

ARE YOU A GOOGLER?

On Monday night, January 13th, our monthly program in Clubhouse 3 will be a Google Update. A year ago, we first presented a program on Google – the young company that is providing faster and more meaningful search results. This program will focus on the new features they have offered in the last year. Happily for us, the goal of this innovative company is to provide fast, free, and direct access to the world's information.

The six year old company has been a remarkable business success. They have captured 60% of the Internet search business and employed a unique new approach to using advertising that is less intrusive to users, while giving advertisers more efficient results. A little over one year ago at their Initial Public Offering their stock was offered at \$85 per share – today it is trading at over \$450.

In addition to providing fast search results, Google has implemented a variety of new services – some very helpful – and some just fun.

GOOGLE TIPS, TRICKS, SERVICES AND TOOLS

The Google web site (www.google.com) will let you search for the proverbial “needle in a haystack” if you know a few simple procedures. Here are 12 tips:

- ◆ To limit the returns when you “google” someone, use quotation marks and add a location or other attribute – example: “roger turner” leisure world.
- ◆ To get the definition of a word or phrase, enter define (word) in search bar.
- ◆ To do a calculation, enter an equation in the search bar – example: 100/12
- ◆ To get the price on a stock, enter symbol in the search bar – example: ge
- ◆ To translate, click on More and click on Translate Tool. Enter or paste text in the “Translate Text” box and select “from-to” language option.
- ◆ To find someone's listed phone number; enter name and city in search bar.
- ◆ To find the owner of a phone number, enter the number in the search bar.
- ◆ To browse a catalog, click on More and click on Catalog. Enter company name.
- ◆ To convert measures, enter measure 1 to measure 2, example: cup to tablespoons.
- ◆ To get prices and stores for an item, click on Froogle. Enter name and model #.
- ◆ To get a map, driving directions or an aerial view, enter city, state (or zip code) in **www.maps.google.com** search bar, examples: mission viejo, ca; 10012
- ◆ To get news on a person, subject or location, click on News. Enter the topic in the search bar, example: El Toro base.

Google adds new services and tools as they are developed. These features must be downloaded. Here are some of the most recent found under the **More** link:

- Google Earth for satellite imagery and more.
- Picasa for a photo album and editing program
- Google Talk for an Instant Messaging program
- Google Desktop for a program to search your hard drive for files
- Google Pack is a collection of free utility programs
- Google Mail is a free e-mail service with 2.5 Gigabytes of storage. To get a **Gmail** account you must be invited by someone who already has an account.

Experiment with the options and links on google pages to discover new tricks.