

Extreme Googling

The notes for David Pogue's "Extreme Googling" seminar!

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Basics

- Use quotes to search for phrases instead of separate words, like this: "electric curtains". Use hyphens to avoid getting pages with a term you don't want ("dolphins -Miami").
- I'm Feeling Lucky: Takes you straight to the first resulting page, without having to view the list of results first. Saves you a step. (Same thing in Picasa.)
- Write most important words first. Considers which words are close together, and the order. Plurals matter. Little words don't. Caps don't.
- Tip: Phrase your question in the form of an answer (with quotes), like: "The capital of India is".
- Search queries: 10 words max.
- Ignores all punctuation except apostrophes, hyphens, quote marks.
- Two dots for ranges: *NY City 1850..1900* or *45..60 mpg Honda*
- Multiple words are treated as AND. If you want OR, type it.
- *chimps ("Ben Affleck" OR "Mark Wahlberg")* to find one term plus EITHER of other terms.
- Whole-word asterisk wildcards OK ("*chicken with its * cut off*"). Great for lyrics you can't understand.
- Reads Office and many other kinds of documents—even if you don't own those programs.
- Spelling corrections (Google asks "Did you mean?")
- The Goooooooooogle at the bottom. (Each o represents one of the pages)

Quick Tricks

- Get word definitions: type *define:syzygy*
- Residential phone numbers. Type *phonebook: robert jones las vegas, NV*. For business listings: *bphonebook*.
- If you enter an address, Google shows you a map.
- FedEx or UPS or USPO package number (just the digits); 691436952954
- Basic calculator: enter an equation. Google shows you the answer. For example: $32+2345*3-234=$
- You can type in *teaspoons in a gallon*, *centimeters in a foot*, and so on; Google does the unit conversion for you.
- Google is a stock ticker. Type in *AAPL* or *MSFT*. Or several at once to see them graphed simultaneously: *msft gm dis*
- Type in an area code, like 212, or zip code, to see a Google Maps map of the area.
- Type in *Weather fargo*, or *weather 06880*
- Type in *movies Phoenix* or *showtimes chicago*, or *borat 10024*, to see what movies are playing where. Complete with reviews, ratings, running time, showtimes, etc.
- Type in *Movie:excalibur* for details about one movie
- Type in a UPC bar code number, such as *036000250015*.
- Type in a flight number like *United 22*—or tail # like *n233aa*, to get full flight or aircraft details.
- Type in a VIN, like *JH4NA1157MT001832*, for year, make, and model, ownership history, accident reports, etc.
- Type in FCC equipment ID tags (like *fcc G9H2-7930*) and patent numbers.
- On Google home page, click Language Tools: you can translate Web pages, or anything you type, to or from all these languages

Google Phone Tricks

- Don't dial 411 on your cellphone! They'll charge you \$2. Instead, send a text message to 46645 ("GOOGL"). In the body, type in any Yellow Pages-type query, along with your current location. Example: *drugstore chicago, hospital 60609, pizza dallas*, etc. They immediately text you back with the closest two hits, complete with name, address, and phone numbers.
- And not just addresses—all kinds of information:
- Weather (type "weather sacramento"—without quotes)
- Flight info ("aa 152")
- Stock quotes ("amzn")
- Movie showtimes ("shrek 44120")
- Definitions ("define schadenfreude")
- Driving directions ("miami fl to 60609")
- Unit conversions ("liters in 5 gallons")
- Currency conversions ("25 usd in euros")
- Or use Google Voice. Dial 800-GOOG-411. Say what you're looking for, like "comedy clubs new york" or "video store San Diego." He immediately tells you the names of the closest ones. Interrupt to say the one you want ("number three"), and he connects your call—no charge. You never need to know or write down the phone number; like having a personal valet. You can also say, "text message" at any time during the recording, and he'll send the place's info to your phone as a text message. Brilliant.

Deeper

- On Google.com, click Preferences (where you can change the # of results; languages of Web pages you want to get; porn filtering)
- Google Local (*thai restaurants 10025*), or local.google.com. (turn on

“remember this location”)

- *Intitle:asparagus, or intext, or inurl*
- Search within a Web site: *site:nba.com "larry bird" magic...*
- or *books -site:amazon.com*
- *link:davidpogue.com* to see who's linking to you.
- *"chocolate soymilk ingredients" filetype:ppt* (to find PowerPoint slides)
- In preferences: you can say what language you want Google to use for everything it shows you... even Bork Bork and Pig Latin
- **Google Images.** Search pictures all over the Web.
- **Google News.** Amazing collection of news from all sources, all in one.
- **Google Alerts** (alerts.google.com). Sign up to be notified whenever someone mentions you or your company (or anything you specify) on a blog, in a newsgroup, or on a Web page.
- **Maps.** (maps.google.com) click the map, then use + and – to zoom, or arrow keys to shift, or Home/End/PgUp/Paragraph Down for bigger scrolls).
- **Print.google.com** (Search inside millions of books, and even page through scans of current popular magazines.)
- **Groups. Answers.google.com.**
- Froogle (product search), **Catalogs.google.com**, Blogger (publish your own online journal)
- **www.google.com/press/zeitgeist**. Shows what everyone's searching for right now.
- **www.google.com/holidaylogos.html**. All the special Google logos that appear on holidays.
- **Google Cheat Sheet** (www.google.com/help/cheatsheet.html)
- **Getting noticed. AdSense.** Place your own ads that show up on the right side when people search for your business category.
- **Google.com/analytics.** Free. See who's using your Web site, how much time they're spending, etc.

Software

Picasa (photo editing). Google Earth. Toolbar (but also built-in to Safari and can be in Vista).

Gmail

TIPS:

Use Google to search inside OTHER sites. That is, don't use the Search boxes on *nytimes.com*, *amazon*, *ebay*, etc; instead, type the whole thing in Google's search box. *Nytimes.com Pogue nikon review*. *Amazon freakonomics*. Etc. Much faster; saves steps.

Drunken Google (in Gmail prefs: prevents you from sending email when you're drunk, by requiring you to do a couple math problems in your head)