



Google Cheat Sheet

**Cool web tools and services offered
by (and about) Google.**

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Google Pages - Many of the advanced functions of Google are accessible through their main page, others aren't. Here is a list of Google functionality, along with a brief description, as well as the URL that will enable you to find those pages.

A number of these URL's are redirects (bringing you to the proper page, but using an alternate URL). The URL's used here are the most common & easiest to enter.

Service	URL	Details
Google Alerts™	http://www.google.com/alerts	By entering keywords, the user can be alerted when there are new Google search results using those terms. Can get them via email or RSS feed results.
Google Blogs™	http://blogsearch.google.com	Google search engine which solely returns blog sites.
Blogger™	http://www.blogger.com	One of the largest blogging services, owned by Google.
Google Books™	http://books.google.com	Part of Google's attempt to provide full books on line, this link will search books that you can see either a limited view (only a page or two), or in some cases, full book text (for post-copyright books, or one's where the author has given permission).
Google Calendar™	http://calendar.google.com	Web-based calendar function, integrates with gmail. Allows for calendar sharing. Requires Google account
Catalogs	http://catalogs.google.com	Allows you to browse online catalogs of many different merchants. Can search by specific catalog or across many (by product).
Google Checkout™	http://checkout.google.com	Google's online, secure shopping service. With a Google account

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		(such as what you have with gmail), you can use the service at online stores which support Google Checkout.
Google Chrome™	www.google.com/chrome	Chrome is Google's first browser. Open-source, it attempts to reinvent the user browsing experience, with a home page with views of your most visited website. Stay tuned...
Google Custom Search™	http://google.com/coop/cse	Google Co-op is a customized search engine you can build, only searching websites of your choosing. Can be independently located as its' own URL, or branded within a specific web page.
Google Dashboard™	http://google.com/dashboard	Manage all of your Google accounts and privacy from this page. Centralized info for all of the Google services you use.
Google Desktop™	http://desktop.google.com	A free downloadable service, allows the user to use the Google interface to search their own computer for many types of files, as well as for email content (for those using Outlook, Netscape or Thunderbird mail). Google sidebar allows the desktop to be a vertical task pane on your screen.
Google Directory™	http://directory.google.com	Using a human interface organization of web pages (from the Open Directory Project), this interface helps the user find information by narrowing down the choices into categories (eg. Education, basketball, music)

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Documents	http://docs.google.com	Google Docs allows user to store and share Word, Excel, PPT and PDF files online, without requiring MS software. Early 2010, any file type can be uploaded.
Google Earth™	http://earth.google.com	This download provides users amazing 3D interface of most of the world. Way cool. Developers can create 3D images (known as mashups) using Google Sketch-up through Earth. Now includes stars and Mars in latest version.
Educators	http://www.google.com/educators	Google for Educators supports teachers to use Google in the classroom. The site is still developing, but includes ideas from educators, as well as suggestions to integrate Google tools for educational lessons.
Google Finance™	http://finance.google.com	New in 2006, this beta is a customizable portal to financial info, using Google's search capabilities to provide stock info and research on any organization.
Gmail™	http://gmail.com	A web-based email service from Google with sorting capabilities, as well as over 7Mb of storage per account. Your Gmail account provides access to many cool Google tools.
Google Goggles™	www.google.com/mobile/goggles	Google Goggles, otherwise known as Google Visual Search, is an Android app where you take a picture which triggers Google's search. Currently in Beta.
Goog 411™	http://www.google.com/goog411	Free phone directory service

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		allowing you to contact businesses through voice interface. Also supports text queries, and can send local maps to mobile devices.
Google.Org™	http://google.org	Interested in Google's philanthropy? Here's the place to look.
Google US Government Search™	http://www.google.com/ig/usgov	Google's Government website search. This engine culls information from various government sites (such as .mil, .gov). You can personalize a government search homepage separate from your basic Google home.
Google Groups™	http://groups.google.com	Purchased by Google, the service previously called Usenet provides a searchable database of internet-based questions & answers on a large variety of topics. Many such topics (e.g. Excel, cars) have groups dedicated to each subject.
Google Health™	http://www.google.com/health	Organize & access your medical records online through this new (2008) beta service.
Help	http://www.google.com/help/	Home page for help and various links to Google services.
iGoogle™	http://www.google.com/ig http://www.google.com/m/ig	Personalized Google search page, with RSS web feeds. Requires Google account. Go mobile with iGoogle by using 2 nd URL.
Google Images™	http://images.google.com	Returns pictures and other images only, for the search in question.
Google Maps™	http://maps.google.com	Searchable maps for any location in the United States & Canada. Additionally, it works in conjunction with Google Local to

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		produce maps for local businesses.
Mobile Phone G-tools	www.google.com/mobile	Offers free downloadable Google tools for various mobile phones.
Mobile Search	http://www.google.com/xhtml	Use this when googling from a mobile device. The Google info will be in narrow form, fitting into a smaller screen.
Google News™	http://news.google.com	A news portal, searching over 4,500 news sources continuously. The news' search function returns stories & articles specific to the search.
News Show	http://tinyurl.com/bo6e49	Create a customized news preview box on your website using code page from Google.
Orkut™	http://www.orkut.com	A social networking service, developed by Google employee Orkut Buyukkoten in 2004. Wikipedia states that Orkut is the 8 th most visited website in the world.
Patents	http://www.google.com/patents	Research information on over 7 million patents, through a Google patent search.
Picasa	http://www.picasa.com	A free software download from Google, allowing you to find, edit & organize pictures on your PC. Also includes Google Hello, app which eases sharing images & uploads them to blogs. Also allows image search from uploaded photos.
Products	http://www.google.com/products	Formerly branded as Froogle, it is the Google shopping engine, providing online purchasing sources for thousands of products.
Google Reader™	http://www.reader.google.com	Blog reading tool, allowing you to

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		feed your favorite blogs onto a single interface. Works independently, and in conjunction with iGoogle.
Google Scholar™	http://www.scholar.google.com	Search function limited to scholarly research (abstracts, articles, peer-reviewed papers, etc.)
Google Sites™	http://sites.google.com	Free website service, great for creating collaborative websites, combining text, images, file sharing and other stuff.
Sketchup™	http://sketchup.google.com/	Download this free 3D modeling software and begin designing 3 dimensional drawing. Free & premium versions, but free is enough for most users. Can create 3D design & mashup into Google Earth with this tool.
Google SMS™	http://www.google.com/intl/en_us/mobile/sms/	Text messaging through Google. Text 46645 and ask a question of Google.
Spreadsheet	http://www.spreadsheet.google.com	Web-based spreadsheet. Requires Google account.
Google Squared™	Should be available in Labs by Summer '09	Search results appear in table format to provide more answers to a question than just results with specific keywords.
Subscribed Links	http://www.google.com/coop/subscribedlinks/	Allows website to create set of results that uses can integrate into their search results.
Google Talk™	http://www.google.com/talk	Instant Messaging through Google. By downloading Talk client, access to voice services are provided.
Google Toolbar™	http://www.toolbar.google.com	Download this to have toolbar access to Google search and

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		dozens of Google functions. My faves include highlighter, word translation and “Picks for You” add-in (installed separately).
Google Transit™	http://www.google.com/transit	Only available for limited cities, enter your starting and ending addresses (as well as arrival time), and learn how to get there via public transportation.
Google Translate™	http://www.google.com/translate_t	Just what it seems. Google site allowing user to translate text or entire web pages.
Google Videos	http://video.google.com	Since Google purchased You Tube, you’d expect to see it linked through their video link. But not yet.
Google Wave™	http://wave.google.com	Just released in preview (Fall ’09), Wave will be Google’s open source model for communications & collaboration, with email, chat and web-based interfaces (eg. blogs) all in real time.

HOT TIP - Google Advanced Search Features – Accessible from the Google home page (link on right of search box), this page provides the user the ability to customize their search conditions.

Even Cooler Tools - Google’s functionality from their home page extends beyond basic search results. The following list includes some niche uses of Google search from the home page, returning useful results outside of the norm.

Function	What It Does...
Airport Delays	If you want to find info about a specific airport and potential delays, enter the airport code, followed by the word airport (i.e. JFK airport). A link at the top will allow

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	you to view conditions at the airport, via www.fly.faa.gov .
All in Title (allintitle:)	This function will search the title (the information on the very top blue bar), which typically denotes the critical content on that page. A great way to search for critical words for an entire webpage.
In Title (intitle:)	
All in URL (allinurl:)	One of the coolest ways to search. If you're looking for a website with the search word in the web address (URL), use this tool. Say you want to find URLs which contain the word baseball. Type in allinurl:baseball. You can use multiple words (separated by spaces).
In URL (inurl:)	
Answer Highlighting	Part of the Google Squared initiative, this feature retrieves the answer (in bold) to a question you ask in a Google search (e.g. who is the author of 1984). Meant for searches for factual answers.
Browser Sync	For Firefox users, they can store their browser settings (e.g. cookies, passwords, bookmarks, tabs) through their Google account across multiple computers
Cache	Cache is information stored on your computer. Google caches websites by creating a snapshot of the page when it was most recently looked at by Google. By using the cache operator, along with a word, you can get a highlighted version of where that word appears on the latest "cached" page. Try this: cache:www.ceoexpress.com news
Calculator	By entering a mathematical function (including units of measure & conversion) in the search box, Google returns the answer to the question.
Conversions & Currency	If you need to convert currency, or perform other measurement conversions, just enter the phrase in the search box. Examples of how this works includes: 10 meters in feet, or 250 USD in Euro.
Define	By entering the word "define" before the word or phrase (define:wiki), Google returns the appropriate definition. A colon after define will restrict results to only definitions, and not other results of the search.
Fact Based Questions	Want to know the population of a city? Or the birthplace of a famous person? Enter the phrase, such as: population

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	of Orlando, FL. You'll get what you asked for.
Filetypes	Only looking for a .pdf (or other) filetype? Enter the search phrase, followed by: filetype:pdf, and you will target your search just to those file types. Great for finding pdf forms on the web.
Flight Status	Entering the airline and the flight (i.e. United 687) will provide links for you to track the status of the flight.
Gears (Beta)	Download that enables user to read content (such as websites and RSS feeds) offline by storing them locally on their device. Works with both Firefox and IE, however, it is in very early Beta stage.
Knowledge (Beta)	New service (called Knol) designed to have people who have subject knowledge (such as authors) to write an authoritative article about it. It will include community authoring tools, and Google will not edit the material.
Links	By entering the word link, followed by a URL (e.g. link:www.google.com), Google returns the websites that have a link to the requested site.
Movies	By entering a movie title or actor/actress in the search box (i.e. movie: the producers), Google returns reviews of many films. If you've saved your location by using Google Local, it will return the showtimes of the film in your area. Be sure to use the colon following the word movie.
Num(ber) Search	By entering a range of numbers tied together by two dots (eg \$500..\$1000), in addition to standard search terms, the user can find sites that contain that number range. Good for product search with specific prices.
Options	By using the Show Options link on all result pages (located just above the results), further grouping of results is available, with some features including all videos, reviews, forums, timelines, and other related searches.
Pack	Google's bundling of services, both Google based (Earth, Picasa, Chrome) and external products (Firefox, Adobe Reader, among others) which lets user download them all simultaneously.
Phone Book	By entering a phone number (and a location, such as city or

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Business (bphonebook:) Residential (rphonebook)	<p>zip code) into a Google search box, Google returns the complete listing. An example of the search follows:</p> <p>rphonebook:John Doe NY</p> <p>Note that this also works for residences with listed numbers. Google allows users to remove their listing from the Google Phone Book.</p>
Refine	<p>When you enter certain phrases (such as a city name), you will often see a “Refine Result” listing, with a number of options to further target your search. Much like the popular clustered searching available on certain engines.</p>
Related	<p>By using the word related immediately before a URL (such as related:www.meeting-u.com), you will be given a series of sites that are in some way related to the URL you have entered. Quite useful in competitive analysis, or investigating your own site.</p>
Rich Snippets	<p>Allows webmasters to annotate info so that a Google search can provide better info (especially for reviews, people and events). Example of this is to search for concerts in New York City, and some results will provide the list of upcoming performances.</p>
Search by Number	<p>Many product service numbers can be tracked by entering the number into the search box. This includes, but is not limited to, UPS tracking, FedEx tracking, USPS tracking, UPC codes and others.</p>
Search Options	<p>Every search result has a Show Options link to offer different ways to view and parse the information (including chronological, video only, reviews only, and other choices)</p>
Search Within Results	<p>After a search, look at the bottom of the page for the Search Within Results link. You’ll be able to add terms to narrow your findings.</p>
Site Search	<p>You can further narrow your searches by searching only within a specified site. By entering a search word or phrase, followed by “site:www.sitename.com” (don’t include the quotes), Google will only search in the sitename.com website for the search phrase.</p>

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Squared	Released late May '09 (and initially found in Google Labs), Google Squared aims to answer questions in table (think Excel) form, rather than just provide a listing of websites using the search terms. Now includes answer highlighting (see separate listing).
Stock Quotes	By entering the stock/mutual fund ticker symbol, Google returns information on current market prices for that stock. A subtle variant is to enter the operator stock, followed by the symbol (stocks:SBUX)
Synonyms	By including a tilde (~) immediately before a word, Google searches for the word & any of its' synonyms.
Talk	VoIP (Voice over Internet Protocol) application, allowing users to make phone calls over the 'net. Integrates with Google Chat.
Video Player	Downloadable product which allows user to watch Google videos, and resume them automatically.
Weather	If you enter the word weather, followed by a city (state sometimes required), Google returns the weather conditions, provided by Weather Underground.
Web Accelerator	Tool to increase speed of internet surfing, both for broadband and dial-up users.

WANT MORE? – Since Google continues to expand their services, try checking this Google help page center for the latest features:
<http://www.google.com/help/features.html>.

HOT TIP – Your Language of Choice? – In addition to the translate function, Google is available in over 100 languages. Go to
http://www.google.com/language_tools.

Google Purchases – Here are a number of formerly independently-owned products which Google has purchased. All provide services outside of straight search functionality for the user. Some of these are also listed above, since they have been so well integrated into the Google experience that people may have forgotten they were once independent.

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Service	URL	Details
Android	http://www.android.com	Browser top applications for Android, Google's open source phone software for mobile devices.
Blogger	http://www.blogger.com	One of the largest blogging services, owned by Google.
Double Click	http://www.doubleclick.com	Purchased by Google in 2008, Doubleclick is the leading provider of digital marketing, helping companies with targeted advertising & sales.
Earth	http://www.earth.google.com	Formerly Keyhole. There are a larger number of mash-ups available for Google Earth that enhance its capabilities.
Feed Burner	http://www.feedburner.com	Publishes content for users through blog and RSS feeds. Even prior to Google's purchase, they were one of the more established feed burning service.
Groups	http://groups.google.com	Known to many long-time netizens as Usenet, this is a q&a forum for thousands of topics.
Picasa	http://picasa.google.com	Google's photo sharing service.
Voice	http://www.voice.google.com	Rebranded (formerly Grand Centarl), this service debuts in 2009 to allow users to combine all of their phone numbers to a single number, providing an interface for voice mail, messaging, and dozens of other services.
You Tube	http://youtube.com	One of the revolutionary Web 2.0 sites, allowing uses to post and share videos. Although Google has it's own service, the two have not yet integrated.

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HOT TIP – **Improve Your Google Ranking!** – Google’s website offers help for improving your website’s search engine ranking:

<http://www.google.com/support/webmasters/bin/answer.py?answer=35769>

Google Business – These tools are for organizations to help with their advertising and analysis of web traffic, as well as for enterprise-wide searching.

Function	What It Does
AdSense www.google.com/adsense	Advertising program for websites. Provides content-similar ads in specified location on site. If people click onto those sites, the web owner receives the PPC (Pay Per Click) revenue from Google.
AdWords www.adwords.google.com	Key terms which web advertisers purchase to be included in sponsored links (right side of page) section of Google results. Also works using PPC.
Analytics www.google.com/analytics	Google’s free web traffic analyzer, with built-in reports and stats. Web owner just needs to place small piece of code in their website, and then can access the information using their Google account.
Click to Call	Internet phone service where users can search for a business, then click on the phone icon to make a free call to that business (while Google calls your phone number to connect the call). Currently works on standard Google searches, as well as through Google Maps searching.
Insight www.google.com/insights	Google service that analyzes a portion of worldwide searches done & computes how many searches have been done for the terms you entered. More advanced functionality for advertisers than Google Trends.
Mini www.google.com/enterprise/mini	The Google Mini Search Appliance is an enterprise-wide search tool for corporations to provide intranet document searching and collaboration. It also offers a web-based search so customers can find relevant information from your web site.

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Sitelinks	Some search results show a number of site links, locations in that website where Google thinks people may want to navigate to. As a webmaster you can't request Google to place them in results, they are currently placed by Google automatically.
Webmaster Central (www.google.com/webmasters)	These tools provide detailed reports about your pages visibility on Google. Helps webmasters improve traffic and analyze site visitors, among other free services.

Google Blogs – A few useful blogs that keep people updated about Google services.

URL	Details
http://googleblog.blogspot.com	The official Google blog. Provides information on tools and new services, as well as general communications from their office.
http://googlecustomsearch.blogspot.com	This blog provides the latest information and tips on using Google's custom search services (see Google Coop above for more on this function).
http://blog.google.org	Google's official blog on their philanthropic offerings.
http://googlereader.blogspot.com	Official blog for Google Reader services.
http://blogoscoped.com	Unofficial blog on all things Google.
http://googlemapsmania.blogspot.com	Unofficial Google Maps blog, including mashups and tools used by Google Maps
http://www.roirevolution.com/blog/	Unofficial blog about Google Analytics services.

Google Hacks & Mash-Ups – A number of sites are out there that can either help you use Google, or provide a unique perspective on the information. None of these sites are affiliated with Google.

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Site	URL	A Few Words...
Blackle	http://www.blackle.com	The black background on this Google custom search website is designed to save energy (black background on a monitor uses less power than a white background).
Google Hacks	http://douweosinga.com/projects/googlehacks	An interesting (loosely defined) set of tools and unique ways to use google. Not for the linear thinker.
Google-whacking	http://www.googlewhack.com	The search for “the one”. This google-based game challenges the user to enter two words in a Google search engine that produces one and only one result. Yeah, there are some rules, but it just might be a fun waste of some time.
Housing Maps	http://www.housingmaps.com	This mash-up combines Google maps with the Craig’s List housing rentals and for sales, to show location of property. Many listings have pictures (yellow icons).
More Map	http://www.moremap.com	A mash-up integrating Google maps with local service location, such as package tracking, movie theaters, weather and more.
Soople	http://www.soople.com	A site dedicated to simplifying all of the ways you can use Google. Very easy interface. Not an official Google product.

HOT TIP – Do You Soople? – Many folks use Soople as their standard Google search, due to the all-inclusive yet simple layout.



Customizing News Feed in iGoogle – One of the coolest features of iGoogle (which is saying an awful lot, as iGoogle, along with Google Reader, are awesome to begin with) is the ability to create & insert a customized Google News applet, which tracks & updates any search terms through Google News. Since I think so highly of this way of using iGoogle, below are instructions how to create it.

- Go to your iGoogle home page (if you don't have one, get one!)
- Navigate to the page where you want the Google News applet (if it's a new page, create it using the "Add a Tab" selection beneath the down arrow on your iGoogle navigation bar)
- Click the "Add Stuff" link (on the top of the page)
- In the "Search for Gadgets" box, enter Google News
- Find the Google News result (should be at the top), and click the "Add it Now" button
- Return to iGoogle – you should find the Google News Gadget, with content already chosen. Now it's time to customize
 - Edit This Tab (Nav bar) – Select how many columns the gadget will cover. If you're going to have multiple sections, choosing a single column may work best. Hit save to confirm.
 - Edit Settings (Down arrow at top of Google News gadget) – Here's where you remove the default tabs and add your own
 - Removing Tabs – Deselect the default categories (Top Stories, World, etc.) that are chosen by default. Hit Save. (Note – On occasion, you'll need to do this a few times, or make sure you add a selection when deleting these defaults. Not sure why it's so stubborn to change)
 - Adding tabs – Click the + at the top of the Google News Gadget. You'll be brought back to the same page where you deleted the default settings, and can add as many searches as you want.

You may think this is a laborious process, and you may be right. But once setup, this allows you to use your iGoogle reader to track and follow, well, anything you want.