

\$4.99

HOW to USE GOOGLE

**The 30 Most Important
Tips, Hacks and Tricks**

by

Tod Sacerdoti

What is Google™ and why is it so important?

Google is the world's largest and most powerful search engine. In other words, it's an incredible tool that allows you to locate a wide array of information on the Internet including websites, news, maps, phone numbers, stock quotes and much, much more.

Google is important because it has become our gateway to accessing information online. Every day more information is available electronically and we continue to discover new reasons to need access to that information. In fact, many people find themselves using Google ten, twenty or even one hundred times a day. So, given the usefulness of Google and its increasing importance in our lives, you would expect users to understand how to use Google and all of its services. Unfortunately, the opposite is true.

Most Google users only know how to perform basic Google searches and are actually quite inefficient in these efforts. As a result, most users are wasting their time, energy and money. This book is

designed for beginner to intermediate level Google users who want to be more productive with Google. We will begin with an overview of how to maximize Basic Search, and then progress through advanced techniques, other types of search, and information on other Google services. Lastly we will reveal some Google hacks and tricks for more expert users.

This book is sold as a .PDF, so distribution is on the honor system. Please feel free to spread the word about the book, but please encourage users to find the document on Amazon.com. As with all Titanium books, 10% of the proceeds will be donated to charities furthering domestic educational development.

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To find out how to obtain multiple copies of this book or for any other questions about Titanium Books or Tod Sacerdoti, please email us at info@titaniumbooks.com.

How to Use Google is dedicated to the GSB eDinner Group for constantly inspiring, creating and challenging new ideas and to Rebecca for putting up with all the late nights.

Google Fact: Google has indexed over 3 billion pages, 425 million images and answers over 200 million search requests each day. (Source: Google website, May 2003)

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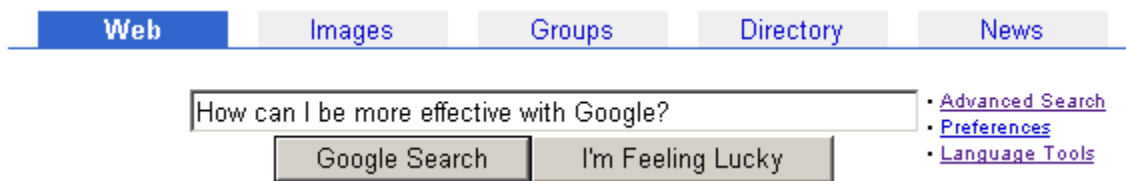
Summary

page 12

The Basics of Google Web Search *(advanced searchers skim this section)*

Google (<http://www.google.com>) provides five basic categories of search – Web, Images, Groups, Directory and News. This section addresses only Web Search; the other four are addressed later.

Web Search is the default search for Google, so the Google home page provides a text box to enter your Web Search request. You will also find two different buttons to execute the search, and a collection of links to other tools and information. To begin searching, simply type a few descriptive words and either hit the ENTER key or click on the Google Search button. *Note: The “I’m Feeling Lucky™” button takes you only to the first web page that Google finds, so ignore it for now.*



Did you find what you were looking for? If not, you need to narrow your search by entering words that are more descriptive, adding additional words or using a search tip from this book. Overall, the best way to learn how to search more effectively is to understand how the Google search engine works and how it interprets your search requests. Here are some basic tips:

1 How to Select Good Keywords

- Be as specific as you can. If you are searching for information about a Canon s400 digital camera, enter Canon s400 rather than camera or digital photo.
- Use keywords that will most likely be found on your target page. For example, entering Gloria Estefan will produce better search results than her maiden name Gloria Maria Fajardo

2 Keyword Search Rules

- Keyword searches are not case specific – New York is the same as new york
- Keywords must be exact, searching for basket will not return baskets or basketball
- Keyword order *does* matter – searching for san francisco giants will produce more results than searching for giants san francisco
- Searches are limited to ten keywords (see **16 Wildcards** for a trick around this limit)

3 The AND Assumption

Google always assumes there is an *and* between any keywords. So, if you enter

example:

Google will search for web pages containing both the word world *and* the word series.

4 The OR Command

If you would prefer to be searching for one word *or* another, enter OR in capital letters.

example:

Google will search for web pages containing *either* the word world *or* the word series.

The Basics of Google Web Search *(continued)*

5 Searching for an Exact Phrase

Putting quote marks around keywords will allow you to search for an exact phrase. If you enter

example:

Google will only search for web pages containing the entire phrase world series.

6 Common Words are Automatically Excluded

Google automatically excludes most single letters, single digits and common words such as “how,” “to” and “where.” These exclusions allow Google to return search results quicker and Google will always display which words were excluded just above the search results. If you want Google to include a common word, put the “+” symbol in front of it.

example:

or, you can search for an exact phrase, which will automatically include the common words

example:

7 How Does Google Rank Search Results?

Google has created a system called PageRank™ which is responsible for determining the order in which search results appear. The PageRank system begins by figuring out how many websites link to any particular website. This number represents an informal voting system. For example, if 5,000 websites link to your website and only 800 link to mine, your website has been deemed more useful by the community at large.

However, shouldn't a link from a highly ranked website be more valuable than a link from a random personal website? Yes, Google also takes this into consideration. The PageRank system weighs the “votes” based on the importance of the website from which the “vote” is delivered.

After you send a search request, Google analyzes the rankings of the pages that match your request. Google doesn't produce your search results solely from these rankings, because a highly ranked site may actually have no relevance to you. Rather, Google compares how many times your keywords are found on each page and the relationship between pages containing multiple keywords. Google delivers the most relevant page first, which may or may not be the highest-ranking page.

Google Search Hint: The “I’m Feeling Lucky” button on the Google home page will send you to most relevant page that Google finds. Many question if this is Google arrogance or an attempt to help consumers save time. Either way, your likelihood of “Feeling Lucky” depends entirely on your key word selection. Try searching for Viking Flash Memory, Cisco or the New York Yankees and you’ll be sent immediately to the most logical web page. However, try entering the brand name Kenneth Cole and you will see a less relevant result.

Google Fact: The PageRank system protects the integrity of Google search results and prevents websites from gaining higher placement for commercial gain. In fact, Google has never sold placement within the search results to advertisers.

Note: There are advertisements above and to the right of the search results.

The Details of a Search Result

A simple search request on Google can generate a large amount of information on the screen. It is important to understand which information is relevant and, therefore, where to go to next. A search can produce phone numbers, maps, stock quotes, sponsored advertising links and a slew of other results. However, all standard Google search results appear in the same format as pictured below, so you know that anything above the first search result is either a special shortcut or a sponsored advertising link. *Hint: Advertising links appear at the top or on the right and have a colored background.*

Let's walk through an example of a basic search result. Assume you are in San Francisco and you are hoping to have a big night out on the town. You have heard about a company called Delicious Karma that produces the best events in the city, so you search for

example:

Google returns:

<p>Delicious Karma: The Pursuit of Happiness DELICIOUS. Saturday, May 10th @ Foreign Cinema Delicious Karma and Destination Foundation present. Runway Fashion Show. ... Copyright © 2003 - Delicious Karma LLC. www.deliciouskarma.com/ - 7k - May 11, 2003 - Cached - Similar pages</p>

These four lines provide information and resources about a web page on the Internet that *may* be related to what you are looking for.

- The first line is the title of the web page - look here first to determine the relevance of the link.
- The second and third line provide text from the site with your keywords highlighted. It appears there is a fashion show event, perhaps on May 10th. These two lines should also help determine relevance. For example, if the second line read, "Is your Karma good or bad? ... Come enjoy delicious yoga," you could safely assume this was the wrong page.
- The fourth line provides the website address and the date it was last indexed by Google, followed by a links to [Cached](#) and [Similar pages](#).

8 **Cached Link**

When you use Google, you are actually searching Google's archived index of billions of web pages. Google attempts to be as up-to-date as possible but, since web pages are updated all of the time, it is impossible to be completely current. The [Cached Link](#) takes you to the version of the web page that Google has in its index, regardless of the current state of the web page.

For example, if the page you are searching for was recently removed or no longer contains your keywords, the [Cached Link](#) leads you to the archived web page containing your keywords. Once you are on the [Cached page](#), Google highlights your keywords so that you can easily find them.

9 **Similar Pages Link (otherwise known as the GoogleScout)**

The [Similar Pages Link](#) is a quick and powerful research tool that finds web pages that are similar or related to the search result listed. This can be useful when a page provides interesting information, but you want more. Or, try the [Similar Pages Link](#) if you are looking for a quick way to generate a wealth of links about a subject, even if you don't know all the right keywords.

Advanced Search Tools

10 Dictionary Definitions

Google provides a link to a dictionary definition of each keyword or phrase you search for.

example:

Google returns the following at the top of the page:

Searched the web for **perpetual motion**. Results 1 - 10 of about 177,000. Search took 0.09 seconds.

Clicking on **perpetual motion** takes you to Dictionary.com and delivers the following definition:

perpetual motion (n) The hypothetical continuous operation of an isolated mechanical device or other closed system without a sustaining energy source.

11 Spell Checker

Google automatically checks the spelling of any keyword you search for. If Google determines that you will generate more results by spelling a keyword differently, Google will provide a link to search using the new keyword spelling. *Hint: The Google spell checker is more powerful than any word processing spell checker because it can correct proper nouns, places and other words not found in the dictionary. Notice how Google can correct the name of Brazilian supermodel Gisele.*

example:

Google returns: **Did you mean: gisele bundchen**

12 Stock Quotes

Google is the quickest way to search the Internet for stock quotes. Simply enter a stock ticker symbol and Google will return a link to quotes and financial information. You can choose to view results from Yahoo!Finance, Quicken, Fool.com, MSN MoneyCentral, and ClearStation.

example:

Google returns: (click on the link to see the stock quote):

Show stock quotes for
ATAR (Atari Inc.)

13 Street Map

Google works with Yahoo!Maps and Mapquest to provide high-quality maps as search results. Simply type in a U.S. address with either the zip code or the city and state.

example:

Google returns: (click on the link to see the map)

Show map of 555 California Street San Francisco CA
on **Yahoo! Maps - MapQuest**

Advanced Search Tools *(continued)*

14 Phone Book

Google can find street addresses and phone numbers for both businesses and residences. To search for a business in the United States, enter your search in the format of business name, city, state.

example:

fao schwartz, new york, ny

Google Search

Google returns:

F A O Schwartz, (718) 326-8697, 767 5th Ave, New York, NY 10153

To search for a residential address or phone number, search your search request in any of the following formats:

first name or initial, last name, city or state

first name or initial, last name, area code or zip code

last name, zip code or city and state

phone number (including area code)

example:

joe, blow, san francisco

Google Search

example:

415 555 1212

Google Search

Expert Search Tools

15 Setting Your Preferences

Google Preferences (<http://www.google.com/preferences>) allows you to modify and save the way Google searches for you on all Google services. You can have Google:

- produce up to 100 results on each page (instead of the default 10)
- filter out inappropriate or adult-oriented web pages with Google SafeSearch
- open a new browser window every time you click on a search result
- change the Google interface language to your native language or one you are studying
- search only for pages in a specific language

Hint: Your computer must accept cookies in order to save your preferences

16 Entire Word Wildcards

Google Hint:

You can use Entire Word Wildcards to get around the ten keyword search limit

Some websites use the * character to replace any remaining letters in a keyword search. For example, if you were going to buy shoes on eBay, you could enter Nike shoe and you would find Nike shoe, Nike shoes, and Nike shoelaces. On Google this technique does not work – searching for shoe* will only return shoe, not shoes or shoelaces. However, you can use the * character to substitute for an entire word. For example, if you were searching for Gone With the Wind, you could enter “Gone * the Wind”.

Expert Search Tools *(continued)*

The next three expert tips involve syntaxes. Syntaxes provide Google with instructions on how to execute a search. Basic syntaxes we have discussed are the AND assumption and the OR command. Expert syntaxes are more powerful and allow the user to have Google focus a search on a particular part of a web page or type of information.

17 Special File Types - *Expert Syntax Tip*

In addition to standard HTML web pages, Google can search for 12 different types of files on the Internet. To search for a specific type of file, enter filetype: followed by the type of file you are trying to locate. Combine this keyword with other keywords relevant to your search. For example, if you wanted to search online for this book, you would enter

example:

Note: As of May 2003, Google supports the following file types – Adobe Portable Document Format (.pdf), Adobe Postscript (.ps), many Lotus 1-2-3 formats, Lotus WordPro (.lwp), MacWrite (.mw), Rich Text Format (.rtf), Text (.txt, .ans), and Microsoft Excel (.xls), Powerpoint (.ppt), Word (.doc), Works (.wks, .wps, .wdb) and Write (.wri).

18 Specific Site Search - *Expert Syntax Tip*

Google can search for information within an individual website. This is useful if you know which site holds the information you are looking for or if you are searching for pages within a single organization. Simply type the keyword site: followed by the web address. For example, if you searching for a map of Yale University, enter

example:

Hint: There are a large number of additional syntaxes that can be used, but they are beyond the scope of this book. Check out *How to Use Google: Expert Edition* coming in July 2003 for these and other cool expert tips.

19 Reverse Link Search - *Expert Syntax Tip*

Ever wonder who else thinks a website is useful, interesting or otherwise worth linking to? Reverse Link Search allows you to find out what other websites link to any specific website. Simply enter link: followed by the web address. For example, to search for websites that link to the official U.S. Squash website, simply enter

example:

Google returns with over 1000 results. Who knew there were so many squash fans!

Other Categories of Google Search

20 Google Images (<http://images.google.com>)

Google Image Search can access over 425 million images, making it the largest image index in the world. Searching is done by keywords, similar to web search, and the search results are returned in groups of twenty thumbnail images. Simply click on a thumbnail to receive the full image.

Image keyword searching can produce a lot of results, so be as specific as possible and avoid words that have many connotations. For example, if you are searching for a picture of a genie, don't simply search for the word lamp. *Hint: Use Google's Advanced Image search to specify the image size, filetype or color, or to use SafeSearch filtering to remove any inappropriate material.*

21 Google Groups (<http://groups.google.com>)

Google Groups allows you to search an archive of online newsgroups, which are essentially text-based discussion groups. Newsgroups exist for nearly any topic you could imagine. Simply enter keywords relating to the particular newsgroup, author or topic in which you are interested in and Google will return with a list of links to messages containing your keywords.

Since this archive dates back to 1981, you must be as detailed in your search requests. To narrow down your results, try to use the Advanced Search link on the main search page and choose a specific period of time in which to search. *Hint: When searching for an exact phrase in Google Groups, the search engine does not include common words like Web Search. So, use the "+" symbol to include common words. For example, to search for the shoe brand To Boot™, enter +to boot.*

22 Google Directory (<http://directory.google.com>)

The Google Web Directory allows you to search by navigating through categories. For example, to search for websites about finding jobs online, click on these categories:

Business > Employment > Job Search

However, in order to search for information on Steve Jobs, click through these categories:

Computers > History > Pioneers

The main difference between searching the Google Directory and Google Web Search is that the Directory produces links to websites whereas the Web Search index links to individual web pages. As such, the Directory is significantly smaller. However, it can be a useful place to start a search.

23 Google News (<http://news.google.com>)

Google News continuously searches over 4,500 news sources throughout the world to provide up-to-the-minute news stories and pictures on a wide range of topics. The information is then automatically sorted into categories such as World, U.S., Business, Science and Technology, Sports, Entertainment, and Health. Google News only contains articles that have appeared in the last thirty days and can be focused on an Australian, Canadian, Indian, New Zealand, United Kingdom, or U.S. audience.

Note: The entire Google News website is solely produced by computer algorithms. This allows for rapid updating of stories and a sorting methodology based on relevance and importance similar to Google Web Search results. However, it is still under development and minors errors can occur.

Other Useful Google Services

24 Google Toolbar (<http://toolbar.google.com/>)

The Google Toolbar is a must for any heavy Google user. Here is what it looks like:



After downloading the Toolbar to your computer, it sits just under your typical browser buttons (back, forward, stop, address) and allows you to instantly access key Google tools including:

- *Google Search* is the quickest way to enter a search request
- *Search Site* can search for information just within the website you are currently on
- *PageRank* shows how high the current web page ranks on Google's PageRank system
- *Page Info* links you to cached pages, similar pages and linked pages
- *Word Find* will locate the keyword you searched for on the current page

You can customize most aspects of the Google Toolbar including the appearance, size, buttons, or the language in which it appears. *Note: You must be using Internet Explorer to use the Google Toolbar.*

Google Fact: As of May 2003, the Google interface supports over 90 languages including Pig Latin and Zulu.

25 Froogle (<http://froogle.google.com/>)

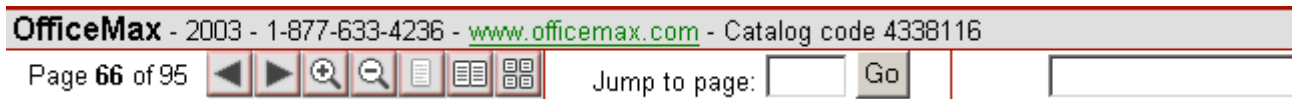
If only researching product prices was as easy as searching for a former President's name! Google is trying to make that a reality with Froogle, a product search engine that is currently in testing mode. Products can be searched for by keyword or through the product directory, similar to Google Web Search, and can be sorted by price. Expect this product to be even more effective as Google's refine the Froogle technology.

26 Google Catalogs (<http://catalogs.google.com>)

Google Catalog Search makes it easy to find information from mail-order catalogs that may or may not be located online. Whether you are looking for laser printers for your office or kitchen supplies for your home, Google Catalogs will probably have information relevant to your search. Simply type keywords relevant to the product you are interested in and compare vendors, prices and much more.

example:

Google returns with links to various catalogs. After you select one, you receive this header:



The Google Catalog header provides vendor information including a phone number to place an order, the company website address and the catalog number. You can also perform a search just within that catalog. It is important to note that this product is in testing mode and is not fully developed yet. I have searched Google Catalogs for a variety of products and experienced varying levels of usefulness.

Cool Google Hacks and Tricks

27 Google Over Email (<http://www.capeclear.com/google/index.shtml>)

The team over at Cape Clear has developed an extremely cool product called CapeMail that allows you to use Google Web Search over email. All you have to do is send an email to google@capeclear.com and make sure to include your search request in the subject line of the email. You will quickly receive up to ten search results via a reply email.

28 Does Google Have an Opinion of You? (<http://www.googlism.com>)

Curious to find out what Google thinks of you? Well, it isn't really Google's opinion, but a group of web developers created Googlisms as a fun tool to determine what the consensus opinion is of any name, time or place. When I entered my father's name, Earl Sacerdoti, Googlism was right on:

“earl sacerdoti is known for his pioneering work in Artificial Intelligence”

However, beware of what you ask for. I entered Oracle CEO Larry Ellison, and one result was:

“larry ellison is a talking monkey and quite possibly a really evil man”

Google Fact: The Google Zeitgeist (www.google.com/press/zeitgeist.html) page provides info on what keywords are most searched for on Google.

But, search Google for keyword Zeitgeist and the dictionary definition link comes up empty. According to Webster's Dictionary it means “the general intellectual, moral, cultural climate of an era.”

29 GooglePeople (<http://www.avaquest.com/demos>)

The Avaquest team designed the GooglePeople technology to answer questions in the format of “Who is...?” and “Who was...?” GooglePeople responds to your question by providing a list of people who most likely to be the correct answer. Each name is followed by a star-based confidence rating.

For example, I asked GooglePeople “who is the founder of Google?” The program responded with answer “Sergey Brin” on top with five stars of confidence. Unfortunately, Google co-founder Larry Page only had one star! *Hint: Also check out GoogleMovies by Avaquest on the same site.*

30 TouchGraph GoogleBrowser (<http://www.touchgraph.com/TGGoogleBrowser.html>)

We are all accustomed to text-based searching, but perhaps a visual display of interconnected websites would provide additional perspective. The TouchGraph Google Browser displays linked websites in three-dimensional visual format. On the home page, enter a website address and watch the GoogleBrowser create a three dimensional world of networked sites. *Hint: You must say yes when prompted to allow Java run on your computer because this program is a Java Applet.*

From the cluster of websites on the screen, you have a wealth of options. You can spin the visual image three dimensionally, as if you are playing with galaxies and stars. You can get information about any one particular site or double-click on it to expand the universe with new sites similar to the site clicked. As you would imagine, these pages can get crowded awfully quick.

TOD SACERDOTI is an author, entrepreneur and self-proclaimed Google addict. He holds an MBA from the Stanford Graduate School of Business and a passion for technology and media. He shares a desire to further educational opportunities for others and 10% of the proceeds from this book will be donated to education-focused charities.

Tod's next eBook project will be a new series of Titanium Summaries which will be launched this summer - so keep your eye out! Tod holds a B.A. in Economics from Yale University and can be reached at tod@titaniumbooks.com.

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Have an idea for a useful Google tip, hack or trick? Or, perhaps you have some other recommendation for this book? If so, please email us at ideas@titaniumbooks.com – we are always listening!

Check out the *How to Use Google (Expert Edition)* coming out in July 2003 for more advanced and detailed Google Tips, Hacks and Tricks. To be notified when this book is released, sign up on our mailing list at <http://www.titaniumbooks.com>. Your suggestions will be included in the Expert Edition.

**CUT THIS OUT
AND ATTACH IT
TO YOUR
COMPUTER**



GOOGLE TIPS

Keywords:

- be specific
- not CASE sensitive
- AND is assumed
- use OR command
- “exact phrases”
- +common +words

Web Search Results:

- read for relevance
- Cached Link
- Similar Pages

Advanced Tools:

- Dictionary
- Spell Checker
- Phone Book
- Street Maps
- Stock Quotes

Expert Search

- File Types
 - filetype:
- Specific Site
 - site:
- Reverse Link
 - link:

Other Google Search

- Images
- Groups
- Directory
- News

Other Services

- Toolbar
- Froogle
- Catalogs