

Google™

More Than Meets
The Eye



John Houser

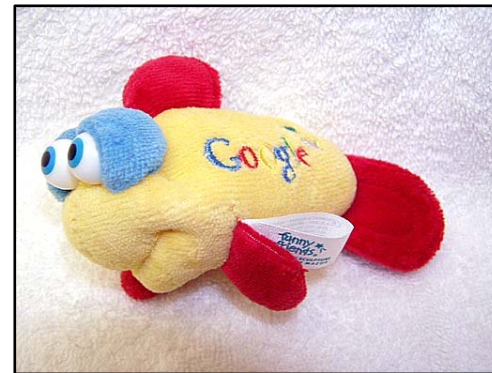
10/16/06



palinet™

Topics

- Twelve Basics in Twelve Minutes
- Google Advanced Search Tool
- Google Advanced Search Operators
- Google Desktop Services
 - Google Earth
 - Picasa



Basic Google Searching Review

- When “Googling,” keep the following in mind:
 - Assumed Boolean “and”
elvis AND king is the same as **elvis king**
 - OR operator provides Boolean “or”
elvis OR king
 - Search term case is ignored
ELvIS is the same as **elvis**

Basic Google Searching Review

- The plus operator (+) forces Google to find results with the designated word on the page.
+philadelphia eagles
- The minus sign (-) negates a word/letter and forces Google to exclude the specified term from results pages.
-elvis king searches for the appearance of king without the word elvis
dolphins -nfl -football -miami finds web pages about dolphins but not the Miami Dolphins football team.
- You can ask Google to look for **synonyms** with the tilde (~) operator.
~boat gets boat, marine, sailboat, and various plurals.

Basic Google Searching Review

- Stop words (and, a, after, it, in, etc) are ignored.
- Punctuation is ignored (. , ! ?).
- Search terms between quotes " " are searched contiguously and exactly as entered.

"the wind in the willows"

"US Constitution"

- Search terms are limited to 32 words.

Basic Google Searching Review

- **Word order matters** in determining relevancy. The first word has more weight than the second, and the second word is more important than the third, and so on...
- Singular and plural forms of a word are different keywords to Google and there is no truncation operator, however **Google does now incorporate automatic stemming.**
- Google finds results **anywhere in a document**, not just in the body of the page, unless you specify otherwise.

Basic Google Searching Review

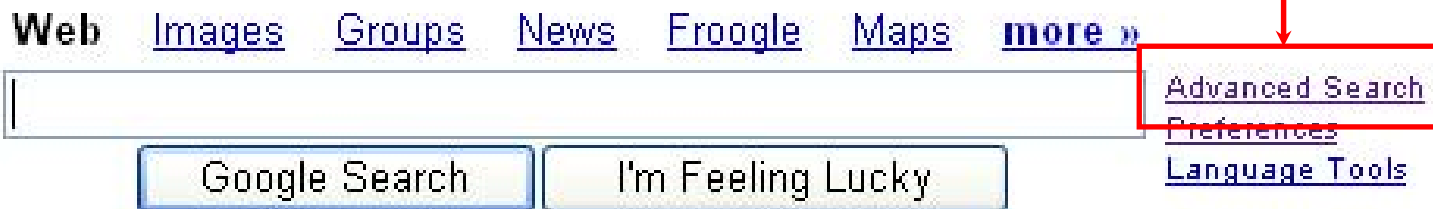
- For more basic Google information and reviews, visit

<http://www.searchengineshowdown.com/features/google/> - basics

<http://www.searchengineshowdown.com/features/google/inconsistent.shtml>
- inconsistencies (somewhat out-of-date)

Advanced Searching

- Google Advanced Search is available by form

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol (TM) to the right.

Advanced Searching

Google™ **Advanced Search**

[Go to Google Home](#)

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](#)

Usage Rights Return results that are
[More info](#)

SafeSearch No filtering Filter using [SafeSearch](#)

Advanced Searching

- You can limit your search in a number of ways:
 - Find results with
 - all of the words
 - with the exact phrase
 - with at least one of the words
 - without the words

Advanced Searching

- Limit search results to specific languages
- Specify file format for results
- Select to return web pages updated within specific time periods
- Select to return web pages with specific usage rights
- And more...

Advanced Search Operators

- Advanced Search operators allow you to do advanced searching without using the Advanced Search form.
- Advanced Search operators allow you to go beyond the capabilities of the Advanced Search form.

Advanced Search Operators - Define

define:word

Web

Definitions of **grok** on the Web:

- ◆ get the meaning of something; "Do you comprehend the meaning of this letter?"
wordnet.princeton.edu/perl/webwn
- ◆ Grok is a verb roughly meaning "to understand completely" or more formally "to : Robert Heinlein, and first used in his novel Stranger in a Strange Land, where it i raised by Martians.
en.wikipedia.org/wiki/Grok

Google Advanced Search Operators - Calculator

2+2*2/2



Web



$$2 + ((2 * 2) / 2) = 4$$

[More about calculator.](#)

Search for documents containing the terms [2+2*2/2](#).

Advanced Search Operators - Popularity

link:www.palinet.org



Web

Results 1 - 10 of about 481 linking to **www.palinet.org**. (1.12 seconds)

[PALINET - Cooperative Purchasing Vendor Partners - North American ...](#)

WHAT? North American Immigrant Letters, Diaries, and Oral Histories provides a personal view of what it meant to immigrate to America and Canada. ...

www.palinet.org/services/coop/product.asp?ProdID=379 - 11k - [Cached](#) - [Similar pages](#)

[PALINET - Cooperative Purchasing Products - Quote Request](#)

PALINET Logo - link to Home Page. Services & Products Back to EIR Main Page · Back to Services & Products Main Page. -, What's New! -, Special Offers ...

www.palinet.org/services/coop/coopqr.asp?ProdID=1316 - 13k - [Cached](#) - [Similar pages](#)



Advanced Search Operators – Phonebook

phonebook:palinet philadelphia PA

- bphonebook - for business
- rphonebook - for residential



Business Phonebook


Home Depot The - (856) 663-7572 - 2232 Marlton Pike W, Cherry Hill, NJ 08002

Home Depot The - (856) 317-3410 - 2232 Marlton Pike W, Cherry Hill, NJ 08002



Advanced Search Operators – Currency Converter

2.85 us dollars in mexican peso

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

[Advanced Preference](#)

Web



2.85 U.S. dollars = 32.1012462 Mexican peso

Rates provided for information only - [see disclaimer](#). [More about currency conversion](#).

Search for documents containing the terms [2.85 us dollars in mexican peso](#).

Advanced Search Operators – Measurements

cup in liters

– Measurement conversion



Web



1 US cup = 0.236588237 liters

[More about calculator.](#)

Advanced Search Operators – Aircraft Info

n5500

– FAA Tail Numbers



Google™

[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [Maps](#) [more](#)

n34hd

Search

Web



[Look up aircraft with registration number **N34HD**](#)

registry.faa.gov

[Aircraft **N34HD** Profile](#)

Aircraft **N34HD** Profile. 1984 Cessna 172P ... Aircraft Owner Specifications Engines Stati
N34HD. Have a photo of this aircraft? Share with others. Aircraft ...

www.airport-data.com/aircraft/N34HD.html - 7k - Supplemental Result -

[Cached](#) - [Similar pages](#) - [Note this](#)

Advanced Search Operators – Stocks

GOOG

- Checks ticker symbol - provides most recent price
- (within 15 minutes to close)

[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) [Desktop](#) [more »](#)
 [Advanced Search](#)
[Preferences](#)

Web

[GOOG](#) (GOOGLE)



366.59 **-2.16** (-0.59%) 1 Feb at 4:00PM ET

Open: 366.44

Volume: 8,690,747

High: 373.54

Avg Vol: 15,690,000

Low: 365.11

Mkt Cap: 108.34B

Nasdaq data delayed by 15 minutes - [Disclaimer](#)

After Hours ECN: **367.40** **+0.81** (0.22%) 1 Feb at 8:00PM ET



Advanced Search Operators – UPC Codes

- Basic product information for specified product code



Web



[Look up UPC number 0 79400 80470 9](#)

www.upcdatabase.com

Advanced Search Operators – Flight Info

- Provides access to sites with specific flight information



Web



Track status of **US Airways flight 50**
on [Travelocity](#) - [Expedia](#) - [fboweb.com](#)

Advanced Search Operators – Area Info

- Entering an area code provides access to info on specified area



Web



[Show map of area code 856](#)

Southern New Jersey

www.whitepages.com

Advanced Search Operators – Movies

movie: the illusionist 19104



Movie Showtimes for PA 19104 - [Today](#) - [Tomorrow](#) - [Thursday](#)

[Show more movies](#)

★★★★☆
[26 reviews](#)

The Illusionist

1hr 50min - Rated PG-13 - Drama/Romance/SciFi/Fantasy - [Trailer](#) - [IMDb](#)

[Ritz 5 Movies](#)

214 Walnut Street, Philadelphia, PA - [Map](#)
12:00 2:15 4:40 10:00

[AMC Plymouth Meeting Mall 12](#)

494 Germantown Pike, Plymouth Meeting, PA
- [Map](#)
1:55 4:50 7:25 9:50

[AMC Loews Cherry Hill 24](#)

2121 Route 38, Cherry Hill, NJ - [Map](#)
12:45 [3:25](#) [6:15](#) [9:00](#)

[UA King of Prussia Stadium 16](#)

300 Goddard Boulevard, King of Prussia, PA -
[Map](#)
1:30 [4:10](#) [6:55](#) [9:40](#)



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Advanced Search Operators – Related

related:www.faa.gov

- Returns results related to the URL entered

Advanced Search Operators – File Type

filetype:pdf form 1040

- Searches for resources in a specific file format; Google file type searches now include 12 different file formats

Advanced Search Operators – Weather

weather: philadelphia, pa

- Returns weather for a specified location.

Advanced Search Operators – News Source

source:espn roger clemens

- When using Google News, limits articles returned from the news source you specify.

Google Services

- To discover what other Google Services are available, visit

<http://www.google.com/help/features.html>

Google Services

- Google provides a number of services for specific tasks, such as looking up news stories, finding photographs, organizing photographs, finding directions to specific locations, and more.
- Some services can be used via a Web browser; others must be downloaded to your PC. Those that must be downloaded to your PC are called **Google Desktop Services**.

Google Services

- [Google Images](#) – Finds images related to your search term
- [Google News](#) – Read the most up-to-date news stories about your search term
- [Froogle](#) – Find sites selling a product (being de-emphasized now)
- [Google Directory](#) – Browse the Web by topic

Google Services

- [Google Catalogs](#) – Search hundreds of online catalogs for an item
- [Google Labs](#) – Test drive potential future Google products and services
- [Google Maps](#) – View maps and get directions
- [Google Video](#) – Search TV programs and videos

Google Desktop Services

- [Google Earth](#) – Explore the world from your PC – in 3D
- [Google Picasa](#) – Organize and edit your photos and graphic images
- Explore more at

<http://www.google.com/intl/en/options/>

Google Earth

- Google Earth combines satellite imagery, maps and the power of Google Search to put the world's geographic information at your fingertips.
- Google Earth is a free application you can download to your PC.
- Google offers fee-based Google Earth Plus and Google Earth Pro version

Google Earth

- **Google Earth** is a downloadable application with free and fee-based versions. The program:
 - allows you to type in location addresses and view directions and maps for a specific destination.
 - is dynamic and interactive, allowing you to use your mouse to move around a designated area.
 - plots locations of businesses and other specific locations.
 - includes satellite imagery of locations.

Google Picasa

- **Picasa** is free software that helps you instantly find, edit and share all the pictures on your PC.
- **Picasa** also makes advanced editing simple by putting one-click fixes and powerful effects at your fingertips.
- **Picasa** makes it a snap to share your pictures – you can email, print photos at home, make gift CDs, instantly share via Hello™, and even post pictures on your own blog.

Google Code Search

- Regular expression searching (coders will know!)
- Limit by:
 - Language
 - Package name
 - License
 - File name

New Beta Services

- Google Reader
 - RSS Aggregator
 - Can display e-mail with your other feeds
- Docs & Spreadsheets
 - Create
 - Edit
 - Collaborate
 - Share
- Google SMS

Google SMS

- Quick data via text message from your phone or PDA

Send **weather philadelphia pa** to googl
(46645)

Send **palinet philadelphia pa** to googl



News

- **Google Maps** available for your Palm PDA
- **University of Wisconsin-Madison** is the latest university to sign on with Google Book Search
- Google has bought **YouTube** (Google Video)
- Google adds **Find in a Library** link to Google Book Search

Thanks!

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