



Google Guide: Making Searching Even Easier

Nancy Blachman

Google is so easy to use, why attend this talk? If you're like many people, you use only a fraction of Google's features and services. The more you know about how Google works, its features and capabilities, the better it can serve your needs. In addition to searching the web, you can use Google to find specific information that is available offline or on specialized sites. For a sampling of some of Google's features that enable users to find things more quickly, visit <http://www.googleguide.com/favorites.html>.

Some things you might not know about Google:

- You can use special characters to make a search to include synonyms or limit a search to exclude certain words.
- More complex queries can be built in Google's advanced search page.
- Maps and phonebooks can be accessed directly from the Google main screen.
- It's easy to get your website listed in Google, and there are several things you can do to raise your website's Google rating.

Nancy Blachman gives seminars on searching with Google and co-authored the book *How to Do Everything with Google*. She has been using Google since the spring of 1999, when Google was less than one year old. She has written a half dozen tutorial and reference books on using mathematical software. Nancy is president and founder of Variable Symbols, a company that specializes in software training and consulting. She holds a B.Sc. in Applied Mathematics from the University of Birmingham, U.K., an M.S. in Operations Research from the University of California at Berkeley, and an M.S. in Computer Science from Stanford University, where she taught for eight years.

Special meeting date and time

Date: **Saturday, August 14, 2004, 10:00 am – 1:00 pm**

Place: Sarnoff Corp., Routes 1 and 571, Princeton, NJ

Information: Dennis Mancl (908) 582-7086, André Bondi (609) 734-3578

On-line info: <http://www.acm.org/chapters/princetonacm>

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