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GOOGLE-OOGLE-OOGLE

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Glossary

Google Bombing: Setting up a large number of Web pages with links that point to a specific Web site so that the site will appear near the top of a Google search when users enter the link text.

For example: In late 2003, using search engine manipulation for political commentary, many high traffic sites linked the words “miserable failure” to the White House’s official biography of George W. Bush. Typing in those words and using “I’m Feeling Lucky” will take you straight to the biography.

Google Dance: Every month, Google updates its index and mix of algorithms. This shuffles the results and, ideally, foils the efforts of the optimizers.

Googlewhacking: Your goal...-find that elusive query (two words - no quote marks) with a single, solitary result! More at: <http://www.googlewhack.com>

Link Farms: A ploy in which an optimizer gets clients to link to one another, racking up relevancy points.

Optimizer: Service that tweaks your site so that it boosts your page ranking. Optimizers profit from guessing what Google regards as important.

PageRank: Best known of about 100 closely guarded algorithms Google uses to determine its search results. PageRank allocates relevancy to a page according to the number and importance of pages linked to it, the number and importance of pages linked to each of those pages, and so on. This works like bibliometrics or citation analysis. Google also rates new webpages and links higher than old sites and referrals. If many Web sites link to a particular page, the page rises in Google's vaunted "page rank" and is more likely to be on the first page of the search results.

Features

Advertising: Google's stand against pop-ups advertising extends beyond its own domain - the company rejects advertisers whose links take Google users to pages that feature pop-ups. Google won't advertise alcohol or tobacco but will advertise pornography.

Google Alert: Service that runs daily Google searches for you and emails you when new results appear. More at: <http://www.googlealert.com/>

Moderate Filtering: Google filters explicit images by default. Options include strict filtering to remove explicit text or no filtering at all.

Preferences: Along with filtering, several other options for displaying results can be chosen. These include the interface language, language of the pages retrieved, (note: Google will translate pages from many languages into English and recommends you not limit your search), number of results displayed on one page, and opening selected results in a new window.

Toolbar: Easy to download and use with your browser, the Google toolbar blocks many pop-up ads and includes a Google search box for easy access wherever you go on the web.

Image Search: Images found with this feature may be copyright protected, so unless otherwise stated on the site, you need to contact the owner for permission to use them. Image search works like keyword search. Advanced image search lets you limit images retrieved by file type; size; color, black and white, or grayscale; explicit content filtering; and from a specific site or domain.

Stemming: Google automatically searches for variations of your search terms: diet +muslim will also retrieve “dietary”, “dieting” etc.. The words will stand out in a bold font in the results.

Search Tips

Be as specific as possible

AND: Google automatically “ands” words together. Don’t use AND, use + to require: wvu +mountaineers +football

OR: Always capitalize OR or Google will ignore it. You may use it in parentheses: (spirit OR opportunity) +”mars rovers”. You may use a pipe instead: spirit | opportunity

Combine symbols as often as possible: “phrase” +requires –excludes: “paris hilton” +reservations + france –heiress -model

Eliminate STOP words from your search: Use meaningful keywords and leave out little words like: a, about, an, and, are, as, at, be, by, from, how, i, in, is, it, of, on, or, that, the, this, to, we, what, when, where, which, with

Require STOP words with the +: If you want to use a stop word, place it in a phrase within quotes or use a + to require it: “about a boy” or +about +a +boy

Experiment with the order of your keywords: Results may vary

Cached: If you’re looking for a familiar page and it is gone, try the cache. The cached version may be up to a month old.

Definitions: Use define: followed by a word (with or without a space between) to find definitions on the web: define:cyborg or define: cyborg

Site search: Use keyword site:domain: “stem-cells” +grants site:edu

Who links to you?: Use link: then a URL searches for pages linking to that address, (no space between the colon and the URL)

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