 11 mins

1. Head northwest 0.1 mi
2. Sharp right toward Leake St 109 ft
3. Slight left toward Leake St 0.1 mi
4. Turn right at Leake St 330 ft
5. Turn left at A3200 York Rd 0.6 mi
6. Continue to follow A322 0.6 mi
7. Turn left at A369 St Margaret St 205 ft
8. Turn right at A369 Parliament Square 243 ft
9. Slight left at A322 Broad Sanctuary 0.8 mi
10. Slight left at Victoria St 126 ft
11. Slight left at A3218 Buckingham Palace Rd 0.3 mi
12. Turn right at A3218 Belgrove Rd 33 ft
13. Turn right at Buckingham Palace Rd 253 ft

Buckingham Palace Rd Westminster, London SW1W, UK

As the previous example showed, Google can often find where something is located without your providing an address. (We gave the starting address "Waterloo Station London".) This works for many businesses, too — especially if the business has registered with the [Google Local Business Center](#).

If Google finds more than one business name or location matching your query, it will show a map and several links as (currently) the fourth result on the Results Page.



Google [Advanced Search](#) [Preferences](#)

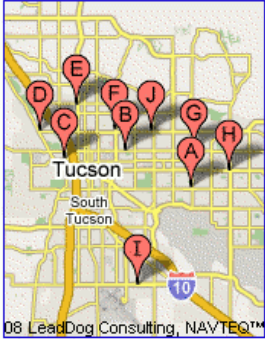
Web [Maps](#) Results 1 - 10 of about 4,180 for **eegees tucson**. (0.15 seconds)

eegee's
 Frozen lemonade, ices and sandwiches. Printable discount coupons. Map of numerous local locations. Catering services available.
www.eegees.com/ - 12k - [Cached](#) - [Similar pages](#)

[Locations](#) [Jobs](#)

•
•
•

Local business results for **eegees** near **Tucson, AZ**



08 LeadDog Consulting, NAVTEQ™

- A. [Eegee's Inc](#) - [eegees.com](#) - (520) 790-2446 - [5 reviews](#)
- B. [Eegee's Inc](#) - [eegees.com](#) - (520) 881-3280 - [2 reviews](#)
- C. [Eegee's Inc](#) - [eegees.com](#) - (520) 620-1720 - [1 review](#)
- D. [Eegee's Inc](#) - [eegees.com](#) - (520) 294-3333 - [3 reviews](#)
- E. [Eegee's Inc](#) - [eegees.com](#) - (520) 888-7933 - [3 reviews](#)
- F. [Eegee's Inc](#) - [eegees.com](#) - (520) 325-9901 - [3 reviews](#)
- G. [Eegee's Inc](#) - [eegees.com](#) - (520) 296-1013 - [3 reviews](#)
- H. [Eegee's Inc](#) - [eegees.com](#) - (520) 885-8502 - [2 reviews](#)
- I. [Eegee's Inc](#) - [eegees.com](#) - (520) 807-4313 - [2 reviews](#)
- J. [Eegee's Inc](#) - [eegees.com](#) - (520) 320-0416 - [more](#)

[More results near Tucson, AZ >](#)

In many areas, Google can show not only a street map. At the top right corner of the detailed map, look for buttons that let you choose the type of view. The Satellite view shows the area as it looks (with high magnification!) from outer space. Not all areas are available at all magnifications, and the photos may not be completely up to date. This is a view of the "airplane graveyard" in Tucson, Arizona.



To open that map in your browser, click on the screen shot or the "airplane graveyard" link above. Try the zoom and pan controls at the top left. You can probably also pan the map by dragging the hand cursor (hold down your mouse button, then drag the mouse to move the map in that direction).

For more about Google Maps, see [Google Maps Help](#).

Exercises

This problem set gives you practice with looking up addresses and with getting directions. For hints and answers to selected problems, see the [Solutions](#) page.

1. Get a map showing the most crooked section of Lombard Street in San Francisco, which is between 1000 and 1100 Lombard Street.
2. Get a map showing Japanese restaurants in Topeka, Kansas by entering [Japanese restaurant Topeka KS] in the [Google Maps](#) search box.
3. If your country is covered by Google Maps, obtain a map showing where you live by entering your address into Google and clicking the link to a map provider. Otherwise, pick the home of a friend in another country or a business in a large city.
4. If your country is covered by Google Maps, get directions from your house to either a good friend's place or a great restaurant. Otherwise, practice getting directions within another country for a trip you'd like to take some day.

tags (keywords): [driving directions](#), [maps](#), [queries](#), [shortcuts](#), [tools](#)

This page was last modified on: Sunday August 31, 2008

Shortcut: Stock Quotes

Looking for Google's stock symbol? It's `goog` on Nasdaq. Click [here](#) for Google's stock price or search for it on Google.



Note: Entering a ticker symbol in the search box and then clicking on **I'm Feeling Lucky** will not take you to that symbol's financial information page. Instead, Google displays the first search results, whose link appears just below the box enclosing the stock information link.

Want info on a publicly traded stock or mutual fund? Enter one or more NYSE, NASDAQ, AMEX, or mutual fund ticker symbols and Google will return the latest stock price (with a 15-minute delay for NASDAQ or a 20-minute delay for AMEX and NYSE), along with an intra-day chart, the daily high and low, the volume traded, the company's market capitalization, as well as a link to other financial information.



Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) [Sign in](#)

[Advanced Preference](#)

Web [Finance](#) [Blogs](#) Results 1 - 10 of about **110,000,000** for **ek**. (0.13 seconds)

EK - Eastman Kodak Company (NYSE)
[Google Finance](#) [Yahoo Finance](#) [MSN Money](#)
[AOL Finance](#) [CNN Money](#) [Reuters](#)

16.29 +0.47 (2.97%) Aug 22 5:51pm ET

Open: 15.93	Volume: 2,010,353
High: 16.32	Avg Vol: 4,964,000
Low: 15.82	Mkt Cap: 4.69B

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(To be more precise, add the exchange abbreviation first. For instance, because Eastman Kodak is traded on the New York Stock Exchange, you could enter NYSE:EK.)

Click on the stock symbol link to see financial information from Google Finance. It may include the price of the last trade, the range of prices for the day and for the year, a one-year target price estimate, the previous day's closing price, the opening price for the day, the volume of shares traded during the day, the PE ratio, dividends per share, the dividend date, and a chart. (You can also choose links to other financial information providers, which Google helpfully provides.) At the right and bottom sides are links to news reports, blogs, information about related companies, and more.

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Google Finance NYSE:EK Find more results for **EK**

Eastman Kodak Company (Public, NYSE:EK) - [Add to Portfolio](#) - [Discuss EK](#)

16.29
 +0.17 (2.97%)
 Aug 22 - Close

Open: 15.93 Mkt Cap: 4.69B P/E: 6.02 Dividend: 0.25
 High: 16.32 52Wk High: 23.60 F P/E: 51.98 Yield: 3.07
 Low: 15.82 52Wk Low: 12.20 Beta: 1.80 Shares: 283.19M
 Vol: 2.01M Avg Vol: 4.96M EPS: 2.03 Inst. Own: 95%

1d 5d 1m 3m 6m 1y 5y Max

Closing Price: 16.29

For the universal interactive charts, you need to install the [Adobe Flash Player](#)
 Real-time data provided by NYSE - Volume delayed by 20 min. - [Disclaimer](#)

Related Companies

Name	Exchange	Symbol	Last Trade	Change	Mkt Cap
Concord Camera Corp.	NASDAQ	LENS	2.83	-0.08 (-2.75%)	16.74M
FUJIFILM Holdings Corp.	NASDAQ	FUJI	30.92	+0.21 (0.68%)	15.60B

Discussions

[Re: EK back in 17.5!](#)
 HL - Aug 18, 2008 (2 posts)
 Anyone trading EK using options? Just sold another 10 calls for ...

[Go Baby Go!](#)
 kimberle...@gmail.com - Aug 11, 2008 (1 post)
 It looks like this stock is starting to turn back in the right ...

News | **Blogs** | **Feeds**

▲ [Newer news](#) | [Latest news](#)

- A** [ScanCafe raises \\$5.5 million](#)
 Blogging Buy Outs - Aug 13, 2008
- B** [Kodak's All-in-One Printers Win PC Magazine's 2008 Readers' Choice ...](#)
 PR Newswire (press release) - Aug 12, 2008
- C** [Eastman Kodak Co \(EK\) holdings reduced by New M&I Corp](#)
 Mffais.com - Aug 9, 2008
- D** [Eastman Kodak Co \(EK\) holdings reduced by Marshwinds Advisory Co](#)
 Mffais.com - Aug 8, 2008 - [Related articles >](#)
- E** [Eastman Kodak spent \\$300K lobbying in 2Q](#)
 Forbes - Aug 5, 2008
- F** [Eastman Kodak shares fall on lower profit](#)
 MarketWatch - Aug 1, 2008
[Worst 10-year performers: Eastman Kodak battles the digital era](#) BloggingStocks
[Eastman Kodak posts lower second-quarter profit, revises outlook](#) 680 News
[Dividend.com - WebWire \(press release\)](#)

▼ [Older news](#) | [View all news for EK >](#) | [Subscribe](#)

Near the "Sign In" link (which won't appear if you've already signed into your [Google Account](#), by the way) is the "Portfolios" link. Portfolios, a way to keep track of your investments, is part of Google Finance. (Even if you've already signed into your Google account, you'll need to sign in again — for a bit of extra security — before you can use Portfolios.)

You can also enter several ticker symbols:

Google Web Images Groups News Froogle ^{New!} more ▾ [Advanced Search](#) [Preferences](#)

Web Results 1 - 100 of about 5,640 for **amzn cscoc ebay**. (2.72 seconds)

Stock quotes for AMZN, CSCO, EBAY
[AMZN](#) (Amazon.Com Inc.) - [CSCO](#) (Cisco Systems Inc.) - [EBAY](#) (eBay Inc.)

Quotes for AMZN, IBM, CSCO, ... - Yahoo! Finance
 ... Quotes delayed for AMZN, IBM, CSCO, YHOO, EBAY ... [Get streaming real-time](#)

Sponsored Links

[Amazon's outlook](#)
 Why is management so unclear?
 Talk directly to the analysts.
[www.InteractiveAnalysts.com](#)

Click on the "Stock quotes" link to view information for each stock symbol in your query.

Note: If you aren't [opening each link in a new window](#), try it! It can help you keep track of and compare all of the information.

[Web](#) [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼ [Portfolios](#) | [Sign In](#)



[Stocks](#)

e.g. "CSCO" or "Google"

Finance

Company	Exchange Symbol	Last Price	Quote Change	Market Cap
Amazon.com, Inc.	NASDAQ AMZN	85.26	+2.00 (2.40%)	36.31B
Cisco Systems, Inc.	NASDAQ CSCO	24.71	+0.48 (1.98%)	145.97B
eBay Inc.	NASDAQ EBAY	25.03	+0.51 (2.08%)	32.55B

[1m](#) [3m](#) [6m](#) [1y](#) [5y](#) [Max](#)



■ Closing Price: 83.26
 ■ Vol: 6.158M

Exercises

This problem set gives you practice in obtaining financial information for US publicly traded companies. For hints and answers to selected problems, see the [Solutions](#) page.

- Obtain a chart of Ebay's stock price for the past 5 years by entering Ebay's stock symbol, ebay, clicking on the link "EBAY" and then clicking on "5y" under today's chart.
- Find current financial information for Yahoo and Amazon.
- Using the [similar pages](#) feature, find competitors to google.com that are run by public companies. Check whether their stock prices have been climbing or dropping in the past three months.

tags (keywords): [queries](#), [shortcuts](#), [stocks](#), [tools](#)

This page was last modified on: Sunday August 24, 2008

Shortcut: Definitions (Google Glossary)

When you include "define," "what is," or "what are" in your query in front of a word, phrase, or acronym, Google displays one Glossary definition above your search results. Google Glossary provides definitions for words, phrases, and acronyms that Google finds on web pages. The Glossary is good for finding definitions for terms that aren't in some dictionaries, e.g., slang words, technical terms, ethnic words and other specialized terms.

In February of 2003, Google acquired Pyra Labs, a company that makes it easy for you to create your own blog. What's a blog? Let's ask Google to define the term.



A screenshot of a Google search page. The search bar contains the text "define blog". The search results are displayed under the heading "Web" and show "Results 1 - 100 of about 299,000 for **define blog**. (1.40 seconds)". The first result is titled "Web definitions for **Blog** - (weB LOG)" and includes a definition: "A blog is basically a journal that is available on the web. The activity of updating a blog is 'blogging' and someone who keeps a blog is a 'blogger.' Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog. Postings on a blog are almost always arranged in chronological order with the most recent additions featured most prominently." It also provides a link to "www.matisse.net/files/glossary.html - Definition in context". To the right, there are "Sponsored Links" for "TypePad Blogs" and "Start Your Very Own Blog".

You can search for blogs with Google, in the same way that you search for other documents. You can easily create a weblog (blog) post pointing to the web page you're visiting by pressing the [BlogThis!](#) button on the [Google Toolbar](#) and publish your thoughts on the web so others may find them. You can learn more about this feature on toolbar.google.com/button_help.html.

Google Glossary can also find definitions of acronyms.

A screenshot of a Google search page. The search bar contains the text "what is cats". The search results are displayed under the heading "Web" and show "Results 1 - 100 of about 14,300,000 for **what is cats**. (0.65 seconds)". The first result is titled "Web definitions for **CATS**" and includes a definition: "Credit Accumulation and Transfer Scheme." It also provides a link to "www.keele.ac.uk/depts/aa/regulationshandbook/sectiond.htm - Definition in context".

One definition appears to the right of the words "Web Definition," below the statistics bar and above Google's search results.

When your query includes the `define:` operator, Google displays all the definitions it finds on the web.

A screenshot of a Google search page. The search bar contains the text "define: phat". The search results are displayed under the heading "Web" and show "Results 1 - 100 of about 14,300,000 for **what is cats**. (0.65 seconds)". The first result is titled "Web definitions for **CATS**" and includes a definition: "Credit Accumulation and Transfer Scheme." It also provides a link to "www.keele.ac.uk/depts/aa/regulationshandbook/sectiond.htm - Definition in context".

If you want a dictionary definition, learn about a shortcut in [Dictionary Definitions](#).

Exercises

These problems give you practice in finding definitions. For hints and answers to selected problems, see the [Solutions](#) page.

1. What does aka mean?
2. What is Google bombing? If Google Glossary doesn't find the definition, find it yourself.
3. Google is named after the word 'googol.' What is a googol?
4. What does the abbreviation IRL commonly stand for?

tags (keywords): [dictionary](#), [queries](#), [shortcuts](#), [tools](#)

This page was last modified on: Tuesday March 13, 2007

Shortcut: Travel Conditions

Google provides a shortcut for learning about delays and weather conditions at a US airport. Just enter the airport's three-letter code followed by the word "airport" into Google's search box.

Note: This feature may not work if you search from any of Google's non-US sites, e.g., google.de, google.com.co, google.ca nor from a foreign-language site, e.g., Swahili or Latvian.

For example, find conditions at Honolulu International Airport. If you don't know the airport code, look it up on Google. If your city has more than one major airport, include the airport name as well as the city in your query.



You don't need to click on the first result to see that the airport code for one of Honolulu's airports is HNL, because you can find that code in the first line of the snippet.

The screenshot shows a Google search interface. The search box contains the text "Honolulu airport code". The search results show a single result from "World Airport Codes - Usa - Honolulu Airport Details". The snippet for this result includes the text: "USA - Honolulu Airport - Airport Details. Airport Code, : HNL. Airport name, : Honolulu Airport. Runway Length, : 12360 ft. Runway Elevation, : 13 ft. ...". Below the snippet, there are links to "www.world-airport-codes.com/usa/honolulu-airport-2986.html - 6k - Cached - Similar pages".

It's best not to trust this information, though, unless you know it's the answer you need. For instance, the first result for New York City may be JFK, but there are several New York airports. To check more closely — or if you find the snippet difficult to read — just click on the title of one of the snippets. Let's view the Honolulu Airport entry from World-Airport-Codes.com.

The screenshot shows the website "WORLD-AIRPORT-CODES.COM". The navigation menu includes "Home", "Data Description", "About Us", and "Links". The main content area is titled "USA - Honolulu Airport - Airport Details". Below the title, there is a table with the following information:

Airport Code	: HNL
Airport name	: Honolulu Airport
Runway Length	: 12360 ft.
Runway Elevation	: 13 ft.
City	: Honolulu HI

Now let's request travel conditions at Honolulu International Airport.



[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [Next](#) [more »](#)

[Advanced Search](#)
[Preferences](#)

Search WWW Search GOOGLEGUIDE.COM

Web Results 1 - 1 of about 2 from googleguide.com for **hnl airport**. (0.47 seconds)

Tip: Try [Google Answers](#) for help from expert researchers

[View conditions at Honolulu International Airport \(HNL\), Honolulu, Hawaii](#)
www.fly.faa.gov

[Google Guide: Travel Conditions](#)
 ... [Airport-Codes.com](#). Now let's request travel conditions at Honolulu International Airport. Google search box with [[hnl airport](#)]. ...
www.googleguide.com/travel_conditions.html - 10k - May 3, 2004 - [Cached](#) -

Sponsored Links
[Cheap Airline Tickets](#)
 AirGorilla.com offers Low Fares Local and International E-Tickets
www.AirGorilla.Com

[Airport Information](#)
 Search ORBITZ Airport Guides for Info on Parking, Shuttles & More!

Click on the "View conditions" link to see the FAA's airport status information.

AIRPORT STATUS INFORMATION
 provided by the FAA's Air Traffic Control System Command Center

Honolulu International Airport (HNL) Real-time Status

The status information provided on this site indicates general airport conditions; it is not flight-specific. [Check with your airline](#) to determine if your flight is affected.

Delays by Destination: No destination-specific delays are being reported.

General Departure Delays: Traffic is experiencing gate hold and taxi delays lasting 15 minutes or less.

General Arrival Delays: Arrival traffic is experiencing airborne delays of 15 minutes or less.

This information was last updated: **Jan 2, 2004 2:49:32 AM EST**

Exercises

These problems give you practice in finding travel conditions. For hints and answers to selected problems, see the [Solutions](#) page.

1. Find the travel conditions for Los Angeles International Airport.
2. Find the travel conditions for Kennedy Airport in New York City.

tags (keywords): [queries](#), [shortcuts](#), [tools](#), [travel](#)

This page was last modified on: Tuesday March 13, 2007

Shortcut: Search by Number

"Parcel tracking IDs, patents, and other specialized numbers can be entered into Google's search box for quick access to information about them," according to the [Google Web Search Features page](#), www.google.com/help/features.html.

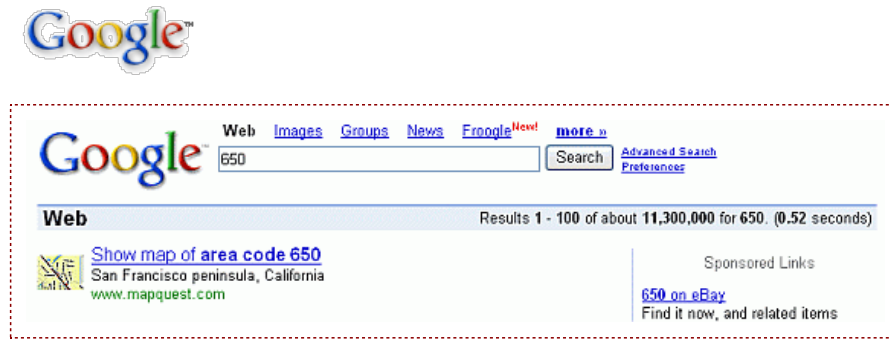
Special searches by number types include:

	Examples
Area Code Map	[212]
Package Tracking	[999444666222]
Flight Tracking Information	[united 42]
Vehicle Information	[JH4NA1157MT001832]
Patent Search	[patent 5122313]
FAA Airplane Registration Numbers	[n199ua]
UPC Codes	[036000250015]
FCC Equipment IDs	[fcc B4Z-34009-PIR]

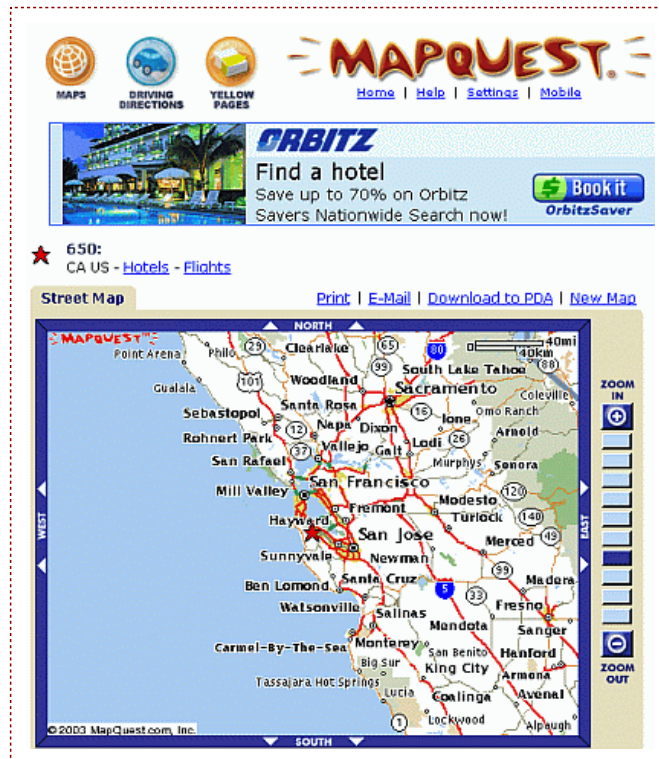
The rest of this page contains examples of input and output for most of these types of searches.

1. Area Code Map

Want to see a map of where a US telephone area code is used? Just enter the area code in Google's search box.

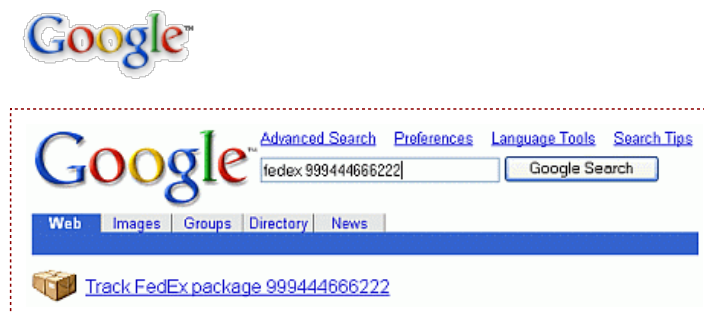


Click on the link to view a map.

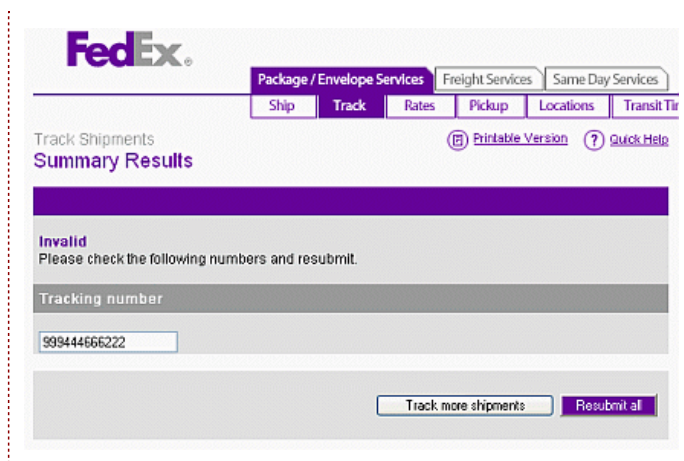


2. Package Tracking

Instead of going to the FedEx (www.fedex.com), UPS (www.ups.com), or US Postal Service (www.usps.com) sites to find out where your package is located, now you can enter parcel tracking IDs directly into Google's search box.



Click on the link to view tracking information for a parcel.

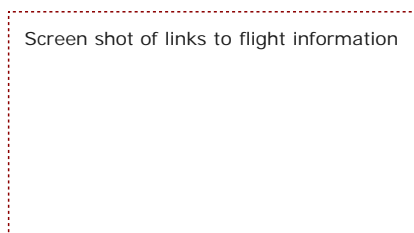


Find the latest information about your UPS package by entering "ups" followed by the tracking ID into Google's search box.

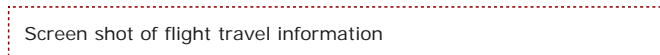


3. Flight Tracking Information

Look up information on a flight by typing the airline name or code followed by a space and a flight number.



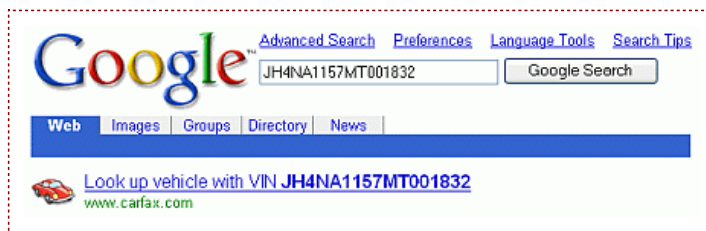
Click on the Travelocity link to view tracking information on the flight.




Click on the fboweb.com link to view how the actual flight is progressing.

4. Vehicle Information

Look up automobile vehicle information by entering a vehicle ID (VIN) number.



Click on the link to view information on the specified vehicle.



FREE Record Check Results

VIN:	JH4NA1157HT001832
Year/Make/Model:	1991 ACURA NSX
Body Style:	Coupe
Engine Type:	3.0L V6 PFI DOHC 24V
Manufactured In:	JAPAN
Search Results:	6 records found in our database

IMPORTANT! The 6 records on this 1991 ACURA NSX will confirm a clean history or uncover potential problems. Find out by ordering the complete [CARFAX Vehicle History Report](#).

Gave Me Confidence
 "Thank you! I've used CARFAX for the last three vehicles I've purchased. You have not disappointed me and gave me confidence."
 Daryl Gladmann;
 Derby, KS

Sample Report
 Click the "GO" button to view

5. Patent Search

Look up a US patent by typing "patent" followed by a space and a patent number.



Google [Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)

patent 5122313

[Web](#) [Images](#) [Groups](#) [Directory](#) [News](#)

[Look up patent 5122313 in the US Patent Database](#)

Click on the link to view information on the patent.

USPTO PATENT FULL-TEXT AND IMAGE DATABASE

[Home](#) [Quick](#) [Advanced](#) [Pat Num](#) [Help](#)

[Bottom](#)

[View Cart](#) [Add to Cart](#)

[Images](#)

(1 of 1)

United States Patent **5,122,313**
 Yashima [^] June 16, 1992

Mold for forming substrate having uneven preformat pattern and method of using same

Abstract

A cast mold and process for casting a substrate for an information recording medium has an uneven preformat pattern formed on the mold surface. The uneven preformat features a pattern

6. FAA Airplane Registration Numbers

Find out about a particular airplane by entering its FAA airplane registration number into Google's search box. An airplane's FAA registration number is typically painted on its tail.



Google [Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)

n199ua

[Web](#) [Images](#) [Groups](#) [Directory](#) [News](#)

Searched the web for n199ua Results 1 - 55 of about 420. Search took 0.65 seconds.

[Look up aircraft with registration number N199UA](#)

Click on the link to view information about the aircraft.

FAA Registry N-Number Inquiry Results			
N199UA is Assigned			
Assigned/Registered Aircraft Aircraft Description			
Serial Number	28717	Type Registration	Corporation
Manufacturer Name	BOEING	Certificate Issue Date	09/17/1997
Model	747-422	Status	Valid
Type Aircraft	Fixed Wing Multi-Engine	Type Engine	Turbo-Jet
Pending Number Change	None	Dealer	No
Date Change Authorized	None	Mode S Code	50305535
MFR Year	1997	Fractional Owner	NO

7. UPC Codes

Find information about an item by entering its UPC code into Google's search box.



[Advanced Search](#)
[Preferences](#)
[Language Tools](#)
[Search Tips](#)

[Web](#)
[Images](#)
[Groups](#)
[Directory](#)
[News](#)

Searched the web for **036000250015**. Results 1 - 12 of about 21. Search took 0.09 seconds.

[Look up UPC number 0 36000 25001 5](#)
www.upcdatabase.com

036000250015
 ... Aaron talked about UPC code search and provided a sample search: 036000250015 |

Click on the link to view information about this item.

UPC Database Entry

UPC-A	
Description	Kleenex 2-ply 8.6x8.4 in tissue
Size/Weight	270 count box
Manufacturer	Kimberly-Clark (036000)
Entered/Modified	2002-04-19 7:57:48

8. FCC Equipment IDs

Find information about FCC equipment by typing "fcc" followed by a space and the equipment's ID number.



[Advanced Search](#)
[Preferences](#)
[Language Tools](#)
[Search Tips](#)

[Web](#)
[Images](#)
[Groups](#)
[Directory](#)
[News](#)

Searched the web for **fcc B4Z-34009-PIR**. Results 1 - 61 of about 320. Search took 0.27 seconds.

[Search the FCC Equipment database for "B4Z-34009-PIR"](#)
www.fcc.gov

Click on the link to view information about this equipment.

Federal Communications Commission														
1 Matches Found For:														
GRANTEE CODE = B4Z														
PRODUCT CODE = -34009-pir														
Query Results:														
View Form	Display Exhibits	Display Grant	Display Correspondence	Applicant Name	Address	City	State	Country	Zip Code	FCC ID	Application Purpose	Grant Date	Lower Frequency in MHz	Upper Frequency in MHz
Detail				GE Interlogix, Inc.	2266 North Saint Paul Street	North Saint Paul	Minnesota	United States	55109	B4Z-34009-PIR	Original Equipment	02/23/1998	319.5	319.5
Summary														
End of Report.														

tags (keywords): [numbers](#), [phone number](#), [queries](#), [shortcuts](#), [tools](#), [travel](#)

This page was last modified on: Friday February 2, 2007

For Google tips, tricks, & how Google works, visit [Google Guide](http://www.GoogleGuide.com) at www.GoogleGuide.com. **Google Guide is neither affiliated with nor endorsed by Google.**

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Google Guide by Category

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 Appendix (13)

Part V: Developing a Website

1. Developing a Website Intro
 2. Creating Content
 3. Linking to Search Results
 4. Listing Your Website
 5. What's PageRank?
 6. Improving Your PageRank
 7. Advertising Your Website
 8. Generating Revenue: AdSense

Other Pages

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 About Google Guide:
 Introduction
 Printing Google Guide
 Google FAQ/Q&A
 Google Guide Tags
 Games: Where Did They Come From?
 Exercises/Solutions

Google Blogs, etc.

Google in the news
 Google Press Releases
 Google-Friends Newsletter archive
 Google: Search Engine Showdown News Archive

Popular Searches

FROOGLE
 photo
 email
 google+
 driving directions

Top Tags (all tags »)

queries
 results favorite
 services tools
 summary special
 characters
 narrowing search
 shortcuts fine tune
 developing websites
 preferences URLs
 advanced search google
 guide accounts translation

Part V: Developing a Website

You can make your website (more) popular and generate (more) income. Learn how in this segment.

Developing a Website Intro

This segment provides tips on:

- [Creating Content](#)
- [Linking to Search Results](#)
- [Getting Listed](#)
- [Improving Your PageRank](#)
- [Advertising Your Website](#)
- [Generating Revenue using AdSense](#)

The information in this section is based on my experience in designing and developing Google Guide, which is now the top result for the queries [Google tutorial](#), [Google guide](#), [using Google](#), [Google stock symbol](#), and [Google favorite features](#).

Note: There are thousands of sites devoted to developing a website and optimizing its performance. So, should you need or want more detailed information, just search for it. But be careful: there are sites that charge good money for bad information.

Want to give a presentation on developing a website or print the files in this segment of Google Guide? Then check out the links below.

- [Printable version of Developing a Website](#)
- [A presentation of Developing a Website \(fewer words/page\)](#)
- [Printable version of my Developing a Website presentation](#)

tags (keywords): [developing websites](#), [summary](#)

This page was last modified on: Wednesday March 7, 2007

Creating Content

Following each tip on creating content is information about how I developed Google Guide and improved its content.

Create useful high-quality material that is of interest to users.

Back in 2002, I created [Google Guide](#) to get feedback on material I was developing for a tutorial book on Google search for most users' use just a fraction of Google's capabilities.

AdChoices 

DIY Marketing Software

Vocus.com

Social, Search, Email & Publicity. Easy-to-USE. Get a Free Demo+Gift!



AdChoices 

Submit Your Website Free

Manta.com/Fre...

Advertise Your Business Hassle Free 30 Million Unique Visitors A Month



synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators numbers
hyphen driving directions
broadening search languages
calculator

Powered By [WordPress](#)

The goal of Google Guide is to make searching even easier for novices and experienced users.



Design your website for the blind and deaf, not for spiders or search bots.

Search bots can't see visuals or hear sound files. Make your titles, anchor text, and ALT tags descriptive and relevant.

Nelson Blachman, my father, is blind and is a wonderful reviewer and beta tester for Google Guide.

Present information in more than one way.

People have different needs and preferences. That's why Google Guide presents material in different formats, e.g.,

- [cheat sheets \(quick reference or short summary\)](#)
- [online tutorials](#)
- [problem sets and exercises](#)
- [quizzes](#)
- [feature time line](#)
- [printable files](#)

Studying Google Guide logs, I've learned which pages are most popular among users and I'm focusing my attention on providing users more of what they like.

Design names of pages to reflect what's on the page.

Google considers the text in the URL when indexing the page.

A few years ago I replaced unhelpful names with more descriptive ones.

- page_6.html -> select_terms.html
- page_12.html -> google_works.html
- page_13.html -> results_page.html

Include words on your web pages that users are likely to specify in a query when searching for your content.

I strive to convey information concisely and clearly, rather than incorporate particular words on my pages.

Design your site logically. Include site maps. Link to each page that you want accessible from a search engine.

Google Guide includes links from one page to the next and previous pages, a [table of contents](#), a [navigation bar](#), [topic links](#) at the beginning of each part, [summaries](#), and links to relevant material both from Google Guide and outside sources.

Usually Google Guide opens a new browser window when a user clicks on a link outside of Google Guide.

Submit a [sitemap](#) so that Google will know about the structure of your website.

[Google Sitemaps](#) provides helpful statistics and information to its users, including:

- top search queries that most often return pages on each site
- pages that Googlebot had trouble crawling
- common words in each site
- common works in external links to each site

Strive to keep your pages short and about at most a few topics.

A user is more likely to find what she seeks on a short page and material of interest is more likely to be on the user's screen.

Sparingly use dynamic content, e.g., JavaScript, Flash, DHTML, etc.

Search engine spiders are able to index plain text and html more easily than flashy pages. Googlebot tends not to crawl pages that consist only of dynamic content and pages that have dynamic content in navigation links in the page. Such pages are likely to be left out of Google's index and search results.

I initially wrote Google Guide in HTML. Jerry Peek and I have translated Google Guide into a WordPress blog format.

Correct misspellings.

Users are more likely to search for the correct spelling.

Seek feedback and use it to improve your site.

Users and web logs are great sources for feedback. To encourage suggestions and corrections, I respond to email quickly and [acknowledge](#) those who contribute ideas that improve Google Guide.

Learn from your logs.

Check your web logs. Try to figure out how and why users are coming to your site. If you suspect that users may seek information that isn't on your site, consider adding it.

I noticed that users were choosing the Google Guide [Stock Quotes](#) page after entering the query [[Google stock symbol](#)].

So I added, at the top of the page,

Looking for Google's stock symbol? It's **GOOG** on Nasdaq. Click [here](#) for Google's stock price or search for it on Google.

and followed that text with a Google search box that was ready to run the search.

Eliminate errors.

Check your web logs and run one or more website validators, e.g., [W3C Validation Service](#), to

identify problems with the coding of your website. Remove broken links and correct invalid HTML. Check [Google Sitemaps](#) to find out whether search bots are able to crawl your site.

Resources

When putting together content for this page, I came across wonderful pages on creating content for websites, including:

- [Envisioning a Site That Won't Be Featured In suck.com](#)
- [Successful Site in 12 Months with Google Alone: 26 Steps to 15K a Day](#)
- [How can I create a Google-friendly site?](#)
- [Google Webmaster Guidelines](#)
- [What is a Sitemap file and why should I have one?](#)

If you know or run across any other great sites on creating content for your website, please [let me know](#).

tags (keywords): [developing websites](#)

This page was last modified on: Monday September 21, 2009

Linking to Search Results

If you know HTML, it's relatively easy to make links to Google's search results. Following each link in the examples below is the code that produces it.

See search results in the same browser window

[[Google tutorial create link](#)]

is generated from

```
[&nbsp;   <a href="http://www.google.com/search?q=Google+tutorial+create+link">Google tutorial create link</a>&nbsp;   ]
```

See search results in a new window

Open a new window containing the search results for the query

[[Google tutorial create link](#)]

by adding `target="_blank"`:

```
[&nbsp;   <a target="_blank" href="http://www.google.com/search?q=Google+tutorial+create+link">Google tutorial create link</a>&nbsp;   ]
```

Search link must be valid

The URL — that is, the text shown in *Italics* here: `href="http://URL-GOES-HERE"` — must be valid. For instance:

- The URL shouldn't contain any spaces. Use a plus sign (+) in place of each space.

AdChoices 

**List Your
Business
Online**

[www.Yext.com/...](#)

List your
business
everywhere.
Enter business
address to start
now



Certain characters can't be used literally; they must be encoded into a form like `%nn`.

For example, the query ["a song for you"] would be encoded in a URL as

`http://www.google.com/search?q=%22a+song+for+you%22`, where each quote (") is replaced by `%22`.

The easiest way to find the correct encoding is to type your query into a Google Search box. Then run the search and look at the resulting URL in your web browser's address box (which is usually in the toolbar at the top of the window). Copy and paste the parts you need from the URL into your HTML code.

AdSense for Search

With [AdSense for Search](#), you can easily create a revenue stream at the same time as provide a Google search box like the following.



Fill the search box with a query by specifying a value the attribute "value", which AdSense for Search initializes to the null string ("").



Note: If you fill the search box with a query, Google may not share revenue with you.

AdSense for WebSearch + SiteSearch

[AdSense for WebSearch + SiteSearch](#) allows users to search the web or the specific site(s) of your choice.



Web `www.googleguide.com`

Note: [AdSense for Search](#) centers the search box on the page while [AdSense for WebSearch+SiteSearch](#) doesn't. Of course, you can modify the AdSense code to place the search box wherever you want on the page.

Exercises

These problems are intended to give you practice in creating links to Google's search results.

1. On one of your web pages, create a link to a Google search result.
2. On one of your web pages, create a link that opens a new window and displays a Google search result.
3. Use [AdSense for Search](#) to create a Google search box on a page in your website. You'll need to sign up for an [AdSense account](#) first.
4. On one of your web pages, using [AdSense for WebSearch + SiteSearch](#), create a Google search box with a radio button for searching your site. Get an [AdSense account](#) before doing this problem.

tags (keywords): [developing websites](#), [search box](#), [URLs](#)

This page was last modified on: Tuesday March 13, 2007

Listing Your Website

How does Google find your site and list it? Merely registering your domain on the Internet isn't enough.

As soon as your site is available on the Internet, you can submit it to Google by completing the add URL form at www.google.com/addurl.html.

Google™ For Site Owners: Submit your site

[Home](#)
[All About Google](#)
[Advertise with Us](#)
[Search Solutions](#)
[Webmaster Info](#)
▶ Submit Your Site

Find on this site:

Share your place on the net with us.

We add and update new sites to our index each time we crawl the web, and we invite you to submit your URL here. We do not add all submitted URLs to our index, and we cannot make any predictions or guarantees about when or if they will appear.

Please enter your full URL, including the `http://` prefix. For example: `http://www.google.com/`. You may also add comments or keywords that describe the content of your page. These are used only for our information and do not affect how your page is indexed or used by Google.

Please note: Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will fade out of our index on our next crawl when we update our entire index.

URL:
 Comments:

Other Options

Instant Ads on Google
 Create your own targeted ads using [AdWords](#). With credit card payment, you can see your ad on Google today.

Google AdSense for Web Publishers
 Publish ads that match your content, help visitors find related products and services — and maximize your ad revenue. [Learn more](#).

Another way to be listed — and to raise your [PageRank](#) too — is by getting other websites to link to yours. After that, when Google's robots or spiders, known as Googlebot, crawl the web, they should run across your site within a month or so. As we mentioned in the page [How Google Works](#), there are two types of crawls, [fresh crawls](#) and deep crawls. Your site most likely will first get a fresh crawl in which only pages Google deems most important are crawled. After Google runs a deep crawl of your site, most, if not all of the pages on your website that contain links from other pages will be crawled and subsequently listed on Google — except pages that are included in the file [robots.txt](#), which lists pages that you don't want Google to crawl and pages containing code that Google is unable to parse. (Other search engines — though not all of them — also obey your instructions in robots.txt.)

Recently Google developed [Google Base](#), a service, like a bulletin board, for posting all types of content, e.g., coupons, reviews, jobs, housing, events, tickets, merchandise. Things for sale may get cross posted on Google's [Product Search](#) and locations may get cross posted from Google Base to [Google Maps](#).

For more about how to get your site listed on Google, visit www.google.com/webmasters/1.html.

How can you remove websites, individual pages, cached pages, and outdated or dead links from Google's index? Visit www.google.com/webmasters/remove.html.

tags (keywords): [crawling](#), [developing websites](#), [PageRank](#), [spider](#)

This page was last modified on: Saturday August 9, 2008

What's PageRank?

[PageRank](#) is Google's system for ranking web pages. A page with a higher PageRank is deemed more important and is more likely to be listed above a page with a lower PageRank.

[Google](#) describes PageRank:

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

In other words, Google conducts "elections" in which each web page casts votes for web pages with hyperlinks to those pages. But unlike a democracy a page can have more than one vote and links from pages with high PageRank are given more weight (according to their ranking) and thus help to improve the targets' PageRank.

See the PageRank of a page with the [PageRank meter](#) in the Google [Toolbar](#) (an advanced feature). The more green the higher the PageRank.



Compare the relative PageRank of your site with other related sites by viewing the green bar to the left of a website in the web page section (near the bottom of the page) of the Google Directory page. (If your site isn't listed in the Directory, that's another way to improve its PageRank. See www.dmoz.org/add.html.)

Google™ [Directory Help](#)
 Search only in Travel Search the Web

Travel
[Recreation](#) > Travel [Go to Directory Home](#)

Categories

Attractions (34)	Lodging (847)	Tour Operators (11)
Consolidators (29)	Preparation (312)	Transportation (696)
Destinations (236)	Publications (226)	Travel Agents (21)
Guides and Directories (157)	Specialty Travel (3603)	Travelogues (1829)
Image Galleries (196)		

Related Categories:
[Home > Consumer Information > Travel](#) (86)
[Regional](#) (1539376)
[Shopping > Travel](#) (183)
[Society > People > Expatriates](#) (503)
[Business > Hospitality](#) (2177)

Web Pages **Viewing in Google PageRank order** **View in alphabetical order**

- [Lonely Planet](http://www.lonelyplanet.com/) - <http://www.lonelyplanet.com/>
Offers travel advice, detailed maps, travel news, popular message boards and health information. Also lists information and updates regarding their guidebooks.
- [Concierge.com](http://www.concierge.com) - <http://www.concierge.com>
Information on popular destinations including essays from Fodor's, restaurant and hotel listings, maps, weather,

In the next section, [Improving Your PageRank](#), I offer suggestions for how to improve the

PageRank of your webpages.

tags (keywords): [developing websites](#), [PageRank](#)

This page was last modified on: Friday February 2, 2007

Improving Your PageRank

Below are suggestions for publicizing your site — and improving its [PageRank](#) — based on our experience getting the word out about Google Guide.

Include useful high-quality information on your site.

Create content that users want and will share with others.

Submit your site to various web directories and reference sites.

A web directory “specializes in linking to other web sites and categorizing those links,” according to [HighSearchRanking.com](#).

Post your site’s URL (web address) to popular web directories including Open Directory Project (ODP), Yahoo!, and LookSmart. Also post your URL to online reference, e.g., Wikipedia, industry-specific expert sites, blogs, etc.

Publicize your site to everyone with whom you communicate.

Add your site’s URL, e.g., [www.googleguide.com](#), to every piece of communication you initiate. The TechSoup (The Technology Place for Nonprofits) article, [Publicizing Your Web Site: Getting the message out there](#), recommends that “your Web address should be listed everywhere that your phone/fax number and mailing address,” e.g.,

- Business cards
- Letterhead
- Newsletters
- Brochures
- Press Releases
- Fax cover sheets
- Email signatures

Write a newsletter and send it out.

Inform people what’s new or noteworthy on your site. The newsletter will remind people about your site and encourage them to visit to find interesting content.

Provide a Rich Site Summary (RSS).

RSS is also known as Really Simple Syndication. [JISC](#) describes RSS as “a lightweight XML format for distributing news headlines and other content on the Web.”

In addition to making it easy for other sites to distribute your headlines and content, your RSS feed will be indexed by popular Blog search engines, including [Technorati](#), [BlogSearch](#),

and [Ask.com Bloglines](#).

Ask other high-quality websites to link to your website.

Getting other “good” websites to link to yours usually helps your website’s PageRank and ranking on Google.

Note: If your site links to delisted websites, your website might also be removed from Google’s index.

Provide motivation for highly ranked websites to link to yours.

Getting highly ranked sites to link to yours will improve your ranking more than getting many poorly ranked sites to link to yours.

Note: If Google [suspects](#) that you’ve traded links with other sites for the sole purpose of improving your ranking, it might penalize or blacklist your site.

Check out a site before you link back.

When you receive a request for a link, check the site before you link back. Is it a site worthy of your link, i.e., vote of confidence? Would a link be of value to your page’s visitors?

Tell the press about your site.

Telling the press may not get your website publicity. After making Google Guide live, I emailed local, national, and international press and got a poor response to our publicity.

Next I emailed journalists who specialize in search engines, but again few wrote articles about Google Guide.

Then I emailed reviewers of books on using Google. A handful responded. Some wrote that Google Guide was for novices; others wrote that Google Guide was tailored for advanced users. Wanting to make Google Guide appeal to novices and experts alike, I indicated sections that would appeal to particular users, e.g.,

- If you have little or no experience with Google, read on. Otherwise, skip to the next section, titled “Go to the First Result.”
- We recommend that you skip ahead to Part II: Understanding Search Results unless you’re an experienced Google user or you want to know how to use Google’s advanced operators.

After several months of emailing potential users and posting to websites, libraries, schools, and users began linking to Google Guide.

I tried again to get national press coverage by contacting John Markoff from the New York Times. After a few attempts, I was quoted in an article about Search Engine Wars and afterwards Google Guide got over 50,000 unique visitors/day for the following week and traffic has been good ever since.

On the basis of a suggestion from Matt Vance, I created the [Google Guide Cheat Sheet](#) and announced it on [Slashdot](#), which generated great publicity, along with a few flames; within 24 hours, the Cheat Sheet went from being ranked so poorly I couldn’t even find it to being ranked #2 (after Google’s cheat sheet).

Keep your website up.

If your website is not accessible for an extended period of time, Google may reduce the ranking of your site.

Give away content.

I publish Google Guide under a [Creative Commons License](#) to enable others to copy, distribute, and make derivative works, as long as they give Nancy Blachman credit and link to Google Guide.

If most of your site's content is commercial — e.g., pages about your business — consider adding other pages with useful information for the public. For example, if you sell bicycles, include pages or a blog about bicycle paths, bicycle gear, or with tips on bicycling. Publicize these and encourage others to link to them.

Translate your website into foreign languages.

If you don't know a foreign language, find others that do. Erik Hoy, a librarian, emailed me asking if he could use some material from Google Guide on Copenhagen Main Library's website. I suggested that he [translate the whole thing into Danish](#), which he did.

Recently Google Guide was translated into [Hebrew](#).

Search Google for your website.

Instead of entering your URL into your browser, search Google for your site. Google is more apt to improve the ranking of a site that users seek and visit than one that gets no traffic from Google.

When I first made this site publicly available, Google Guide wasn't in the first 100 sites on searches for [[Google guide](#)]. Thanks to the sites that linked to Google Guide and users who clicked on Google Guide in their search results, Google Guide is in the top ten results for many queries that relate to the content of the site. Being listed so highly on Google has improved the traffic flow to Google Guide.

Note: For the top ranked site, Google sometimes [includes useful links from within that site](#).

[Interactive online Google tutorial and references: Google Guide](#)

Interactive online tutorial on **using** the search engine includes tips and information on new services and features.

[www.googleguide.com/](#) - 9k - [Cached](#) - [Similar pages](#)

[Query Input](#) - [www.googleguide.com/query_input.html](#)

[Special Tools](#) - [www.googleguide.com/special_tools.html](#)

[Start Immediately for ...](#) - [www.googleguide.com/experienced_users.html](#)

[Printing Google Guide and Quick ...](#) - [www.googleguide.com/print_gg.html](#)

[More results from www.googleguide.com »](#)

Avoid devious tactics to improve your ranking.

If Google suspects that you are trying to deceive it web crawler and thus its users by including hidden text, misleading or repeated words, pages that don't match your sites description, deceptive redirects, duplicate site or pages, or other disingenuous tactics, then

Google may delist your site from its index.

And finally...

In addition to considering the number of links to your page and the ranking of the linking page, to compute a page's PageRank, Google considers hundreds of factors including

- how fast a site is gaining links
- how long the links persist
- when your site acquired the links
- the click through rate (CTR) of Google's search results, cached pages, favorites on the Google Toolbar
- the stickiness of your site (i.e., the effectiveness of your site in retaining individual users)

These factors and many others are described in the article "Great Site Ranking in Google The Secret's Out" on [Buzzle.com](http://www.buzzle.com).

Google periodically changes how it calculates a page's importance, thereby resulting in shifts in rankings, known as a Google Dance. Google Guide's placement in Google's search results sometimes changes when Google modifies or enhances their indexing algorithms.

I don't try to keep up with the latest search engine optimization tricks. Instead I strive to make searching Google easier by educating users about Google services, capabilities, and features. When I am successful, sites link to Google Guide pages and increase their ranks and importance to Google.

Here are links to a few pages that discuss how to publicize your website and improve the ranking of your web pages.

- [Publicizing Your Web Site](#)
- [Publicizing Your Site \(Without Irritating Everyone on the Net\)](#)

In the next section, [Advertising Your Website](#), I'll tell you how I increase traffic through running inexpensive ads.

tags (keywords): [developing websites](#), [directory](#), [PageRank](#), [translation](#)

This page was last modified on: Sunday August 31, 2008

[Advertising Your Website](#)

To increase traffic and to learn about Google's advertising services, I became an [AdWords](#) advertiser. I designed simple text ads, chose queries and keywords the ads should match, and specified the maximum we were willing to spend on an advertising campaign. Google charges us only when someone clicks on one of our ads.

AdWords contributes greatly to Google's bottom line, i.e., it's profits. Google offers many resources to educate website owners about AdWords. Rather than developing tutorial material on AdWords, which is likely to get outdated when Google enhances AdWords capabilities and features, I encourage you to learn from Google's material and those of third parties.

- [Interested in AdWords](#)
- [Demos and Guides](#)
- [Step-by-Step](#)
- [Tips for Success](#)

[Editorial Guidelines](#)

We increased the effectiveness of our advertising by following wonderful suggestions from Perry Marshall's free 5-day course and from his [Definitive Guide to Google AdWords](#), which you can learn about at www.perrymarshall.com/google/. We tested lots of ads targeted on many different queries and keywords until we found ones that got favorable responses from users, i.e., the ads that users clicked on. And Google has rewarded us by overrunning our ads, i.e., showing some of them from time to time at no cost to us.

tags (keywords): [ads](#), [developing websites](#)

This page was last modified on: Friday February 2, 2007

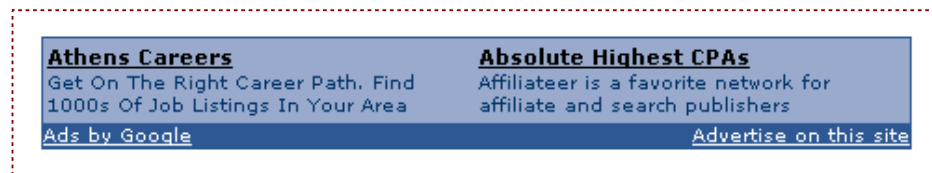
[Generating Revenue: AdSense](#)

You can make money from Google AdSense by hosting

- [Ads](#)
- [Link Units](#)
- [Google WebSearch](#)
- [Google WebSearch+SiteSearch](#)
- [Google Referral Links](#)

[Ads](#)

Display ads that it deems relevant to the content of the page.

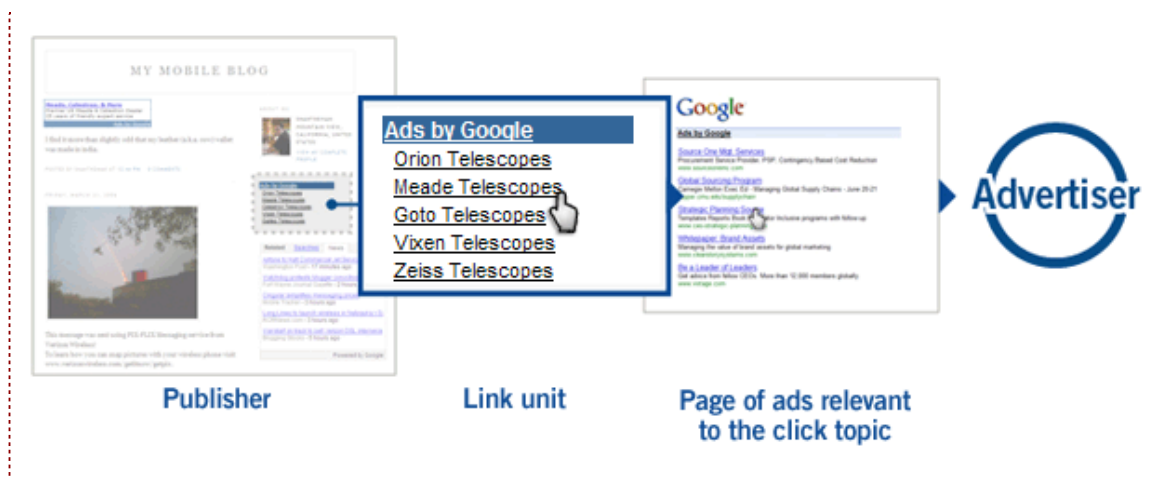


[Link Units](#)

Display a list of topics that Google deems relevant to the content of the page.



A page of related ads is displayed when a user clicks on a topic.



WebSearch

Provide web search and earn revenue from Google.



WebSearch + SiteSearch

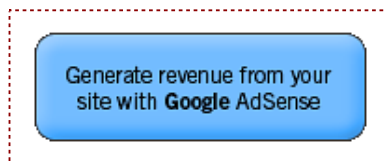
Generate revenue by providing a query box for searching the web and the specific site(s) of your choice.



Web www.googleguide.com

Referrals

Generate income by referring your users to Google products and search services.



Google Guide and AdSense

At first I was reluctant to run ads on Google Guide. I didn't want to create any distractions that would lure visitors away from my site. But visitors leave even if I don't run ads. So I ran ads at the bottom of a page because I thought they would distract only viewers who weren't interested in my site. Few users clicked on the ads. Later I moved the ads to the top of a page. The response rate more than doubled and so did revenue.

Why did Google create AdSense? Many sites wanted to advertise and Google wanted more real estate, i.e., web pages, on which it could display ads. Web sites wanted a slice of Google's revenue.

AdSense is a money-generating service for Google and it's users. Unlike user services, Google provides a wealth of resources on AdSense, just a few of which I've listed below.

- [AdSense Tour](#)
- [Interested in AdSense](#)
- [Optimization Tips](#)
- [Ad Formats](#)

tags (keywords): [ads](#), [developing websites](#)

This page was last modified on: Friday February 2, 2007

For Google tips, tricks, & how Google works, visit [Google Guide](#) at www.GoogleGuide.com.

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Please [send us suggestions](#) for how we can improve Google Guide.

Google Guide -- Making Searching Even Easier

The fact that Nancy has been teaching Internet novices is apparent. She takes nothing for granted, and even includes tips on how to navigate a Web page. More savvy users may skip those sections, however, and focus on the practical examples and exercises. The absolutely best tutorial on how to use all of Google's potential. Easy to use, simple to navigate, this is a little jewel for both the novice and advanced search user.

--[Pandia: Search Engine News](#)

While the Google search instruction page is helpful, it's a rather bare bones approach, and your guide fills in the gaps. ... By having this tutorial available, you've saved folks lots of time trying to explain the search process. I'm glad your guide is available now and will recommend it to anyone new to the internet. I wish it had been available 5 years ago when I was a newbie.

--[voila-ga, Google Answers Researcher](#)

Where and When Nancy Blachman will be Speaking about Google

[About](#) | [Contact Us](#)

? GoogleGuide making searching even easier

Search Google Guide

Google Guide by Category

- Overview (2)
- Favorite Features (14)
- Part I: Query Input (19)
- Part II: Understanding Results (18)
- Part III: Search Tools (10)
- Part IV: Services (12)
- Part V: Developing a Website (8)
- Appendix (13)

Other Pages

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- About Google Guide: Introduction
- Printing Google Guide
- Google FAQ/Q&A
- Google Guide Tags
- Games: Where Did They Come From?
- Exercises/Solutions

Google Blogs, etc.

- Google in the news
- Google Press Releases
- Google-Friends Newsletter archive
- Google: Search Engine Showdown News Archive

Popular Searches

- FROOGLE
- photo
- email
- google+
- driving directions

Top Tags (all tags »)

- queries results
- favorite services
- tools summary
- special characters
- narrowing search
- shortcuts fine tune
- developing websites
- preferences URLs advanced
- search google guide accounts
- translation synonyms stop words
- search box prices PageRank news
- dictionary cookies ads toolbar
- spelling search terms search operators
- safe search phrase phone number
- operators numbers hyphen driving
- directions broadening search languages
- calculator

This page was last

Error 404 - Not Found

You tried going to http://www.googleguide.com/nancy_talks.html and it doesn't exist. Check that URL carefully... if it contains strange characters like %XX or \, you could delete them from your browser's address bar and press the ENTER key to try again.

Here are more choices:

- Click your browser's "Back" button and try again
- Choose one of the links at the left side of this page
- go to the [home page](#).

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Please [send us suggestions](#) for how we can improve Google Guide.

modified on [an error occurred while processing this directive].

- [\[Home\]](#) [\[Intro\]](#) [\[Contents\]](#) [\[Favorites\]](#) [\[Query Input\]](#) [\[Understanding Results\]](#) [\[Special Tools\]](#) [\[Services\]](#) [\[Developing a Website\]](#) [\[Appendix\]](#)

◀ Previous Next ▶



Web www.googleguide.com

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Powered By [WordPress](#)

! GoogleGuide making searching even easier

Search Google Guide

Google Guide by Category

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Favorite Features

1. My Favorite Features by Nancy Blachman
2. Favorite Tools
3. Favorite Shortcuts
4. Keeping Abreast of the News
5. More Relevant Results
6. Special Notation
7. Diacritic Marks and Accents
8. Favorite Preferences Setting
9. Translation and Language Tools
10. Highlighting
11. Google Sets
12. Advertising
13. Advanced Features
14. Links to Other Useful Information

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Google Blogs, etc.

- Google in the news
- Google Press Releases
- Google-Friends Newsletter archive
- Google: Search Engine Showdown News Archive

Popular Searches

- FROOGLE
- photo
- email
- google+
- driving directions

Top Tags (all tags »)

queries results favorite services tools summary special characters narrowing search shortcuts fine tune developing websites preferences URLs advanced search google guide accounts translation synonyms stop words search box prices PageRank news dictionary cookies ads toolbar spelling search terms search operators safe search phrase phone number operators numbers hyphen driving directions broadening search languages calculator

Powered By WordPress

[« Previous: My Favorite Features by Nancy Blachman](#)

[Google Guide](#) > [Favorite Features](#) > [Favorite Tools](#)

[Next: Favorite Shortcuts »](#)

Favorite Tools

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Enter a query even if Google's home page isn't in your browser.

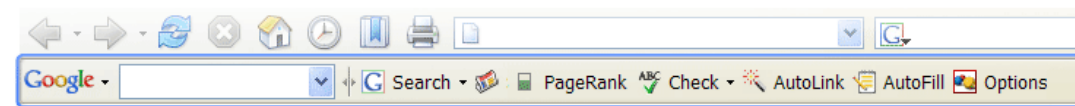
AdChoices

Toolbar - toolbar.google.com/ (Internet Explorer)

\$0.99
Domains at
Go Daddy
 GoDaddy.com
 Why Pay More?
 Compare Us!
 Free Hosting
 w/Site Builder &
 More.



Firefox Toolbar - toolbar.google.com/firefox/ (Firefox)



Googlebar - googlebar.mozdev.org/ (Mozilla and Netscape)



Safari web browser (Macintosh OS X)

My favorite Toolbar features include

Feature	What it can do
Search Box	Access Google's search technology from your browser toolbar.
Highlight	Highlight terms on the current page.
Pop-up Blocker	Stop annoying pop-up windows (new in version 2.0 of Toolbar).

Browser Buttons - www.google.com/options/buttons.html

I often search using Google browser buttons when I don't have access to a Google Toolbar or Deskbar.




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tags (keywords): [favorite](#), [toolbar](#)

This page was last modified on: Friday February 2, 2007

[Permalink](#) | [Trackback](#) | [Links In](#)

[Email this page](#)

Spread the word: 

[« Previous: My Favorite Features by Nancy Blachman](#)

[Next: Favorite Shortcuts »](#)

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Please [send us suggestions](#) for how we can improve Google Guide.

? GoogleGuide making searching even easier

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- [Exercises/Solutions](#)

Google Blogs, etc.

- [Google in the news](#)
- [Google Press Releases](#)
- [Google-Friends Newsletter archive](#)
- [Google: Search Engine Showdown News Archive](#)

Popular Searches

- [FROOGLE](#)
- [photo](#)
- [email](#)
- [google+](#)
- [driving directions](#)

Top Tags (all tags »)

queries results
 favorite services
 tools summary
 special characters
 narrowing search

« [Previous: Favorite Tools](#)

[Google Guide](#) > [Favorite Features](#) > [Favorite Shortcuts](#)

[Next: Keeping Abreast of the News »](#)

Favorite Shortcuts

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Google provides shortcuts for finding commonly sought utilities and information, which you may have previously found offline or on specialized sites.

- **Want Driving Directions?**

Enter a U.S. street address, including zip code or city/state.



AdChoices

DIY Marketing Software

Vocus.com

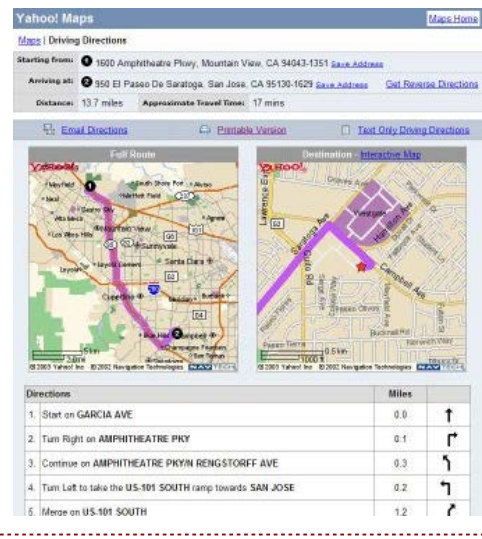
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 phone number operators numbers
 hyphen driving directions
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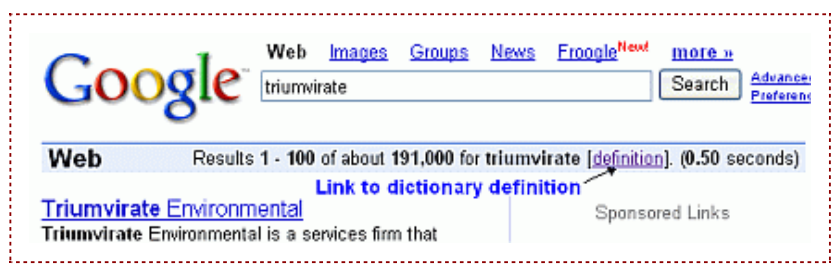


- **Need a Definition?**

If Google finds any dictionary definitions for your search terms, in the statistics bar,

- it shows those words as underlined links
- includes a definition link.

What do co-founders Larry Page and Sergey Brin, and CEO Eric Schmidt mean when they say they run Google as a *triumvirate*?



triumvirate

ˌTriːˈʌmˈviːrət, n. [L. triumviratus: cf. F. triumvirat.] 1. Government by three in coalition or association; the term of such a government.

2. A coalition or association of three in office or authority, especially, the union of three men who obtained the government of the Roman empire.

Source: Webster's Revised Unabridged Dictionary, © 1996, 1998 MICRA, Inc.

Google displays one [Glossary](#) definition above your search results when you put one of the following in front of a word phrase or acronym:

- o *define*
- o *what is*
- o or *what are*



Google Web Images Groups News Froogle^{Next} more »

define blog Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 100 of about 299,000 for **define blog**. (1.40 seconds)

Web definitions for Blog – (weB LOG)

 A blog is basically a journal that is available on the web. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger." Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog. Postings on a blog are almost always arranged in chronological order with the most recent additions featured most prominently.
www.matisse.net/files/glossary.html - [Definition in context](#)

[What is blog? - A Word Definition From the Webopedia Computer ...](#)
 ... Other forms: **Blogger** (a person who blogs). •E-mail this **definition** to a colleague•. For

Sponsored Links

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 Quality, hosted weblogs from the makers of Movable Type
www.typepad.com

[Start Your Very Own Blog](#)
 Simple, Easy to Use, Point and Click Software for Blog Creation
[Blogging.Help-for-Me.com](#)

When your query includes the "define:" operator (ending with a colon character), Google displays all the definitions it finds on the web.



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define: phat Search [Advanced Search](#) [Preferences](#)

Web

Tip: Try [Google Answers](#) for help from expert researchers

Definitions of **Phat (fat)** on the Web:

very good Psycho: aggressive anti-social behavior (used in punk)
www.planetpals.com/coolkidz.html

1) (adj) Rich like butter, really good, extremely well put together. 2) (adj) Attractive.
abcnews.go.com/onair/nightline/hiphop/glossary_hiphop_popoff.html

This is another word snowboarders tend to use to say to something that is good. If something is PHAT it is sweet!
www.stormloader.com/boarding/definitions.htm

PRETTY HOT AND TALENTED
206.76.139.4/jh/webwork/arendec/DEFJAM.HTM

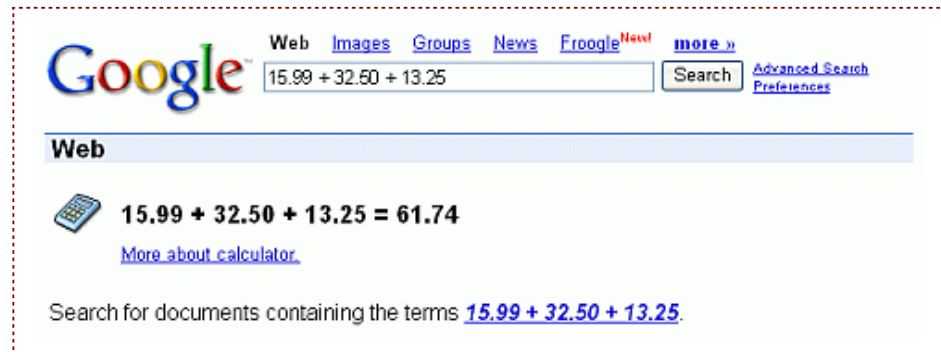
Also means 'good' or 'impressive'. Often used when referring to the plastic spoiler on a car or a suitably diabolical piece of 'garidge' music.
home.clara.net/benjamin/html/funnytownie.htm

- [The Google Calculator isn't Mathematica, Maple, or](#)

Matlab

Google's calculator can

- add up a list of numbers
- convert from miles to kilometers
- evaluate some other sorts of mathematical expressions.



Calculate a tip for a meal that costs \$93.45.



Calculate the cosine of 2π .



Convert from one set of units to another.






Many commonly used physical constants are built into Google's calculator.



- [More Shortcuts](#)

The results of the following shortcuts appear to the right of a tag or specialized icon and above your search results.

	Examples
 Area Code Map	[212]
 Package Tracking	[999444666222]
 Flight Tracking Information	[united 42]
 Travel Conditions	[ewr airpor]
 Stock Quotes	[goog]
 Vehicle Information	[JH4NA1157MT001832]
 Patent Search	[patent 5122313]
 FAA Airplane Registration Numbers	[n199ua]
 UPC Codes	[036000250015]
 FCC Equipment IDs	[fcc B4Z-34009-PIR]


For even more shortcuts, visit [Google Guide's cheat sheet](#) or the [Google Guide coffee page](#).

tags (keywords): [calculator](#), [dictionary](#), [driving directions](#), [favorite](#), [phone number](#)

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Keeping Abreast of the News

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

I set up [Google Alerts](#) to send me email when news articles of interest to me appear on the web.

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Drive Customers To Your Website. Submit Your Site And Get Leads Now.



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Google™ **Google News Alerts (BETA)**

Welcome to Google News Alerts

Google News Alerts are sent by email when news articles appear online that match the topics you specify.

Some handy uses of Google News Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create your News Alerts with the form on the right.

Create a Google News Alert

Enter the topic you wish to monitor.

News search:

How often:

Your email:

I've also set up Google Alert, a third-party service available at www.googlealert.com.

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
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Enter up to 5 Google searches to perform (see [tips](#)).
Use quotes for names or phrases like "John Smith".

1.	<input type="text" value="google"/>	>>	40	▼	results
2.	<input "="" data-bbox="532 233 792 260" type="text" value='"Nancy Blachman'/>	>>	30	▼	results
3.	<input "="" data-bbox="532 281 792 308" type="text" value='"Google +Guide'/>	>>	30	▼	results
4.	<input type="text" value="googleguide"/>	>>	20	▼	results
5.	<input type="text" value="www.googleguide.com"/>	>>	20	▼	results

Run searches: Automatically: ▼
 Only when I click "Run Now"

Last search: Sunday March 7th, 10:38pm GMT


Google Alert is more flexible and returns more results than Google's News Alerts.

tags (keywords): [alerts](#), [favorite](#), [news](#)

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More Relevant Results

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Google returns pages that match variants of your search terms. AdChoices ▶



The query above finds pages that contain words that are similar to some or all of your search terms, e.g.,

- "child," "children," or "children's"
- "bicycle," "bicycles," "bicycle's," "bicycling," or "bicyclists"
- "helmet" or "helmets"

Google calls this feature word variations or automatic stemming.

• Want only Exact Matches?

Disable automatic stemming by surrounding each term that you want to be matched exactly with quotation marks.



• Searching for a Phrase or a Proper Name?

If you want to search for pages that contain a phrase

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or proper name and not variations, enclose your search terms in quotes (" ").



• **One Word, Two Words, or Hyphenated?**

When Google encounters a hyphen (-) in a query term, e.g., [[e-mail](#)], it searches for:

- the term with the hyphen, e.g., e-mail
- the term without the hyphen, e.g., email
- the term with the hyphen replaced by a space, e.g., e mail
- [[e-mail](#)] matches "e-mail," "e mail," and "email"
- [[e mail](#)] matches "e-mail" and "e mail"




If you aren't sure whether a word is hyphenated, search for it with a hyphen.

tags (keywords): [favorite](#), [hyphen](#), [narrowing search](#), [phrase](#), [word variations](#)

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Special Notation

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

You can fine-tune your search query and increase the accuracy of its results by using special characters and operators, such as +, -, ~, .., OR, and quotation marks.

Force Google to include a term by preceding the term with a "+" sign.



The + operator is typically used in front of stop words that Google would otherwise ignore or when you want Google to return only those pages that match your search terms exactly.

Precede each term you do *not* want to appear in any result with a "-" sign.



Find synonyms by preceding the term with a "~", which is known as the tilde or synonym operator.



Note: Currently the synonym operator is only supported on Google Web and Directory search.

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Specify synonyms or alternative forms with an uppercase OR or | (vertical bar).



Use quotes (" ") to group compound words and phrases together.



Specify that results contain numbers in a range by specifying two numbers, separated by two periods, with no spaces.



This table summarizes how to use basic search operators.

You may include any of these operators multiple times in a query.

Notation	Find result	Example
<i>term1 term2</i>	with both <i>term1</i> and <i>term2</i>	[after-school activity]
<i>term1</i> OR <i>term2</i> <i>term1</i> <i>term2</i>	with either <i>term1</i> or <i>term2</i> or both	[Tahiti OR Hawaii] [Tahiti Hawaii]
	with <i>term</i> (The + operator is typically used in front of stop words that Google	

<code>+ term</code>	would otherwise ignore or when you want Google to return only pages that match your search terms exactly. However, the <code>+</code> operator can be used on any terms.)	[+i spy]
<code>- term</code>	without <i>term</i>	[twins -baseball]
<code>~ term</code>	with <i>term</i> or one of its synonyms (currently supported on Web and Directory search)	[google ~guide]
<code>number1..number2</code>	with a number in the specified range	[trail-a-bike \$50..\$350]
<code>" phrase "</code>	with the exact <i>phrase</i> , a proper name, or a set of words in a specific order	["I have a dream"] ["Rio de Janeiro"]

tags (keywords): [favorite](#), [fine tune](#), [special characters](#), [synonyms](#)

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Diacritic Marks and Accents

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

How can you search for a term that might include one or more [diacritics](#), marks, such as the umlaut (ö) in *Gödel* or the acute accent of *resumé*?

Note: For queries with diacritics, [results vary](#) depending on the language to which you are confining your search.

Note: On the English-language version of Google, a term with an accent doesn't match a term without an accent and vice versa.

[["école française"](#)] matches "école française" but not "ecole francaise"

[["ecole francaise"](#)] matches "ecole francaise" but not "école française"

Search for pages with these different spellings.

[["école française"](#)]
[["ecole francaise"](#)]

Or combine these queries into a single one.

[["école française" OR "ecole Francaise"](#)]

If your keyboard doesn't have a particular character, check out the [Google Ultimate Interface](#), which provides over two dozen diacritical markings.

Find different methods for typing international accent marks and diacritics online at www.keyboardhelp.net.

tags (keywords): [accent marks](#), [favorite](#)

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characters
narrowing search
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Favorite Preferences Setting

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

By default, Google returns just 10 results for a search.

You can increase the number of results displayed per page to 20, 30, 50, or 100.

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Number of Results

Google's default (10 results) provides the fastest results.

Display results per page.

The more results displayed per page:


- the more likely you are to find what you want on the first page of results
- the more slowly the page loads

tags (keywords): [favorite](#), [preferences](#)

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preferences URLs
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guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
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directions broadening search
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Restricting Your Search by Date

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- search
- phrase
- phone
- number
- operators
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Error 404 - Not Found

You tried going to http://www.googleguide.com/favorite_dates.html and it doesn't exist. Check that URL carefully... if it contains strange characters like %XX or \\, you could delete them from your browser's address bar and press the ENTER key to try again.

Here are more choices:

- Click your browser's "Back" button and try again
- Choose one of the links at the left side of this page
- go to the [home page](#).

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modified on [an error occurred while processing this directive].

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Top Tags (all tags »)

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- [shortcuts fine tune](#)
- [developing websites](#)

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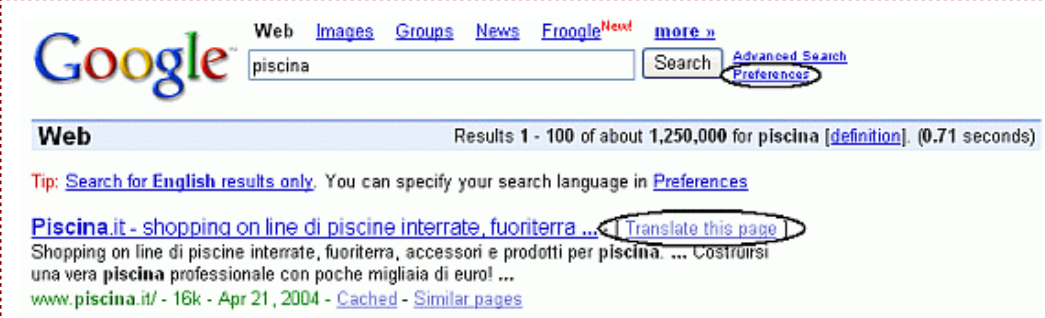
Translation and Language Tools

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Web pages are available in languages other than English. AdChoices 

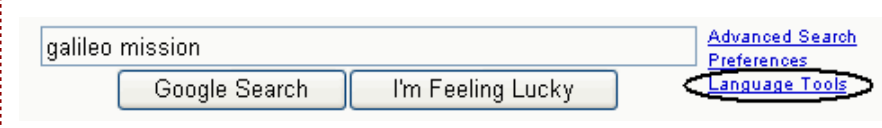
When Google finds a page in a language different from your language of choice, a [translation link](#) lets you get the gist of the page.

DIY Marketing Software
[Vocus.com](#)
 120,000+ Customers
 Chose Vocus Over Hiring a Firm-Get a Free Demo Now!

The screenshot shows a Google search for "piscina". The search bar contains "piscina" and the search button is labeled "Search". To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, the results section is titled "Web" and shows "Results 1 - 100 of about 1,250,000 for piscina [definition]. (0.71 seconds)". A tip says "Tip: Search for English results only. You can specify your search language in Preferences". The first result is "Piscina.it - shopping on line di piscine interrate, fuoriterra ..." with a "Translate this page" link circled in blue.

Want to translate some text or a web page? Try the [Translate feature](#) available from the [Language Tools](#) link on Google's home page.



The screenshot shows the Google search bar with "galileo mission" entered. Below the search bar are buttons for "Google Search" and "I'm Feeling Lucky". To the right of the search bar are links for "Advanced Search", "Preferences", and "Language Tools", with "Language Tools" circled in blue.

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[toolbar](#)
[spelling](#)
[search terms](#)
[search operators](#)
[safe search](#)
[phrase](#)
[phone number](#)
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[hyphen](#)
[driving](#)
[directions](#)
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Translate

If you want to translate some text or a page into a language other than those Google Language Translation Tool offers, check out [Fagan Finder's Translation Wizard](#).

From the [Preferences](#) page, specify your global preferences, including

- **Interface Language:** the language in which Google will display tips, messages, and buttons for you
- **Search Language:** the language of the pages Google should search for you

You can restrict your searches to those pages written in the languages of your choice by setting the search language.

By default, Google Web search includes all pages on the Web.

If you want to restrict results to a single language for a few queries, consider using the Language Tools menu option in the [Google Toolbar](#), the [section Language of the Advanced Search](#)


[page](#), or [Language Tools](#).

tags (keywords): [favorite](#), [languages](#), [translation](#)

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Top Tags (all tags ») queries

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[Highlighting](#)

Highlighting

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

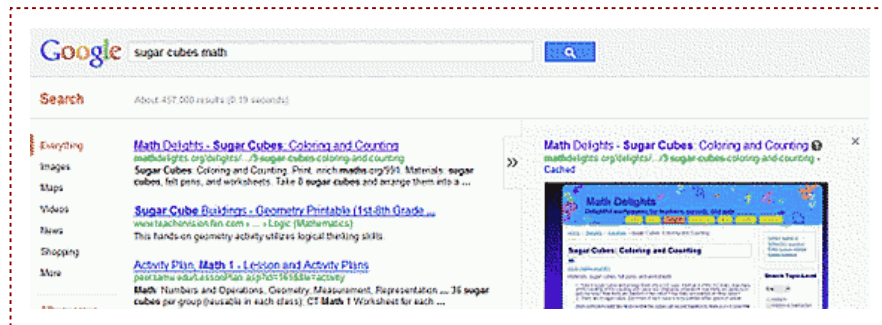
I look at the [cached version](#) of a page, when Google returns

AdChoices 

- a link to a page that appears to have little to do with my query
- or if I can't find the information I'm seeking on the current version of the page.

[\\$0.50 URL Names](#)

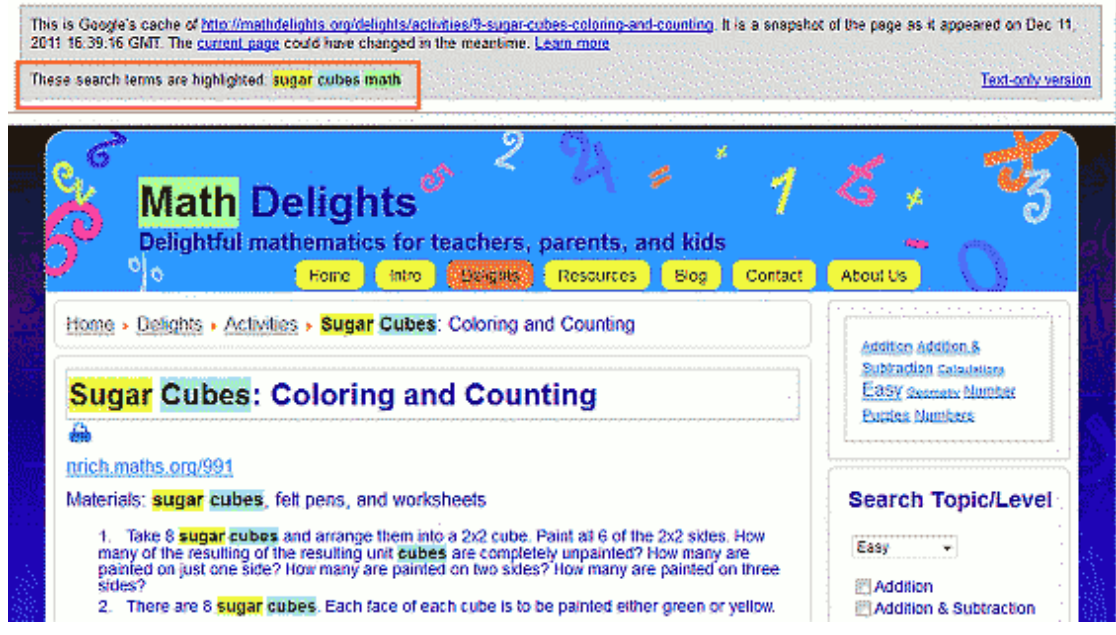
[www.Register.c...](#)
 Best Value In The Market. Only \$0.50 - Limited Time Offer!



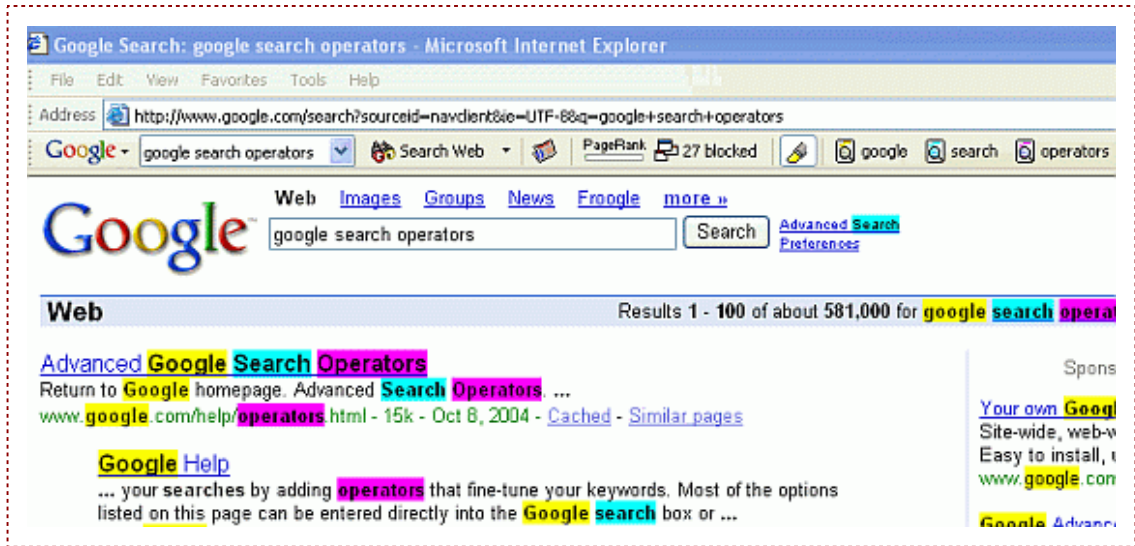
Click on the *Cached* link to view Google's cached version of the page with the query terms highlighted.

results favorite
 services tools
 summary special
 characters
 narrowing search
 shortcuts fine tune
 developing websites
 preferences URLs
 advanced search google
 guide accounts translation
 synonyms stop words search
 box prices PageRank news
 dictionary cookies ads toolbar
 spelling search terms search
 operators safe search phrase
 phone number operators
 numbers hyphen driving
 directions broadening search
 languages calculator

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Note: Internet Explorer users may view results or a page with any word(s) highlighted, not just search terms, by using the [highlight feature of the Google Toolbar](#), which I mentioned [earlier](#).



tags (keywords): [cached version](#), [favorite](#)

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Google Sets

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Google showcases some prototypes and products in development on the [Google Labs](#), the web site of Google's research group.

My favorite prototype is [Google Sets](#). To use it:

1. Enter a few items from a set of things.
2. Google Sets will try to predict other items in the set.

AdChoices 

**Dell
Technical
support**

DellSupport.qui...
Support for Dell
Laptop &
Computer Call At
1888-303-2911



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Google™ Sets

Automatically create sets of items from a few examples.

Enter a few items from a set of things. [\(example\)](#)
Next, press *Large Set* or *Small Set* and we'll try to predict other items in the set.

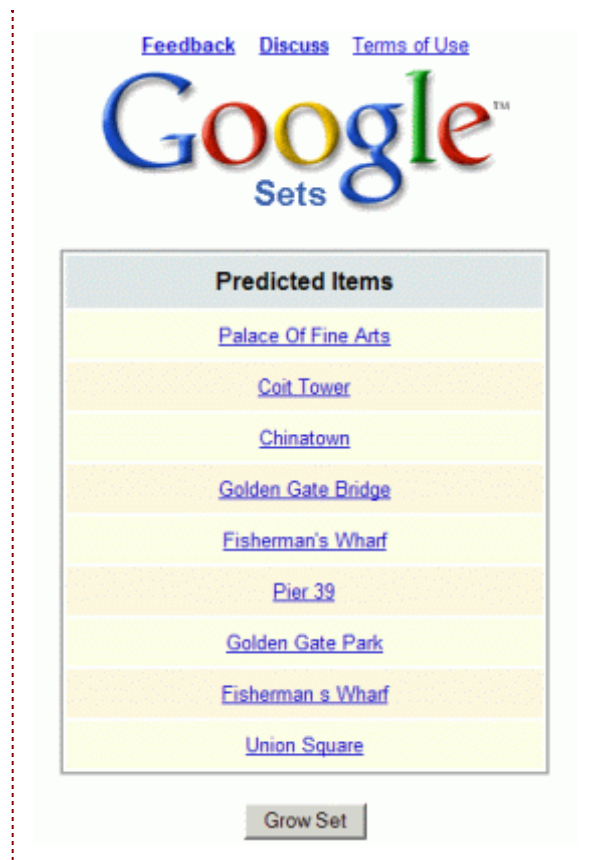
-
-
-
-
-

[\(clear all\)](#)

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summary special
characters
narrowing search
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advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
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I've used Google sets to find

- potential co-authors
- things to eat for breakfast

tags (keywords): [google labs](#), [new features](#)

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queries
results favorite

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Advertising

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

I never would have imagined that I would be listing Google advertising among my favorite features.

Google's approach to ads is similar to its approach to search results: the ads must deliver useful links, or the ads are removed.

- Ads must be relevant to your search.
- Ads must not distract (no pop-up or flashy ads).
- Sponsored links are clearly identified and kept separate from search results.

AdChoices 

Submit Your Website Free

[Manta.com/Fre...](#)
Advertise Your Business Hassle Free 30 Million Unique Visitors A Month




The screenshot shows a Google search for "online matchmaking". The search bar contains "online matchmaking" and the search button is labeled "Search". Below the search bar, there are navigation tabs for "Web", "Images", "Groups", "News", "Froogle", and "more". The search results show "Results 1 - 100 of about 848,000 for online matchmaking (0.78 seconds)". The first result is a sponsored link for "Online Matchmaking" from "www.americansingles.com" with the text "View Millions of Profiles & Photos. Meet the Perfect Match in Your Area". Below this is another sponsored link for "eHarmony.com" with the text "Real matchmaking based on science of compatibility. Affiliate." Further down, there are more search results, including "Match.com: Millions of possibilities to meet your match" and "TradeHolding.com - International B2B Network". A blue box labeled "AdWords" has arrows pointing to the sponsored links and the "Match.com" result.

Some websites display ads provided by Google that are related to the content of the page.



The screenshot shows a Google AdWords advertisement for "Personal Web Page Search". The ad is displayed in a blue box with white text. It includes the following text: "Personal Web Page Search", "Looking for Personal Web Page? Here's Guide for Personal Web Page.", "SuperiorWebSearch.com", "Online Video Advertising", "First Auction-Driven Video Network Sign Up Free. 10 Million+ Ads/Day", "www.SpotXchange.com", "Translator Services", "Get Language Translator tools for any language.", "www.ServiceTranslations.info", "Senior Advertising", "Print Media Advertising for Seniors Over 145 Million circulation avail", "www.echo-media.com". At the bottom of the ad, it says "Ads by Google" and "Advertise on this site".

services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
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Advanced Features

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Like a race car, there are special features if you want more control over your searches.

AdChoices ▶

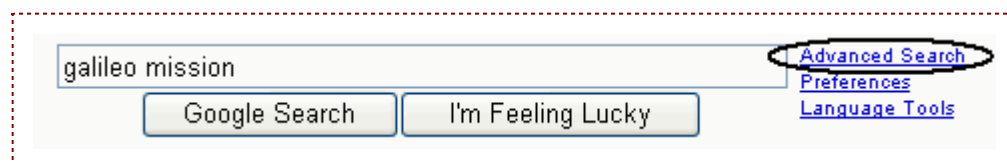
When you don't find what you're seeking, consider specifying more precisely what you want by using [Google's Advanced Search Form](#), which

- is easy to use
- allows you to select or exclude pages with more precision than by only specifying search terms and basic operators (+, -, OR, ~, ..) in Google's standard search box.

DIY Marketing Software

Vocus.com

Social, Search, Email & Publicity.
 Easy-to-USE.
 Get a Free Demo+Gift!



You can specify most of the [Advanced Search](#) page options in a regular search box query by using *advanced operators*, i.e., query words that have special meaning to Google.

Want to see examples of advanced operators?

- Fill in the [Advanced Search](#) form.
- Now, look at the search box on the results page.
- Your query may now include [special notation](#) or special operators of the form `operator:value`.

Note: The colon following the operator name is mandatory.

- [[head OR hair lice site:edu](#)]
- [[link:www.pampmothersclub.org](#)]

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box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
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- [[allintitle: child safety](#)]
- [[swimming lessons -adult](#)]
- [[wills estate planning filetype: pdf](#)]

Advanced operators allow more flexibility than the basic operators and the Advanced Search form.

Find a page by its title.



Find pages whose titles contain the word "security," with the word "e-mail" on the text of the page not on microsoft.com.



Find crime reports in California.



Find pdf documents with information about financial planning for a child's college education.



Search non-commercial organizations, educational, and government sites.



Find every page on a site that is included in Google's [index](#).



Learn about techniques used by hackers to exploit targets and find sensitive data and how to defend your own websites in Johnny Long's [Google Hacking Mini-Guide](#).

The [Google Guide Advanced Operator Quick Reference](#) (www.googleguide.com/advanced_operators_reference.html) provides a nice two-page summary of the search operators grouped by type.

There is a list of search operators in the page [Alphabetical List of Search Operators](#).

For tips on using one or more search operators in a query, see the page section ["Using More than One Search Operator"](#).

tags (keywords): [advanced search](#), [favorite](#), [operators](#), [special characters](#)

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Spread the word: A row of small icons for social media and sharing: a black square, a blue square, a printer icon, a document icon, a Facebook 'f' icon, and a Twitter bird icon.

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Can't Find What You Want? Try Google Answers

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[About](#) | [Contact Us](#)

? GoogleGuide making searching even easier

Search Google Guide

This page was last

Error 404 - Not Found

You tried going to http://www.googleguide.com/favorite_answers.html and it doesn't exist. Check that URL carefully... if it contains strange characters like %XX or \, you could delete them from your browser's address bar and press the ENTER key to try again.

Here are more choices:

- Click your browser's "Back" button and try again
- Choose one of the links at the left side of this page
- go to the [home page](#).

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Please [send us suggestions](#) for how we can improve Google Guide.

modified on [an error occurred while processing this directive].

[\[Home\]](#) [\[Intro\]](#) [\[Contents\]](#) [\[Favorites\]](#) [\[Query Input\]](#) [\[Understanding Results\]](#) [\[Special Tools\]](#) [\[Services\]](#) [\[Developing a Website\]](#) [\[Appendix\]](#)

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Web www.googleguide.com

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Google Blogs, etc.

- Google in the news
- Google Press Releases
- Google-Friends Newsletter archive
- Google: Search Engine Showdown News Archive

Popular Searches

- FROOGLE
- photo
- email
- google+
- driving directions

Top Tags (all tags »)

- queries results
- favorite services
- tools summary
- special characters
- narrowing search
- shortcuts fine tune
- developing websites
- preferences URLs advanced
- search google guide accounts
- translation synonyms stop words
- search box prices PageRank news
- dictionary cookies ads toolbar
- spelling search terms search operators
- safe search phrase phone number
- operators numbers hyphen driving
- directions broadening search languages
- calculator

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2. Favorite Tools
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4. Keeping Abreast of the News
5. More Relevant Results
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9. Translation and Language Tools
10. Highlighting
11. Google Sets
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Popular Searches

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Links to Other Useful Information

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Click on any of the following links for more on these topics.

AdChoices 

- [Selecting Search Terms](#)
- [How Google Interprets a Query](#)
- [Refining a Query](#)
- [What Appears on the Results Page](#)
- [Getting to the Last Result](#)
- [When Google added features \(Feature History\)](#)
- [How Google Works](#)

Submit Your Website Free

[Manta.com/We...](#)

Drive Traffic to Your Website. Submit Your Site And Get Leads Now.



For more features and services as well as how Google works, read Google Guide (www.googleguide.com) or [How to Do Everything with Google](#).

tags (keywords): [books](#), [favorite](#), [google guide](#)

This page was last modified on: Friday February 2, 2007

[Permalink](#) | [Trackback](#) | [Links In](#)

Email this page

Spread the word: 

« [Previous: Advanced Features](#)

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Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Please [send us suggestions](#) for how we can improve Google Guide.

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! GoogleGuide making searching even easier

Search Google Guide

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Google Blogs, etc.

- Google in the news
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- Google-Friends Newsletter archive
- Google: Search Engine Showdown News Archive

Popular Searches

- FROOGLE
- photo
- email
- google+
- driving directions

Favorite Features

Pages in this section highlight some of Nancy's favorite Google features. You can find more information about these features in other sections of Google Guide.

My Favorite Features by Nancy Blachman

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

In addition to searching the web, you can use Google to find specific information that is available offline or on specialized sites.

1. Tools

Google Toolbar

Browser Buttons

Translation & Language Tools

2. Shortcuts

Driving Directions (Street Maps)

Definitions

Google Calculator

More Shortcuts

3. Special Searches

News Search

Sets

AdChoices ▶

**DIY
Marketing
Software**

Vocus.com

120,000+

Customers

Chose Vocus

Over Hiring a

Firm-Get a Free

Demo Now!



Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Powered By WordPress

4. Other Features

More Relevant Results

Highlighting Terms

Preferences

Advertising

Advanced Search and Search Operators

Links

tags (keywords): favorite

[...read all of: My Favorite Features by Nancy Blachman](#)

This page was last modified on: Sunday February 26, 2012

Favorite Tools

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Enter a query even if Google's home page isn't in your browser.

Toolbar - toolbar.google.com/ (Internet Explorer)

Firefox Toolbar - toolbar.google.com/firefox/ (Firefox)

Googlebar - googlebar.mozdev.org/ (Mozilla and Netscape)

Safari web browser (Macintosh OS X)
My favorite Toolbar features include

Feature
What it can do

Search Box
Access Google's search technology from your browser

AdChoices 

**Dell
Technical
support**

DellSupport.qui...
Support for Dell
Laptop &
Computer Call At
1888-303-2911



toolbar.

Highlight

Highlight terms on the current page.

Pop-up Blocker

Stop annoying [...]

[...read all of: Favorite Tools](#)

This page was last modified on: Friday February 2, 2007

[Favorite Shortcuts](#)

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Google provides shortcuts for finding commonly sought utilities and information, which you may have previously found offline or on specialized sites.

Want Driving Directions?

Enter a U.S. street address, including zip code or city/state.

Clicking on a map-provider link takes you to a map showing the location result and links to driving directions.

Need a Definition?

If [...]


[...read all of: Favorite Shortcuts](#)

This page was last modified on: Sunday February 26, 2012

[Keeping Abreast of the News](#)

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

I set up Google Alerts to send me email when news articles of interest to me appear on the web.

AdChoices 

[Free Mac Os X Optimizer](#)

[tuneupmyMac...](#)

5 Star Award
Winning
Software. Don't
Hesitate Run A
Free Scan Now!



I've also set up Google Alert, a third-party service available at www.googlealert.com.

Google Alert is more flexible and returns more results than Google's News Alerts.
tags (keywords): alerts, favorite, news

[...read all of: Keeping Abreast of the News](#)

This page was last modified on: Friday February 2, 2007

More Relevant Results

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Google returns pages that match variants of your search terms.

The query above finds pages that contain words that are similar to some or all of your search terms, e.g.,

"child," "children," or "children's"
"bicycle," "bicycles," "bicycle's," "bicycling," or "bicyclists"
"helmet" or "helmets"

Google calls this feature word variations or automatic stemming.

Want only Exact Matches?
Disable automatic stemming by surrounding [...]

[...read all of: More Relevant Results](#)

This page was last modified on: Sunday February 26, 2012

Special Notation

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

You can fine-tune your search query and increase the accuracy of its results by using special characters and operators, such as +, -, ~, .., OR, and quotation marks.

Force Google to include a term by preceding the term with a "+" sign.

The + operator is typically used in front of stop words that Google would [...]

[...read all of: Special Notation](#)

This page was last modified on: Friday February 2, 2007

[Diacritic Marks and Accents](#)

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

How can you search for a term that might include one or more diacritics, marks, such as the umlaut (ö) in Gödel or the acute accent of resumé?

Note: For queries with diacritics, results vary depending on the language to which you are confining your search.

Note: On the English-language version of Google, a term with an accent [...]

[...read all of: Diacritic Marks and Accents](#)

This page was last modified on: Sunday February 26, 2012

[Favorite Preferences Setting](#)

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

By default, Google returns just 10 results for a search. You can increase the number of results displayed per page to 20, 30, 50, or 100.

The more results displayed per page:

the more likely you are to find what you want on the first page of results

the more slowly the page loads

tags (keywords): favorite, preferences

[...read all of: Favorite Preferences Setting](#)

This page was last modified on: Friday February 2, 2007

[Translation and Language Tools](#)

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Web pages are available in languages other than English. When Google finds a page in a language different from your language of choice, a translation link lets you get the gist of the page.

Want to translate some text or a web page? Try the Translate feature available from the Language Tools link on Google's home page.
[...]

[...read all of: Translation and Language Tools](#)

This page was last modified on: Friday February 2, 2007

[Highlighting](#)

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

I look at the cached version of a page, when Google returns

a link to a page that appears to have little to do with my query
or if I can't find the information I'm seeking on the current version of the page.

Click on the Cached link to view Google's cached version of the page with the [...]

[...read all of: Highlighting](#)

This page was last modified on: Friday February 2, 2007

[Google Sets](#)

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Google showcases some prototypes and products in development on the Google Labs, the web site of Google's research group.

My favorite prototype is Google Sets. To use it:

Enter a few items from a set of things.

Google Sets will try to predict other items in the set.

I've used Google sets to find

potential co-authors
things to eat for [...]

[...read all of: Google Sets](#)

This page was last modified on: Friday February 2, 2007

[Advertising](#)

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

I never would have imagined that I would be listing Google advertising among my favorite features.

Google's approach to ads is similar to its approach to search results: the ads must deliver useful links, or the ads are removed.

Ads must be relevant to your search.

Ads must not distract (no pop-up or flashy ads).

Sponsored links are clearly [...]

[...read all of: Advertising](#)

This page was last modified on: Friday February 2, 2007

[Advanced Features](#)

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Like a race car, there are special features if you want more control over your searches.

When you don't find what you're seeking, consider specifying more precisely what you want by using Google's Advanced Search Form, which

is easy to use

allows you to select or exclude pages with more precision than by only specifying search terms and [...]

[...read all of: Advanced Features](#)

This page was last modified on: Friday February 2, 2007

[Links to Other Useful Information](#)

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Click on any of the following links for more on these topics.

Selecting Search Terms

How Google Interprets a Query

Refining a Query

What Appears on the Results Page

Getting to the Last Result

When Google added features (Feature History)

How Google Works

For more features and services as well as how Google works, read Google Guide (www.googleguide.com) or How to Do Everything [...]

[...read all of: Links to Other Useful Information](#)

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Google Blogs, etc.

- Google in the news
- Google Press Releases
- Google-Friends Newsletter archive
- Google: Search Engine
- Showdown News Archive

Popular Searches

- FROOGLE
- photo
- email
- google+
- driving directions

Top Tags (all tags »)

queries
results

« [Previous: Appendix IntroGoogle Guide](#) > [Appendix](#) > [Quick Tips](#)**Next: Summary** »

Quick Tips



Selecting Search Terms

Use words likely to appear on the pages you want. Avoid using a question as a query. For example, the query, [[where do I apply for a passport in New Zealand](#)], instructs Google to find pages containing all the terms. Such a query won't necessarily find pages answering your question. A better query might be [[passport apply New Zealand](#)].



Selecting Search Terms

Use words likely to appear on the pages you want. Avoid using words that you might associate with your topic, but you wouldn't expect to find on the designated page(s). For example, queries that include "articles about," "discussion of," "documentation on," and "pages about" are likely to return fewer results since information on the web is rarely labeled with such terms.



Selecting Search Terms

Use words likely to appear on the pages you want. Avoid using a question as a query. For example, the query, [[where do I apply for a passport in New Zealand](#)], instructs Google to find pages containing all the terms. Such a query won't necessarily find pages answering your question. A better query might be [[passport apply New Zealand](#)].



Selecting Search Terms

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Selecting Search Terms

Be specific: Use more query terms to narrow your results. It's better to use a more precise, less ambiguous term than a

AdChoices 

DIY Marketing Software

Vocus.com

Social, Search, Email & Publicity. Easy-to-USE. Get a Free Demo+Gift!



favorite
 services tools
 summary special
 characters
 narrowing search
 shortcuts fine tune
 developing websites
 preferences URLs
 advanced search google
 guide accounts translation
 synonyms stop words search
 box prices PageRank news
 dictionary cookies ads toolbar
 spelling search terms search
 operators safe search phrase
 phone number operators
 numbers hyphen driving
 directions broadening search
 languages calculator

Powered By WordPress

common one to "flesh out the topic by including facets that interest you," notes Ned Fielden in his book *Internet Research, Second Edition* (McFarland & Company, 2001).



Selecting Search Terms

You don't have to correct your spelling. There's a good chance that Google will recognize your mistakes and suggest an alternative more common spelling, usually faster than you can look up the term in an online dictionary.



Selecting Search Terms

Be brief. For best results, use a few precise words. For example, a program on quitting smoking is more likely to include the terms "quit smoking program" than the words "program on quitting tobacco cigarette smoking addiction."



Interpreting Your Query

Google returns only pages that match *all* your search terms. A search for [[compact fold-up bicycle](#)] finds pages containing the words "compact" *and* "fold-up" *and* "bicycle." Because you don't need to include the word AND between your terms, this notation is called an *implicit AND*.



Interpreting Your Query

Google returns pages that match your search terms exactly. In his book *Internet Research, Second Edition* (McFarland & Company, 2001), Ned Fielden notes "Google simply matches strings of characters together and doesn't currently base inferences on uses of the language. Although this searching method has some drawbacks, it harnesses one of the fabulous powers of computers, [the ability] to sift through enormous heaps of data quickly and accurately."



Interpreting Your Query

Google returns pages that match variants of your search terms. The query [[child bicycle helmet](#)] finds pages that contain words that are similar to some or all of your search terms, e.g., "child," "children," or "children's," "bicycle" "bicycles," "bicycle's," "bicycling," or "bicyclists," and "helmet" or "helmets." Google calls this feature *word variations* or *automatic stemming*. Stemming is a technique to search on the stem or root of a word that can have multiple endings.

Interpreting Your Query



Google ignores some common words called "*top words*", e.g., *the, on, where, how, de, la*, as well as certain single digits and single letters.

Stop words tend to slow down your search without improving the results. Google will indicate if a stop word has been excluded on the results page below the search box.



Interpreting Your Query

Google favors results that have your search terms near each other. Google considers the proximity of your search terms within a page. So the query [[snake grass](#)] finds pages about a plant of that name, while [[snake in the grass](#)] tends to emphasize pages about sneaky people. Although Google ignores the words "in" and "the," (these are [stop words](#)), Google gives higher priority to pages in which "snake" and "grass" are separated by two words.



Interpreting Your Query

Google gives higher priority to pages that have the terms in the same order as in your query. Consequently, you should enter search terms in the order in which you would expect to find them on the pages you're seeking. A search for [[New York library](#)] gives priority to pages about New York's libraries. While the query [[new library of York](#)] gives priority to pages about the new libraries in York.



Interpreting Your Query

Google is NOT case sensitive; it assumes all search terms are lowercase. Ignoring case distinctions increases the number of results Google finds. A search for [[Red Cross](#)] finds pages containing "Red Cross," "red cross," or "RED CROSS."



Interpreting Your Query

A term with an apostrophe (single quotes) doesn't match the term without an apostrophe. A query with the term "[we're](#)" returns different results from a query with the term "[were.](#)"

- [[we're](#)] matches "we're" but not "were"
- [[were](#)] matches "were" but not "we're"



Interpreting Your Query

Because some people spell hyphenated words with a hyphen and

others with a space, Google searches for variations on any hyphenated terms.

When Google encounters a hyphen (–) in a query term, e.g., [[part-time](#)], it searches for:

- the term with the hyphen, e.g., part-time
- the term without the hyphen, e.g., parttime
- the term with the hyphen replaced by a space, e.g., part time



Crafting Your Query by using Special Characters

A query with terms in quotes finds pages containing the exact phrase, proper name, or set of words in a specific order. For example, ["[Larry Page](#)"] finds pages containing exactly the phrase "Larry Page." So this query would find pages mentioning Google's co-founder Larry Page, but not pages containing "Larry has a home page" or "Congressional page Larry Smith." The query [[Larry Page](#)] (without quotes) would find pages containing any of "Larry Page," "Larry has a home page," or "Congressional page Larry Smith."



Crafting Your Query by using Special Characters

Google will search for common words ([stop words](#)) included in quotes, which it would otherwise ignore.

- USE ["[how to change oil](#)"]
- NOT [[how to change oil](#)]



Crafting Your Query by using Special Characters

Some teachers use quoted phrases to detect plagiarism. They copy a few unique and specific phrases into the Google search box, surround them with quotes, and see if any results are too similar to their student's supposedly original work. Find ways to detect and prevent plagiarism.

- ["[ways to detect plagiarism](#)"]
- ["[how to detect plagiarism](#)"]



Crafting Your Query by using Special Characters

To force Google to search for a particular term, put " " quote marks around the word in the query. For example, ["[The Beatles](#)"] tells Google that the pages must contain the word *The*. The quotation marks operator is typically used around a stop word that Google would otherwise ignore or when you want Google to return only those pages that match your search terms exactly.



Crafting Your Query by using Special Characters

Disable [automatic stemming](#), i.e., searching for pages that match variants of your search term(s), by using quotes (" ") around each term that you want to be matched exactly. For example, if you want to see only pages mentioning one favorite book rather than lists of favorite books, surround the word "book" with quotation marks, [[favorite "book"](#)].



Crafting Your Query by using Special Characters

To find pages *without* a particular term, put a `-` sign in front of the word in the query. The `-` sign indicates that you want to subtract or exclude pages that contain a specific term. Do not put a space between the `-` and the word, i.e. [[dolphins -football](#)] not [[dolphins - football](#)].



Crafting Your Query by using Special Characters

Find synonyms by preceding the term with a `~`, which is known as the tilde or synonym operator. The tilde (`~`) operator takes the word immediately following it and searches both for that specific word and for the word's synonyms. It also searches for the term with alternative endings. The tilde operator works best when applied to general terms and terms with many synonyms. As with the `-` operator, put the `~` (tilde) next to the word, with no spaces between the `~` and its associated word, i.e., [[~lightweight laptop](#)] not [[~ lightweight laptop](#)].



Crafting Your Query by using Special Characters

Specify synonyms or alternative forms with an uppercase `OR` or `|` (vertical bar). The `OR` operator, which you may abbreviate with `|` (vertical bar), applies to the search terms immediately adjacent to it. Find pages that include either "Tahiti" or "Hawaii" or both terms, but not pages that contain neither "Tahiti" nor "Hawaii." by using [[Tahiti_OR_Hawaii](#)] or [[Tahiti | Hawaii](#)].

Note: If you write `OR` with a lowercase "o" or a lowercase "r," Google interprets the word as a search term instead of an operator.



Crafting Your Query by using Special Characters

Specify that results contain numbers in a range by specifying two numbers, separated by two periods, with no spaces. For example, specify that you are searching for a recumbent bicycle in the price range \$250 to \$1000 by using [[recumbent bicycle \\$250..\\$1000](#)].



[Google's Advanced Search Form](#)

When you don't find what you're seeking, consider specifying more precisely what you want by using Google's Advanced Search feature. Don't be frightened by the name "Advanced Search"; it's easy to use, and it allows you to select or exclude pages with more precision than Google's standard search box. Click on the [Advanced Search](#) link, which is located to the right of Google's search box or visit www.google.com/advanced_search and fill in the form. The Advanced Search form is automatically filled in with appropriate information from your previous query -- if you entered a query just before you clicked on the Advanced Search link. Filling in the top portion of the Advanced Search form is an easy way to write restricted queries without having to use the " ", -, OR notation discussed in [Crafting Your Query](#) and the following pages.



[Dictionary Definitions](#)

Want a definition for your search terms? It's just a click away. Google looks for dictionary definitions for your search terms. If it finds any definitions, it shows those words as underlined links or includes a definition link in the [statistics bar](#) section of the results page (located below the search box showing your query). Click on the underlined terms or the definition link in the statistics bar to link to their dictionary definition, which also may include information on pronunciation, part of speech, etymology, and usage.



[Cached Pages](#)

Practically every search result includes a *Cached* link. Clicking on that link takes you to the Google cached version of that web page, instead of the current version of the page. This is useful if the original page is unavailable because of:

- Internet congestion
- A down, overloaded, or just slow website
- The owner's recently removing the page from the Web



[Evaluating What You Find](#)

Many people publish pages to get you to buy something or accept a point of view. Google makes no effort to discover or eliminate unreliable and erroneous material. It's up to you to cultivate the habit of healthy skepticism. However, Google's web-page-ranking system, [PageRank](#), tends to give priority to better respected and trusted information. Well-respected sites link to other well-respected sites. This linking boosts the PageRank of high-quality sites. Consequently, more accurate

pages are typically listed before sites that include unreliable and erroneous material. Nevertheless, evaluate carefully whatever you find on the web since anyone can create pages, exchange ideas, copy, falsify, or omit information intentionally or accidentally.



[Making Google Easier with Google Tools](#)

You can use Google even if the www.google.com page isn't currently in your browser provided you're currently connected to the Internet by using one or more of the following tools and features.

- [Google Toolbar, Googlebar, or Apple's Safari web browser](#)
- [Deskbar](#)
- [Browser Buttons](#)
- [Setting Google as your home page](#)
- [Setting Google as your default search engine](#)



[Shortcuts](#)

Google provides shortcuts for finding commonly sought utilities and information, which you may have previously found offline or on specialized sites, including phone numbers and addresses, street maps, stock quotes, definitions, travel conditions, area code maps, package tracking information, flight tracking information, vehicle information, patent search, UPC codes, FCC equipment IDs, and a calculator.



[Google's Calculator](#)

Want to add up a list of numbers, convert from miles to kilometers, or evaluate some other mathematical expression? Instead of using a piece of paper, your calculator, or a computer math software program, you can now solve mathematical problems with Google's built-in calculator function. Simply enter the expression you'd like evaluated in Google's web search box and hit the **ENTER** key or click the [Google Search](#) button.



[Google's Phonebook](#)

Use Google if you want to look up a phonebook listing for someone who lives in the United States. Just enter a person's name and a city, state, or zip code in the standard web search box. Then press the **ENTER** key or click the [Google Search](#) button.



[Stock Quotes](#)

Want info on a publicly traded stock or mutual fund? Enter one

or more NYSE, NASDAQ, AMEX, or mutual fund ticker symbols and Google will return a link to stock and mutual fund information, e.g., [[yhoo](#)]



[Definitions, aka Google Glossary](#)

When you include "define," "what is," or "what are" in your query in front of a word, phrase, or acronym, Google displays one Glossary definition above your search results. Google Glossary provides definitions for words, phrases, and acronyms that Google finds on web pages. The Glossary is good for finding definitions for terms that aren't in some dictionaries, e.g., slang words, technical terms, ethnic words and other specialized terms.



[Travel Conditions](#)

Google provides a shortcut for learning about delays and weather conditions at an airport. Just enter a US airport's three-letter code followed by the word "airport" into Google's search box, e.g., [[hnl airport](#)].



[Cached Pages](#)

If Google returns a link to a page that appears to have little to do with your query, or if you can't find the information you're seeking on the current version of the page, click on the *Cached* link to view Google's cached version of the page with the query terms highlighted.

tags (keywords): [cached pages](#), [dictionary](#), [queries](#), [summary](#)

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Google Blogs, etc.

- Google in the news
- Google Press Releases
- Google-Friends Newsletter archive
- Google: Search Engine Showdown News Archive

Popular Searches


- FROOGLE

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Entering a Query

If you have little or no experience with Google, read on. Otherwise, skip ahead to [Going Directly to the 1st Result](#).

AdChoices 

If your browser isn't pointing to Google, visit Google's home page by entering one of the following web addresses into your browser:

- <http://www.google.com/> (the full web address for Google)
- www.google.com (a common abbreviation for Google's web address)
- google.com (for lazy typists)
- google (works on some browsers for the laziest of typists)

When we refer to a web address in this tutorial, we omit the "http://" prefix. For a description of web addresses, see ["Anatomy of a Web Address"](#).

You may also have a bookmark or favorites entry for Google or a [Google](#) button on your browser window. No matter how you do it, you should see the Google home page.

The Google home page will have a search box in the middle, some menus at the top, and it may have other features too. Sometimes, Google changes the image above the search box. The image here is one of the clever plays on Google's name (called a [Google Doodle](#)) during the 2008 Beijing Olympics:

Access Tutorials
[www.lynda.co...](http://www.lynda.com)
 Online video tutorials for Access. Get Started.





Google Search

I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

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What is a *query*? It's a request for information from a search engine. A query consists of one or more words, numbers, or phrases that you hope you will find in the search results listings. In Google Guide, I sometimes call a query *search terms*.

To enter a query, type descriptive words into Google's search box. You can use either the search box on Google's home page (shown above) or the search box that always appears at the top of a Google results page (shown in the next screen shot). And for now, you can also use the search box we've provided. For practice, point to this box, click in it, and type the words [california driving]:



Now press the **ENTER** key or click on the **Google Search** button to view your search results. A new window will open with the Google results page for a search on the words "california" and "driving." The results include links to pages that match your query as well as relevant snippets (excerpts) with your search terms in boldface.

When you're finished with the results, close that window. This tutorial window, with the original search box, should still be here. Feel free to change what's in the search box and run other searches.

[photo](#)
[email](#)
[google+](#)
[driving](#) [directions](#)

Top Tags ([all tags »](#))

[queries](#)
[results](#)
[favorite](#)
[services](#) [tools](#)
[summary](#) [special](#)
[characters](#)
[narrowing](#) [search](#)
[shortcuts](#) [fine tune](#)
[developing](#) [websites](#)
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[phone number](#) [operators](#)
[numbers](#) [hyphen](#) [driving](#)
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The screenshot shows a Google search interface with the query 'california driving'. The search results are displayed on the left, and sponsored links are on the right. The search results include:

- California Driving -- A Survival Guide for Travellers and Tourists**
An illustrated survival guide for foreign and domestic tourists and travellers, containing information, tips, warnings, etc., about driving in California.
www.caldrive.com/ - 5k - [Cached](#) - [Similar pages](#)
- The California Driving Guide: Test Your California Driving IQ!**
California Driving: Test Your California Driving IQ! So you think you're pretty au fait with California, its drivers, and its culture? ...
www.caldrive.com/iq.html - 24k - [Cached](#) - [Similar pages](#)
- Samples of Driver Tests**
... access are also encouraged to try our Driving Knowledge Tutorial. ... Review the California Driver Handbook, it contains a lot of information and it may ...
www.dmv.ca.gov/pubs/interactive/adrive/exam.htm - 25k - [Cached](#) - [Similar pages](#)
- California Department of Motor Vehicles**
I'm New to California! Replace a Lost or Stolen Driver License? ... Request For Driving Record · Traffic Accident Report · Bill of Sale · More DMV Forms ...
www.dmv.ca.gov/ - 45k - [Cached](#) - [Similar pages](#)
- Driving School Association of California**
The Driving School Association of California website is dedicated to improving driver safety through educating and informing the public about it's related ...
www.dsac.com/ - 26k - [Cached](#) - [Similar pages](#)

The sponsored links on the right include:

- California Road**
Fast, easy to use maps & directions
Explore your area with Google Maps.
maps.google.com
- DMV CA Online Guide**
CA DMV Department of Motor Vehicles Online Guide.
DMV.org/California
- \$24.95 Online Drivers ED**
DMV Authorized Course & Certificate Summer Special! Enroll now
www.DmvDriversEducation.org
California

The results page is full of information and links, most of which relate to your query. Results Google considers to be most relevant to your query are shown first. To the right of Google's search results appear *sponsored links*, which are paid advertisements.

The first line in each result is the page title. The title will be underlined, i.e., it's a link to the web page. You can click on the title to view that page. (The URL of the page is shown in green at the start of a line, near the end of the result.) Under the title are often excerpts, called *snippets*. Snippets include one or more of your query words shown in boldface. In our example, click on the link [California Driving — A Survival Guide](#) to view the corresponding California Driving Guide web page.

Your results for a search on "california driving" may be different from this screen shot because Google constantly searches the Web for new pages and adjusts its results algorithms.

tags (keywords): [queries](#), [search box](#)

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Going Directly to the First Result

Click on the [I'm Feeling Lucky](#) button on Google's home page to go directly to the first result for your query. Instead of showing you a list of pages, Google sends you immediately to the result that may be most relevant to your query. For example, if you enter the query [[california driving](#)] (without the square brackets) and click the [I'm Feeling Lucky](#) button, Google may send you to the home page of Hamish Reid's wonderful California Driving Guide. (You may see another page if Google's first result has changed by the time you read this tutorial.) When you run a Google search from Google Guide, the search result page opens in a new window. You can come back to this Google Guide page by closing that new window.



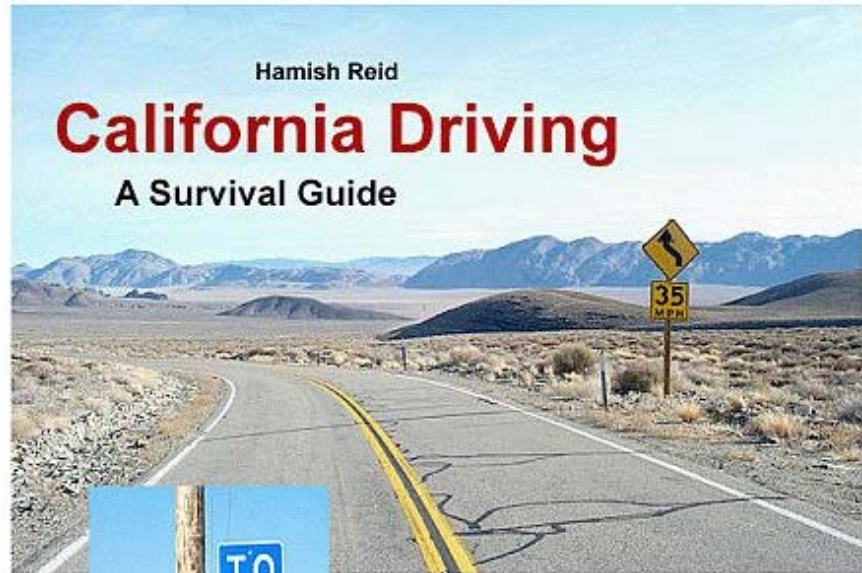
This example isn't just a picture of what a search box and the [I'm Feeling Lucky](#) button look like. In this example and in others like it throughout this tutorial, you can edit what's in the search box and run different searches.

AdChoices 

**Dell
Technical
support**

[DellSupport.qui...](#)
Support for Dell
Laptop &
Computer Call At
1888-303-2911





- Introduction
- The Survival Guide
- Other Useful Sites
- Get In Touch
- Test Your Californian Driving IQ!
- The Author

photo
email
google+
driving directions

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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The **I'm Feeling Lucky** button can save you the time it takes to review your results and then click on the first one. Use it when you're confident the page you want is the best fit for your query, which is usually the case when you're seeking very popular pages. For example, it's a safe bet that an "I'm Feeling Lucky" search for "Paul McCartney" (one of The Beatles) will send you to his home page www.paulmccartney.com.

Note: **I'm Feeling Lucky** doesn't consider the various sponsored links on the first results page, which are paid advertisements, when deciding where to take you. In other words, the **I'm Feeling Lucky** button will send you to what Google considers the most relevant result that is not a paid advertisement.

Next, in [Selecting Search Terms](#), we'll look at how to select search terms.

Exercises

These problems give you experience with entering a query. For hints and answers to selected problems, see the [Solutions](#) page.

1. Point your browser to Google's home page by visiting www.google.com. Find Google tutorials by typing [google tutorial] (without the square brackets) into Google's search box and then clicking the "Google Search" button. Click on the link for Google Guide.
2. After completing the previous exercise, click the back button on your browser twice to return to Google's home page and then search again for [google tutorial]


- (without the square brackets). Click on the *I'm Feeling Lucky* button.
3. What is the difference between the results of the previous two exercises?
 4. Point your browser to Boogle's home page by visiting www.boogle.com. In addition to offering the same search capabilities as Google, Boogle includes an interesting quote.
 5. Find recipes for chocolate souffle by typing [chocolate souffle recipes] (without the square brackets) into Boogle's search box and then clicking the "Google Search" button.
 6. After completing the previous exercise, go back to the Boogle home page. (If you still have the same window open, use its back button to go back. Otherwise, click on www.boogle.com.) Then search again for [chocolate souffle recipes] (without the square brackets). Click on the *I'm Feeling Lucky* button.

tags (keywords): [driving directions](#), [lucky](#), [results](#), [search box](#)

This page was last modified on: Tuesday March 13, 2007

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Selecting Search Terms

The search terms you enter and the order in which you enter them affect both the order and pages that appear in your search results. In the examples below, click on the similar ways of specifying various searches and note how the results differ.

For simplicity sake, this tutorial uses square brackets to denote Google's search box. For example, to search for a cheap hotel in Mykonos, I'll put the words "cheap," "hotel," and "Mykonos" in square brackets, [cheap hotel Mykonos], to indicate you should type those three words in Google's search box. You should not type the brackets, although Google will ignore them if you do type them.

Furthermore, in the examples that follow, each set of search terms is linked to the results of a Google search on those terms. So clicking on [[cheap Mykonos hotel](#)] returns the Google results page for a search on those three words.

1. Use Likely Words

Use words likely to appear on the pages you want.

- [[salary negotiation tips](#)]
- [[sciatica](#)]
- [[window treatments](#)]

Avoid using a question as a query. For example, the query, [[Does Australia have Target](#)], instructs Google to find pages containing all the terms. Such a query won't necessarily find pages answering your question. A better query might be [[Australia Target store](#)].

- USE [[Australia Target store](#)]
- NOT [[Does Australia have Target](#)]

When Google detects very common words such as *where*, *do*, *I*, *for*, and *a*, known as [stop words](#), it ignores them so Google may return relevant results. If you're seeking pages that include a stop word, e.g., "how the west was won," learn how to force Google to search for a [complete phrase](#) or a [specific word](#) in [Crafting Your Query](#) and the following pages.

Avoid using words that you might associate with your topic, but you wouldn't expect to find on the designated page(s). For example, queries that include "articles about," "discussion of," "documentation on," and "pages about" are likely to return fewer results

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Popular Searches

FROOGLE
photo
email
google+
driving directions

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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since information on the web is rarely labeled with such terms.

- USE [[lasik eye surgery](#)]
- NOT [[documentation on lasik eye surgery](#)]
- USE [[jobs product marketing Sunnyvale](#)]
- NOT [[listings of product marketing jobs in Sunnyvale](#)]

Suppose you want to know how old someone is, such as Nelson Mandela (the former President of South Africa). Pages with "birthday" or "age" might be more than a year old. Searching for pages that include "Nelson Mandela" and "born" are likely to include either "Nelson Mandela born" or "Nelson Mandela was born" followed by his birth date. You can figure out his age from knowing when he was born (to do the math, try the [Google Calculator](#)).

- USE [[Nelson Mandela born](#)]
- NOT [[Nelson Mandela birthday](#)] nor [[Nelson Mandela age](#)]

Not sure what word or phrase is likely to appear on pages you want? Consider running a word or phrase popularity contest with [Google Fight](#), which you can find at www.googlefight.com. This third-party application reports which of two terms or phrases Google estimates to be more prevalent on the web (actually on more web pages that Google has included in its index).



Google Fight found 48,900,000 uses of "screen shot" but only 3,620,000 uses of "screenshot". (In 2004, using a previous version of Google Fight named Google Smackdown, "screenshot" was more popular than "screen shot".)

Note: [How Google Works](#) describes how Google finds web pages and constructs an index.

2. Be Specific

Be specific: Use more query terms to narrow your results.

It's better to use a more precise, less ambiguous term than a common one to "flesh out the topic by including facets that interest you," notes Ned Fielden in his book *Internet Research, Second Edition* (McFarland & Company, 2001).

Does your query have enough specific information for Google to determine unambiguously what you're seeking? If your query is too vague, it's unlikely to return relevant results. Consider, for example, the query [[java](#)]. What do you suppose Google includes in the first page of results? An island in Indonesia? A beverage consisting of an infusion of ground coffee beans? A computer network-oriented platform-independent programming language developed by Sun Microsystems?

- USE [[Java Indonesia](#)], [[java coffee](#)], or [[java programming language](#)]
- NOT [[java](#)]

How can you come up with more specific search terms? What do you know about the topic? Consider answers to the questions, "who?", "what?", "where?", "when?", "why?", and "how?"

When you search for [[Tom Watson](#)], on the first page of results you may get references to a member of Parliament, the golfer, the IBM executive, and a Populist Party candidate for President in 1900 and 1904. If you're searching for something that could return many different types of results, you should add a term that distinguishes among them. This way you'll get only results about the specific Tom Watson you're interested in.

- USE [[Tom Watson MP](#)], [[Tom Watson golf](#)], or [[Tom Watson IBM](#)]
- NOT [[Tom Watson](#)]
- USE [[baby development](#)] or [[baby milestones](#)]
- NOT [[babies](#)]
- USE [[Betty Ford Center drug addiction](#)]
- NOT [[Ford Center](#)]

Note: [Google limits queries to 32 words.](#)

3. Brevity

Be brief.

For best results, use a few precise words. For example, a program on quitting smoking is more likely to include the terms "quit smoking program" than the words "program on quitting tobacco cigarette smoking addiction."

- USE [[quit smoking program](#)]
- NOT [[program on quitting tobacco cigarette smoking addiction](#)]

4. Spelling

You don't have to correct your spelling.

There's a good chance that Google will recognize your mistakes and suggest an alternative more common spelling, usually faster than you can look up the term in an online dictionary.

When you enter: [[Anna Kornikova tennis](#)]

Google responds: Did you mean: [Anna Kournikova tennis](#)

Note: Before clicking on Google's suggested spelling, consider whether it's what you want. Spelling checkers, like people, make mistakes.

For more information on Google's spelling correction system, see [Spelling Suggestions](#).

Note: Even if you use the search tips described in Google Guide, you won't be able to access authoritative information that's available offline, e.g., old reference books, or is stored in specialized databases. For such information is not currently searchable with Google.

Next we'll look at how Google interprets your query.

For more information on the basics of Google search, visit

www.google.com/help/basics.html.

Exercises

These problems give you experience in selecting search terms. For hints and answers to selected problems, see the [Solutions](#) page.


1. Find a page with "Google doodle."
2. Find the Dilbert cartoon that Scott Adams developed by using Google's logo.
3. What's Google's history?
4. Find contact information for your representative(s), e.g., senator, congresswoman (or congressman), or member of Parliament.
5. How long did it take the first person to cross the United States by car and in what year was it first done?
6. In the summer of 1997, an email message was widely circulated featuring the text of a "commencement speech" purportedly given by Kurt Vonnegut at MIT. The imaginary speech began "Wear sunscreen." What's the story behind this email hoax? What did this funny well-written fantasy "commencement speech" say?
7. Learn about the recommended tours of the Hearst Castle.
8. Find a recipe for lamb with mint sauce.

tags (keywords): [brackets](#), [narrowing search](#), [queries](#), [search terms](#), [spelling](#), [stop words](#)

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Links Included with Your Results

Google may include links to the following types of information above or along side your results.

AdChoices 

- [A Spelling Correction \(suggestion\)](#)
- [Dictionary Definitions](#)
- [Cached Pages](#)
- [Similar Pages](#)
- [News Headlines](#)
- [Product Search](#)
- [File-Type Conversion](#)
- [A Translation](#)
- [Book results](#)

Dell Technical support
 DellSupport.qui...
 Support for Dell Laptop & Computer Call At 1888-303-2911



The shortcut links that often appear to the left of an icon are known as *OneBox results*.

tags (keywords): [google guide](#), [results](#), [summary](#)

This page was last modified on: Monday August 11, 2008

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queries
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summary special
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developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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Spelling Corrections and Suggestions

Not sure how to spell something? Don't worry, try [gessing](#) or [spelng](#) any way you can. In just the first few months on the job, Google engineer Noam Shazeer developed a spelling correction (suggestion) system based on what other users have entered. The system automatically checks whether you are using the most common spelling of each word in your query.

(We used to suggest that you search Google for [phonitick](#) [spewling](#). But so many Web pages added the same example that now — or, at least, when we last checked — Google no longer treats those “words” as incorrectly spelled! Google's system doesn't match words against an actual dictionary; it compares them to commonly-used words.)

Want to know the approximate value of a used car? Check out its “Blue Book” value.



Notice that Google suggests the correct spelling if you fail to type the final “e” in “blue.”

Web Images Groups News Froogle^{new!} more »

blu book Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 100 of about 175,000 for [blu book](#). (0.87 seconds)

Did you mean: [blue book](#)

[Amazon.com: Books: 1999 Blu-Book Film, TV and Commercial ...](#)
 1999 [Blu-Book](#) Film, TV and Commercial Production Directory ([Blu-Book](#) Film & TV Production Directory, 1999), Hollywood Reporter. ...
[www.amazon.com/exec/obidos/tg/detail/-/0941140237?v=glance-64k-Cached](#)

Sponsored Links

[Blue Book Prices](#)
 New and used car trade-in prices
 Calculate your way to a new car!
[Auto.GetaStart.com](#)

Since an alternative spelling is more common, Google asks: Did you mean: *blue* book. Click the suggested spelling link to launch a new search on the “blue book” spelling instead of the original “blu book.”

Google's checker is particularly good at recognizing frequently made typos, misspellings, and misconceptions. It analyzes all terms in your query to recognize what you most likely intended to enter. For example, when you search for [[untied stats](#)], the spelling checker suggests Did you mean: *united states*. although each individual word is spelled correctly.

Regardless of whether it suggests an alternative spelling, Google returns results that match your query if there are any. If there aren't any that match your query, Google may

AdChoices ▶

DIY
Marketing
Software
 Vocus.com

Social, Search,
 Email & Publicity.
 Easy-to-USE.
 Get a Free
 Demo+Gift!



photo
email
google+
driving directions

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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offer an alternative spelling, search tips, and a link to [Google Answers](#). The last is a service that provides assistance from expert online researchers for a fee.

The screenshot shows a Google search interface. The search bar contains the text "activ listingg". Below the search bar, the word "Web" is highlighted. A message says "Did you mean: [activ listing](#)". Below that, it states "No standard web pages containing all your search terms were found." and "Your search - **activ listingg** - did not match any documents." Under "Suggestions:", there are four bullet points: "- Make sure all words are spelled correctly.", "- Try different keywords.", "- Try more general keywords.", and "- Try fewer keywords." At the bottom, it says "Also, you can try [Google Answers](#) for expert help with your search." The footer includes "Google Home - Advertising Solutions - Business Solutions - About Google" and "©2004 Google".

Google figures out possible misspellings and their likely correct spellings by using words it finds while searching the web and processing user queries. So, unlike many spelling correctors, Google can suggest common spellings for:

- Proper nouns (names and places)
- Words that may not appear in a dictionary

People searching for Britney Spears have clearly found the spelling checker useful, as it has corrected spellings of her first name ranging from "Brittany" to "Prietny." Visit www.google.com/jobs/britney.html to see hundreds of other ways people have misspelled her name.

Be aware that the spelling checker isn't able to distinguish between a variant spelling and a word or name that is spelled similarly. So, before clicking on what Google suggests, check that it's what you intended. For example, when looking up the San Francisco Bay Area web designer [Mistrale](#), Google asks: Did you mean: *Mistral*, though I spelled the name correctly.

The screenshot shows a Google search interface. The search bar contains the text "Mistrale". Below the search bar, the word "Web" is highlighted. A message says "Did you mean: [Mistral](#)". Below that, search results are shown for "Mistrale". The first result is "Mistrale -- Creative photography, digital design, and websites for ...". Below the result, there are links: "[Home] [About] [Services] [Portfolio] [Contact] Copyright 2003 Mistrale, Oakland CA. Last Modified: Sat, Oct 18, 2003. www.mistrale.com/ - 3k - [Cached](#) - [Similar pages](#)". The footer includes "Results 1 - 100 of about 802 for Mistrale. (0.58 seconds)".

Exercises

The first problem gives you practice in using Google's spelling-correction system. For hints and answers to selected problems, see the [Solutions](#) page.

1. On National Public Radio (NPR), you heard a researcher at Stanford University whose name sounded like Jeff Naumberg and want to send him email. What is Jeff's email address?
2. From [Google's home page](#), *www.google.com*, search for "french military victories" and then click on the [I'm Feeling Lucky](#) button to see Albino Blacksheep's parody of a Google spelling correction result.


Note: Though the page looks like a Google page, if you enter another query in the search box, it will be processed by the hosting site, listed in your browser's address box.

tags (keywords): [queries](#), [results](#), [spelling](#)

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Dictionary Definitions

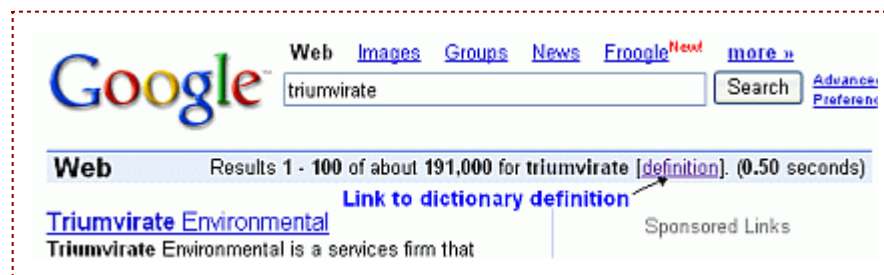
Want a definition for your search terms? It's just a click away.

AdChoices 

Google looks for dictionary definitions for your search terms. If it finds any definitions, it shows those words as underlined links or includes a definition link in the [statistics bar](#) section of the results page (located below the search box showing your query). Google is able to find definitions for acronyms, colloquialisms, and slang, as well as words that you would expect to find in a dictionary.



Click on the underlined terms or the definition link in the statistics bar to link to their dictionary definition, which also may include information on pronunciation, part of speech, etymology, and usage.



For example, learn what co-founders Larry Page and Sergey Brin, and CEO Eric Schmidt mean when they say they "run Google as a triumvirate" by clicking on the link [triumvirate](#) to look up "triumvirate" on [dictionary.reference.com](#).

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triumvirate   [Pronunciation Key](#) (trī-ŭm'vēr-īt)

n.

1. Government by triumvirs.
2. The office or term of a triumvir.
3. A body or group of triumvirs.
4. An association or a group of three. Also called **troika**.

[Latin *triumvirātus*, from *triumvirī*, *board of three*.
See **triumvir**.]

triumvirate

\Tri*um"vi*rate\, n. [L. *triumviratus*: cf. F. *triumvirat*.] 1.

Government by three in coalition or association; the term of such a government.

2. A coalition or association of three in office or authority, especially, the union of three men who obtained the government of the Roman empire.

[Source](#): *Webster's Revised Unabridged Dictionary*, © 1996, 1998 MICRA, Inc.

Phrases with idiomatic meanings that aren't necessarily implied by the definitions of the individual words will be linked to their dictionary definitions, e.g., "happy hour," "put off," "greasy spoon," and "raise the roof."



If Google doesn't find a definition for a term, try using [Google Glossary](#).

Exercises

These problems give you practice in finding dictionary definitions. For hints and answers to selected problems, see the [Solutions](#) page.

1. According to the dictionary, what is an "urban legend"?
2. Find the history of the word *chivalry*. From which language does it come and from what word?
3. Does Google provide a link to dictionary for definitions of terms in languages other than English?
4. What does *zeitgeist* mean? What's on the Google Zeitgeist page www.google.com/press/zeitgeist.html?

FROOGLE
photo
email
google+
driving directions

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

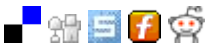
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tags (keywords): [dictionary](#), [results](#)

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Cached Pages

Google takes a snapshot of each page it examines and caches (stores) that version as a back-up. The cached version is what Google uses to judge if a page is a good match for your query.

Practically every search result includes a *Cached* link. Clicking on that link takes you to the Google cached version of that web page, instead of the current version of the page. This is useful if the original page is unavailable because of:

- Internet congestion
- A down, overloaded, or just slow website
- The owner's recently removing the page from the Web

Sometimes you can access the cached version from a site that otherwise require registration or a subscription.

Note: Since Google's servers are typically faster than many web servers, you can often access a page's cached version faster than the page itself.

If Google returns a link to a page that appears to have little to do with your query, or if you can't find the information you're seeking on the current version of the page, take a look at the cached version.

As part of efforts to provide a clean and simple redesign of the search results page, Google moved cached and similar links within the Instant Previews. Just hover over the search result, then hover over the arrows that appear to the right of the result. Learn more about the recent changes to the Instant Preview feature:

Instant Previews refresh blog post:

<http://insidesearch.blogspot.com/2011/09/choosing-result-you-want-just-became.html>

Let's search for pages on [sugar cubes math].



AdChoices ▶

Submit Your Website Free

www.manta.co...

Drive Traffic to Your Website. Submit Your Site And Get Leads Now.

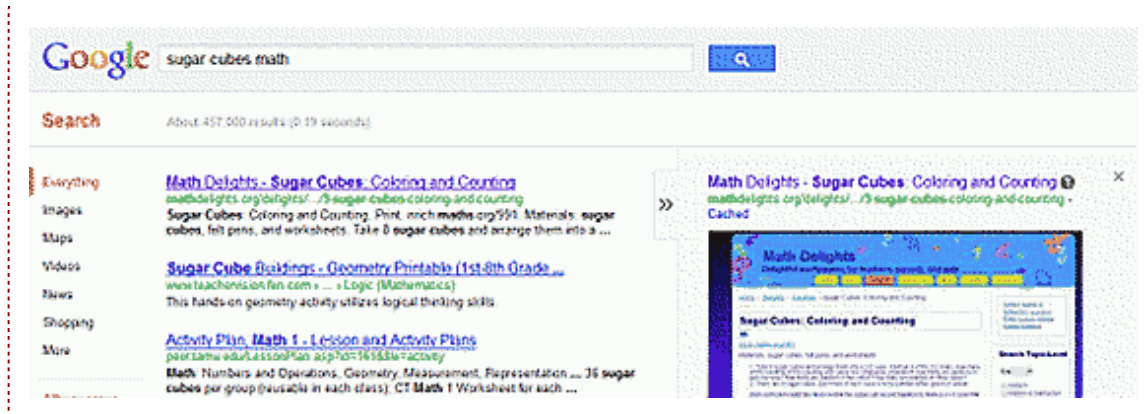


photo
email
google+
driving directions

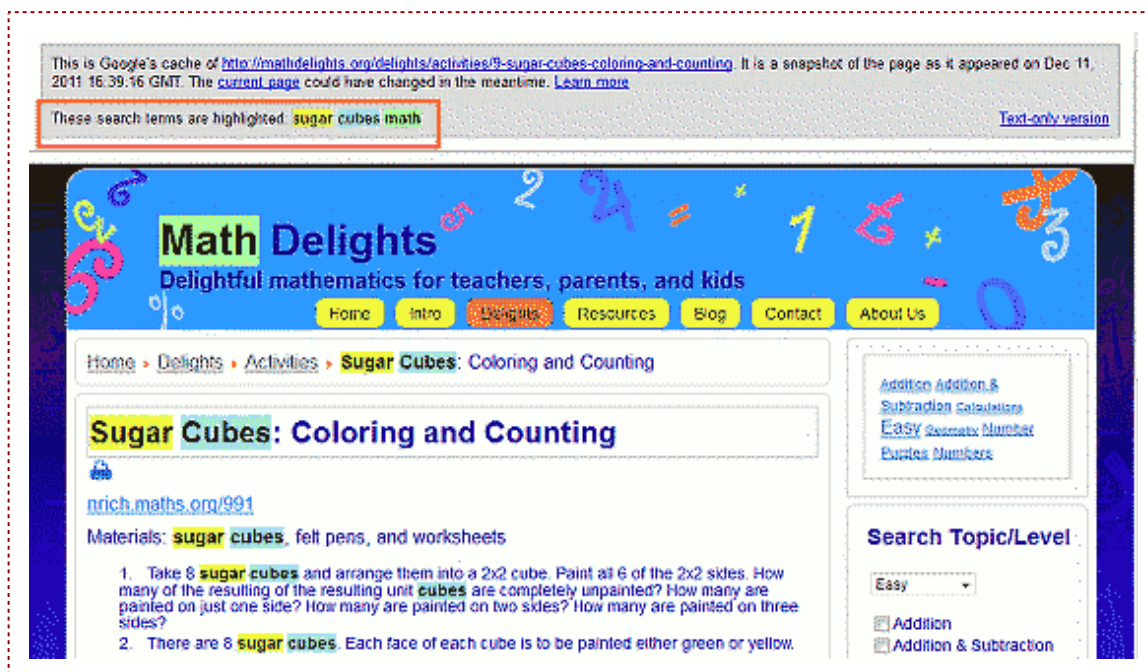
Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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Click on the *Cached* link to view Google's cached version of the page with the query terms highlighted. The cached version also indicates terms that appear only on links pointing to the page and not on the page itself.



When Google displays the cached page, a header at the top serves as a reminder that what you see isn't necessarily the most recent version of the page.

The *Cached* link will be omitted for sites whose owners have requested that Google remove the cached version or not cache their content, as well as any sites Google hasn't indexed.

If the original page contains more than 101 kilobytes of text, the cached version of the page will consist of the first 101 kbytes (120 kbytes for pdf files).

You can also retrieve Google's cached version of a page via the [cache: search operator](#). For example, [[cache:www.pandemonia.com/flying/](#)] will show Google's cached version of Flight Diary in which Hamish Reid documents what's involved in learning how to fly.

On the cached version of a page, Google will highlight terms in your query that appear after the `cache:` search operator. For example, in the snapshot of the page [www.pandemonia.com/flying/](#), Google highlights the terms "fly" and "diary" in response to the query [[cache:www.pandemonia.com/flying/ fly diary](#)].

Use the [Wayback Machine](#) when you want to visit a version of a web page that is older than Google's cached version.

Exercises

These problems give you practice accessing Google's cached version of a page. For hints and answers to selected problems, see the [Solutions](#) page.

1. After Nelson Blachman received reprints of a paper he wrote for the June 2003 issue of *The Mathematical Scientist*, he wanted to discover what other sorts of papers appear in the same issue of this semiannual publication. Find a table of contents for *The Mathematical Scientist* for Nelson.
2. Compare the dates on the current page with the dates on the cached version for the following organizations:
 - o CNN
 - o New York Times
 - o Linux Magazine
 - o North Texas Food Bank

Note: Google indexes a page (adds it to its index and caches it) frequently if the page is popular (has a high [PageRank](#)) and if the page is updated regularly. The new cached version replaces any previous cached versions of the page.

3. Check the dates that the Wayback Machine archived versions of Google Guide.

tags (keywords): [cached](#), [results](#), [search operators](#), [toolbar](#)

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Similar Pages

Here's how to find results similar to another Google search result. Let's say you're interested in finding sites similar to that of Consumer Reports. First, search for their site.



Click on the *Similar pages* link that appears on the bottom line for the Consumer Reports result.

AdChoices

AdWords Reporting System

[www.NinjaCatP...](#)
 Give Your Customers Better Data! Complete & Branded Reporting System



The screenshot shows a Google search interface with the search term "Consumer Reports". The results section shows a sponsored link for "Consumer Reports Website" from www.ConsumerReports.org. Below it, a search result for "ConsumerReports.org: Unbiased product Ratings from the experts at ..." is shown. At the bottom of this result, a link for "Similar pages" is circled in red. To the right of the search results, there are additional sponsored links for "Consumer Guide Reports" from www.consumerreports.org and "Consumer Guide Reports" from www.consumerreports.org.

The link may be useful for finding more consumer resources, or information on Consumer Reports' competitors.



Web Results 1 - 30 of about 31 similar to www.consumerreports.org/. (0.43 seconds)

[ConsumerReports.org: Unbiased product Ratings from the experts at ...](#)

Home Customer service My account, SUBSCRIBE, LOGIN. Autos, Appliances, Electronics & computers, Home & garden, Health & fitness, Personal ...

www.consumerreports.org/ - 60k - [Cached](#) - [Similar pages](#)

[Consumer World: Everything Consumer](#)

Consumer World is a public service, non-commercial* guide with over 2000 of the most useful consumer resources. FREE WEEKLY CONSUMER WORLD® EMAIL NEWSLETTER. ...

www.consumerworld.org/ - 42k - [Cached](#) - [Similar pages](#)

[BBB](#)

CHECK IT OUT: BBB reports provide information on over two million organizations. It is a good idea to check before you invest or give. Business. Charity. ...

www.bbb.org/ - 13k - [Cached](#) - [Similar pages](#)

You can also find similar pages by using the [Page-Specific Search selector](#) on the [Advanced Search](#) page or by using the [related:](#) search operator. If you expect to search frequently for similar pages, you may want to install a [GoogleScout browser button](#).

Note: The similar pages feature is most effective on pages that are popular, i.e. that are linked to from many pages.

How does Google find similar pages?

By finding other sites listed on pages that link to the specified page. Let's see how Google chooses sites similar to Google Guide. I use the [related:](#) search operator, which returns the same results as the *Similar pages* link.



photo
email
google+
driving directions

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Powered By WordPress

Google [Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)
related:www.googleguide.com

Searched for pages similar to [www.googleguide.com](#). Results **1 - 11** of about **17**. Search took **0.43** seconds.

[Google Guide: Interactive Online Tutorial on Searching with Google ...](#)
Why Take The Google Guide Tutorial? Google is so easy to use, you may wonder why you should take this online tutorial. But if you ...
[www.googleguide.com/](#) - 19k - [Cached](#) - [Similar pages](#)

[Google Press Center: Zeitgeist](#)
Google Zeitgeist - Search patterns, trends, and surprises according to Google. For both breaking news and obscure information alike ...
Description: Weekly search trends and a list of the most frequently misspelled searches.
Category: [Computers](#) > [Internet](#) > ... > [Authoring](#) > [Online Tools](#) > [Keywords](#)
[www.google.com/press/zeitgeist.html](#) - 101k - [Cached](#) - [Similar pages](#)

[Metaspy - MetaCrawler](#)
MetaCrawler Search. Search the Search Engines. MetaCrawler Home.
MetaSpy. What do you think of MetaSpy? Submit Your Site | Tell a ...
Description: Displays keywords which people are currently searching for in Metacrawler. The page refreshes every...
Category: [Computers](#) > [Internet](#) > ... > [Authoring](#) > [Online Tools](#) > [Keywords](#)
[www.metaspy.com/](#) - 8k - [Cached](#) - [Similar pages](#)

[MEL: Internet Myths & Hoaxes](#)
... .. The Internet and Computers. ...
[mel.lib.mi.us/internet/INET-hoax.html](#) - 8k - [Cached](#) - [Similar pages](#)

[Web Characterization](#)
[wcp.oclc.org/](#) - 1k - [Cached](#) - [Similar pages](#)

Now let's look at one of the sites that link to Google Guide, as it was at the time we made the screen shot above. On the Michigan State University (MSU) Libraries page, [www.lib.msu.edu/sowards/home/home5.htm](#) (shown in the screen shot below), Google Guide is listed near the top of the page just after a link to Google's Zeitgeist page, [www.google.com/press/zeitgeist.html](#). The next three sites listed as being similar to Google Guide (Metaspy, the MEL Internet Myths and Hoaxes, and Web Characterization) are also listed on the MSU page. Google automatically selected these sites by considering many factors including the popularity of the pages containing links to Google Guide, the positions, sizes, and proximities of other links to the Google Guide link.



Web sites about using Web sites and HTML, including search

Some major search engines and portals:

- [Google](#) search engine, including [Google's University search](#) and [Zeitgeist](#) showing search (see also [Google ~Guide](#) for advanced user tips).
- [Yahoo](#) directory.
- [Altavista](#).
- [MSN Web Search](#).
- [Go.com](#), formerly Infoseek.
- [Lycos](#) search engine.

Meta-engines:

- [Dogpile](#) runs your search in a dozen major search engines at once.
- [Metacrawler](#) uses multiple engines and uses an algorithm to rank hits for relevancy.
- [Ixquick](#) has options to tap a dozen engines, or news, and picture sites.

Comparisons of search engines:

- ["How to Search the Web"](#) by Terry Gray: a guide and links to various search engines.
- [Search Engine Watch](#) has links to sites, reviews and news.
- For the voyeur: [Metaspy](#) shows live search engine activity.

Another resource for similar results is the category link that may appear just below the snippet or above your search results, which is described next. If there isn't a category link, try using Google's [Directory](#).

For more information about the *Similar pages* link, visit www.google.com/help/features.html#related.

Exercises

These problems give you practice in using Google's *Similar pages* feature. For hints and answers to selected problems, see the [Solutions](#) page.

1. Find a site that will get your name off mailing lists so that you receive less commercial advertising mail. Click on the *Similar pages* link to find other such sites.
2. What sites are similar to the [Internet Movie Database](#)?

tags (keywords): [results](#), [similar](#)

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Spread the word: 

[« Previous: Cached Pages](#)

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Google Guide by Category

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Google Blogs, etc.

- Google in the news
- Google Press Releases
- Google-Friends Newsletter archive
- Google: Search Engine Showdown News Archive

Popular Searches

FROOGLE

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[Headlines](#)

News Headlines

When Google finds current news relating to your query, Google includes up to three headlines that link to news stories above your search results. Why at most three? So as not to push the web search results off the page.

Of course, since news by definition reports recent events, you'll see the most recent headlines about the United Nations (if there *are* any recent headlines, that is) when you enter the query [[United Nations](#)].



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The screenshot shows a Google search for "United Nations". The search bar contains "United Nations" and the search button is labeled "Search". Below the search bar, there are tabs for "Web", "Images", "Groups", "News", "Froogle", and "more". The "News" tab is selected, and the results show "Results 1 - 100 of about 6,100,000 for United Nations [definition]. (0.34 seconds)". The first news result is "Accusations over leaked Darfur report delay United Nations vote ..." from Daily Star, 9 hours ago. Other results include "Pakistan May Send Troops to Protect United Nations Staff in Iraq ..." from Bloomberg, 18 hours ago, and "Islamic nations urge leading role for United Nations" from Miami Herald (subscription), 22 hours ago. There is also a link to "Welcome to the UN. It's your world." and a footer with "... here for Spanish. Copyright, United Nations, 2004 | Terms of Use |".

For more news stories or to browse the latest headlines, visit [Google News Search](#) at [news.google.com](#), which we describe in the Part named [Services](#).

Exercises

These problems give you practice in searching for news headlines. For hints and answers to selected problems, see the [Solutions](#) page.

1. Find the latest news about Google.
2. Find the latest news on Iraq.

tags (keywords): [news](#), [results](#)

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queries
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developing websites
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advanced search google
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box prices PageRank news
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Popular Searches

FROOGLE

[Google Guide](#) > [Part II: Understanding Results](#) > [Product Search](#)

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Product Search

When Google finds products relevant to your query, above your search results, you may find up to three links to items that merchants list in Google's [Product Search](#) service.



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The screenshot shows a Google search for "portable dvd player". At the top, there are navigation links for Web, Images, Maps, News, Shopping, Gmail, and more. The search bar contains "portable dvd player" and a "Search" button. Below the search bar, there are two "Sponsored Links" sections. The first section includes links to Staples.com, TigerDirect.com, and eBay.com. The second section includes a link to Circuit City. Below the sponsored links, there is a "Product search results for portable dvd player" section with a list of products including a Portable DVD Player for \$199.99, a Haier Portable DVD Player for \$89.99, and a 10.2" Portable DVD Player for \$238.92. There is also a link to Amazon.com for Portable DVD Players.

Product Search is also called Shopping. There are two Shopping links near the top of the screen shot above.

Exercises

These problems give you practice in searching for products.

1. Find denim jackets.
2. Find cell phones (mobile phones).

photo
email
google+
driving directions

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator


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tags (keywords): [prices](#), [results](#)

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Popular Searches

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[Next: Translation »](#)

File Type Conversion

Google converts all file types it searches to either HTML or text (unless, of course, they already are in one of these formats).

Google searches a variety of file formats including

File Format	Suffix	Description
Adobe Acrobat PDF	pdf	A publishing format commonly used for product manuals and documents of all sorts.
Adobe PostScript	ps	A printing format often used for academic papers.
Hypertext Markup Language	html or htm	The primary language for web pages.
Lotus 1-2-3	wk1, wk2, wk3, wk4, wk5, wki, wks, or wku	A spreadsheet format.
Lotus WordPro	lwp	A word processing format.
MacWrite	mw	A word processing format.
Microsoft Excel	xls	A spreadsheet format.
Microsoft PowerPoint	ppt	A format for presentations and slides.
Microsoft Word	doc	A common word processing format.
Microsoft Works	wks, wps, or wdb	A word processing format.
Microsoft Write	wri	A Macintosh word processing format.
Rich Text Format	rtf	A format used to exchange documents between Microsoft Word and other formats.

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World's Largest Database



FROOGLE
photo
email
google+
driving directions

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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Plain Text	ans or txt	Ordinary text with no special formatting.
------------	------------	---

Clicking on a link to a non-HTML file will launch the associated program for reading the file, provided it's installed on your system.

If you can't view the page in the native format — for instance, if you don't have Adobe Acrobat on your computer, or if you want faster access to the file — click on either the "View as HTML" or "View as Text" link.

Note: Portions of some files converted to HTML or text may be difficult to read.

[PDF] Web Page Evaluation Checklist
File Format: PDF/Adobe Acrobat View as HTML
... could find in journal articles or other published literature that is not on the free, general web? **Web Page Evaluation Checklist**
www.lib.berkeley.edu/TeachingLib/Guides/Internet/EvalForm.pdf - [Similar pages](#)

You can use the [File Format section of the Advanced Search form](#) or the [filetype: search operator](#) to restrict your results to a particular format.

For more information about file types that Google supports, visit www.google.com/help/faq_filetypes.html.

Exercises

These problems give you practice viewing files of different types. For hints and answers to selected problems, see the [Solutions](#) page.

1. Find a document with tips on job interviewing and salary negotiation that is in PDF/Adobe Acrobat format. What differences in the appearance of the document result from viewing it in its native format, Adobe Acrobat versus HTML?
2. Find a Power Point slide presentation on first aid and choking. View the presentation as HTML.
3. Find pdf or Postscript documents and course notes on symplectic geometry that are on university and other educational sites.

This problem was inspired by Julian Uschersohn.

tags (keywords): [file format](#), [results](#)

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- driving directions

Top Tags (all tags »)

queries results
favorite services
tools summary
special characters

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Translation

As the web has spread across the world, more and more web pages are available in languages other than English. Google provides a translation link and language tools to enable you to read pages written in unfamiliar languages.

Google translates pages by computer. Machine translation is difficult to do well and tends not to be as clear as human translation. But it can give you the gist of what's written or suggestions for translating something into another language.

Your results may include a "Translate this page" link when a results page is written in a language different from your interface language (as specified by your [Google Preferences](#), which we describe soon). Your interface language is the language in which Google displays messages and labels, buttons, and tips on Google's home page and results page. You can translate pages written in English, French, German, Italian, Portuguese, and Spanish into another language from that set.

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Google's Language Tools overcome language barriers. Click on the "[Language Tools](#)" link to the right of the search box on Google's home page,

or visit www.google.com/language_tools, or select the Language Tools menu option in the [Google Toolbar](#) to:

- Search for pages written in specific languages

narrowing search
shortcuts fine tune
developing websites
preferences URLs

advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators numbers
hyphen driving directions
broadening search languages
calculator

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Search Specific Languages or Countries

Search pages written in:

Search pages located in:

Search for

Tip: If you typically search only pages in a specific language or languages, you can save this as your default search behavior on the [Preferences](#) page.

- Search for pages located in specific countries
- Use the Google interface in another language

That is, set Google's home page, messages and labels, and buttons to display in a specific language

- Visit Google's site in a specific country.

For example, visit www.google.de in Germany



- Translate any text or web page from a limited set of languages including English, French, German, Italian, Portuguese, or Spanish into another language in that set.

If you want to translate some text or a page into a language other than those Google Language Translation Tool offers, check out [Fagan Finder's Translation Wizard](#).

If you're interested in translating Google Guide, please use our [contact form](#) and also review Erik Hoy's [advice for Google Guide translators](#). The Danish Google Guide, bibliotek.kk.dk/soeg_bestil_forny/googleguide, is available through the Copenhagen Central Library's website. You can find a Hebrew version of Google Guide at www.googleguide.co.il/.

Exercises

These problems give you practice with translating words, pages, and results, and with finding pages in specific countries. For hints and answers to selected problems, see the [Solutions](#) page.

1. Find out about municipal swimming pools that you can use when visiting Naples. *Hint:* Find the Italian words for "municipal swimming pools Naples" and then search for them on pages in Italy. You can use your browser's Copy and Paste features to transfer the Italian words from one screen to another.
2. Find the name of the mayor of Montpellier, France, by searching the city website montpellier.fr. It may help to know the French word for "mayor."
3. Translate "I wish to mail a package. Where is the nearest post office? Thank you." into Spanish.
4. Find listings or photos of old books at the national library of Spain. *Hint:* Translate the two unrelated phrases "old books" and "national library Spain" separately; otherwise, the

translation software may try to make them into a sentence (and add "noise" words).


5. Restrict your search to France and search for pages in English on the war in Iraq.

tags (keywords): [languages](#), [preferences](#), [results](#), [translation](#)

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Translation Advice

The following advice is from Erik Hoy who translated Google Guide into Danish, bibliotek.kk.dk/soeg_bestil_forny/googleguide.

- Before translating anything, read Google Guide as if you were a novice.
- Check all the examples on your local version of Google. Some features work only on the US version and other features work differently from the US version. For example, queries with accents match more results on Google.dk (the Danish version of Google) than on the English version (Google.com)
- Localize your examples. The examples in Google Guide are intended for US and English speakers. Change the examples to appeal to your audience.
- Consider separating “need to know” from “nice to know.” When I made the Danish Google Guide, I first described what users need to do and then why. In the Danish version, what’s nice-to-know, appears in sections entitled “Understand, ” e.g., “Understand News-Search,” “Understand Image-Search,” “Understand Google.”
- Though Google Guide focuses exclusively on Google, there are great features in other search engines, e.g., Yahoo for searching news (at least in Scandinavia) and Teoma for clustering. In your translation, mention superior features available in other search engines. Hopefully Google will soon offer comparable or even better capabilities.
- Select examples that will not go out of date.
- Since the web and Google’s algorithms and features constantly evolve and Google doesn’t publicize all their enhancements, keep abreast of new features and capabilities by reading Blogs and websites written by search engine experts, such as Tara Calishain’s [Research Buzz](#), Gary Price’s [Resource Shelf](#), and [Search Engine Watch](#).

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Recalled J&J Hip Claims

orthopediclaw.c...

Free legal consultation with former orthopedic company insider



Web Mastering

- If you don’t have screen-capture software, consider using Irfan View. It’s free and easy to use.
- Consider including navigation menus on both the left and the right sides of each page. I use left menus for keeping the overview and navigating and the right menus for “fun stuff”, including helpful links, explanations, and dictionary definitions.
- Make a list of the different examples of links to search results that you use in the

favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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guide, similar to the links included in [Linking to Search Results](#). It's easier to copy a link than to create a link. There are a lot of [examples](#) and you may forget how to create them.

After You've Translated Google Guide

- Encourage your colleagues and friends to review your guide to find typos and mistakes and make suggestions for improving its readability and accuracy. Create an acknowledgments page with the names of the people who were helpful to you.
- Get novices to check whether your guide is understandable to new Google users. If they don't follow what you say, others probably won't either.
- Publicize your guide. Issue a press release, mention it on your websites, tell libraries and other Google oriented sites about it.

If you [tell us about your translation](#), we may be able to add a link from the [googleguide.com home page](#) to your translation.

tags (keywords): [translation](#)

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Customizing Your Results: Preferences

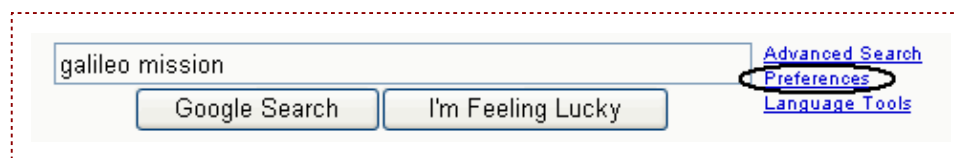
Whenever I run a new piece of software, ... I [first] ... look at the program's 'preferences' panel. By clicking through the options, I rapidly learn what a program can do and what its shortcomings are. Google is no different. — Simson Garfinkel, [Getting More from Google, Technology Review, June 4, 2003](#)

You can customize the way your search results appear by configuring your Google global preferences, options that apply across most Google search services. To change these options, click on the [Preferences](#) link, which is to the right of Google's search box, or visit www.google.com/preferences.

AdChoices 

AdWords Reporting System

[www.NinjaCatP...](#)
 Give Your Customers Better Data! Complete & Branded Reporting System



From the Preferences page, specify your global preferences, including

- [Interface Language](#): the language in which Google will display tips, messages, and buttons for you
- [Search Language](#): the language of the pages Google should search for you
- [SafeSearch](#): automatic filtering and blocking of web pages with explicit sexual content
- [Format](#): Show results in different formats — for instance, on a mobile phone or PDA.
- [Number of results](#): how many search results are to be displayed per page
- [Results window](#): when enabled, clicking on the main link (typically the page title) for a result will open the corresponding page in a new window
- [Subscribed Links](#): You can choose additional search providers — for instance, a nutrition database and various online dictionaries. Google will search those providers if your query relates to them.

When you set your preferences, Google [stores your settings in a "cookie"](#) on the computer you are using. Google doesn't associate that cookie with any other computer you use. So, if you want Google to work similarly on all the computers and browsers you use, you will need to set these preferences on each one of them.

Note: After setting your preferences, remember to [save your preferences](#).

1. Interface Language

The set of languages in which you want to allow messages and labels, text on buttons, and

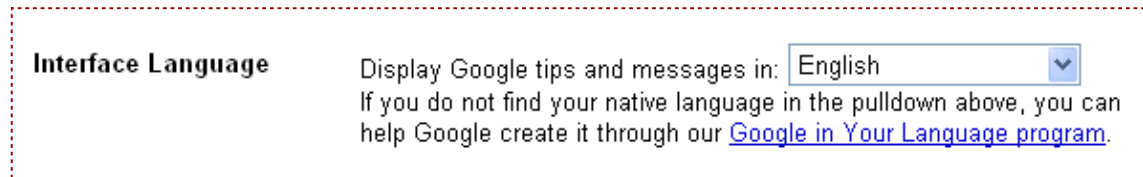
driving directions

Top Tags (all tags »)
queries
results favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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tips to be displayed. Your choice of interface languages is *much* larger than the “translate” set of languages (those that can be translated into your interface language). It includes relatively obscure languages, such as Catalan, Maltese, Occitan, and Welsh; designed languages like Interlingua and Esperanto; and frivolous languages such as Bork, bork, bork!, Hacker, and Pig Latin.

The interface language is configured on the Preferences page. The pull-down menu allows you to choose from over 80 languages.



Note: If you don't find your preferred language in the list, you can volunteer to translate Google's help information and search interface into that language via the [Google In Your Language program](#).

If you set your interface language to Greek, message and text on links, tabs, and buttons will be displayed in Greek.



If you select an interface language other than English, when using Google Web search you will be given the option of searching the entire web or just pages written in your interface language. For example, with French as the interface language the search box looks like this:



Note: Most non-English Google home pages have a “Google.com in English” link in case you can’t read the rest of the page.

2. Search Language

By default, Google Web search includes all pages on the Web. You can choose to restrict your searches to those pages written in the languages of your choice by setting the search language.

Search Language

Search for pages written in any language ([Recommended](#)).

Search only for pages written in these language(s):

<input type="checkbox"/> Arabic	<input type="checkbox"/> English	<input type="checkbox"/> Indonesian	<input type="checkbox"/>
<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Estonian	<input type="checkbox"/> Italian	<input type="checkbox"/>
<input type="checkbox"/> Catalan	<input type="checkbox"/> Finnish	<input type="checkbox"/> Japanese	<input type="checkbox"/>
<input type="checkbox"/> Chinese (Simplified)	<input type="checkbox"/> French	<input type="checkbox"/> Korean	<input type="checkbox"/>
<input type="checkbox"/> Chinese (Traditional)	<input type="checkbox"/> German	<input type="checkbox"/> Latvian	<input type="checkbox"/>

If you want to restrict results to a single language for a few queries, consider using Google’s [Language section of the Advanced Search page](#).

3. SafeSearch Filtering

Google’s SafeSearch filters out sites with pornography and explicit sexual content. Moderate filtering, the default, is set to exclude most explicit images from Google Image search results but not Google Web search or other Google search services.

SafeSearch Filtering

[Google's SafeSearch](#) blocks web pages containing explicit sexual content from appearing in search results.

Use strict filtering (Filter both explicit text and explicit images)

Use moderate filtering (Filter explicit images only - default behavior)

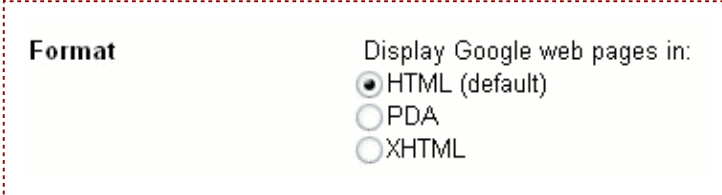
Do not filter my search results.

Google’s philosophy is to filter no more than necessary, i.e., as little as possible. Google

considered adding the capability to filter other controversial content besides pornography, e.g., hate speech, anarchy, bomb making, etc. But these are much more difficult to filter automatically. For example, if you try to filter hate speech, you may filter out sites that discuss hate speech.

4. Format

Various browsers, mobile (cell) phones, and other devices have different formatting requirements. Your Preferences page may give you a choice of format:



Format

Display Google web pages in:

HTML (default)

PDA

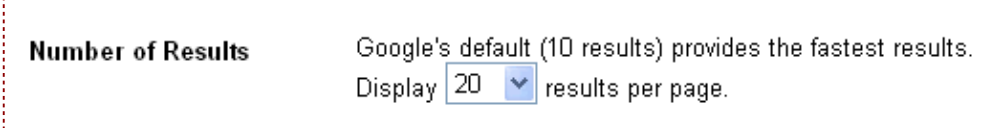
XHTML

5. Number of Results

The most important setting, located near the bottom of the page, is "Number of Results." By default, Google returns just 10 results for a search. Since Google's search algorithms are so accurate, this default saves Google both computer resources and downloading time. But I always increase the default to 100. Although such searches take a little longer to download (especially over a dial-up connection), getting back 100 results saves me time when I'm searching for anything out-of-the-ordinary; it's much faster to scroll through a Web page than to manually click through 10 pages of intermediate results.

– Simson Garfinkel, [Getting More from Google, Technology Review, June 4, 2003](#)
(MIT's Alumni magazine)

You can increase the number of results displayed per page to 20, 30, 50, or 100. The more results displayed per page, the more likely you are to find what you want on the first page of results. The downside is that the more results per page, the more slowly the page loads. How much more time it takes depends on your connection to the Internet.



Number of Results

Google's default (10 results) provides the fastest results.

Display results per page.

The Number-of-Results setting applies to Google's Web, Groups, News, Product Search, and Directory search services. It does not apply to Images and Answers.

6. New Results Window

After you set the Results Window option on the Preferences page, when you click on the main link (typically the page title) for a result, Google will open the corresponding page in a new window.



You can display the contents of the associated page in a new window:

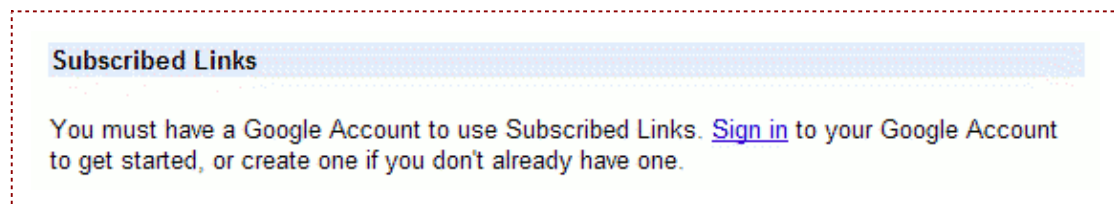
- In Internet Explorer, hold down the **SHIFT** key while you click on the link, or press the right mouse button and select **Open a New Window** after clicking on the link.
- In Firefox or Netscape, with a three-button mouse, simply click your mouse's middle button on the link that you wish to display in a new window (this can be configured in the browser's Preferences or Options section). If your mouse has two buttons and a center scroll wheel, the scroll wheel may also act as a middle button when you press down on it.

With a two-button mouse, press the right mouse button and select **Open Link in New Window** after clicking on the link.

7. Subscribed Links

Subscribed Links let you add information created by providers you trust to your [search results](#) pages. Whenever you search Google in an area of their expertise, the fourth search result will show information from those providers.

Your list of providers is stored in your [Google account](#). If you aren't signed in to your account, the Preference page will remind you:



There's more information about Subscribed Links in Google's [Subscribed Links help](#) page.

8. Cookies and their Effect on Preferences

Google stores your preferences with a *cookie* in your computer. Among other things, this means:

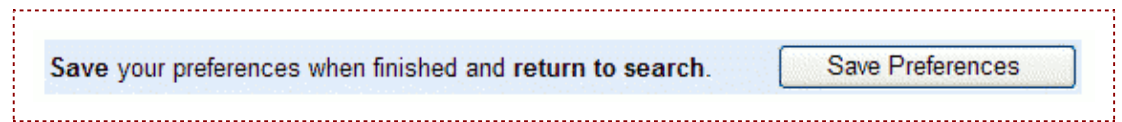
- If you use more than one computer and/or more than one browser, you'll need to set your Google preferences on each one.
- If your browser is set to deny cookies, your preferences can't be saved.
- If you use "cleanup" software that removes cookies, it may remove your Google preferences.

So, if Google seems to "forget" your preferences settings, look into what's happening with your cookies. As of this writing, the Mozilla and Firefox web browsers have especially flexible cookie management — including site-by-site cookie preferences and a scrollable list of all saved cookies.

You'll find more about cookies and how to control them in the pages [Tracking](#) and [Cookies](#).

9. Saving Your Preferences

If you want to save the preferences you've set, remember to click the Save button at the top or bottom of the page:



Or, to ignore any changes you've made, simply navigate away from the Preferences page. (For instance, click on one of the links at the top of the page, like Images or News.)

Exercises

These problems give you practice in changing preferences. After you've changed your preferences, run a couple of searches. For hints and answers to selected problems, see the [Solutions](#) page.

1. Change your preferences to display 20 results per page.
2. Change your preferences to use strict filtering, i.e., filter both explicit text and explicit sexual content.
3. Set your preferences to open search results in a new browser window.
4. Configure your preferences to suit your needs.
5. If you would like to have more than one set of preferences on your computer, e.g., one of searching French language sites and to search all sites, then find tools for enabling you to specify more than one set of preferences using more than one cookie.

(For instance, the Mozilla browser allows you to have multiple "profiles," each with its own set of cookies. You can also install more than one type of browser on the same computer. Both of these methods let you have more than one "identity" at the same time on the same computer.)

tags (keywords): [accounts](#), [cookies](#), [language](#), [preferences](#), [results](#), [safe search](#)

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Google Blogs, etc.

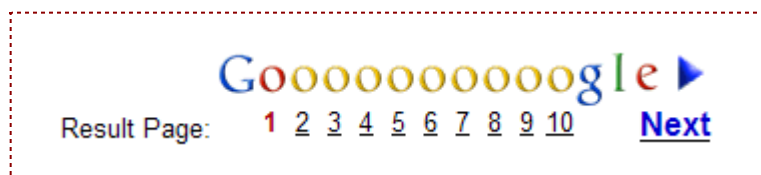
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Last Results Page

Though the statistics bar may estimate that more than 1000 results match your query, Google doesn't serve more than 1000 results for any query. You can get to the 1000th or last result by setting your [Preferences to display 100 results/page](#) and clicking on the highest number or last "o" at the bottom of the results page.



Alternatively, you can specify a [URL](#) (web address) with the results that you want Google to display. Request results 900-999 for the query [[googleguide](#)] with the URL

<http://www.google.com/search?q=googleguide&num=100&start=900>

If there aren't 900 results, Google will display the last page of results. If you value of the variable start and min(num, 100) (the minimum value of the variable num and 100) add up to more than 1000, Google will display the following error message:

Sorry, Google does not serve more than 1000 results for any query.

tags (keywords): [preferences](#), [results](#)

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By Nancy Blachman and [Jerry Peek](#) who aren't Google employees. For



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queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
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Ads

Some search engines sell their search results, in addition to showing ads. A sold result means that a link to the buyer's page is put at or near the top of the results page, just as if the search engine thought it was one of the best results. Usually, there is no indication that the page's result location was bought and paid for.

Google *never* sells its search results. If a web page appears in Google's search results, it's because Google thought it was a relevant result for your search, not because someone paid Google to put it there.

Google's approach to ads is similar to its approach to search results: the ads must deliver useful links, or the ads are removed.

- Ads must be relevant to your search.
- Ads must not intrude, distract, or annoy (no pop-up or flashy ads).
- Sponsored links are clearly identified and kept separate from search results.
- At most, three sponsored links appear above Google's search results.

You can distinguish ads by their format and the label "Sponsored Link." Ads contain a title, a short description, and a web address (URL).

The screenshot shows a Google search for "online matchmaking". The search bar contains the text "online matchmaking" and the search button. Below the search bar, the results are displayed. The first result is "Online Matchmaking" from www.americansingles.com, labeled as a "Sponsored Link". The second result is "eHarmony.com" from www.eharmony.com, also labeled as a "Sponsored Link". The third result is "Match.com: Millions of possibilities to meet your match" from match.com. The fourth result is "TradeHolding.com - International B2B Network" from www.tradeholding.com/solutions3.html. A red arrow points from the word "AdWords" to the "Sponsored Links" label above the first two results.

Advertisers decide which queries their ads should match, and then Google decides on placement, i.e., which ads to show and in what order. Google determines placement by an auction; the auction not only considers what the advertiser will pay for the ad, but also its click-through rate, i.e., how often users click on the ad. If users often click on an ad, Google will likely place the ad higher up on the results page. If the click-through rate of an ad falls below a certain level, indicating an ad isn't relevant to the query, Google removes the ad.

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Submit Your Website Free

www.manta.co...

Drive Traffic to Your Website.
 Submit Your Site And Get Leads Now.



driving directions

Top Tags (all tags »)

queries
 results favorite
 services tools
 summary special
 characters
 narrowing search
 shortcuts fine tune
 developing websites
 preferences URLs
 advanced search google
 guide accounts translation
 synonyms stop words search
 box prices PageRank news
 dictionary cookies ads toolbar
 spelling search terms search
 operators safe search phrase
 phone number operators
 numbers hyphen driving
 directions broadening search
 languages calculator

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For the most part, you'll find advertisements pertinent to your query. However, Google's automatic matching to words on a page sometimes places an ad inappropriately. For example, in September of 2003, adjacent to a New York Post article about a gruesome murder in which the victim's body parts were stashed in a suitcase, Google listed an ad for suitcases. Since that incident, Google has improved its filters and automatically pulls ads from pages with disturbing content. So Google is unlikely to make another *faux pas* on a par with this one.

Some web pages display ads provided by Google's AdSense service. The hosting website and Google share the amount an advertiser pays when a user clicks on an ad, which varies between US\$0.01 and US\$50.00. Web publishers typically place Google AdSense ads near the top, on the right, or on the left side of a page to catch your attention. We've included such an ad at the top of this page.

Personal Web Page Search Looking for Personal Web Page? Here's Guide for Personal Web Page. SuperiorWebSearch.com	Online Video Advertising First Auction-Driven Video Network Sign Up Free. 10 Million+ Ads/Day www.SpotXchange.com	Translator Services Get Language Translator tools for any language. www.ServiceTranslations.info	Senior Advertising Print Media Advertising for Seniors Over 145 Million circulation avail www.echo-media.com
Ads by Google			Advertise on this site

For why Google sells advertising and not search results, visit www.google.com/honestresults.html.

For more information on Google's advertising programs, visit www.google.com/ads/.

For what to do if you find a pop-up ad on Google, visit www.google.com/help/nopopupads.html.

Exercises

For hints and answers to selected problems, see the [Solutions](#) page.

- How many sponsored links (ads) appear on the first search-results page with the answer to the following questions?
 - Where can you stay in central London at a moderate price?
 - What's going on with NASA's Mars Exploration Program?
- Click on several interesting sounding AdSense ads.
- If you have a website, sign up for an AdWords account so that you can purchase ads to bring users to your site.
- If you have a website, sign up for an AdSense account so that you can generate revenue from advertising on your site.

tags (keywords): [ads](#), [results](#)

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Evaluating What You Find

Google's web-page-ranking system, [PageRank](#), tends to give priority to better respected and trusted information. Well-respected sites link to other well-respected sites. This linking boosts the PageRank of high-quality sites. Consequently, more accurate pages are typically listed before sites that include unreliable and erroneous material. (The various [browser toolbars](#) can show you the PageRank of the page you're currently browsing.) Nevertheless, evaluate carefully whatever you find on the web since anyone can

- Create pages
- Exchange ideas
- Copy, falsify, or omit information intentionally or accidentally

Many people publish pages to get you to buy something or accept a point of view. Google makes no effort to discover or eliminate unreliable and erroneous material. It's up to you to cultivate the habit of healthy skepticism. When evaluating the credibility of a page, consider the following AAOCC (Authority, Accuracy, Objectivity, Currency, Coverage) criteria and questions, which are adapted from www.lib.berkeley.edu/ENGL/eval_criteria.html.

Authority

- Who are the authors? Are they qualified? Are they credible?
- With whom are they affiliated? Do their affiliations affect their credibility?
- Who is the publisher? What is the publisher's reputation?

Accuracy

- Is the information accurate? Is it reliable and error-free?
- Are the interpretations and implications reasonable?
- Is there evidence to support conclusions? Is the evidence verifiable?
- Do the authors properly list their sources, references or citations with dates, page numbers or web addresses, etc.?

Objectivity

- What is the purpose? What do the authors want to accomplish?
- Does this purpose affect the presentation?
- Is there an implicit or explicit bias?
- Is the information fact, opinion, spoof, or satirical?

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 100% Free - No Upgrades, No trial. Format, Auto-Complete, Search.



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Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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Currency

- Is the information current? Is it still valid?
- When was the site last updated?
- Is the site well-maintained? Are there any broken links?

Coverage

- Is the information relevant to your topic and assignment?
- What is the intended audience?
- Is the material presented at an appropriate level?
- Is the information complete? Is it unique?

Search for [[evaluate web pages](#)] or [[hints evaluate credibility web pages](#)] to find resources on how to evaluate the veracity of pages you view.

For a printable form with most of the questions that you will probably want to ask, visit www.lib.berkeley.edu/TeachingLib/Guides/Internet/EvalForm.pdf. If you're unable to view PDF files, you can get a free PDF viewer from Adobe by visiting www.adobe.com/products/acrobat/readstep2.html. For more information on evaluating what you find, visit www.lib.berkeley.edu/TeachingLib/Guides/Internet/Evaluate.html.

Exercises

Find documents on the web that provide the answers to the following questions. What's your level of comfort with the referring site(s) and why? For hints and answers to selected problems, see the [Solutions](#) page.

1. Is it true that if you touch a cold halogen light bulb with clean fingers, you will shorten its lifespan?
2. Are 75% of Americans chronically dehydrated? Find opposing points of view.
3. Are you less likely to get dental cavities if you drink fluoridated water?
4. Is clumping kitty litter a major health hazard to cats?
5. What are the benefits and drawbacks of a flu (influenza) shot?
6. Does microwaving food in plastic containers or plastic cling wrap release harmful chemicals into the food? Check whether this is an urban legend.

Want more experience assessing the authenticity and integrity of some websites? Try the exercises listed on

www.lib.berkeley.edu/TeachingLib/Guides/Internet/EvaluateWhy.html.

tags (keywords): [results](#)

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Making Google Easier with Google Tools

You can use Google even when the www.google.com page isn't currently in your browser.

AdChoices

It's simple to do with the following tools and features.

- [Google Toolbar, Googlebar, or Apple's Safari web browser](#)
- [Deskbar](#)
- [Browser Buttons](#)
- [Built-in Browser Support](#)
- [Setting Google as your home page](#)
- [Setting Google as your default search engine](#)

AdWords Reporting System

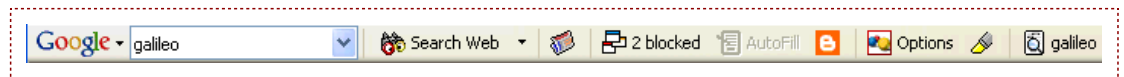
www.NinjaCatP...

Give Your Customers Better Data! Complete & Branded Reporting System



1. Toolbar

(Well worth installing if you use Windows 95/98/ME/NT/2000/XP with Internet Explorer version 5.5 or later) - toolbar.google.com



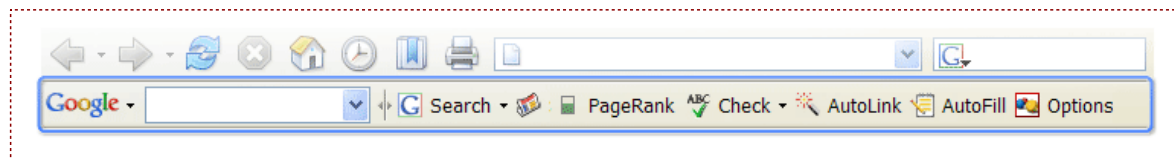
Access Google from your Internet Explorer toolbar. The following table lists just some of the many wonderful features available through the Google Toolbar.

Feature	Allowing you to ...
Search Box	Access Google's search technology from your browser toolbar.
Search Site	Search only the pages of the site you're currently visiting.
Highlight	Highlight terms on the current page.
Word Find	Find your search terms on a page and navigate to them.
Pop-up Blocker	Stop annoying pop-up windows (new in version 2.0 of Toolbar).
AutoFill	Automatically fill in a form (new in version 2.0 of Toolbar).

Below are links to more information on Google's Toolbar:

- An overview and installation - toolbar.google.com
- A description of the features - toolbar.google.com/button_help.html
- Answers to frequently asked questions - toolbar.google.com/faq.html

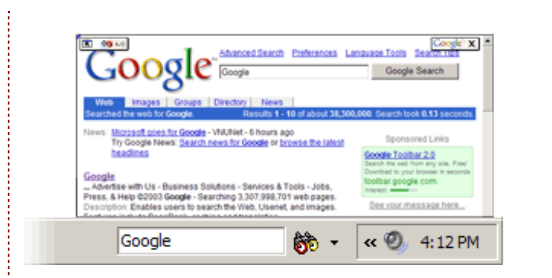
[Google's Toolbar](#) is now available for Firefox.



If you use Mozilla or Netscape, try Googlebar, googlebar.mozdev.org, which emulates all of the basic search functionality of Google's Toolbar, allowing you to easily access almost all of Google's specialty searches (some of which may not be supported by the Google Toolbar) from one convenient toolbar. Googlebar works on recent versions of Mozilla and Netscape, but may not work on older ones.

2. Deskbar

(well worth installing if you use Windows 98/ME/2000/XP and Internet Explorer 5.5 or a more recent version) - toolbar.google.com/deskbar/



Access Google from your Windows desktop toolbar. The following table lists the Deskbar key features.

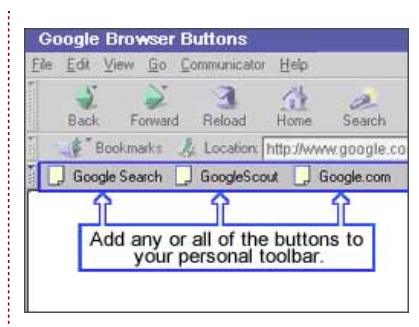
Feature	Allowing you to ...
Search Box	Access Google's search technology even when your browser isn't running.
Preview	Preview search results in a small inset window that closes automatically.
Accessibility	Access Google from any application by pressing the Ctrl-Alt-G keys simultaneously.
Search Selected Text	Select text within a Word document, e-mail, browser page, or any other application, and then use that selected text as your search query by pressing the Ctrl-Alt-G keys simultaneously.
Keyboard Shortcuts	Access these services By pressing these keys simultaneously
	Google News Ctrl-N
	Google Images Ctrl-I
	Product Search Ctrl-F
	Web Search Ctrl-W
	Groups Ctrl-U
	I'm Feeling Lucky Ctrl-L
	Definitions Ctrl-D
Stock Quotes Ctrl-Q	
Thesaurus Ctrl-T	

For more information on what the Deskbar can do, visit toolbar.google.com/deskbar/help/cmds.html.

3. Browser Buttons

Access Google's search technology by adding [Browser Buttons](#) to your browser's toolbar.

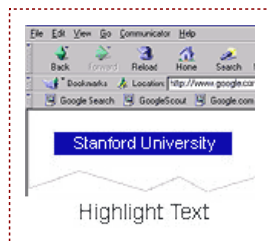
There are several versions; the version for your browser should be selected automatically when you click on the link above. The illustration below, and the rest of this section, describe the Unix/Linux buttons; other versions may not have all of the features described. (When you click the link above, the page you get should describe the features of your version.)



There are three browser buttons:

1. **GoogleSearch:**

Performs search on any highlighted text or pops up a search box and prompts you for search terms.



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- Use your mouse to highlight this phrase: Stanford University.
- Click the **Google Search** button and Google searches the web for the highlighted phrase.

OR

- Simply click the button and enter your search terms in the pop-up Google search box.

2. **GoogleScout**

Delivers links to sites and information related to whichever page you are viewing.

- Go to a website such as www.stanford.edu.
- Once the page has loaded, click the **GoogleScout** button to find other web pages similar to Stanford's page.

3. **Google.com**

Click the Google.com button to go directly to the www.google.com page.

Note: The Google Browser Buttons should work for recent versions of most browsers, but may not work on older ones.

Google Browser Buttons are available at www.google.com/options/buttons.html.

4. Built-in Browser Support

Several web browsers have built-in support for search engines — including Google, of course.

- If you use Mac OS X, Apple's [Safari web browser](#) has a Google search window in the Navigation bar next to the URL. Type your Google search there. Clicking on the icon shows a menu of your recent searches.
- All recent versions of the [Opera](#) and [Firefox](#) browsers have a feature like Safari's: Type your Google Web search in the special search box next to the URL, then press the **ENTER** or **RETURN** key. A drop-down menu lets you choose other types of search.
- The [Netscape](#) browser can show Google search results in its Sidebar, to one side of the browser window.

5. Make Google Your Homepage

To have the Google home page appear whenever you start your browser, click on the "Make Google Your Homepage" link on Google's home page. If the link is missing, follow the instructions listed on

www.google.com/options/defaults.html.

6. Make Google Your Default Search Engine

For instructions, visit www.google.com/options/defaults.html#default.

Exercises

Set up your system to make Google easier to access. For hints and answers to selected problems, see the [Solutions](#) page.


1. If you use Windows 98/ME/2000/XP and Internet Explorer 5.5 or a more recent version, install the Google Deskbar on your system.
2. If you use a browser that supports the Google Toolbar, install it on your system. If you use another browser, install Google Browser Buttons on your system.
3. Make Google your home page.
4. Make Google your default search engine.

tags (keywords): [toolbar](#), [tools](#)

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Shortcuts: Introduction

Google provides shortcuts for finding commonly sought utilities and information, which you may have previously found offline or on specialized sites. The results of these shortcuts appear to the right of a tag or specialized icon and above your search results.

To read about all of these shortcuts, one by one, simply click the "Next" links at the top or bottom of this page and the following Google Guide pages. Or, to read about any one of them now, click on the item below:

-  [Calculator](#)
-  [Phone Numbers and Addresses](#)
-  [Street Maps](#)
-  [Stock Quotes](#)
-  [Definitions \(Google Glossary\)](#)
-  [Travel Conditions](#)
-  [Search by Number](#)

Examples

-  [Area Code Map](#) [[212](#)]
-  [Package Tracking](#) [[999444666222](#)]
-  [Flight Tracking Information](#) [[united 42](#)]
-  [Vehicle Information](#) [[JH4NA1157MT001832](#)]
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characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
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guide accounts translation
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Shortcut: Calculator

Want to add up a list of numbers, convert from miles to kilometers, or evaluate some other mathematical expression? Instead of using a piece of paper, your calculator, or a computer math software program, you can now solve mathematical problems with Google's built-in calculator function.

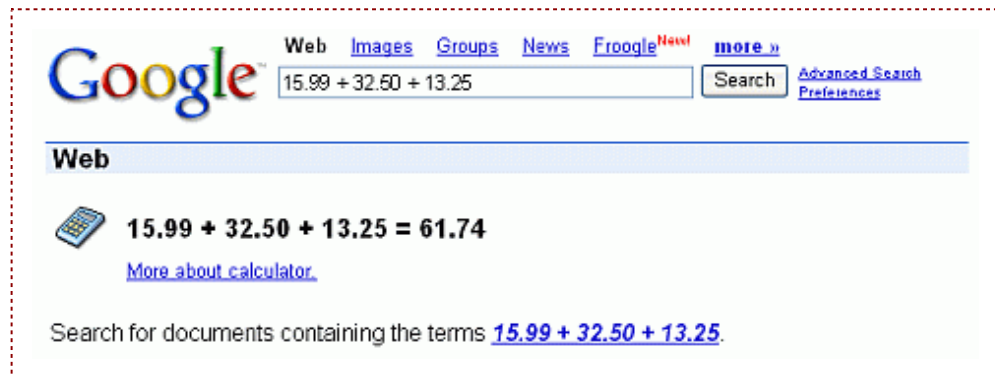
Simply enter the expression you'd like evaluated in Google's web search box and click the **ENTER** key or click the [Google Search](#) button.

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Social, Search,
Email & Publicity.
Easy-to-USE.
Get a Free
Demo+Gift!



The [Google Guide Calculator Reference](#) provides a nice summary of some of Google's calculator features.

Once you have a result, you can use your browser's Copy feature (usually on its Edit menu) to copy the result. Then you can paste it into another program, a box in a form on another web page, and so on.

The calculator can evaluate mathematical expressions involving Basic Arithmetic, Advanced Math, Units of Measure and Conversions, and Physical Constants. Let's see details about each of these.

1. Basic Arithmetic

Compute expressions containing standard mathematical symbols. The following table lists operators that come between the two numbers on which they operate, e.g., to multiply 2 times 3, use $2 * 3$.

Operator	Function	Example
----------	----------	---------

services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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+	Addition	[15.99 + 32.50 + 13.25]
-	Subtraction	[79 - 18 - 19]
*	Multiplication	[2 * 3 * 7]
/	Division	[378 / 9]
^ or **	Exponentiation (raise to a power of)	[4^10] or [4**10]
% of	Percent	[15% of 93.45]
mod or %	modulo (the remainder after division)	[15 mod 9] or [15 % 9]
the <i>n</i> th root of	calculates the <i>n</i> th root	[4th root of 16]; [cube root of 109]; [square root of 42] or [sqrt(42)]

Note: To do multiplication, you must include the * symbol; [3 * 4] will be calculated, 3 4 won't.

2. Advanced Math

Compute results involving mathematical constants, such as e , π , i (the square root of -1), and mathematical functions. The following table lists just some of the functions built into Google's calculator.

Operator	Function	Example
sin, cos, tan, sec, csc, cot, etc.	Trigonometric functions (arguments are assumed to be in radians)	[cos(pi/6)]; [cosine(pi/6)]
arcsin, arccos, arctan, arccsc, etc.	Inverse trigonometric functions	[arccos(.5)]
sinh, cosh, tanh, csch, arsinh, arccsch, etc.	Hyperbolic functions	[cosh(6)]
ln	Logarithm base e	[ln(16)]
log	Logarithm base 10	[log(16)]
lg	Logarithm base 2	[lg(16)]
exp	Exponential function	[exp(16)]
!	Factorial	[5!]
choose	x choose y calculates the number of ways of choosing a set of y elements from a set of x distinct elements	[5 choose 3]

The following table lists just a few of the commonly used mathematical constants known to the calculator function.

Name and description	Example
base of the natural system of logarithms	[e]
π , the ratio of the circumference to the diameter of a circle	[pi/6]

imaginary number, i, which represents one of the two square roots of -1	[i^2]
Euler's constant, gamma	[e^gamma]

3. Units of Measure and Conversions

Compute expressions involving different units. By default, units are converted to and results expressed in meter-kilogram-second (mks) units. Many units have both long and short names. Use whichever name you prefer.

Type of Units	Examples
Currency	Australian Dollars (AUD), British pounds (GBP), Euros, US Dollars (USD)
Mass	kilogram or kg, grams or g, grains, pounds or lbs, carats, stones, tons, tonnes
Length	meters or m, miles, feet, Angstroms, cubits, furlongs
Volume	gallons, liters or l, bushels, teaspoons, pints
Area	square kilometers, acres, hectares
Time	days, seconds or s, centuries, sidereal years, fortnights
Electricity	volts, amps, ohms, henrys
Energy	Calories, British thermal units (BTU), joules, ergs, foot-pounds
Power	watt, kilowatts, horsepower or hp
Information	bits, bytes, kbytes, etc.
Quantity	dozen, baker's dozen, percent, gross, great gross, score, googol
Numbering systems	decimal, hexadecimal or hex, octal, binary, roman numerals, etc. Prefix hexadecimal numbers with 0x, octal numbers with 0o and binary numbers with 0b. For example: 0x7f + 0b10010101.

Here are calculations that involve units.

- [[2 meters + 5 feet](#)]

Convert from one set of units to another by using the notation, *x units in y units*.

- [[three quarters of a cup in teaspoons](#)]
- [[98.6 degrees Fahrenheit in degrees Celsius](#)]
- [[130 lbs in kg](#)]
- [[130 lbs in stones](#)]
- [[65 mph in kph](#)] or
- [[65 mph in km/h](#)]

Warning: When your query includes "Calories" with a capital "C," Google returns kilocalories called "calories" by nutritionists.

- [[160 pounds * 4000 feet in Calories](#)]

Convert from one numbering system to another.

- [[1500 in hex](#)] or [[1500 in hexadecimal](#)]
- [[64 in binary](#)]

[[LVII in decimal](#)]

In many cases, you can also get the conversion factor between units:

- [[meters per mile](#)]
- [[furlongs per fortnight](#)]

That last conversion is a common joke among engineers — though, as Jim Jardine points out, “There is no reason to denigrate neither furlongs nor fortnights as they are both very easily defined measurements.” (See his page [Furlongs Today](#).)

4. Physical Constants

The following table lists just a few of the many commonly used physical constants known to the calculator function. Parts of this table were adapted from the table at the end of David W. Ward’s article [Physics the Google Way](#).

Note: Sometimes Google’s calculator interprets lower case letters different from upper case letters.

Long Name	Shorthand Notation	Click the Link for the Approximate Value
atomic mass units	amu	[amu] or [atomic mass unit]
Astronomical Unit	au	[au] or [astronomical unit]
Avogadro’s number		[N_A] or [Avogadro’s number]
Boltzmann constant	k	[k] or [Boltzmann constant]
electric constant, permittivity of free space		[epsilon_0]
electron mass		[m_e] or [electron mass]
electron volt	eV	[eV] or [electron volt]
elementary charge		[elementary charge]
Euler’s constant		[Euler’s constant]
Faraday constant		[Faraday constant]
fine-structure constant		[fine-structure constant]
gravitational constant	G	[G] or [gravitational constant]
magnetic flux quantum		[magnetic flux quantum]
mass of each planet and of the sun		[m_mars], [m_earth], [m_uranus], ..., [m_sun]
molar gas constant		[molar gas constant]
permeability of free space		[permeability of free space]
Planck’s constant	h	[h] or [Planck’s constant]
proton mass		[m_p] or [proton mass]
radius of each planet and of the sun		[r_earth], [r_pluto], ..., [r_sun]
Rydberg constant		[Rydberg constant]
speed of light in a vacuum	c	[c] or [speed of light]
speed of sound in air at sea		[speed of sound]

level		
Stefan-Boltzmann constant		[Stefan-Boltzmann constant]

Here are some calculations using built-in constants.

- [[1 AU/c](#)]
- [[1.21 MW / 88 mph](#)]
- [[\(G * mass of earth\) / \(radius of earth ^ 2\)](#)]

5. Using Parentheses

Parentheses (()) can be used whenever they'll serve to make complicated expressions unambiguous, and also sets of parentheses can be used within parentheses. Don't use brackets ([]) for grouping.

The following are tips from Google's online help for the calculator, which can be found on the web at www.google.com/help/calculator.html.

- You can force the calculator to try to evaluate an expression by putting an equals sign (=) after it. This works only if the expression is arithmetically computable. For example, 1-800-555-1234= (a US phone number followed by an equals sign) will return a result, but 1/0= will not.
- Parentheses can be used to enclose the parts of your expression that you want evaluated first. For example, (1+2)*3 causes the addition to happen before the multiplication.

Feel free to experiment with the calculator as not all of its capabilities are listed here.

6. Soople

If you want a visual interface to some of the capabilities of Google's calculator, visit Soople's Calculator page, www.soople.com/soople_intcalchome.php.

Soople -easy expert search- Make Soople your homepage
Choose your country

SEARCH GOOGLE ABOUT SOOPLE

Main Page -Calculator- Translate Phone & Location Superfilter

Recommend these features to a friend

Smart calculator (explain)

Tip: Convert many measures/units
Like '15 yards in meters'

Quick unit converter (explain)

Number: Choose unit:
in: Choose unit:

Add, subtract, divide & multiply (explain)

enter number enter number

% Calculate the percentage of... (explain)

enter a number percent of: enter a number

SIN X Trigonometric functions (explain)

Sinus enter a number

Note: numbers are assumed to be radians
otherwise type 'degrees' after the number

root of... (explain)

Choose root enter a number

ln (logarithm base e) (explain)

enter a number

log (logarithm base 10) (explain)

enter a number

Find the remainder after division (explain)

Divide: by:

Choose: determine the number of ways of choosing (explain)

enter a number choose enter a number

Exercises

This problem set is designed to give you practice in using Google's new calculator function. For hints and answers to selected problems, see the [Solutions](#) page.


- Convert 1 mile to meters.
- Convert 1 kg (kilogram) to lbs (pounds).
- Convert 0 degrees Kelvin to Fahrenheit or Celsius.
- Compute the number of minutes in a 365-day year.
- Which is larger π^e or e^π ? The same relationship holds between x^e and e^x for all non-negative values of x except e . The exponential constant, e , is approximately 2.72 and the ratio of the circumference to the diameter of a circle, π , is approximately 3.14.
- How many lottery combinations are there if the winning combination consists of 5 distinct integers between 1 and 99, i.e., there are 99 balls in an urn and once one is selected, it isn't returned to the box.
- Compute the probability of your winning the lottery if you buy 1,000 tickets each bearing five distinct independently randomly chosen integers between 1 and 99.

tags (keywords): [calculator](#), [queries](#), [shortcuts](#), [soople](#), [tools](#)

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Shortcut: Phone Numbers and Addresses

Google no longer supports personal telephone and address searches because of numerous user complaints.

AdChoices 

Finding the phone number of a person who lives in the United States used to mean searching the white pages of the telephone directory. Printed residential phone books are getting scarce, but Google has an alternative: the Residential PhoneBook service. Just enter a person's name and a city, state, or zip code in the standard web search box. You can also enter a phone number to find the person's name and address. Then hit the **ENTER** key or click the button.



On the results page, phonebook listings are next to a telephone icon:



Google [Advanced Search](#) [Preferences](#)

Web Results **1 - 10** of about **302,000** for [John Doe New York NY](#). (0.11 seconds)

[Phonebook results for John Doe New York NY](#)

 **John Doe** (212) 861-2456 35 E 75th St, **New York, NY** 10021 [Map](#)
John Doe (212) 665-5366 12 W 101st St, **New York, NY** 10025 [Map](#)
John Doe (212) 600-0998 245 E 93rd St, **New York, NY** 10128 [Map](#)

[The John Doe Lawsuits - April 3, 2007 - The New York Sun](#)
 Apr 3, 2007 ... The **John Doe** Lawsuits - April 3, 2007 - The **New York Sun**.
www.nysun.com/editorials/john-doe-lawsuits/51732/ - [Similar pages](#)

Clicking on the "Phonebook results" link just above the telephone icon takes you to the Residential PhoneBook page, where you may find more results:

Cell Phone Reverse Lookup

Hexum.com

1. Enter Phone Number
2. Find Owner
3. Full Address & Info
- Details Now



services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
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spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
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The screenshot shows the Google PhoneBook interface. At the top is the Google logo and the text 'PhoneBook'. A search bar contains 'John Doe New York NY'. To the right are buttons for 'Search PhoneBook', 'Search the Web', and a 'Preferences' link. Below the search bar, the results are titled 'Residential Phonebook' and 'Results 1 - 5 of 5 for John Doe New York NY. (0.03 seconds)'. The results are listed in a table with columns for name, phone number, address, and a 'Map' link. At the bottom of the results is a link: 'Request to have your name removed from this list'.

Residential Phonebook		Results 1 - 5 of 5 for John Doe New York NY. (0.03 seconds)	
John Doe	(212) 861-2456	35 E 75th St, New York, NY 10021	Map
John Doe	(212) 665-5366	12 W 101st St, New York, NY 10025	Map
John Doe	(212) 600-0998	245 E 93rd St, New York, NY 10128	Map
John Doe	(212) 828-9014	328 E 90th St, New York, NY 10128	Map
John Doe	(212) 832-9003	New York, NY 10001	Map

[Request to have your name removed from this list](#)

The end of the PhoneBook listing has a link to the [Google Phonebook Name Removal form](#). Be aware that, once you've removed your number from the listings, you can't add it back.

Google's residential phonebook feature recognizes inputs in several formats.

To find a US residence , enter ...	Examples
First name, last name, city, state	[John Doe New York NY]
First name, last name, state	[John Doe NY]
First name, last name, area code	[John Doe 212]
First name, last name, zip code	[John Doe 10128]

Google adjusts their search algorithms from time to time, so you may find other search methods that work. (For example, using someone's first initial used to give listings for everyone whose name started with that letter. As of this writing, using a first initial brings up listings with just that initial but no first name.)

Google supports reverse look up. You can enter a phone number with area code and learn to whom that number belongs.

Be aware that some listings are out of date.

If Google doesn't return a phonebook link, try using the [phonebook:](#) search operator.



Need an email address? Though it would be a nice feature for you and me, Google doesn't offer an email-lookup service, since spammers could use it to get your address and send you unsolicited spam email.

When you search for a US business phonebook listing, business name and location or phone number, Google will return a map — and a website, if Google has found it. You can read more in the next section, [Street Maps](#).

Exercises

This problem set gives you practice with looking up phone numbers and addresses. For

hints and answers to selected problems, see the [Solutions](#) page.


1. Search for friends or relatives in various ways: by entering a name and state, a phone number, and so on. Notice who has the same name but isn't the person you're looking for.
2. Check whether Google knows your phone number and address. If you wish to remove your listing from Google's PhoneBook, complete the name removal form.

tags (keywords): [phone number](#), [queries](#), [shortcuts](#), [tools](#)

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« [Previous: Shortcut: Phone Numbers and Addresses](#)

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Shortcut: Street Maps


Want to find where something is or how to get there? Just enter an address into Google. You can also copy and paste addresses, even ones with embedded carriage returns, into Google's search box.

When Google recognizes your query as a location, the results page includes a map for that location.

Google Maps' coverage of the world is expanding, but not all countries are available. If you enter a query and get a map result (as shown below), you're set. Otherwise, try a different query format, giving more or less information, or check [Where does Google Maps work?](#).

The information you should enter depends on the country you're searching for. In general, start your query with a business name or street address. Next give either the postal code, or the city and state/province. Often, the street address and city name will be enough.



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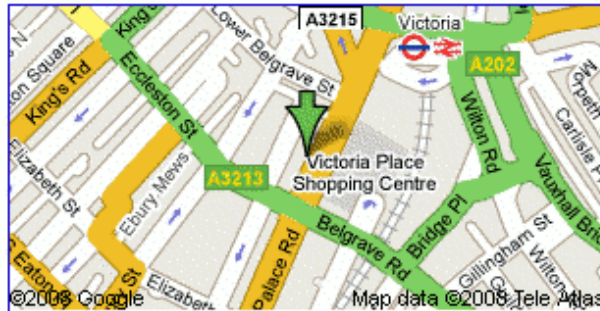


76 Buckingham Palace Road London SW1

Search

[Advanced Search](#)
[Preferences](#)

Web [Maps](#) Results 1 - 10 of about 15,900 for 76 [Buckingham Palace Road London SW1](#)



[Buckingham Palace Rd](#)
[Westminster, London SW1W, UK](#)

maps.google.com

Start address

[Get directions](#)

Remember this location

[Sidney Hotel London Victoria - 68-76 Belgrave Road, London, SW1 V2BP](#)

68-76 Belgrave Road, London, SW1 V2BP ... Take **Buckingham Palace** road in direction Pimlico (opposite **Buckingham palace**), turn left on the bridge and you ...

www.londonby.com/sidneyhotel/pages/reach.htm - 22k - [Cached](#) - [Similar pages](#)

Click on either the [map](#) or the [Buckingham Palace Rd...](#) link to view a detailed, scrollable map showing [76 Buckingham Palace Road London SW1].

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Google Maps [Show search options](#)

Find businesses, addresses and places of interest. [Learn more](#)

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Results 1 - 1 of about 1 for Buckingham Palace Rd, London, Greater London, SW1W, UK

A Buckingham Palace Rd
Westminster, London SW1W
UK

[Explore this area >](#)

Photos

User-Created Maps
[Carly and Amits Clean Up](#)
[More photos, videos, and user-created maps >](#)

Address:
Placement on map is approximate
Buckingham Palace Rd
Westminster, London SW1W, UK

Get directions: [To here](#) - [From here](#)
[Search nearby](#) - [Save to My Maps](#)

Photos of the area

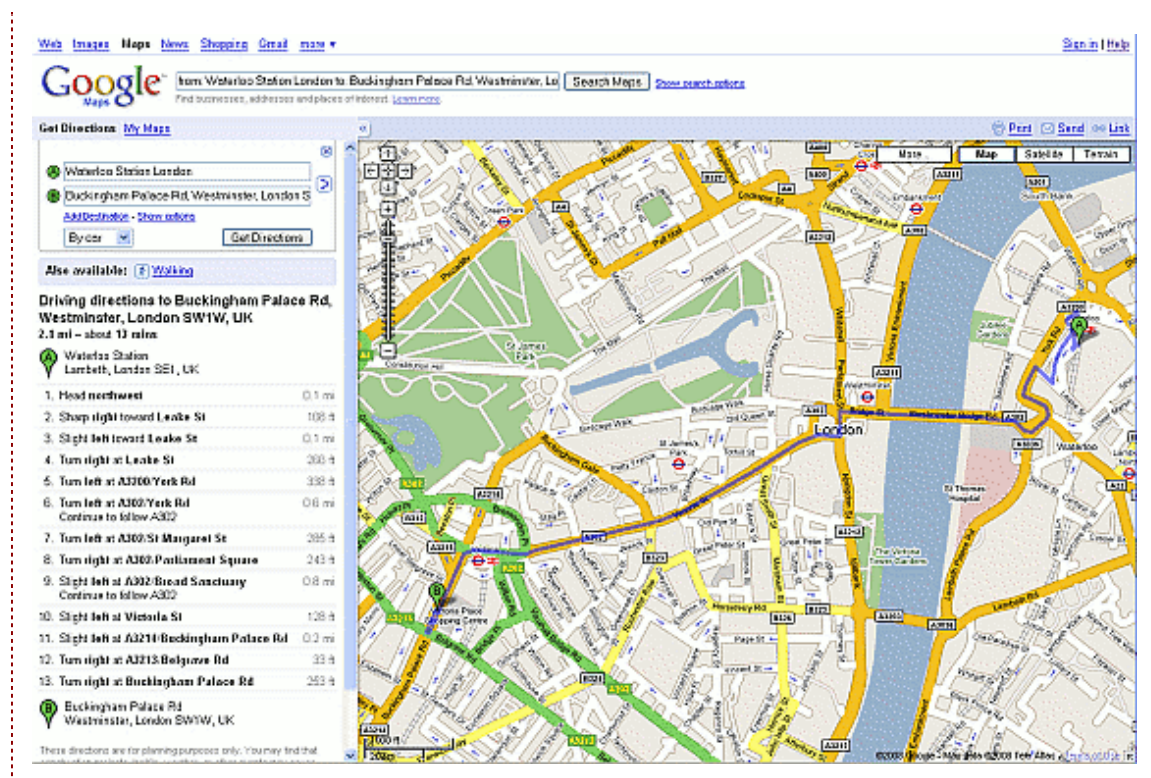
Zoom and pan controls

Choose type of view

Information box (click X to close)

Hand cursor (grab to pan the map)

To get a map with travel directions from another location, enter a starting address in the box to the right of the small map and click the [Get directions](#) button — or use one of the other Directions links on the detailed map.



As the previous example showed, Google can often find where something is located without your providing an address. (We gave the starting address “Waterloo Station London”.) This works for many businesses, too — especially if the business has registered with the [Google Local Business Center](#).

If Google finds more than one business name or location matching your query, it will show a map and several links as (currently) the fourth result on the Results Page.





eegees tucson

Search

[Advanced Search](#)
[Preferences](#)

Web [Maps](#)

Results 1 - 10 of about 4,180 for eegees [tucson](#). (0.15 seconds)

[eegee's](#)

Frozen lemonade, ices and sandwiches. Printable discount coupons. Map of numerous local locations. Catering services available.

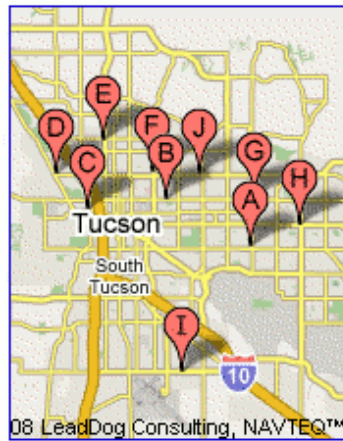
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Local business results for [eegees](#) near [Tucson, AZ](#)



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- J. [Eegee's Inc](#) - [eegees.com](#) - (520) 320-0416 - [more](#)

[More results near Tucson, AZ](#) »

In many areas, Google can show not only a street map. At the top right corner of the detailed map, look for buttons that let you choose the type of view. The Satellite view shows the area as it looks (with high magnification!) from outer space. Not all areas are available at all magnifications, and the photos may not be completely up to date. This is a view of the "[airplane graveyard](#)" in Tucson, Arizona.



To open that map in your browser, click on the screen shot or the “airplane graveyard” link above. Try the zoom and pan controls at the top left. You can probably also pan the map by dragging the hand cursor (hold down your mouse button, then drag the mouse to move the map in that direction).

For more about Google Maps, see [Google Maps Help](#).

Exercises

This problem set gives you practice with looking up addresses and with getting directions. For hints and answers to selected problems, see the [Solutions](#) page.


1. Get a map showing the most crooked section of Lombard Street in San Francisco, which is between 1000 and 1100 Lombard Street.
2. Get a map showing Japanese restaurants in Topeka, Kansas by entering [Japanese restaurant Topeka KS] in the [Google Maps](#) search box.
3. If your country is covered by Google Maps, obtain a map showing where you live by entering your address into Google and clicking the link to a map provider. Otherwise, pick the home of a friend in another country or a business in a large city.
4. If your country is covered by Google Maps, get directions from your house to either a good friend's place or a great restaurant. Otherwise, practice getting directions within another country for a trip you'd like to take some day.

tags (keywords): [driving directions](#), [maps](#), [queries](#), [shortcuts](#), [tools](#)

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Shortcut: Stock Quotes

Looking for Google's stock symbol? It's `goog` on Nasdaq. Click [here](#) for Google's stock price or search for it on Google.



Note: Entering a ticker symbol in the search box and then clicking on [I'm Feeling Lucky](#) will not take you to that symbol's financial information page. Instead, Google displays the first search results, whose link appears just below the box enclosing the stock information link.

Want info on a publicly traded stock or mutual fund? Enter one or more NYSE, NASDAQ, AMEX, or mutual fund ticker symbols and Google will return the latest stock price (with a 15-minute delay for NASDAQ or a 20-minute delay for AMEX and NYSE), along with an intra-day chart, the daily high and low, the volume traded, the company's market capitalization, as well as a link to other financial information.



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16.29 +0.47 (2.97%) Aug 22 5:51pm ET

Open: 15.93 Volume: 2,010,353
 High: 16.32 Avg Vol: 4,964,000
 Low: 15.82 Mkt Cap: 4.69B

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(To be more precise, add the exchange abbreviation first. For instance, because Eastman Kodak is trades on the New York Stock Exchange, you could enter NYSE:EK.)

Click on the stock symbol link to see financial information from Google Finance. It may include the price of the last trade, the range of prices for the day and for the year, a one-year target price estimate, the previous day's closing price, the opening price for the day, the volume of shares traded during the day, the PE ratio, dividends per share, the dividend date, and a chart. (You can also choose links to other financial information providers, which Google helpfully provides.) At the right and bottom sides are links to news reports, blogs, information about related companies, and more.

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Eastman Kodak Company (Public, NYSE:EK) - [Add to Portfolio](#) - [Discuss EK](#) Find more results for [EK](#)

16.29 Open: 15.93 Mkt Cap: 4.69B P/E: 8.02 Dividend: 0.25
 High: 16.32 52Wk High: 29.60 F P/E: 51.98 Yield: 3.07
 +0.47 (2.97%) Low: 15.82 52Wk Low: 12.20 Beta: 1.80 Shares: 288.19M
 Aug 22 - Close Val: 2.01M Avg Val: 4.96M EPS: 2.03 Inst. Own: 95%

1d 5d 1m 3m 6m 1y 5y Max

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You can also enter several ticker symbols:



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Web Results 1 - 100 of about 5,640 for [amzn](#) [csc0](#) [ebay](#). (2.72 seconds)

[Stock quotes for AMZN, CSCO, EBAY](#)

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Click on the "Stock quotes" link to view information for each stock symbol in your query.

Note: If you aren't [opening each link in a new window](#), try it! It can help you keep track of and compare all of the information.



Exercises

This problem set gives you practice in obtaining financial information for US publicly traded companies. For hints and answers to selected problems, see the [Solutions](#) page.


1. Obtain a chart of Ebay's stock price for the past 5 years by entering Ebay's stock symbol, ebay, clicking on the link "EBAY" and then clicking on "5y" under today's chart.
2. Find current financial information for Yahoo and Amazon.
3. Using the [similar pages](#) feature, find competitors to google.com that are run by public companies. Check whether their stock prices have been climbing or dropping in the past three months.

tags (keywords): [queries](#), [shortcuts](#), [stocks](#), [tools](#)

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Shortcut: Definitions (Google Glossary)

When you include "define," "what is," or "what are" in your query in front of a word, phrase, or acronym, Google displays one Glossary definition above your search results. Google Glossary provides definitions for words, phrases, and acronyms that Google finds on web pages. The Glossary is good for finding definitions for terms that aren't in some dictionaries, e.g., slang words, technical terms, ethnic words and other specialized terms.

In February of 2003, Google acquired Pyra Labs, a company that makes it easy for you to create your own blog. What's a blog? Let's ask Google to define the term.



Google [Web](#) [Images](#) [Groups](#) [News](#) [Froogle^{News!}](#) [more »](#)

define blog [Advanced Search](#) [Preferences](#)

Web Results 1 - 100 of about 299,000 for [define blog](#). (1.40 seconds)

[Web definitions for Blog -- \(weB LOG\)](#)

 A blog is basically a journal that is available on the web. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger." Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog. Postings on a blog are almost always arranged in chronological order with the most recent additions featured most prominently.
www.matisse.net/files/glossary.html - [Definition in context](#)

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... Other forms: **Blogger** (a person who blogs). •E-mail this definition to a colleague•. For

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[TypePad Blogs](#)
Quality, hosted weblogs from the makers of Movable Type
www.typepad.com

[Start Your Very Own Blog](#)
Simple, Easy to Use, Point and Click Software for Blog Creation
Blogging.Help-for-Me.com

You can search for blogs with Google, in the same way that you search for other documents. You can easily create a weblog (blog) post pointing to the web page you're visiting by pressing the [BlogThis!](#) button on the [Google Toolbar](#) and publish your thoughts on the web so others may find them. You can learn more about this feature on toolbar.google.com/button_help.html.

Google Glossary can also find definitions of acronyms.



AdChoices 

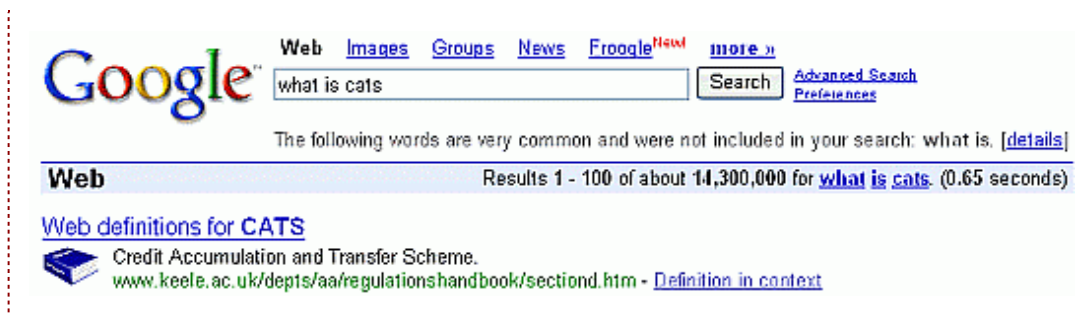
AdWords Reporting System

[www.NinjaCatP...](#)
Give Your Customers Better Data! Complete & Branded Reporting System



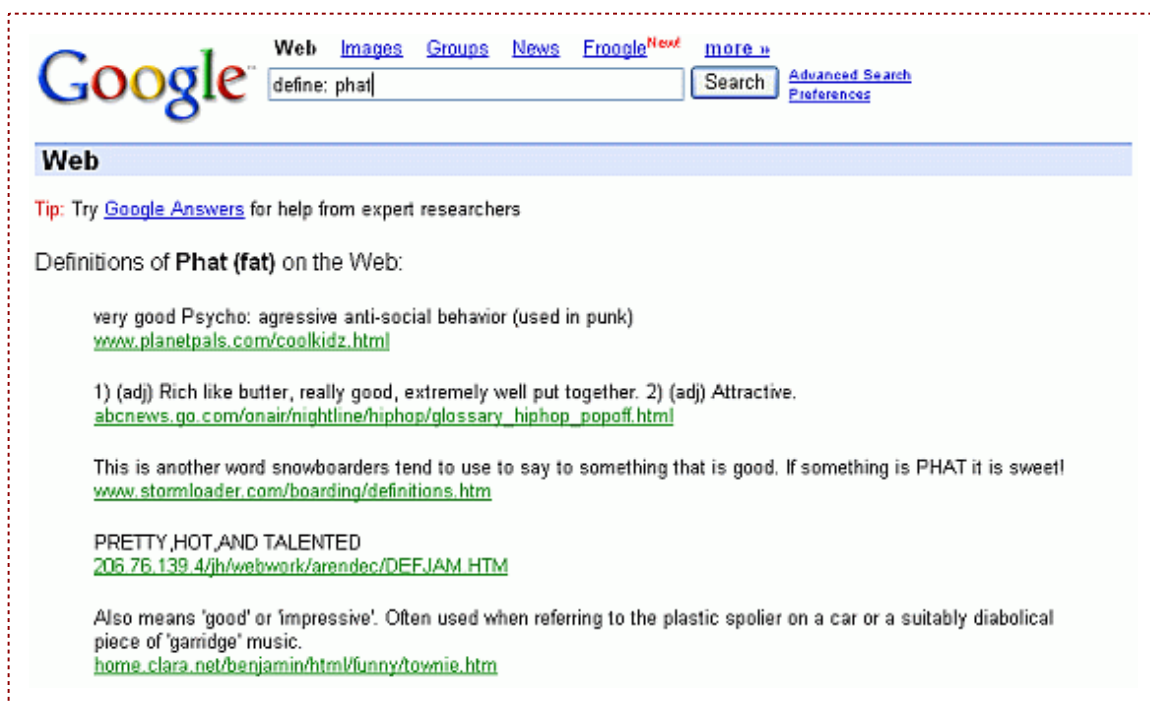
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
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directions broadening search
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One definition appears to the right of the words “Web Definition,” below the statistics bar and above Google’s search results.

When your query includes the `define:` operator, Google displays all the definitions it finds on the web.



If you want a dictionary definition, learn about a shortcut in [Dictionary Definitions](#).

Exercises

These problems give you practice in finding definitions. For hints and answers to selected problems, see the [Solutions](#) page.


1. What does aka mean?
2. What is Google bombing? If Google Glossary doesn't find the definition, find it yourself.
3. Google is named after the word 'googol.' What is a googol?
4. What does the abbreviation IRL commonly stand for?

tags (keywords): [dictionary](#), [queries](#), [shortcuts](#), [tools](#)

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Google Blogs, etc.

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Shortcut: Travel Conditions

Google provides a shortcut for learning about delays and weather conditions at a US airport. Just enter the airport's three-letter code followed by the word "airport" into Google's search box.

Note: This feature may not work if you search from any of Google's non-US sites, e.g., google.de, google.com.co, google.ca nor from a foreign-language site, e.g., Swahili or Latvian.

For example, find conditions at Honolulu International Airport. If you don't know the airport code, look it up on Google. If your city has more than one major airport, include the airport name as well as the city in your query.



You don't need to click on the first result to see that the airport code for one of Honolulu's airports is HNL, because you can find that code in the first line of the snippet.

[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) ^{New!} [more »](#)

[Advanced Search](#)
[Preferences](#)

Web Results 1 - 100 of about 127,000 for [Honolulu airport code](#). (0.28 seconds)

Tip: Find maps by searching for a street address with city or zip code

[World Airport Codes - Usa - Honolulu Airport Details](#)
 USA - **Honolulu Airport** - **Airport** Details. **Airport Code**, : HNL. **Airport** name, : **Honolulu Airport**. Runway Length, : 12360 ft. Runway Elevation, : 13 ft. ...
[www.world-airport-codes.com/usa/honolulu-airport-2986.html](#) - 6k - [Cached](#) - [Similar pages](#)

[World Airport Codes - United States - Honolulu Hickam Afb Airport ...](#)
 United States - **Honolulu Hickam Afb** - **Airport** Details. **Airport Code**, : HIK. **Airport** name, : **Honolulu Hickam Afb**. Runway Length, : 0 ft. Runway Elevation, : 0 ft. ...
[www.world-airport-codes.com/united-states/honolulu-hickam-afb-2985.html](#) - 6k - [Cached](#) - [Similar pages](#)
[\[More results from www.world-airport-codes.com \]](#)

It's best not to trust this information, though, unless you know it's the answer you need. For instance, the first result for New York City may be JFK, but there are several New York airports. To check more closely — or if you find the snippet difficult to read — just click on the title of one of the snippets. Let's view the Honolulu Airport entry from World-Airport-Codes.com.

AdChoices

AdWords Reporting System
[www.NinjaCatP...](#)
 Give Your Customers Better Data! Complete & Branded Reporting System



services tools
 summary special
 characters
 narrowing search
 shortcuts fine tune
 developing websites
 preferences URLs
 advanced search google
 guide accounts translation
 synonyms stop words search
 box prices PageRank news
 dictionary cookies ads toolbar
 spelling search terms search
 operators safe search phrase
 phone number operators
 numbers hyphen driving
 directions broadening search
 languages calculator



USA - Honolulu Airport - Airport Details

Airport Code	: HNL
Airport name	: Honolulu Airport
Runway Length	: 12360 ft.
Runway Elevation	: 13 ft.
City	: Honolulu HI

Now let's request travel conditions at Honolulu International Airport.



Google [Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [New!](#) [more >>](#)

hnl airport [Advanced Search](#)
[Preferences](#)

Search WWW Search GOOGLEGUIDE.COM

Web Results 1 - 1 of about 2 from googleguide.com for **hnl airport**. (0.47 seconds)

Tip: Try [Google Answers](#) for help from expert researchers

[View conditions at Honolulu International Airport \(HNL\), Honolulu, Hawaii](#)
www.fly.faa.gov

[Google Guide: Travel Conditions](#)
 ... **Airport**-Codes.com. Now let's request travel conditions at Honolulu International **Airport**. Google search box with [**hnl airport**]. ...
www.googleguide.com/travel_conditions.html - 10k - May 3, 2004 - [Cached](#) -

Sponsored Links

[Cheap Airline Tickets](#)
 AirGorilla.com offers Low Fares
 Local and International E-Tickets
www.AirGorilla.Com

[Airport Information](#)
 Search ORBITZ **Airport** Guides for
 Info on Parking, Shuttles & More!

Click on the "View conditions" link to see the FAA's airport status information.

AIRPORT STATUS INFORMATION
 provided by the FAA's Air Traffic Control System Command Center

Honolulu International Airport (HNL) Real-time Status

The status information provided on this site indicates general airport conditions; it is not flight-specific. [Check with your airline](#) to determine if your flight is affected.

Delays by Destination: No destination-specific delays are being reported.

General Departure Delays: Traffic is experiencing gate hold and taxi delays lasting 15 minutes or less.

General Arrival Delays: Arrival traffic is experiencing airborne delays of 15 minutes or less.

This information was last updated: **Jan 2, 2004 2:49:32 AM EST**

Exercises

These problems give you practice in finding travel conditions. For hints and answers to selected problems, see the [Solutions](#) page.


1. Find the travel conditions for Los Angeles International Airport.
2. Find the travel conditions for Kennedy Airport in New York City.

tags (keywords): [queries](#), [shortcuts](#), [tools](#), [travel](#)

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queries
 results favorite
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 characters
 narrowing search
 shortcuts fine tune

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Shortcut: Search by Number

"Parcel tracking IDs, patents, and other specialized numbers can be entered into Google's search box for quick access to information about them," according to the [Google Web Search Features page](http://www.google.com/help/features.html), www.google.com/help/features.html.

Special searches by number types include:

	Examples
 Area Code Map	[212]
 Package Tracking	[999444666222]
 Flight Tracking Information	[united 42]
 Vehicle Information	[JH4NA1157MT001832]
 Patent Search	[patent 5122313]
 FAA Airplane Registration Numbers	[n199ua]
 UPC Codes	[036000250015]
 FCC Equipment IDs	[fcc B4Z-34009-PIR]

AdChoices 

Find Who Owns This Number
 FreePhoneTrac...
 1) Enter Any Phone Number
 Now 2) Get Full Owner Info - Try Free!

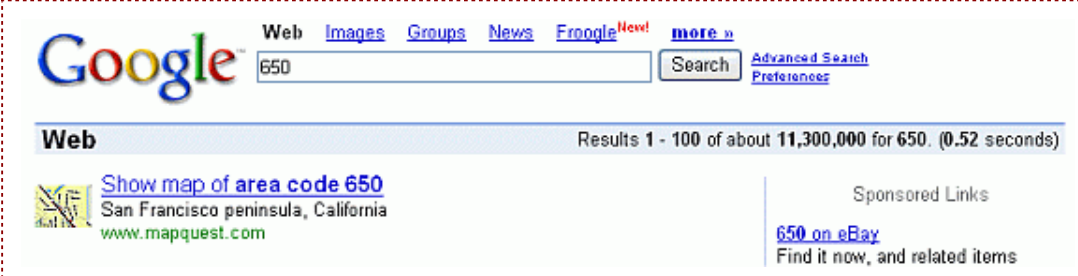


The rest of this page contains examples of input and output for most of these types of searches.

1. Area Code Map

Want to see a map of where a US telephone area code is used? Just enter the area code in Google's search box.





The screenshot shows a Google search for "650". The search bar contains "650" and the search button is labeled "Search". Below the search bar, the results are displayed under the heading "Web". The first result is "Show map of area code 650" with a small map icon, followed by "San Francisco peninsula, California" and the URL "www.mapquest.com". To the right of the search results, there is a section for "Sponsored Links" with a link for "650 on eBay" and the text "Find it now, and related items". At the top of the search results, it says "Results 1 - 100 of about 11,300,000 for 650. (0.52 seconds)".

Click on the link to view a map.

developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

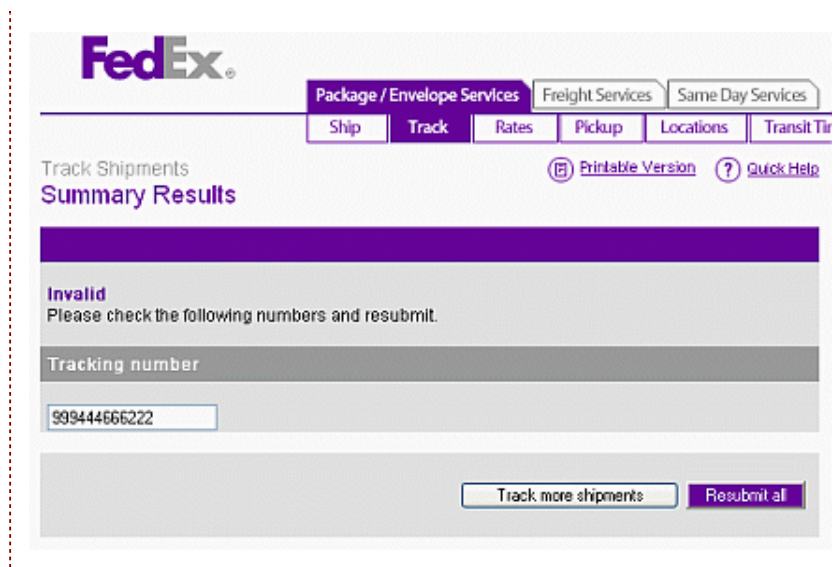
Powered By [WordPress](#)

2. Package Tracking

Instead of going to the FedEx (www.fedex.com), UPS (www.ups.com), or US Postal Service (www.usps.com) sites to find out where your package is located, now you can enter parcel tracking IDs directly into Google's search box.



Click on the link to view tracking information for a parcel.



Find the latest information about your UPS package by entering "ups" followed by the tracking ID into Google's search box.



3. Flight Tracking Information

Look up information on a flight by typing the airline name or code followed by a space and a flight number.



Screen shot of links to flight information

Click on the Travelocity link to view tracking information on the flight.

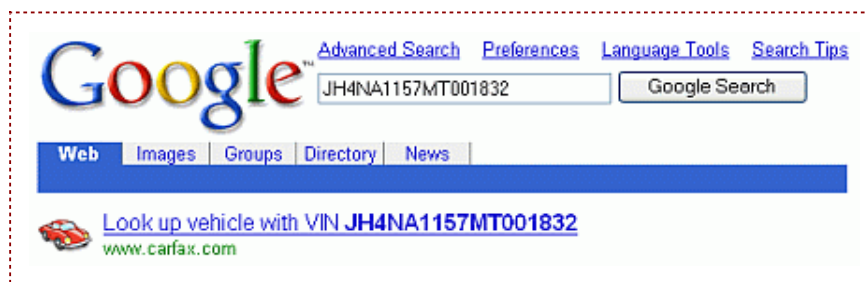
Screen shot of flight travel information

Click on the fbweb.com link to view how the actual flight is progressing.

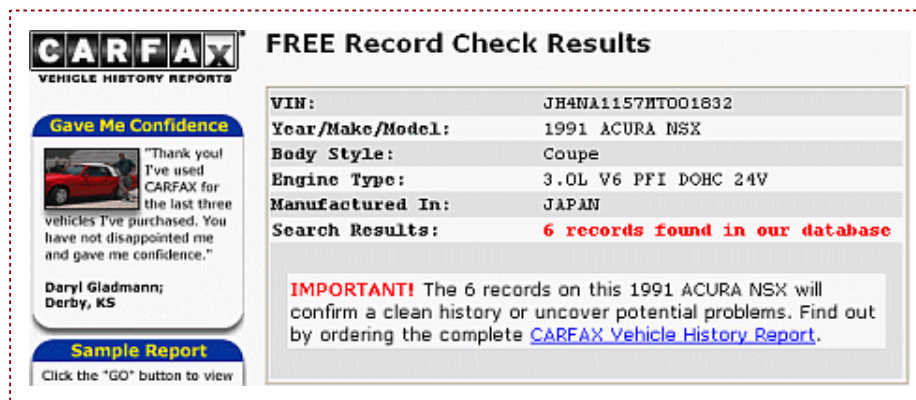
4. Vehicle Information

Look up automobile vehicle information by entering a vehicle ID (VIN) number.





Click on the link to view information on the specified vehicle.



5. Patent Search

Look up a US patent by typing "patent" followed by a space and a patent number.



Click on the link to view information on the patent.

[USPTO PATENT FULL-TEXT AND IMAGE DATABASE](#)

[Home](#) [Quick](#) [Advanced](#) [Pat Num](#) [Help](#)
[Bottom](#)
[View Cart](#) [Add to Cart](#)
[Images](#)

(1 of 1)

United States Patent 5,122,313
 Yashina ^ June 16, 1992

Mold for forming substrate having uneven preformat pattern and method of using same

Abstract

A cast mold and process for casting a substrate for an information recording medium has an uneven preformat pattern formed on the mold surface. The uneven preformat features a pattern

6. FAA Airplane Registration Numbers

Find out about a particular airplane by entering its FAA airplane registration number into Google's search box. An airplane's FAA registration number is typically painted on its tail.



[Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)

[Web](#) [Images](#) [Groups](#) [Directory](#) [News](#)
 Searched the web for **n199ua**. Results 1 - 55 of about 420. Search took 0.65 seconds.

[Look up aircraft with registration number N199UA](#)

Click on the link to view information about the aircraft.

FAA Registry
N-Number Inquiry Results

N199UA is Assigned

Assigned/Registered Aircraft
Aircraft Description

Serial Number	28717	Type Registration	Corporation
Manufacturer Name	BOEING	Certificate Issue Date	09/17/1997
Model	747-422	Status	Valid
Type Aircraft	Fixed Wing Multi-Engine	Type Engine	Turbo-Jet
Pending Number Change	None	Dealer	No
Date Change Authorized	None	Mode S Code	50305535
MFR Year	1997	Fractional Owner	NO

7. UPC Codes

Find information about an item by entering its UPC code into Google's search box.



Google [Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)

036000250015

[Web](#) [Images](#) [Groups](#) [Directory](#) [News](#)

Searched the web for **036000250015**. Results **1 - 12** of about **21**. Search took **0.09** seconds.

[Look up UPC number 0 36000 25001 5](#)
www.upcdatabase.com

036000250015
... Aaron talked about UPC code search and provided a sample search: 036000250015 |

Click on the link to view information about this item.

UPC Database Entry

UPC-A	0 36000 25001 5
Description	Kleenex 2-ply 8.6x8.4 in tissue
Size/Weight	270 count box
Manufacturer	Kimberly-Clark (036000)
Entered/Modified	2002-04-19 7:57:48

8. FCC Equipment IDs

Find information about FCC equipment by typing "fcc" followed by a space and the equipment's ID number.



Google [Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)

fcc B4Z-34009-PIR

[Web](#) [Images](#) [Groups](#) [Directory](#) [News](#)

Searched the web for **fcc B4Z-34009-PIR**. Results **1 - 61** of about **320**. Search took **0.27** seconds.

[Search the FCC Equipment database for "B4Z-34009-PIR"](#)
www.fcc.gov

Click on the link to view information about this equipment.

Federal Communications Commission														
1 Matches Found For:														
GRANTEE CODE = B4Z														
PRODUCT CODE = -34009-pir														
Query Results:														
View Form	Display Exhibits	Display Grant	Display Correspondence	Applicant Name	Address	City	State	Country	Zip Code	FCC ID	Application Purpose	Grant Date	Lower Frequency in MHz	Upper Frequency in MHz
	Detail Summary			GE Interlogix, Inc	2266 North Saint Paul Street	North Saint Paul	MINN	United States	55109	B4Z-34009-FIR	Original Equipment	02/23/1998	319.5	319.5
End of Report.														

tags (keywords): [numbers](#), [phone number](#), [queries](#), [shortcuts](#), [tools](#), [travel](#)

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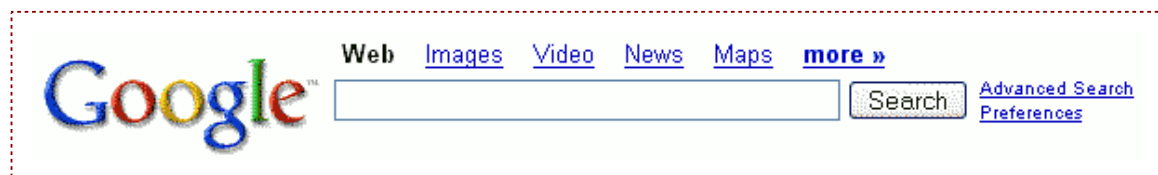
[Next: Groups: Discussion Forums »](#)

Image Search

Looking for an image, map, graphic, photo, design or drawing? Try Google's Image Search by clicking on the **Images** link above Google's search box

AdChoices 

AdWords Reporting System
www.NinjaCatP...
Give Your Customers Better Data! Complete & Branded Reporting System



or visiting images.google.com.



Enter your query and click on the [Google Search](#) button. Alternatively, enter your query and then click on the [Images](#) link above the search box. Google Image Search works best when there are many images available to choose from, e.g., photos of Anna Kournikova, the most photographed tennis player.



characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators numbers
hyphen driving directions
broadening search languages
calculator

Powered By WordPress



Click on the image that interests you. You'll go to a framed page with two parts. On top, you'll see Google's image thumbnail. On the bottom, you'll see the full page on which the image appears.



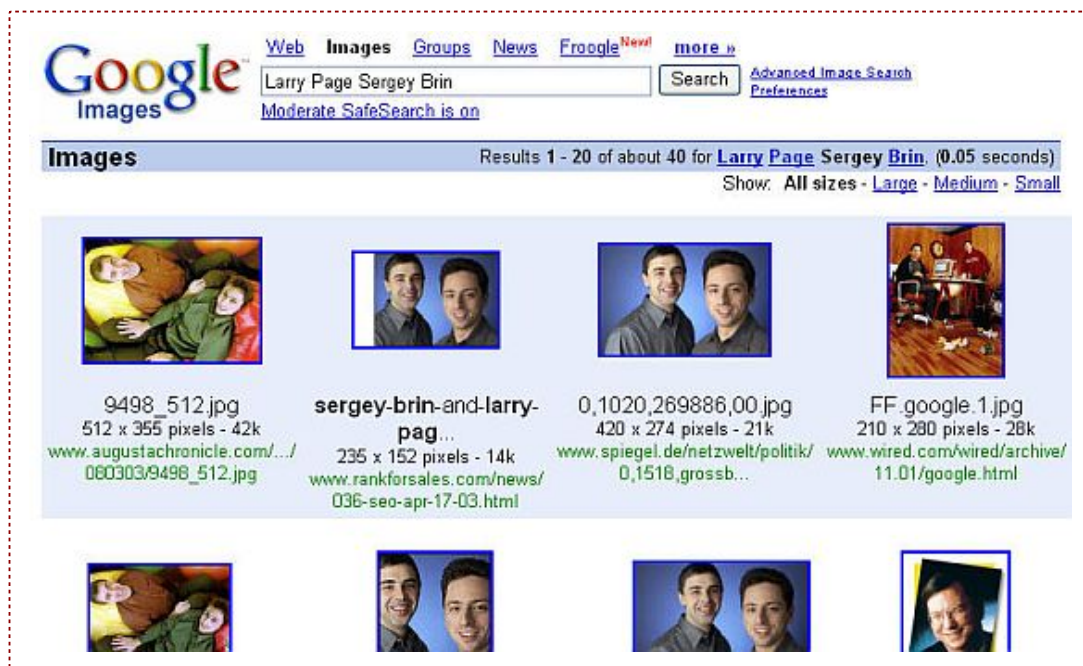
Clicking on the thumbnail image or on the "See full-size image" link that appears just below the thumbnail image will display the full-size image.

Save the image to your hard disk by either selecting [Save As](#) or [Save Page As](#) from the File menu of your browser or by clicking the mouse's right button and selecting [Save As](#) or [Save Page As](#) from the pop-up menu.

To view the page containing the image without the thumbnail image on top, click on the page's URL, which appears between the thumbnail image and the page itself following the text "Below is the image in its *original context* on the page."

1. How Does Google Image Search Work?

Notice that when you search for images of Google founders Larry Page and Sergey Brin, Image Search returns some photographs of Google CEO Eric Schmidt.



The words "Larry Page" and "Sergey Brin" appear near images of Eric Schmidt, or in image captions, or in links to those images. Google makes a guess that the words are related to the image. Google technology isn't yet to the point where it can tell what's in an image by looking at it directly.

2. Focusing Your Image Search

As with text searches, you can focus your search when it finds too many images. Restrict your results to images that are large, medium, or small by clicking on one of the links that is in the upper right corner on the Images results page.



Alternatively, narrow your query by using Google's Advanced Image Search form. To get there, either click on the [Advanced Image Search](#) link or go to images.google.com/advanced_image_search.



You can specify:

Option	Restrict results to	Values
Size	images of these relative dimensions	small, medium, large
Filetype	image files whose names end with the specified suffix	jpg, gif, png
Coloration	images with the specified color depth	black and white, grayscale, full color
Domain	a specific site or domain (for a description of site and domain names, see Anatomy of a Web Address)	Domains such as .com, .edu, .nl, or sites such as pandemonia.com
SafeSearch	the specified level of filtering. Be aware that Google's automatic filtering doesn't guarantee that you won't be shown offensive content.	none, moderate, strict

The Size restriction refers to the height and width of the image in pixels. The following table lists the approximate dimensions for each relative size specification.

Size Value	Approximate Dimensions in pixels
small	150 x 150 or smaller
medium	larger than 150 x 150 and smaller than 500 x 500
large	500 x 500 or larger

For more information on Google's Image Search visit images.google.com/help/faq_images.html.

Exercises

These problems give you practice with finding images. For hints and answers to selected

problems, see the [Solutions](#) page.


1. I used a color chart to select colors for this tutorial. Find some color charts that show the HTML input to render at least 100 colors.
2. Google displays special logos on its home page on holidays and birthdays. Find some of these logos. Click on the link "repeat the search with the omitted results included" to view more amusing logos.
3. Find a photograph of the Alhambra in Granada, Spain to see whether you want to take a vacation and visit the Alhambra.
4. Obtain a map of the London Underground.

tags (keywords): [images](#), [safe search](#), [services](#)

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- Exercises/Solutions

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Groups: Discussion Forums

Want advice, opinions, and recommendations that haven't necessarily been edited?

AdChoices ▶

Then consider using Google Groups, which provides access (posting and reading) to thousands of discussion forums — an enormous storehouse of discourse, including

- Forums on practically everything from [aviation](#) to [zymurgy](#) (brewing beer)
- Opinions, advice, and resource information, e.g.,
 - Opinions on [laser eye surgery](#)
 - Reviews for [small OR compact digital cameras](#)
 - [Travel tips](#) from nonprofessionals
 - [Security fixes for Windows 2000](#)
 - New [digital scanner setup files](#)
- Annoying posts
 - Spam (widely distributed junk messages)
 - Gripes
 - Flames (insulting criticism or remarks meant to incite anger)

The Internet connects people from all over the world. When the Internet was initially established, people used it to send email messages to each other. As with physical mail, email must have the address of the recipient. In 1979-1980, Steve Bellovin, Jim Ellis, Tom Truscott, and Steve Daniel at Duke University and the University of North Carolina at Chapel Hill implemented a distributed bulletin board system supported mainly by UNIX computers. It became known as Usenet, which was short for *Users Network*, and, because it was free and non-proprietary, it swiftly became international in scope. Usenet discussion forums became popular in the 1980s before the birth of the World Wide Web. In 1995, a company named DejaNews began archiving Usenet. In 1999, during the .com boom, DejaNews changed its name to Deja.com. Like many .com companies, Deja.com didn't do well financially. In February of 2001, Deja.com sold its Usenet archives to Google for an undisclosed amount.

Google has Deja's entire archive (dating back to 1995), as well as lots of material posted earlier, available from the Google Groups home page. Google Groups also tracks recent postings on Usenet and non-Usenet groups. Finally, Google allows you to post messages to these forums by signing up for a free account.

Click on the **more** » link above, then choose **Groups**



or visit groups.google.com to access this comprehensive archive of human conversation,

\$0.99
Domains at
Go Daddy
GoDaddy.com
Why Pay More?
Compare Us!
Free Hosting
w/Site Builder &
More.



characters
 narrowing search
 shortcuts fine tune
 developing websites
 preferences URLs
 advanced search google
 guide accounts translation
 synonyms stop words search
 box prices PageRank news
 dictionary cookies ads toolbar
 spelling search terms search
 operators safe search phrase
 phone number operators numbers
 hyphen driving directions
 broadening search languages
 calculator

Powered By [WordPress](#)

dating back to 1981.

Note: Particularly in the latter part of the 1980s, there are some significant gaps in the archive. As traffic expanded, volunteers who had been saving Usenet traffic at their own expense were overwhelmed, and stopped archiving some groups. While the Google Groups archive is the most complete Usenet Archive known to exist, it is not a complete archive prior to the 1990s.

You can search and read public groups without identifying yourself to Google. To access private groups or to post a message to any group, you'll need a [Google Account](#). (You may also be able to post to public Usenet groups through your Internet provider's own news server — without needing a Google Account. If this seems useful, ask your ISP whether they provide Usenet access.)

For a listing of groups organized by topic, region, language, activity level, and (for non-Usenet groups) the number of people who belong to the group, see the [Group Directory](#).

Many of the Google Groups are part of Usenet. Usenet newsgroups (forums) are grouped into several large areas, each of which is broken into subareas. The different parts are always separated by a "." (period or dot). The first part of a name is called its *hierarchy*. Consider, for instance, the name `rec.sport.tennis`. The newsgroup is in the `rec` or recreation area, in the sports subarea. Within each newsgroup, there are messages (also referred to as articles or postings) that look like email from one user to another. But instead of just being exchanged between two people, these messages are available to everyone who accesses the Usenet or Google Groups. The top level Usenet hierarchies are:

alt.	Alternative discussions (any conceivable topic)
biz.	Business products, services, reviews, etc.
comp.	Relating to computers
humanities.	Fine art, literature, philosophy, etc.
misc.	Miscellaneous topics, e.g., employment, health, etc.

news.	Relating to Usenet netnews itself
rec.	Relating to recreation, e.g., games, hobbies, sports
sci.	Relating to the sciences
soc.	Relating to social issues, culture
talk.	Long arguments, current issues and debates, frequently political

Below are some examples of Usenet newsgroup names.

alt.graphics.photoshop misc.jobs.offered
 alt.atheism.moderated rec.aviation.soaring
 alt.fan.letterman rec.food.recipes
 alt.personal.ads rec.music.classical.guitar
 biz.books.technical soc.feminism
 misc.invest.real-estate talk.politics.misc

Discussion groups can be unmoderated (anyone can post) or moderated (submissions are automatically directed to a moderator, who edits and filters out inappropriate and irrelevant material). Some discussion groups have parallel mailing lists, with postings to a group automatically propagated to its mailing list and vice versa. Some moderated groups are even distributed as digests, groups of postings periodically being collected into a single large posting with an index. The names of some moderated groups include the suffix .moderated, e.g., rec.martial-arts.moderated.

Click on a topic (hierarchy) or enter your query.



The screenshot shows a Google Groups search interface. At the top, there are navigation links for Web, Images, Groups, News, Froogle, Local, and more. A search bar contains the query 'compact digital camera recommendations'. Below the search bar, there are options for 'Advanced Groups Search' and 'Preferences'. The search results are displayed in a yellow box, showing 'Searched all groups' and 'Results 1 - 10 of 6,700 for compact digital camera recommendations (0.42 seconds)'. The results are sorted by relevance. The first result is titled 'Advice sought - used economical compact digital camera ...' and includes a snippet of text: '... the Oly Stylus. Great as snapshot digital cameras just like the Stylus is a great snapshot film camera. Easy to carry -- rounded ...'. Below the snippet, it shows the post date and time: 'rec.photo.digital - Feb 26 2003, 11:24 am by LauraK - 39 messages - 24 authors'. To the right of the search results, there are 'Sponsored Links' for 'So Many Digital Cameras', 'Nikon Compact cameras', and 'Olympus Digital Cameras'. On the left side of the search results, there are links for 'Members: Sign in', 'New users: Join', 'Recently visited', 'Groups Alerts', 'Create a new group', and 'About Google Groups'.

Note that the results are sorted by relevance — that is, how closely they match your query — rather than by the date they were posted. Each result includes the date it was posted, shown in green next to the group name. To sort results by date, click “Sort by date” above the Sponsored Links.

Click the title to view the original article with your search terms highlighted. The article may be part of a discussion thread or *topic* — the original article together with any preceding and followup articles — as this example shows.

LauraK Feb 26 2003, 11:24 am [show options](#)

>I shoot D1x but want a **camera** to take everywhere - uses such as to snaps
>of property interiors on house hunt, the odd document, quick chance
>things for own use only.

It uses Smart Media, but look for one of the Olympus clamshell digitals based on the Oly Stylus. Great as snapshot **digital** cameras just like the Stylus is a great snapshot film **camera**.

Easy to carry -- rounded edges and the clamshell protects not just the lens but also the focusing window from scratches. Batteries -- even alkaline -- last a long time.

B&H has the 520Z for less than \$250 (use the "email for better price") That would be a good choice for what you want.

Tom Feb 26 2003, 11:24 am [show options](#)

Canon has the best small cameras.

I still use an S100 which I carry with me all the time. I have dropped it in a stream, lost it while skiing (climbed back up the hill and found it) and it still works.

I have had photos from this **camera** published on Magazine covers - it is a very good quality/cost/size tradeoff. I think there is a newer version (S200 or something) or two.

Tom - Chicago

Want to participate in a discussion? For information on how to post messages, click on the "Groups Help" link above or to the right of the Google Groups' search box or visit the Google Groups Frequently Asked Questions (FAQ) about posting at groups.google.com/googlegroups/posting_faq.html. Also be sure to read the first answer in [Google Groups Posting Style Guide](#). Usenet has a very strong culture, and well-established ways of doing things. In order to get the best responses to your post, you should try to conform to Usenet standards.



Google Groups - Posting FAQ

[Search Newsgroups](#)

[All About Google](#)

General Info

[Groups Help](#)

[Basics of Usenet](#)

[Usenet Glossary](#)

Posting on Groups

[Terms and Conditions](#)

[Posting Style Guide](#)

[Posting FAQ](#)

Find on this site:

Search

Frequently Asked Question About Posting

1. [How do I post to Google Groups?](#)
2. [Can I remove a message after I post it?](#)
3. [I just posted an article and it's not showing up on Google Groups. Why not?](#)
4. [I don't want my email address to be published on the web, but I still want to post. How can I hide my email address?](#)
5. [What is the difference between Google Groups and Usenet?](#)
6. [Can I prevent my message from becoming a permanent part of Google Groups?](#)

1. How do I post to Google Groups?

To post a message, you must first identify the newsgroup in which you wish to start a discussion or select an article to which you wish to respond.

To start a new thread, click the link that says: "Post new message to the.name.of.a.group". You should see this link when you're one level above the actual articles in the group.

If you post to Usenet via Google Groups, your email address will be distributed widely and you may receive lots of spam as a result. (Google Groups will make your email address difficult for spammers to find, but other Usenet servers may not.) Consider getting another email address from [Gmail](#), [Yahoo](#), or some other free service to use for your public postings. If you get a separate email address, though, do remember to check it periodically: some Usenet readers may send you a question or other private reply.

Want to search for a specific message or those written by a certain person? Click on the [Advanced Groups Search](#) link or visit www.google.com/advanced_group_search.

For more information on Google Groups visit groups.google.com/support.

Exercises

These problems give you practice in searching Google Groups. For hints and answers to selected problems, see the [Solutions](#) page.


1. Find recommendations for sites for booking flights online.
2. Find travel tips for places to stay and visit in central London.
3. Find reviews of online banking services.
4. What are some ways to automatically block spam?
5. How can you remove varnish from a maple coffee table?
6. Click on the link "rec." and browse the names of the recreational subgroups.
7. Find the list of especially memorable articles and threads from Usenet that Google has compiled.

tags (keywords): [discussions](#), [services](#)

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? GoogleGuide making searching even easier

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Top Tags (all tags »)

queries
results favorite
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summary special

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News Search

After the tragedies of September 11, 2001, Krishna Bharat, a Google engineer, built a tool to crawl news sites and organize news into ranked clusters. Because of its popularity, Google expanded the demo into Google News.

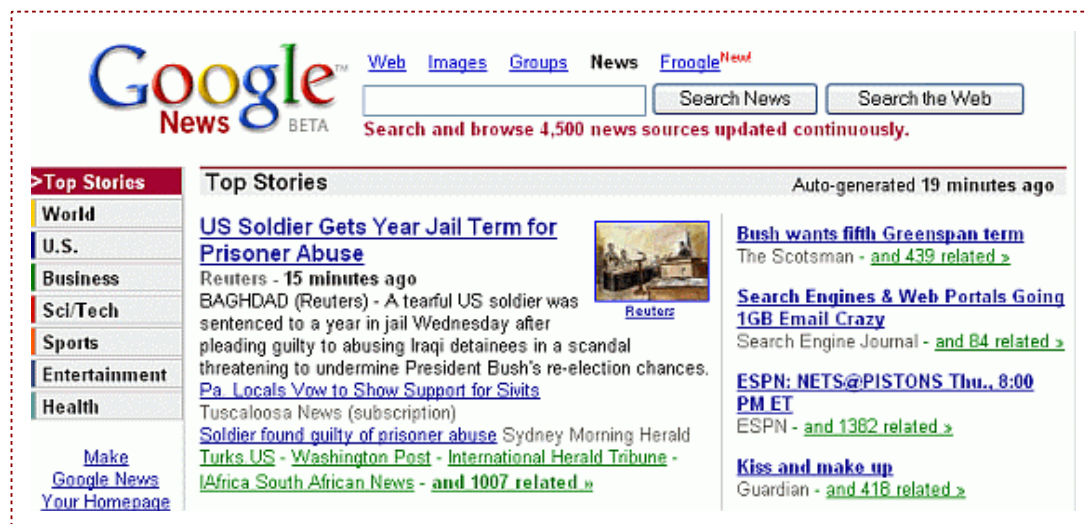
Google News:

- Presents information culled from thousands of news sources worldwide.
- Updates entries continuously throughout the day.
- Groups together related headlines and photos.
- By default, automatically displays the latest headlines.

Click on the **News** link above Google's search box



or visit news.google.com.



Google news indicates how fresh a story is by listing how long ago it was posted, e.g., 30 minutes ago for the top story on the left in the screen shot above. Click on the title to display the article. Notice the "and 1007 related" link at the bottom of the entry of the story on the left of the above screen shot. If you click an entry's "and XXX related" link, you'll see a page listing all articles related to the same topic.

Search news by entering your query and clicking on the [Google Search](#) button.

AdChoices ▶

DIY Marketing Software

[Vocus.com](#)
120,000+ Customers
Chose Vocus Over Hiring a Firm-Get a Free Demo Now!

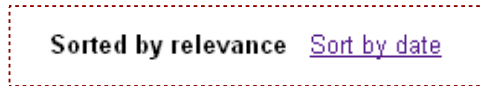


characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators numbers
hyphen driving directions
broadening search languages
calculator

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By default, results are sorted by relevance to your search terms. When you wish to see articles ordered chronologically, click on the "Sort by date" link, located in the upper right corner of the results window.



Advanced News Search, accessible from the Advanced Search link on the News page, lets you search by news source, location, date range, and other criteria. It's also available at news.google.com/advanced_news_search.

International versions of Google News are available for countries including [Australia](#), Canada ([English](#) and [French](#)), [France](#), [Germany](#), [India](#), [Italy](#), [New Zealand](#), [Spain](#), and the [U.K.](#)

Making Google News Your Home Page

If you like keeping up with the latest news, consider making Google News your home page and/or setting up [Google Alerts](#).

Make Google News your home page by following the instructions listed on www.google.com/options/defaults.html, changing <http://www.google.com/> to <http://news.google.com/> (or copying the URL from one of the non-US versions that we just mentioned). If these instructions don't work for your browser, check your Options or Preferences settings for a "home page" box; paste the URL into that box.

For more information on Google News visit news.google.com/help/about_news_search.html.

If you're a news junkie, check out [Topix.net](http://www.topix.net/), which you can find at <http://www.topix.net/> and [Columbia Newsblaster](http://newsblaster.cs.columbia.edu/), which you can find at <http://newsblaster.cs.columbia.edu/>. Like Google News, Topix.net and Newsblaster are systems that automatically track the day's news. Why are we including non-Google sites in a tutorial on Google? To make you aware of sites offering capabilities different from Google News's and to publicize a friend's site.

TOPIX.NET Pick your Topix, get the news. BETA

Front Local Business US/World Health Sci/Tech Life Entertainment Sports Other

Front Page

Search

Advertise with **TOPIX.NET** target your customers.

Local News

- Akron, OH
- Albany, NY
- Albuquerque, NM
- Anchorage, AK
- Ann Arbor, MI
- Asheville, NC
- Ashford, WA
- Atlanta, GA
- Austin, TX
- Bakersfield, CA
- Baltimore, MD
- Baton Rouge, LA
- Berwyn Heights, MD
- Bethlehem, PA

News organized by topic and location

US and World News

Bush Installs Pickering on Appeals Court
 Abnews.com - 1 hour ago
 President Bush bypassed Congress and installed Charles Pickering on the federal appeals court Friday in an election-year slap at Democrats who had blocked the nomination for more than two years.
 See also » 2004 Presidential Election Read More...

Local News

Enter ZIP code or City, State: Palo Alto, CA
Atlanta, GA
Cleveland, OH
...and 30,000 more

Business News

Massachusetts attorney general accuses Microsoft of 'troubling' behavior Aerospace-Defense
Banking
Energy

According to the [About Columbia Newsblaster page](http://newsblaster.cs.columbia.edu/faq.html), which you can find at <http://newsblaster.cs.columbia.edu/faq.html>, "There are no human editors involved — everything you see on the Newsblaster main page is generated automatically, drawing on the sources listed on the left side of the screen." Unlike Google News, Newsblaster summarizes clusters of articles about the same topic. "The end result is a Web page that gives you a sense of what the major stories of the day are, so you don't have to visit the pages of dozens of publications," according to About Newsblaster page.

Columbia Newsblaster
Summarizing all the news on the Web

Friday, January 2, 2004
Articles from 12/30/2003 to 01/02/2004
Last update: 9:57 AM EST

Search for:
 In summaries

U.S. World Finance Sci/Tech Entertainment Sports

View Today's Images
View Archives
About Newsblaster
About today's run
Newsblaster in Press
Academic Papers

Article Sources: houston.com (164 articles)

Mad Cow-Hit U.S. Wants World to Buy Its Beef Now (U.S., 38 articles)
 More than 10,000 lbs of beef were recalled after officials discovered that a cow infected with mad cow disease was slaughtered and mixed with meat from 19 other cows on Dec. 9 at Vern's Moses Lake Meat Co. in Moses Lake, Washington. The first U.S. case of the deadly mad cow disease, which devastated parts of the European agriculture industry in the 1990s, was found in a dairy cow in Washington state, the President Bush administration said on Tuesday. Two dozen countries have banned U.S. beef because of mad cow, pushing cattle prices down by nearly 20 percent. The Bush administration took sweeping action Tuesday to rebuild public confidence in the nation's beef supply by banning the use of meat from all sick or lame animals including so-called downer animals like the cow that tested positive last week for mad cow disease. A week after the nation's first case of mad cow disease was reported, the U.S. Department of Agriculture banned the sale of meat from "downer" cattle for human consumption. Despite continued reassurances by federal health authorities that meat from cattle infected with mad cow disease is safe, leading scientists who first found the cause of such illnesses insist that the actual risk is not known.

Top News

U.S. steps up international flight security (U.S., 20 articles)
 U.S. authorities were acting on intelligence information and not just suspicious passenger names when they boarded a British Airways jet on New Year's Eve at nearby Dulles International Airport, a

Aftershocks Jolt Iranian Quake-Hit Town of Bam (World, 33 articles)
 US President George W Bush has said that moves to help Iran in the wake of the earthquake is not a sign of a thaw in relations with Tehran. A young man and an elderly woman were pulled

Exercises

This problem set gives you practice with using Google News. For hints and answers to selected problems, see the [Solutions](#) page.


1. Find today's current top stories listed on Google News.
2. Find the latest news about Google.

tags (keywords): [advanced search](#), [news](#), [services](#)

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- [google+](#)
- [driving directions](#)

Top Tags (all tags ») queries

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Google Product Search: Find Items for Sale

Google Product Search (formerly called Froogle) is a searchable and browsable shopping index tuned to finding products for sale online. Click on the **Shopping** link at the top left corner of Google's window:

[Web](#) [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

or visit www.google.com/products. Search results include price, brand, description, and, if available, a photograph. Note that unlike other online shopping services, Product Search doesn't actually sell things.

Product Search obtains listings for products from vendors and by scouring the web. When Google finds a page that appears to sell something, it feeds the information it collects to Froogle. Vendors don't pay to have their products included in Froogle's search results. However, they can purchase sponsored links, which appear along the right side of the Product Search results pages.

AdChoices ▶

DIY Marketing Software

Vocus.com

120,000+
Customers

Chose Vocus
Over Hiring a
Firm-Get a Free
Demo Now!



Google
Product Search BETA

[Advanced Product Search Preferences](#)

Search for stuff to buy.

A few of the items recently found with Google Product Search:

men's cashmere sweater	autometer	wall clock	coffee mug	front load washer
playstation 2	dominoes	exercise bike	venetian masks	honey ham
baseball glove	chocolate truffles	letterman jacket	rca dlp tv	punch bowl
slimfast	gas scooter	docking station	sarong	vinyl tablecloth
caviar	puma shoes	cheesecake	lunch bags	powerdvd 5

[Google Home](#) - [Information for Sellers](#) - [Help](#)

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You can browse products by clicking on a category or you can search by entering your

results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Powered By WordPress

query in the Product Search search box. Interested in buying a watch for a child? Look in Product Search for [[watches children](#)].

The results included several different meanings of the word “watch”, pages selling children’s jewelry and an LP record. Study results to get ideas for more effective search terms. Consider searching for specific brands.

Near the top is a drop-down box that lets you sort the results by relevance, by price, by reputation of seller, and more. You can also click “Show grid view” to see the results in a more compact format:

Search for specific types of watches — for instance, [[watches children timex](#)].

[Web](#) [Images](#) [Maps](#) [News](#) **Shopping** [Gmail](#) [more](#) ▼



watches children timex

Search Products

Products

Results 1 - 10 of about 871 for v

Show [Google Checkout](#) items only

[Show grid view](#)

Sort by relevance

Showing all items



[Timex Kids' Rotating Disc Flower Watch](#) #T71172

... **Children** can easily slip the **watch** on and off without the the fuss of conventional buckle Teflon fabric protectant for better dirt and stain resistance, ...

[Add to Shopping List](#)

\$15.96

[Amazon.com](#)

★★★★☆

[4,312 seller ratings](#)



[Timex Kids Snail Sports Watch](#)

Face diameter: 1 1/8" Sport **Watch**. Easy-to-read dial with bubble lens. Hour and minute printed on hands. Coordinating hour hand color and hour numeral color ...

[Add to Shopping List](#)

\$4.97

[Campmor.com](#)

★★★★★

[4,648 seller ratings](#)

or [[watches children teacher](#)]:



Product Search also shows a link with the seller's name (in the previous example, both watches came from Amazon.com) and, if available, the average seller's rating that other Google Product Search users gave the seller. Click on the rating to read detailed reviews and ratings of this seller.

Want products with prices in a specified range or more control over your search? Fill in the Advanced Product Search form. Access the form by clicking on its link to the right side of the search box on a Product Search page or visiting www.google.com/advanced_product_search.

Google [My Shopping List](#)
Advanced Product Search

Find products with **all** of the words 10 results
with the **exact phrase**
with **at least one** of the words
without the words Sort by relevance

Price Display products whose price is between \$ and \$

Occurrences Display products where my words occur

View List view Grid view

SafeSearch No filtering Filter using [SafeSearch](#)

©2008 Google

For more information on Product Search click the "Help" link near the bottom of Product Search pages or visit www.google.com/products/about.html.

Exercises

These problems give you practice with shopping on Google Product Search. For hints and answers to selected problems, see the [Solutions](#) page.

1. Find 100% cotton comforter covers with Product Search.
2. Find unbreakable 8 oz. drinking glasses in the price range \$10 - \$30.
3. Tired of putting on sun screen? Find sun-protective clothing with Product Search.
4. Find heated toilet seats with Product Search.

tags (keywords): [froogle](#), [prices](#), [products](#), [services](#)

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- [photo](#)
- [email](#)
- [google+](#)
- [driving directions](#)

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More Search Tools

The last choice in the menu at the top-left corner of the Google window is **more** ▾. Holding your mouse over that word makes a menu drop down. (This only happens if JavaScript is enabled in your browser.)

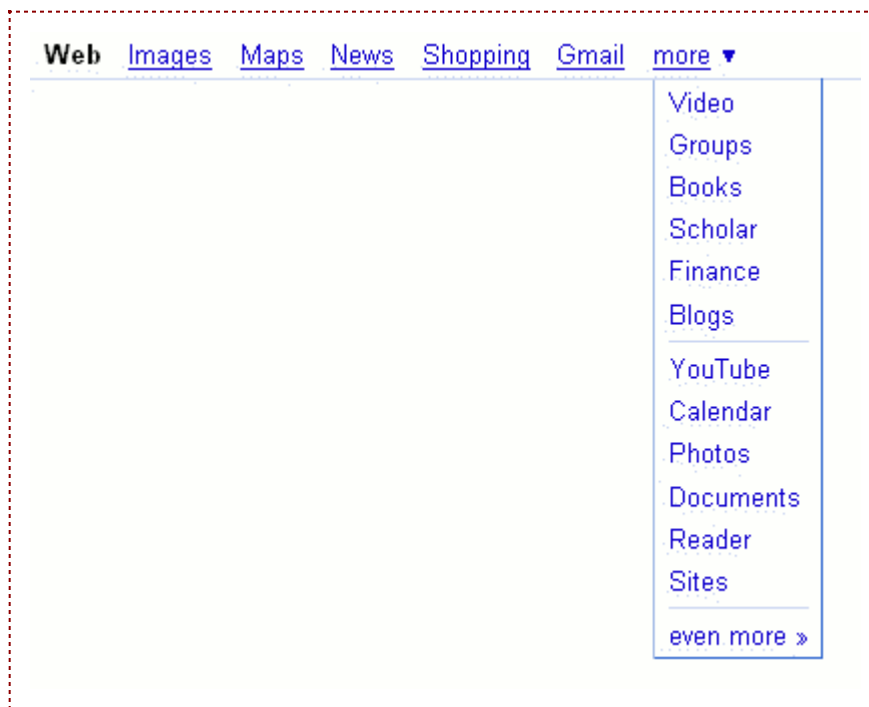
You can choose one of the services on the drop-down menu. Or you can click on **even more** » , at the end of that menu, to learn about many of Google's search services and tools.

AdChoices ▶

Free SQL Server Tools

[www.apexsql.c...](http://www.apexsql.com)

100% Free - No Upgrades, No trial. Format, Auto-Complete, Search.





















In Google Guide, click on any of the following images or links to learn more about these services and tools.

1. Google Services















queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Powered By WordPress

 Groups	 Answers	 Search	 Search	 Catalogs	 News
 Product Search	 Images	 Labs	 Maps	 Mobile	 Search
 Web Search	 Scholar	 SMS	 Special Searches	 University Search	 Video

2. Google Tools

 Blogger	 Browser Buttons	 Code Desktop	 Earth	 Gmail
 Google in your Language	 Local for mobile	 Pack	 Picasa	 Talk
 Translate Tool				 Google Toolbar

tags (keywords): [services](#), [summary](#), [tools](#)

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- [photo](#)
- [email](#)
- [google+](#)
- [driving directions](#)

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Catalogs: Search and Browse Mail-Order Catalogs


NOTE: Google no longer supports the Catalog service.

After acquiring a fancy scanner, Larry Page, co-founder of Google, encouraged engineers to come up with a search service that would take advantage of its speed and flexibility. Lauren Baptist started by developing a service around mail-order catalogs because they posed the least copyright issues. Some vendors have better pictures in their catalogs than on the websites. Now you can throw out your mail-order catalogs and browse or search for their contents online, even if the company hasn't listed them on the web. Visit catalogs.google.com/. But, if you don't have a high speed connection, the catalog pages load slowwwwwly.

AdChoices 

Find Who Owns This Number
FreePhoneTrac...
1) Enter Any Phone Number Now
2) Get Full Owner Info - Try Free!





[Advanced Catalog Search](#)
[Catalog Help](#)

Search and browse mail-order catalogs online

[Help Google Add More Catalogs](#) - [Info For Catalog Vendors](#)

<p>Apparel & Accessories J. Crew, L.L. Bean, Lands' End, ...</p>	<p>Computers Dell, PC Connection, ...</p>	<p>Home & Garden Crate and Barrel, Gump's, PetSmart, Williams-Sonoma, ...</p>
<p>Arts & Crafts Keepsake Quilting, Shar Music, ...</p>	<p>Consumer Electronics B & H, Crutchfield, ...</p>	<p>Lifestyle & Gift Crazy Crow Trading Post, RedEnvelope, ...</p>
<p>Automotive Camping World, Stylin Concepts, ...</p>	<p>Education Curriculum Associates, Discount School Supply, ...</p>	<p>Sports & Outdoors Bar's Watersports, Eastbay, Golfsmith, West Marine, ...</p>
<p>Books, Music & Film Acom, Bas Bleu, ...</p>	<p>Food & Gourmet Harry and David, Mackenzie Limited, ...</p>	<p>Toys & Hobbies HearthSong, Lego, ...</p>
<p>Business to Business Life Uniform, OfficeMax, ...</p>	<p>Health & Personal Care FootSmart, Garden Botanika, ...</p>	

Google tries a lot of things. Some projects succeed and are supported; others fade away. As of this writing (mid-2008), Google Catalogs seems to be one that may fade away. For

results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

instance, some catalogs in the Computer category are from 2002 or 2003 — an eternity in that fast-paced market.

Another interesting point about a not-so-developed service like Catalogs is that not all search features may be supported. For instance, searching by price with the [numeric range operator](#), like \$250..\$1000, would be useful in a catalog search. But that operator was developed after Catalogs, which may explain why it doesn't work.

Still, the service is interesting — and some of the catalogs are fairly up-to-date. Since IKEA gives out their catalogs sparingly, check out their catalog online.



Like Google [Product Search](#), Catalogs doesn't sell things. Instead, use this service to browse and/or search print page catalogs. For example, search for a sun hat.



The screenshot shows the Google Catalogs interface. At the top, the Google logo is followed by 'Catalogs BETA'. There are links for 'Advanced Catalog Search', 'Preferences', and 'Catalog Help'. A search box contains the text 'sun hats' and a 'Google Search' button. Below the search bar, a red banner indicates 'Searched all catalogs for sun hats. (BETA) Results 1 - 100 of about 1,160. Search took 1.10 seconds'. The main content area shows two pages from the 'BigPockets 2003' catalog. Page 13 features a large image of a landscape and a smaller image of a sun hat. Page 17 features a smaller image of a sun hat and a larger image of a sun hat with a broad brim. The text on page 17 describes the '2K Sun Hat with Broad Brim' and 'The Penultimate™ Sun'.

As with other Google services, the [Advanced Catalog Search](#) gives you more search choices. Advanced search lets you choose the latest issue of a catalog or all issues. You can also name a certain merchant.

For more information on Google Catalogs visit catalogs.google.com/googlecatalogs/help.html.

Exercises

These problems give you practice with shopping with Google Catalogs. For hints and answers to selected problems, see the [Solutions](#) page.

1. Find 100% cotton comforter covers.
2. Find radios at a consumer electronics store. Then try a general search and notice that merchants in other categories may also have radios.
3. Tired of putting on sun screen? Find sun-protective clothing.

tags (keywords): [prices](#), [services](#)

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Top Tags (all tags ») queries

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Directory: Categories of Topics

There are two basic ways to find information systematically on the Web: browsing and searching. Chris Sherman and Gary Price offer the following description of browsing versus searching in their book *The Invisible Web*.

... think of how you use a library. If you're familiar with a subject it's often more useful to *browse* in the section where books [on that] subject are shelved. Because of the way the library is organized, often using either the Dewey Decimal or Library of Congress Classification system, you know that all of the titles in the section are related, and serendipity often leads to unexpected discoveries that prove quite valuable.

If you're unfamiliar with a subject, however, browsing is both inefficient and potentially futile if you fail to locate the section of the library where the material you're interested in is shelved. *Searching*, [with the aid of] specialized tools offered by a library's catalog, is far more likely to provide satisfactory results.

Using the web to find information has much in common with using the library. Sometimes browsing provides good results, while other information needs require nothing less than sophisticated, powerful searching to achieve the best results.

Up until now, we've shown you how to choose search terms and craft your queries to locate the information you seek. This chapter describes how to browse by following links on Google's Directory.

Google organizes the Directory into categories that are classifications of pages by subjects. The Directory is similar to the table of contents in a book. Browsing a book's table of contents, which includes the titles of chapters and sections, allows a reader to quickly find interesting sections of the book. Similarly, browsing a subject-oriented directory, enables a user to quickly locate categories containing related documents. However, there's no assurance that what you're seeking will be in the book or web page.

See the top level classifications by visiting directory.google.com.

AdChoices 

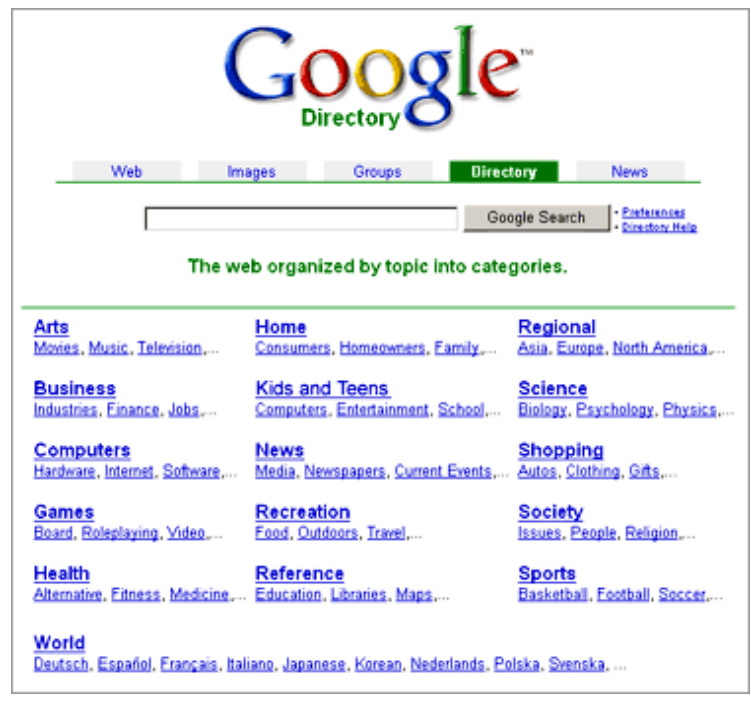
Submit Your Website Free

[Manta.com/We...](#)
Drive Customers To Your Website. Submit Your Site And Get Leads Now.



results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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Google's web-search index is built automatically by computers that crawl the web. On the other hand, Google's Directory is created by volunteer human-subject matter experts who contribute to the Open Directory Project (www.dmoz.org). The raw open-source directory is used not just by Google, but also by Netscape Search, AOL Search, Lycos, HotBot, and DirectHit. The volunteers evaluate, classify, and annotate each entry. The entries are then ranked by Google's [PageRank](#) algorithms.

(If you sort the results by their PageRank, you'll notice a bar scale to the left of each result. The wider the bar, the higher the PageRank. See the next screen shot for two examples.)

Consider using the Directory instead of Google's web search whenever you want to:

- Familiarize yourself with a topic.
- Get suggestions for ways to narrow your search.
- Find ideas for query terms.
- Figure out the scope of a given category, e.g., the number of newspapers in California.
- View only pages that have been evaluated by a human editor.

Fewer sites are included in the Directory than in Google's web search but those that are included tend to be of high quality.

Use Google's Directory when you want to explore by clicking on topics, i.e., browse. For example, learn about travel by clicking on the Travel category, which is included in the top-level category Recreation, which in the future we'll abbreviate as Recreation > Travel.

Google
Web Directory

Search only in Travel Search the Web

Travel
[Recreation](#) > Travel [Go to Directory Home](#)

Categories

Attractions (34)	Lodging (847)	Tour Operators (11)
Consolidators (29)	Preparation (312)	Transportation (696)
Destinations (236)	Publications (226)	Travel Agents (21)
Guides and Directories (157)	Specialty Travel (3603)	Travelogues (1829)
Image Galleries (196)		

Related Categories:

- [Home > Consumer Information > Travel](#) (86)
- [Regional](#) (1539376)
- [Shopping > Travel](#) (183)
- [Society > People > Expatriates](#) (503)
- [Business > Hospitality](#) (2177)

Web Pages Viewing in **Google PageRank** order View in **alphabetical** order

- [Lonely Planet](http://www.lonelyplanet.com/) - <http://www.lonelyplanet.com/>
Offers travel advice, detailed maps, travel news, popular message boards and health information. Also lists information and updates regarding their guidebooks.
- [Concierge.com](http://www.concierge.com) - <http://www.concierge.com>
Information on popular destinations including essays from Fodor's, restaurant and hotel listings, maps, weather,

To broaden your search, consider browsing subcategories or related categories, which the Directory includes on your results page. Next to each subcategory is a number in parentheses (), which is the number of links included in that category. Names of categories with lots of entries are shown in boldface.

With Google's Directory, you can browse and/or search to find pages of interest to you. If you're unfamiliar with a topic, browse through a few levels of categories and then restrict your search to a particular branch of the Directory by selecting the "Search only in ..." radio button before entering your query in the search box. If you're familiar with a topic, search the Directory by entering your query and clicking on the **Google Search** button. Then you can either refine your search by changing your search query or entering additional terms or browse by clicking on a subcategory or a related category.





Directory drawbacks include size, timeliness, and coverage. Since computers can crawl the web and add index entries much faster than humans can travel the web and evaluate pages, most directories, including Google's, have significantly fewer entries than searchable indices. Since directory links are maintained by hand, upkeep and maintenance are time-consuming. It's difficult for editors to keep up with the dynamic nature of the web. Because different people edit, annotate, and add entries, some categories in a directory are well-populated and others are sparse.

For more information on Google Directory visit www.google.com/dirhelp.html.

Exercises

This problem set gives you practice in using the Google Directory.

1. Find bed and breakfast sites in Florence, Italy.
2. Find sites that focus on changing careers.
3. What are the names of the California state parks and their points of interest?
4. List categories where you can find lawn furniture.

tags (keywords): [directory](#), [services](#)

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- [driving directions](#)

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Special Searches

Looking for an easier way to find information on a specific topic or at a specific website?

AdChoices 

Google provides the following specialized search engines:

	Apple Macintosh - www.google.com/mac Search for Mac & Apple things
	BSD - www.google.com/bsd Search for the BSD operating systems
	Linux - www.google.com/linux Search for the Linux operating system
	Microsoft - www.google.com/microsoft Search Microsoft-related pages
	U.S. Government and state governments - www.google.com/unclesam Search .gov, .mil and state sites
	Universities - www.google.com/options/universities.html Narrow your search to a specific institution's website

DIY Marketing Software
Vocus.com
 120,000+ Customers
 Chose Vocus Over Hiring a Firm-Get a Free Demo Now!



The specialized searches let you find information about a topic without getting completely unrelated results. For instance, if you want only official information from US governments about taxes, you can search all federal and state government websites from this one search box.

Why these topics? Early on in Google history, some engineers created these specialized

queries
 results
 favorite
 services tools
 summary special
 characters
 narrowing search
 shortcuts fine tune
 developing websites
 preferences URLs
 advanced search google
 guide accounts translation
 synonyms stop words search
 box prices PageRank news
 dictionary cookies ads toolbar
 spelling search terms search
 operators safe search phrase
 phone number operators
 numbers hyphen driving
 directions broadening search
 languages calculator

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search engines to serve their own interests. They've remained part of the site though Google has turned its attention to other types of search services and features.

You can find links to these specialized search engines, as well as Google Book Search and Google Scholar, on the [Advanced Web Search](#) form.

Exercises

This problem set gives you practice in using Google's specialized search engines.


1. What was special about the Apple Lisa computer, and why did it fail?
2. What are the advantages of Linux over Windows and vice versa?

tags (keywords): [queries](#), [services](#)

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services tools
summary special

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Creating Content

Following each tip on creating content is information about how I developed Google Guide and improved its content.

AdChoices 

Create useful high-quality material that is of interest to users.

Back in 2002, I created [Google Guide](#) to get feedback on material I was developing for a tutorial book on Google search for most users' use just a fraction of Google's capabilities.

The goal of Google Guide is to make searching even easier for novices and experienced users.

Design your website for the blind and deaf, not for spiders or search bots.

Search bots can't see visuals or hear sound files. Make your titles, anchor text, and ALT tags descriptive and relevant.

Nelson Blachman, my father, is blind and is a wonderful reviewer and beta tester for Google Guide.

Present information in more than one way.

People have different needs and preferences. That's why Google Guide presents material in different formats, e.g.,

- [cheat sheets \(quick reference or short summary\)](#)
- [online tutorials](#)
- [problem sets and exercises](#)
- [quizzes](#)
- [feature time line](#)
- [printable files](#)

Studying Google Guide logs, I've learned which pages are most popular among users and I'm focusing my attention on providing users more of what they like.

Design names of pages to reflect what's on the page.

Google considers the text in the URL when indexing the page.

Get Your Website For Free

[GYBO.com/Illin...](#)

Google Gives You Free Domain and Website.

Bring Your Business Online



characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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A few years ago I replaced unhelpful names with more descriptive ones.

- page_6.html -> select_terms.html
- page_12.html -> google_works.html
- page_13.html -> results_page.html

Include words on your web pages that users are likely to specify in a query when searching for your content.

I strive to convey information concisely and clearly, rather than incorporate particular words on my pages.

Design your site logically. Include site maps. Link to each page that you want accessible from a search engine.

Google Guide includes links from one page to the next and previous pages, a [table of contents](#), a [navigation bar](#), [topic links](#) at the beginning of each part, [summaries](#), and links to relevant material both from Google Guide and outside sources.

Usually Google Guide opens a new browser window when a user clicks on a link outside of Google Guide.

Submit a [sitemap](#) so that Google will know about the structure of your website.

[Google Sitemaps](#) provides helpful statistics and information to its users, including:

- top search queries that most often return pages on each site
- pages that Googlebot had trouble crawling
- common words in each site
- common works in external links to each site

Strive to keep your pages short and about at most a few topics.

A user is more likely to find what she seeks on a short page and material of interest is more likely to be on the user's screen.

Sparingly use dynamic content, e.g., JavaScript, Flash, DHTML, etc.

Search engine spiders are able to index plain text and html more easily than flashy pages. Googlebot tends not to crawl pages that consist only of dynamic content and pages that have dynamic content in navigation links in the page. Such pages are likely to be left out of Google's index and search results.

I initially wrote Google Guide in HTML. Jerry Peek and I have translated Google Guide into a WordPress blog format.

Correct misspellings.

Users are more likely to search for the correct spelling.

Seek feedback and use it to improve your site.

Users and web logs are great sources for feedback. To encourage suggestions and corrections, I respond to email quickly and [acknowledge](#) those who contribute ideas that improve Google Guide.

Learn from your logs.

Check your web logs. Try to figure out how and why users are coming to your site. If you suspect that users may seek information that isn't on your site, consider adding it.

I noticed that users were choosing the Google Guide [Stock Quotes](#) page after entering the query [[Google stock symbol](#)].

So I added, at the top of the page,

Looking for Google's stock symbol? It's **GOOG** on Nasdaq. Click [here](#) for Google's stock price or search for it on Google.

and followed that text with a Google search box that was ready to run the search.

Eliminate errors.

Check your web logs and run one or more website validators, e.g., [W3C Validation Service](#), to identify problems with the coding of your website. Remove broken links and correct invalid html. Check [Google Sitemaps](#) to find out whether search bots are able to crawl your site.

Resources

When putting together content for this page, I came across wonderful pages on creating content for websites, including:

- [Envisioning a Site That Won't Be Featured In suck.com](#)
- [Successful Site in 12 Months with Google Alone: 26 Steps to 15K a Day](#)
- [How can I create a Google-friendly site?](#)
- [Google Webmaster Guidelines](#)
- [What is a Sitemap file and why should I have one?](#)


If you know or run across any other great sites on creating content for your website, please [let me know](#).

tags (keywords): [developing websites](#)

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Spread the word: 

[« Previous: Developing a Website Intro](#)

[Next: Linking to Search Results »](#)

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- [Google FAQ/Q&A](#)
- [Google Guide Tags](#)
- [Games: Where Did They Come From?](#)
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Google Blogs, etc.

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- [Google Press Releases](#)
- [Google-Friends Newsletter archive](#)
- [Google: Search Engine](#)
- [Showdown News Archive](#)

Popular Searches

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- [photo](#)
- [email](#)
- [google+](#)
- [driving directions](#)

Top Tags (all tags »)

queries
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favorite
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summary special
characters

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[« Previous: Linking to Search Results](#)

[Next: What's PageRank? »](#)

Listing Your Website

How does Google find your site and list it? Merely registering your domain on the Internet isn't enough.

AdChoices 


As soon as your site is available on the Internet, you can submit it to Google by completing the add URL form at www.google.com/addurl.html.

Submit Your Website Free

[Manta.com/We...](#)

Drive Customers To Your Website. Submit Your Site And Get Leads Now.





For Site Owners: Submit your site

[Home](#)

[All About Google](#)

[Advertise with Us](#)

[Search Solutions](#)

[Webmaster Info](#)

Submit Your Site

Find on this site:

Share your place on the net with us.

We add and update new sites to our index each time we crawl the web, and we invite you to submit your URL here. We do not add all submitted URLs to our index, and we cannot make any predictions or guarantees about when or if they will appear.

Please enter your full URL, including the `http://` prefix. For example: `http://www.google.com/`. You may also add comments or keywords that describe the content of your page. These are used only for our information and do not affect how your page is indexed or used by Google.

Please note: Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will 'fade out' of our index on our next crawl when we update our entire index.

URL:

Comments:

Other Options

Instant Ads on Google
Create your own targeted ads using [AdWords](#). With credit card payment, you can see your ad on Google today.

Google AdSense for Web Publishers
Publish ads that match your content, help visitors find related products and services — and maximize your ad revenue. [Learn more](#)

Another way to be listed — and to raise your [PageRank](#) too — is by getting other websites to link to yours. After that, when Google's robots or spiders, known as Googlebot, crawl the web, they should run across your site within a month or so. As we mentioned in the page [How Google Works](#), there are two types of crawls, [fresh crawls](#) and deep crawls. Your site most likely will first get a fresh crawl in which only pages Google deems most important are crawled. After Google runs a deep crawl of your site, most, if not all of the pages on your website that contain links from other pages will be crawled

narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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and subsequently listed on Google — except pages that are included in the file [robots.txt](#), which lists pages that you don't want Google to crawl and pages containing code that Google is unable to parse. (Other search engines — though not all of them — also obey your instructions in robots.txt.)

Recently Google developed [Google Base](#), a service, like a bulletin board, for posting all types of content, e.g., coupons, reviews, jobs, housing, events, tickets, merchandise. Things for sale may get cross posted on Google's [Product Search](#) and locations may get cross posted from Google Base to [Google Maps](#).

For more about how to get your site listed on Google, visit www.google.com/webmasters/1.html.


How can you remove websites, individual pages, cached pages, and outdated or dead links from Google's index? Visit www.google.com/webmasters/remove.html.

tags (keywords): [crawling](#), [developing websites](#), [PageRank](#), [spider](#)

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[Next: What's PageRank? »](#)

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[Next: Improving Your PageRank](#) »

What's PageRank?

[PageRank](#) is Google's system for ranking web pages. A page with a higher PageRank is deemed more important and is more likely to be listed above a page with a lower PageRank.

[Google](#) describes PageRank:

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

In other words, Google conducts "elections" in which each web page casts votes for web pages with hyperlinks to those pages. But unlike a democracy a page can have more than one vote and links from pages with high PageRank are given more weight (according to their ranking) and thus help to improve the targets' PageRank.

See the PageRank of a page with the [PageRank meter](#) in the Google [Toolbar](#) (an advanced feature). The more green the higher the PageRank.



Compare the relative PageRank of your site with other related sites by viewing the green bar to the left of a website in the web page section (near the bottom of the page) of the Google Directory page. (If your site isn't listed in the Directory, that's another way to improve its PageRank. See www.dmoz.org/add.html.)

AdChoices

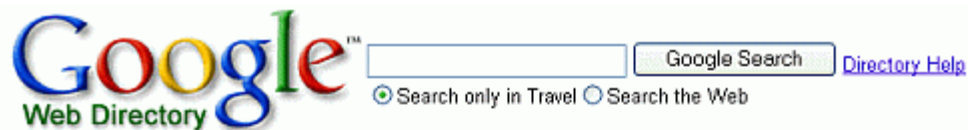
Submit Your Website Free

www.manta.co...

Drive Traffic to Your Website. Submit Your Site And Get Leads Now.



characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator



Travel

[Recreation](#) > Travel

[Go to Directory Home](#)

Categories

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Related Categories:

- [Home > Consumer Information > Travel](#) (86)
- [Regional](#) (1539376)
- [Shopping > Travel](#) (183)
- [Society > People > Expatriates](#) (503)
- [Business > Hospitality](#) (2177)

Web Pages

Viewing in Google PageRank order

View in alphabetical order

- [Lonely Planet](#) - <http://www.lonelyplanet.com/>
Offers travel advice, detailed maps, travel news, popular message boards and health information. Also lists information and updates regarding their guidebooks.
- [Concierge.com](#) - <http://www.concierge.com>
Information on popular destinations including essays from Fodor's, restaurant and hotel listings, maps, weather,

In the next section, [Improving Your PageRank](#), I offer suggestions for how to improve the PageRank of your webpages.

tags (keywords): [developing websites](#), [PageRank](#)

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Spread the word:

[« Previous: Listing Your Website](#)

[Next: Improving Your PageRank »](#)

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Advertising Your Website

To increase traffic and to learn about Google's advertising services, I became an [AdWords](#) advertiser. I designed simple text ads, chose queries and keywords the ads should match, and specified the maximum we were willing to spend on an advertising campaign. Google charges us only when someone clicks on one of our ads.

AdWords contributes greatly to Google's bottom line, i.e., it's profits. Google offers many resources to educate website owners about AdWords. Rather than developing tutorial material on AdWords, which is likely to get outdated when Google enhances AdWords capabilities and features, I encourage you to learn from Google's material and those of third parties.

- [Interested in AdWords](#)
- [Demos and Guides](#)
- [Step-by-Step](#)
- [Tips for Success](#)
- [Editorial Guidelines](#)

We increased the effectiveness of our advertising by following wonderful suggestions from Perry Marshall's free 5-day course and from his [Definitive Guide to Google AdWords](#), which you can learn about at www.perrymarshall.com/google/. We tested lots of ads targeted on many different queries and keywords until we found ones that got favorable responses from users, i.e., the ads that users clicked on. And Google has rewarded us by overrunning our ads, i.e., showing some of them from time to time at no cost to us.

tags (keywords): [ads](#), [developing websites](#)

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Spread the word: 

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AdChoices 

Submit Your Website Free

www.manta.co...

Drive Traffic to Your Website. Submit Your Site And Get Leads Now.



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characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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- Google-Friends Newsletter archive
- Google: Search Engine Showdown
- News Archive

Popular Searches

- FROOGLE
- photo
- email
- google+
- driving directions

Top Tags (all tags »)

- queries results
- favorite services
- tools summary
- special characters
- narrowing search
- shortcuts fine tune
- developing websites
- preferences URLs
- advanced search google
- guide accounts translation
- synonyms stop words search
- box prices PageRank news
- dictionary cookies ads toolbar
- spelling search terms search
- operators safe search phrase phone
- number operators numbers hyphen
- driving directions broadening
- search languages calculator

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Generating Revenue: AdSense

You can make money from Google AdSense by hosting

AdChoices 

- [Ads](#)
- [Link Units](#)
- [Google WebSearch](#)
- [Google WebSearch+SiteSearch](#)
- [Google Referral Links](#)

Cloud services

exapark.com
Cross-cloud tools to access virtual machines



Ads

Display ads that it deems relevant to the content of the page.

<p>Athens Careers Get On The Right Career Path. Find 1000s Of Job Listings In Your Area Ads by Google</p>	<p>Absolute Highest CPAs Affiliateer is a favorite network for affiliate and search publishers Advertise on this site</p>
--	--

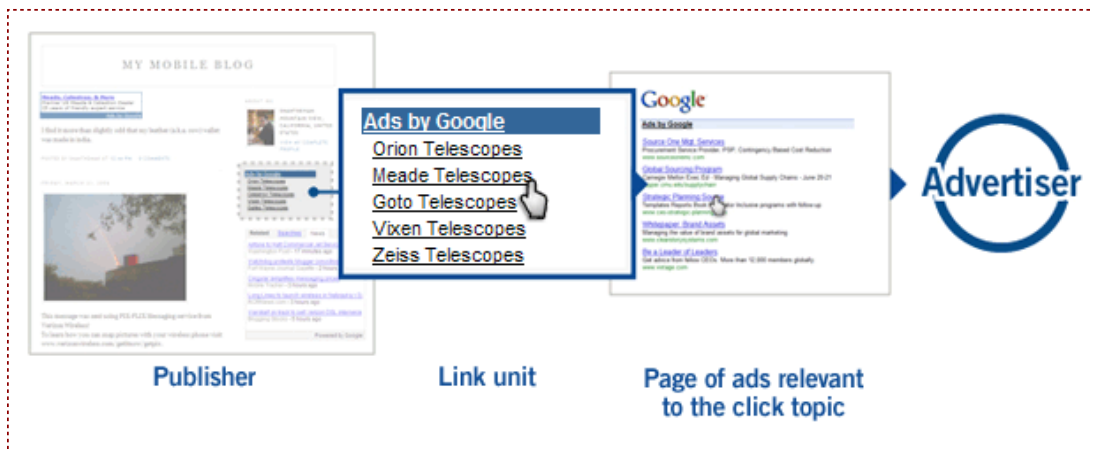
Link Units

Display a list of topics that Google deems relevant to the content of the page.

Ads by Google

- [Google Adwords](#)
- [Google Adsense](#)
- [Adsense Code](#)
- [Adsense RSS](#)

A page of related ads is displayed when a user clicks on a topic.





WebSearch

Provide web search and earn revenue from Google.



WebSearch + SiteSearch

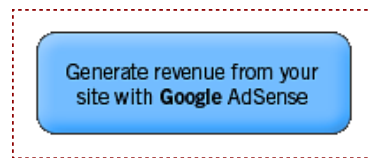
Generate revenue by providing a query box for searching the web and the specific site(s) of your choice.



Web www.googleguide.com

Referrals

Generate income by referring your users to Google products and search services.



Google Guide and AdSense

At first I was reluctant to run ads on Google Guide. I didn't want to create any distractions that would lure visitors away from my site. But visitors leave even if I don't run ads. So I ran ads at the bottom of a page because I thought they would distract only viewers who weren't interested in my site. Few users clicked on the ads. Later I moved the ads to the top of a page. The response rate more than doubled and so did revenue.

Why did Google create AdSense? Many sites wanted to advertise and Google wanted more real estate, i.e., web pages, on which it could display ads. Web sites wanted a slice of Google's revenue.

AdSense is a money-generating service for Google and it's users. Unlike user services, Google provides a wealth of resources on AdSense, just a few of which I've listed below.

- [AdSense Tour](#)
- [Interested in AdSense](#)
- [Optimization Tips](#)
- [Ad Formats](#)

tags (keywords): [ads](#), [developing websites](#)

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Spread the word: A row of social media icons including a black square, a blue square, a Twitter bird, a blue 'S' icon, a red 'f' icon, and a red robot icon.

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Top Tags (all tags »)

[queries](#)
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[Google Guide](#) > [Appendix](#) > [Appendix Intro](#)**Next: Quick Tips »**

Appendix Intro

You've reached the end of the tutorial. The following sections contain additional information that you may find useful.

- [Summary](#)
- [Useful Links](#)
- [Search Leader: Why Google is Popular](#)

The remainder of this appendix is filled with compliments and appreciative remarks, how to submit feedback, linking instructions, licensing information, and acknowledgments.

- [What Users Think About Google Guide](#)
- [Google Guide in the Press](#)
- [Submitting Feedback](#)
- [Link to Google Guide](#)
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tags (keywords): [summary](#)

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www.lynda.co...

Online video tutorials for Access. Get Started.



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shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
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box prices PageRank news
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- Google: Search Engine Showdown News Archive

Popular Searches

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- driving directions

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Summary

Google strives to make it easy to quickly find whatever you're seeking, whether it's a web page, a recent news story, a photograph, advice, or a present for a friend. [Google Guide's Cheat Sheet](#) (www.googleguide.com/cheatsheet.html), [Google Guide's Advanced Operator Quick Reference](#) (www.googleguide.com/advanced_operators_reference.html) [Google Guide's Calculator Cheatsheet](#) (www.googleguide.com/help/calculator.html) and Sacramento State's Google QuikRef (available from www.csus.edu/uccs/documents/quikrefsite/PDFs/googleqr.pdf or [on the Google Guide site](#)), provide nice summaries of some of Google's features and services.

The following table lists the major search services Google offers along with the URLs.

Search Service	Description	Website
Web	Search the web. This service includes shortcuts for finding commonly sought utilities and information, such as dictionary definitions , definitions on the web , news headlines , phone numbers , addresses , street maps , stock quotes , travel conditions , package tracking information , calculations of mathematical expressions , and translations of any text or web page .	www.google.com
Images	Find images, graphics, photos, drawings, maps, etc.	images.google.com
Groups	Search, browse, and participate in online discussions. This service is wonderful for finding advice, opinions, and recommendations that haven't necessarily been edited.	groups.google.com
News	Search and browse online news sources.	news.google.com
Product Search	Find and browse products for sale from across the web.	www.google.com/products
Catalogs	Find and browse mail-order catalogs online.	catalogs.google.com
Directory	Browse web pages by category.	directory.google.com
Google Labs	Try Google prototypes and demos.	labs.google.com

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Hotmail-Suppo...

Call 1-888-963-4745(USA Tollfree).
Hotmail/Live Technical Support



favorite services tools summary special characters narrowing search shortcuts fine tune developing websites preferences URLs advanced search google guide accounts translation synonyms stop words search box prices PageRank news dictionary cookies ads toolbar spelling search terms search operators safe search phrase phone number operators numbers hyphen driving directions broadening search languages calculator

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When you forget where to find one of Google's search tools or services, just look it up on Google. For example, if you don't remember the name or web address of Google product shopping search service, search for [[Google product shopping](#)].

Query Input

- [In Google's search box, enter up to 32 descriptive words that are likely to appear on pages you're seeking.](#)
- [Click on I'm Feeling Lucky on Google's home page to go directly to the first result.](#)
- [Be specific: Use more query terms to narrow your results.](#)
- [Evaluate carefully whatever you find.](#)
- [Understand how Google evaluates your query.](#)
- [Use special characters and operators](#) to fine-tune your query and increase the accuracy of your searches:
- When you don't find what you're seeking, consider specifying more precisely what you want by using [Google's Advanced Search Form](#). Filling in the top portion of the Advanced Search form is an easy way to write restricted queries without having to use the basic operators, e.g., " ", +, -, or OR.
- You can specify most of the Advanced-Search page options in a regular search box query by using [search operators](#), i.e., query words that have special meaning for Google. The [Google Guide Advanced Operator Quick Reference](#) (www.googleguide.com/advanced_operators_reference.html) provides a nice summary of the search operators grouped by type.
- [If you don't succeed, run another search.](#)

Now that you've seen the versatility of the Google search engine, you'll understand why many users rarely use bookmarks and either use the Google Deskbar, the Google Toolbar, or leave their browsers pointing to Google; they can find practically any site using Google's many search services and features.

I sincerely hope that Google Guide has helped you become (more) proficient in using Google. I have tried to anticipate your questions and problems. Please let me know if I have missed something or if you have corrections or suggestions for improving Google Guide, by using our [contact form](#). I welcome all comments. I look forward to hearing from you.

Colophon


We created many of the screen shots with [TechSmith's SnagIt](#) and resized and sharpened them with the powerful free viewer and editor [IrfanView](#). Other figures and illustrations were captured and edited with the free and powerful Photoshop-like program [The GIMP](#).

tags (keywords): [summary](#)

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Google Guide by Category

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Popular Searches

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[photo](#)
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Top Tags (all tags »)

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Useful Links

If the following topics are of interest to you, check out the following links:

AdChoices 

- [Why is Google Popular?](#) - www.googleguide.com/searchLeader.html
- [Google's Online Help](#)
 - [Google Help Central](#) - www.google.com/support
 - [Google Site Map](#) - www.google.com/sitemap.html
 - [Google's History](#) - www.google.com/corporate/history.html
 - [Google Privacy Policy](#) - www.google.com/privacy.html
 - [Google Friends Newsletter](#) - www.google.com/contact/newsletter.html
 - [Google Mobile](#) (Wireless Services) - www.google.com/mobile/
- [Other Google Help](#)
 - [Google search guide in Chinese by zyllrr](#) - sites.google.com/site/zyllrr/google-search-tips
- [Information for Webmasters](#)
 - [Google Information for Webmasters](#) - www.google.com/webmasters/
 - [How to Get Google to List Your Site](#) - www.google.com/webmasters/1.html
 - [Webmaster Guidelines](#) - www.google.com/webmasters/guidelines.html
 - [Webmaster Frequently Asked Questions](#) - www.google.com/webmasters/faq.html
 - [Pandia Search Central: A guide to search engine marketing and optimization](#) - www.pandia.com
 - [SearchEngineWatch.com: Information on Search Engine Marketing and Optimization](#) - searchenginewatch.com
- [Google Code](#) - code.google.com
Of interest if you want to write a computer program that uses a Google API (Application Program Interface) or use some third-party products.
- [Search Engine Resources and News](#)
 - [Google Weblog](#) - google.blogspot.com
 - [ResourceShelf: Search Tools](#) - www.resourceshelf.com/category/resources/search-tools/
 - [ResearchBuzz: Search Engine News](#) - www.researchbuzz.com/wp/
 - [The Unofficial Google Fan Club](#) - www.ugfc.org (as of late 2006, the site hadn't been updated for more than a year)

Submit Your Website Free

[Manta.com/We...](#)

Drive Customers To Your Website. Submit Your Site And Get Leads Now.



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Powered By WordPress

- [Error messages you might see and what they mean](#) - www.w3schools.com/tags/ref_httpmessages.asp
- [Frequently asked questions of Tim Berners-Lee, the inventor of the World Wide Web](#) - www.w3.org/People/Berners-Lee/FAQ.html

Please let me know of other sites that may of interest to Google Guide readers by using our [contact form](#).

tags (keywords): No Tags

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[« Previous: Summary](#)

[Next: Why is Google Popular? »](#)

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Google Blogs, etc.

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Popular Searches

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[email](#)
[google+](#)
[driving directions](#)

Top Tags (all tags »)

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[tools](#) [summary](#)
[special](#) [characters](#)
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Exercises/Solutions

This page contains hints for or solutions to some (not all!) of the exercises in Google Guide. If you suggest a better way to solve any problem or other problems to include in Google Guide and we include your solution(s) or your problem(s), we will include your name beside your contribution.

Please use our [contact form](#) to send problems and solutions.

If there's interest, we'll consider adding answers to the following problem sets.

[Directory \(Categories of Topics\)](#)

[Special Searches](#)

[Google Answers](#)

[Google Prototypes and Demos](#)

[Creating Content for Your Website](#)

[Creating a Link to Search Results](#)

[Improving Your PageRank](#)

[Advertising Your Website](#)

[Generating Revenue using AdSense](#)

Below is a list of links to the exercises together with the name of the file where they can be found in Google Guide. Click on the links to see the entire problem set. See an answer below the section in which the corresponding problem appears.

Going Directly to the First Result

1. Point your browser to Google's home page by visiting www.google.com. Find Google tutorials by typing [google tutorial] (without the square brackets) into Google's search box and then clicking the "Google Search" button. Click on the link for Google Guide.

Search for [[google tutorial](#)] and you'll find links to many resources that offer help with Google, including this one.

2. After completing the previous exercise, click the back button on your browser twice to return to Google's home page and then search again for [google tutorial] (without the square brackets). Click on the *I'm Feeling Lucky* button.

If you tell your friends about Google Guide and they use it and tell their friends about it, then hopefully Google Guide will become the top ranked result for the query [google tutorial].

3. What is the difference between the results of the previous two exercises?

The first problem returns links to all pages that match your query while the second returns the first result, which Google speculates is the most relevant to your query.

Selecting Search Terms

1. Find a page with "Google doodle."

Search for [[Google doodle](#)] and you'll find a page with the special Google home page logos used to commemorate holidays and special events.



3. What's Google's history?

Search for [[Google history](#)] and you will find a page entitled "Google Corporate Information: Google History."

5. How long did it take the first person to cross the United States by car and in what year was it first done?

It took Dr. Horatio Nelson Jackson sixty-three and a half days to drive from San Francisco to New York City in 1903, according to the Public Broadcasting Service site www.pbs.org/kenburns/films/horatio.html.

Possible search strategy:

[[first cross United States road trip](#)]

[[first cross country road trip America](#)]

7. Learn about the recommended tours of the Hearst Castle.

Search for [[Hearst Castle recommended tour](#)] and you'll learn about an incredible mansion, which is now a historical monument. It is located in San Simeon nearly half way from Santa Barbara to San Jose and is worthwhile visiting when you're in the area.



Interpreting Your Query

1. Indicate which queries would match a page containing "GoogleGuide."

Just those that contain the name in its entirety.

[[guide](#)] [[goog](#)] [[googleguide](#)] [[GoogleGuide](#)] [[google](#)]

3. Indicate which words the following queries will find:

[year-end] **year-end** <— **year end** <— **yearend** <—
[year end] **year-end** <— **year end** <— yearend
[yearend] year-end year end **yearend** <—

4. Which queries would you predict to be most likely to find sites with discounted designer linens?

Because Google returns pages that match variants of your search terms, all the following queries are likely to find sites with discounted designer linens. The first and second queries may be best because Google gives higher priority to pages with terms in the same order as your query. The last query is least likely to rank sites with discounted designer linens because it includes the term "design" rather than "designer."

[[discounted designer linens](#)]
[[discount designer linen](#)]
[[designer linen discount](#)]
[[linen designer discount](#)]
[[linen discounted design](#)]

The idea for this problem came when I thought about what queries might generate traffic to my friend's Designer Linens Outlet site, [designerlinensoutlet.com](#).

5. With the following queries, is Google doing stemming, i.e., matching variations of the search terms?

[[color printer](#)]
[[color printers](#)]
[[color printer OR printers](#)]

You can see that Google is doing stemming since the first query matches the word "printers" and the second query matches the word "printer"; the matched words are in a boldface type in the results.

Google's [estimated number of results](#) are unreliable. Don't attach any weight to these estimates.

Google has a system that is suppose to do stemming when it deems that it would be useful. The system sometimes works well and other times doesn't.

6. Why doesn't the query [Be Manual] include any results about the Be operating system?

The word "be" is a stop word, which Google ignores, unless you use quotation marks (" ") [around the word](#) or [the entire query](#).

Crafting Your Query

2. How long before you go outside is it recommended that you apply sunscreen?

For best results, apply sunscreen approximately 30 minutes before going into the sun so that it can be absorbed by your skin and so that it's less likely to wash off when you perspire.

Possible search strategy:

[[+when apply sunscreen](#)]
[[tips apply sunscreen](#)]

3. Find advice on writing a will.

Because "will" is a stop word, enclose it in quotes.

Possible search strategy:

[[advice drafting "will"](#)]
[[legal help "drafting will"](#)]
[[tips "will" estate planning](#)]

5. Find pages on daily life in Afghanistan that do not mention war or the Taliban.

Possible search strategy:

[[Afghanistan daily life -war -Taliban](#)]

7. Find the terms that Google considers approximately equivalent to the term "cheap."

Looking at the results of the query [[-cheap](#)], you can see that Google considers the following terms approximately equivalent to the term "cheap": buy, discount, cheapest, last minute, inexpensive, low cost, and bargain.

9. Find today's weather forecast/condition.

Possible search strategy:

[[weather forecast OR condition](#)]

11. Find studio apartments for rent in Minneapolis or St. Paul, Minnesota.

Possible search strategy:

[[studio available OR rent Minneapolis OR "St Paul"](#)]

[["studio apartment" available OR rent Minneapolis OR "St Paul"](#)]

13. Why does the query [["the who"](#)] give more priority to results about the rock band *The Who* than the query [[the who](#)] but return significantly fewer results?

The query [["the who"](#)] returns results with the exact phrase "the who." The query [[the who](#)] returns results with the words "the" and "who" in any order and not necessarily together. For instance, the second query could find "WHO, the World Health Organization" and "the boy who cried wolf."

Sharpening Your Query

1. What are some home remedies for getting rid of ants?

Possible search strategy:

[[rid ants home remedy](#)]

[[ants "pest control" "home remedies"](#)]

3. What is Google's privacy policy?

Possible search strategy:

[[google privacy policy site:google.com](#)]

How do I stop my previous queries from appearing when I type in a new search term?

The following is from the Google General Frequently Asked Questions (FAQ), which can be found at www.google.com/help/faq.html#iehistory

Fortunately (and unfortunately), this has nothing to do with Google. It's a feature of Internet Explorer 5.0, which is possible to disable using its menu. (You can verify this by going elsewhere on the web to fill out a form and then return to that same page on which you filled out the form.)

To disable this feature on Internet Explorer 5.0, go to the Tools menu; select Internet Options; select the Content tab. Within the Personal Information area, select AutoComplete. Click on Clear Forms. You can also uncheck the Forms box in this same window to keep this from occurring in the future.

Alternatively, you can delete individual entries from the history by using the Down arrow key to select a previous search, and then pressing Delete while an unwanted search is highlighted.

Possible search strategy:

[[delete query history](#)]

5. When was Nina Totenberg, National Public Radio's (NPR) legal affairs correspondent, born, where was she educated, what degrees does she have? Did she attend law school?

Here's part of the answer that [juggler-ga posted to Google Answers](#), which can be found at answers.google.com/answers/threadview?id=224951.

Nina Totenberg was born January 14, 1944 in New York, NY. She doesn't have any degrees and did not attend law school.

Possible search strategy:

- [["Nina Totenberg" born](#)]
- [["Nina Totenberg" 1944](#)] (Nina Totenberg was born in 1944)
- [["Nina Totenberg" "Roman Totenberg"](#)] (Roman Totenberg is Nina's father)
- [["Nina Totenberg" "law school"](#)]

7. What country has the domain code .at?

Austria's domain code is .at. Google ignores "at" in a query unless you enclose it in quotes or precede it by a + sign.

Using Search Operators (Advanced Operators)

1. Use the site: operator to search for armchairs on Ikea's site, www.ikea.com.

Possible search strategy:

- [[armchair site:ikea.com](#)]

3. Find all pages on google.com but not on answers.google.com nor on directory.google.com whose titles include the words "FAQ" or "help."

Possible search strategy:

- [[intitle:FAQ OR intitle:help site:google.com -site:answers.google.com -site:directory.google.com](#)]

(The operator `site:google.com` would normally include the domain `google.com` as well as all of its subdomains, such as `x.google.com` and `y.google.com`. Adding `-site:answers.google.com -site:directory.google.com` specifically excludes those two subdomains of `google.com`.)

5. Find pages whose titles include surfing that are not about surfing the World Wide Web.

Possible search strategy:

- [[intitle:surfing -WWW -"World Wide Web"](#)]

7. How can you search for [google help] on Google Guide, www.googleguide.com, and on the UC Berkeley library website, www.lib.berkeley.edu?

Possible search strategy:

- [[google help site:googleguide.com OR site:www.lib.berkeley.edu](#)]

Spelling Corrections

1. On National Public Radio (NPR), you heard a researcher at Stanford University whose name sounded like Jeff Naumberg and want to send him email. What is Jeff's email address?

The spelling corrector suggests the correct spelling of Jeff's last name.

Did you mean: ["Jeff **Nunberg**" NPR "Stanford University"](#)

I clicked on the link and the first result was Geoffrey Nunberg's home page, which included his email address, i.e., email: `nunberg(at)csli.stanford.edu` (replace "(at)" with "@").

Possible search strategy:

- [["Jeff Naumberg" NPR "Stanford University"](#)]

Definitions

1. According to the dictionary, what is an "urban legend"?

Possible search strategy:

[[define: urban legend](#)]

3. Does Google provide a link to dictionary for definitions of terms in languages other than English?

Instead of checking Google's documentation, find out through experimentation. Search for some non-English words and then see any of the words are underlined in the statistics bar section of the results page and linked to their dictionary definitions.

Based on the experiments I ran today, the US version of Google provides links to dictionary definitions of some non-English words.

Possible search strategy:

[[vino macho](#)]

Cached Pages

1. After Nelson Blachman received reprints of a paper he wrote for the June 2003 issue of *The Mathematical Scientist*, he wanted to discover what other sorts of papers appear in the same issue of this semiannual publication. Find a table of contents for *The Mathematical Scientist* for Nelson.

Possible search strategy:

[["The Mathematical Scientist" June 2003 contents](#)]

Review results to see if any appear to be relevant to your query

Since the previous query doesn't appear to return a table of contents, let's remove the date from our query.

[["The Mathematical Scientist" contents](#)]

This snippet looks promising since it mentions the journal by name and includes the word "contents."

Search results typically include a link to Google's cached version of a page

The first result is the Journal's web page but it doesn't contain the table of contents. Clicking on the *Cached* link and viewing Google's cached version of the page with the query terms highlighted makes it easy to find the section(s) of the page relevant to our query.

Search terms are highlighted on the cached version

Similar Pages

1. Find a site that will get your name off mailing lists so that you receive less commercial advertising mail, also known as junk mail. Click on the *Similar pages* link to find other such sites.

The more search strategies you try, the more information you are likely to find.

Possible search strategy:

- [["reduce junk mail"](#)]
- [["reducing junk mail"](#)]
- [["end junk mail"](#)]
- [["less junk mail"](#)]
- [["stop junk mail"](#)]
- [["unwanted mail"](#)]
- [["opt out" "junk mail"](#)]
- [["mail preference service"](#)]
- [[remove name from mailing list](#)]
- [[get off mailing list](#)]
- [[reduce unwanted junk mail](#)]

Note: Most of the results from these searches assume you are in the United States.

News Headlines

1. Find the latest news about Google.

Possible search strategy:

- [[google](#)]

Click on any of the following:

- o any of the news headlines that appear above your search results and after the heading *News*:
- o the [Search news for google](#) link
- o the [browse the latest headlines](#) link

File Type Conversion

1. Find a document with tips on job interviewing and salary negotiation that is in PDF/Adobe Acrobat format. What differences in the appearance of the document result from viewing it in its native format, Adobe Acrobat versus HTML?

Possible search strategy:

[[interviewing salary negotiation filetype:pdf](#)]

In the pdf version, the spacing between words in section headings is more uniform. Items that are vertically aligned in the pdf version are not vertically aligned in the html version.

3. Find pdf or Postscript documents and course notes on symplectic geometry that are on university and other educational sites.

Possible search strategy:

[["symplectic geometry" site:edu filetype:pdf OR filetype:ps](#)]

Translation

1. Find out about municipal swimming pools that you can use when visiting Naples. *Hint*: Find the Italian words for "municipal swimming pools Naples" and then search for them along with the city's name. You can use your browser's Copy and Paste features to transfer the Italian words from one screen to another.

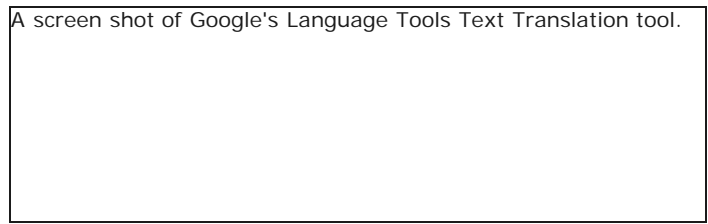
Possible search strategy:

[[piscine comunali Napoli](#)]

3. Translate "I wish to mail a package. Where is the nearest post office? Thank you." into Spanish.

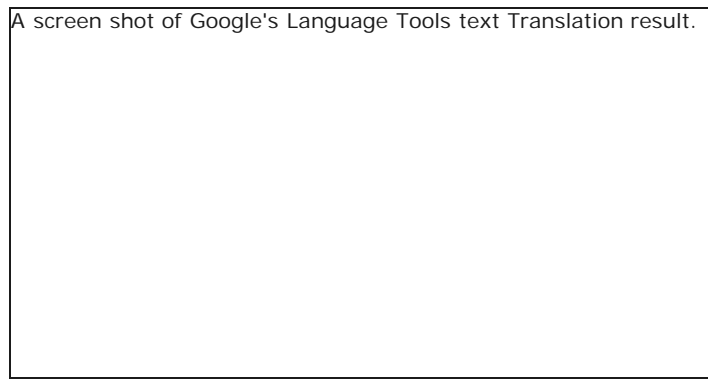
Use Google's Language Tools Translate text feature.

A screen shot of Google's Language Tools Text Translation tool.



Select "English to Spanish" and click on the *Translate* button.

A screen shot of Google's Language Tools text Translation result.

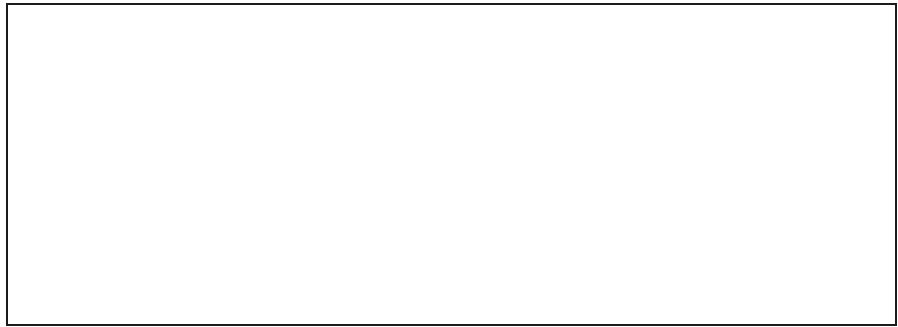


Google provides the following Spanish translation:

Deseo enviar un paquete. ¿Dónde está el correos más cercano? Gracias.

5. Restrict your search to France and search for pages English on the war in Iraq.

Use Google Language Tools to restrict the query [war Iraq] to pages located in France that are written in English.



Customizing Your Results by Using Preferences

5. If you would like to have more than one set of preferences on your computer, e.g., one of searching French language sites and to search all sites, then find tools for enabling you to specify more than one set of preferences using more than one cookie.

Possible search strategy:

[[managing cookies](#)]

Google's Approach to Ads

1. How many sponsored links (ads) appear on the first search-results page with the answer to the following questions?
 - a. Where can you stay in central London at a moderate price?

Possible search strategy:

[[hotel central London moderate price](#)]

There are 2 ads above and 8 ads to the right of the search results.

- b. What's going on with NASA's Mars Exploration Program?

Possible search strategy:

[[NASA Mars Exploration Program](#)]

I've seen any where from zero to two ads appearing along side the search results.

Evaluating What You Find

Find documents on the web that provide the answers to the following questions. What's your level of comfort with the referring site(s) and why?

I posted the following questions to [Google Answers](#), service that provides assistance from expert online researchers for a fee. If no results match your query, Google offers search tips. The following solutions include information Google Researchers provided as well as a link to their complete answers.

1. Is it true that if you touch a cold halogen bulb with clean fingers, you will shorten its lifespan?

Here's part of [the answer that sublime1-ga posted to Google Answers](#):

Yes, healthy skin, even recently cleaned, will produce natural oils, and, these

oils on halogen bulb will shorten its lifespan.

Possible search strategies:

[[touch ruin "halogen bulb"](#)]

[[touch oil "halogen bulb"](#)]

[[+why not touch "halogen bulb"](#)]

3. Are you less likely to get dental cavities if you drink fluoridated water?

Here's part of [the answer that jon-ga posted to Google Answers](#):

The short answer to your question is yes - fluoride is good for the teeth and so water containing fluoride is a good thing for cavity-prevention.

Possible search strategies:

[["fluoridated water"](#)]

[["fluoridated water" "dental cavities"](#)]

4. Is clumping kitty litter a major health hazard to cats?

Here's part of [the answer that missy-ga posted to Google Answers](#):

Whether or not clumping kitty litter is a health hazard for cats is a matter of some debate. Since there haven't been any clinical studies, it really comes down to whom you ask and which brand you're asking about. Most of the current controversy swirls around brands that use Sodium Bentonite, a highly absorbent clay. Brands that do not contain Sodium Bentonite seem to be considered safer.

Possible search strategies:

[["clumping litter" hazardous](#)]

[["clumping litter" safe](#)]

[[scoopable litter hazardous](#)]

[[scoopable litter safe](#)]

5. What are the benefits and drawbacks of a flu (influenza) shot?

Here's part of [the answer that crabcakes-ga posted to Google Answers](#):

There are far more documented reasons to get the vaccine (injectable or nasal spray versions) than to refuse it, but plenty of flu vaccine controversy exists.

Possible search strategies:

[[flu vaccine](#)]

[[pros cons flu vaccine](#)]

6. Does microwaving food in plastic containers or plastic cling wrap release harmful chemicals into the food? Check whether this is an urban legend.

Here's part of [the answer that crabcakes-ga posted to Google Answers](#):

The short answer is: Yes, chemicals can migrate into the food. The issue is whether they are harmful.

Possible search strategies:

[[toxic chemicals plastic wrap](#)]

[[plastic wrap microwave cooking](#)]

[Making Search Easier with Google Tools](#)

1. If you use Windows 98/ME/2000/XP and Internet Explorer 5.5 or a more recent version, install the Google Deskbar on your system.

Visit toolbar.google.com/deskbar/ and click on the "Download Google Deskbar."

2. If you use Internet Explorer, install the Google Toolbar on your system. If you use another browser, install Google Browser Buttons on your system.

Visit toolbar.google.com/ and click on the "Download Google Toolbar."

3. Make Google your home page.

To have the Google home page appear whenever you start your browser, click on the "Make Google Your Homepage" link on Google's home page. If the link is missing, follow the instructions listed on www.google.com/options/defaults.html.

4. Make Google your default search engine.

Follow the directions listed on www.google.com/options/defaults.html#default.

Calculator

1. Convert 1 mile to meters.

One mile is equal to 1609.344 meters.

Possible calculation strategy:

[[1 mile in meters](#)]

3. Convert 0 kelvin to Fahrenheit or Celsius.

0 degrees kelvin is approximately equal to -273.15 degrees Celsius.

Possible calculation strategy:

[[0 degrees kelvin in Celsius](#)]

5. Which is larger π^e or e^π ? The same relationship holds between x^e and e^x for all non-negative values of x except e . The exponential constant, e , is approximately 2.72 and the ratio of the circumference to the diameter of a circle, π , is approximately 3.14.

$e^\pi > \pi^e$

Possible calculation strategy:

[[e^{pi}-pi^e](#)]

7. Compute the probability of your winning the lottery if you buy 1,000 tickets each bearing five distinct independently randomly chosen integers between 1 and 99.

The following answer was contributed by Nelson Blachman (Nancy's father).

You might try [[1 - \(1 - 1/\(99 choose 5\)\)¹⁰⁰⁰](#)], but this is well approximated by [[1000/\(99 choose 5\)](#)], which is roughly 0.00001 . If each ticket costs \$1, the prize had better be at least \$100 million to be fair to you — and higher if you might have to share the prize with other winners.

Street Maps

1. Get a map showing the most crookedest section of Lombard Street in San Francisco, which is between 1000 and 1100 Lombard Street.

Possible research strategy:

[[1100 Lombard Street San Francisco CA](#)]

Stock Quotes

1. Obtain a chart of Ebay's stock price for the past 5 years by entering Ebay's stock symbol, ebay, clicking on the link "Show stock quotes" and then selecting a 5-year chart.

Possible research strategy:

[[ebay](#)]

- Using the [similar pages](#) feature, find competitors to google.com that are run by public companies. Check whether their stock prices have been climbing or dropping in the past three months.

Possible research strategy:

[[related:google.com](#)]

[[yhoo askj](#)] (stock symbols for Yahoo and Ask Jeeves respectively)

Definitions (Google Gossary)

- What does aka mean?


Aka is short for "also known as."

Possible search strategy:

[[what is aka](#)]

- Google is named after the word "googol." What is a googol?

The result of this query includes a link to the dictionary definition in the statistics bar, the value of 1 googol provided by Google's built-in calculator function, and a definition provided by Google Glossary.



1 googol = 1.0×10^{100}

[More about calculator.](#)

Web Definition: [googol](#) - a cardinal number represented as 1 followed by 100 zeros (ten raised to the power of a hundred)
www.cogsci.princeton.edu/cgi-bin/webwn - [More definitions](#)

Possible search strategy:

[[what is googol](#)]

- What does the abbreviation IRL commonly stand for?

IRL commonly stands for "In Real Life."

Possible search strategy:

[[define:irl](#)]

Travel Conditions

- Find the travel conditions for Los Angeles International Airport.

First, I find the code for the Los Angeles International Airport.

[[Los Angeles International Airport code](#)]

Then I look up the travel conditions.

[[lax airport](#)]

Images

- I used a color chart to select colors for this tutorial. Find some color charts that show the HTML input to render at least 100 colors.

Possible search strategy:

[[html color chart](#)]

- Find a photograph of the Alhambra in Granada, Spain to see whether you want to take a

vacation and visit the Alhambra.

Possible search strategy:

[[Alhambra](#)]

[[Alhambra Granada](#)]

[[Alhambra Spain OR España](#)]

Groups (Discussion Forums)

1. Find recommendations for sites for booking flights online.

Possible search strategy:

[[recommendations booking flights online](#)]

[[recommendations book flights online](#)]

[[recommendations flights online](#)]

3. Find reviews of online banking services.

Possible search strategy:

[[online banking reviews](#)]

5. How can you remove varnish from a maple coffee table?

Possible search strategy:

[[remove varnish maple](#)]

7. Find the list of especially memorable articles and threads from Usenet that Google has compiled.

Possible search strategy:

[[memorable articles Usenet](#)]

News

1. Find today's current top stories listed on Google News.

Just visit news.google.com.

Alerts

1. Set up a Google Alert to automatically email you about new pages in Google Guide.

Create an alert for the Web query [[site:www.googleguide.com](#)]

Product Search

1. Use Product Search to find 100% cotton comforter covers.

Possible search strategy:

[[100% cotton comforter covers](#)]

[[100% cotton duvet cover](#)]

3. Tired of putting on sun screen? Find sun-protective clothing with Product Search.

Possible search strategy:

[[sun protective clothing](#)]

[[uv protective clothing OR hats](#)]

Catalogs

1. Find 100% cotton comforter covers.

Possible search strategy:

[[100% cotton comforter covers](#)]

[[100% cotton duvet covers](#)]

3. Tired of putting on sun screen? Find sun-protective clothing.

Possible search strategy:


[[sun-protective clothing](#)]

If you suggest a way to solve any exercise that I include in Google Guide, I will include your name beside your contribution. Please use our [contact form](#) to send problems and solutions.

tags (keywords): No Tags

This page was last modified on: Sunday February 26, 2012

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! GoogleGuide making searching even easier

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Google Blogs, etc.

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- Google-Friends Newsletter archive
- Google: Search Engine Showdown News Archive

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- photo
- email
- google+
- driving directions

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Testimonials

GoogleGuide ... is the most comprehensive, well-organized, and useful search tutorial I've been able to find.

–Justin Keller, Marketing + Consumer Acquisition Manager, [ChaCha.com](#), July 18, 2007

This site, which I found by accident, is wonderful. Thank you for creating it. I will be referring my students to your site as a resource to supplement our classroom work on Google features.

–Pramod, Ottawa, April 14, 2007

This is a GREAT tutorial. Boy, I have been missing a lot by not knowing all the ways to use Google! Thanks a lot!!

–Dorothy Bullock, April 14, 2007

There are a lot of cool Google tips and hacks floating around, some of which I've mentioned in my weekly e-column. (For example, you can use Google as a dictionary by typing "define:ersatz," or whatever.)

But here's a [nice](#), tidy list of all of them in one place, some of which are new to me. Bookmark this baby!

–David Pogue, New York Times technical specialist blog, June 2005

Nancy Blachman's Google Guide is by far the best guide to using Google, for beginners & more intermediate users, that I've seen so far. I see great potential here for plopping patrons down with this self-guided tutorial, instead of the 20 minute "This is Google, this is how you search" lecture.

–[LibrarianInBlack: resources and discussions for the "tech-librarians-by-default" among us.... Feb 4, 2004](#)

The absolutely best tutorial on how to use all of Google's potential.

AdChoices 

Submit Your Website Free
[Manta.com/We...](#)
Drive Customers To Your Website. Submit Your Site And Get Leads Now.



favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Powered By WordPress

Easy to use, simple to navigate, this is a little jewel for both the novice and advanced search user. The definitive up-to-date guide on how to best leverage the Google search engine and all of its features in a simple and easy to access format. Recommended.

–Robin Good, [Master New Media: What Communication Experts Need to Know](#),
Feb. 21, 2004

It might be unofficial, but it's the best online guide on how to use Google I have ever seen. Pay it a visit.

–Robert Skelton, Google Answers Researcher and developer of [SearchEngineZ](#)
and [Google Fan](#)

[Google Guide] is easy and intuitive to navigate, enables users of varying skill levels to skip or choose parts of the tutorial at will, and seems very comprehensive, especially with your "new features" page that you keep updated. Do you think Google would put a link to your tutorial on their page?

–Regina R. Monaco, Ph.D.

Terrific guide to using Google by Nancy Blachman. I especially recommend the sections "[interpreting queries](#)" and "[evaluating results](#)".

–Sébastien Paquet, [Seb's Open Research: Pointers and thoughts on the evolution of knowledge sharing and scholarly communication](#)

The fact that Nancy has been teaching Internet novices is apparent. She takes nothing for granted, and even includes tips on how to navigate a Web page. More savvy users may skip those sections, however, and focus on the practical examples and exercises.

She is very thorough, and includes introductions to advanced Boolean searching, as well as many of the additional features available at Google, including everything from Froogle shopping search to the Google toolbar.

The site also includes other useful features, like the [list of new Google services or features](#). This page includes direct links to the relevant introduction found at the site.

Now, why does she include a tilde (~) in the name of the site?

Nancy points out that putting a tilde in front of a search term (with no space in between) effectively turns that term into any of its synonyms: "The tilde is known as the synonym operator. So, if you search for "Google ~Guide," Google will find Google Guide as well as other Google tutorials."

It is tips like this one that make the Google ~Guide so useful. Yes, you may search Google right away, without reading any introduction or FAQs, but that is like looking at only one of the channels available on your TV or driving your car in the first gear only.

–[Pandia: Search Engine News](#)

While the Google search instruction page is helpful, it's a rather bare bones approach, and your guide fills in the gaps. ... By having this tutorial available, you've saved folks lots of time trying to explain the search process. I'm glad your guide is available now and will recommend it to anyone new to the internet. I wish it had been available 5 years ago when I was a newbie.

–[voila-ga, Google Answers Researcher](#)

I adore Google. Period. I use it each time I need to search some stuff on the Net and it turns up the most wondrous results so I was truly happy to know that there is something better than Google ... Google Guide! Yep, it teaches you all the tips and tricks ... so you'll be able to search even better! Thank God for Google Guide!

–[MayaKirana.com](#)

Today I came across a really great guide for using Google. www.googleguide.com explains how google works including what tricks to use to find what you want from the simple (use words you expect to see in the page) to the complex (search for pages on slashdot.org using the site:slashdot.org operator). Even though I've been using google for years, and use complex operators all the time, even I learned a few tricks from this guide.

If you, or someone you know, has trouble getting good search results, show them this guide. It should really help make their lives better.

–[The Infofiend Logs - Fiendish, Feb. 4, 2004](#)

GoogleGuide looks like a potentially useful web-based tutorial for teaching students to search with Google... Note that it's available under a Attribution-NonCommercial-ShareAlike 1.0 license, which means maybe we should rework it as a Google tutorial module ... 😊 ... [T]he nice thing is that a teacher can feel welcome to modify this tutorial for use with their classes. We need more open content tutorials such as this.

–[Kairosnews: A Weblog for Discussing Thetoric, Technology & Pedagogy, Feb. 5, 2004](#)

Great site! You've maintained the elegant simplicity of Google's own site, along with a thorough attention to detail and content.

–sublime1-ga, Google Answers Researcher

As an experienced user of Google, Google News, Froogle, etc., I was pleased (and surprised) at how much I was able to learn from your excellent Google Guide.

–Robert Spinrad, retired, formerly Senior Scientist, Brookhaven National Laboratory and Vice President, Technology Strategy, Xerox

Thanks for the tutorial—I was using Google as a flashlight in the big cave of the Internet, and Google Guide turned on the house lights!

–Robert Miller, website designer and filmmaker

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- Google Press Releases
- Google-Friends Newsletter archive
- Google: Search Engine Showdown News Archive

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- photo
- email
- google+
- driving directions

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Google Guide in the Press

WebTalkGuys Radio Show, March 20, 2004

[Google 101: How to search more effectively on the popular Website](#)

A conversation with Nancy Blachman, co-author of "How to Do Everything with Google."

By Dana Greenlee, co-host WebTalk Radio 3/20/04

WebTalk Radio, March 20, 2004, 11 am PST

[Interview with Nancy Blachman on her favorite Google features](#)

(in Archives area, search for: Nancy Blachman)

Interview by Rob Greenlee

Science News Online, the Weekly Newsmagazine of Science, March 6, 2004

[Mining the Tagged Web](#)

By Ivars Peterson

COMPUTERWORLD, Denmark, February 27, 2004

[Library Releases Danish Google-guide](#)

By Rikke Sternberg

Palo Alto Weekly, February 25, 2004

[Getting good at Google](#)

By Elizabeth White

INTERNET LEGAL RESEARCH WEEKLY, February 8, 2004

[Brush up your Google](#)

By Tom Mighell

be Specific, February 3, 2004

[Google How To Guide and Online Tutorial](#)

Internet News, February 2, 2004

[New Google Guide](#)

By Gwen

New York Times, February 1, 2004

[The Coming Search Wars](#)

By John Markoff

The Pandia Post Newsletter No. 20, February 1, 2004

[Searching Google more efficiently](#)

AdChoices 

[Submit Your Website Free](#)

[Manta.com/We...](#)

Drive Traffic to Your Website.
Reach 30 Million Customers Monthly.



favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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Guardian Unlimited, January 8, 2004

[Delivering the goods](#)

By Jack Schofield

Guardian Unlimited, December 18, 2003

[Web watch: Google guide](#)

By Jack Schofield

For press releases, visit www.googleguide.com/gg_pr.html.

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Part I: Query Input

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 4. Interpreting Your Query
 5. Crafting Your Query by using Special Characters
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 8. The - Operator
 9. The ~ Operator
 10. The OR and | Operators
 11. The .. Operator
 12. The * Operator
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 14. Advanced Search Form
 15. Other Search Forms
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 17. Anatomy of a Web Address
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 Google: Search Engine
 Showdown News Archive

[Google Guide](#) > [Part I: Query Input](#) > [Quoted Phrases](#)

« [Previous: Crafting Your Query by using Special Characters](#)

[Next: Quotation Marks Replace the + Operator](#) »

Quoted Phrases

To search for a phrase, a proper name, or a set of words in a specific order, put them in double quotes.

AdChoices 

A query with terms in quotes finds pages containing the exact quoted phrase. For example, [["Larry Page"](#)] finds pages containing the phrase "Larry Page" exactly. So this query would find pages mentioning Google's co-founder Larry Page, but *not* pages containing "Larry has a home page," "Larry E. Page," or "Congressional page Larry Smith." The query [[Larry Page](#)] (without quotes) would find pages containing any of "Larry Page," "Larry has a home page," or "Congressional page Larry Smith."

- [["Larry Page"](#)]
- [[Larry Page](#)]

A quoted phrase is the most widely used type of special search syntax.

- [["close your eyes and I'll kiss you"](#)]
- [["what you're looking for is already inside you" Anne Lamott speech](#)]

Use quotes to enter proper names.

- [["Julia Robinson"](#)]
- [["Rio de Janeiro"](#)]

Find recommendations by searching for pages containing lists.

- [["favorite movies"](#)]
- [["best non-fiction books"](#)]

Google will search for common words ([stop words](#)) included in quotes, which it would otherwise ignore.

- USE [["to be or not to be"](#)]
- NOT [[to be or not to be](#)]
- USE [["how to change oil"](#)]
- NOT [[how to change oil](#)]

Google doesn't perform [automatic stemming](#) on phrases, i.e., searching for pages that match variants of any of your search terms, described in [Interpreting Your Query](#). For example, if you want to see pages that mention only one favorite book rather than lists of favorite books, enclose your search terms in quotes.

Submit Your Website Free

[www.manta.co...](#)

Drive Traffic to Your Website. Submit Your Site And Get Leads Now.



Popular Searches

FROOGLE
photo
email
google+
driving directions

Top Tags (all tags »)

queries
results
favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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- [["favorite book"](#)]

Some teachers use quoted phrases to detect [plagiarism](#). They copy a few unique and specific phrases into the Google search box, surround them with quotes, and see if any results are too similar to their student's supposedly original work. Find ways to detect and prevent plagiarism.

- [["ways to detect plagiarism"](#)]
- [["how to detect plagiarism"](#)]

You may include more than one quoted string in a query. All quoted query phrases must appear on a result page; the implied AND works on both individual words and quoted phrases. The following search would find pages containing both of the phrases "The Cat in the Hat" and "Green Eggs and Ham":

- [["The Cat in the Hat" "Green Eggs and Ham"](#)]

Note: In [Using Search Operators \(Advanced Operators\)](#) and the following list of search operators, you'll learn how to find a page by [specifying its title](#).

tags (keywords): [fine tune](#), [narrowing search](#), [phrase](#), [queries](#), [quotes](#), [special characters](#)

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Please [send us suggestions](#) for how we can improve Google Guide.



Gerry Felipe



News ▾

U.S. edition ▾

Modern ▾



Top Stories



The Seattl...

Killing of Texas prosecutor, wife, raises fear of wider plot against law ...

The Seattle Times - 11 minutes ago

The killing of a second prosecutor - in a county of 106,000 people in the span of eight weeks - appeared to many officials to be more than coincidence.

Opinion: [Transcript for District Attorney and Wife Gunned Down at Family Home](#) ABC News

In Depth: [Gunfire Claims 2nd Prosecutor in Texas County](#) New York Times

Related [Texas](#) » [Kaufman County](#) »

See realtime coverage



CBS News

95-car wreck leaves 3 dead on Va.-NC line

CBS News - 1 hour ago

Updated 10:06 p.m. ET. GALAX, Va. Nearly 100 vehicles crashed Sunday along a mountainous, foggy stretch of interstate near the Virginia-North Carolina border, killing three people and injuring 25 others.



Los Angel...

Louisville's Ware recovering after surgery on leg

Boston.com - 23 minutes ago

INDIANAPOLIS (AP) - Louisville guard Kevin Ware is recovering following successful surgery on his broken right leg. School officials say the sophomore had the bone reset and a rod inserted into his right tibia.



Sydney M...

In Egypt, a satirist facing charges remains irreverent

Los Angeles Times - 35 minutes ago

CAIRO - He arrived with a prankster's aplomb. Bassem Youssef, a popular Egyptian TV satirist often compared to Jon Stewart, appeared before a prosecutor Sunday on charges of defaming President Mohamed Morsi.



E! Online

Game of Thrones Season 3 Premiere Recap

E! Online - 1 hour ago

Season three isn't coming, it's here! Game of Thrones finally returned tonight, easily taking the prize as the best gift we received in our Easter baskets this year!



Bloomberg

China Manufacturing Gauge Rises to Highest Level in 11 Months

Bloomberg - 33 minutes ago

China's manufacturing expanded at a faster pace last month, indicating a recovery in the world's second-largest economy is sustaining momentum.

Jennifer Granholm section »

Jennifer Granholm's daughter applies for Detroit fellowship, seeks votes ...

MLive.com - Mar 30, 2013

challengedetroit.jpg Jennifer Granholm's daughter, Kate Mulhern, is a candidate for a fellowship program called Challenge Detroit.


[More Jennifer Granholm section stories](#)

World »



The Nation

Islamist Fighters Slip Back Into Timbuktu and Are Repelled by French and Malians

New York Times |  Written by
3 hours ago [Scott Sayare](#)

PARIS - A small band of radical Islamist fighters battled French and Malian soldiers for hours in a firefight in Timbuktu on Sunday after infiltrating the Malian city overnight, Malian officials and witnesses said.



Sky News ...

Nigeria Military Kills 14 Suspected Islamist Militants

Voice of America - 13 hours ago

The Nigerian military says its soldiers killed 14 suspected Islamist militants Sunday during an early morning raid on a house in the main northern city of Kano.

[More World stories](#)

U.S. »



ABC News

San Jose: Driver attacks Walmart shoppers after crashing into store, police say

San Jose Mercury News - 3 hours ago

SAN JOSE -- A Walmart store erupted into chaos and at least four people were hurt Sunday when a man rammed an Oldsmobile Cutlass through the entrance, then attacked an employee and shoppers with a blunt object, police said.



Los Angel...

Rubio among senators working on immigration, but he also stands apart

Washington Post |  Written by
2 hours ago [David Nakamura](#)

As a bipartisan Senate group builds momentum toward a comprehensive immigration reform bill in April, resistance is coming from an unexpected source: Republican Sen. Marco Rubio, a key member of the coalition.



New York ...

Alaska Troopers helicopter crashes during rescue

USA TODAY - 1 hour ago

ANCHORAGE, Alaska (AP) - An Alaska State Trooper helicopter carrying two troopers and a rescued snowmobiler crashed Saturday night in the south-central part of the state, and no survivors have been found, an agency spokeswoman said.



Dread Cen...

'The Walking Dead' recap, episode 316: 'Welcome to the Tombs'

Baltimore Sun (blog) - 25 minutes ago

Well, we wanted carnage in the season finale of The Walking Dead, and we got it. I have a feeling most viewers will consider this episode tame, though, since the Governor is still standing and the war between the prison and Woodbury still hasn't quite been ...



NBCNews....

Calif. man set to make initial court appearance on DUI charges in Nev. accident ...

Fox News - 4 hours ago

An 18-year-old man is scheduled to make an initial court appearance Monday on suspicion of driving under the influence after authorities say he rear-ended a van in southern Nevada, causing a crash that killed five Southern California family members and ...

[More U.S. stories](#)

Business »



Bloomberg

Asia stocks flat in holiday trading; Nikkei down

The Associated Press - 30 minutes ago

BANGKOK (AP) - Japan's benchmark stock index fell Monday after a central bank survey showed a smaller-than-expected improvement in business sentiment.



RPT-UPDATE 1-Three major Chinese cities to enforce new property cooling ...

Reuters - 12 minutes ago

Sun Mar 31, 2013 11:24pm EDT. (Repeats story from Sunday). BEIJING, March 31 (Reuters) - Beijing, Shanghai and another major city in China's southwest will implement strict property cooling measures as part of a central

Telegraph...

government crackdown on the ...



KHOU

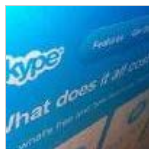
Concerns from Community About Dangers at Nuclear Plant

KARK - 48 minutes ago

RUSSELLVILLE- For those who live near the Arkansas Nuclear One plant, the industrial accident is shaking up the community. Many people who live nearby are concerned about what happened.

[More Business stories](#)

Technology »



Moneycont...

Saudi Arabia threatens to ban Skype, WhatsApp, and Viber

CNET (blog) - 16 minutes ago

Reminiscent of the 2010 BlackBerry ban, the Saudi government says that these messaging apps are not in accordance with the country's rules, which allow for monitoring.



SlashGear

iMessage DDoS attacks foreshadow a bigger threat

SlashGear - 4 hours ago

Recently, several iOS developers became victims to an iMessage DDoS attack that crashed their app and inhibited their devices. The attacks were executed using a simple AppleScript, where the attackers are able to send out an unlimited, fast-pace amount ...

[More Technology stories](#)

Entertainment »



Indian Exp...

Justin Bieber's monkey seized in Germany

Chicago Sun-Times (blog) - 1 hour ago

sizzle-CST-040113.png As if he didn't have enough troubles, Justin Bieber was facing the prospect of several nights in Europe without a monkey.



MTV.com

Paid Dues Festival Boasts Turned-Up Sets From Macklemore, Kendrick Lamar

MTV.com - 13 hours ago

Independent hip-hop festival's eclectic lineup includes performances from De La Soul and Talib Kweli. By Cortney Wills. Hip-hop heads from far and wide gathered for Paid Dues Independent Hip Hop Festival in San Bernardino, California on Saturday.



RollingSto...

'Celebrity Apprentice' Recap: The Villain Goes Down

RollingStone.com - 34 minutes ago

"[My teammates] are all quite intimidated by my reputation," proclaims Omarosa, the one cast member on this year's edition of Celebrity Apprentice that just won't seem to go away.

[More Entertainment stories](#)

Sports »



Toronto Star

Astros Top Rangers In AL Debut

ESPN - 5 minutes ago

HOUSTON -- Rick Ankiel and the Houston Astros made an impressive debut in the American League, trouncing the Texas Rangers 8-2 Sunday night in the major league opener and giving Bo Porter a win in his first game as manager.



ABC News

Final Four is juggernaut vs. Cinderella, offense vs. defense

Chicago Sun-Times - 11 minutes ago

ARLINGTON, TX - MARCH 31: Head coach John Beilein of the Michigan Wolverines reacts in the second half against the Florida Gators during the South Regional Round Final of the 2013 NCAA Men's Basketball Tournament at Dallas Cowboys Stadium on ...

Points Wins the Houston Open

ABC News - 26 minutes ago



ABC News

Share. 0. D.A. Points can always find a ray of light in the darkest clouds. He arrived at the Houston Open having failed to break 70 in his last nine rounds on the PGA Tour.



NBCNews....

Saad has 3 points to lead Blackhawks over Wings

Yahoo! Sports - 3 hours ago

DETROIT (AP) -- In less than two minutes, the Chicago Blackhawks did all the damage they needed to do. And then they just kept scoring.



WTSP 10 ...

Report: Barack Obama, RG III chat

ESPN - 47 minutes ago

A man with a personal security detail knows a thing or two about protection, and that's exactly what President Barack Obama talked about with Washington Redskins quarterback Robert Griffin III when the two crossed paths in Washington, D.C.

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Health »



The Hindu

2 Men in China Die of Lesser-Known Strain of Bird Flu

New York Times - 4 hours ago

SHANGHAI - Two men have died here after contracting a strain of avian flu that had not been previously found in humans, Xinhua, China's official news agency, reported Sunday.



Nature Wo...

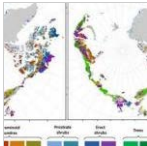
Study: Hormone therapy increases breast cancer risk, mortality

Washington Post - Mar 30, 2013

LOS ANGELES - In the nearly 11 years since researchers first rang alarm bells that women on hormone replacement therapy faced an increased risk of breast cancer, some have suggested that taking estrogen and progesterin to treat symptoms of menopause ...

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Science »



Science R...

Researchers: New models predict drastically greener Arctic in coming decades

Science Recorder - 2 hours ago

Researchers: New models predict drastically greener Arctic in coming decades. Researchers also discovered that the albedo effect would have the biggest impact on the Arctic's climate.



Times of I...

Green meteorite may be from Mercury, a first

Fox News - Mar 30, 2013

Scientists may have discovered the first meteorite from Mercury. The green rock found in Morocco last year may be the first known visitor from the solar system's innermost planet, according to meteorite scientist Anthony Irving, who unveiled the new findings ...

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Breaking New Media News -

Last updated: 05:19

Source: [Vip.wordpress](#)

Curate the News Directly Inside WordPress with the new Storify VIP Plugin



Robin Good's insight: The new Storify VIP for Wordpress plugin allows anyone having a Wordpress account to collect stories, images and video clips appearing on social media platforms and to integrate such content into their website news section and within their blog posts. If you are not familiar with Storify, this is a news curation platform that allows you to easily find and re-post tweets, photos and video clips coming from Twitter,...

Source: [Store.livestream](#)

Portable Video Mixers for Your Live Video Streaming Event from LiveStream Studio



Robin Good's insight: LiveStream, the web company that provides one of the best live video streaming services available, has recently announced a new line of portable live video production mixers and switchers which have been designed specifically for live video streaming of physical events. The new live production switchers include the LiveStream Studio™ HD50 (\$ 6,999 SRP), HD900 (\$ 14,999) and HD1700 (\$ 24,999) and feature the following key specs:

HD Live Inputs: ... [Read more](#)

Source:

Creating Great Images With Quotes Is Like Creating Flags For Your Fans To Wave: 3 Free Tools To Create Your Own

Robin Good's Feature Articles

Why Curation Will Transform Education and Learning: 10 Key Reasons

Content curation will play a major role both in the way we "teach" and in the way we educate ourselves on any topic. When and where it will be adopted, it will deeply affect many key aspects of the educational ecosystem.



Photo credit: Shutterstock

This article, builds up over my recent presentation on Content Curation for Education that I delivered at [Emerge2012](#) virtual conference.

In that presentation I claimed that the adoption of "curation approaches" will directly affect the way competences are taught, how textbooks are put together, how students are going to learn about a subject, and more than anything, the value that can be generated for "others" through a [personal learning path](#).

If we learn not by memorizing facts, but by collaborating with others in the creation of a meaningful collection-explanations of specific topics/issues/events then, for the first time in history, we can enrich planetary knowledge each time we take on a new learning task.

And it's already happening.

Yes, we are only at the very early stages, but, in my humble opinion, there are enough signs and indications that this is not going to be something marginal.

In this article I outline ten key factors, already at work, which, among others, will very likely pave the way for a much greater and rapid adoption of curation practices in the educational / academic world.

These factors are:

- An Overwhelming Abundance of Information Which Begg To Be Organized
- A Growing Number of "Open" Teaching / Learning Content Hubs
- Constantly Changing Information
- Real-World Info Is Not Held Inside Silos
- Fast-Food Info Consumption in Decline
- Job Market Changing - New Skills Needed
- Alternative Certification Systems Emerging

How-To Guides

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As more and more people get involved with the Internet and as more Web sites,

blogs, news services and other online resources ... [read more](#)

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Computer too slow? If you have not had yet the experience of working on a PC that moves like a snail, you are a unique, rare

human being. Even the New York Times asked the same question a few days ago... [read more](#)

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If you need to send a large file to someone without using email,

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In the early days of desktop publishing (1985-1990)

I was fascinated with Adobe Illustrator and ... [read more](#)

How To Surf The Web Anonymously



Readers have provided a few sites that allow you to surf

anonymously using a Web-based tool rather than downloading software ... [read more](#)



Robin Good's insight: Sharing images with quotes, or using them for your Facebook or Google+ cover has become an effective method to provide fans with a visual symbol that represents one of their ideals, something that they deeply connect to and that they want to carry and wave to others as their own "flag". The consequence of this is that appropriately selected images and texts, that truly represent the "spirit" of the... [Read more](#)

Source: [Slideshark](#)

[Store, Show and Control Your Presentations from Your iPhone or iPad with SlideShark](#)



SlideShark is the one and only app used to reliably view and share PowerPoint on the iPad or iPhone. Get it for free now. Robin Good's insight: Slideshark is a free mobile app which allows you to show and broadcast PowerPoint presentations to anyone across the desk or around the world while providing you with tens of useful features. PPT presentations maintain all of their original look, fonts, graphics, animations and links. Slideshark... [Read more](#)

Source: [Copy](#)

[Secure File Sharing and Large File Cloud Storage with Copy](#)



Robin Good's insight: Copy is a cloud-based service which allows anyone to easily upload, store and share any kind of file, while keeping in sync your different devices. Copy comes also with desktop versions for

Teachers Can Curate Their Textbooks

Educational Marketplace Open to Thousands of Competitors

Demand for Trusted Guidance

Here all the details:

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[Future of Education: Breaking The Connection Between Learning and Assessment - Epic 2020](#)



In the not too distant future you will learn new key skills through free or low-cost professional online courses, available both from prestigious world-class academic institutions as well as from private experts. Companies will in turn tap into these new learning ecosystems and knowledge providers to discover and hire their top talent. The future of learning and education is one of the topics that interests me the most, and Epic 2020...

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Robin Good

[Curation - A View from The Future: Ross Dawson](#)



What is curation? Does it really help or is it adding more noise to the soundwave of information already coming at us? Where do you draw the line between social sharing, personal expression and true curation? Is there one? Photo credit: Ross Dawson A few weeks back I have had the opportunity to catch futurist Ross Dawson, passing through Rome in between two events, and I kindly asked him if he...

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Robin Good

[Real-Time News Curation - The Complete Guide Part 7: Business Applications And Trends](#)



What are the business opportunities for real-time news and content curation? Are there key business drivers that companies can leverage to build new added-value content services? What are the major trends that will be driving the content curation marketplace? How will newspaper and magazines take advantage of such new emerging business models to keep their business afloat? Photo credit: ozgurdonmaz After having analyzed what are the reasons that are making content curation...

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One of the most difficult tasks for visual

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Source: [ContentGems](#)

[Curate The Best News Stories Across Web and Social Media with ContentGems](#)



Robin Good's insight:ContentGems, formerly Intigi, is a web platform that allows you to gather, filter, edit and curate the most relevant content in your field of interest. ContentGems makes it easy to set up your own custom sources or to find for you the most relevant content based on your keywords and it can publish/share both to all major social media as well as to your own WordPress site.Key features... [Read more](#)

Source: [Webconferencing.brother.co.uk](#)

[HD Video and Full Web Conferencing with OmniJoin](#)



Robin Good's insight:OmniJoin is a professional web conferencing app integrating high quality HD video conferencing as well as all of the standard features of a full-service web conferencing platform.Key features of OmniJoin include:

- Up to 20 simultaneous video feeds (Pro version)
- HD video conferencing (720p and 1080p)
- Screen sharing
- Remote control
- High-quality VoIP
- Text chat
- Whiteboard
- File transfer facility
- Encrypted communications
- Meeting scheduler
- Paid plans start at £29/mo (30 attendees and 720p)

Web Design: The Emergence Of Page Apps



A web designer creates beautiful layouts for the web content of his customer. The customer is happy at first, but as he grows more knowledgeable about the web and its possibilities, he starts asking new layout changes, integration of new features and more. Photo credit: Peshkova What happens next is that the designer grows angry to the customer instead of rejoicing for the new work, knowing that changes and adjustments are more...

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Real-Time News Curation, Newsmastering And Newsradars - The Complete Guide Part 1: Why We Need It



The time it takes to follow and go through multiple web sites and blogs takes tangible time, and since most sources publish or give coverage to more than one topic, one gets to browse and scan through lots of useless content just for the sake of finding what is relevant to his specific interest. Even in the case of power-users utilizing RSS feed readers, aggregators and filters, the amount of...

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Robin Good

Real-Time News Curation - The Complete Guide Part 2: Aggregation Is Not Curation



We are no longer just consumers of content, we have become curators of it too. In Part 1 of this Guide I have introduced why we really need real-time news curation and what is the basic idea behind it (Part 1 - Real-Time News Curation, Newsmastering And Newsradars - The Complete Guide Part 1: Why We Need It). In Part 2 I want to continue illustrating what "real-time news curation"...

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Real-Time News Curation - The Complete Guide Part 3: Types And Real-World Examples



What's more important? To save editors time and abilities in finding and reporting the most relevant stories so that they can dwell more on content production, or to leverage to-the-max the power of new media technologies such as automated aggregators, search engines, or social analysis tools, to extract on auto-pilot the best content and news available out there? Photo credit: dizeloid In part III of this guide to real-time news curation (Part...

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Real-Time News Curation - The Complete Guide Part 4: Process, Key Tasks, Workflow



What are the tasks involved in the real-time news curation process? What does exactly a news curator do? Photo credit: Carl Swahn In Part 1 of this Curation Guide I have explained the reasons why news curation has become a necessity. Part 2 was devoted to explain the difference between automatic news aggregation and human-powered manual curation. In Part 3 I have curated a visual list of both aggregated and curated...

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Footage



The goal of this Master New Media guide is to save you from purchasing quality (and expensive) DVD catalogs of stock video footage and... [read more](#)



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- Online Marketing
- Search Tools and Technologies
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- Interface and Navigation Design
- Online Collaboration
- Learning - Educational Technologies
- Social Networking
- Privacy and Security
- Intellectual Property
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Internship Opportunities

- [Learn How To Work With Robin Good](#)

HD video conferencing) for OmniJoin and go up to...
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Source: [Flipboard](#)

[Curate Your Own Magazine with the New Flipboard](#)



Your Social Magazine. Available for iPad, iPhone & Android. Robin Good's insight: FlipBoard, the iOS app that allows you to find, discover and subscribe to the news you are interested in, is now ready to make everyone a publisher / curator too. FastCompany reports: Flipboard is opening the floodgates and enabling any user to create a collection of media. The new version of Flipboard, says Flipboard CEO Mike McCue, "allows anyone to effectively... [Read more](#)

Source: [Css-tricks](#)

[What Are You Going To Do with All of Your RSS Feeds if Feedburner Shuts Down?](#)



A lot of us around here have blogs and a lot of us use FeedBurner to "host" our RSS feeds. I thought it was worth talking about what might happen if we losRobin Good's insight: If you are a curator or web publisher using RSS feeds an Feedburner here is something that you definitely want to pay attention to, as Google may soon close down this service. Chris Coyer has an informative... [Read more](#)

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① [Real-Time News Curation - The Complete Guide Part 5: The Curator Attributes And Skills](#)

Real-Time News Curation



What skills do I need to have if I want to be an effective real-time news curator? Can I just pick the best headlines and links on my topic of interest or do I need to do know / do more? What makes a great news curator stand out from those who do automatic aggregation or from bloggers who create simple news stories lists? Photo credit: thesuperph In the previous parts of...
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① [Real-Time News Curation - The Complete Guide Part 6: The Tools Universe](#)

Real-Time News Curation



What tools do I need to do "content curation"? Do I need a different technology if I want to curate the news and not the rest? How about if I want to curate only video clips. Is there something just for that? How many "curation" tools are out there and what are the key differences among them? Photo credit: Robin Good After having spent time understanding why content curation fulfills such...
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Robin Good

① [What Makes A Great Curator Great? How To Distinguish High-Value Curation From Generic Republishing](#)

Curation vs. Republishing



Today content curation is "sold", promoted and marketed as the latest and trendiest approach to content production, SEO visibility, reputation and traffic building. But is it really so? Is it really true that by aggregating many content sources and picking and republishing those news and stories that you deem great is really going to benefit you and your readers in the long run? Is the road to easy and effortless...
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① [Top Internet Marketing Trends For 2011: The Best Strategies To Follow](#)

Internet Marketing



What are the key emerging internet marketing trends? Which are the new marketing factors to take into greater consideration in the near future? Photo credit: Absolut Vision, mashed-up by Robin Good In this realm, some of the most frequently asked questions I receive in my inbox include: "Hey Robin, should I invest extra energies on Facebook and Twitter? What's the future of link building strategies? Who do I go to for SEO work? And...
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① [Online Advertising: Future Trends 2011](#)

Online Advertising



What are the key trends and predictions for online advertising? From mobile ads, to real-time bidding and ad-specific technologies, what are the key changes professional web publishers need to pay attention to? Photo credit: Cornishman In this MasterNewMedia guide to the future of online advertising, you can find the most authoritative and interesting articles from the web on this topic, and specifically: Is real-time bidding going to dominate also 2011 online advertising? Mobile display...

[About Robin Good](#)

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explorer - Communication
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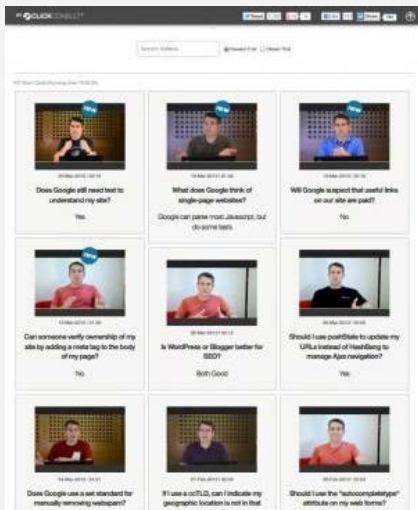
[How To Curate Your Blog with WordPress or Tumblr: Introductory Advice](#)



Content curation is, in a nutshell, picking and choosing content from around the Web, and sharing it with your followers. Running a curated blog is not just about finding interesting content to share. Robin Good's insight: If you are new to content curation and you are wondering how you could use your WordPress or Tumblr account to get your feet wet in selecting and publishing the very best content available in your... [Read more](#)

Source: [Theshortcuts](#)

[Here's Something Good To Curate: The Short Cutts](#)



Get the actual answers to 100s of Matt Cutts Web Master videos: The Short Cutts. Robin Good's insight: Here's a good real-world example of good content that could become one hundred times more useful and valuable for readers if it was just "curated" a bit more. A company called ClickConsult has had in fact the great idea of culling together all of Matt Cutts' videos (the Google Spam team evangelist), in a...

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[How To Curate Useful Video Collections: Great Real-World Examples](#)

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① [Content Curation And The Future Of Search: The Howard Rheingold's Interview](#)



Content Curation and the Future of Search
Are content curation and the future of search converging? Who will you trust when it comes to find out what alternatives to a problem are out there and you have only an Internet connection? How much individual freedom do you want to sacrifice to an algorithm, no matter how accurate? Photo credit: Robin Good But why, you may rightly ask, to question Google or other search engines ability to sort and classify...

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① [Online Curation: The What, Why And How - An Interview With Micah Sifry](#)



Content Curation
Why is content curation so important? In this video interview, I recorded with Micah Sifry, co-founder and editor of the Personal Democracy Forum, you can taste one more viewpoint and explanation of why news and content curation are becoming so important. And not only, Photo credit: Robin Good Micah Sifry states it clear and without any hesitation: such abundance of content and of people producing it offers great business opportunities that are...

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Robin Good

① [News Content: Newspapers Future Strategy May Be The Aggregation Of News Sources](#)



News Content: Newspapers Future Strategy
Should news content be the result of the aggregating and selecting from many and varied sources or the word coming from one single perspective? John Blossom analyzes the future of newspapers and openly asks some hard questions in this fascinating and scary article. Photo credit: Paul Turner and Max Gladwell mashed up by Daniele Bazzano What do you say? Should newspapers completely rethink their model of journalism? Where are you more likely...

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John Blossom - Shore

① [Future Of News: The Newsmaster Role As Seen By Gerd Leonhard, George Siemens And Nancy White](#)



Future of News
How important is going to be the role of the "newsmaster" in the future? Is this network middle layer of human filterers and scanners actually emerging? What about serious business talk: Could the newsmastering practice ever become a professionally sustainable role? And what is its value? Photo credit: solarseven edited by Robin Good Thanks to the generous time and availability that educational technologies researcher George Siemens, media futurist Gerd Leonhard and...

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Robin Good

① [The Future Of Conferences And Events: Critical Viewpoints From Gerd Leonhard, George Siemens And Nancy White](#)



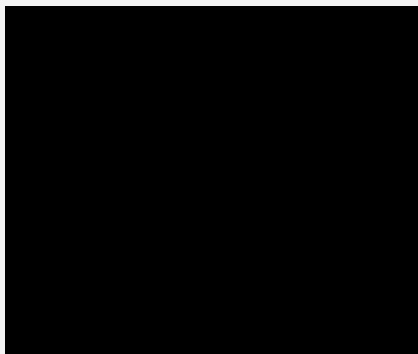
Future of Conferences
While on the web you keep hearing that we are in the so-called web 2.0 era, the age of collaboration, sharing, questioning and having a bottom-up approach, when you go to a physical



Robin Good's insight: If you are looking for some interesting examples of how collecting and organizing video clips can create value for others, please check out this newly curated list from Nick Kellet founder of List.ly. From curating selected TED talks on specific topics, to interview collections or trailer playlists there is a universe of possibilities for organizing the huge amount of free video content available out there. Useful. 7/10 Full list: <http://list.ly/list/3nd-8-ideas-to-collect-organize-embed-video-playlists> See it... [Read more](#)

Source: [Youtube](#)

[Create a Visual Library of Your Best Content Resources with Kiptt](#)



"Learn from others. Start your library today." Robin Good's insight: Kiptt is a web app which allows you to easily capture any type of content from the web (images, articles, video clips, etc.) and to organize them into visual collections that can be shared publicly or be set to remain private. Readers can comment, fave, save, share and report any content they find in your collections. Kiptt can automatically import all of your existing... [Read more](#)

Source: [Ghacks](#)

[Curator Tools: How To Create Persistent Searches and RSS Feeds on Bing Easily](#)



Robin Good's insight: If you want to create a "persistent search", that is, a recurring search on a specific set of keywords, and obtain a RSS feed that you can subscribe to, here is how to do it: Just append &format=rss to the end of the url to turn any search

conference or a live event it seems as if you are taking a time-machine into the past. Photo credit: Jose Manuel Gelpi Diaz edited by Daniele Bazzano You just sit back on a comfy chair and listen passively...

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[Future Of Learning: A Video Interview With Curtis Bonk](#)



What does the future of learning look like? What is going to change in the future of our education systems? What role will new media technologies play in the way you and I will share knowledge and skills in the near future? If you want to see a glimpse of how you can impact the way in which you and your kids are going to learn in the future, check...

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[What Is Newsmastering And What Are Newsradars? RSS News Aggregation And Re-Publishing For Beginners](#)



"If you have mastered the blogging paradigm, have made your blog an authority and a reliable source of information, commentary or news in your selected field(s) of interest, it is about time to "scale yourself up" - Work Less and Look More At The Bigger Picture (= See the Future). " (Source: MasterNewMedia, 2006) Photo credit: Solarseven I have first thought about newsmastering and newsradars over four years ago, in 2004, when RSS...

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[Archive of Robin Good's Feature Articles](#)



Content curation has been part of my life for several years. Robin Good's insight: Here is a slideshow by Cendrine Marrouat on Internet Billboards about what is content curation. It simple, clear and very understandable. It covers this topics:

- What is content curation?
- Why content curation?
- Benefits of content curation
- Ideas to leverage content curation
- Examples of content to curate
- Examples of content curation tools
- Tips to become a great content curator

14 slides. If you are new to content curation and...
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via San Damaso, 23 00165 Rome, Italy
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 Appendix (13)

Overview

1. Google Guide: Overview
 2. Start Immediately for Experienced Users

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Overview

This category helps you get the most out of Google Guide by telling you what's here, suggesting where you might want to start, and showing you some "hidden corners" that you might not discover on your own.

Google Guide: Overview

Welcome to Google Guide, an online interactive tutorial and reference for experienced users, novices, and anyone in between. This page will help you find your way around Google Guide. Google Guide started as a standard website; the About page tells more. Early in 2007, Google Guide became a blog. The setup is:

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This page was last modified on: Thursday January 25, 2007

Start Immediately for Experienced Users

If you're an experienced user, start with one of the following links. These pages may appear to describe basic concepts, but if you read carefully, you'll discover helpful insights into how Google works and how to use it more effectively.

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Part II: Understanding [...]

[...read all of: Start Immediately for Experienced Users](#)

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AdChoices ▶

Submit Your Website Free

[Manta.com/Fre...](#)

Advertise Your Business Hassle Free 30 Million Unique Visitors A Month



AdChoices ▶

Gay Marriage Poll

[www.newsmax....](#)

Should Gay Marriage Be Allowed? Vote Now in Our National Poll.



synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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Google Guide by Category

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[2. Start Immediately for Experienced Users](#)

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Popular Searches

[froogle](#)
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[google+](#)
[driving directions](#)

Top Tags (all tags »)

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[favorite](#)
[services tools](#)
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[preferences URLs](#)
[advanced search google](#)
[guide accounts translation](#)

[Google Guide](#) > [Overview](#) > [Google Guide: Overview](#)

[Next: Start Immediately for Experienced Users »](#)

Google Guide: Overview

Welcome to Google Guide, an online interactive tutorial and reference for experienced users, novices, and anyone in between. This page will help you find your way around Google Guide.

Google Guide started as a standard website; the [About](#) page tells more. Early in 2007, Google Guide became a blog. The setup is:

- Tutorials are divided into *Categories*. Please see the Category list at the top of the sidebar.
- When you click on a Category name, a listing of its articles appears next in the sidebar. (Notice that this "Overview" category is listed there now.)
- To read a complete article, click on its title in the sidebar or under its excerpt.
- While reading an article, you can read the next or previous complete article by clicking on the "Next" and "Previous" links you'll find at the top and bottom. This is another way to read all articles in a category.

The sidebar lists the Google Guide blog pages. A few original pages didn't fit the blog format: the cheat sheets, Google's Feature History, and some of the talks. The [table of contents](#) lists all Google Guide pages.

tags (keywords): [google guide](#)

This page was last modified on: Thursday January 25, 2007

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[Email this page](#)

Spread the word: 

[Next: Start Immediately for Experienced Users »](#)

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AdChoices 

Submit Your Website Free
[Manta.com/We...](#)
 Drive Traffic to Your Website.
 Reach 30 Million Customers Monthly.



synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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! GoogleGuide making searching even easier

Search Google Guide

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Part III: Search Tools

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 2. Making Google Easier with Google Tools
 3. Shortcuts: Introduction
 4. Shortcut: Calculator
 5. Shortcut: Phone Numbers and Addresses
 6. Shortcut: Street Maps
 7. Shortcut: Stock Quotes
 8. Shortcut: Definitions (Google Glossary)
 9. Shortcut: Travel Conditions
 10. Shortcut: Search by Number

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Google Blogs, etc.

Google in the news
 Google Press Releases
 Google-Friends Newsletter archive
 Google: Search Engine Showdown News Archive

Popular Searches

froogle
 photo
 email
 google+
 driving directions

Top Tags (all tags »)

queries
 results

Part III: Search Tools

Google started by providing generalized web search. Google now provides tools and shortcuts for finding commonly sought utilities and information, which you may have previously found offline or on specialized sites, e.g., telephone numbers, street maps, local restaurants and businesses, financial information, travel conditions, package tracking information, weather, currency conversions and other calculations. This part describes some of Google's specialized search tools.

Search Tools Intro

In this course segment you'll learn — among other things — how to:

AdChoices 

Enter a query even if Google's home page isn't in your browser
 Access shortcuts for finding commonly sought utilities and information

Several nice summaries of some of Google's features and services are available online:

Google Guide's cheat sheet
 (www.googleguide.com/cheatsheet.html)
 Sacramento State University's Google QuikRef is available from [...]

[...read all of: Search Tools Intro](#)

This page was last modified on: Friday February 2, 2007

Making Google Easier with Google Tools

You can use Google even when the www.google.com page isn't currently in your browser. It's simple to do with the following tools and features.

AdChoices 

Google Toolbar, Googlebar, or Apple's Safari web browser
 Deskbar
 Browser Buttons
 Built-in Browser Support
 Setting Google as your home page
 Setting Google as your default search engine

1. Toolbar
 (Well worth installing if you use Windows 95/98/ME/NT/2000/XP)

Cloud Security Solution

www.gficloud.c...
 Set up in 10 Min or Less. Try Free! Cloud-Based VIPRE® Business Online



Data Protection Made Easy

www.varonis.com
 Automated Data Protection.
 Monitor Use.
 Alert on Abuse.



favorite
services tools
summary special
characters
narrowing search
shortcuts fine tune
developing websites
preferences URLs
advanced search google
guide accounts translation
synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Powered By WordPress

with Internet Explorer [...]

[...read all of: Making Google Easier with Google Tools](#)

This page was last modified on: Monday August 11, 2008

Shortcuts: Introduction

Google provides shortcuts for finding commonly sought utilities and information, which you may have previously found offline or on specialized sites. The results of these shortcuts appear to the right of a tag or specialized icon and above your search results. To read about all of these shortcuts, one by one, simply click the "Next" links [...]

[...read all of: Shortcuts: Introduction](#)

This page was last modified on: Friday February 2, 2007

AdChoices ▶

**Submit Your
Website Free**

www.manta.co...

Drive Traffic to
Your Website.
Submit Your Site
And Get Leads
Now.



Shortcut: Calculator

Want to add up a list of numbers, convert from miles to kilometers, or evaluate some other mathematical expression? Instead of using a piece of paper, your calculator, or a computer math software program, you can now solve mathematical problems with Google's built-in calculator function.

Simply enter the expression you'd like evaluated in Google's web search [...]

[...read all of: Shortcut: Calculator](#)

This page was last modified on: Saturday January 5, 2008

Shortcut: Phone Numbers and Addresses

Google no longer supports personal telephone and address searches because of numerous user complaints.

Finding the phone number of a person who lives in the United States used to mean searching the white pages of the telephone directory. Printed residential phone books are getting scarce, but Google has an alternative: the Residential PhoneBook service. Just enter [...]

[...read all of: Shortcut: Phone Numbers and Addresses](#)

This page was last modified on: Sunday February 26, 2012

[Shortcut: Street Maps](#)

Want to find where something is or how to get there? Just enter an address into Google. You can also copy and paste addresses, even ones with embedded carriage returns, into Google's search box. When Google recognizes your query as a location, the results page includes a map for that location.

Google Maps' coverage of the [...]

[...read all of: Shortcut: Street Maps](#)

This page was last modified on: Sunday August 31, 2008

[Shortcut: Stock Quotes](#)

Looking for Google's stock symbol? It's GOOG on Nasdaq. Click here for Google's stock price or search for it on Google.

Note: Entering a ticker symbol in the search box and then clicking on I'm Feeling Lucky will not take you to that symbol's financial information page. Instead, Google displays the first search results, whose link [...]

[...read all of: Shortcut: Stock Quotes](#)

This page was last modified on: Sunday August 24, 2008

[Shortcut: Definitions \(Google Glossary\)](#)

When you include "define," "what is," or "what are" in your query in front of a word, phrase, or acronym, Google displays one Glossary definition above your search results. Google Glossary provides definitions for words, phrases, and acronyms that Google finds on web pages. The Glossary is good for finding definitions for terms that aren't [...]

[...read all of: Shortcut: Definitions \(Google Glossary\)](#)

This page was last modified on: Tuesday March 13, 2007

[Shortcut: Travel Conditions](#)

Google provides a shortcut for learning about delays and weather conditions at a US airport. Just enter the airport's three-letter code followed by the word "airport" into Google's search box.

Note: This feature may not work if you search from any of Google's non-US sites, e.g., google.de, google.com.co, google.ca nor from a foreign-language site, e.g., Swahili [...]

[...read all of: Shortcut: Travel Conditions](#)

This page was last modified on: Tuesday March 13, 2007

Shortcut: Search by Number

“Parcel tracking IDs, patents, and other specialized numbers can be entered into Google’s search box for quick access to information about them,” according to the Google Web Search Features page, www.google.com/help/features.html.

Special searches by number types include:

Examples

Area Code Map

[212]

Package Tracking

[999444666222]

Flight Tracking Information

[united 42]

Vehicle Information

[JH4NA1157MT001832]

Patent Search

[patent 5122313]

FAA Airplane Registration Numbers

[n199ua]

UPC [...]

[...read all of: Shortcut: Search by Number](#)

This page was last modified on: Friday February 2, 2007

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Search Google Guide

Google Guide by Category

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3. Summary
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5. Why is Google Popular?
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 Google Press Releases
 Google-Friends Newsletter archive
 Google: Search Engine Showdown News Archive

Popular Searches

froogle
 photo
 email
 google+
 driving directions

Top Tags (all tags »)

queries
 results

Appendix

These pages summarize Google Guide, list other resources, and contain information that doesn't fit neatly into other Google Guide categories.

Appendix Intro

You've reached the end of the tutorial. The following sections contain additional information that you may find useful.

AdChoices 

Summary

Useful Links

Search Leader: Why Google is Popular

The remainder of this appendix is filled with compliments and appreciative remarks, how to submit feedback, linking instructions, licensing information, and acknowledgments.

What Users Think About Google Guide

Google Guide in the Press

Submitting Feedback

Link [...]

[...read all of: Appendix Intro](#)

This page was last modified on: Friday February 2, 2007

Quick Tips

Selecting Search Terms


Use words likely to appear on the pages you want. Avoid using a question as a query. For example, the query, [where do I apply for a passport in New Zealand], instructs Google to find pages containing all the terms. Such a query won't necessarily find pages answering your question. A better query [...]

[...read all of: Quick Tips](#)

This page was last modified on: Monday February 27, 2012

Submit Your Website Free
[Manta.com/We...](#)
 Drive Customers To Your Website. Submit Your Site And Get Leads Now.



AdChoices 

Reverse Phone-Free Search
[www.PeopleFin...](#)
 1) Type in Phone & Search Free!
 2) Get Name, Address, City, etc.



Summary

[favorite services tools summary special characters narrowing search shortcuts fine tune developing websites preferences URLs advanced search google guide accounts translation synonyms stop words search box prices PageRank news dictionary cookies ads toolbar spelling search terms search operators safe search phrase phone number operators numbers hyphen driving directions broadening search languages calculator](#)

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Google strives to make it easy to quickly find whatever you're seeking, whether it's a web page, a recent news story, a photograph, advice, or a present for a friend. Google Guide's Cheat Sheet (www.googleguide.com/cheatsheet.html), Google Guide's Advanced Operator Quick Reference (www.googleguide.com/advanced_operators_reference.html) Google Guide's Calculator Cheatsheet (www.googleguide.com/help/calculator.html) and Sacramento State's Google QuikRef (available from www.csus.edu/uccs/documents/quikrefsite/PDFs/googleqr.pdf [...])

[...read all of: Summary](#)

This page was last modified on: Monday August 11, 2008

Useful Links

If the following topics are of interest to you, check out the following links:

Why is Google Popular? - www.googleguide.com/searchLeader.html
Google's Online Help

[Google Help Central - www.google.com/support](http://www.google.com/support)
[Google Site Map - www.google.com/sitemap.html](http://www.google.com/sitemap.html)
[Google's History - www.google.com/corporate/history.html](http://www.google.com/corporate/history.html)
[Google Privacy Policy - www.google.com/privacy.html](http://www.google.com/privacy.html)
[Google Friends Newsletter - www.google.com/contact/newsletter.html](http://www.google.com/contact/newsletter.html)
[Google Mobile \(Wireless Services\) - www.google.com/mobile/](http://www.google.com/mobile/)

Other Google Help

[Google search guide in Chinese by zllrr - sites.google.com/site/zllrr/google-search-tips](http://sites.google.com/site/zllrr/google-search-tips)
 Information [...]

[...read all of: Useful Links](#)

This page was last modified on: Tuesday April 21, 2009

Why is Google Popular?

This page describes:

What makes Google great

[...]

[...read all of: Why is Google Popular?](#)

This page was last modified on: Wednesday March 16, 2011

AdChoices ▶

MSDN
Subscription
\$629

www.software...
 2 Year
 Subscription
 \$955 For best
 prices call 800-
 944-9931



Testimonials

GoogleGuide ... is the most comprehensive, well-organized, and useful search tutorial I've been able to find.

–Justin Keller, Marketing + Consumer Acquisition Manager, ChaCha.com, July 18, 2007

This site, which I found by accident, is wonderful. Thank you for creating it. I will be referring my students to your site as a resource to supplement our classroom [...]

[...read all of: Testimonials](#)

This page was last modified on: Thursday January 29, 2009

Google Guide in the Press

WebTalkGuys Radio Show, March 20, 2004

Google 101: How to search more effectively on the popular Website A conversation with Nancy Blachman, co-author of "How to Do Everything with Google."

By Dana Greenlee, co-host WebTalk Radio 3/20/04

WebTalk Radio, March 20, 2004, 11 am PST

Interview with Nancy Blachman on her favorite Google features (in Archives area, search for: [...])

[...read all of: Google Guide in the Press](#)

This page was last modified on: Friday February 2, 2007

Submitting Feedback

We sincerely hope that Google Guide helps you become (more) proficient in using Google. We have tried to anticipate your questions and problems. Please let us know if we have missed something or if you have corrections or suggestions for improving Google Guide by using our online contact form. We welcome all comments, including answers [...]

[...read all of: Submitting Feedback](#)

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tags (keywords): creative commons license

[...read all of: Creative Commons License](#)

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[Acknowledgments](#)

First, I offer thanks to Jerry Peek of Sites4People.com for suggesting that I write a book about how to search with Google.

I revised this tutorial incorporating the valuable comments and suggestions from many people to whom I am grateful. They include: Rod Adams, Amit Agarwal, Abass Ahmady, Marian Bach, Joe Barker, Penny Barsimantov, Adam Baxter, [...]

[...read all of: Acknowledgments](#)

This page was last modified on: Friday March 19, 2010

[Translation Advice](#)

The following advice is from Erik Hoy who translated Google Guide into Danish, bibliotek.kk.dk/soeg_bestil_forny/googleguide.

Before translating anything, read Google Guide as if you were a novice.

Check all the examples on your local version of Google. Some features work only on the US version and other features work differently from the US version. For example, queries with [...]

[...read all of: Translation Advice](#)

This page was last modified on: Friday February 2, 2007

[For the Press](#)

You can find the history of Google Guide and information about Nancy Blachman, the author, on www.googleguide.com/history.html.

Need a photo or graphic for a news story, link, or ad? I'm pleased to offer several images. If you prefer a different format or size, please use our contact form.

Nancy Blachman with Google Guide

Nancy Blachman, Developer and author [...]

[...read all of: For the Press](#)

This page was last modified on: Friday February 2, 2007

[Where and When Nancy Blachman will be Speaking](#)

Below are the dates and locations where Nancy Blachman will be speaking followed by descriptions of her talks.

My Favorite Google Features

Date: Monday July 14, 2008

Time: 7:30 pm

Group: Princeton PC Users Group

Location: Mercer County Library, Lawrenceville, NJ

Website: www.ppcug-nj.org

Program Co-ordinator: Arnold Rosner <[arnold_strand at yahoo dot com](mailto:arnold_strand@yahoo.com)>

Power Googling: Getting What you Want from Google

Date: Wednesday July 16, [...]

[...read all of: Where and When Nancy Blachman will be Speaking](#)

This page was last modified on: Tuesday January 6, 2009

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Google Blogs, etc.

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- [Google Press Releases](#)
- [Google-Friends Newsletter archive](#)
- [Google: Search Engine Showdown News Archive](#)

Popular Searches

- [froogle](#)
- [photo](#)
- [email](#)
- [google+](#)
- [driving directions](#)

Top Tags (all tags »)

- [queries](#)
- [results](#)
- [favorite](#)
- [services tools](#)
- [summary special](#)
- [characters](#)
- [narrowing search](#)
- [shortcuts fine tune](#)
- [developing websites](#)
- [preferences URLs](#)
- [advanced search google](#)
- [guide accounts translation](#)
- [synonyms stop words search](#)
- [box prices PageRank news](#)
- [dictionary cookies ads toolbar](#)
- [spelling search terms search](#)
- [operators safe search phrase](#)

Printing Google Guide

You're welcome to print Google Guide under the terms of our [Creative Commons License](#).

To print the current page, use your browser's Print command. The page will be automatically reformatted for printing: the sidebar, navigation links, and most text other than the article content will be removed.

You can also print the contents of an entire Category (Part). Normally, when you display multiple articles, we show an excerpt of each article; you can click to read it all. Using one of the links below, though, will expand each article into a long printable section.

- [Favorite Features](#)
- [Overview](#)
- [Part I: Query Input](#)
- [Part II: Understanding Results](#)
- [Part III: Search Tools](#)
- [Part IV: Services](#)
- [Part V: Developing a Website](#)
- [Part VI: Appendix](#)

tags (keywords): No Tags

This page was last modified on: Sunday February 4, 2007

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numbers hyphen driving
directions broadening search
languages calculator

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- [Google: Search Engine Showdown News Archive](#)

Popular Searches

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- [photo](#)
- [email](#)
- [google+](#)
- [driving directions](#)

Top Tags (all tags »)

- [queries](#)
- [results](#)
- [favorite](#)
- [services tools](#)
- [summary special](#)
- [characters](#)
- [narrowing search](#)
- [shortcuts fine tune](#)
- [developing websites](#)
- [preferences URLs](#)
- [advanced search google](#)
- [guide accounts translation](#)

Overview

This category helps you get the most out of Google Guide by telling you what's here, suggesting where you might want to start, and showing you some "hidden corners" that you might not discover on your own.

Google Guide: Overview

Welcome to Google Guide, an online interactive tutorial and reference for experienced users, novices, and anyone in between. This page will help you find your way around Google Guide.

Google Guide started as a standard website; the [About](#) page tells more. Early in 2007, Google Guide became a blog. The setup is:

- Tutorials are divided into *Categories*. Please see the Category list at the top of the sidebar.
- When you click on a Category name, a listing of its articles appears next in the sidebar. (Notice that this "Overview" category is listed there now.)
- To read a complete article, click on its title in the sidebar or under its excerpt.
- While reading an article, you can read the next or previous complete article by clicking on the "Next" and "Previous" links you'll find at the top and bottom. This is another way to read all articles in a category.

The sidebar lists the Google Guide blog pages. A few original pages didn't fit the blog format: the cheat sheets, Google's Feature History, and some of the talks. The [table of contents](#) lists all Google Guide pages.

tags (keywords): [google guide](#)

This page was last modified on: Thursday January 25, 2007

Start Immediately for Experienced Users

If you're an experienced user, start with one of the following links. These pages may appear to describe basic concepts, but if you read carefully, you'll discover helpful insights into how Google works and how to use it more effectively.

Favorite Features

AdChoices ▶

Free Website Creation

[GYBO.com/Mic...](#)

Creating a website is fast and easy Free from Google to your business!



AdChoices ▶

Submit Your Website Free

[Manta.com/We...](#)

Drive Customers To Your Website. Submit Your Site

synonyms stop words search
box prices PageRank news
dictionary cookies ads toolbar
spelling search terms search
operators safe search phrase
phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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Part I: Query Input:

- [Interpreting Your Query](#)
- [Crafting Your Query](#)
- [Google's Advanced Search Form](#)
- [Using Search Operators](#)

And Get Leads
Now.



Part II: [Understanding Results](#)

- [How Google Works](#)

Part III: [Search Tools](#)

Part IV: Services

- [Technology Playground: Google Labs](#)

Part V: [Developing a Website](#)

- [Linking to Search Results](#)

[Google's Feature History](#)

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About Google Guide: Introduction

Welcome to Google Guide, an online tutorial making searching even easier.

1. What Google Guide Explains

In this tutorial, you can learn

- [How to select terms and search \(more\) effectively](#)
- [How Google interprets your query](#)
- [What's included with your results](#)
- [How to search using Google's special tools and shortcuts](#)
- [What to do when you can't find the answer you want](#)
- [When Google added services, features, and options \(Google's Feature History\)](#)
- [How Google works](#)

and, of course, there's much more.

2. Why Take this Tutorial?

Google is so easy to use, why take this online tutorial? If you're like many people, you use only a small number of Google's services and features. The more you know about how Google works, its features and capabilities, the better it can serve your needs.

3. How to Use this Tutorial

If you have time, read all of Google Guide and work through the examples and exercises. Otherwise, look at the [Table of Contents](#) or use the search box at the top of each page to find the chapters or sections that are likely to be most helpful to you.

Just as the best way to learn how to sail is to sail, the best way to learn how to search with Google is to search with Google. Consequently this Google tutorial contains many examples and exercises designed to give you practice with the material presented and to inspire you to find amusing or useful information.

Try the examples, work the exercises, and click on the links (usually [underlined](#)) to see Google in action and to learn more about a topic.

Since the web and Google's algorithms and features constantly evolve, your results may be different from those shown in this tutorial.

In this tutorial, clicking the left mouse button on an example or a link to a page not in Google Guide, will display the results in a new window. Clicking on a link that points to another section in this tutorial, will display the contents of the associated page in the same window. You can make the contents of the linked page appear in a new window by:

phone number operators
numbers hyphen driving
directions broadening search
languages calculator

Powered By WordPress

- Pointing to any link (press the **TAB** key to jump to the next link on the page).
- Holding down the **SHIFT** key while you click on the link (if you use Internet Explorer).

or

- Pressing the right button of your mouse, and then selecting "Open a New Window" (or the middle button if you use Mozilla or Netscape).
- After viewing the results, close the window and you will return to the tutorial. On Microsoft Windows, you can kill the top window by pressing the **ALT** and **F4** keys simultaneously. You can switch the active window by pressing the **ALT** and **TAB** keys simultaneously.

Although this tutorial is for people new to Google, it contains information of interest to those who have experience with Google or another search engine. Unless you're familiar with all of Google's features, you'll learn something by taking this tutorial.

4. How Much Time Will this Tutorial Take?

This online Google tutorial will occupy you from 0.5 to 8 hours, depending on how many chapters you elect to skip, and how many of the examples and problems you work through. Most people spend about half an hour at a time, and two hours total.

5. Navigation Bar

Along the left side of each page is a navigation menu. Click on any name in the navigation menu to read that part or chapter.

6. Searching Google Guide

Each page of Google Guide has a search box at the top. You can search Google Guide by typing your query in the box and clicking .

Some pages also have Google search boxes in the middle of the page text. You can use these to practice searching with Google. When you're using these Google search boxes, if you want to restrict your search to just pages on Google Guide's web site, follow your Google query with [site:www.googleguide.com](http://www.googleguide.com).

7. Why the Name Google ~Guide?

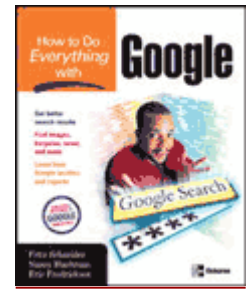
Why did I (Nancy) first name this tutorial Google ~Guide? Putting a tilde in front of a search term (with no space in between) effectively turns that term into any of its synonyms. The tilde is known as synonym operator. So, if you search for "Google ~Guide," Google will find Google Guide as well as other Google tutorials.

8. History of Google Guide

Jerry Peek, author of [Unix Power Tools](#), gave me (Nancy) the idea of writing a book about using Google. I found the idea appealing because I was a fan of Google, was interested in learning how to

use it better, there were no other books about Google when I started writing, and with such a job, I could work flexible hours. I created Google Guide and gave seminars on searching with Google to get feedback from users.

Katie Conley, an editor at Osborne/McGraw Hill, approached Fritz Schneider about writing a book about Google. He had written [JavaScript: The Complete Reference](#) for Katie. Because of my having mentioned I was writing a book and creating an online tutorial to some Google engineers, Fritz learned of my Google projects. We teamed up so that we could divide the work and write a book more quickly. Eric Fredericksen, a co-worker of Fritz's, joined us. [How to Do Everything with Google](#) was published in November of 2003.



Later, Jerry joined me as a co-author of Google Guide.

9. About the Authors: Nancy Blachman and Jerry Peek

To get ideas of what to include in Google Guide, Nancy Blachman gives [free seminars](#) on searching with Google. Nancy has been using Google since the spring of 1999, when Google was less than one year old. She has written over a half dozen tutorial and reference books, including [How to Do Everything with Google](#), [Mathematica: A Practical Approach](#), [Mathematica Graphics Guidebook](#), [Mathematica Quick Reference](#), [Maple V Quick Reference](#), and [Putting Your Heart Online](#). Nancy is president and founder of Variable Symbols, a company that specializes in software training and consulting. Nancy obtained a B.Sc. in Applied Mathematics from the University of Birmingham, U.K., an M.S. in Operations Research from the University of California at Berkeley, and an M.S. in Computer Science from Stanford University, where she taught for eight years.

Jerry Peek is author/co-author of [seven books](#); he's been a technical writer, instructor, and course developer for more than twenty years. Jerry has a B.S. in Electronic Engineering Technology from California Polytechnic State University and an M.Sc. in Computer Science from the University of London, Birkbeck College. He currently writes the [Power Tools column](#) in Linux Magazine.

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Google Blogs, etc.

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[Google-Friends Newsletter archive](#)
[Google: Search Engine Showdown News Archive](#)

Popular Searches

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[driving directions](#)

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Google FAQ/Q&A

FAQ (Frequently Asked Questions)

Before you submit a question or comment, please browse through this FAQ and Q&A page. Many common questions are answered here.

Your question may also be answered in the [Google Help Center](#). (Note that Google Guide is not part of Google Inc.)

Clearing “remembered” Google searches

Q:When I enter a Google search query, my previous queries appear in a drop-down list. How can I erase that list?

A:The history is probably being maintained by your web browser program, not by Google. How you clear the list depends on which browser you’re using. Here are some [suggestions from Google](#).

My site is low-ranked in Google

Q:My website isn’t near the top of the result page (anymore). What’s wrong / what changed / what can I do?

A: The Web is huge and always-changing. New websites come online and old websites are updated. Scammers keep trying to fool Google into giving them a high PageRank, and Google is constantly fighting back. As we explain in [How Google Works](#), Google refines its page-ranking system as it crawls the Web over and over. Your search ranking depends on many factors, including when Google crawled your site and when it crawled your competitors. If your site has a lot of competitors, your ranking may change suddenly — even if your site hasn’t changed.

To get a high page ranking, make an excellent site and have other high-quality sites make links to yours. There’s more about site design in our category [Developing a Website](#). Google’s [Webmaster Help Center](#) has lots of useful information. Also consider hiring an SEO (Search Engine Optimization) expert — for example, [NetConcepts](#) (who helped Google Guide move to our new blog system and optimize it).

Google Guide isn’t in the business of optimizing websites, and we can’t offer more help than this. Good luck, and keep trying!

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 Drive Customers To Your Website. Submit Your Site And Get Leads Now.



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Removing/updating information

Q: I searched for my name in Google, and it returned old / private / incorrect information about me. How can I fix that?

Q: The [Google cache](#) is showing some old information from my website. How can I make Google show the latest version?

A: If there's information about you on any website anywhere, chances are that Google will find it. Once Google finds information, it may [cache](#) that text/image/video/etc. for quite some time before it's refreshed.

The best way to prevent private information from appearing in Google is to avoid putting it anywhere on the Web. That includes asking any companies and government agencies not to release information about you online. If you have control of the website with the information, add a [robots.txt file](#), use a NOARCHIVE meta tag on each page you don't want cached, or — for the greatest privacy — password-protect the pages if your web server allows that. Also see [How can I prevent content from being indexed or remove content from Google's index?](#).

If Google has already cached information, you can ask Google to [remove content from its index](#) — but remember that other search engines (such as Yahoo!) may also have the information online.

To update information in Google's index, the best thing to do is to wait for Googlebot (Google's [spider / crawler](#)) to re-visit that page on your site. How long you'll need to wait depends on your site's popularity.

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Please [send us suggestions](#) for how we can improve Google Guide.

[Help home](#)
 Select your issue:

I want to delete my search history

[Clear search history](#)

Clear search history

You can delete your search history at any time. However, before you do so, remember that saving your search history can help you quickly find information you've searched for in the past or pages you visited earlier. For example, if you visited a site with a great pasta recipe, but later can't remember what the site was called, you can look through your search history to find it.

See instructions for deleting past searches from all of these locations by clicking the links below.

You may delete past searches from your:

- [Browser search history](#)
- [Google Toolbar search history](#)
- [Google Web History](#)

Clear your browser search history



Google Chrome

Review the [instructions in the Google Chrome Help Center](#).

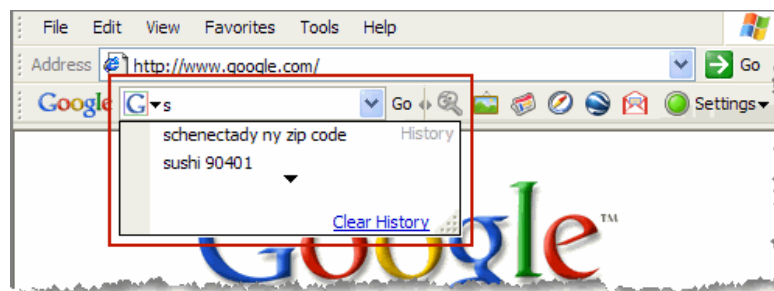
Windows Internet Explorer, Mozilla Firefox, Apple Safari or Opera

Review and follow the instructions provided by your browser:

- [Windows Internet Explorer](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)

[Back to top](#)

Clear your Google Toolbar search history



1. Click the Toolbar's wrench icon.

Related

[Enable cookies](#)

Customize your experience › [Search settings](#)

[Search History settings \(iOS app\)](#)

Google Search app › [Settings for the Google Search app for iOS](#)

[Turn off search history personalization](#)

› [I want to turn off search history personalization](#)

[Social results settings](#)

Customize your experience › [Search results from your friends and connections](#)

[Cached link](#)

[Explore Google search](#)

[Basic search help](#)

[Tips for searching](#)

2. On the "Search" tab, deselect "Store search history on my computer."
3. Click **Save**.

[Back to top](#)

Clear your Google Web History

Google sometimes customizes your search results and predictions that appear under the search box based on your past search activity on Google, such as searches you've done or results you've clicked. Follow these steps to delete this history:

- [Clear your browser's cookies](#)
- [Remove individual items or clear your entire Google Web History](#)

If you want to prevent Google from storing your search history in the future, learn how to [turn off personalization](#).

[Back to top](#)

How helpful is this article:

Not at all helpful	Not very helpful	Somewhat helpful	Very helpful	Extremely helpful
--------------------	------------------	------------------	--------------	-------------------

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- Google Search app**
Settings for the Google Search app for iOS
- Location settings (iOS app)
- SafeSearch settings (iOS app)
- Search History settings (iOS app)**
- Goggles Search History Settings (iOS app)
- Voice Search settings (iOS app)

Search History settings (iOS app)

You receive more relevant search results and recommendations based on past searches and sites you've visited with your Search History and Web History.


Search History Settings

Search History allows you to revisit search terms that you used in the past. By having Search History enabled, you'll also see more relevant suggested results based on past searches.


Delete individual search results from your Search History:

1. Touch into the search box that appears when you open the app. Here you can scroll through a list of previous searches you've made.
2. Swipe the search you want to remove to the right and touch **Delete**.

Delete your Search History:

1. Touch the  gear icon in the top right corner of the Google Search app home screen > **Privacy > Clear History on This Device > Clear**.
2. Touch **Done**.

Turn off your Search History:

1. Touch the  gear icon in the top right corner of the Google Search app home screen > **Privacy**.
2. Slide the **Search History** setting to **ON** or **OFF**.
3. Touch **Done**.

Web History Settings

If you're signed in, Web history offers you more relevant search results and recommendations based on your activity, including pages you visit, searches on Google, as well as information about your search results (including personal results). You can clear your web history or disable it completely at any time on your [Web History page](#).

How helpful is this article:

- Not at all helpful
- Not very helpful
- Somewhat helpful
- Very helpful
- Extremely helpful

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Google Guide Tags

This *tag cloud* lists all of the tags (keywords) used in Google Guide, in alphabetical order. The larger a tag is, the more times it occurs throughout the site. Click on a tag to see all of the pages where it occurs.

You can also use the search box, near the top left corner of every page, to find Google Guide pages that contain a particular term or phrase.

(If you have comments or suggestions, please [let us know.](#))

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 Google-Friends Newsletter archive
 Google: Search Engine
 Showdown News Archive

Popular Searches

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 email
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 driving directions

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queries
 results
 favorite
 services tools
 summary special
 characters
 narrowing search
 shortcuts fine tune
 developing websites
 preferences URLs
 advanced search google
 guide accounts translation
 synonyms stop words search
 box prices PageRank news
 dictionary cookies ads toolbar
 spelling search terms search
 operators safe search phrase

Posts tagged 'favorite'

Links to Other Useful Information

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Click on any of the following links for more on these topics.

AdChoices ▶

Selecting Search Terms
 How Google Interprets a Query
 Refining a Query
 What Appears on the Results Page
 Getting to the Last Result
 When Google added features (Feature History)
 How Google Works

Customer Magnetism
[www.Customer...](#)
 Over 13 Years of Proven Results in Internet Marketing. Learn More!



For more features and services as well as how Google works, read Google Guide (www.googleguide.com) or How to Do Everything [...]

...read all of: Links to Other Useful Information

This page was last modified on: Friday February 2, 2007

Advanced Features

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Like a race car, there are special features if you want more control over your searches. When you don't find what you're seeking, consider specifying more precisely what you want by using Google's Advanced Search Form, which

AdChoices ▶

is easy to use
 allows you to select or exclude pages with

Increase Website Ranking
[www.FindMyC...](#)
 SEO Specialists. Get Top Rankings. Free SEO Report. Call

phone number operators
numbers hyphen driving
directions broadening search
languages calculator

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more precision than by only specifying search terms and [...]

800-916-1224.



[...read all of: Advanced Features](#)

This page was last modified on: Friday February 2, 2007

Advertising

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

I never would have imagined that I would be listing Google advertising among my favorite features. Google's approach to ads is similar to its approach to search results: the ads must deliver useful links, or the ads are removed.

Ads must be relevant to your search. Ads must not distract (no pop-up or flashy ads). Sponsored links are clearly [...]

[...read all of: Advertising](#)

This page was last modified on: Friday February 2, 2007

Highlighting

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

I look at the cached version of a page, when Google returns

a link to a page that appears to have little to do with my query or if I can't find the information I'm seeking on the current version of the page.

Click on the Cached link to view Google's cached version of the page with the [...]

[...read all of: Highlighting](#)

AdChoices

Submit Your Website Free

[Manta.com/We...](#)
Drive Customers To Your Website. Submit Your Site And Get Leads Now.



This page was last modified on: Friday February 2, 2007

Translation and Language Tools

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Web pages are available in languages other than English. When Google finds a page in a language different from your language of choice, a translation link lets you get the gist of the page.

Want to translate some text or a web page? Try the Translate feature available from the Language Tools link on Google's home page.

[...]

[...read all of: Translation and Language Tools](#)

This page was last modified on: Friday February 2, 2007

Favorite Preferences Setting

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

By default, Google returns just 10 results for a search. You can increase the number of results displayed per page to 20, 30, 50, or 100.

The more results displayed per page:

the more likely you are to find what you want on the first page of results

the more slowly the page loads

tags (keywords): favorite, preferences

[...read all of: Favorite Preferences Setting](#)

This page was last modified on: Friday February 2, 2007

Diacritic Marks and Accents

Note: Nancy uses this page for presentations on her favorite Google

features. You can find more information about these features in other sections of Google Guide.

How can you search for a term that might include one or more diacritics, marks, such as the umlaut (ö) in Gödel or the acute accent of resumé?

Note: For queries with diacritics, results vary depending on the language to which you are confining your search.

Note: On the English-language version of Google, a term with an accent [...]

[...read all of: Diacritic Marks and Accents](#)

This page was last modified on: Sunday February 26, 2012

[Special Notation](#)

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

You can fine-tune your search query and increase the accuracy of its results by using special characters and operators, such as +, -, ~, .., OR, and quotation marks. Force Google to include a term by preceding the term with a "+" sign.

The + operator is typically used in front of stop words that Google would [...]

[...read all of: Special Notation](#)

This page was last modified on: Friday February 2, 2007

[More Relevant Results](#)

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

Google returns pages that match variants of your search terms.

The query above finds pages that contain words that are similar to some or all of your search terms, e.g.,

"child," "children," or "children's"
"bicycle," "bicycles," "bicycle's," "bicycling," or "bicyclists"
"helmet" or "helmets"

Google calls this feature word variations or automatic stemming.

Want only Exact Matches?

Disable automatic stemming by surrounding [...]

[...read all of: More Relevant Results](#)

This page was last modified on: Sunday February 26, 2012

[Keeping Abreast of the News](#)

Note: Nancy uses this page for presentations on her favorite Google features. You can find more information about these features in other sections of Google Guide.

I set up Google Alerts to send me email when news articles of interest to me appear on the web.

I've also set up Google Alert, a third-party service available at www.googlealert.com.

Google Alert is more flexible and returns more results than Google's News Alerts.

tags (keywords): alerts, favorite, news

[...read all of: Keeping Abreast of the News](#)

This page was last modified on: Friday February 2, 2007

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Safari

What's New What is Safari Extensions



What's new in Safari?

The new advanced features in Safari make it an even better place to explore the web. Safari searches even smarter so you'll find web pages faster. It shows you all your open tabs in a great new way. Right from Safari, you can tweet web pages, post them to Facebook, or share them via Mail or Messages. And with even more features, browsing is just the beginning.



Smart Search Field



Tab View



iCloud Tabs



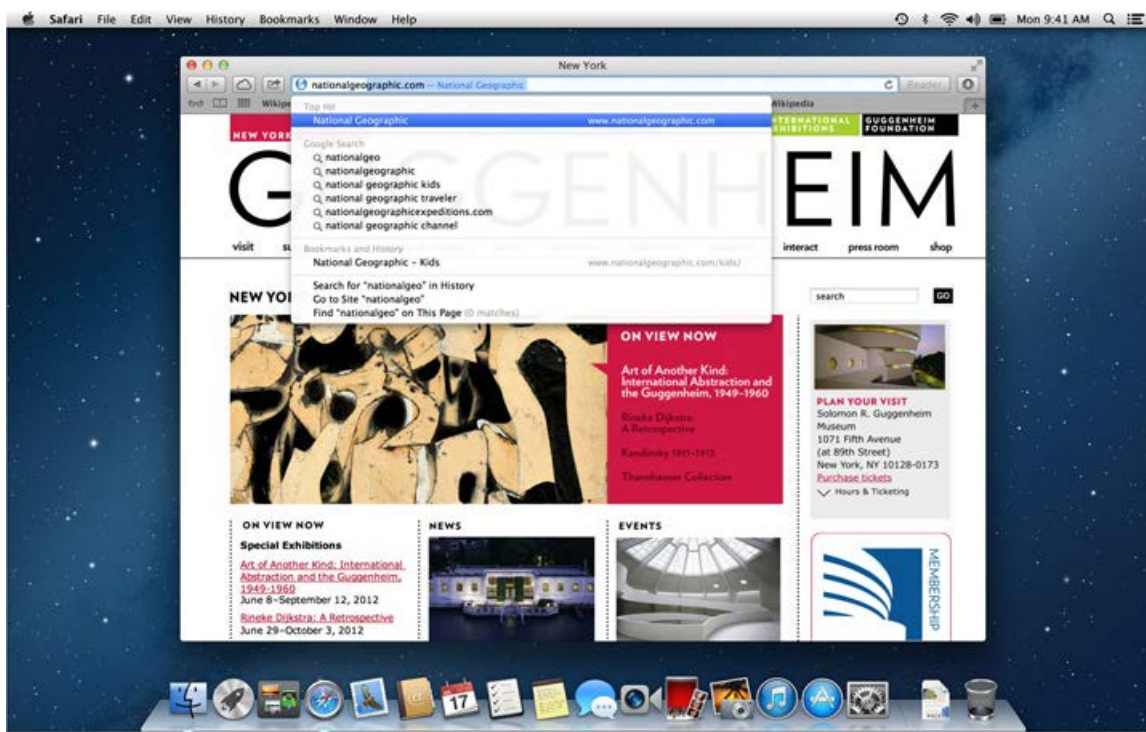
Sharing



More New Features

Unified Smart Search Field. Get everywhere from here.

Now there's one simple field for both search terms and web addresses. When you enter a web address, Safari takes you right to the web page — and even fills in the entire URL. Safari finds what you're looking for in a faster and smarter way. As you type in the field, Safari stays one step ahead and suggests a Top Hit — the closest match to what you're looking for. Safari uses pages from your bookmarks and history to find a Top Hit, so you find the right web page fast.



As you type, Safari suggests a Top Hit — the closest match based on your bookmarks and browsing history — and popular search terms from Google, Yahoo!, Bing, or Baidu.

Tab View. A new point of view. MOUNTAIN LION

Tab View gives you the big picture of your browsing. Just pinch to see all your open tabs. Swipe left or right to move between them. And tap a tab to go right to the website. Multi-Touch makes Tab View a fun and natural way to browse.



You can also use the View Tabs button to get to Tab View. Or choose Show All Tabs from the View menu. Or use the Shift-Command-\ keyboard shortcut and the arrow keys to move left or right between tabs.

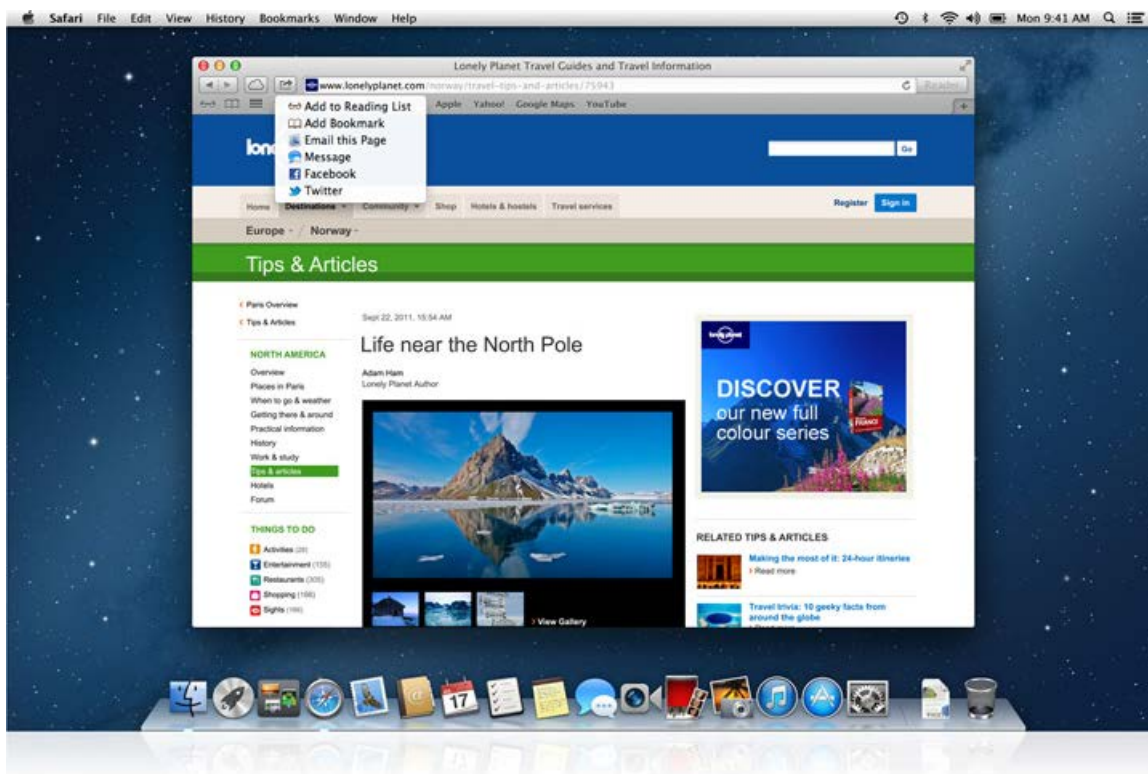
iCloud Tabs. Pick up the web wherever you left off. MOUNTAIN LION

iCloud Tabs makes the last websites you had open on your Mac available in Safari on your iPad, iPhone, and iPod touch. So you can go from one device to another without having to search for the web pages you were reading. It happens without syncing. Just click the iCloud Tabs button in the Safari toolbar to see the web pages you last viewed on any device. The URLs are encrypted for privacy. If you don't want the web pages you view on your Mac to be visible on your other devices, you can turn on Private Browsing.*



Built-in sharing. Everyone's in on it. MOUNTAIN LION

Now you can share anything you come across on the web right when you come across it — without leaving Safari. Just click the Share button, then choose how you want to send it off. Share web pages using Mail or Messages. Post them on Facebook. Tweet links. And even add comments and locations. A single sign-on sets up Facebook and Twitter for Safari, so you need to log in only once. If you want to send a web page using Mail, Safari gives you four options. Send it in Reader format so text appears in a clean, clutter-free format. Send the entire web page in your message. Send the web page as a PDF attachment. Or just send the link.



Improved performance. It's power-browsing.

With improved performance in Safari, web pages load faster. The Nitro JavaScript engine takes advantage of the multiple processor cores on your Mac, so you'll notice fewer lags and pauses while you browse. Safari also uses a new approach to CSS that speeds up rendering. And with improved hardware acceleration, 2D drawing of text and graphics is faster and scrolling is smoother, even when your Mac is processing new content on a web page.



More New Safari Features



Better Privacy

Safari takes your privacy seriously. You can turn on Do Not Track, an emerging privacy standard. Checking this Privacy pane preference sends websites you visit a request not to track you online. Safari also sends a request to websites not to track you when you use Private Browsing.



Offline Reading List

Safari now stores the content from web pages in your Reading List so you can catch up on your reading even when you don't have an Internet connection. If an article in your Reading List contains multiple pages, Safari fetches the pages ahead of time so you can read the entire article offline.

Improvements for



Developer Features

Bring on the next generation of advanced, interactive web apps. Safari supports the latest edition of the JavaScript standard, ECMA 262 version 5.1. With CSS filters, developers can create advanced filter and pixel effects such as blurs and gradients and vary brightness, adjust hues, invert colors, or convert elements to sepia or grayscale. The Web Audio API lets developers create and customize audio effects in interactive web applications with rich media content. And Safari supports HTML5 media synchronization for web pages that require precise timing integration between multiple media elements and text — such as captions, subtitles, descriptions, and chapters. With website notifications, developers can keep users up to date about their sites. [To learn more about new developer features in Safari, click here.](#)



Chinese Users

Safari makes the web even better for Chinese users. Baidu, the leading Chinese search engine, is now available as a built-in option in the search field. In Mountain Lion, Sina Weibo, a popular Chinese microblogging service, is built into the Share menu. Chinese users can click the Share button and select Sina to share links right from Safari.

*iCloud Tabs on iOS devices requires iOS6.

The latest version of Safari is available in Mountain Lion. The latest version of Safari for Lion is available through Software Update.

Mac Safari

Macs

- MacBook Air
- MacBook Pro
- Mac mini
- Mac mini server
- iMac
- Mac Pro

Considering a Mac

- Why you'll love a Mac
- Compare all Macs
- FAQs
- Try a Mac

Accessories

- Magic Mouse
- Magic Trackpad
- Apple Wireless Keyboard
- Thunderbolt Display
- AirPort Express
- AirPort Extreme
- Time Capsule

OS X

- OS X Mountain Lion
- OS X Server

Applications

- iLife
- iWork
- iBooks Author
- Aperture
- Final Cut Pro
- Motion
- Compressor
- Logic Pro
- MainStage
- Remote Desktop
- Safari
- QuickTime
- Mac App Store

Markets

- Business
- Creative Pro
- Education
- Students

Support

- AppleCare
- Online Support
- Telephone Sales
- Genius Bar
- Workshops
- One to One

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What is the Googlebar?

The Googlebar project was initially created to address the widespread desire in the mozilla community for the [Google toolbar](#) to support the Netscape 7, Mozilla, and Firefox web browsers. In the past, the Google toolbar was only available for IE on windows. While we are in no way affiliated with Google inc, our [current](#) release [emulates](#) all of the basic search functionality of the toolbar, allowing users to easily access almost all of Google's specialty searches (some of which are not yet supported by the original Google toolbar!) from one convenient toolbar. However, because the developer community for Firefox is so vibrant, we have decided not to implement features found in other extensions (such as form fill) or built into Firefox (such as the popup blocker). If you are looking for AutoFill, you may find the [AutoForm](#) or [AutoFill](#) extensions useful.



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Translations of the Googlebar into other languages can be found at the [Googlebar10n project](#) on Mozdev.org.

If you need more help, feel free to read through our [help page](#) for answers to common questions. Also if you would like to comment on our current work, leave feedback, or suggest features then use our new [Googlebar Forums](#). You don't even need a login to post.

What's New

October 18, 2006 - New version available before the upcoming Firefox 2.0 release!

If you upgrade Googlebar before upgrading to Firefox 2.0, you should not have any problems with Firefox 2.0.

You can get a stable version hosted at Mozilla's Extensions Addons page for Googlebar here [get the stable version](#)

You can install the latest development version using the [installation](#) page.

December 20, 2005 - New experimental version available, finally compatible with Firefox 1.5!

We finally managed to put together a version of the Googlebar which is compatible with Firefox 1.5. This version does not have any new features apart from that. Sorry for the delay! Install the latest version using the [installation](#) page.

July 9th, 2005 - New experimental version available, minor bug fix release

A new version has been released which addresses a few minor bugs. Also addresses a few minor usability issues with the GMail notification functionality. Users now have the option of completely disabling the audible notification via the Googlebar options window. Install the

latest version using the [installation](#) page.

June 25th, 2005 - New experimental version available, minor bug fix release

A new version has been released which addresses changes made to the Google GMail server configuration (moving from gmail.google.com to mail.google.com) and also modifies the new "search for page selection" for better usability based on user feedback. Install the latest version using the [installation](#) page.

June 14th, 2005 - New experimental version available, better GMail support and updated icons

The GMail functionality recently added to the Googlebar has been well received. This version helps to solidify the GMail integration and adds many improvements to the previous release. Version 0.9.14.01 also adds multiple new and reworked icons and attempts to clean up the interface even further. The full list of changes can be found in the [announcements section](#) of our forum. Install the latest version using the [installation](#) page.

May 14th, 2005 - New experimental version available, lots of fixes and features

Another new experimental version of the Googlebar has been released. Version 0.9.12.01 adds a whole slew of new fixes and features to the Googlebar. Many changes to the options which add the ability to customize the toolbar even more to your liking. The full list of changes can be found in the [announcements section](#) of our forum. Install the latest version using the [installation](#) page.

May 6th, 2005 - Multiple new features in newest experimental version

Today we released a new experimental version of the Googlebar. Version 0.9.11.01 adds many new features including the ability to disable the dynamic highlighting feature (if performance is a problem), add web page "thumbnail" images to your Google search results, and includes auto-login capabilities to both the GMail home page navigation and new mail notification using the built-in browser password manager. GMail notification also includes a drop down menu which lists the sender address and message subject to quickly see what new messages have arrived.

Note that all of these new features are disabled by default and must be activated from within the Googlebar Options window. There have also been many bug fixes included in this release- mainly to the style and position of toolbar buttons, sizing, and flexing which should relieve some of the jumpiness experienced by some users. Get more information about this release and install the latest version using the [installation](#) page.

[Older News Items...](#)

Other search-related projects on Mozdev

- [BioBar](#)- Search all important biological databases, including Scientific Literature, Genome, and more.
- [Companion](#)- Emulates the Yahoo! Companion toolbar in mozilla.
- [Easysearch](#)- Offers a search toolbar with more general coverage of many search engines.
- [ExpASybar](#)- Searches the ExpASy database of biomolecules. Chemists of the world, unite!
- [Mycroft](#)- Collection of search plugins for mozilla's sidebar search (formerly known as Sherlock)

- [Gimli](#)- Another project to re- create popular toolbars, starting with a dictionary.
- [NeedleSearch](#)- Allows users to search using search engines installed in mozilla, or add a new search string to the toolbar automatically.
- [Pubmed](#)- Searches the NLM-medicine database of articles and citations in the field of medicine.
- [Qlookup](#)- Add google search to context menu

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The authors of this project are in no way affiliated with Google Inc, and if we're affiliated with anyone else, we certainly don't know about it. Google, the Google logo, "Google toolbar", and the 'I'm feeling lucky' search are registered trademarks of Google inc, and the name "Googlebar" is used by permission. This is a non-profit development project run by volunteers, and we provide the Googlebar to interested users without any guarantees; it's pointless to sue.

On the other hand: If you plan to use or modify code or functions of the mozilla googlebar, we ask that the developers be notified of the use of their work and are allowed to consider addition of these changes into the code base, or to note parallel projects arising from the Googlebar. (We're curious and could always use the extra talent!).

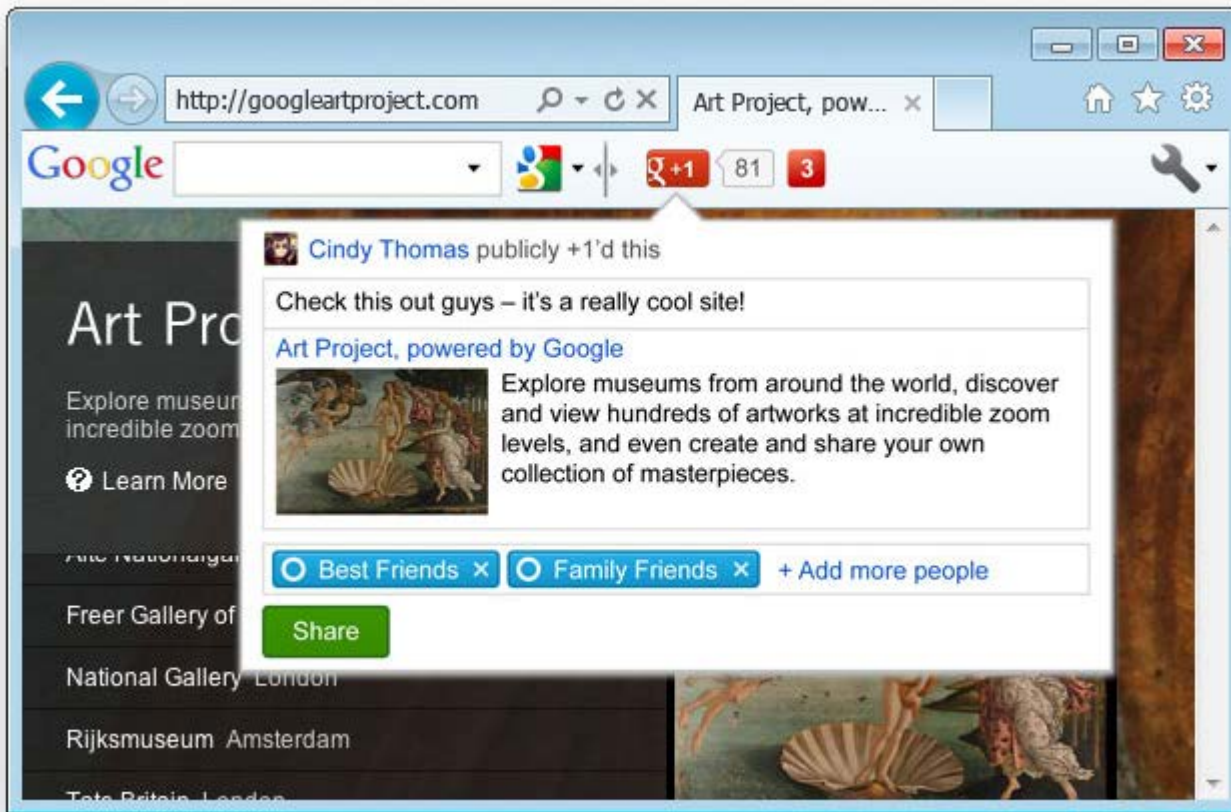
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Google Toolbar is only available for Internet Explorer.

Try [Chrome](#), Google's fast modern browser, to get all of the features of Toolbar and more.

Take the best of Google everywhere on the web

Google Toolbar is faster, sleeker and more personalized than ever before.



Google Toolbar is not available for this browser

Requires Internet Explorer 6+
Windows XP SP3/Vista/7+

See search results as you type
with Google Instant.

Translate web pages instantly

with automatic language detection.

Share with just the right people

and keep up with Google+ notifications.

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Fix an issue

- [Issues with Web Search](#)
- [Issues with iGoogle](#)

Additional resources

- [Web Search Product Forum](#)
 Discuss topics with Google Guides
- [Webpage Removal Request Tool](#)
- [Contact Google about Search](#)

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Google Search app

Settings for the Google Search app for iOS

[Location settings \(iOS app\)](#)

SafeSearch settings (iOS app)

[Search History settings \(iOS app\)](#)


[Goggles Search History Settings \(iOS app\)](#)

[Voice Search settings \(iOS app\)](#)

SafeSearch settings (iOS app)

Many users prefer not to have adult sites included in search results. Google's SafeSearch screens for sites that contain explicit sexual content and removes them from your search results. No filter is 100 percent accurate, but SafeSearch should eliminate most inappropriate material. You can choose from among three SafeSearch settings:

- **Moderate filtering** excludes most explicit images from Google Images results but doesn't filter ordinary web search results. This is your default SafeSearch setting; you'll receive moderate filtering unless you change it.
- **Strict filtering** applies SafeSearch filtering to all your search results (i.e. both image search and ordinary web search).
- **No filtering**, as you've probably figured out, turns off SafeSearch filtering completely.

To change your SafeSearch setting, tap the  gear icon on the Google Search app home screen. Turn SafeSearch **Off** to stop filtering adult content from search results.

Note: The 'Moderate' setting filters explicit images only from your search results. The 'Strict' setting filters both explicit text and explicit images.

How helpful is this article:

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Explore Google search



Google Toolbar for Firefox has been discontinued

For details, see the [announcement](#). There will be no further updates or security fixes to Google Toolbar for Firefox. For this reason we strongly recommend discontinuing the use of the toolbar. Also see our [Help Center](#) for suggestions on add-ons and built-in browser features that provide functionality similar to the toolbar.

We'd like to thank everybody who used Google Toolbar for Firefox and helped us make it a compelling product.

[Toolbar Help Center](#)

[Google](#) [Privacy & Terms](#)

Google Toolbar Help

Learn tips and tricks and keep up to date on Google Toolbar

2011-07-19

An update on Google Toolbar for Firefox

First of all, we'd like to thank all of our loyal users of Google Toolbar for Firefox. We deeply appreciate all of the feedback over the years that helped to make the product so useful. As we all know, over the past few years, there has been a tremendous amount of innovation in the browser space. For Firefox users, many features that were once offered by Google Toolbar for Firefox are now already built right into the browser. Therefore, while Google Toolbar for Firefox works on versions up to and including Firefox 4 only, it will not be supported on Firefox 5 and future versions. Please see our [Help Center](#) for additional details.

WRITTEN BY BRITTNEY



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Sorry, the browser you are using is not currently supported. Disqus actively supports the following browsers:

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[Internet Explorer 8, 9 or 10 \(troubleshoot\)](#)

[Safari](#)

Tomer Cohen

Please release the toolbar under open source license license, so if the community would like to continue using your toolbar, they would only need someone to become the new maintainer for the add-on.

Lentil234

A lone voice of reason in a sea of hate. Â Someone at Google take up this guy's idea!

M Henri Day

I must agree with Tomer Cohen - GPLv3 would be a good choice - and let what I hope would be the many developers who would like to continue developing this wonderful tool do so. No skin off Google's nose - on the contrary, Google would win a great deal of good will - and users would retain a tool they love....

Henri

ARCHIVE



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Otherwise, please go to our [home page](#) and enjoy the rest of Google Guide!