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The Google Phenomenon: Greatest Hits Collection

By Dean Phillips

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As my readers know, I've been one of Google's harshest critics. However, I'm also a firm believer that it's okay to criticize, as long as it's justifiable and fairly balanced with deserved praise.

Hence, in this article, instead of criticizing, I will be saluting Google and several of its many accomplishments.

According to the dictionary, the definition of phenomenon is:

"A remarkable development or occurrence. A marvel. "

I think we would all agree that definition fits Google like a fine tailored suit.

In 1998, singer Janet Jackson was the biggest star on the planet. On September 7, 1998, Google Inc. opened its door in Menlo Park, California. The door came with a remote control, as it was attached to the garage of a friend who sublet space to the new corporation's staff of three. The office offered several big advantages, including a washer and dryer and a hot tub. It also provided a parking space for the first employee hired by the new company: Craig Silverstein, now Google's director of technology.

Already Google.com, still in beta, was answering 10,000 search queries each day. The press began to take notice of the upstart website with the relevant search results, and articles extolling Google appeared in USA TODAY and Le Monde. That December, PC Magazine named Google one of its Top 100 Web Sites and Search Engines for 1998. Google was moving up in the world.

The name "Google" is a play on the word "googol," which was coined by Milton Sirota, nephew of American mathematician Edward Kasner, and was popularized in the book, "Mathematics and the Imagination" by Kasner and James Newman. It refers to the number represented by the numeral 1 followed by 100 zeros. Google's use of the term reflects the company's mission to organize the immense, seemingly infinite amount of information available on the web.

Anyway, the rest as they say is history, as Google continues to write its remarkable history with each amazing new achievement.

Let's detail a few of Google's more recent achievements:

Froogle

In December 2002, Google introduced a beta version of Froogle, a play on the word "frugal," a product search engine that enables users to search for millions of products across the web.

Google AdWords

In October 2000, Google announced its new content-targeted advertising program. Google AdWords was a huge "out-of-the-box" success, boasting well over 100,000 advertisers to date.

AdWords Select

In February 2002, Google launched AdWords Select, an updated version of the AdWords self-service advertising system with a number of new enhancements, including cost-per-click (CPC)-based pricing.

Google AdSense

In June 2003, Google announced AdSense, a program designed to maximize the revenue potential of a website by serving highly relevant ads specific to the content of the page, launches with initial partners, including ABC.com, HowStuffWorks, Internet Broadcasting Systems, Inc., Lycos Europe, Knight Ridder Digital, About.com, CNET and others.

Google Deskbar

In November 2003, Google announced the Google Deskbar, a free software download which enables users to search Google without using a web browser.

Gmail

On April 1, 2004, Google announced a new web-based mail service called Gmail that will include a gigabyte of free storage for each user. The service also includes a powerful search engine to locate and retrieve messages, which are displayed in a "conversation view" that chronologically arranges all emails sent or received with the same subject line. Gmail also includes relevant advertising delivered with the same technology that scans web pages as part of the AdSense service.

To say that Google has had a meteoric rise to stardom would be an understatement. Years ago, who would have thought that the little search engine with the funny name would reach such massive heights that a monolith like Microsoft would find it tough competing.

So, what's next? Only Google knows for sure. However, I for one would like to see it tackle the current

click fraud problem with the same excellence, zeal and determination its shown in its other remarkable achievements.

Google Wireless – Search away from home

By Jakob Jelling

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<http://www.sitetube.com>

For so many web surfers, it's almost automatic to type Google.com in to our address bar when we want to search. So big and well-known is Google that many browsers have a built-in search box or typed shortcut for Google searches. In fact, we tend to associate Google with search so much now that the word itself is commonly used as a verb, as in "let me Google that". It's much the same as Band-Aid, Kleenex, and Xerox, where the brand name is so pervasive that it's very often substituted for the generic function of the item the brand is applied to. We're used to searching from home, where we've had Internet access for years now. But Google Wireless search is also available for use from Internet-ready cell phones and some wireless PDA devices such as PalmOne and Palm VII.

To search from Google Wireless, you will need access to the Internet through your wireless device. This can usually be arranged through your cellular carrier if you don't already have it. You can search the "mobile web", which is a collection of web pages that have been designed specifically for wireless devices. With Google Wireless search, you can also search all of Google, and the search results will be translated into a type of display language that your mobile device can interpret.

On a cell phone, searches are performed using the keypad on the phone and GNS, or Google Number Search. This is a form of search input that Google has developed to help make your wireless searches easier and faster. On PDAs, you can use the built-in keyboard or touch-screen keyboard. For the Palm VII, you will need to download special software to access Google Wireless search.

Jakob Jelling is the founder of <http://www.sitetube.com>. Visit his website for the latest on planning, building, promoting and maintaining websites.



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