Touring Google's Services

Date: Thursday, June 28, 2007
Time: 9:30 AM to 12:30 PM
Place: South County Regional Library
Lee County Library System
Estero, Florida

Google is more than merely one of the best search sites on the Internet; it has become a constellation of sites and services, from desktop applications to Internet-based applications and destinations — it's even branching out into offering free wi-fi service.

In short, Google is its own universe — and like the universe, it's constantly expanding and growing.

To help you get the most out of the Google site, SWFLN is presenting Touring Google's Services, a workshop focusing on the many Google tools, including useful tips and tricks.

Topics covered

- Gmail — Google's web-based email service
- Google AdWords
- Google Alerts
- Google Analytics
- Google Book Search
- Google Checkout
- Google Earth
- Google Finance
- Google Maps
- Google free software downloads — Picasa, Talk, Toolbar and others
- Google Video
- And much more!

About the presenter

Stephan Schonberg is an engineer by training and a much sought after technical consultant. Stephan holds a degree from Syracuse University, New York.

He has taught several classes for SWFLN, including Web of Deception: Misinformation on the Internet, Digital Cameras 101, Adobe Photoshop and Microsoft Office Outlook.

HP LaserJet *3330*

EDISON COLLEGE
239-489-9465
May-1-2007 12:19PM

Fax Call Report

Job	Date	Time	Type	Identification	Duration	Pages	Result
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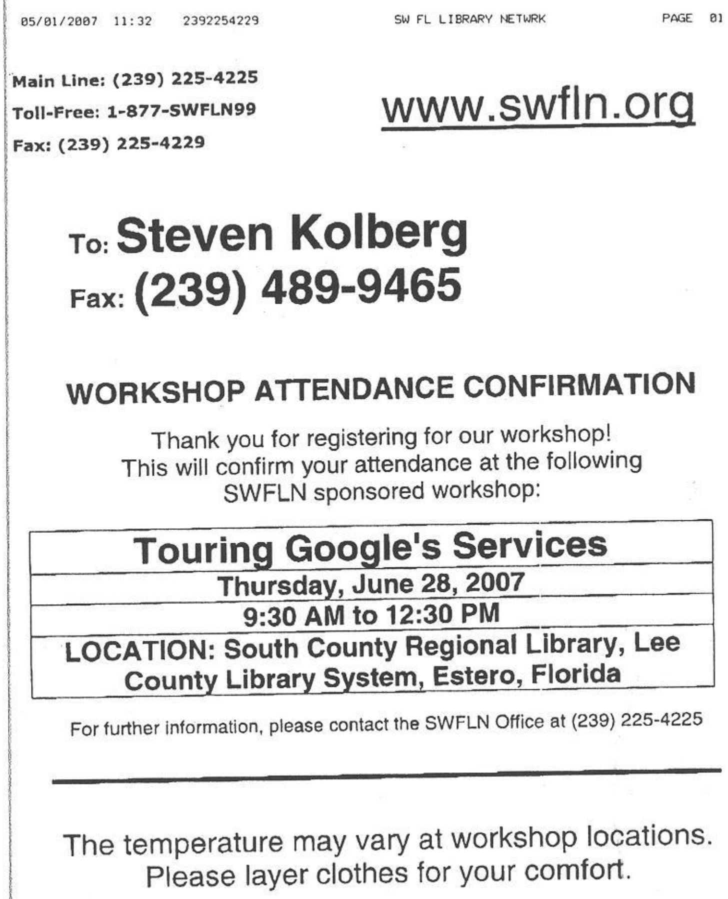

05/01/2007 11:32 2392254229 SW FL LIBRARY NETWRK PAGE 01

Main Line: (239) 225-4225
Toll-Free: 1-877-SWFLN99
Fax: (239) 225-4229

www.swfln.org

To: **Steven Kolberg**
Fax: **(239) 489-9465**

WORKSHOP ATTENDANCE CONFIRMATION

Thank you for registering for our workshop!
This will confirm your attendance at the following SWFLN sponsored workshop:

Touring Google's Services
Thursday, June 28, 2007
9:30 AM to 12:30 PM
LOCATION: South County Regional Library, Lee County Library System, Estero, Florida

For further information, please contact the SWFLN Office at (239) 225-4225

The temperature may vary at workshop locations.
Please layer clothes for your comfort.

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Please layer clothes for your comfort.

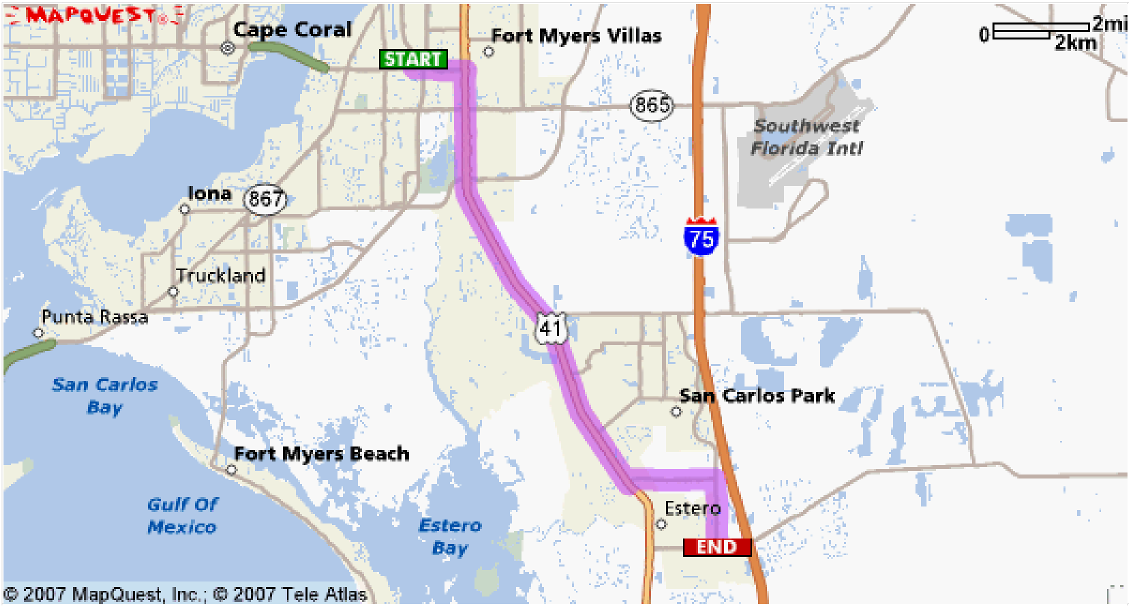
MAPQUEST

Start: **8099 College Pkwy**
Fort Myers, FL 33919-5566, US

End: **21100 3 Oaks Pkwy**
Estero, FL 33928-3020, US

Notes:

	Directions	Distance
	Total Est. Time: 19 minutes **Total Est. Distance:** 12.43 miles	
START	**1:** Start out going EAST on COLLEGE PKWY toward CORPORATE CT.	1.0 miles
SOUTH 41	**2:** Turn RIGHT onto S CLEVELAND AVE / US-41 S / FL-45 S. Continue to follow US-41 S / FL-45 S.	8.5 miles
←	**3:** Turn LEFT onto ESTERO PKWY.	1.8 miles
→	**4:** Turn RIGHT onto THREE OAKS PKWY.	1.0 miles
←	**5:** Turn LEFT onto QUENTE WAY.	<0.1 miles
END	**6:** End at **21100 3 Oaks Pkwy** Estero, FL 33928-3020, US	
	Total Est. Time: 19 minutes **Total Est. Distance:** 12.43 miles	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San Carlos Bay
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Fort Myers Beach
Gulf Of Mexico
Estero Bay
Estero
END
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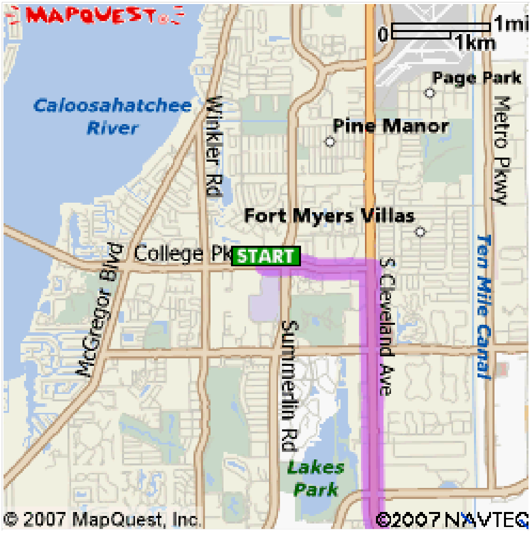
Start:
8099 College Pkwy
Fort Myers, FL 33919-5566, US

End:
21100 3 Oaks Pkwy
Estero, FL 33928-3020, US


MAPQUEST
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Metro Pkwy
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Ten Mile Canal
McGregor Blvd
Summerlin Rd
Lakes Park
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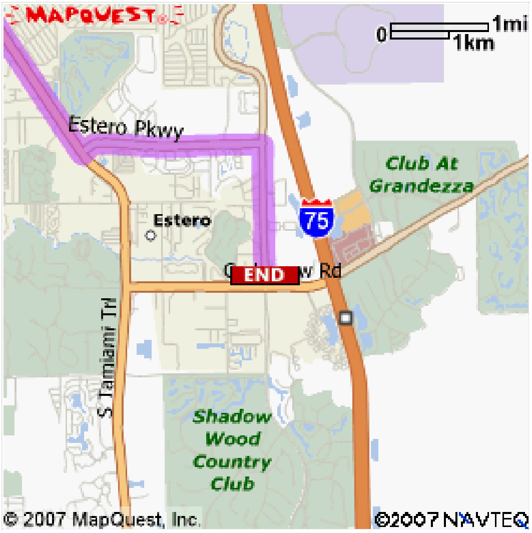
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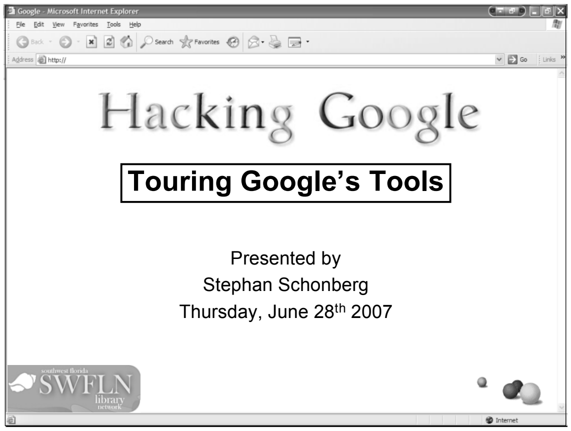
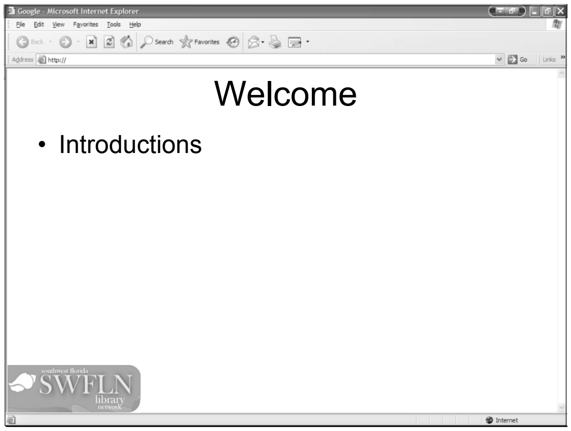

Google - Microsoft Internet Explorer
http://

Hacking Google

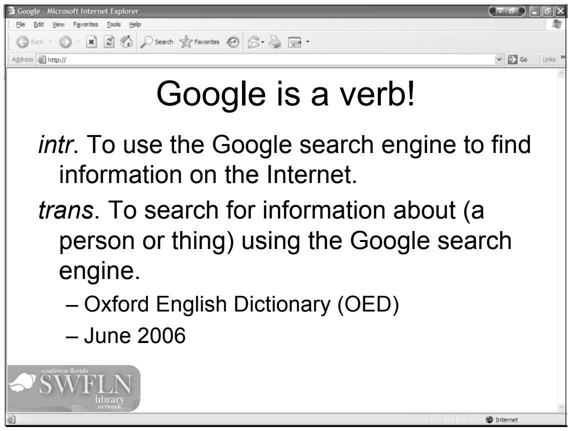
Touring Google's Tools

Presented by
Stephan Schonberg
Thursday, June 28th 2007


Google - Microsoft Internet Explorer
http://

Welcome

- Introductions

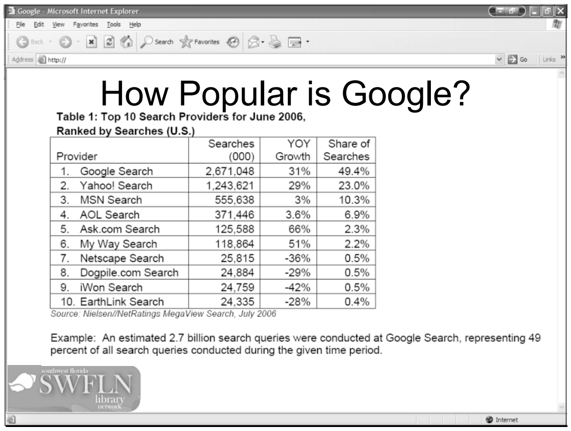

Google - Microsoft Internet Explorer
http://

Google is a verb!

intr. To use the Google search engine to find information on the Internet.

trans. To search for information about (a person or thing) using the Google search engine.

- Oxford English Dictionary (OED)
- June 2006


Google - Microsoft Internet Explorer
http://

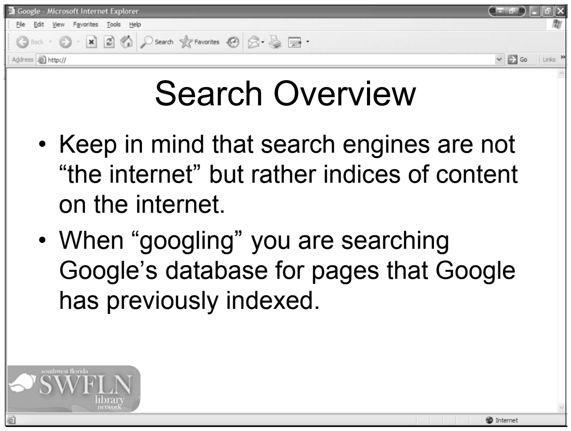
How Popular is Google?

Table 1: Top 10 Search Providers for June 2006, Ranked by Searches (U.S.)

Provider	Searches (000)	YOY Growth	Share of Searches
1. Google Search	2,671,048	31%	49.4%
2. Yahoo! Search	1,243,621	29%	23.0%
3. MSN Search	555,638	3%	10.3%
4. AOL Search	371,446	3.6%	6.9%
5. Ask.com Search	125,588	66%	2.3%
6. My Way Search	118,864	51%	2.2%
7. Netscape Search	25,815	-36%	0.5%
8. Dogpile.com Search	24,884	-29%	0.5%
9. iWon Search	24,759	-42%	0.5%
10. EarthLink Search	24,335	-28%	0.4%

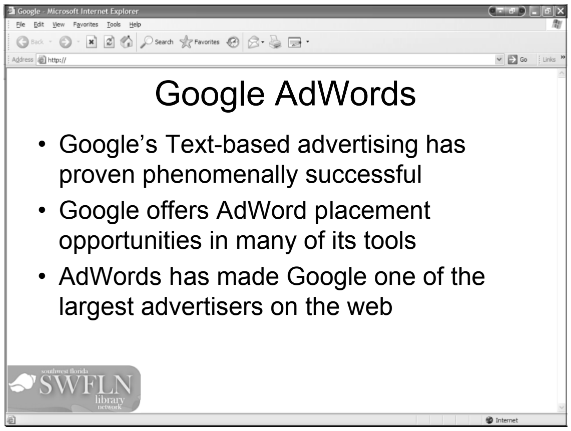
Source: Nielsen//NetRatings MegaView Search, July 2006

Example: An estimated 2.7 billion search queries were conducted at Google Search, representing 49 percent of all search queries conducted during the given time period.


Google - Microsoft Internet Explorer
http://

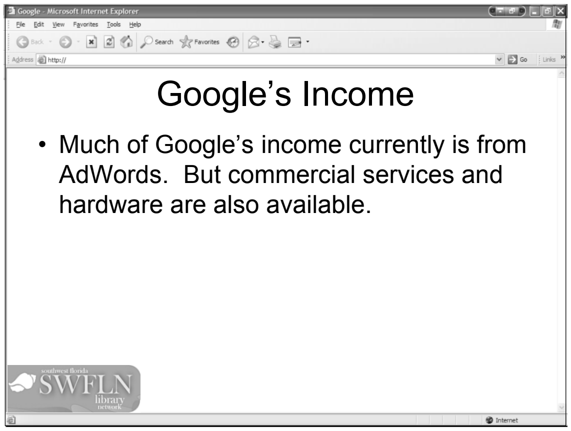
Search Overview

- Keep in mind that search engines are not "the internet" but rather indices of content on the internet.
- When "googling" you are searching Google's database for pages that Google has previously indexed.


Google - Microsoft Internet Explorer
http://

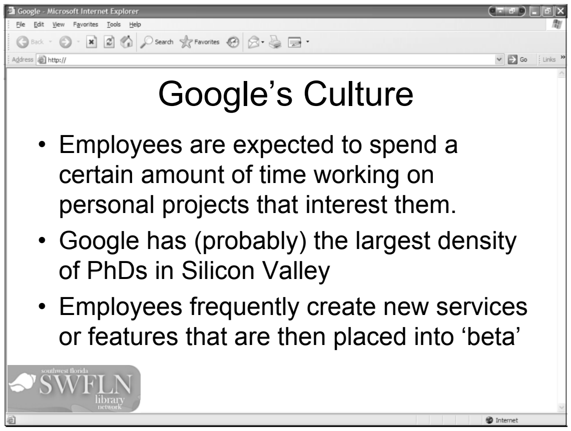
Google AdWords

- Google's Text-based advertising has proven phenomenally successful
- Google offers AdWord placement opportunities in many of its tools
- AdWords has made Google one of the largest advertisers on the web



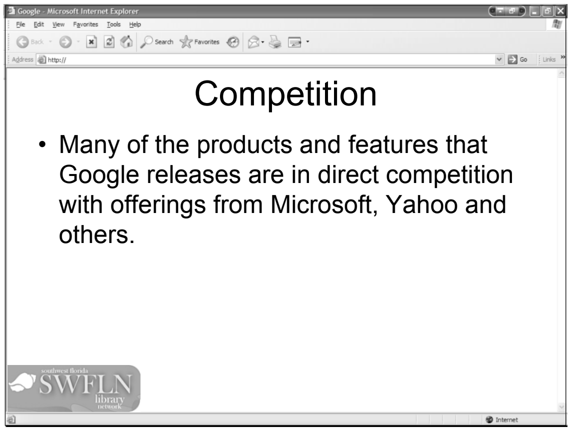
Google’s Income

- Much of Google’s income currently is from AdWords. But commercial services and hardware are also available.



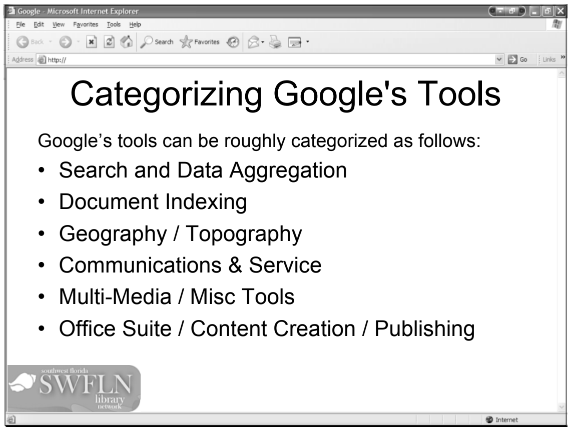
Google’s Culture

- Employees are expected to spend a certain amount of time working on personal projects that interest them.
- Google has (probably) the largest density of PhDs in Silicon Valley
- Employees frequently create new services or features that are then placed into ‘beta’



Competition

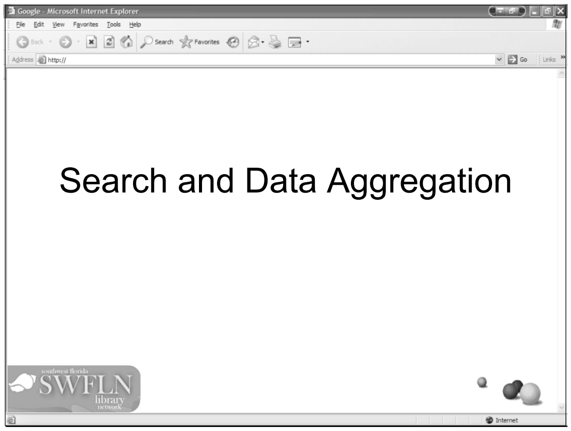
- Many of the products and features that Google releases are in direct competition with offerings from Microsoft, Yahoo and others.



Categorizing Google's Tools

Google’s tools can be roughly categorized as follows:

- Search and Data Aggregation
- Document Indexing
- Geography / Topography
- Communications & Service
- Multi-Media / Misc Tools
- Office Suite / Content Creation / Publishing

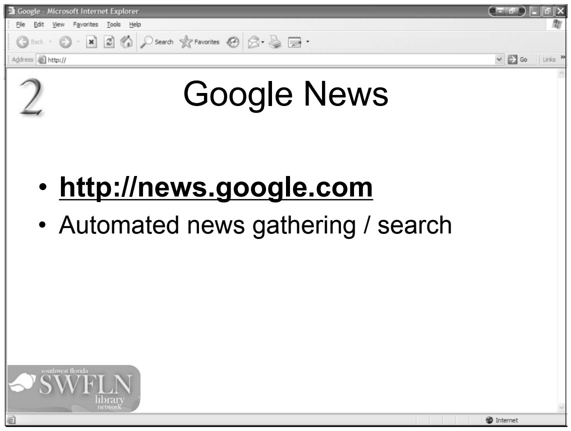


Search and Data Aggregation

1

Google Search

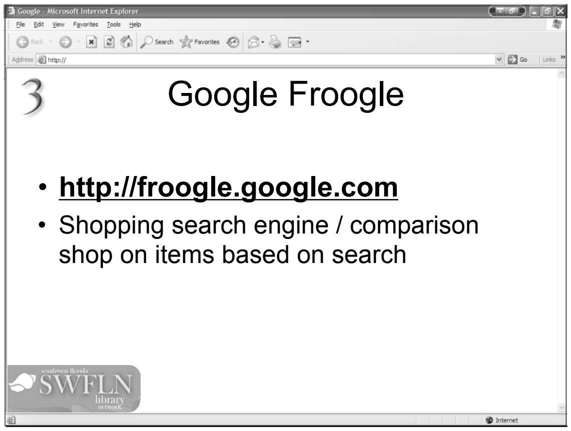
- **http://www.google.com**
- General web searching



2

Google News

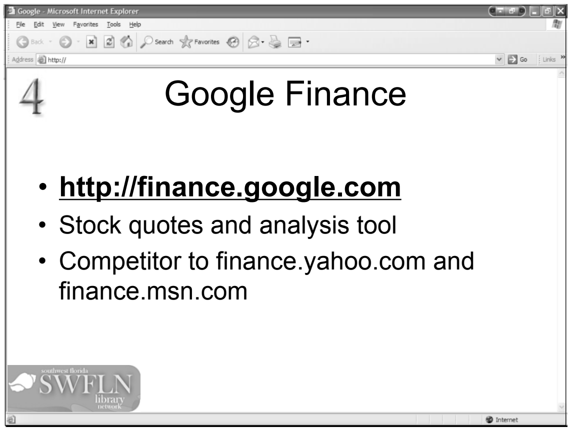
- **http://news.google.com**
- Automated news gathering / search



3

Google Froogle

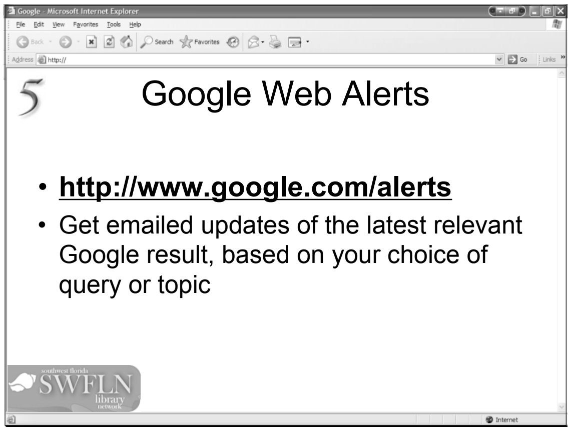
- **http://froogle.google.com**
- Shopping search engine / comparison shop on items based on search



4

Google Finance

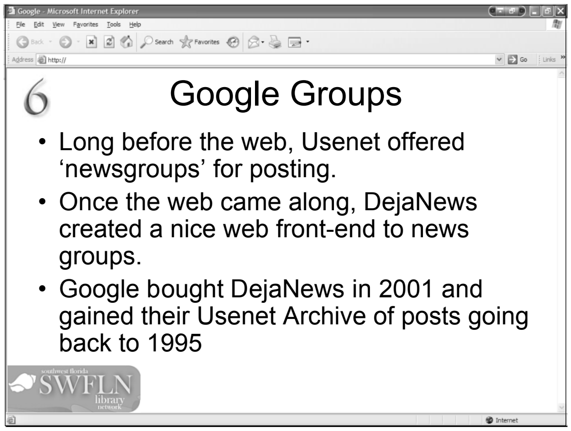
- **http://finance.google.com**
- Stock quotes and analysis tool
- Competitor to finance.yahoo.com and finance.msn.com



5

Google Web Alerts

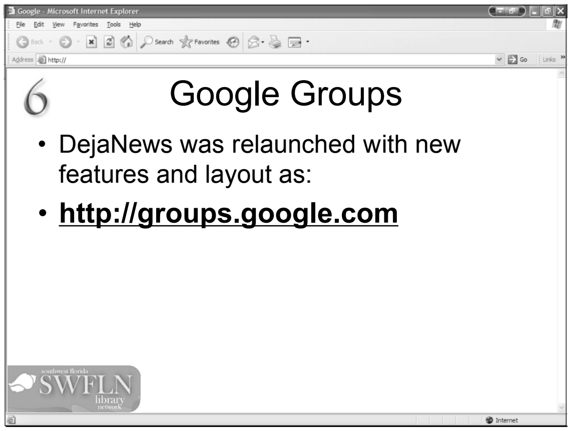
- **http://www.google.com/alerts**
- Get emailed updates of the latest relevant Google result, based on your choice of query or topic



6

Google Groups

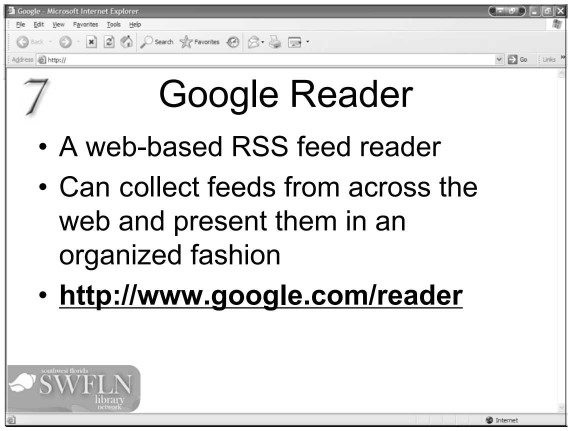
- Long before the web, Usenet offered ‘newsgroups’ for posting.
- Once the web came along, DejaNews created a nice web front-end to news groups.
- Google bought DejaNews in 2001 and gained their Usenet Archive of posts going back to 1995



6

Google Groups

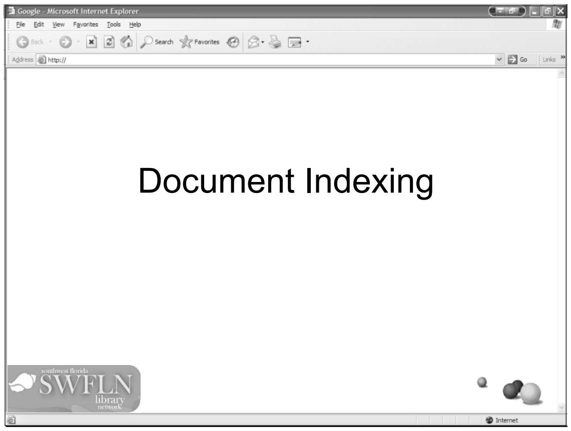
- DejaNews was relaunched with new features and layout as:
- **http://groups.google.com**



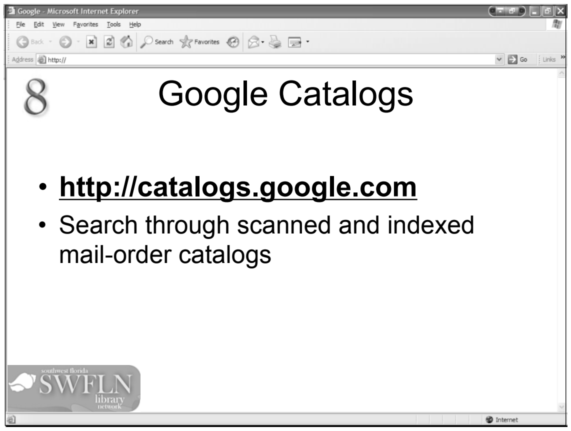
7

Google Reader

- A web-based RSS feed reader
- Can collect feeds from across the web and present them in an organized fashion
- **http://www.google.com/reader**



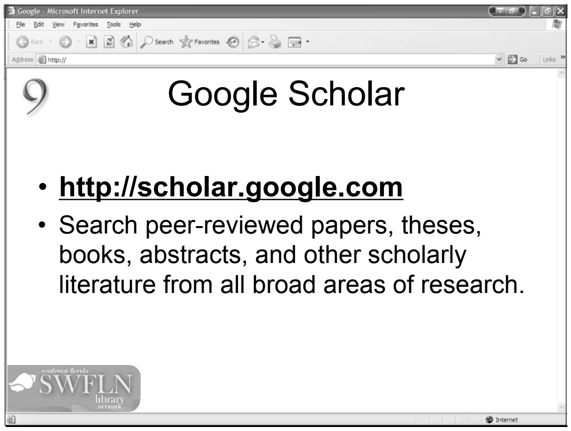
Document Indexing



8

Google Catalogs

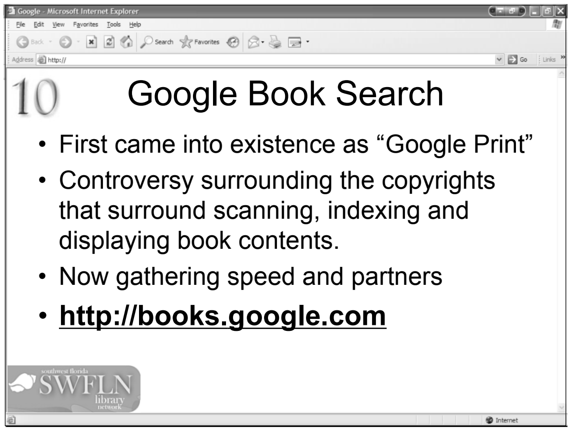
- **http://catalogs.google.com**
- Search through scanned and indexed mail-order catalogs



9

Google Scholar

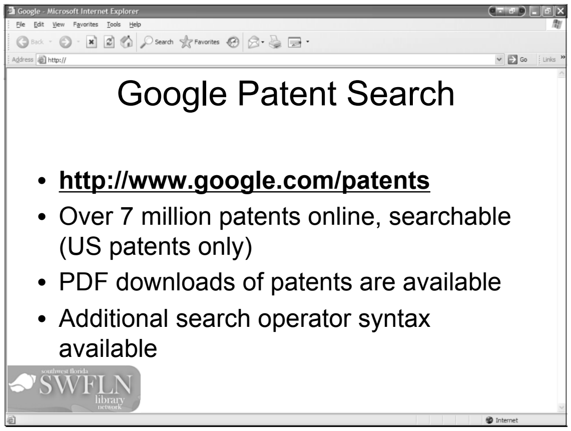
- **http://scholar.google.com**
- Search peer-reviewed papers, theses, books, abstracts, and other scholarly literature from all broad areas of research.



10

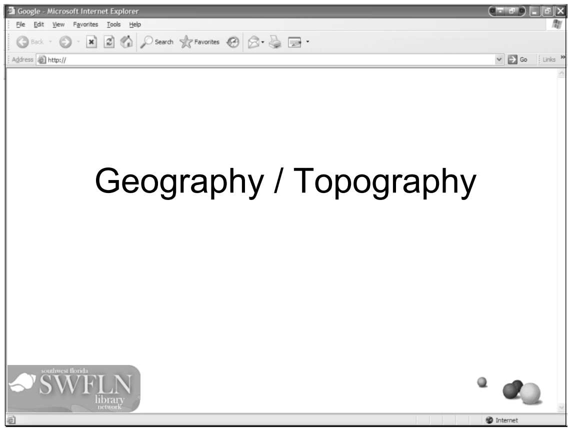
Google Book Search

- First came into existence as "Google Print"
- Controversy surrounding the copyrights that surround scanning, indexing and displaying book contents.
- Now gathering speed and partners
- **http://books.google.com**



Google Patent Search

- **http://www.google.com/patents**
- Over 7 million patents online, searchable (US patents only)
- PDF downloads of patents are available
- Additional search operator syntax available

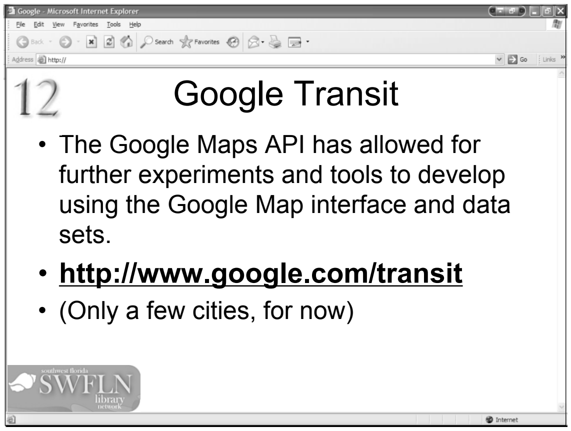


Geography / Topography

11

Google Maps

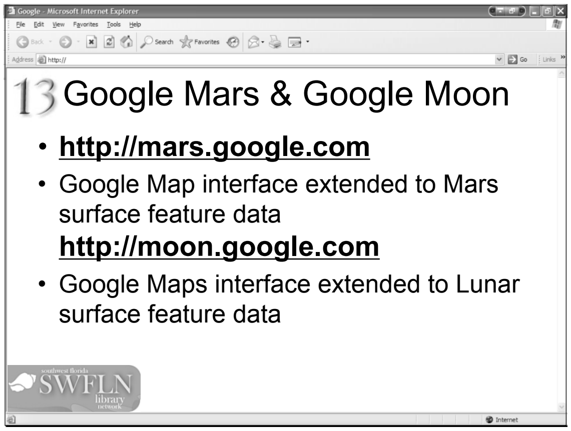
- Awesome competitor to mapquest.com and maps.microsoft.com (local.live.com) as well as yahoo’s mapping tools
- Innovative features and continued updates have increased the popularity of this tool
- **http://maps.google.com**



12

Google Transit

- The Google Maps API has allowed for further experiments and tools to develop using the Google Map interface and data sets.
- **http://www.google.com/transit**
- (Only a few cities, for now)



13

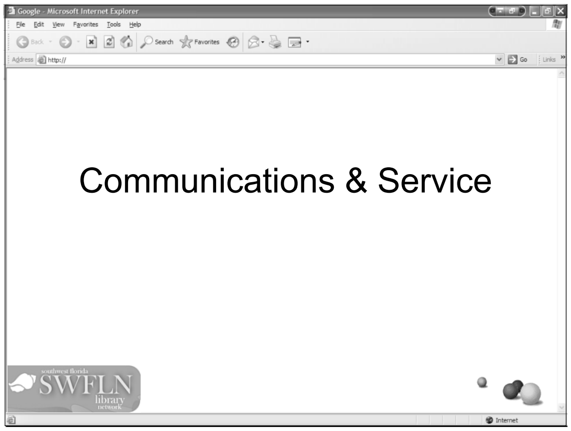
Google Mars & Google Moon

- **http://mars.google.com**
- Google Map interface extended to Mars surface feature data
  http://moon.google.com
- Google Maps interface extended to Lunar surface feature data

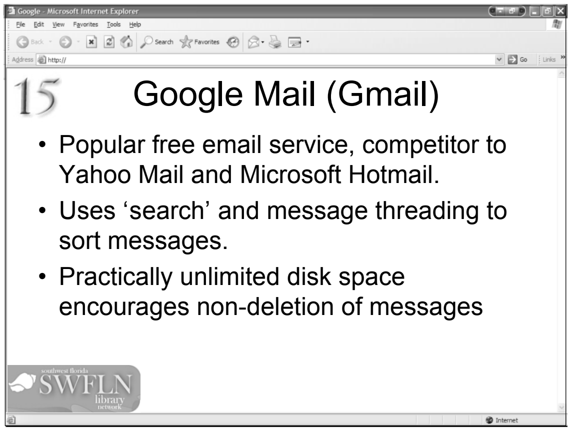
14

Google Earth

- **http://earth.google.com/**
- An ambitious 3D visualization tool (downloadable client) that marries Google GIS & Map data with 3D rendering globe interface

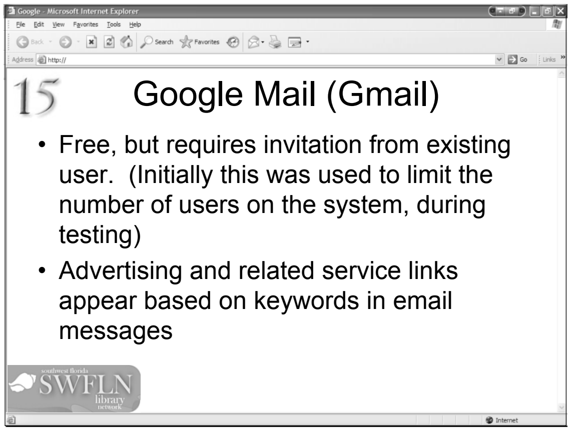


Communications & Service



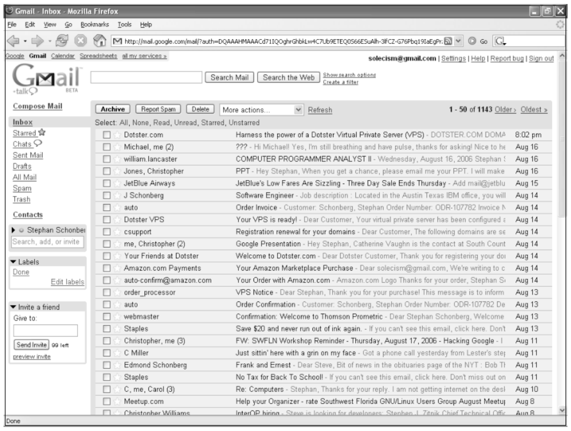
Google Mail (Gmail)

- Popular free email service, competitor to Yahoo Mail and Microsoft Hotmail.
- Uses ‘search’ and message threading to sort messages.
- Practically unlimited disk space encourages non-deletion of messages



Google Mail (Gmail)

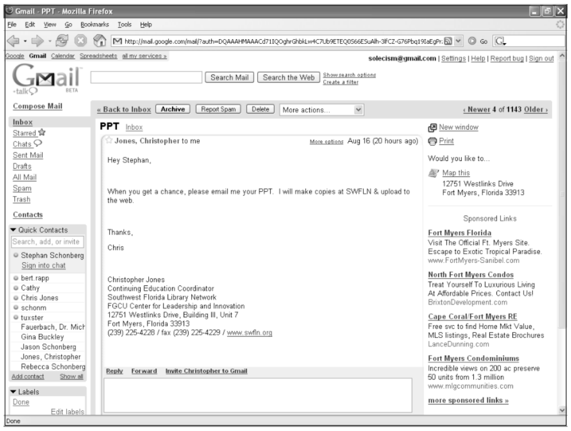
- Free, but requires invitation from existing user. (Initially this was used to limit the number of users on the system, during testing)
- Advertising and related service links appear based on keywords in email messages



solecism@gmail.com | Settings | Help | Report bug | Sign out

1 - 50 of 1143 Older › Oldest »

Sender	Subject	Date
Dotster.com	Harness the power of a Dotster Virtual Private Server (VPS) - DOTSTER.COM DOMA	8:02 pm
Michael, me (2)	??? - Hi Michael! Yes, I'm still breathing and have pulse, thanks for asking! Nice to he	Aug 16
william.lancaster	COMPUTER PROGRAMMER ANALYST II - Wednesday, August 16, 2006 Stephan S	Aug 16
Jones, Christopher	PPT - Hey Stephan, When you get a chance, please email me your PPT. I will make	Aug 16
JetBlue Airways	JetBlue's Low Fares Are Sizzling - Three Day Sale Ends Thursday - Add mail@jetblu	Aug 15
J Schonberg	Software Engineer - Job description : Located in the Austin Texas IBM office, you will	Aug 14
auto	Order Invoice - Customer: Schonberg, Stephan Order Number: ODR-107782 Invoice N	Aug 14
Dotster VPS	Your VPS is ready! - Dear Customer, Your virtual private server has been configured a	Aug 14
csupport	Registration renewal for your domains - Dear Customer, The following domains are se	Aug 14
me, Christopher (2)	Google Presentation - Hey Stephan, Catherine Vaughn is the contact at South Count	Aug 14
Your Friends at Dotster	Welcome to Dotster.com - Dear Dotster Customer, Thank you for registering your do	Aug 14
Amazon.com Payments	Your Amazon Marketplace Purchase - Dear solecism@gmail.com, We're writing to c	Aug 14
auto-confirm@amazon.com	Your Order with Amazon.com - Amazon.com Logo Thanks for your order, Stephan S	Aug 14
order_processor	VPS Notice - Dear Stephan, Thank you for your purchase! This message is to inform	Aug 13
auto	Order Confirmation - Customer: Schonberg, Stephan Order Number: ODR-107782 De	Aug 13
webmaster	Confirmation: Welcome to Thomson Prometric - Dear Stephan Schonberg, Welcome	Aug 13
Staples	Save $20 and never run out of ink again. - If you can't see this email, click here. Don't	Aug 13
Christopher, me (3)	FW: SWFLN Workshop Reminder - Thursday, August 17, 2006 - Hacking Google - I	Aug 11
C Miller	Just sittin' here with a grin on my face - Got a phone call yesterday from Lester's step	Aug 11
Edmond Schonberg	Frank and Ernest - Dear Steve, Bit of news in the obituaries page of the NYT : Bob Th	Aug 11
Staples	No Tax for Back To School! - If you can't see this email, click here. Don't miss out on	Aug 11
C, me, Carol (3)	Re: Computers - Stephan, Thanks for your reply. I am not getting internet on the desk	Aug 10
Meetup.com	Help your Organizer - rate Southwest Florida GNU/Linux Users Group August Meetup	Aug 8
Christopher Williams	InterOP hiring - Steve is looking for developers: Stephen J. Zitnik Chief Technical Offic	Aug 8



solecism@gmail.com | Settings | Help | Report bug | Sign out

PPT Inbox

Jones, Christopher to me — Aug 16 (20 hours ago)

Hey Stephan,

When you get a chance, please email me your PPT. I will make copies at SWFLN & upload to the web.

Thanks,

Chris

Christopher Jones
Continuing Education Coordinator
Southwest Florida Library Network
FGCU Center for Leadership and Innovation
12751 Westlinks Drive, Building III, Unit 7
Fort Myers, Florida 33913
(239) 225-4228 / fax (239) 225-4229 / www.swfln.org

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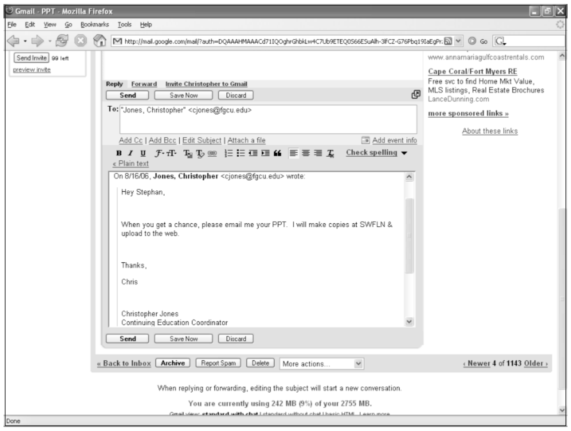


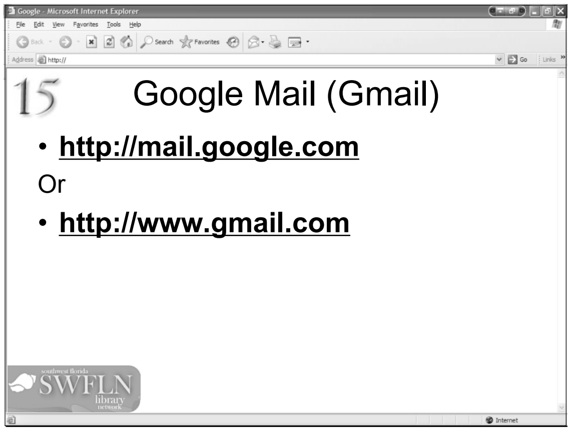
To: "Jones, Christopher" <cjones@fgcu.edu>

On 8/16/06, **Jones, Christopher** <cjones@fgcu.edu> wrote:

> Hey Stephan,
>
> When you get a chance, please email me your PPT. I will make copies at SWFLN & upload to the web.
>
> Thanks,
>
> Chris
>
> Christopher Jones
> Continuing Education Coordinator

When replying or forwarding, editing the subject will start a new conversation.

You are currently using 242 MB (9%) of your 2755 MB.

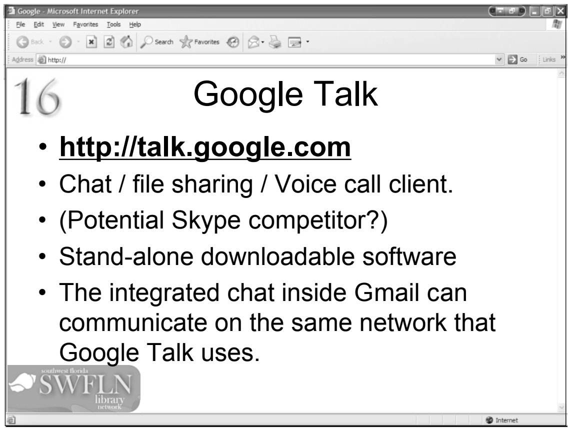


Google Mail (Gmail)

- **http://mail.google.com**

Or

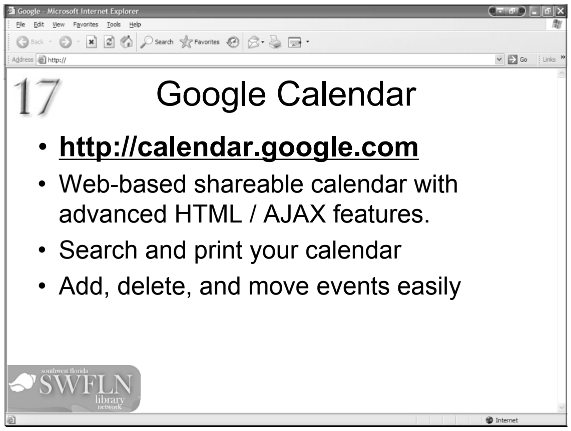
- **http://www.gmail.com**



16

Google Talk

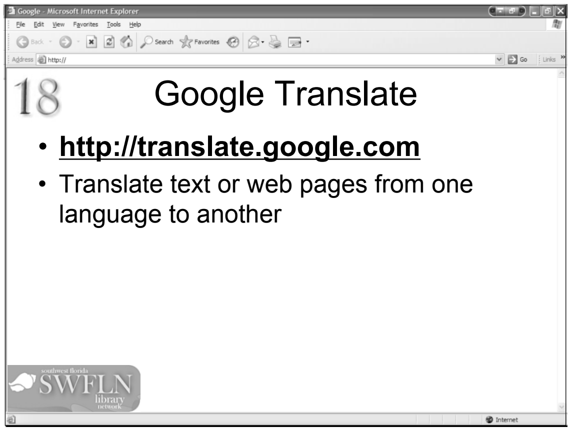
- **http://talk.google.com**
- Chat / file sharing / Voice call client.
- (Potential Skype competitor?)
- Stand-alone downloadable software
- The integrated chat inside Gmail can communicate on the same network that Google Talk uses.



17

Google Calendar

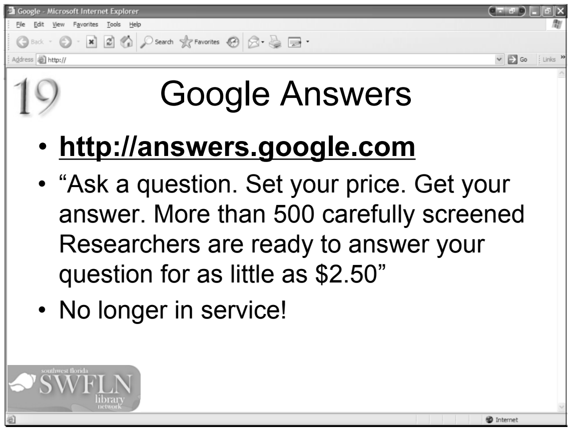
- **http://calendar.google.com**
- Web-based shareable calendar with advanced HTML / AJAX features.
- Search and print your calendar
- Add, delete, and move events easily



18

Google Translate

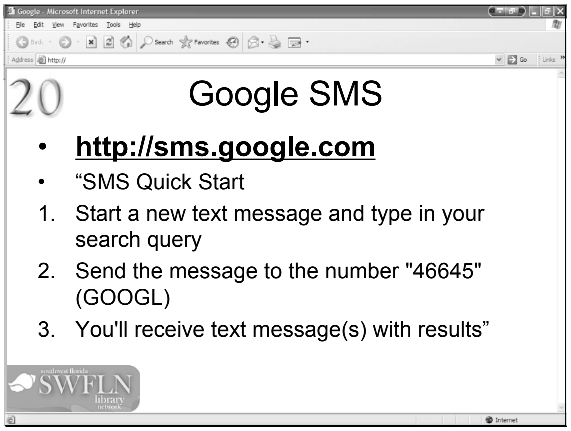
- **http://translate.google.com**
- Translate text or web pages from one language to another



19

Google Answers

- **http://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”
- No longer in service!

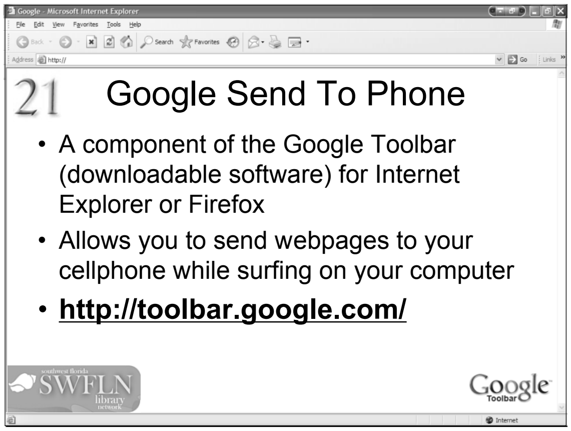


20

Google SMS

- **http://sms.google.com**
- “SMS Quick Start

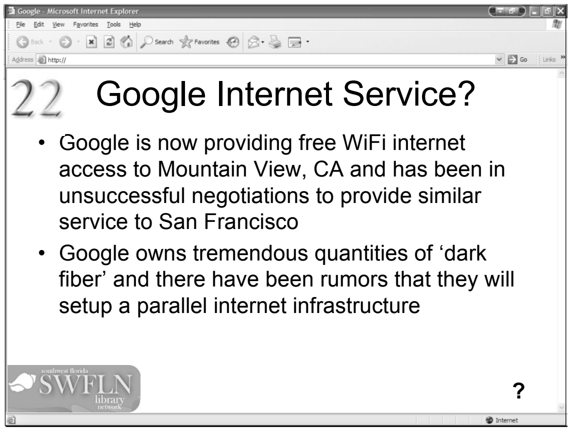
1. Start a new text message and type in your search query
2. Send the message to the number "46645" (GOOGL)
3. You'll receive text message(s) with results”



21

Google Send To Phone

- A component of the Google Toolbar (downloadable software) for Internet Explorer or Firefox
- Allows you to send webpages to your cellphone while surfing on your computer
- **http://toolbar.google.com/**

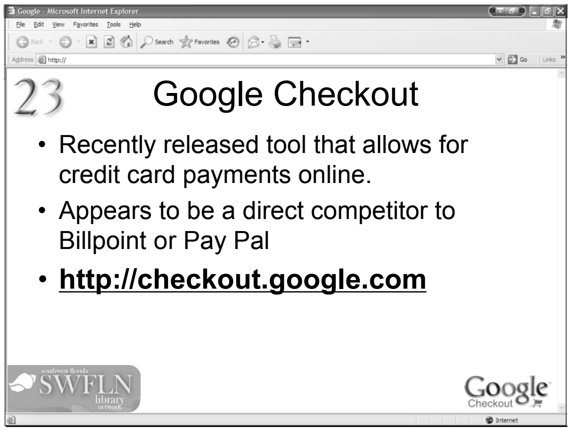


22

Google Internet Service?

- Google is now providing free WiFi internet access to Mountain View, CA and has been in unsuccessful negotiations to provide similar service to San Francisco
- Google owns tremendous quantities of ‘dark fiber’ and there have been rumors that they will setup a parallel internet infrastructure

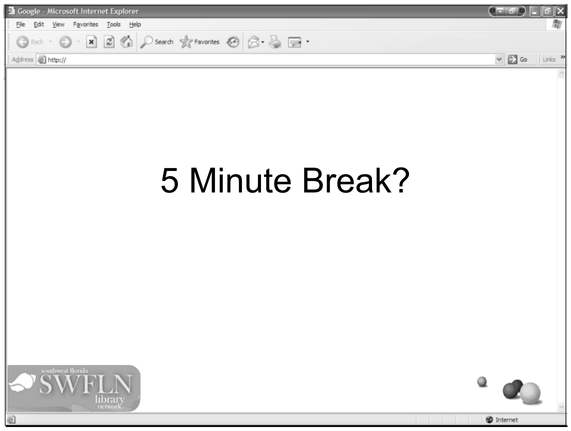
?



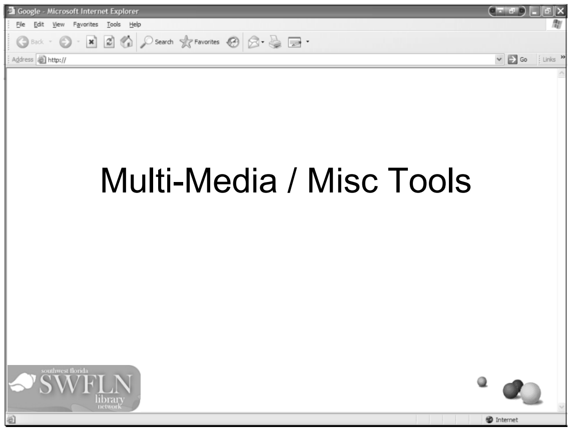
23

Google Checkout

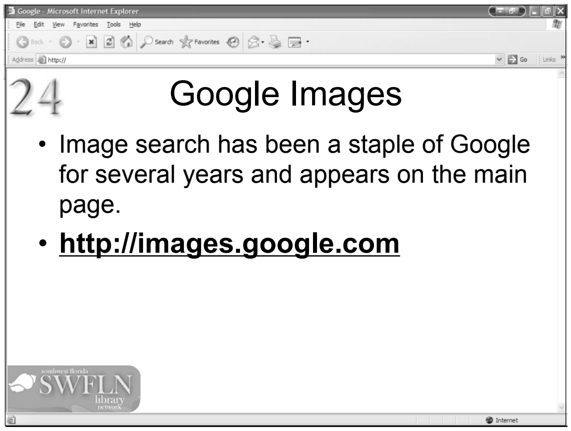
- Recently released tool that allows for credit card payments online.
- Appears to be a direct competitor to Billpoint or Pay Pal
- **http://checkout.google.com**



5 Minute Break?



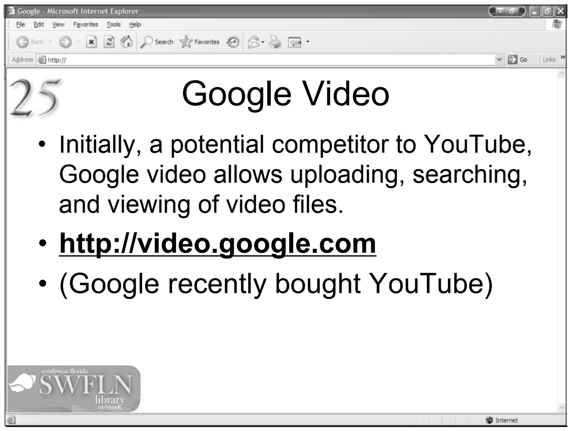
Multi-Media / Misc Tools



24

Google Images

- Image search has been a staple of Google for several years and appears on the main page.
- **http://images.google.com**



25

Google Video

- Initially, a potential competitor to YouTube, Google video allows uploading, searching, and viewing of video files.
- **http://video.google.com**
- (Google recently bought YouTube)

Google Picasa

- Popular photo editing and sharing program that Google purchased; initially commercial, Google has released it for free.
- **http://Picasa.google.com**

Google Pack

(Video Player, Screensaver, Picasa, Toolbar + more)

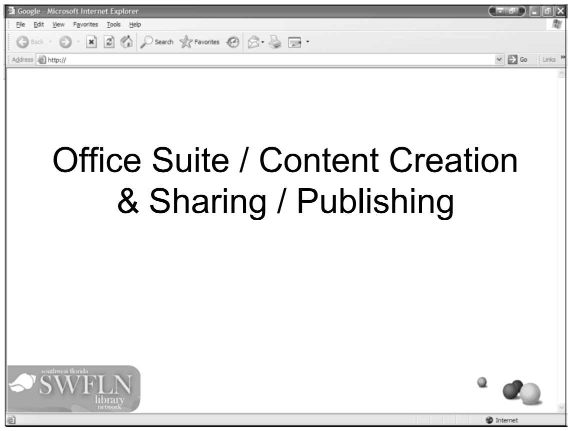
- Collection of free software from Google
- **http://pack.google.com**

Google Toolbar

- Google Toolbar is a feature-rich downloadable software package that adds a Toolbar to Internet Explorer or Firefox webbrowsers.
- **http://toolbar.google.com**

Google Desktop

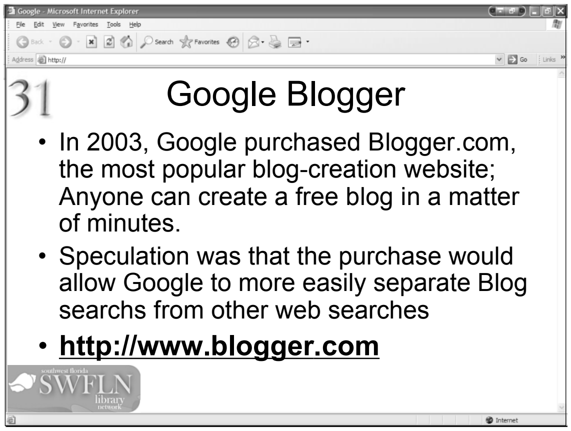
- Google has released a downloadable desktop search utility that indexes files on your local harddrive.
- Due to potential security concerns, the software has been banned from many corporations.
- **http://desktop.google.com**



Office Suite / Content Creation & Sharing / Publishing

Google SketchUp

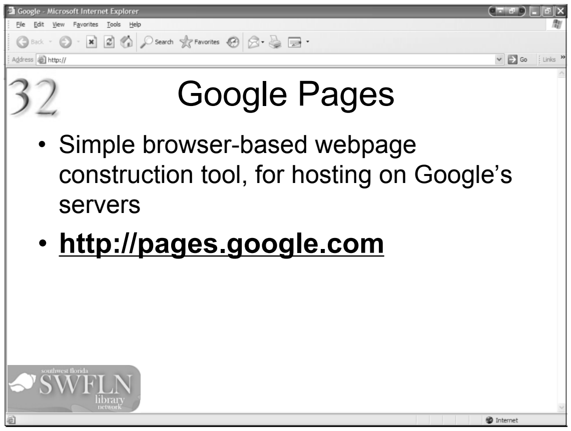
- Google has purchased SketchUp, an easy-to-use 3D modeling program.
- SketchUp can now be used to create models for inclusion in Google Earth
- **http://SketchUp.google.com**



31

Google Blogger

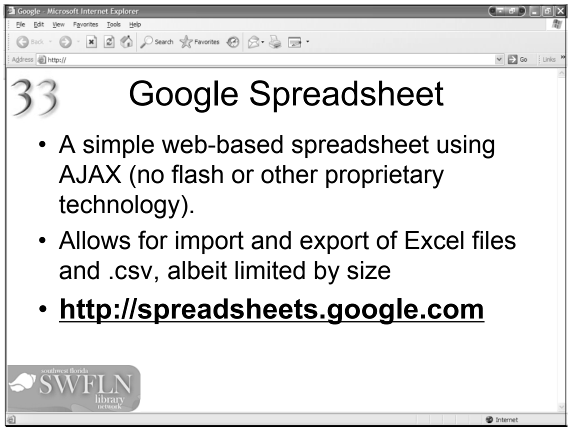
- In 2003, Google purchased Blogger.com, the most popular blog-creation website; Anyone can create a free blog in a matter of minutes.
- Speculation was that the purchase would allow Google to more easily separate Blog searchs from other web searches
- **http://www.blogger.com**



32

Google Pages

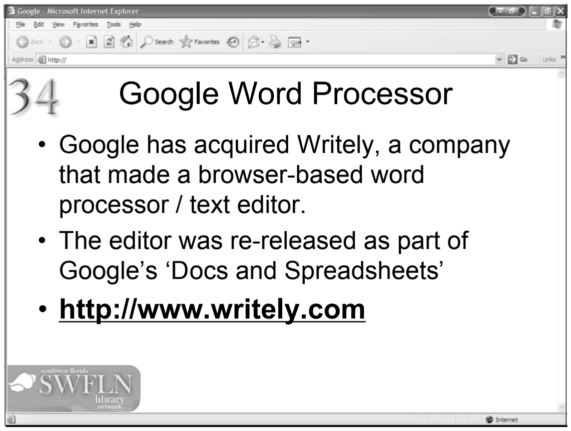
- Simple browser-based webpage construction tool, for hosting on Google's servers
- **http://pages.google.com**



33

Google Spreadsheet

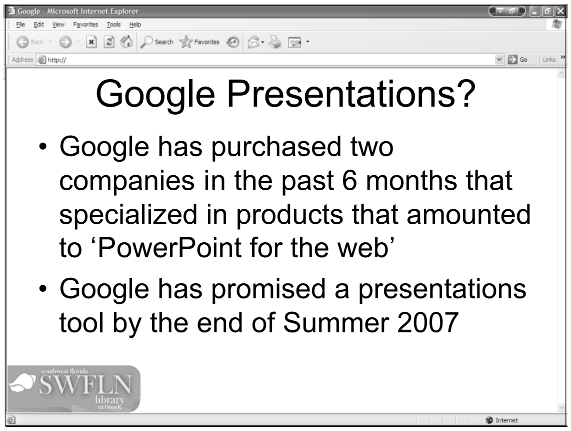
- A simple web-based spreadsheet using AJAX (no flash or other proprietary technology).
- Allows for import and export of Excel files and .csv, albeit limited by size
- **http://spreadsheets.google.com**



34

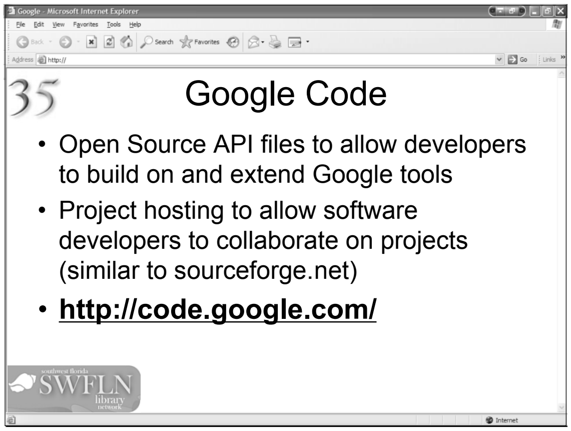
Google Word Processor

- Google has acquired Writely, a company that made a browser-based word processor / text editor.
- The editor was re-released as part of Google's 'Docs and Spreadsheets'
- **http://www.writely.com**



Google Presentations?

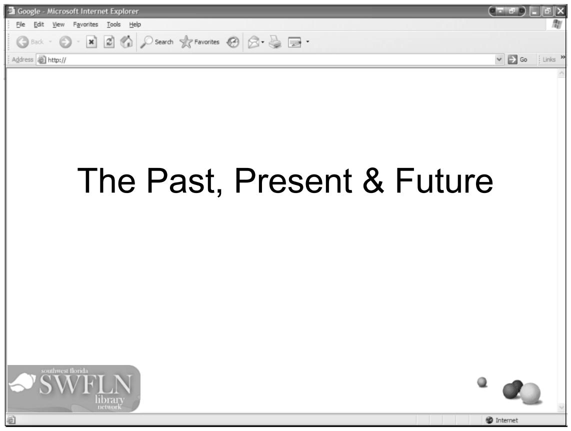
- Google has purchased two companies in the past 6 months that specialized in products that amounted to 'PowerPoint for the web'
- Google has promised a presentations tool by the end of Summer 2007



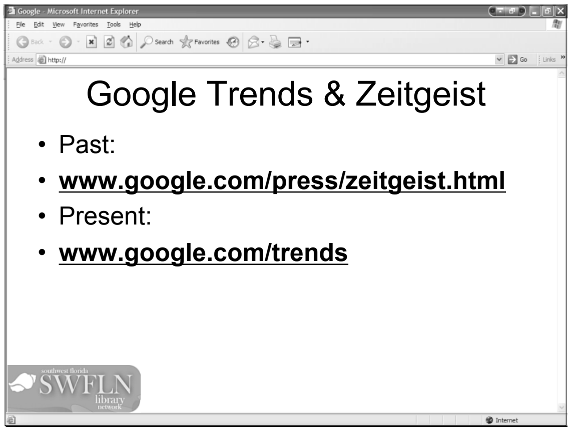
35

Google Code

- Open Source API files to allow developers to build on and extend Google tools
- Project hosting to allow software developers to collaborate on projects (similar to sourceforge.net)
- **http://code.google.com/**

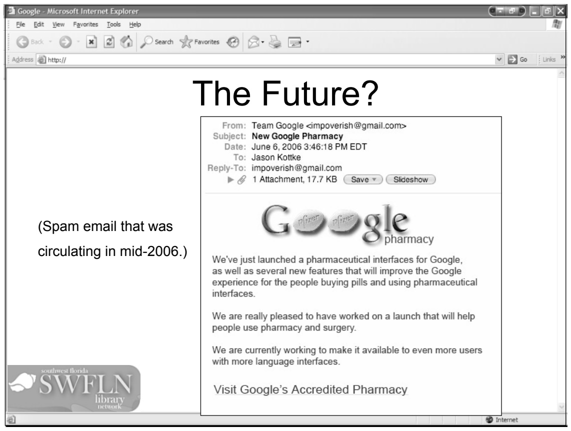

Google - Microsoft Internet Explorer
SWFLN library network

The Past, Present & Future


Google - Microsoft Internet Explorer
SWFLN library network

Google Trends & Zeitgeist

- Past:
- **www.google.com/press/zeitgeist.html**
- Present:
- **www.google.com/trends**


Google - Microsoft Internet Explorer
SWFLN library network

The Future?

(Spam email that was circulating in mid-2006.)

From: Team Google <impoverish@gmail.com>
Subject: **New Google Pharmacy**
Date: June 6, 2006 3:46:18 PM EDT
To: Jason Kottke
Reply-To: impoverish@gmail.com
1 Attachment, 17.7 KB Save Slideshow

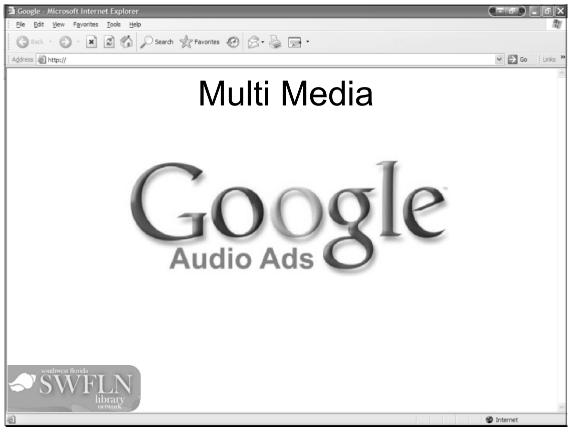
Google pharmacy

We've just launched a pharmaceutical interfaces for Google, as well as several new features that will improve the Google experience for the people buying pills and using pharmaceutical interfaces.

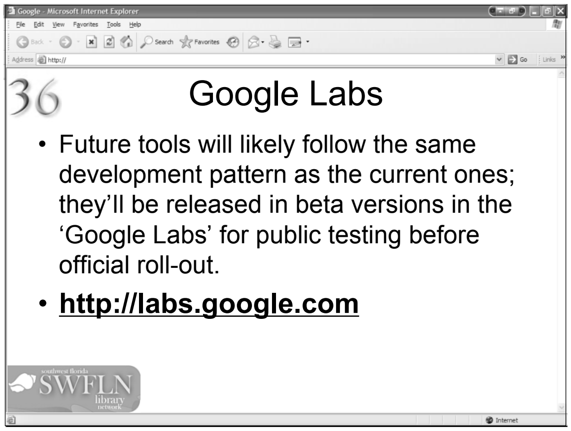
We are really pleased to have worked on a launch that will help people use pharmacy and surgery.

We are currently working to make it available to even more users with more language interfaces.

Visit Google's Accredited Pharmacy

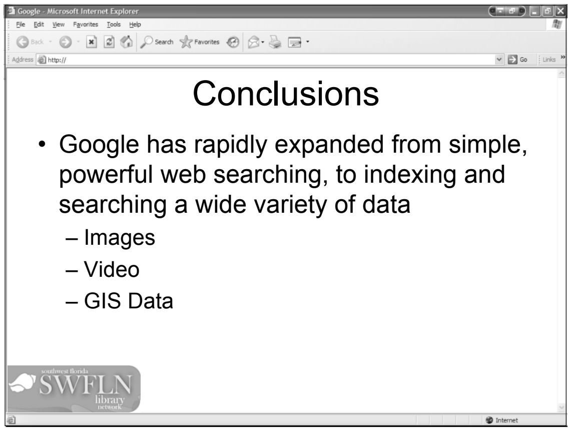

Google - Microsoft Internet Explorer
Google
Audio Ads
SWFLN library network

Multi Media


Google - Microsoft Internet Explorer
SWFLN library network

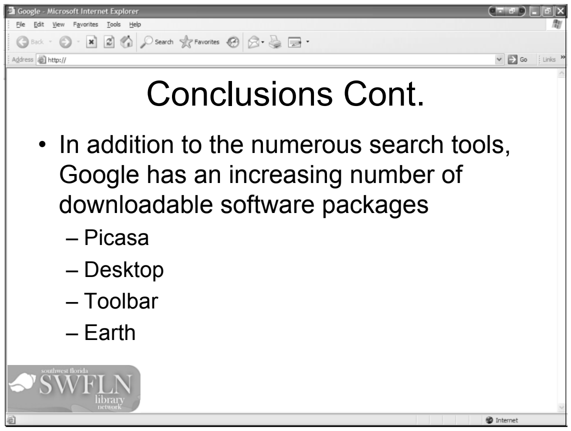
Google Labs

- Future tools will likely follow the same development pattern as the current ones; they'll be released in beta versions in the 'Google Labs' for public testing before official roll-out.
- **http://labs.google.com**


Google - Microsoft Internet Explorer
SWFLN library network

Conclusions

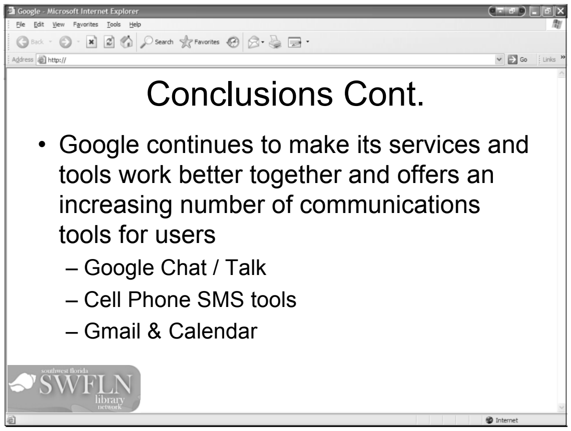
- Google has rapidly expanded from simple, powerful web searching, to indexing and searching a wide variety of data
  - Images
  - Video
  - GIS Data



Google - Microsoft Internet Explorer

Conclusions Cont.

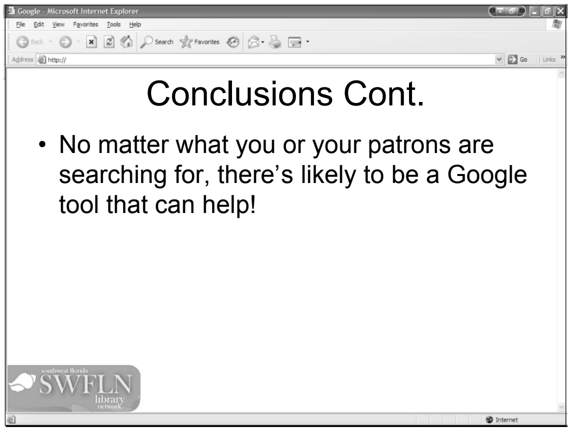
- In addition to the numerous search tools, Google has an increasing number of downloadable software packages
  - – Picasa
  - – Desktop
  - – Toolbar
  - – Earth



Google - Microsoft Internet Explorer

Conclusions Cont.

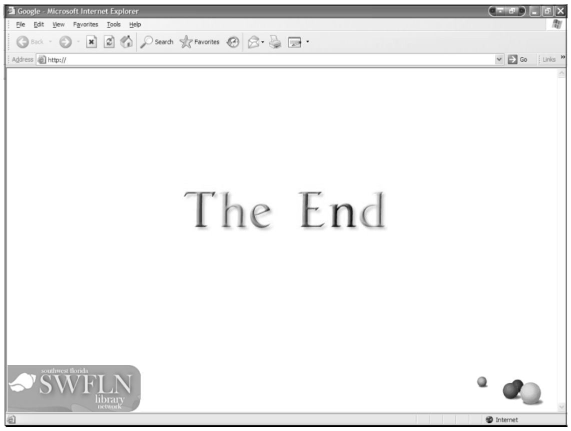
- Google continues to make its services and tools work better together and offers an increasing number of communications tools for users
  - – Google Chat / Talk
  - – Cell Phone SMS tools
  - – Gmail & Calendar



Google - Microsoft Internet Explorer

Conclusions Cont.

- No matter what you or your patrons are searching for, there’s likely to be a Google tool that can help!



Google - Microsoft Internet Explorer

The End

Touring Google's Services
June 28th, 2007

Number	Service	URL
1	Google Search	http://www.google.com
2	Google News	http://news.google.com
3	Froogle (Google Shopping)	http://froogle.google.com
4	Google Finance (Stock quotes)	http://finance.google.com
5	Google Web Alerts	http://www.google.com/alerts
6	Google Groups (Usenet)	http://groups.google.com
7	Google Reader	http://www.google.com/reader
8	Google Catalogs	http://catalogs.google.com
9	Google Scholar	http://scholar.google.com
10	Google Book Search	http://books.google.com
	Google Patent Search	http://www.google.com/patents
11	Google Maps	http://maps.google.com
12	Google Transit	http://www.google.com/transit
13	Google Mars	http://mars.google.com
13	Google Moon	http://moon.google.com
14	Google Earth	http://earth.google.com
15	Google Mail (a.k.a. Gmail)	http://www.gmail.com
16	Google Talk (Chat client)	http://talk.google.com
17	Google Calendar	http://calendar.google.com
18	Google Translate	http://translate.google.com
19	Google Answers	http://answers.google.com
20	Google SMS	http://sms.google.com
21	Google Send To Phone	http://toolbar.google.com
22	Google Wifi	http://wifi.google.com
23	Google Checkout	http://checkout.google.com
24	Google Images	http://images.google.com
25	Google Video	http://video.google.com
26	Google Picasa	http://picasa.google.com
27	Google Pack	http://pack.google.com
28	Google Toolbar	http://toolbar.google.com
29	Google Desktop	http://desktop.google.com
30	Google Sketch-up	http://sketchup.google.com
31	Google Blogger	http://blogger.google.com
32	Google Pages	http://pages.google.com
33	Google Spreadsheets	http://spreadsheets.google.com
34	Google Word Processor	http://docs.google.com
35	Google Code (for programmers)	http://code.google.com
36	Google Labs (stuff in development)	http://labs.google.com

Google Trends:
www.google.com/press/zeitgeist.html

Present:
www.google.com/trends