

## **PRESIDENT'S MESSAGE**

### **Have You Been Googling Lately?**

If you were one of the early users of the Internet, you will recall sites that simply shared information on a particular subject – like baseball, or cooking, or flowers. While the technology was limited (text only, small black and white monitors, no World Wide Web or browsers for easy navigation, no commercials, and no pop-ups!), these sites exemplified the free spirit of the Internet. Today, the rapid assimilation of new technology and the exponential worldwide growth of the Internet have made the experience and the benefits significantly different – but there are still sites that incorporate the original spirit of the Internet. One of those is **Google**.

Google is the classic Silicon Valley entrepreneurial story. Started by two Stanford graduate students in 1998, the name came from the mathematical term googol – which is the number 1, followed by 100 zeros – representing their goal in efficient search results. Many companies have adopted their unique search technology, which today powers about 70% of all web searches. With this technology, and a customer-oriented approach, they have become the leader in search engines. They have the largest base of documents indexed (approaching 6 billion), the largest number of searches per day (over 250 million), and the largest percentage (over 40%) of search users. (There are still many other search engines: Overture, Yahoo, MetaCrawler, DealTime, HotBot, MagPortal, ixQuick, AllTheWeb, Netcraft, Sprinks, About.com, Teoma, Lycos, AOL Search, AltaVista, AskJeeves, and more.)

While these figures are impressive, it is their simplicity of use, the clean, organized, and concise presentation of results, and the speed of their search that make their service a pleasure to use – not to mention that there is no subscription or registration required. Of further importance to many users, you can search on Google in different languages - many are offered.

Adding to their attractiveness, they have many other search features that make Google a candidate for your Internet Home Page. One that was recently added is News – where concise and dated summaries of current news items are presented in categories such as Top Stories, World, U.S., Business, Sports, etc. To read further, a click takes you to the publishing media. Other new features include: Froogle – searching for products on-line; Google Local – searching for motels or whatever in a local community; Search by Number – get flight updates, find an area code, or track a package; Numrange Search – set a price range for a product you are looking for; and Google Image Search – more than 880 million images available for viewing. Another significant offering that is coming – gmail (Google's email).

If you haven't been Googling lately, you may want to try.

Roger

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