

What Google Does

A Partial List of Google Products:

Google Web Search, Gmail, Chrome, Desktop, Earth, Blogger, Google Pack, Picasa, Web albums, Talk, Toolbar, Cars, Calendar, Maps, Buzz, SketchUp, You Tube, Books, Translate, Dictionary, DoubleClick, Google Docs, Chrome OS, Android, News, Mobilizer, Sync, Cloud print, Goggles, and about 50 more...

Google Acquisitions:

Over 90 companies mostly in U.S. social networking, advertising, mobile software, word processor, spreadsheet software, video, security, email search, gaming etc.

- AOL for \$1,000,000,000
- You Tube for \$1,600,000,000
- DoubleClick for \$3,000,000,000

How Google Makes Money:

- Charges advertisers for ads
- Collects marketing data on consumer habits, then selling data for targeted advertising.
- Charges websites to be listed
- Charges websites for better placement in lists
- Charges websites to purchase keywords for themselves
- Charges other search engines to use their catalog

Making Money on Ads:

- Click a link, Google charges website.
- Websites have advertising from Google. When clicked, Google charges website. Some of the charge goes to webmaster.
- This is called AdSense and is a big source of income for Google. 2 cents to \$15 per click.

What is AdSense?

Google looks at your surfing habits & builds a profile of your interests, based on the sites you're browsing. Google offers this to webmasters for 2 cents to \$15 per click so they know which ads to show you. Google charges for Keywords.

When you advertise with Google, you select keywords you are targeting.

- An online guitar store would bid on the keywords "guitar" for example".
- The price would depend on what companies are able to bid for "guitar".
- The price can vary from 0.01\$ to 100\$ and up.

Google charges for ads:

- Google charges \$5 for one-time activation fee then charges per click
- Per click charges determined by automated auction for each search.
- You decide the max you want to pay per click, and an auction decides when your ads are displayed.

Google using New Ad System in Gmail:

- Google will guess what you are interested in based on emails you've read and sent
- Before they only looked for key words
- If you ignore emails about music or put it in spam, you won't get any music ads
- Gmail setting "Importance signals for ads" so you can opt out

Free for Users:

- You search for free
- Chrome browser – no ads
- Gmail is free
- Picasa - no ads
- Picasa web albums free for 1st GB
- Android Operating system is free for smartphones. They make money on Google Apps for Android phones.

Google Goggles:

Go to this URL <http://www.google.com/mobile/goggles/#text>

You will see that this product can read a German menu and translate it to English. It can identify a bridge, a picture and other images.

There could be some privacy issues if you take a photo of someone and have it identified in seconds. Google said it is not introducing mobile app for facial recognition.

Google Sync:

Watch this video on YouTube - Google Sync for Mobile

http://www.youtube.com/watch?v=Kt_-qHczCMg

There is an emphasis put on Smartphones and Cloud backup by Google as it is fast becoming the replacement for laptops and desktops.

Maps – Street view:

See how to use street view in this video.

http://maps.google.com/intl/en_ca/help/maps/streetview/

Google Search:

- Started September 21, 1999
- Most popular search engine
- 189 regional domains
- 1 billion requests a day
- Google's core product

Gmail - Labels and Filters:

Gmail does not have folders to store emails. The emails are labelled instead.

-You can assign your own labels to the emails.

For example, if you want all emails that have BCC in the subject to be labelled BCC, you click on "Settings" and "Labels". Scroll down to "Create a new label" and type in your label and click "Create".

-You can add a filter to all incoming emails to handle the BCC emails.

The filter can apply the label to all emails that have BCC in the subject.

The filter can also archive the email or leave it in your inbox.

Click "Settings", and "Filters". Follow instructions.

Gmail Spell Check:

Click on "Settings" and under "General" set your language to "English UK" if you do not want American spell check. To test, start a new email by clicking on "Compose" and type in "color".

Now click on "Check spelling" and you should see "color" in a yellow band. Left click on it to get a correction.

Gmail Calendar:

To see your calendar along with your email, click on “Settings”, and click on “Labs”. Scroll down to “Google Calendar gadget” and enable it.

Google Dictionary:

Click on this to try Google Dictionary.

<http://www.google.ca/dictionary>

You get all the meanings along with usage examples and web definitions.

Google Translate:

Click on this to try Google Translate.

<http://translate.google.com/#>

In the “From” you can have “Detect Language” or choose the language. In the “To”, choose that language. If you want to translate a word enter it in the box. If you want to translate a document click on “translate a document” and then browse to it. Click on it to highlight it and click on “Open”. Now click on “Translate”.

Google YouTube:

Click on this to try YouTube.

<http://www.youtube.com/>

In the search box type the name of a video you want to see.

There are many good videos of Windows and other computer products.

Try “Gmail contacts” for example.

Google Books:

Click on this to try Google Books.

<http://books.google.com/>

Click on “Computers” and pick one to see.

Click on the Full screen symbol near the “Contents”.

Some books have sections removed as they are still for sale.

Click on “Contents” to see the available sections.

Charlie Le Ber