

Using Google™



Step up your search.

There's more to the world's most popular search engine than that simple white homepage. Google is a powerful tool for finding virtually anything you need online, from the right website to the right image to the right bargain. Learn to:

- Use advanced web search tricks that make standard searches more powerful
- Search images, news, groups, video, online retailers, books, emails, and more
- Explore Google's newer features, from Google Book Search to Google Earth

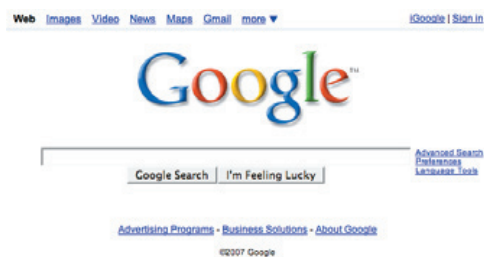
Google Basics

Google is the world's largest search engine, and certainly one of the most popular. Fifty-five percent of web searches are conducted using Google. It's a simple and effective tool for navigating the world wide web.

Why Choose Google?

Many web browsers prefer Google for its:

- **Simplicity:** Unlike websites that feel like commercial mazes, Google's homepage is not cluttered with links to other pages or loud banners on the periphery of the page. As a gateway to the internet, Google has a simple design: before it leads you to the world wide web's plethora of options, it lets you define your search in a blank search box, which is surrounded by white space.
- **Scope:** The Google search engine combs the text of billions of web pages to produce results that correspond with your keywords. And while some other popular engines search text only, Google also searches the content of PDFs and a variety of other file formats.
- **Relevance:** Google has developed a fine-tuned system for determining which pages are most relevant to your keywords. You won't have to sift through excessive spam in your search results; Google typically brings you pages suited to what you're looking for.
- **Ads:** When looking at a search results page, it's easy to distinguish between the pages Google has ranked according to relevance and the paid advertising in the right-hand margin of the page. All ads are listed separately under the heading "Sponsored Links," with no distracting images or pesky pop-ups.



What Can You Use Google For?

You can use Google to locate just about anything on the web, from the population of Tuvalu to the address of the nearest laundromat. People generally use Google to:

- Locate a specific web page they assume, or know, exists (e.g., the homepage of the American Red Cross)
- Find information (e.g., the amount of money the Red Cross raised for tsunami relief in 2005) from any web source

Beyond basic searches, you can utilize Google for more sophisticated or personalized functions, such as tracking news stories of interest to you, viewing merchandise within your set price range, or joining discussion groups related to your professional or recreational interests. To peruse the array of Google offerings, check out www.google.com/intl/en/options/index.html.

How Does Google Work?

Ever wonder how Google works its magic? Here's a summary of what goes on behind the computer screen:

1. Google's computers constantly crawl the web and track the content of web pages in a database called an **index**, which has more than eight billion pages catalogued.
2. You type keywords into the Google homepage and press Enter, prompting Google to comb through its vast index.
3. Google uses its unique algorithm to determine which web pages are the most relevant to your keywords. This algorithm is based on millions of variables, the most important being **PageRank**—how many other web pages link to a given web page, hinting at its popularity among browsers like you.
4. Google presents you with pages of search results to click through. Each page displays 10 results.

How to Use Google

Once you've arrived at Google's familiar homepage, the first step is to choose a search engine. While most people stick with Google Web, Google's default engine, the alternative search engines that Google offers may be better suited to your web hunt.

Selecting the Right Google

Additional Google search engines, such as Google News and Google Scholar, allow you to perform specific types of searches within different Google databases. Some important Google search engines are:

- **Google Web** (www.google.com): Google's default search engine, which combs the world wide web.
- **Google Images** (images.google.com): Google's search engine for photos, icons, drawings, maps, and a variety of other web images.
- **Google Groups** (groups.google.com): More than 30,000 discussion groups organized by topic, plus a searchable database that dates back to 1981.
- **Google News** (news.google.com): Google's database of current news articles, updated by the minute, from more than 4,000 media sources.
- **Google Product Search** (www.google.com/products): A search engine for online merchandise that organizes search results to facilitate product comparison.
- **Google Local/Maps** (maps.google.com): A localized search engine for regional business information, maps, driving directions, and other information specific to your area code.
- **Google Scholar** (scholar.google.com): A database of scholarly research and literature that archives academic papers, theses, books, abstracts, and articles.

You can find direct links to Google Images, Video, News, Maps, and Gmail on the Google homepage. All five links are located at the top left of the page.

To access Google's other programs, click on "About Google" on the homepage, then on "Google Services and Tools." This will take you to a complete list of Google cousins, from Google Finance to Google's Blogger. Though the "More Google Products" page is not quite as plain and intuitive as the main Google homepage, the programs are organized alphabetically to help you locate the one that you need.

Navigation Tip

When using any Google website, you can return quickly to the Google Web homepage by clicking on the large "Google" icon in the upper left corner. This multicolored icon appears on just about every Google-related page.

Advanced Search

If you want to refine your query after running it, click on the **Advanced Search** link on Google's homepage. Advanced Search gives you an array of options to help specify your query—according to date, domain, file format, and so on—and it can eliminate hundreds or even thousands of irrelevant search results.

If you think of ways to specify or narrow your search after you've already submitted a standard query, you can still utilize the Advanced Search tools without having to start from scratch. Just click the Advanced Search link at the top of your Search Results page.

Customizing Google

If you are a frequent Google user, consider customizing Google according to your search needs and personal preferences. It takes just a few seconds to tell Google how you like your searches conducted and how you want your search results displayed. Click on the Preferences (www.google.com/preferences) link on the Google homepage or any Search Results page to adjust the following settings:

- **Interface Language:** In what language do you want Google to communicate with you?
- **Search Language:** Do you want to search for pages written in a particular language?
- **Filtering:** Do you want to turn up or down the Google SafeSearch (www.google.com/intl/en/help/customize.html#safe) filter?
- **Number of search results:** Do you want to view more than 10 results per page?
- **Search Results window:** Do you want a new browser window to open up every time you click on a search result? (If you find it bothersome to click the forward and backward arrows, try adjusting this setting.)

How to Use Google Web Search

Everyone who has ever run a query in Google knows the frustration of getting thousands of search results that are far too broad or just plain irrelevant. Knowing a few basic rules about web searching will help you drive your Google searches more expertly and efficiently.

Search Basics

Before you fire up the Google engine, take a moment to review the answers to these common search questions.

- **How many words can I type in the box?** Google allows you to type in up to 32 words, or keywords, in the search box. Though most web users type fewer than 32 keywords, brainstorming more than one or two can hone your web search tremendously.
- **Does it matter whether I capitalize my keywords?** No. Google is not case-sensitive, which means it does not take capitalization into account.
- **What if I misspell my keywords?** Google recognizes common misspellings and often suggests alternative spellings in italics (e.g., "Did you mean *aquarium*?") at the top of your Search Results page. However, if your keyword is misspelled in an uncommon way, Google might not catch the error. If you're unsure about how to spell your keyword, type in two or three likely spellings with the word "OR" between them.
- **Does punctuation matter?** Google reads apostrophes, hyphens, and quotation marks but ignores most other punctuation, such as single periods.

- **Are there keywords that Google ignores?** Yes. Google disregards many common words, or **stop words** (e.g., "the," "an," "where"), as well as single digits and letters, for the sake of running more efficient searches. If there is a stop word that you want Google to read, include it in a phrase inside it within quotation marks (e.g., "The Daily Show").
- **Do I need to use the word "and" between key words to tell Google to find all of them?** Google assumes you mean "and" between each separate keyword so it automatically searches for web pages that include all of the keywords. Therefore, it's not necessary to type "and" or to use the plus sign (+) between keywords.
- **What does the word "OR" tell Google?** By placing "OR" in between keywords, you're telling Google to search for the web pages containing either one of those keywords ("OR" is the only Boolean search term that Google reads).
- **Does the order of my keywords matter?** Yes. Google assumes that the first word you type is the most important one, the second is the next most important, and so on. So bear this prioritization in mind before you type.
- **What if I want to search for a particular phrase?** Type the exact phrase within quotation marks to run a phrase search. Otherwise, Google will not keep the phrase intact and instead will search for each keyword anywhere on a web page.
- **Does Google use wildcards?** If you aren't sure about the exact spelling of a keyword, Google won't allow you to use the asterisk in place of the missing letter(s) of that word. However, Google does read the asterisk as a full-word wildcard (e.g., "Athens hosted the Olympics * years ago").
- **Are there keyword shortcuts or codes I can use?** Yes. These codes can save you a great deal of time:

Shortcut	Code	Function	Example
Tilde	~	Commands Google to look for synonyms of a particular word.	~toads
Asterisk	*	Tells Google that there is a blank in your keyword phrase, or a wildcard	Meryl Streep has won * Oscars
Minus sign	-	Commands Google to exclude all pages containing the keyword directly following the minus sign	bush -george
Plus sign	+	Commands Google to include the word placed directly after the +, rather than disregarding it as a stop word	Spiderman +3

Double period	..	Signifies a range between two numbers	1996..1999
Pipe		Functions just like the word "OR," telling Google to search for either of the keywords alongside it	Plane airline

Defining Your Search

Anyone can type a couple of words into Google and press Enter. But using Google to find precisely what you want is a skill that requires some knowledge and practice. Here are a few tips on how to run expert Google searches:

- **Make your keywords specific.** Your keywords are the only instructions Google has to go on; the more specific you make them, the more clues Google can use. Instead of "design class," try "graphic design course instructor," to increase the likelihood that you'll end up on an academic page, not a commercial one.
- **Brainstorm synonyms.** If you're not sure that one keyword is specific enough to turn up what you're looking for, type the word "OR," then tack on a synonym for your keyword (e.g., Paris accommodation OR hostels). Also bear in mind that tacking a letter 's' on the end of a noun (e.g., Accommodations) will alter your search. Try typing your keyword in both singular and plural form, with "OR" between them.
- **Use wildcards.** Rather than ask Google for information in question form ("How many legs does a spider have?"), write out a statement with an asterisk inserted as a blank ("A spider has * legs"). You can also just use an unfinished sentence ("John Kennedy ran against") and let Google lead you to the complete version.
- **Learn syntax operators.** There are a few handy codes that enable you to guide your Google search more deftly. For example, since the URL of a website such as www.cheaptickets.com can indicate or at least hint at its purpose and content, telling Google to search only page URLs for your keyword ("tickets") could quicken your search. Simply type one of the operators listed below, followed by a colon, then your keyword (inurl:tickets). Be sure not to put a space before or after the colon.
 - **Intitle:** Looks for pages whose titles contain your keyword.
 - **Allintitle:** Looks for pages whose titles contain all the keywords you list.
 - **Inurl:** Looks for page URLs that contain your keyword.
 - **Allinurl:** Looks for page URLs that contain all of the keywords you list.
 - **Intext:** Looks only in the text of a web page and not in the URL, title, or links.
 - **Inanchor:** Looks only for pages with links that contain your keywords. Helpful for finding email addresses.

Starting the Google Engine

Once you've chosen your keywords, and perhaps a few syntax operators, you're ready to search. You can click on one of two gray bars below the search box to get started:

- **Google Search:** This button functions just like the Return or Enter key; it commands the search engine to find and compile the web pages most relevant to your keywords.
- **I'm Feeling Lucky:** This seldom-used shortcut sends you directly to your first search result, bypassing the actual Search Results page. This shortcut is useful if you have confidence in the specificity of your keywords or are looking for something extremely obvious.

Sifting through Your Results

Google presents your search results in a simple, vertical column that's easy to scroll and click through. The page that Google thinks is most relevant is listed first, and the rest are ranked below, in descending order of relevance.

Understanding all the features of the Search Results page can help you evaluate each suggested page quickly and decide whether it's worth viewing, thereby saving you time. Below are the various components of each search result listing:

- **Page title:** The name of the page
- **URL:** The full page address (with your keywords bolded if it contains them)
- **Text:** A few sentences that give you a sense of the content you'll find on the page
- **Page size:** The number of kilobytes in the page's text portion, which hints at how complex the page is
- **Cache:** The "cached" link takes you to the last version of the page that Google recorded, helping you uncover older material or material that no longer exists online.
- **Similar pages:** Brings you to other pages that have been categorized as this one has
- **File format:** An abbreviation (pdf, xls, ppt) directly before the page title that signals that the page is a formatted document (you can choose to view it in HTML format to save yourself the time of opening the document)
- **More Results:** If your search result is indented, this means it is another page from the same site as the page above it; click "More results" if you're interested in seeing more relevant pages from this same site.

If clicking the forward and back arrows is making your head spin, adjust your Google preferences (www.google.com/

preferences) so that each search result you click is opened in a new window.

Searching Within Your Results

If your Google search results are too broad and you think of a better keyword, it's not too late to refine your search. Rather than start all over, click on the "Search within results" link at the bottom of the page.

Keyboard Shortcuts

Using keyboard commands can rapidly speed up the process of combing through your search results.

Command	Windows	Mac
Open this page	Ctrl+L	Command+O
Open new browser window	Ctrl+N	Command+N
Find text on page	Ctrl+F	Command+F
Copy highlighted text	Ctrl+C	Command+C
Paste copied text	Ctrl+V	Command+V
Print page	Ctrl+P	Command+P

More Google Tricks

Google does much more than search for keywords. It also:

- **Defines:** Type "define" plus a keyword to view a definition at the top of your search results.
- **Calculates:** Enter an equation, such as 1+1, in the search box, and Google will do the math.
- **Converts:** Google can switch miles to kilometers, change dollars to pounds, and perform many other unit conversions (e.g., "5 USD in Mexican pesos").
- **Locates:**
 - **Phone numbers:** Enter any combination of first or last name, as well as city, state, and area code (e.g., "Doris Stevens Albany").
 - **Stock quotes:** Type the stock ticker symbol (e.g., "YHOO").
 - **Weather:** Type "weather" followed by a city name to find the most recent forecast (e.g., "weather Tallahassee").

- **Maps:** Type a complete address and Google includes a map at the top of the search results (e.g., "23 Mulberry Street, NY, NY 10013").
- **Patents:** Visit www.google.com/patents.
- **Flight Numbers:** Type the airline plus the flight number to check the flight status (e.g., "Delta 1440").
- **Postal tracking codes:** Type your FedEx, UPS, or USPS tracking number (e.g., "046049211045501").
- **Movies:** Type "movies" or "showtimes" plus the name of your city (e.g., "movies Houston").

How to Use Advanced Search

By wandering one click away from the Google homepage to **Advanced Search**, you can customize your Google search in many ways. 95% of web users never use Advanced Search features and remain unaware of how helpful these special controls can be. Using Advanced Search options helps you:

- Give Google highly specific directions about what you're seeking
- Eliminate the need for syntax operators, such as "allinurl"
- Confine your search to a specific type of domain, file format, or particular website
- Exclude certain content that you're not interested in or that you're offended by

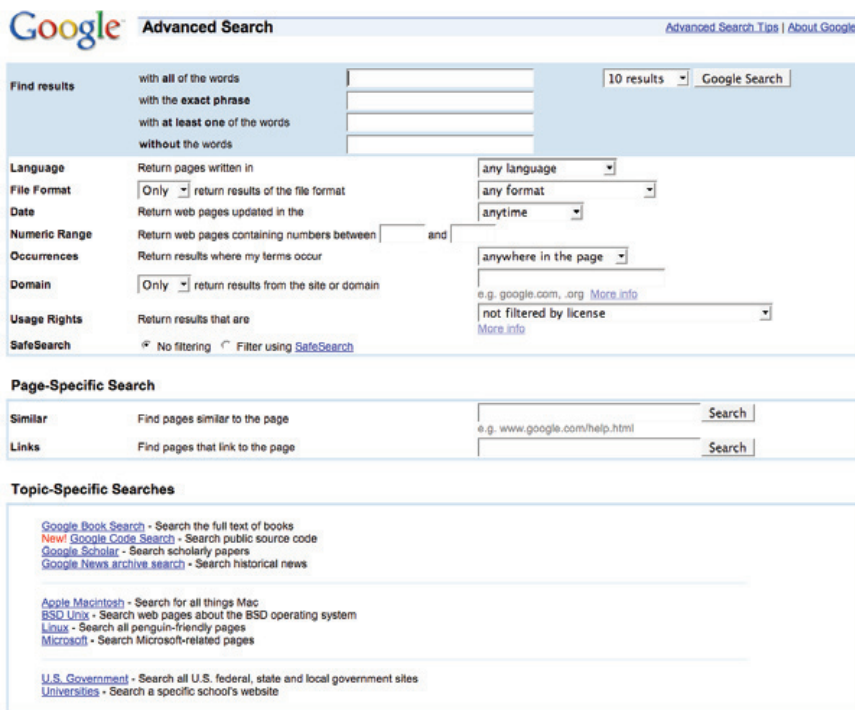
12 Ways to Advance Your Search

1. **Keyword Instructions:** In place of a single keyword search box, Advanced Search offers four different fields in the top, blue portion of the Advanced Search page. These four fields allow you to give Google various search directions all at once.

Search Box Title	Functions Like Syntax Code
With all of the words	and
With the exact phrase	" "
With at least one of the words	or
Without the words	-

2. **Number of Search Results:** This setting gives you the choice of viewing more search results than Google's default 10 per page. You can view up to 100 search results on the same page, and since scrolling is quicker than clicking, this is a time-saver.
3. **Language:** Unless you alter this setting, Google will suggest pages in any language, so long as they correspond with your keywords. Switch this language setting if you're only interested in pages in a certain language.
4. **File Format:** This setting enables you to look for a specific type of file, such as a PDF or a PowerPoint file. You can also exclude one of these formats from your search by changing the "only" setting to "don't."
5. **Date:** Adjust this setting to tell Google to search only pages that it has indexed or gathered information about in one of these time periods: the last three months, last six months, last year, or any time.
6. **Occurrences:** This setting allows you to search a particular part of a page only—such as the text or links. This is helpful if you're looking for an email address or a particular phrase or sentence.
7. **Domain:** This setting limits your search to a particular domain, such as ".edu" or ".gov." You can also exclude any domain from your search by switching "only" to "don't."
8. **Safe Search:** This setting lets you control the content filter by turning it on or off. To learn more about what Google considers offensive content, click the SafeSearch link (www.google.com/intl/en/help/customize.html#safe).

The screenshot shows a Google search for "purchase grass seed". The search bar is at the top with the text "purchase grass seed" and a "Search" button. Below the search bar, there are navigation links for "Web", "Images", "Video", "News", "Maps", "Gmail", and "more". The search results are displayed in a list format. The first result is "Lawn Doctor Power Seeding" with a URL "www.LawnDoctor.com" and a description "Seed now for a green spring lawn. Get a free evaluation and \$25 off." The second result is "High Quality Grass Seed" with a URL "www.outsidepride.com" and a description "All Grass Types, Fast Shipping Bermuda, Zoysia, Fescue, Rye & More". The third result is "grass seed lawn seed turfgrass seed" with a URL "www.seedsuperstore.com" and a description "To purchase our recommended pre-mixed grass seed: Go to SeedExpress™, enter your zip code, and find our recommended grass seed mixture or blend for your ...". The fourth result is "Planting by Seed - All About Lawns" with a URL "www.allaboutlawns.com" and a description "Now that you know what kind of grass and/or mixture you need, it's time to purchase your seed. Click here for a seed supplier near you! ...". The fifth result is "HOW TO SELECT THE BEST GRASS SEED FOR NORTHERN LAWNS" with a URL "www.turfgrassseed.org" and a description "In seed mixtures, Kentucky bluegrass should be the dominant type grass seed. Perennial Ryegrass ... Here are some general guidelines for your purchase: ...". The sixth result is "Amazon.com: Kitty's Garden - Organic Grass Seed: Kitchen & Dining" with a URL "www.amazon.com" and a description "Better Together. Buy this item with Kitty's Garden - Organic Grass Seed Refill Smart Cat today! ... It's a great purchase for an awesome price. ...". The seventh result is "grass seed lawn seed buy british seed houses" with a URL "www.thegrassroute.co.uk" and a description "British Seed Houses Retail site, buy grass and lawn seed online. ...". The eighth result is "Secrets to Choosing Top-Rated Grass Seed - Greenview" with a URL "www.greenviewfertilizer.com" and a description "Many homeowners purchase grass seed based on price or by recognized brand. This assumes all grass seed varieties are the same. We know this is not true. ...". The ninth result is "Grass Seed & Seeding FAQs - Greenview" with a URL "www.greenviewfertilizer.com" and a description "In addition to selecting the grass seed variety (fescue, ryegrass, Kentucky Blue grass, etc.), you will want to purchase grass seed that is bred for disease ...". The tenth result is "Silver Falls Seed Company - Flower Seed, Grass Seed, Plants ..." with a URL "www.silverfallsseed.com" and a description "We have 5 generations of experience with growing seeds. Our Company strives to bring you top quality wildflower, native, forage and grass seed for your ...". On the right side of the search results, there are "Sponsored Links" for "SYNLawn New York", "Buy Quality Grass Seed", "Perfect Patch™ Grass Seed", "Eco-Lawn Grass Seed", "Lawn Professional Lawn Care w/ TruGreen®", "Patch Perfect Grass Seed", "Buy Purchase Grass", and "Buy Grass".



the Google advanced search page

- 9. **Usage Rights:** This feature aids you in searching for published content that you can copy or redistribute.
- 10. **Page Specific Search—Similar:** This function tells Google to display any pages that it categorizes as similar to the URL you type in the search box.
- 11. **Page Specific Search—Links:** This function commands Google to find all of the pages that link to the URL you type into the search box. This is an easy way to check out who's linking to your personal website.
- 12. **Topic Specific Search:** Helps you confine your search to a particular archive that Google has compiled, like Google Scholar or all pages affiliated with Microsoft Corp.

How to Use Google Image Search

While the Google Web engine searches for text, **Google Image** scours the web for photos, drawings, icons, maps, and posters that correspond with your keywords.



Google Image search results

Image Keywords

Google Image works similarly to Google Web, but there are a few things to bear in mind as you brainstorm keywords:

- Get specific, but be concise. Though it always helps to give Google precise instructions, using too many keywords or complex phrases might not return any web images at all.

- Consider the captions. It might help to come up with keywords that are likely to appear in an image's caption or in the surrounding text.
- Use syntax operators. If you want to narrow your image search quickly, these four operators can help:

Operator	Function	Example
Site	Search for images only on a particular domain or site	"site:facebook.com"; "domain:de" (Germany)
Filetype	Find only images in a particular format	"filetype:jpeg"
Intitle	Find images only on pages whose titles contain your keywords	"intitle:kites"
Inurl	Find images only on pages whose URLs contain your keywords	"inurl:sushi"

Advanced Image Searching

Many people already have an image in mind when they go to Google Image. The Advanced Search fields for Google Image help you gear the Google search in the direction you want. The following settings will help you customize an Advanced Image Search:

- **Keywords:** These four fields let you specify exactly what Google Image does with your various keywords.
- **Size:** This is an option to limit your search to images that are a small, medium, or large number of pixels. Because loading images can be time-consuming, selecting "small" is one way to quicken your Google Image search.
- **Filetypes:** This setting lets you specify the format of the image you're seeking (e.g., JPG, GIF, PNG).
- **Coloration:** This setting lets you specify whether you want to look for black-and-white, grayscale, or full-color images. Grayscale searches might help you locate drawings more effectively, whereas black-and-white may be appropriate for finding charts or cartoons.
- **Domain:** This setting allows you to restrict your image

search to a particular website or domain.

- **SafeSearch:** This setting lets you set the content filter to None, Moderate, or Strict. If you suspect your keywords might turn up pornographic content, changing the filter can block offensive images from your computer screen.

Perusing Your Images

Once you've tinkered with the Advanced Image Search settings and entered your keywords, Google Image presents its suggested images. The search results page for Google Image looks different from the Google Web search results, mainly because each search result is displayed as a thumb-nail-sized image. If you're interested in a particular image, you have four options:

1. **Zoom in:** If you click on any search result, Google Image shows you a larger version of this image for closer examination. From there, you have the option of viewing an even larger version by clicking the "See full-size image" link.
2. **Go straight to the page:** Click on the search result, then on the "original context" link for a full-screen image of the page.
3. **Click on "More Results From":** If Google has found other relevant images on the same website, this tab signals that. Click on the link to view more.
4. **Print Preview:** Once you isolate the image, click Print Preview from the File menu to zoom in and out.

If you find yourself scanning rapidly through the Google Image search results, you might want to revisit Preferences and increase the number of results displayed per page.

How to Use Google News

Though just about every daily newspaper has a searchable website, **Google News** compiles the latest articles from the world's major media outlets just minutes after they break. Many web browsers count on Google News as a reliable and user-friendly news source because it offers:

- A wide, unbiased range of news stories from more than 4,500 worldwide media sources
- Up-to-the-minute news coverage, with stories ranked by how recently they broke
- Easy comparison of how different media outlets cover a particular story
- Email alerts to keep you abreast of the topics that interest you most
- Organization of major news by topic and world region, as well as categories you customize

Searching Google News

Google News searches work like Google Web searches:

1. Enter your keyword(s) into the search box.
2. Consider adding one or both of these syntax operators, which can be extremely helpful in narrowing news queries:
 - A. Intitle:** If you want the keyword(s) to appear in the news headline itself (Intitle: Pelosi)
 - B. Source:** If you want to confine your search to a particular media outlet (Source: CNN)
3. The headlines Google News suggests in your search results can be sorted by:
 - A. Relevance:** How related the new stories are to your keywords
 - B. Date:** How recently these related stories broke (3 minutes to 30 days)
4. To read the full text of a news story on the website of media outlet, click on the title. Because some news sites require registration, Google usually warns you of this in the search results by noting "subscription" in parentheses beside the name of the news source.

The screenshot shows the Google News homepage with the following elements:

- Navigation:** Web, Images, Video, News, Maps, Gmail, and a search bar with "Search News" and "Search the Web" buttons.
- Top Stories:** A section titled "Top Stories | U.S." with a "Go" button and "Auto-generated 14 minutes ago". It features a main article: "Idaho Gov. The Bell Has Rung on Craig" by Kate Phillips, dated 40 minutes ago. Other articles include "Chemical weapons found at UN headquarters" and "Immigration Raid at Ohio Poultry Plant".
- Personalize this page:** A box on the right side with a "Personalize this page" button and a list of news categories like "Dell's Sales Get by Target", "Nasir-wearing astronaut to plead insanity", and "Wang flirts with no-hitter as Yanks awe Sox".
- World Section:** A section titled "World" with an "edit" link. It features an article: "Ex-premier going to Pakistan Sept. 10" by DARCY DORAN, dated 28 minutes ago.
- Google News Logo:** Located at the bottom center of the screenshot.

2. Delete any news categories that you are completely uninterested in by clicking the category and choosing the Delete Section box that appears.
3. To expand or shrink any news category, click on the category and choose among 1–9 in the Stories box. This increases/decreases the number of headlines that Google News displays in that particular news category.
4. To add another news category, click on Add a Standard Section and browse through the additional Google News categories. Google News lets you combine an international edition with a topical section (e.g., "India" and "Entertainment").
5. To create your own news category, click on Add a Custom Section and enter a few keywords that instruct Google how to search for relevant news stories (e.g., "AIDS Africa").
6. To make further specifications in your customized news interface, click on the Advanced link, which lets you specify the language, label name, etc.
7. Click on Save Layout to be sure that Google News stores these preferences for your future visits.

Google Alerts

Because combing news headlines can be time-consuming, **Google News Alerts** are a handy way to keep consistent track of the news stories that matter to you most. Signing up for Google Alerts is like asking Google News to let you know when certain news stories break. Google News does this by sending you an email "alert" once a day, once a week, or as frequently as the stories appear.

To sign up for an alert through Google News:

1. Click on the envelope icon marked News Alerts (www.google.com/alerts) on the left side of the Google News homepage.
2. Enter the keywords that indicate what news stories you want to keep abreast of. Remember to be specific (for example, "Venezuelan oil" instead of "Venezuela") so that you don't end up with a barrage of irrelevant news alerts in your inbox.
3. Specify whether you want Web or News Alerts. Unless you specify otherwise, Google will treat your alert as a Google News Alert and compile your alerts from the Google News archives. However, if you want to know when a more obscure keyword, such as a specific person or company, shows up anywhere on the world wide web, choose Web to broaden the alert. You can also get alerts for "News & Web" combined, as well as alerts for Google Groups.
4. Tell Google News how often you want an email alert to notify you of these news stories: once a day, once a week, or as it happens.
5. Give Google News your email address. If you suspect that your keywords will result in constant email alerts, consider setting up a new email account specifically for tracking news stories. You might also just create a separate news folder within your existing email account and feed all Google alerts into that folder.
6. To adjust your alert settings, click the "edit" link on the "Manage your Alerts" page. You will need a Google account to do this. If the setting you chose turned out to be too frequent or too infrequent, change the "How often" field. You can also cancel an alert altogether by clicking the cancellation button at the bottom of any Google Alert email.

How to Use Google Groups

If you're looking for a discussion on a particular topic rather than a web page, product, or news story, **Google Groups** is the place to go. With more than 30,000 discussions catalogued in its archives, Google Groups gives you access to web-based chats on everything imaginable, from stain-removal techniques to political debates. Each group has its own page where group contributors reply to discussion threads and post their own new messages.

Advanced Searching on Google News

The Advanced Search options for Google News come in handy when you have a particular media source, region, or time frame in mind. You can reach get there by clicking on the Advanced News Search (news.google.com/advanced_news_search) link on the right side of the search field. Once there, you can specify:

- **What part of the world to look in:** If you have a local news story in mind, type the name of a U.S. state or foreign country into the Location field.
- **Where your keywords occur:** If you want Google News to turn up only news stories that contain your keywords in the headline, in the body of the article, or in the URL, select one of these settings in the Occurrences field (by default, Google News searches for keywords anywhere within an article).
- **How recent:** Tell Google News whether you're looking for a news story from the last hour, day, week, month, or anytime, by adjusting the Date setting.
- **Which news source to comb:** If you already have a media outlet in mind, type the name of the particular outlet into the News Source field.

Just like the Advanced Search on Google Web, Advanced News Search gives you four syntax fields so you can command Google to perform various search functions simultaneously.

Browsing Google News

Running a keyword search through Google News should lead you straight to the stories that you have in mind. However, you can also just browse through Google News as you would peruse a print newspaper. Knowing the layout of Google News will help you to better navigate it, according to what interests you most.

Google News Categories

Google News organizes the latest news stories under these major headings, which are listed with multicolored tabs on the left margin of the page:

- Top Stories
- World
- U.S.
- Business
- Sci/Tech
- Sports

- Entertainment
- Health
- Most Popular

Just by scrolling down the main page, you can view a few stories from these main categories without having to click on any particular category.

Viewing Google News

If you want your computer to display text headlines only, rather than showing the photos that accompany some Google News headlines, click on the Text Version link in the left margin of the Google News homepage. The text setting is especially helpful if you have a dialup connection and want to speed up your web searching. To switch back to the Google News default format—photos intermixed with headlines—click on the Standard News (news.google.com/news?ned=us&rec=0) link.

Google Clusters

On the main Google News page, stories are grouped by topic. This is especially helpful if you are following a particular news development and want to keep track of how various news outlets are covering it. To delve deeper into any particular cluster, click on the All News Articles that Google News highlights in green below its featured headline stories.

News by Country

If you're interested in news stories covered by foreign media outlets, scroll to the bottom of the main Google News page and select the country of your choice from the international versions listed.

Customizing Google News

If you spend a couple of minutes telling Google News what types of stories interest you most, what types you're completely uninterested in, and how you prefer to view the daily headlines, you'll get to enjoy a customized arrangement of the day's happenings every time you visit the Google News homepage. Click on the Personalize This Page link and follow these simple steps:

1. On the small sample page at the right, drag the topic tabs (e.g., "Sports," "World") around until they are ordered according to your personal preference.

Why Use Google Groups?

The perks of Google Groups include:

- A comprehensive directory of topics that's easy to browse
- Keyword search capability, which allows you to locate discussions on obscure topics
- Access to a community of people with similar interests
- A User Profile to share whatever personal information you choose
- Bookmarks to keep track of the conversations that interest you
- More than a billion archived postings, dating back to 1981, of past discussions on Usenet, an online bulletin-board system accessible to anyone on the web

Navigating Google Groups

Once on the main Google Groups page, you have a few options for finding a discussion.

Searching by Keyword

You can type in the keyword(s) that you think will turn up relevant groups or individual postings. Google Groups then searches using these keywords and presents you with suggested:

- **Groups:** Listed on the top portion of the page (e.g., "soc.cultural.mongolian")
- **Postings:** Appear directly below the group matches (e.g., "Riding in Mongolia?")

Reading your search results on Google Groups can be perplexing at first. Knowing the search results labels below will help you narrow down which groups interest you. When you click on "Groups matching (your keywords)," you'll see:

- **Topic:** Indicates how the matching groups are classified, including the number of groups in each subcategory
- **Region:** What part of the world the groups originated in (e.g., "Europe – United Kingdom")
- **Language:** The language(s) used by the various groups (e.g., "English")
- **Activity:** The frequency with which messages are posted to the groups (e.g., Low, Medium, or High)
- **Members:** How many members currently belong to the groups (e.g., 1000+, 100+, 10–100, or < 10)

You'll notice that each subcategory name is followed by a number in parentheses. This indicates how many postings in the group correspond with your keywords.

Browsing by Category

If you want to browse through Google Groups' many categories and subcategories, click on a category link that best corresponds with your area of interest. To select from a more comprehensive directory than the brief listing you see on the Google Groups homepage, click on the Browse All Group Categories link (groups.google.com/groups/dir).

Google Group Categories

Google uses several main "topics" to organize its groups:

- Adult
- Computers
- Home
- People
- Recreation
- Science and Technology
- Society

Click on any of these main categories and you'll find dozens of subcategories to choose among. Keep clicking until you find the subcategory that matches your interest. If you find yourself in a subcategory that is too narrow or irrelevant to

your interests, you can move backward to the previous category by clicking the "X" box beside the latest subcategory you've visited.

Evaluating Groups

Before you actually click on a group, you'll see a one-sentence description of the group, the number of members or subscribers, and the date of the last posting. If you click on the "Group" link and then click on "About This Group" at the right of the page, you will see data about the following:

- **Activity:** Indicates the level of traffic that particular group receives as well as the number of subscribers to that group.
- **Description:** Each group offers a brief overview of its discussion topics.
- **Categories:** Google topics and subtopics, Usenet category language, activity.
- **Access:** Public versus restricted.
- **Adult Content:** If Google has flagged a public as containing adult content, it will warn you when you click on the group name. To proceed, you must click on the "I am at least 18 years old" button.

Scanning the Postings

Once you decide you're interested in a particular group, you can begin browsing through its postings. The features and tricks listed below will help you explore the multitude of threads without getting tangled:

- **Reverse chronology:** The thread with the most recent posting will appear first, regardless of how long ago this thread was first created.
- **Thread title:** Group threads maintain the same title unless a member alters the title.
- **Topic List vs. Topic Summary:** To view an excerpt of each posting below its title, click Topic Summary. To return to the condensed, non-text view, click Topic List.
- **Star:** You can keep track of the postings that interest you most by clicking the star button beside each title. Everything you star gets filed under Favorites for easy access from any Google Groups page.
- **Related Postings:** When you view a group's postings with text displayed, you'll see a list of older posts related to your topic in the right margin, called Active Older Topics.

Following the Conversation

If you're new to Google Groups, it can be puzzling to figure out who's responding to whom. Changing the way the conversation is displayed can help you make sense of the sequence of replies.

- **View as tree:** This indented format offers a helpful visual of the conversation's chronology. Click "Options" in the title bar. A column will appear on the left side of the page, with the indentation signaling the sequence of replies.
- **More options:** Clicking this link at the top of a posting allows you to do various things with the message, such as reply or locate more information on the group member who posted the message.

Joining the Group

If you're just interested in browsing the postings that are public, you don't have to register with Google Groups. However, to read a restricted group, to post a reply, or to start a new group, you have to register for a free Google Account. Click on the Join link in the menu. If you're already a Gmail user, you can log in without registering for another account.

How to Subscribe

1. Click on the "Join This Group" link in the gray box on the right side of the Groups page. If the group is designated as public, then you will be permitted to join.

2. You can read the group's correspondence in one of three ways:

- A. No email:** Without postings sent to your email account
- B. Abridged email:** A maximum of one email summary of the group's activity per day
- C. Digest email:** Up to 25 emails bundled into a single email, usually once per day

3. Designate a nickname that you want displayed with your postings.

Replying

Google Groups allows you to post a reply to any message that is up to 60 days old. Simply scroll down to the bottom of the message and click the Reply link.

Starting New Threads

To post a brand-new thread, click on + New Post, choose a new title, type your message, and post the thread to the rest of the group. (Note that, as the warning at the top of the page states, all messages posted to Usenet will expose the poster's email address.)

Starting a New Google Group

To initiate a new discussion on Google Groups, click on Create a Group on the main Google Groups page, and:

1. Title your group in a way that will help people locate it with keyword searches.
2. Create an e-mail address that corresponds to your topic.
3. Write a description of your group.
4. Check the warning box if your group may contain content suitable only for adults.
5. Designate your group as public, announcement-only, or restricted.
6. Click on "Create My Group."
7. Recruit members by entering the email addresses of people you'd like to invite, or add members directly.
8. Write an invitation message.
9. Click on "Invite Members."
10. Click on "Tune Your Group's Settings" for more options.

Personalizing Google Groups

You can customize Google Groups according to your topics of interest and your web usage:

- **My Groups:** Keeps track of which groups you've joined and gives you quick access to them. Google also puts suggested groups on this page, based on your keyword searches and other group memberships.
- **My Profile:** Lets you edit and view the personal information you share with other Google Groups users.
- **Favorites:** Stores all the postings you've marked with a star. To delete any postings from this page, simply click the star a second time.
- **Group Alerts:** If you want to be notified when a certain keyword appears in larger Google Groups forums, add an alert for this keyword and indicate how frequently you wish to be emailed.

How to Use Google Product Search

Google Product Search (formerly called **Froogle**) helps you locate products instantly on the web and comparison-shop according to price, features, customer ratings, and more. It isn't a store in itself but rather a searchable database of millions of products sold on the web. So if you've got a product in mind but aren't wedded to a particular merchant, the Google Product Search search engine will collect a wide array of options for you and then give you the tools to zero in on the best buy.



Web Images Video News Maps More Search Products Advanced Product Search Feedback

Search for stuff to buy.

A few of the items recently found with Google Product Search:

Leach Bank	Leach Bank	Leach Bank	Leach Bank	Leach Bank
laundry basket	chandeliers	sublimation	passer	clear burndor
cosman gel	mesh hat	crafting table	lft chair	loafers
17 inch monitor	my life party	sac collar	poolnet protector	short micro radio
bedroom sliders	wedder djay controller	car stereo	compact flash memory	acifier area

Google Home - Information for Sellers - Help

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Google Product Search

How to Use Google Product Search

The easiest way to begin your Google Product Search search is to enter a keyword such as:

- The product name
- The model number
- The brand name
- A combination of the above

Since it can be tricky to figure out exactly how a company phrases its product name (e.g., bike vs. bicycle), the syntax code "OR" can help you run a search for a few possible keywords at the same time (e.g., "bicycle" OR "bike").

Viewing Search Results

Google Product Search will present you with a page of products that match your keywords. You'll want to familiarize yourself with the functions and settings of the search results page so that you can use them to narrow down your search from thousands of potential products.

List or Grid?

- **List view:** A single vertical column of search results that include product descriptions
- **Grid view:** A dense page of 20 thumbnail-sized products that include fewer product details

If you're still in the browsing stage of your online shopping spree, the Grid view might speed up the process. On the other hand, if you're carefully examining each suggested product, then the List view might work better.

Ads

While doing research on Google Web, you probably ignore the Sponsored Links, or Google ads. However, it makes more sense to glance over the ads on Google Product Search, seeing as you're considering a purchase. Google Product Search places paid advertisements on the right side of the page of your search results.

How to Sort

There are five ways in which you can rank the products displayed in your Google Product Search search results:

1. **By relevance:** Ranks the products according to what Google Product Search considers most relevant to your keywords. Unless you change the "sort by" setting, Google Product Search automatically organizes by relevance.
2. **By price, low to high:** Ranks the least expensive products higher.
3. **By price, high to low:** Ranks the most expensive products higher. Though few consumers are looking to pay the highest price, this ranking will help give you a sense of the full range of prices.
4. **Product rating:** Ranks according to product reviews.
5. **Seller rating:** Ranks according to the merchants' credibility and consumer ratings.

Price Range

Google Product Search lets you set a price range and search within it. Just enter your lowest possible price in the left box, and your highest possible price in the right. Then let

the Google Product Search search engine scramble for the products your wallet can handle.

Search by Store

If you want to zero in on the products sold by a particular merchant, click on the name of this merchant under the Stores heading.

Advanced Searching on Google Product Search

The Advanced Search fields on Google Product Search enables you not only to give Google highly specific instructions along with your keywords but to set your price range and sorting mechanisms before you even run the query. Here are a few other handy Advanced Search tools that Google Product Search offers:

- **Category:** Select one of 15 Google Product Search product categories to narrow the search down quickly to the type of product you have in mind.
- **Occurrences:** Tell Google Product Search whether you want your keyword to appear in the actual product name, in the product description, or in both.
- **Price:** Name your price range before the Google Product Search searching begins.

Product Search Shopping and Wish Lists

Just because you're not ready to enter your credit card number this instant doesn't mean you have to lose track of the products you've discovered on Google Product Search.

Shopping List

The **shopping list** helps you keep track of products that you're considering purchasing.

1. Click on the "My Shopping List" link on the Google Product Search homepage.
2. Sign up for a free Google account if you don't already have one.
3. When you find an item of interest to you on Google Product Search, click on "Add to Shopping List."
4. Check back into "My Shopping List" to view your shopping cart of goodies and to arrange them comparatively.

Wish List

The **wish list** lets you highlight products that you definitely want to buy—or want someone else to buy for you.

1. Weed through the items in your Shopping List to pinpoint your favorites.
2. Check the In Wish List box below the items you want.
3. Wait for Santa Claus to look up your Wish List on Google Product Search. You can look for anyone's Wish List by entering his or her email address into the Find a Wish List field on the Shopping List page.

Google Catalogs

If you prefer to conduct your online shopping one catalog at a time, try **Google Catalogs** at catalogs.google.com. Comprising of more than 6,600 shopping catalogs, Google Catalogs allows you to zone in easily on your favorite merchants.

How to Use Google Toolbar

Google Toolbar tucks the capabilities of Google into a slim bar at the top of your browser window. With the Toolbar in place, you can take advantage of Google's handy search tricks from anywhere on the web, no matter how far you wander from an official Google site. The Toolbar is perfect for web browsers who turn to Google for their primary web needs but don't like having multiple browser windows or tabs open at the same time.



the Google Toolbar

Spend a few minutes downloading Google's Toolbar and you'll be able to:

- Search the various Google archives from any web page (without going to www.google.com)
- Block pop-up windows as you browse the web
- Quickly spellcheck text you type into any web field
- Save and paste the personal information you regularly enter into online forms
- Instantly access maps of addresses you find online
- Translate English words into the foreign language of your choice by hovering your mouse over them

Installing the Toolbar

To install Google's toolbar, go to toolbar.google.com. If you have Windows, you will need:

- Microsoft Windows 98, ME, 2000, XP, or Vista
- Internet Explorer 5.5 or later

Another option is to use the beta (test version) Google toolbar available for Firefox 2.0. Mac users can use the Apple Safari browser's built-in Google search bar.

Using the Toolbar Perks

If you're wondering what the buttons on your Toolbar do, hover your mouse over them and read the small tags that appear. Below are some of the most handy Toolbar buttons. Keep in mind that Google Toolbar usually displays an introductory note the first time you use all of these functions. The notes remind you how to make the best use of the Toolbar functions.

Search Tab

Once you type your keywords in the Toolbar search box, you can either click on the "Search" tab to run a standard Google Web search or click on the downward arrow to the right, which lets you search:

- The website you're currently visiting
- Google News
- Google Images
- Google Groups
- Google Product Search
- Google Maps

You can add even more search buttons by visiting the Google Button Gallery.

Pop-Up Blocker

The Toolbar blocks pesky pop-ups and lets you know just how many it has deflected in the course of your web browsing. If you want to enable pop-ups on a particular website, simply click on the pop-up button and it will instantly read "pop-ups okay." You can also press the Ctrl key (or the command key on a Mac) while clicking on a link to allow an individual pop-up to appear.

Spellcheck

To verify the spelling of what you've typed into a web field:

1. Click on the ABC Check tab.
2. If Google determines that your words are spelled correctly, a tiny white text box will declare, "No spelling errors were identified!"
3. If the Toolbar does find an error, the misspelled word will be immediately bolded in red.
4. To peruse the suggested spellings, click on the red misspelled word.
5. Select the correct spelling and watch as the Toolbar makes the alteration and colors it green, or select Ignore to stick with your original spelling.

Autolink

If you come across an address in your web wanderings that you'd like to view on a map:

1. Click on the Look for Map button.
2. Google will scan the page for a U.S. address, highlight the address in light blue, then look for a corresponding map on Google Maps.
3. If you click on the downward arrow on the right of the Toolbar Map button, you can find out whether Google has located a map.
4. Clicking on this suggested map will automatically open a new browser window or tab to display it.

You can also use Autolink on a book's ISBN, a car's VIN number, or a postal tracking number.

Autofill

If it annoys you to type your name, address, and phone number every time you register on a new site or make an online purchase, the **Autofill** feature will be a lifesaver. To set up Autofill:

1. Go to Toolbar Settings. Click on Options and then on Autofill Settings.
2. Enter your personal information into the fields, keeping in mind that whatever you store in Autofill can be viewed by whoever else uses your computer.
3. If you want to store your credit card number, set a password. (Note: If you're concerned about identity theft, it's not a good idea to enter your credit card number into Autofill.)
4. When you visit a website with blank forms, Autofill will highlight what it can fill (in yellow).
5. To command Autofill to go ahead and enter your information, click the Autofill button.

Toggle Highlighting

Though the Google engine is ingenious at finding web pages that correspond with your keywords, sometimes it's hard to locate your keywords within the text of a given web page.

If you want to see where Google located your keyword in the text, the Toggle Highlighter will highlight every instance of these terms in bright colors. You can even use this Toggle function without running a Google search.

1. Type the words that you want highlighted in the Toolbar search box.
2. Click on the highlight button instead of the search button.
3. Each keyword will be instantly highlighted in pastel—a different color for each word.

Word Find

Whereas the Toggle button highlights every instance of a keyword or phrase, Word Find helps guide you from instance to instance of a particular word. Just like the Toggle highlighting function, Word Find doesn't require that you run a Google search. This function is especially helpful in leading your eye along a crowded page or through a lengthy body of text.

1. Type your keywords into the Toolbar search field.
2. Rather than press Search, look over to the right of the Toggle button to find a button that corresponds with each of the keywords you typed.
3. Press the button of the keyword you want to track through the text.
4. Word Find will leap to the first (then second, third, and so on) instance of your keyword and highlight its letters in white against a blue background.

Search History

You can find a list of the web pages you've most recently visited right beside the search box of your Toolbar. This list will help you return to pages without getting lost in back-clicking or without keeping track of long URLs. To erase this record and start fresh, click on the Google icon on the far left of the page and select Clear Search History.

Other Google Services

Google continually adds new tools, archives, gadgets, and services. The best way to keep abreast of the latest offerings is to click on the "More" link on the Google homepage. This will take you to a complete list of Google products, including the search engines and products that Google considers "beta," or still under testing. The following are some of the most popular of Google's other services:

Google Web History

Web History (www.google.com/history) is a special Google search engine that:

- Takes into account your previous Google browsing (e.g., what keywords you've entered, what search results you've actually clicked) in order to gather more relevant search results
- Lets you view a summary of your past Google searches and shows you trends in your search activity—by month, day, and hour—as well as a list of your top searches, top clicks, top sites, and more
- Enables you to bookmark the pages in your search history that interest you and to access them from any computer

Google Directory

The **Directory** (directory.google.com) is Google's attempt to organize its web archives into browser-friendly categories:

- Arts
- Business
- Computers
- Games
- Health
- Home
- Kids & Teens
- News
- Recreation
- Reference
- Regional
- Science
- Shopping
- Society
- Sports
- World

Each of these categories contains dozens of subcategories to choose from. Selecting a category and searching within this category is a quick way to narrow your web search.

Google Desktop

If you want to use Google's searching capacity offline—to comb through your own hard drive or to locate an old email—**Google Desktop** (desktop.google.com) will enable you to do this and much more. Once you install the Desktop program, Google can search through your files, music, photos, email, chats, and even web search history.

Communication Tools

You can use Google to correspond with others, organize personal information, and plan your days. You will need a Google account to use most of these features.

Blogger

Google offers a free blogging server called **Blogger** (www.blogger.com/start) where you can post daily messages and photos in a public forum. You can also run searches and advanced searches of Blogger and other blogs at blog-search.google.com.

Calendar

Google **Calendar** (www.google.com/calendar) is a handy planning tool that allows you to insert events, keep an agenda, peruse public events on the web, and run a keyword search within your own calendar.

Gmail

Gmail (mail.google.com) is Google's free webmail service. The main perk of Gmail is that you can search through your email using Google's search engine and instantly locate old email messages. Other perks include:

- More than 2.5 gigabytes of email storage per account
- Organizing labels that allow you to file an email under multiple categories at once
- Grouping of emails by conversation
- Chatting capability within your Gmail interface

Picasa

A free program that helps you collect photos from your hard drive, organize them into albums, and edit them, **Picasa** also allows you to print your photos, email them, post them on your blog, and much more. Visit picasa.google.com.

Talk

Google's version of instant messenger, **Talk** (www.google.com/talk) allows you to send messages from anywhere on the web. The service is free but requires a Gmail account.

Translate

This tool instantly translates the English text of any web page into the foreign language of your choice. The **Google Language Tools** website also allows you to visit dozens of Google sites in foreign domains, and browse for search results in a foreign language. Visit www.google.com/language_tools?hl=en.

Google Mobile

Google now offers access to Gmail from your mobile device, assuming that your mobile device has a web-browsing capability. **Google Mobile** (www.google.com/mobile) lets you open attachments and PDF files from your mobile device, and allows you to reply to a Gmail message by phone.

Google Labs

If you're curious to know what Google will come up with next, take a peek at its latest inventions at **Google Labs** (labs.google.com). Newer Google products include:

- **Google Book Search** (books.google.com): An archive that allows you to search the full text of books
- **Google Earth** (earth.google.com): A 3-D interface that gives you access to satellite imagery and world maps