

## Google Reads

*The Google Story*  
David A. Vise

*The Search*  
John Battelle

*Google Power*  
Chris Sherman

*Information Trapping*  
Tara Calishain

*Google Hacks*  
Rael Dornfest, Paul  
Bausch, & Tara Calishain

*Find it Online*  
Alan Schlein

*The Invisible Web*  
Chris Sherman &  
Gary Price

## Coming Soon

*Googled:  
The End of the World  
as We Know It*  
Ken Auletta

## Mag Reads

*Is Google Making Us  
Stoopid?*  
Nicholas Carr

*The Atlantic*  
July/August 2008



# Hidden Treasures of the Internet: Get More Efficient With Your Time Online

*Google is my rapid-response research assistant. On the run-up to a deadline, I may use it to check the spelling of a foreign name, to acquire an image of a particular piece of military hardware, to find the exact quote of a public figure, check a stat, translate a phrase, or research the background of a particular corporation. It's the Swiss Army knife of information retrieval.*

Gary Trudeau



## Save Time and Get Better Search Results

**Preferences** - Productivity boosts? Choose “Display 100 results per page” and “Open search results in a new browser window.”

**Advanced Search** - If you can't remember the typing shortcuts below, don't worry. Advanced is actually an easy “paint-by-numbers” approach to better search results.

**“Quotation Marks”** - “Mix and match” your words and phrases - but “those phrases”

Google - Yahoo - Bing - Ask

Search

Google - Yahoo - Bing - Ask

Search

belong in “quotation marks.”

**site: for Slicing and Dicing:** - search only .org .edu .mil (for instance). Or, use **site:** to search specific sites, including blogs.

**source: for Cities and “location: for States** - In the “News” section of Google or

Google - Yahoo - Bing - Ask

Search

Google News

Search

Yahoo, get exactly what you're looking for from just the right city or state.

**intitle: to Search Web Sites, not Words:** - get to more of the sites that deliver on “global warming,” “south beach diet” or “brad pitt.” (see below)

Google - Yahoo - Bing - Ask

Search

Google - Bing

Search

**filetype: for Legal Theft:** - “steal” their documents, spreadsheets, PowerPoints and

## The Nine

# 1 - **Is Google Making Us Stupid?!**

# 2 - **Think Outside the Box**

The Invisible Web

# 3 - **Everybody Knows**

Better search skills mean better results

# 4 - **All Mine**

Customize and personalize

# 5 - **Speaking My Language**

Don't get lost in Translation

# 6 - **Use the News**

Stay up to date without losing your mind

# 7 - **By the**

**Numbers**

It's not all about text

# 8 - **These Guys are Scary**

Find what you need with laser precision

# 9 - **Mining the Social Net**

Even on Twitter - the secret is still search

## Strategies and Reminders



**Get in the Club** - You don't have to have Gmail to get a Google Account. Click the "**Sign In**" link to use your existing email. If you already have Gmail, you already have a Google Account.

**There's No Place Like Home** - Sign in to your Google account to create and customize your **i-Google HomePage**. Organize your life with separate pages for news alerts, blogs, and twitter searches. There are also gadgets galore – from weather, to traffic, to horoscopes, to games & more. Pick different themes for each tab and you'll always know where you are.

**Page (and terms) Found!** - Click on "**Cached**" under the description of a web site (in your search results) and you'll never get that annoying "**Page Not Found**" message. And, all your search terms will be highlighted in different colors, making them easy to see. Nice.

**Find on This Page** - Don't waste your eyesight scanning for your terms. From the Edit menu, choose "**Find On This Page**" to jump right to your words, wherever they are!

**Now You're Talkin'** - The "**Language Tools**" link is super-useful to translate emails, translate entire web pages or Twitter with anyone, in any language. It's also a great way to practice when you're learning a new language.

**BugMeNot.com** - use other folks' passwords, rather than take the time to sign-up.

**GetHuman.com** - Don't get stuck in Voice Mail Hell. Next time, before you call customer service, check GetHuman first to talk to a real live human being.

**Search.Twitter.com** - Unlock the real power of Twitter with search.

**Anywho.com** - Sometimes Google isn't the right tool for the job. Sites like **AnyWho** are made for looking for people, phone numbers and addresses. And sometimes they give you better results than you can get from Google.

## Brain Food from Michael & Sheryl



**site: for Blogs:** - to search our blog - [linkedin site:goldencompass.com/blog](http://www.linkedin.com/company/goldencompass)

**Whenever Twitter Closes a Door, Google Opens a Window**

<http://tinyurl.com/Gfindtwit> - Sometimes Google Search is better than Twitter Search.

**When you really need a 4-Letter Word in Politics**

<http://tinyurl.com/Gsitespec> - "Site" to the rescue again.

**NSA Speaks Many Twitter Languages**

<http://tinyurl.com/TwitTranslate> - Twitter anywhere with anyone.

**HiddenBusinessTreasures.com - HiddenSpeakerTreasures.com**



Michael Benidt and Sheryl Kay are the only speakers who treat technology with the disrespect it deserves. Their goal is to spend less time online and more time goofing off. Indeed, the only cure for modern plagues like information overload, online swindles and anti-social networking is to develop your *Net Intelligence* - the new literacy of the information age.

**Hidden Treasures**  
OF THE INTERNET  
*Surprising Secrets Worth Their Weight in Gold*

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