

**The
New York Society Library
Presents:**



Google:
Advanced Features

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GOOGLE



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GOOGLE SEARCHING



WEB SEARCH

google.com

Type one or more search terms into the search box and hit the 'Enter' key or click on the Google Search button. Special searches can also be entered in the main screen search box (more searches at: google.com/help/features.html):

- calculator enter calculator functions into search box (5+2*2)
- currency conversion 3.5 USD in GBP
- define <query> returns a definition (define World Wide Web)
- I'm Feeling Lucky goes directly to first page returned for your query
- movies <Title> finds movie reviews and show times
- phonebook last name, city, state returns phonebook listing
- stocks <Symbol> shows stock information
- weather <Zip> shows current weather & forecast

ACCESSIBLE SEARCH

labs.google.com/accessible

Clean search interface with no ads! 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.

SUGGEST

labs.google.com/suggest

Google Suggest uses auto-complete while typing to give popular searches. As you type, Google will offer suggestions. Use the arrow keys to navigate the results.

EXPERIMENTAL SEARCHES:

google.com/experimental/

Searches include: timelines, left-hand search navigation and right-hand contextual searches.



SPECIALIZED SEARCHES

google.com/options/specialsearches.html

Use Google to search within specific topics (i.e. U.S. Government, Linux, BSD, Apple Macintosh, Microsoft, Public Service Search & University Search)



DIRECTORY

google.com/dirhp

Browse the web by topic. Google Directory is a collection of links arranged into hierarchical structure.

GOOGLE MULTIMEDIA



IMAGES

images.google.com

Google's Image Search is the most comprehensive on the Web, with billions of images indexed and available for viewing.

IMAGE LABELER

images.google.com/imagelabeler

Google Image Labeler allows you to label random images to help improve the quality of Google's image search results. Label tags are created as the result of an online game between two players describing an image.

HOLIDAY LOGOS

google.com/holidaylogos.html

Holiday logos and events archives. Any time the Google logo changes, you can click the new logo (or hover your mouse over the image) to see what Google is celebrating.



VIDEO

video.google.com

Search or browse TV programs and videos.

CURRENT TV

current.tv/google

Current is a global television network that gives you the opportunity to create and influence what airs on TV.

GOOGLE CHANNEL

youtube.com/google

The Official Google Channel

NATIONAL ARCHIVES FOOTAGE

video.google.com/nara.html

Over 70 years ago, the National Archives was founded to preserve American historical documents, as well as the moments and events that could be saved in still photos, films, and audio recordings. Today the Archives is home to everything from rare historical footage (newsreels and government documentaries from the 1930s) to the 1969 moon landing.

YOUTUBE

youtube.com

Broadcast Yourself. Hosts user-generated videos. Includes network and professional content. Watch, upload and share videos.

GOOGLE CURRENT EVENTS



NEWS

news.google.com

Search and browse 4,500 news sources updated continuously. Scroll to the bottom of the page for headline news in different countries and languages.

NEWS ARCHIVE SEARCH

news.google.com/archivesearch

News archive search provides an easy way to search and explore historical archives. News archive search can automatically create timelines which show selected results from relevant time periods.



BLOG SEARCH

blogsearch.google.com

Blog Search helps users to explore the blogging universe more effectively.



BLOGGER

blogger.com

Create your own free blog with Google-owned Blogger.

GOOGLE BLOG

googleblog.blogspot.com

The Google Blog offers frequent updates and insights about our technology and products, and the company at large.

GOOGLE DAILY MENUS:

googlemenus.blogspot.com

Visit Google Daily Menus to see what Google was serving its employees back in 2003.



GROUPS

groups.google.com

Create and join searchable discussion groups and mailing lists. Legacy Internet, from before the web, still being used today. Google acquired DejaNews, the primary archiver of Usenet postings. Posts date from 1981 to current day.

GOOGLE FRIENDS NEWSLETTER

groups.google.com/group/google-friends

Keep up-to-date with the monthly Google Friends Newsletter. Messages include important announcements of new features and other information.

GOOGLE SHOPPING

BASE

base.google.com

Describe your items on Base to make them as easy as possible for people to find when they search. You don't need a website to put your stuff online. Similar to eBay or Craigslist

CATALOGS

catalogs.google.com

Google Catalogs helps you browse and search merchant-provided catalogs right on your computer. Digital scans of print catalogs from 2002-2006.

CHECKOUT

checkout.google.com

Google Checkout stores your credit card information securely on their site. No need to enter it while shopping on other websites. Cuts down on multiple logins and spam, but only works with participating vendors. You will need a Google Account to use Checkout.

HOUSING

base.google.com/base/s2?a_n0=housing&a_y0=9&hl=en&gl=US

Lists available real-estate, along with handy map to locate areas. To use, either visit link (or type Google Housing in the main page search engine) or enter housing-specific search terms in Google ("houses for sale in Manhattan") to enter the staging area. Still in beta testing.

PRODUCTS

google.com/products

Formerly known as Froogle.com. Google's shopping search engine locates sellers that offer the item you want to find and points you directly to the place where you can buy it.

STORE

googlestore.com

Google Store sells a range of Google-branded products, including lip balm, lava lamps and t-shirts.

GOOGLE RESEARCH

ANSWERS

answers.google.com

Google closed this service in 2006. Search or browse the existing Google Answers index by visiting their web page. All past questions and answers have been publicly archived.



BOOKS

books.google.com

New layout! Cover view for easy browsing; list view for classic display. Search the full text of books. 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. Formerly known as Google Print.

MY LIBRARY

You can now create personalized libraries on Google Book Search where you can label, review, rate, and of course, full-text search, a customized selection of books. You will need to be logged in to your Google Account to activate this feature.



PATENT SEARCH

google.com/patents

Search over 7 million patents. With Google Patent Search, you can now search the full text of the U.S. patent corpus and find patents that interest you.



SCHOLAR

scholar.google.com

Google Scholar covers peer-reviewed papers, theses, books, abstracts, and other scholarly literature from all broad areas of research. Each search result contains bibliographic information, such as the title, author names, and source of publication.

RESEARCH

research.google.com

Archive of all research from Google staff. Google expects all engineers to be engaged in the innovation process. Engineers are expected to spend 20% of their time working on a project of their own choosing – Google News and Gmail are just two of the many interesting projects that have emerged this way.



TRANSLATE

google.com/language_tools

Similar to Altavista's Babelfish, 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.

GOOGLE TRAVEL



EARTH

earth.google.com

Google Earth is a free download that puts a planet's worth of imagery and other geographic information right on your desktop. For a gallery of Earth images, visit earth.google.com/gallery.

NIGHT SKY

Explore the Night Sky ([View](#) → [Switch to Sky](#)) in Earth 4.2



MAPS

maps.google.com

To access Google Maps, enter a street address on the main search page. Includes subway stops in NYC. Map buttons include Map (graphics only), Satellite (photos only), Hybrid (mix of graphics and photos), Traffic (directional arrows) and Street View (only in large cities). Formerly Google Local.

STREET VIEW

maps.google.com/help/maps/streetview/

Tour streetscapes and see 360° images. Only in large cities - click on "Street View" to activate. A human icon appears on the map. Click this icon to view a street view for this location or click any street with a blue border. An info window appears with street level imagery. The green arrow points in the direction you're looking. Drag your mouse to move your icon down the street.

MARS

mars.google.com

In collaboration with NASA researchers at Arizona State University, Google's created some of the most detailed scientific maps of Mars ever made. Elevation, visible imagery and infrared imagery can be shown.

MOON

moon.google.com

A mosaic of landing site images and a tour of the Apollo landings.

RIDE FINDER

labs.google.com/ridefinder

Search for taxis, limousines and shuttles in real time. New York lists results for Elite Limousine (244 taxis available) and Super Shuttle (97 shuttles).

TRANSIT

google.com/transit

Plan trips in major cities using public transportation. Not currently available in New York (use HopStop.com instead).

GOOGLE PHONES



MOBILE

mobile.google.com

Use Google for free on your mobile phone. You will need a web-enabled mobile device with a data plan; charges from your carrier may apply.

Search	mobile.google.com
Blogger	go.blogger.com
Calendar	google.com/mobile/calendar/index.html
News	google.com/mobile/news/index.html
Maps	google.com/gmm
Gmail	gmail.com/app
Picasa	google.com/mobile/photos/index.html
Reader	google.com/mobile/reader/index.html
YouTube	m.youtube.com



SMS - SIMPLE MESSAGE SERVICE

sms.google.com

Get quick info from Google. Send a text message to 46645 (GOOGL). Options include weather, sports, movies, flight information and translations. More information on all features at: google.com/mobile/sms/index.html

NEW! Set your location by zip code (text: "set location 10012" to 46645)



VOICE LOCAL SEARCH

labs.google.com/goog411

Dial 1 800 GOOG-411 (466-4411). Search for businesses by name or category. GOOG-411 will understand your voice and find the business you're looking for. Search by name ("Giovanni's pizza") or category ("Pizza"). No need to write down a note or memorize long phone numbers. GOOG-411 will connect you, free of charge.

VOICE TO TEXT

Simply say "text message" and GOOG-411 will send you a text message with more information and a link to a map of the business you've selected, free.

GOOGLE OFFICE



APPS

google.com/a

Bundled software package for businesses. Programs include: Gmail, Talk, Calendar, Docs & Spreadsheets, Page Creator and Start Page. In direct competition with Microsoft Office Live.



CALENDAR

calendar.google.com

Add events and send invitations effortlessly, share your schedule with friends and family, and search for events you might enjoy.



DOCS

docs.google.com

Create and share your work online. Upload Word or Excel, PowerPoint, HTML or text. Download documents to your desktop as Word, PDF and more. Only accepts documents up to 500 KB in size.



GMAIL

gmail.com

Free searchable email with less spam. First offered by invitation only. Offers ability to send large attachments (up to 20 MB) through e-mail.

PAGE CREATOR

pages.google.com

Google Page Creator is a free online tool that finally makes it easy for anyone to create and publish useful, attractive web pages. Web pages hosted at:
<http://yoursitename.googlepages.com>



TALK

talk.google.com

Google Talk is a free and easy service you can use to make voice calls, send instant messages, transfer files, and leave voicemail messages for your friends.

GOOGLE DOWNLOADS



PACK

pack.google.com

Google Pack is a bundled collection of free software to download. Current programs include: Earth, Norton Security Scan, Desktop, Firefox, Adobe Reader, Skype, StarOffice, Toolbar, Spyware Doctor, Picasa, Photos Screensaver, Talk and RealPlayer. All of these programs are Microsoft-alternatives.



TOOLBAR

toolbar.google.com

Google Toolbar puts a search box in your web browser, making it easier than ever to find anything you want on the Web. Toolbar collects information about your web searching (ranking) and will update itself automatically while you're online.



DESKTOP

desktop.google.com

Google Desktop is an application that provides full text search over your email, files, music, photos, chats, Gmail, web pages that you've viewed, and more. Desktop also offers sidebar and Google Gadgets.



PICASA

picasa.google.com

Picasa is a free software download from Google that helps you: locate and organize all the photos on your computer, edit and add effects to your photos, share your photos with others through email, prints, and on the web.



SKETCHUP

sketchup.google.com

Google SketchUp 6 is a 3D modeling software tool that's easy to learn, simple to use, and lets you place your models in Google Earth. Are you remodeling a kitchen, landscaping your back yard or adding a deck to your home? Google SketchUp makes it faster, easier and a lot more fun. Professional version available for \$500.

WEB ACCELERATOR

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. Designed for broadband connections.

GOOGLE PERSONALIZE

ACCOUNT

google.com/accounts

Create a Google account to log into personalized services. If you have a Gmail account, your login name and password is your Google Account.

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.

IGOOGLE

google.com/ig

Personalize your Google home page. Use "Classic View" to switch back.



NOTEBOOK

google.com/notebook

Clip and collect information as you browse the web. Add comments and export notes.

READER

google.com/reader

Google Reader constantly checks your favorite news sites and blogs for new content. Now multilingual.

WEB HISTORY

google.com/psearch

With Web History, you can view and search across the full text of the pages you've visited, including Google searches, web pages, images, videos and news stories. You can also manage your web activity and remove items from your web history at any time.



ALERTS

google.com/alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

GOOGLE BUSINESS & TRENDS

ADWORDS

adwords.google.com

Advertise your business on Google. Display your ads on Google and pay only if people click your ads.

ENTERPRISE

google.com/enterprise

Google Enterprise offers servers (Search Appliances) and other hardware and software tools to businesses.



FINANCE

finance.google.com

Google Finance portfolios offer you a fast and easy way to create and maintain your portfolio of stocks and mutual funds.

Find historical end of day prices at: finance.google.com/finance/historical?q=GOOG

SETS

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.

TRENDS

google.com/trends

Enter up to five topics and see how often they've been searched on Google over time. Google Trends also shows how frequently your topics have appeared in Google News stories, and in which geographic regions people have searched for them most.

HOT TRENDS

google.com/trends/hottrends

View a list of the current top 100 fastest-rising Google search queries in the U.S.

GOOGLE DEVELOPMENT

ADSENSE

adsense.google.com

Earn money from relevant ads on your website.

ANALYTICS

analytics.google.com

Learn where your visitors come from and how they interact with your site.

CODE SEARCH

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.



CODE

code.google.com

Google publishes their own free source code here.



CO-OP

google.com/coop

Create your own search engine, deliver specialized search results, and help users refine their searches.

GADGETS

google.com/apis/gadgets/index.html

Write your own Google Gadget application.



LABS

labs.google.com

Google is always experimenting with new features aimed at improving the search experience.

RELATED LINKS

google.com/relatedlinks

Provide your website's visitors with links to useful information

WEBMASTER CENTRAL

google.com/webmasters

See how your site is performing. Share info with us to help us crawl your site better.

**GOOGLE
APPENDIX:**

Accessible	03	Gadgets	14	Reader	12
Account	12	Gmail	10	Related Links	14
AdSense	14	Google Blog	05	Research	07
AdWords	13	Government	03	Ride Finder	08
Alerts	12	Groups	05		
Analytics	14			Scholar	07
Answers	07	Holiday Logos	04	Search History	12
Apps	10	Housing	06	Sets	14
				SketchUp	11
Base	06	iGoogle	12	SMS	09
Blog	05	I'm Feeling Lucky	03	Specialized Search	03
Blogger	05	Image Labeler	04	Street View	08
Bookmarks	12	Images	04	Stocks	03
Books	07	Info	03	Store	06
				Suggest	03
Calculator	03	Labs	14		
Calendar	10	LIbrary	07	Talk	10
Catalogs	06			Text Message	09
Channel	04	Maps	08	Toolbar	11
Checkout	06	Mars	08	Transit	08
Code	14	Menu	05	Translate	08
Code Search	14	Mobile	09	Trends	13
Co-Op	14	Moon	08		
Currency	03	Movie	03	University	03
Current TV	04	Music Trends	12		
				Video	04
Define	03	National Archives	04	Voice Search	09
Desktop	11	News	05		
Directory	03	News Archive	05	Web Accelerator	14
Docs	10	Newsletter	05	Web History	12
Downloads	11	Night Sky	08	Web Search	03
		Notebook	12	Web Toolkit	14
Earth	08			Webmaster Tools	14
Enterprise	13	Pack	11		
Experimental	03	Page Creator	10	YouTube	04
		Patents	07		
Finance	13	Phonebook	03		
Friends	05	Picasa	11		
		Products	06		

