

Google[®]•pedia

Third Edition

Michael Miller

The Ultimate Google Resource

Bloggs • iGoogle • Chrome • Calendar • Desktop • Gmail • Chat • Groups • Finance • Docs • Spreadsheets • Pres
Maps • Earth • Gadgets • AdWords • AdSense • Open Social • Gears • APLs •



Table of Contents

Introduction	1
--------------	---

Part 1: Getting to Know Google

1	Inside Google	9
	Getting to Know Google, Inc.	10
	Google's Mission	10
	Google's History	11
	Google's Revenues	14
	Is Google a Search Company or an Advertising Company?	15
	Life at the Googleplex	16
	How Google Works	17
	How a Typical Search Works	17
	How Google Builds Its Database—and Assembles Its Index	18
	How Google Ranks Its Results	20
	Matching Pages to Queries	20
	Understanding PageRank	21
	The Bottom Line	22
2	Google Labs: How Google Develops New Applications	23
	Projects That Started in the Labs	24
	What's Cooking in Google Labs Today	25
	Accessible Search	25
	Experimental Search	25
	Google Code Search	25
	Google Dashboard Widgets for Mac	25
	Google Extensions for Firefox	25
	Google Mars	26
	Google Product Search for Mobile	26
	Google Ride Finder	26
	Google Sets	26
	Google Suggest	26
	Google Trends	27
	Lively by Google	27
	The Bottom Line	28
3	Creating a Personalized Home Page with iGoogle	29
	Welcome to iGoogle	30
	Adding Content to iGoogle	30
	Adding RSS Feeds	32
	Customizing Individual Gadgets	32

	Removing Gadgets	33
	Rearranging Gadgets on the Page	34
	Adding New Tabs to iGoogle	34
	Customizing the Look of iGoogle with Themes	35
	Your Final iGoogle Page	36
	Creating Your Own iGoogle Gadgets	37
	The Bottom Line	40
4	Creating a Custom Workspace with Google Desktop	41
	Welcome to the Google Desktop	42
	Searching Your Hard Disk	44
	Conducting a Basic Search	44
	Viewing Your Results	45
	Filtering Your Results	46
	Conducting an Advanced Desktop Search	46
	Viewing Items in Timeline View	47
	Viewing the Contents of Your Index	48
	Searching Within Microsoft Outlook	48
	Searching Other Computers on Your Network	49
	Searching the Web from Google Desktop	51
	Searching from the Google Desktop Window	51
	Searching from the Sidebar	51
	Searching from the Deskbar	51
	Using the Google Desktop Sidebar	52
	Different Ways to Display the Sidebar	52
	Working with Sidebar Gadgets	52
	The Bottom Line	55
5	Using the Google Toolbar	57
	Getting to Know the Google Toolbar	58
	Using the Google Toolbar's Default Buttons	58
	Enhanced Search Box	59
	Google News	59
	Gmail	59
	Add More Buttons	60
	Pop-up Blocker	60
	Bookmarks	60
	Google Notebook	60
	Find	61
	SpellCheck	61
	AutoFill	61
	AutoLink	63
	Adjust Toolbar Options	63
	Access Google Account Features	63

Adding and Removing Buttons on the Google Toolbar	63
Adding New Buttons	63
Removing Buttons	64
Other Ways to Search Google from Your Web Browser	64
Making Google Your Default Search Engine in Internet Explorer	65
Installing Google Browser Buttons	65
The Bottom Line	66

Part II

Searching with Google

6	Getting the Most Out of Google Search	69
	Conducting a Basic Search	70
	Navigating Google's Home Page	70
	Entering Your Query	71
	Feeling Lucky?	71
	How Google Displays Its Results	71
	Universal Search Results	73
	Omitted Results	74
	Extending Your Search	75
	Conducting a More Refined Search	76
	Don't Worry About Capitalization...	76
	...But Do Worry About Word Order	77
	"And" Is Assumed	77
	Search for One Word or Another	77
	Common Words Are Automatically Excluded	78
	Always Include Stop Words	78
	Exclude Words from the Results	78
	Take Advantage of Automatic Word Stemming	78
	Search for Similar Words	79
	Search for an Exact Phrase	79
	Use Wildcards to Search for Missing Words in an Exact Phrase	80
	Search for Words That Don't Appear Together	80
	Narrow Your Search to Specific File Types	81
	Narrow Your Search to a Specific Domain or Website	82
	Narrow Your Search to Words in the Page's Title	82
	Narrow Your Search to Words in the Page's URL	82
	Narrow Your Search to Words in the Page's Body Text	83
	Narrow Your Search to Words in the Page's Link Text	83
	Search for a Range of Numbers	84
	List Pages That Link to a Specific Page	84
	List Similar Pages	84
	Find Out More About a Specific Page	84
	Highlight Keywords	85
	Using the Advanced Search Page	85
	Narrowing Your Search Results with URL Parameters	87
	Understanding Google's URLs	87
	Displaying the Most Recent Results	88

	Displaying More (or Fewer) Results	88
	Restricting Results to a Specific File Type	88
	Setting Google Search Preferences	89
	Display Google in a Different Language	89
	Search in a Different Language	90
	Search Safely	90
	Display More Results Per Page	92
	Open a New Results Window	92
	Tips for More Effective Searches	92
	Use the Correct Methodology	93
	Use the Right Keywords in Your Query	93
	Save Your Results	95
	The Bottom Line	95
7	Saving Your Searches—and Signing Up for Google Alerts	97
	Saving Your Notes with Google Notebook	98
	Getting to Know Google Notebook	98
	Creating a New Notebook	99
	Adding a New Note	99
	Adding a New Section	99
	Clipping Content from a Web Page	100
	Managing Your Notebooks	100
	Sharing Notebooks	101
	Keeping Updated with Google Alerts	102
	Different Kinds of Alerts	103
	Signing Up for Alerts	103
	Customizing and Editing Your Alerts	104
	Deleting Google Alerts	105
	The Bottom Line	105
8	Using the Google Directory and Google Knol	107
	What the Google Directory Is—and What It Isn't	108
	Why a Directory Isn't a Search Engine, and Vice Versa	108
	How the Google Directory Is Assembled	110
	Why You'd Want to Use the Google Directory Instead of Google's Web Search	112
	Navigating the Google Directory	112
	Searching Directory Listings	113
	Browsing Directory Categories	114
	Searching Within a Category	115
	Getting Expert Results from Google Knol	116
	Searching for Expert Knowledge	116
	Contributing Your Own Knowledge	117
	Editing Other Knols	119
	The Bottom Line	119

9	Searching for Products—and Bargains	121
	Comparing Prices with Google Product Search	122
	How Google Product Search Is Different	122
	Searching for the Lowest Prices	123
	Understanding Google's Product Search Results	123
	Comparing Prices	124
	Advanced Searching	125
	Using Advanced Search Operators	127
	Using Google's Merchant Reviews	127
	Buying and Selling Online with Google Base	130
	Understanding Google Base	130
	Shopping for Items on Google Base	131
	Selling Items on Google Base	133
	Uploading Bulk Items	135
	Using Google Base to Submit Store Inventory to Google Product Search	136
	Using Google Base to Submit Business Location Data to Google Maps	136
	The Bottom Line	136
10	Searching for Blogs and Blog Postings	137
	How Google Blog Search Works	138
	How to List Your Blog with Google Blog Search	138
	Searching for Blogs—and Blog Posts	139
	Two Ways to Search	140
	Evaluating Blog Search Results	141
	Fine-Tuning Your Blog Search Query	142
	Using Advanced Search Operators	142
	Using the Advanced Search Page	142
	Subscribing to Blog Search Results	144
	The Bottom Line	144
11	Searching Books and Libraries	145
	The Story Behind Google Book Search	146
	Google Books Partner Program	146
	Google Books Library Project	147
	Searching—and Viewing—Book Content	148
	Searching from the Standard Web Search Page	148
	Searching from Google Book Search	148
	Conducting an Advanced Book Search	149
	Viewing Book Content	151
	Getting More Information	152
	The Bottom Line	156
12	Searching for Scholarly Information	157
	How Google Scholar Works	158
	Identifying Scholarly Content	159
	Searching Beyond the Public Internet	159
	Including Print-Only Content	160

Understanding Google Scholar Search Results	161
Different Types of Results	162
Listing Information	163
How to Use Google Scholar Results	163
Searching Google Scholar	164
Conducting a Basic Search	164
Using Advanced Search Operators	164
Using the Advanced Scholar Search Page	165
Linking to Information at Your Library	166
Expanding Google Scholar	166
Add Google Scholar to Your Website	166
Google Scholar for Libraries	167
Google Scholar for Publishers	167
The Bottom Line	167
13 Searching for Specialty Information	169
Searching for People and Phone Numbers	170
Searching for People by Name	170
Searching for People by Phone Number	171
Searching for Words and Definitions	173
Using a “What Is” Search	173
Using the Google Glossary	174
Finding Similar Words with Google Sets	175
Searching for Facts	176
Searching for Weather Information	177
Searching for Travel Information	178
Viewing Airport Conditions	178
Tracking Flight Status	178
Searching for Numbers	178
Searching a University Site	179
Searching for Technology Information	180
Searching for Government Information	180
Searching for Solutions	181
Performing Basic Calculations from the Google Search Box	181
Performing Advanced Calculations	182
Looking Up the Values of Constants	184
Converting Units of Measure	186
The Bottom Line	188

Part III: Communicating with Google

14 Sending and Receiving Email with Gmail	191
What Makes Gmail Unique	192
Signing Up (It’s Free!)	194
Getting to Know the Gmail Interface	194

Sending and Receiving Email	195
Reading Messages	195
Viewing Conversations	196
Replying to Messages	197
Forwarding Messages	198
Composing and Sending New Messages	198
Attaching Files	199
Opening or Viewing Attached Files	200
Deleting Messages	201
Searching Your Inbox	201
Basic Search	202
Searching with Search Options	202
Searching with Advanced Operators	203
Other Ways of Organizing Your Email Messages	205
Starring Important Messages	205
Applying Labels	205
Archiving Old Messages	207
Filtering Incoming Mail	207
Dealing with Spam and Viruses	209
Blocking Spam Messages	209
Scanning Your Attachments for Viruses	209
Working with Contacts	210
Adding a New Contact	210
Importing Contacts from Another Program	211
Displaying Contacts	212
Searching for Contacts	212
Using Contact Groups	212
Sending a Message to a Contact or Contact Group	213
Using Gmail with Other Email Programs and Accounts	214
Retrieving Email from Other Accounts	214
Reading Gmail in Another Email Program	215
Forwarding Gmail to Another Account	217
Putting Gmail into Vacation Mode	218
Adding a Signature to Your Messages	218
Gmail in iGoogle	219
The Bottom Line	219
15 Instant Messaging with Google Talk	221
Chatting with Google Talk	222
Initiating a Text-Based Chat	222
Adding New Contacts	223
Blocking Other Users	223
Sending Files	224
Saving Your Chat History	224
Changing Your Status—and Signing Out	225
Initiating a Voice-Based Chat	225

	Chatting from iGoogle	225
	Chatting via Gmail	226
	The Bottom Line	227
16	Forming Communities with Google Groups	229
	The History of Google Groups	230
	How Usenet Works	230
	Google Groups: Archiving Usenet Articles	230
	Google Groups Today	231
	Searching the Newsgroups	231
	Searching for Groups	231
	Browsing Through the Groups	232
	Searching Across All Groups	233
	Using Advanced Search Operators	233
	Performing an Advanced Search	234
	Participating in Google Groups	235
	Visiting Groups and Reading Messages	236
	Joining a Group	238
	Posting to a Group	238
	Creating a New Message Thread	238
	Creating Your Own Google Group	239
	Setting Up the Group	240
	Inviting Members to Your Group	241
	Managing Your Group	241
	The Bottom Line	242
17	Chat in Virtual Worlds with Lively	243
	What Is Lively?	244
	Getting to Know the Lively World	244
	Designing Your Avatar	246
	Chatting with Other Users	247
	Creating Your Own Virtual Rooms	249
	The Bottom Line	250
18	Blogging with Blogger	251
	Creating a Blog	252
	Viewing Your Blog	254
	Customizing Your Blog	256
	Choosing a Different Template	256
	Personalizing Fonts and Colors	256
	Adding New Page Elements	258
	Posting New Blog Entries	262
	Posting from the Blogger Dashboard	262
	Adding Links to Your Posts	263
	Adding Pictures to Your Posts	263
	Adding Videos to Your Posts	264

Adding Labels to Your Posts	265
Posting via Email	265
Managing Your Blog	266
Editing Your Posts	266
Limiting Comments	266
Moderating Comments	267
Fighting Comment Spam	267
Controlling Access to Your Blog	267
Syndicating Your Blog	268
Activating Basic Atom Syndication	268
Activating Feeds for All Blog Comments	269
Making Money from Your Blog	269
Adding an AdSense Module to Your Blog	270
Adding AdSense Ads to Your Site Feed	271
Changing Where Your Blog Is Hosted	271
The Bottom Line	272

Part IV: Working with Google Applications

19	Using Google Docs	275
	Introducing Google Docs	276
	Benefits of Web-Based Applications	276
	Privacy and Security Concerns	277
	Should You Use Google Docs?	277
	Navigating Google Docs	279
	Creating New Documents	280
	Importing Microsoft Office Documents	281
	Using Google Docs for Word Processing	282
	Getting to Know the Google Docs Workspace	282
	Saving a Document	283
	Exporting a Google Document to Microsoft Word	284
	Entering Text	284
	Formatting Text	284
	Inserting Web Links	285
	Inserting Images	286
	Working with Tables	286
	Checking Your Spelling	287
	Printing a Document	288
	Sharing and Collaborating	288
	Publishing Your Document	289
	Working Offline	290
	The Bottom Line	291

20	Using Google Spreadsheets	293
	Opening and Saving Spreadsheets	294
	Creating a New Spreadsheet	294
	Saving a Spreadsheet	294
	Exporting a Google Spreadsheet to Excel Format	294
	Getting to Know the Google Spreadsheets Workspace	295
	Examining Google Spreadsheets Tabs	296
	Working with Multiple Sheets	296
	Entering and Editing Data	297
	Entering New Data	297
	Editing Previously Entered Data	298
	Inserting and Deleting Rows and Columns	298
	Working with Ranges	298
	Sorting Data	299
	Formatting Spreadsheet Data	299
	Entering Formulas	300
	Using Functions	302
	Charting Your Data	303
	Printing Google Spreadsheets	305
	Expanding Functionality with Gadgets	305
	Sharing and Collaborating—and Working Offline	306
	The Bottom Line	306
21	Using Google Presentations	307
	Creating and Saving Presentations	308
	Creating a New Presentation	308
	Saving a Presentation	308
	Importing a PowerPoint Presentation	308
	Exporting a Google Presentation to PowerPoint Format	309
	Getting to Know the Google Presentations Workspace	309
	Managing the Slides in Your Presentation	310
	Changing the Look and Feel of Your Presentation with Themes	311
	Choosing a New Theme	312
	Adding Custom Background Colors and Graphics	312
	Working with Text and Graphics	314
	Adding and Formatting Text	314
	Adding Images	315
	Adding Charts	315
	Animating Elements on a Slide	316
	Printing Handouts and Speaker Notes	316
	Collaborating Online	318

	Giving Live Presentations	318
	Presenting Your Presentation	318
	Giving an Online Presentation	319
	The Bottom Line	320
22	Using Google Calendar	321
	All About Google Calendar	322
	Setting Up Your Google Calendar	324
	Setting Up Your First Calendar	324
	Setting Up Multiple Calendars	324
	Viewing Your Calendar	325
	Using Different Views	325
	Viewing Multiple Calendars	326
	Viewing Your Calendar from Other Calendar Applications	327
	Working with Events	327
	Adding an Event to Your Calendar	327
	Adding an Event via Quick Add	329
	Adding an Event from Gmail	330
	Synching Events with Microsoft Outlook	331
	Receiving Event Notifications on Your Mobile Phone	332
	Inviting Others to an Event	333
	The Bottom Line	334
23	Using Google Reader	335
	Reading Blog Postings	336
	Categorizing with Tags	337
	Emailing Blog Postings	337
	Sharing Blog Postings	338
	Subscribing to Feeds	338
	Searching for Blog Feeds	339
	Browsing for Blog Feeds	339
	Importing Feeds from Other Readers	340
	Managing Your Subscriptions	341
	The Bottom Line	341
Part V:	Viewing Images and Videos	
24	Searching for Pictures with Google Images	345
	Searching for Images	346
	Basic Searching	346
	Advanced Searching	346
	Viewing Image Search Results	348
	Saving and Printing Images	350
	Filtering Out Dirty Pictures	350
	Removing Your Images from Image Search	351
	The Bottom Line	353

25	Using Picasa and Picasa Web Albums	355
	Installing and Configuring the Program	356
	Getting to Know the Picasa Desktop	356
	Organizing Your Photos	358
	Moving Photos	358
	Renaming Photos	359
	Fixing Common Photo Problems	359
	Fixing a Dark (or Light) Picture	360
	Fixing an Off-Color Picture	362
	Fixing Red Eye	363
	Cropping a Picture	363
	Applying Special Effects	364
	Saving Your Changes	365
	Saving an Edited File	365
	Resizing a Photo for the Web	366
	Printing and Sharing Your Photos	366
	Printing Photos on Your Personal Printer	366
	Printing Photos via an Online Print Service	367
	Emailing Photos	368
	Burning Photos to a Picture CD or DVD	369
	Sharing Your Photos with Picasa Web Albums	370
	Uploading Your Photos	370
	Mapping Your Photos	371
	Sharing Your Photos Online	373
	Viewing Photos on Your Cell Phone	374
	The Bottom Line	375
26	Viewing and Uploading Videos with YouTube	377
	Welcome to YouTube	378
	Exploring—and Joining—the YouTube Site	379
	Finding Videos on YouTube	380
	Browsing for Videos	381
	Searching for Videos	382
	Watching YouTube Videos	383
	Exploring the Video Page	383
	Playing a Video	384
	Viewing Your Videos Full-Screen	385
	Rating the Videos You Watch	385
	Sharing and Saving a Video	386
	Reading and Posting Comments and Responses	386
	Viewing Statistics and Data	386
	Viewing More Video Information	387
	Saving Your Favorite YouTube Videos	387
	Flagging Videos for Future Viewing	387
	Saving Your Favorite Videos	388

Creating a Video Playlist	389
Viewing Your Playlists	390
Sharing YouTube Videos	391
Sharing a Video Via Email	391
Sharing a Playlist Via Email	392
Downloading YouTube Videos	392
Downloading and Playing YouTube Videos with RealPlayer	393
Downloading YouTube Videos to Your iPod or iPhone	395
Viewing YouTube Videos on Your Cell Phone	395
Adding YouTube Videos to Your Website or Blog	396
Linking to an Individual Video	396
Embedding a YouTube Video in a Web Page	397
Adding YouTube Videos to Your Blog	397
Uploading Videos to YouTube	399
Uploading Videos from Your PC	399
Uploading Videos from Your Webcam	401
Uploading Videos from Your Mobile Phone	402
The Bottom Line	403

Part VI: Working with Google Maps

27 Finding Your Way with Google Maps	407
Introducing Google Maps	408
Searching for Maps	408
Searching by Address	408
Searching by Landmark	410
Displaying Street Maps from a Google Web Search	411
Navigating a Google Map	411
Displaying Satellite Images	414
The View from Above	414
Displaying Terrain Maps	416
Displaying Street View Photos	417
Viewing Live Traffic Conditions	419
Sharing Maps	419
Linking to a Specific Map	420
Emailing a Map	420
Printing a Map	420
Displaying Driving Directions	421
Generating Turn-by-Turn Directions	421
Generating Multiple-Stop Directions	422
Following Directions	422
Changing Your Route	424
Printing Your Directions	424
Finding Nearby Businesses	425
Searching for Businesses	425
Viewing Local Businesses	426
The Bottom Line	427

28	Creating Google Map Mashups	429
	Creating Simple Mashups with My Maps	430
	Creating a Custom Map	430
	Sharing Your My Maps Mashups	433
	Embedding a Map on Your Website	433
	Collaborating on Group Mashups	434
	Creating Complex Mashups with the Google Maps API	434
	Using the Google Maps API	435
	Creating a Basic Map	435
	Adding Map Controls	436
	Adding an Info Balloon	437
	Creating an Animated Map	437
	Adding a Marker to Your Map	437
	Adding Multiple Markers from Your Own Database	438
	And Even More...	438
	The Bottom Line	439
29	Getting the Big Picture with Google Earth	441
	Which Version Is for You?	442
	Introducing Google Earth	442
	Navigating Google Earth	443
	Navigating with the Onscreen Navigation Controls	443
	Navigating with the Mouse	444
	Navigating with the Keyboard	445
	Taking a Quick Tour of Google Earth	446
	Making Google Earth More Three-Dimensional	450
	Configuring View Options	453
	Setting View Preferences	453
	Using Full-Screen Mode	455
	Displaying a Latitude/Longitude Grid	455
	Displaying the Overview Map	455
	Saving and Printing a View	456
	Searching for Locations to View	456
	Displaying Driving Directions	457
	Getting Directions	457
	Touring Your Route	459
	Printing and Saving Directions	459
	Displaying and Using Layers	459
	Displaying Places of Interest	459
	Creating Custom Placemarks	460
	Flying Google Earth's Flight Simulator	461
	Stargazing with Google Sky	463
	The Bottom Line	464

Part VII: Using Other Google Services

30	Keeping Up-to-Date with Google News	467
	Viewing the Latest Headlines and Stories	468
	Viewing International News	470
	Personalizing Google News	471
	Searching for News Articles	473
	Searching the News Archive	475
	Reading Google News Feeds	477
	Signing Up for News Alerts	478
	Getting News on the Go	478
	The Bottom Line	479
31	Searching for Financial Information	481
	Accessing General Financial Information	482
	Accessing Specific Stock and Company Information	483
	Viewing Interactive Financial Charts	487
	Tracking Your Portfolio	488
	Using Google's Stock Screener	490
	Discussing Finances in Google Finance Groups	491
	Finding Google Finance Discussions	491
	Reading and Rating Messages	492
	Replying to Messages	493
	Starting a New Discussion	493
	The Bottom Line	494
32	Organizing Patient Records with Google Health	495
	What Is Google Health?	496
	Creating Your Health Profile	496
	Add Your Medical Information	497
	Import Your Medical Records	498
	Viewing Your Medical History	498
	Learn More About Health Topics	499
	Search for Doctors and Hospitals	500
	The Bottom Line	502
33	Selling Products and Services with Google Checkout	503
	Buying and Selling Electronically: How Online Payment Services Work	504
	Tracking a Typical Transaction	504
	Getting to Know Google Checkout	508
	Buying Items with Google Checkout	509
	Creating a Google Account	509
	Using Google Checkout to Make a Purchase	509
	Reviewing Your Google Checkout Purchases—and Managing Your Account	510

	Selling Items with Google Checkout	511
	Setting Up a Google Checkout Account	512
	Paying for Google Checkout	512
	Integrating Google Checkout with Google AdWords	513
	Evaluating Google Checkout's Payment Services	513
	Adding a Google Checkout Buy Now Button to Your Website	515
	Collecting Google Checkout Payments	516
	Withdrawing Google Checkout Funds	516
	Google Checkout's Seller Protection Policy	517
	The Bottom Line	517
34	Creating Web Pages with Google Sites	519
	Understanding Google Sites	520
	Creating Your First Web Page	520
	Adding Content to Your Web Page	522
	Adding New Web Pages	523
	Formatting Your Pages	524
	Collaborating with Google Sites	525
	The Bottom Line	526
Part VIII: Using Google on the Go		
35	Using Google on Any Mobile Phone	529
	Signing Up for Google Mobile	530
	Searching Google on the Go	531
	Using Google Maps on Your Mobile Phone	531
	Displaying a Location Map	532
	Displaying a Satellite Map	533
	Displaying Traffic Information	533
	Displaying Driving Directions	534
	Finding Local Businesses	534
	Reading Google News on Your Mobile Phone	535
	Sending and Receiving Gmail on Your Mobile Phone	535
	Viewing Google Calendars on Your Mobile Phone	537
	Creating Mobile Blog Posts	537
	Personalizing Your Google Mobile Search Page	538
	Additional Google Mobile Features	538
	Search for More Information via Google Text Messaging	539
	Using Google for Directory Service	540
	The Bottom Line	540
36	Using Google on the iPhone and iPod Touch	541
	Downloading Google's iPhone Apps	542
	iPhone's Native Google Apps	542
	Downloading Other Google Apps	542

Evaluating Google's iPhone Apps	543
Gmail	543
Google Maps	545
Google Web Search	546
Google Calendar	548
Google Docs	549
Google Talk	551
Google News	552
Google Notebook	552
Google Photos	553
Google Reader	553
iGoogle	554
Blogger	554
YouTube	555
Goog411	555
The Bottom Line	555
37 The Google Phone: Understanding Android	557
What Is Android?	558
Examining the HTC Dream: The First Google Phone	558
The Bottom Line	560

Part IX: Making Money with Google

38 Optimizing Your Site for Google Search	563
How to Submit Your Site to the Google Index—The Easy Way	564
How to Remove Your Site from the Google Index	565
How to Submit a Complete Sitemap	565
Creating a Map of Your Site	566
Submitting Your Sitemap—the Hard Way	567
Submitting Your Sitemap—the Easy Way	567
How to Optimize Your Site's Ranking	569
Increase the Number of Inbound Links to Your Site	569
Create a Clear Organization and Hierarchy	569
Include Appropriate Keywords	570
Put the Most Important Information First	570
Make the Most Important Information Look Important	570
Use Text Instead of Images	571
Link via Text	571
Incorporate <META> Tags	571
Make Good Use of the <TITLE> Tag	572
Use Heading Tags Instead of CSS	573
Update Your Code Frequently	573
Use RSS Feeds for Dynamic Content	573
Provide Authoritative Content	574

	How Not to Optimize Your Site's Ranking	574
	Avoiding Things Google Doesn't Like	574
	Deliberate Practices to Avoid	577
	The Bottom Line	579
39	Advertising with Google AdWords	581
	How Pay-Per-Click Advertising Works	582
	Purchasing Keywords	582
	Placing Ads in Context	583
	Paying by the Click (PPC Advertising)	583
	Sharing Ad Revenue	584
	Determining Your AdWords Costs—And Choosing a Payment Option	585
	Creating an AdWords Ad	585
	Monitoring Your Ads' Performance	587
	The Bottom Line	588
40	Profiting from Google AdSense	589
	Adding Advertising to Your Website with Google AdSense	590
	Understanding Google AdSense for Content	590
	Understanding Google AdSense for Search	591
	Understanding Google AdSense for Feeds	592
	How Much Money Can You Make?	592
	Making AdSense Work for You	593
	Joining the AdSense Program	593
	Adding AdSense Ads to Your Website	594
	Adding a Google Search Box to Your Site	597
	Adding AdSense Ads to Your Site Feeds	599
	Monitoring Your AdSense Performance	600
	Ten Tips for Improving Your AdSense Earnings	601
	The Bottom Line	603

Part X: Google for Web Developers

41	Adding Google to Any Website	607
	Adding Google Free WebSearch	608
	Adding a Basic Search Box for Web Searches	608
	Adding a SafeSearch Search Box	608
	Adding a Box to Search Your Own Site	609
	Adding a Custom Search Engine to Your Site	610
	Creating Your Custom Search Engine	610
	Adding the Search Engine to Your Website	612
	The Bottom Line	613
42	Analyzing Your Website Traffic	615
	Using Google's Webmaster Tools	616
	Accessing Webmaster Tools	616
	Viewing Overview Information	616
	Viewing Diagnostic Information	617

	Viewing Statistical Information	618
	Viewing Link Information	618
	Viewing Sitemap Information	619
	Using Other Webmaster Tools	619
	Using Google Analytics	621
	What Google Analytics Analyzes	621
	Activating Google Analytics	622
	Using the Dashboard	622
	Additional Reports	624
	The Bottom Line	625
43	Using Google's APIs and Developer's Tools	627
	Understanding Google's APIs	628
	Types of Google-Based Applications	628
	Developing Your Own Google-Based Applications	629
	Developing with the Google App Engine	635
	The Bottom Line	637
44	Creating Google Gadgets	639
	Understanding Google Gadgets	640
	Getting to Know Google's Gadgets APIs	641
	Core Gadgets API	641
	Desktop Gadgets APIs	641
	Gadgets API Extensions	641
	Creating a Google Gadget: Basic Steps	642
	Using the Google Gadget Editor	642
	Navigating the Google Gadget Editor	642
	Publishing Your Gadget	643
	Writing Gadget Code	644
	Understanding Gadget Code	644
	Creating a Simple Gadget	645
	The Bottom Line	646
45	Creating Social Applications with OpenSocial	647
	Understanding the OpenSocial API	648
	Examining OpenSocial Compatibility	648
	OpenSocial Sites	649
	OpenSocial Applications	650
	Developing with the OpenSocial API	651
	The Bottom Line	654
46	Using Google Gears	655
	Why Do You Need Gears?	656
	How Does Google Gears Work?	656

Developing Gears-Enabled Applications	658
Installing Gears on the Host Machine	658
Initializing Google Gears	658
Developing for Gears	659
The Bottom Line	660

Part XI: Appendixes

A	Google's Site Directory	663
B	Google's Advanced Search Operators	667
C	Introducing Google Chrome	671
	Index	681