

# Index

## A

---

- About Google, 44
- account, Google Answers, 124
- account, Google Groups, 117
- accounts, AdWords, 259
- Account Report (AdWords), 280
- account settings, Google Answers, 134
- Acronym Finder, 38
- AdAware, pop-up blocker, 158
  - spyware and, 158
- address bar
  - as Google search bar, 165
  - as search tool, overview, 182
  - URLs, 15
- Adobe Portable Document format. *See* PDF
- Adobe PostScript files, 31
- AdSense
  - account setup, 244–246
  - advertisements
    - blocking selected, 256
    - creating, 246–252
    - refreshing appearance, importance of, 255
    - selecting alternative, 249
    - selection of, 24
- Advanced Groups Search, 114–123
- Advanced Image Search, 81, 83
- Advanced News Search, 89–90
- advanced searches
  - allinurl operator, 64
  - cache operator, 64
  - date, 50, 55
  - daterange operator, 65–67
  - Domain option, 52
  - duplicates filter, 56
  - Fagan Finder, 54–57
  - filetype operator, 67
  - file format, 50
  - inanchor operator, 63–73
  - info operator, 68
  - intext operator, 62
  - intitle operator, 62
  - inurl operator, 64
  - language, 49
  - Links option, 54
  - multipart searches, 48
  - preferences, 48–54
  - query words, 49
  - related operator, 67
  - results, number of, 71
  - SafeSearch, 53
  - within sites, 63
  - special characters, 56
  - synonyms in, 68

2–143

syntax, 48  
 filetype, 50  
 topic-specific searches, 54  
 by town, 59  
 translating text, 58

**AdWords**

billing, 281  
 Campaign Summary page, 275  
 cautions about, 264  
 conversion tracking, 274  
 costs, 259–260  
 evaluating usefulness (planning), 260–264  
 help, 282  
 managing account, 274–278  
 order of preference among links, 257  
 overview, 256–258  
 report types, 280  
 signup procedure, 265–273  
 terminology, 258–259

**Ad Groups**

AdWords, 259  
 managing, 276

**Ad Group Report (AdWords), 280****Ad Text Report (AdWords), 280****alerts,**

News, 91, 187  
 Web, 92

**algorithms, 4**

**allintext, 63, 69, 142**

**allintitle, 62, 69, 142**

**allinurl, 64, 68**

**AlltheWeb.com, 4, 36**

**AltaVista.com, 4, 36**

**alternate spellings in results, 35**

**alt groups, Google Groups, 105**

**alt tags (images), 219**

**Amazon Associates Program, 243**

**AND in text searches, 21**

**anchors (links), searching, 63**

**AOL, 4**

**API (application programming interface), 215**

**apostrophes, 20**

**area codes, 44**

**asterisk (\*) as wildcard, 24**

**audio clips, 36**

**AutoFill, Safari and, 167**

**AutoFill button, Google Toolbar, 159**

**B**

**background information, Google Answers  
 and, 122**

**Babblefish, 59**

**beta service, 138**

**billing, AdWords, 281**

**biz groups, Google Groups, 105**

**Blackberry wireless, 201**

**blogs, 161**

blogging services, 161

**BlogThis! button, Google Toolbar, 161**

**Bluetooth, 200**

**bookmarks, 184–186**

**Brin, Sergey, 3**

**browsers**

address bar as search tool, 182–212

compatibility with browser buttons, 175

Firefox, 167, 169

Mozilla, 167

Netscape problems, 168

OmniWeb, 172

Opera, 172

Safari (Mac), 166–167

search sidebars, creating

Internet Explorer for Macintosh, 177

Internet Explorer for Windows, 175

Mozilla, 181

Netscape, 181

tabbed browsing, 168

**browsing**

Google Answers, 124

Google Directory, 96–97

Google Groups, 105, 106–110

Google News, 90–91

**business. See commerce**

**C****cache**

nocache meta tag, 233

results, 28

**cache operator, 64**

**caching, 64**

**calculator, 39**

**campaigns, AdWords, 259**

**Campaign Report (AdWords), 280**

**Campaign Summary page, AdWords, 275**

**Carnegie Mellon University, Lycos, 2**

**case sensitivity, 22**

**Catalogs, 10, 54, 77, 136**

**Catalog search, Googlebar, 171**

**categories**

Google Answers, 128

Google Toolbar, configuration, 150

newsgroups, 104

**category-specific searches, Google Groups, 113**

**Category button, Google Toolbar, 157**

**CGI scripts, Google compatibility, 217**

**channels**

adding to AdSense pages, 251

**Clear Search History option, 153**

**cloaking, 230**

**clustering**, 36

**color**

- custom color palettes (AdSense), 248
- image search results, 84

**commerce**

- AdSense
  - account setup, 244–246
  - ad creation and selection, 246–252
  - help for, 256
  - overview, 241–244
  - payment, 253
  - refreshing appearance, importance of, 255
  - reports, 253–282

AdWords

- billing, 281
- cautions about, 264
- conversion tracking, 274
- costs, 259–260
- evaluating usefulness (planning), 260–264
- managing account, 274–278
- order of preference among links, 257
- overview, 256–258
- signup procedure, 265–273
- terminology, 258–259

direct marketing, 257

**computer support, Google Answers and**, 122

**comp groups, Google Groups**, 105

**configuration**

- deskbar, 191
- Google Toolbar, 149
  - advanced features, 150
  - categories, 150–172

**Contact us option, Google menu**, 154

**conversions (AdWords)**, 274

**cookies**, 45

**copyright issues with images**, 80

**counting pop-ups destroyed**, 158

**country, searching by**, 57

**crawlers**, 2

**credit card information, AutoFill and**, 160

**customizing, Google Toolbar**, 154

**custom color palettes in AdSense**, 248

## D

---

**date**

- Advanced Search, 50
- content creation, 50, 67
- Fagan Finder, 55
- Julian, 66
- newsgroup searches, 111
- ranges, 21
- in results, 28

**daterange operator**, 65–67

**Dave's Quick Search Deskbar**, 192

**Daypop**, 87

**definitions**, 39

**design considerations**

- AdSense ad layout, 247–252
- simplicity, importance of, 228

**deskbar**, 187

- customizing, 191
- Dave's Quick Search Deskbar, 192

**Did you mean?**, 35

**directories**, 2

- topic-specific, 37

**Directory, Google**. *See* **Google Directory**

**direct marketing, AdWords and**, 257

**Dogpile.com**, 36

**domains**

- Advanced Search, 52
- image searches, 85

**duplicates filter, Fagan Finder**, 56

**dynamic Web pages, URLs for**, 217

## E

---

**email**

- addresses, 52
- Gmail, 6–7

**embarrassing questions, Google Answers and**, 122

**ErrorDocument directives in index pages, preventing errors with**, 225

**etiquette in newsgroups**, 117

**Excel files**, 31

**experimental search tools**

- deskbar, 187–193
- Google Sets, 196–198
- keyboard shortcuts, 193–196
- overview, 186–187
- Personalized, 193
- WebQuotes, 198

**extensions, Firefox**, 169

## F

---

**FAA registration numbers**, 44

**Fagan Finder**, 54–57

**FCC ID numbers**, 43

**fees, Google Answers**, 118

- payment, 128

**filetype**, 67

**filetype, image search syntax**, 81

**file formats**

- Advanced Search, 50
- in results, 30–32

**file types**

- Googlebot, selectively excluding, 232
- image searches, 84

**filters**

- duplicates filter, 56
- Froogle, 141

- image searches, 81
- offensive material, 47,82
- SafeSearch, 47
- text searches, 19
- Firefox**, 167,169
  - Googlebar and, 169
- firewalls**, 157
- flight numbers**, 43
- forums**
  - Googlebot, excluding, 232
  - providing, importance of, 228
- frames**
  - AdSense pages and, 251
  - disadvantages of, 228
  - Google compatibility, 220
  - images, 86
  - newsgroups, 110
- Freshbot**, 227
- Friendster**, 64
- Froogle**, 135
  - Advanced Froogle Search, 142–143
  - allintext syntax, 142
  - allintitle syntax, 142
  - browsing by category, 137
  - filters, 141
  - intext, 142
  - intitle, 142
  - keyword searches, 137
  - minus sign, 140
  - mixed results, 140
  - navigation bar, 138
    - grouping, 140
    - price range, 139
    - search within, 140
    - sort order, 138
  - OR, 140
  - reasons to use, 135–137
  - SafeSearch, 143
  - searches, 138–142
  - summary bar, 138
  - syntax, 141
  - wireless and, 212
- full-word wildcards**, 24
- G**

---

- geotargeting, AdSense**, 252
- Gmail**, 6–7
- Google**
  - home page as opening page, 16
  - naming history, 19
  - reasons not to use, 36–38
  - reasons to use, 6
- Google.com button**, 175
- Googlebar**, 169–172
  - Catalog search, 171
  - Google Toolbar comparison, 171
  - Google Answers and, 171
  - labels on buttons, 171
  - language, 170
- Googlebot**, 216
  - attempting to fool, 230
  - hiding from, 231
  - principles of operation, 223
  - tracing activity of, 223
- GoogleGuide**, 39
- GoogleScout button**, 174
- Google Account registration**, 125
- Google Answers**, 118–134
  - account settings, 134
  - browsing, 124
  - categories, 128
  - examples, 119
  - fees, 118
    - payment, 128
  - Googlbar and, 171
  - keyword searches, 123
  - My Account, 128
  - posting questions, 124–130
  - questions
    - format, 126
    - locked, 128
    - resolution, 130
    - typing in, 126
  - results
    - posting, 119
    - relevance, 124
  - searches, 124
  - searching existing questions, 123
- Google Bombing**, 286
- Google Catalogs**, 10, 54, 77, 136
- Google Deskbar**, 187
- Google Directory**, 92–99
  - browsing, 96–97
  - human intervention and, 95
  - keyword searches, 99
  - narrowing searches and, 94
  - PageRank and, 97
  - reasons to use, 94
  - related topics, 94
  - searching, 98–100
  - searching with category, 95
  - search terms, 94
- Google Groups**, 101. *See also* newsgroups; **Usenet**; *See also* **Usenet**
  - Advanced Groups Search, 114–117
  - browsing, 105
  - categories, 104
  - etiquette, 117
  - hierarchies, 104,105
  - searching within, 113

- names of groups, 104
  - navigating, browsing, 106–134
  - reasons to use, 103–104
  - searches, 110–113
    - category specific, 113
  - threads, 107
    - messages, 108
  - Usenet and, 103
  - Google Images**, 77
    - Advanced Image Search, 83
    - resizing, 85
    - results, 85
    - searching, 79
      - by coloration, 84
      - by file type, 84
      - by size, 84
  - Google Local**, 41, 59
  - Google menu**, 152–154
    - About the Google Toolbar option, 154
    - Clear Search History option, 153
    - Contact Us option, 154
    - Help option, 154
    - Privacy Information option, 154
    - Uninstall option, 154
  - Google News**, 86–92
    - browsing, 90–91
    - email delivery, 91
    - searches, 88–90
  - Google Search button**, 174
  - Google Sets**, 196–212
  - Google Toolbar**, 147–165
    - buttons
      - AutoFill, 159
      - BlogThis!, 161
      - Category, 157
      - Highlight, 162
      - I'm Feeling Lucky, 155
      - News, 156
      - Next, 156
      - optional, 154–166
      - Options, 161
      - Page Info, 157
      - Pop-up Blocker, 158
      - Previous, 156
      - Search by Country, 164–165
      - Search Directory, 155
      - Search Froogle, 155
      - Search Groups, 155
      - Search Images, 155
      - Search Site, 155
      - Search Web, 152–154
      - Up, 162
      - Voting, 156
      - Word Find, 163
    - configuration, 149
      - advanced features, 150
      - categories, 150–172
        - PageRank, 149
      - customizing, 154
      - entering search terms, 151
      - installation, 148
      - Internet Explorer and, 150
      - language, 149–172
        - PageRank icon, 156
      - page rank, discovering, 226
      - removing, 174
        - search box size, 151
  - Google Wireless**, 198
  - Google Zeitgeist**, 3, 187
  - grouping**, 36
  - group syntax, newsgroup searches**, 113
- 
- ## H
- Help**
    - AdWords, 282
    - Google menu, 154
  - hierarchies, Google Groups**, 104
    - searching within, 113
  - Highlight button, Google Toolbar**, 162
  - home pages**
    - Google as opening page, 16
    - Up button and, 162
  - homographs**, 23
  - HTML**, 32
    - converting files to, 31
  - humanities groups, Google Groups**, 105
  - human intervention, Google Directory and**, 95
  - hyphenation**, 20
- 
- ## I
- I'm Feeling Lucky**. *See* **Lucky button**
  - ignored words in text searches**, 19
  - ignoring items**, 51
  - images**. *See also*, **Google Images**
    - AdSense alternative ads, 249
    - alt tags, Google compatibility and, 219
    - copyright issues, 80
    - filtering offensive material, 82
    - frames, 86
    - Googlebot, excluding from, 232
    - hiding from Google search, 78
    - public domain images, 80
    - SafeSearch, 82
  - image searches**, 79–85
    - Advanced Image Search feature, 81
    - color, 84
    - domain, 85
    - file size, 84
    - file types, 84
    - filters, 81

keywords, 79  
 results, 83, 85–88  
 syntax elements, 81  
 wording, 81

**inanchor**, 63

**indented results**, 30

**indexes**, 2. *See also* **catalogs**

**indexing sites**  
 disqualifying practices, 230  
 getting in Google's index  
   linking from other pages, 222  
   overview, 221  
   via spider, 222  
 Googlebot, tracing activity of, 223  
 preparation for, 216–221  
 services for, 230  
 staying out of Google, 231  
 steps to, 216  
 updating index, time considerations, 221  
 where to get listed, 230

**index pages, importance of**, 225

**info operator**, 68

**installation**  
 deskbar, 189  
 Google Toolbar, 148

**insubject, newsgroups search syntax**, 115

**intended results**, 30

**interface language, preferences**, 46

**Internet**  
 access types, 202  
 history of, 1

**Internet capable devices**, 200

**Internet Explorer**  
 address bar as search tool, 183  
 Google as default search engine, 165  
 Macintosh, search sidebar, 177  
 sidebar, creating, 175

**intext**, 62  
 Froogle, 142

**intitle**, 62  
 Froogle, 142  
 Google Directory syntax, 99  
 image search syntax, 81  
 news searches, 89

**inurl**, 61  
 examples, 62  
 Google Directory syntax, 99  
 image search syntax, 81

**IPO**, 7

**J**

---

**Julian dates**, 66

## K

---

**keyboard shortcuts**, 55  
 experimental search tools, 193–196

**keywords**, 16  
 AdWords, 258  
   managing, 277  
 Google compatibility, 219  
 images, 78  
 multiple, 20  
 unusual, 25

**Keyword Report (AdWords)**, 280

**keyword searches**  
 Froogle, 137  
 Google Answers, 123  
 Google Directory, 99

## L

---

**languages**, 149  
 AdSense  
   display by geographic location, 252  
   qualifying for, 244  
 Advanced Search, 49  
 Googlebar, 170  
 searching by, 57  
 translating, 58

**Language Tools**, 57–59

**layout of AdSense ads**, 246

**links**  
 anchors, searching, 63  
 broken, 220  
 following, 17  
 ignoring, 51  
 new, importance of, 227  
 results, Similar pages, 29  
 Sponsored Links, 33–35  
   AdWords, 34  
 text relevance, 52  
 to own Web site, 64  
 View as HTML, 31

**Links option, Advanced Search**, 54

**link**, 64

**Local, Google**, 41, 59

**locked questions, Google Answers**, 128

**log files**  
 Googlebot, tracing activity of, 223  
 visitors, 227

**Lotus 1-2-3 files**, 31

**Lotus WordPro files**, 31

**Lucky button**, 23–24  
 Fagan Finder, 57  
 Google Toolbar, 155

**Lycos**, 2, 4

---

**M**

**MacWrite files**, 31  
**Mac OS X, Search Google service**, 180  
**maps**, 42  
**market research**  
 AdWords, 263  
 Google Answers and, 122  
**Message ID**, 109, 116  
**messages**  
 Google Groups, 108  
 newsgroups, replying to, 117  
**metadata**, 218  
**MetaEmailSearchAgent (MESA)**, 36  
**meta tags**  
 Google compatibility, 219  
 nocache, 233  
 noindex, 232  
 nosnippet, 233  
**minus sign**, 22  
 Froogle, 140  
 phonebook service, 41  
**misc groups, Google Groups**, 105  
**mixing syntax**, 68–70  
**mobile devices**, 201  
**mobile phones**, 205  
**modifiers**, 73  
**mouseless navigation**, 202  
**Mozilla**, 167  
 address bar as search tool, 183  
 Googlebar and, 169  
 search sidebars, creating, 181  
 themes, 168  
**My Account link, Google Answers**, 128

---

**N**

**natural listings**, 6  
**navigation bar, Froogle**  
 grouping, 140  
 price range, 139  
 search within, 140  
 sort order, 138  
**Netscan**, 116  
**Netscape**  
 address bar as search tool, 183  
 problems, 168  
 search sidebar, creating, 181  
**networking, wireless standards and**, 200  
**News**, 86–99  
 alerts, 91, 187  
 browsing, 90–91  
 email delivery, 91  
**news, Google Group**, 105  
**newsgroups**, 101. *See also* **Google Groups**; *See also* **Usenet**

as community, 104  
 categories, 104  
 contributions to English language, 102  
 etiquette, 117  
 insubject syntax, 115  
 previous message's text, 110  
 replying to messages, 117  
 searches, 110–113  
 by author, 115  
 by date, 111, 117  
 by message ID, 116  
 refining search criteria, 113–114  
 by subject, 115  
 syntax uses, 113

**NewsLink**, 38

**News button, Google Toolbar**, 156

**news searches**, 88–90

Advanced News Search, 89–90  
 date, 90  
 intitle syntax, 89  
 source, 89, 90

**Next button, Google Toolbar**, 156

**nocache meta tag**, 233

**noindex meta tag**, 232

**nosnippet meta tag**, 233

**NOT in text searches**, 22

**number of results setting**, 47

**number range**, 20

**number tracking**, 42

---

**O**

**occurrences, news searches**, 90

**offensive material, filtering**, 47

**OmniWeb**, 172

**OneLook**, 39

**Open Directory Project**, 95, 222, 230

**operators**. *See also* **syntax**

allinurl, 64  
 cache, 64  
 daterange, 65–67  
 filetype, 67  
 inanchor, 63  
 info, 68  
 intext, 62  
 intitle, 62  
 inurl, 61, 64  
 mixing, 68–70  
 related, 67  
 site, 63

**Opera browser**, 172

**Options button, Google Toolbar**, 161

**OR**

Froogle searches, 140  
 phonebook service, 41  
 text searches, 22

organic listings, 6

P

P

P

public domain images, 80

punctuation in text searches,

---

**package shipment tracking**, 43

**Page, Larry**, 3

**PageRank**, 3

- firewalls and, 157
- Google Directory and, 97
- Google Toolbar configuration, 149
- Google Toolbar icon, 156
- importance of, 226
- increasing a page's ranking, 227
- proxy servers and, 157

**Page Holder sidebar**, 177

**Page Info menu, Google Toolbar**, 157

**page title in results**, 27

**partial-word wildcards**, 25

**patent numbers**, 43

---

**paying Google Answer fee**, 128

**payment, AdSense**, 253

**PDF files**, 19, 31, 48, 50, 56, 67, 258

**Performance report, AdSense**, 254

**persistent pop-ups**, 158

**Personalized Web search**, 193

**phonebook service**, 39

- OR, 41
- wildcards, 41

**phone number area codes**, 44

**phrase searches**, 20

**pictures**. *See* images

**pipe character in text searches**, 22

**plural search terms**, 19

**pop-ups**

- blocking
  - AdAware, 158
  - in Safari, 167
- persistent, 158

**Pop-up Blocker button, Google Toolbar**, 158

**posting questions to Google Answers**, 124–130

**posts, newsgroups**, 101

**PowerPoint files**, 31

**preferences**

- Advanced Search settings, 48–54
- cookies, 45
- interface language, 46
- number of results, 47
- SafeSearch, 47
- search language, 47
- setting, 45

**Previous button, Google Toolbar**, 156

**price range, Froogle navigation bar**, 139

**Print view**, 229

**Privacy Information option, Google menu**, 154

**proxy servers**, 157 E A @

**revenue.** *See* commerce

**Rich Text Format (RTF) files,** 31

**robots,** 2

allowing searching by, 221

index pages, 225

Robot Exclusion Standard, 232

**robots.txt files**

Googlebot and, 224

hiding from robots with, 232

**Robot Exclusion Rule, hiding from Google,** 231

## S

---

**Safari browser for Macs,** 166–167

AutoFill, 167

pop-up blocking, 167

search history, 167

SnapBack, 167

**SafeSearch,** 82

Fagan Finder, 53

Froogle, 143

newsgroups, 117

preferences, 47

turning off, 73

**sci groups, Google Groups,** 105

**searches**

Advanced

topic-specific, 54

Advanced Froogle Search, 142–143

by country, 57

email addresses, 52

email messages, 6

**shopping.** *See also* **Froogle**  
 AutoFill and, 159  
 product research, 136

**sidebars,** 175

**Similar pages link,** 29

**singular search terms,** 19

**sites**  
 image search syntax, 82  
 searching within, 63

**site operators,** 63

**site text in results,** 27

**SnapBack (Safari),** 167

**soc groups, Google Groups,** 105

**Soople,** 39, 56

**source, news searches,** 89, 90

**special characters, Fagan Finder,** 56

**spiders,** 2

**splash pages,** 218

**Sponsored Links,** 33–35  
 AdWords, 34

**spyware,** 158

**static Web pages,** 218

**stemming.** *See* **wildcards**

**stock quotes,** 42

**street maps,** 42

**subdirectories, inurl and,** 64

**summary bar,** 33  
 Froogle, 138

**synonyms,** 68

**syntax.** *See also* **operators**  
 Advanced Search, 48, 50  
 Froogle, 141  
 introduction, 61  
 mixing, 68–70

---

## T

**tabbed browsing,** 48, 166, 168

**tags**  
 alt (images), Google compatibility, 219  
 meta  
 Google compatibility, 219  
 nocache, 233  
 noindex, 232  
 nosnippet, 233

**talk groups, Google Groups,** 105

**tax IDs, AdSense accounts and,** 244

**ten-word limit,** 25  
 wildcards and, 26

**text**  
 links, relevance, 52  
 size of text in page, results and, 28

**texting (wireless),** 206

**text files,** 31

**text from site in results,** 27

**text searches,** 15–18

case sensitivity, 22

homographs, 23

ignored words, 19

keywords, 20

NOT, 22

OR, 22

phrase searches, 20

pipe character, 22

plural versus singular, 19

punctuation, 20

retyping at bottom, 35

ten-word limit, 25

typing in text, 16

word order, 19

**themes, Mozilla,** 168

**threads, Google Groups,** 107  
 messages, 108

**titles**  
 Google compatibility and, 218  
 ignoring in search, 51

**toolbar.** *See* **Google Toolbar**

**tools**  
 bookmarklets, 184–186  
 browser buttons, 173–175  
 experimental  
 deskbar, 187–193  
 Google Sets, 196–198  
 keyboard shortcuts, 193–196  
 overview, 186–187  
 Personalized search, 193  
 WebQuotes, 198  
 sidebars, 175

**topic-specific directories,** 37

**topic-specific searches, Advanced Search,** 54

**town, searching by,** 59

**Topix,** 87, 287

**tracking package shipment,** 43

**translating languages,** 58

**troubleshooting AdSense,** 252

**typing**

questions in Google Answers, 126  
 text search text, 16

---

## U

**Uninstall option, Google menu,** 154

**unusual keywords,** 25

**UPC codes,** 43

**updating Web pages,** 227

**Up button, Google Toolbar,** 162

**URLs (Uniform Resource Locators)**  
 AdSense, blocking unwanted ads, 256  
 examples, 16  
 Google.com, 15

Google compatibility and, 217  
 ignoring in search, 51  
 modifiers, 73  
 in results, 27  
 searching within, 52  
 title pages, 51

**URL Report (AdWords)**, 280

**Usenet**, 101. *See also* **Google Groups**; *See also* **newsgroups**

Google Groups and, 103

**User-agent identifiers**, 230

## V

---

**video clips**, 36

**View as HTML link**, 31

**VIN (vehicle identification numbers)**, 44

**visitors**

determining interests of, 227  
 feedback and discussion venues, 228

**Vivisimo**, 36

**Voting buttons, Google Toolbar**, 156

## W

---

**WAP**, 205

surfing with, 209–212

**Web Alerts**, 92

**Weblogs**. *See* **blogs**

**Webmaster World**, 216

**WebQuotes**, 198–212

**Web browsers**. *See* **browsers**

**Web pages**

cloaking, 230  
 Googlebot, excluding from, 231  
 identification, Google compatibility, 218  
 page rank, increasing, 227  
 preventing Google indexing of, 231  
 search engine optimization  
   templates, 221  
 titles, 51  
   Google compatibility and, 218  
 updating, importance of, 227  
 URLs, 51

**Web sites**

Google search boxes, 236–239  
 hiding, 231  
 images, hiding from Google, 78  
 removing from Google, 233–236  
 search engine optimization information,  
   216–239

**What's New pages**, 227

**WiFi**, 200, 201

**wildcards**, 24–25

full-word wildcards, 24  
 partial-word, 25

phonebook service, 41  
 ten-word limit and, 26

**wireless**

Froogle and, 212  
 Internet access types, 202  
 Internet capable devices, 200  
 mobile device selection, 201  
 mobile phones, searching with, 205  
 networking standards, 200  
 overview, 198  
 searching with, 203  
 service, 201–212  
 texting, 206  
 WAP, 205  
   surfing, 209–212

**wireless access protocol**. *See* **WAP**

**Word files**, 31

**Word Find button, Google Toolbar**, 163

**word order of text searches**, 19

**Works files**, 31

**World Wide Web**, 1

**Write files**, 31

## Y

---

**Yahoo!**, 2, 4–6, 42, 51, 59, 87, 96, 117, 156, 184, 192,  
 215, 222, 226, 230

## Z



---

**Zeitgeist**, 3, 187

## Colophon

This book was written and edited in Microsoft Word on various Macs and one lonely PC.

The desktop-software screenshots were captured with Ambrosia Software's Snapz Pro X ([www.ambrosiasw.com](http://www.ambrosiasw.com)) for the Mac, and TechSmith's SnagIt for Windows ([www.techsmith.com](http://www.techsmith.com)). Adobe Photoshop 7 and Macromedia Freehand MX were called in as required for touching them up.

The book was designed and laid out in Adobe InDesign 3.0. The fonts used include Formata (as the sans-serif family) and Minion (as the serif body face). To provide the  and  symbols, custom fonts were created using Macromedia Fontographer.

The book was then generated as an Adobe Acrobat PDF file for proofreading, indexing, and final transmission to the printing plant.