The
New York Society Library
Presents:

Google:
Advanced Features

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GOOGLE

INDEX

MAIN SEARCHES

WEB SEARCH   1999/09
google.com

"Type one or more search terms (the words or phrase that best describe the information you want to find) into the search box and hit the 'Enter' key or click on the Google Search button." Search tips at: google.com/help/features.htm and googleguide.com

ACCESSIBLE SEARCH
labs.google.com/accessible

"Accessible Search is an early Google Labs product designed to identify and prioritize search results that are more easily usable by blind and visually impaired users." Clean search interface with no ads!

SUGGEST   2004/12
labs.google.com/suggest

"As you type, Google will offer suggestions. Use the arrow keys to navigate the results". Google Suggest uses auto-complete while typing to give popular searches. It is still in beta stage.

IMAGE SEARCH   2001/12
images.google.com

"Google's Image Search is the most comprehensive on the Web, with billions of images indexed and available for viewing." Notes: Google Image Labeler is a new feature of Google Image Search that allows the user to label random images to help improve the quality of Google's image search results.

NEWS SEARCH   2002/04
news.google.com
news.google.com/archivesearch

"Google News is a computer-generated news site that aggregates headlines from more than 4,500 English-language news sources worldwide, groups similar stories together and displays them according to each reader's personalized interests."

VIDEO SEARCH
video.google.com

"Google Video is the world's first open online video marketplace where you can search for, watch and even buy an ever-growing collection of TV shows, movies, music videos, documentaries, personal productions and more." You will need to download the Google Video Viewer in order to watch the videos. Google purchased YouTube in October 2006.

MAIN SEARCHES
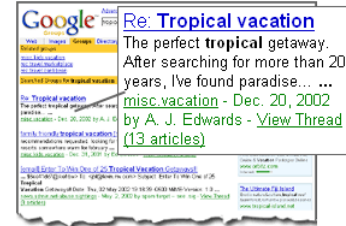
BLOG SEARCH
blogsearch.google.com
"Blog Search is Google search technology focused on blogs."
Notes: Google owns Blogger.com

CATALOGS
catalogs.google.com
"Google Catalogs helps you browse and search merchant-provided catalogs right on your computer. "

DIRECTORY SEARCH
directory.google.com
"The web organized by topic into categories."
Notes: Similar to Yahoo's Directory, Google Directory is a collection of links arranged into hierarchical

FROOGLE
froogle.google.com
"Froogle, Google's shopping search engine, applies the power of Google's search technology to one very specific task: locating sellers that offer the item you want to find and pointing you directly to the place where you can buy it."

GROUPS
groups.google.com
"Google Groups contains the world's most comprehensive archive of postings to Usenet, dating back to 1981." Notes: Google acquired DejaNews, the primary archiver of Usenet postings, in 2001

SPECIAL SEARCHES
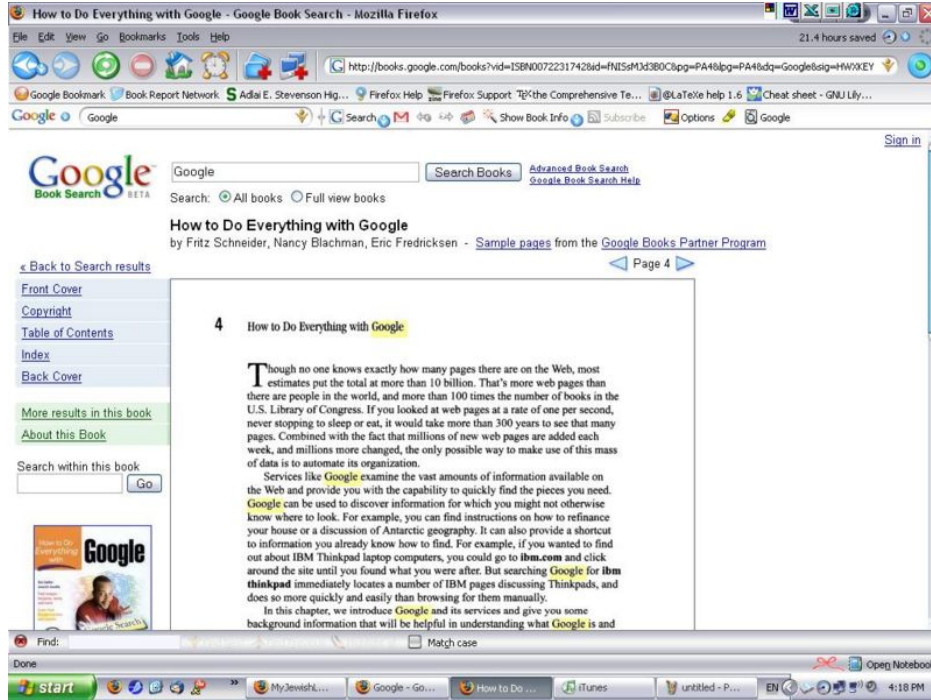**google.com/options/specialsearches.html**
"Use Google to search within specific topics. Google's special searches enable you to narrow your search to a specific topic."

- Government: http://www.google.com/ig/usgov
- Linux: http://www.google.com/linux
- BSD: http://www.google.com/bsd
- Microsoft: http://www.google.com/microsoft.html
- Macintosh: http://www.google.com/mac.html

BOOKS & RESEARCH

BOOK SEARCH   2004/10
books.google.com
"Do a search on Google Book Search or on Google.com. When we find a book whose content contains a match for your search terms, we'll link to it in your search results. Click a book title and you'll see, like a card catalog entry, some basic information about the book."   Formerly known as Google Print. Many of these entries require a Gmail login or Google Account.   As with all searching on Google, adding quotes to your search for an exact match will help to narrow down the results. Restricted entries will not allow you to print the page out. To get around this, you can always do a screen capture (CTRL-Print Screen on Windows) and paste the results into a graphics program.

SHAKESPEARE
google.com/shakespeare
"Search within Hamlet for "to be or not to be" to read the rest of his famous soliloquy. Find out who called the world his "oyster" and why. Browse through a familiar play – or follow your curiosity to discover a new one." Part of Google Books.

BOOKS & RESEARCH

ANSWERS   2002/04
answers.google.com
"Ask a question. Set your price. Get your answer. More than 500 carefully screened Researchers are ready to answer your question for as little as $2.50 -- usually within 24 hours. Your satisfaction is completely guaranteed." You will need a Google account to access this feature.
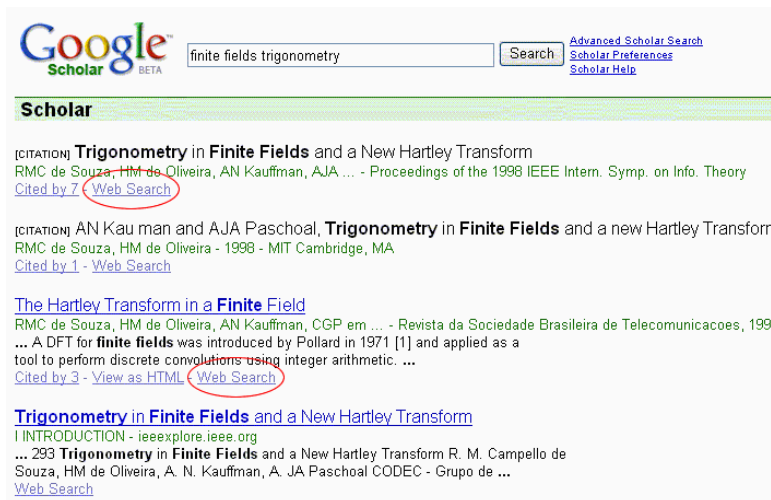
SCHOLAR   2004/11
scholar.google.com
"Google Scholar provides a simple way to broadly search for scholarly literature. From one place, you can search across many disciplines and sources: peer-reviewed papers, theses, books, abstracts and articles, from academic publishers, professional societies, preprint repositories, universities and other scholarly organizations. Google Scholar helps you identify the most relevant research across the world of scholarly research." Google Scholar links to Google Book Search where appropriate…

MAPS & TRAVEL

MAPS
maps.google.com
"Google Maps shows you where you want to go and tells you what you'll find when you get there." Formerly Google Local. Google Maps also encorporates: Google Mars, Google Moon, Google Ride Finder and Google Transit.   To get Google Maps for your cell phone, point your device's web browser to google.com/gmm and download the application.

MARS   2006/03
mars.google.com
"In collaboration with NASA researchers at Arizona State University, we've created some of the most detailed scientific maps of Mars ever made." Elevation, visible imagery and infrared imagery can be shown.

MOON   2005/07
moon.google.com
"Google Moon is an extension of Google Maps and Google Earth that, courtesy of NASA imagery, enables you to surf the Moon's surface and check out the exact spots that the Apollo astronauts made their landings."

RIDE FINDER   2005/05
labs.google.com/ridefinder
"With Google Ride Finder, you can search for taxis, limousines and shuttles and make better decisions by seeing the exact location of vehicles in your area. New York results for Elite Limousine Plus, Inc. (162 taxis available) and SuperShuttle (92 shuttles)

TRANSIT   2005/12
google.com/transit
"Create your own transit trip, complete with itineraries and maps." Currently only available for Eugene, Honolulu, Pittsburgh, Portland, Seattle & Tampa.

EARTH
earth.google.com
"Google Earth puts a planet's worth of imagery and other geographic information right on your desktop." Google Earth is a downloadable program available for free from Google.

LANGUAGE TOOLS
google.com/language_tools
"Search specific languages or countries, use the Google interface in Your language or visit Google's site in your local domain." Google Language Tools allow users to translate text or web pages from one language to another. It also allows searching in web pages located in a specific country or written in a specific language.

APPLICATIONS & DOWNLOADS

Gmail

Google Talk

Google Calendar

Google Page Creator

APPS FOR YOUR DOMAIN
google.com/a

"Now you can offer private-labeled email, IM and calendar tools to all of your users for free, so they can share ideas and get things done more effectively. You can design and publish your organization's website, too. It's all hosted by Google, so there's no hardware or software for you to install or maintain." Includes: Gmail, Google Talk, Google Calendar and Google Page Creator.

GMAIL   2004/04
gmail.com

"Gmail is a new kind of webmail, built on the idea that email can be more intuitive, efficient and useful." Gmail was first offered by invitation only. Now it is available to anyone, but you will need a mobile phone and a free invitation code in order to open an account (or a friend inside GMail sending you an invitation). This is to cut down on spammers and other e-mail abuse.

TALK   2005/08
talk.google.com

"Google Talk is a free and easy service you can use to make voice calls, to send instant messages, to transfer files, and to leave voicemail messages for your friends. This downloadable Windows application makes real-time communications simple and intuitive."
Google Talk requires a Google Account to use and is a downloadable program.

CALENDAR   2006/04
calendar.google.com

"With Google Calendar, it's easy to keep track of all your life's important events in one place. You can add events and send invitations effortlessly, share your schedule with friends and family, and search for events you might enjoy." You will need to have a Google Account to use Google Calendar.

PAGE CREATOR   2006/02
pages.google.com

"Google Page Creator is a free tool that lets you create web pages right in your browser and publish them to the web with one click." Google Page Creator requires a Google Account. Once a Google Pages site is published, it becomes available at: http://username.googlepages.com

APPLICATIONS & DOWNLOADS

Possible Google Pack Logo by Channy (http://channy.creation.net/blog)

PACK   2006/01
pack.google.com

"Google Pack is a free collection of essential software from Google and other companies. The software in the Google Pack helps you browse the web faster, remove spyware and viruses, organize your photos, and more." Google Pack is a downloadable program that includes: Desktop, Earth, Photo Screensavers, Picasa & Google Toolbar for Internet Explorer

DESKTOP
desktop.google.com

"Google Desktop gives you easy access to information on your computer and from the web. It's a desktop search application that provides full text search over your email, files, music, photos, chats, Gmail, web pages that you've viewed, and more." Google Desktop is a downloadable program.

EARTH
earth.google.com

"Google Earth puts a planet's worth of imagery and other geographic information right on your desktop." Google Earth is a downloadable program available for free from Google.

PICASA   2004/06
picasa.google.com

"Picasa is software that helps you instantly find, edit and share all the pictures on your PC. Every time you open Picasa, it automatically locates all your pictures (even ones you forgot you had) and sorts them into visual albums organized by date with folder names you will recognize. Picasa also makes advanced editing simple by putting one-click fixes and powerful effects at your fingertips." Picasa is a downloadable program from Google.

TOOLBAR
toolbar.google.com

"Google Toolbar puts a search box in your browser, making it easier than ever to find anything you want on the Web. The advanced features for the Google Toolbar are PageRank, AutoLink, SpellCheck, and WordTranslator." This is a downloadable program from Google. Be cautious - any sort of page ranking comes from your search results too. What you gain in information, you'll lose in privacy. Google Toolbar also has a nasty habit of updating itself automatically without your permission.

APPLICATIONS & DOWNLOADS

DOCS & SPREADSHEETS   2006/10
docs.google.com
"With Google Docs & Spreadsheets, you can: Use our online editor to format documents, spell-check and more. Upload Word documents, OpenOffice, RTF, HTML or text. Download documents to your desktop as Word, PDF and more. View your documents' revision history and roll back to any version." Combination of Writely and Spreadsheets

NOTEBOOK   2006/05
google.com/notebook
"Google Notebook makes web research of all kinds – from planning a vacation to researching a school paper to buying a car – easier and more efficient by enabling you to clip and gather information even while you're browsing the web." Clip text, images, and links from pages while browsing. You will need a Google Account to use Google Notebook.

SKETCHUP   2006/04
sketchup.google.com
"Google SketchUp is an easy-to-learn 3D modeling program that enables you to explore the world in 3D. With just a few simple tools, you can create 3D models of houses, sheds, decks, home additions, woodworking projects - even space ships. And once you've built your models, you can place them in Google Earth, post them to the 3D Warehouse, or print hard copies." This program is downloadable for free from Google. A professional version retails for $495.

PERSONALIZATION

ACCOUNT
google.com/accounts
"Your Google Account gives you access to various Google services, including your personalized homepage, Google Groups, Google Alerts, Froogle Shopping List, and Personalized Search. If you don't yet have a Google Account, you can create one at https://www.google.com/accounts/NewAccount " If you have a Gmail account, you can use your Gmail username and password to sign in to your Google Account.

PERSONALIZED HOME   2005/05
google.com/ig
"Google offers the ability to create a personalized Google homepage that gives you at-a-glance access to key information from Google and across the web. "

PERSONALIZED SEARCH
google.com/psearch
"Search History keeps a record of all searches and clicked results while a user is logged into a Google Account and allows this to be accessed and searched. "

ALERTS
google.com/alerts
"Google Alerts are emails automatically sent to you when there are new Google results for your search terms." You do not need a Google Account, but will need to supply an e-mail address to receive Google Alerts.

BOOKMARKS
google.com/bookmarks
" Bookmark your favorite websites and add labels and notes to them. Your labels and notes are searchable later, and you can access your bookmarks from any computer by signing in." Google Bookmarks requires a Google Account.

CO-OP
google.com/coop
"Google Co-op is a platform which enables you to use your expertise to help other users find information. You can specify web pages/sites that you consider authoritative for your topic, suggest appropriate query refinements, etc." You will need a Google Account to access this feature.

READER   2006/09
google.com/reader
"Keep track of your favorite websites. Google Reader constantly checks your favorite news sites and blogs for new content. " Google Reader is a web-based feed reader, or "news aggregator". Google Reader requires a Google Account.

BROWSER SYNCH   2006/06
google.com/tools/firefox/browsersync
"Google Browser Sync for Firefox is an extension that continuously synchronizes your browser settings - including bookmarks, history, persistent cookies, and saved passwords - across your computers." Browser Synch is only available for the Firefox web browser.

BUSINESS & COMMERCE

ADWORDS
adwords.google.com

"Advertise your business on Google. No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads." Google AdWords is a paid service of Google and requires a Google Account.

BASE   2005/01
base.google.com

"Google Base is a place where you can easily submit all types of online and offline content, which we'll make searchable on Google." Online database, similar to Craigslist, eBay or other bulletin board postings.

CHECKOUT
checkout.google.com

"Want a faster, safer and more convenient way to shop online? Stop creating multiple accounts and passwords. Shop with confidence. Control commercial spam." You will need to have a Google Account to use Google Checkout.

ENTERPRISE
google.com/enterprise

"With Google Enterprise products, you can offer employees simple, fast and secure search across all your information." Google Enterprise offers servers and other hardware and software tools to businesses. The Small Business machine runs around $2,000.

FINANCE   2006/03
finance.google.com

"Google Finance is an early beta product that offers a broad range of information about North American stocks, mutual funds and public and private companies along with charts, news and fundamental financial data. " Google Finance requires a Google Account.

STORE
googlestore.com

Google Store sells a range of physical Google-branded products. These include clothes, toys, office equipment and lava lamps

TRENDS   2006/05
trends.google.com

"With Google Trends, you can compare the world's interest in your favorite topics. Enter up to five topics and see how often they've been searched for on Google over time."Google Trends shows, as a graph, the popularity of particular search terms over time. Multiple terms can be shown at once. Results can also be displayed by city, region or language.

CELL PHONES

IE
google.com/ie
"Bare-bones interface which returns only page titles."
Google IE is a search option used primarily for cell phones or other mobile devices.

MOBILE
mobile.google.com
"Use Google Web Search on your phone or movile device to search through eight billion pages. Download Google Maps. Access to: Google Search, Google News, Google Personalized Home & Gmail."   Google Mobile allows users to search using Google from wireless devices such as mobile phones and PDAs.

SMS: SIMPLE MESSAGE SERVICE
sms.google.com
"Google SMS is a service that enables you to search for certain kinds of information with Google from a mobile device (such as a Blackberry), and returns your search results as text messages. With Google SMS, you can get phone book listings, movie showtimes, weather, facts, dictionary definitions, product prices, and more. Please visit the Google SMS homepage to see sample queries and the types of results you might get. "Google SMS operates on text-messaging, not on a web browser interface.
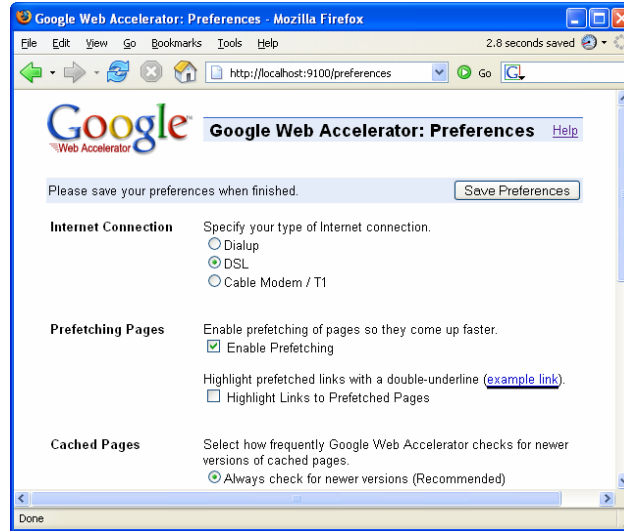
FROOGLE MOBILE
labs.google.com/frooglewml.html
Access Froogle on your mobile phone or device and search for lower online prices when you're away from your computer.

TECHNOLOGY

CODE
code.google.com
"Code.google.com is our site for external developers interested in Google-related development. It's where we'll publish free source code and lists of our API services."

CODE SEARCH   2006/10
google.com/codesearch
"Google Code Search helps you find function definitions and sample code by giving you one place to search publicly accessible source code hosted on the Internet. "

LABS
labs.google.com
"Google labs showcases a few of our favorite ideas that aren't quite ready for prime time. Your feedback can help us improve them. Please play with these prototypes and send your comments directly to the Googlers who developed them. "

SETS   2002/05
labs.google.com/sets
"Automatically create sets of items from a few examples. Enter a few items from a set of things. Next, press Large Set or Small Set and we'll try to predict other items in the set."

### WEB ACCELLERATOR   2005/05
webaccelerator.google.com
"Google Web Accelerator is an application that uses the power of Google's global computer network to make web pages load faster. Google Web Accelerator is easy to use; all you have to do is download and install it, and from then on many web pages will automatically load faster than before. " Downloadable Program.

WEBSITE DEVELOPMENT
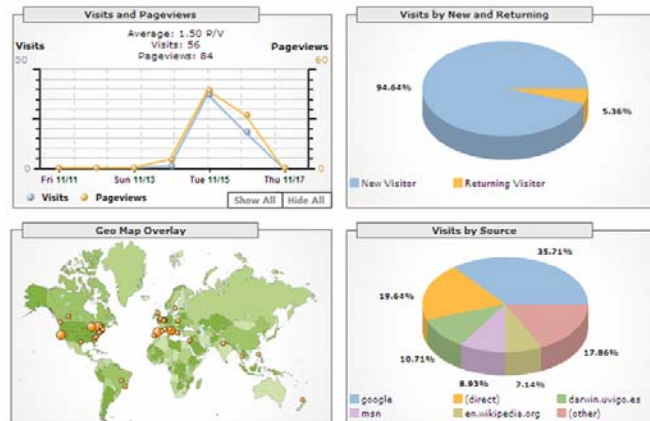
ADSENSE
adsense.google.com
"Google AdSense is a fast and easy way for website publishers of all sizes to display relevant Google ads on their website's content pages and earn money. "

ANALYTICS   2005/11
analytics.google.com
"Google Analytics tells you everything you want to know about how your visitors found you and how they interact with your site." You will need a Google Account to access Google Analytics.

SITEMAPS
google.com/webmasters/sitemaps/
Part of Webmaster Tools Google Sitemaps is part of Google Webmaster Tools, and allows users to create a file that lists the URLs on the site for better indexing.

RELATED LINKS   2006/04
google.com/relatedlinks
"Google Related Links use the power of Google to automatically bring fresh, dynamic and interesting content links to any website. "

WEB TOOLKIT
code.google.com/webtoolkit/
Google Web Toolkit (GWT) is a Java software development framework that makes writing AJAX applications like Google Maps and Gmail easy for developers.

WEBMASTER TOOLS
google.com/webmasters
"Google's webmaster tools provide you with a free and easy way to make your site more Google-friendly. Using our tools, you can: Get Google's view of your website, and diagnose potential problems. See how Google crawls and indexes your site and learn about specific problems we're having accessing it. See how your site is performing. Share info with us to help us crawl your site better."
You will need a Google Account to use this feature.

<u>APPENDIX: A-O</u>

- Accessible Search   labs.google.com/accessible   Page 03
- Account   google.com/account   Page 11
- AdSense   adsense.google.com   Page 15
- AdWords   adwords.google.com   Page 12
- Alerts   google.com/alerts   Page 11
- Analytics   analytics.google.com   Page 15
- Answers   answers.google.com   Page 06
- Apps for your Domain   google.com/a   Page 08

- Base   base.google.com   Page 12
- Blog Search   blogsearch.google.com   Page 04
- Blogger   blogger.com   Page 04
- Book Search   books.google.com   Page 05
- Bookmarks   google.com/bookmarks   Page 11
- Browser Synch   google.com/tools/firefox/browsersync   Page 11

- Calendar   calendar.google.com   Page 08
- Catalogs   catalogs.google.com   Page 04
- Checkout   checkout.google.com   Page 12
- Co-Op   google.com/coop   Page 11
- Code   code.google.com   Page 14
- Code Search   google.com/codesearch   Page 14

- Desktop   desktop.google.com   Page 09
- Directory   directory.google.com   Page 04
- Docs & Spreadsheets   docs.google.com   Page 10
- Earth   earth.google.com   Page 07
- Enterprise   google.com/enterprise   Page 12

- Finance   finance.google.com   Page 12
- Froogle   froogle.google.com   Page 04
- Froogle Mobile   labs.google.com/frooglewml.html   Page 13
- Gmail   gmail.com   Page 08
- Groups   groups.google.com   Page 04

- IE   google.com/ie   Page 13
- Image Search   images.google.com   Page 03
- Labs   labs.google.com   Page 14
- Language Tools   google.com/language_tools   Page 07

- Maps   maps.google.com   Page 07
- Mars   mars.google.com   Page 07
- Mobile   mobile.google.com   Page 13
- Moon   moon.google.com   Page 07
- News   news.google.com   Page 03
- Notebook   google.com/notebook   Page 10

APPENDIX: P-Z