

# Google<sup>®</sup> SECRETS

DO WHAT YOU NEVER THOUGHT POSSIBLE WITH GOOGLE

*Yvette Davis*

YVETTE DAVIS

- + **Insider Tips**  
Expert advice to help you optimize search engine performance
- + **Valuable Insights**  
Eye-opening descriptions of poorly documented or undocumented features and procedures
- + **Unbeatable Advice**  
Real-world workarounds and little-known tips and techniques



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Google<sup>®</sup>

SECRETS



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As always, this book is dedicated first to my children: Crystal, Nicole, Aj, Justin, Jennifer, and Bryanna. You are the reason for my being. Second, to my husband, Allan. Without your loving support I would not be who I am today. Finally, for their impact on my young impressionable mind, this book is also dedicated to Kathryn Eckel and Marilyn Buehler.

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I'm sure there are others whose names should appear on this page. Their omission is more a sign of my failing memory than lack of appreciation. Thank you to all who had a hand in making this book happen.



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# About the Author

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*Yvette Davis* is an avid supporter of open source software, which is why she uses Google products on a Linux operating system. She has been helping users learn and understand technical topics for almost 18 years through articles, books, and workshops. As the former managing editor of BrightHub.com's Google Channel she has a deep understanding of Google's wide range of services as well as the needs of the users utilizing them. In her off time, Yvette enjoys learning new Linux distros and experimenting with programming languages. She plays saxophone in community orchestra and is studying to become a Traditional Naturopath. Yvette lives in the middle of the U.S. with her husband, their six children, and assorted fur-kids.

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## About the Contributor

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**Joe Teixeira** is currently the Director of Web Intelligence at MoreVisibility, a Google Analytics Certified Partner (GACP). Joe is a leading expert in the field of Web Analytics, as he is Google Analytics Individually Qualified (GAIQ), and Google AdWords and MSN AdCenter Certified. Joe has presented over 200 online webinars in a variety of topics, including web analytics, pay-per-click marketing, search engine optimization, as well as webinars focusing on user experience and web site testing. In addition, Joe frequently trains and educates companies on all aspects of web analytics and search engine advertising via online conferences and in-person, face-to-face meetings. Joe co-authored *Google Analytics*, Third Edition, authored *Your Google Game Plan for Success*, and has appeared as a guest blogger on the official Google Analytics Blog.

## About the Tech Editor

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**Todd Meister** has been working in the IT industry for more than fifteen years. He's been a technical editor for more than 75 titles ranging from SQL Server to the .NET Framework. Besides being a tech editor, he is the senior IT architect at Ball State University in Muncie, IN. He lives in central Indiana with his wife, Kimberly, and their four lively children.

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# Read This First

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Thank you for purchasing *Google Secrets*! This book will serve as your ultimate “go-to” guide for all programs, tools, and resources on the Google ecosystem. You can read this book from cover to cover like a traditional novel, but you’re also more than welcome to start from any chapter and jump between sections to retrieve the insights for the product that you’re looking for.

## Who This Book Is For

*Google Secrets* is a book perfectly suited for web developers, web site marketers, Internet analysts, fans of all things Google, and CEOs (not Chief *Executive* Officers. . . Chief *Everything* Officers).

If you’re a web developer, you’ll really enjoy the chapters that focus on collaboration and productivity. If you’re a website marketer, you’ll love the chapters that dive deep into your Google experience and building a web site with Google. If you’re an Internet analyst, you’ll appreciate the chapters that deal with data, measurement, and insights. If you’re a fan of all things Google, you’ll love the chapters focused on using Google’s robust product suite. If you’re a Chief Everything Officer, you’ll like just about everything this book has to offer!

Regardless of whom you are or what your professional duties include, *Google Secrets* is suited for you.

## What This Book Covers

*Google Secrets* covers more than twenty of the most popular and widely used products in the Google family. Google has an extremely large ecosystem of free products and services that fulfill the needs of anyone, from the most casual to the most entrepreneurial user.

Just take a peek at some of the amazing Google products that are covered in this book and you’ll be wanting more:

- ▶ Android
- ▶ Blogger

- 
- ▶ Buzz
  - ▶ Gmail
  - ▶ Google Analytics
  - ▶ Google Calendar
  - ▶ Google Docs
  - ▶ Google Reader
  - ▶ iGoogle
  - ▶ Image Search
  - ▶ Knol
  - ▶ Local Search
  - ▶ Orkut
  - ▶ Picasa
  - ▶ YouTube

And much, much more!

## How This Book Is Structured

Before you get started, let's review how this book is structured so that you know what to expect as you start flipping through pages. *Google Secrets* is organized into eight separate parts:

- ▶ **Part I: Customizing Your Google Experience.** Google is one flexible stream of products and features. At your fingertips, you can edit your Google profile, increase your knowledge with programs such as Google Reader, and you can build your own Google experience with an iGoogle page. Part I contains three chapters full of creative and insightful ways to optimize how you use and interact with Google products.
- ▶ **Part II: Google Search Secrets.** Google is, by far, the giant in the search industry. No one does search better than Google, and no one has more hidden treasures and secrets waiting to be shared! In Part II, you find six chapters chock full of surprises, gems, insights, and advanced functionality. You learn how to use Google search like a Google engineer, how to take advantage of Local Search, how to find people using Google, how to enhance your next presentation with Image Search, and much more.

- 
- ▶ **Part III: Google Gmail Secrets.** Using e-mail is no longer a chore—it’s an art form! With Gmail, you can completely revolutionize the way you think about e-mail with awesome built-in features, functionality, and available apps. In Part III, you are exposed to two full chapters that dive into detail on the ways to improve your Gmail productivity, how to manage, label, and sort messages, and writing filters to organize your e-mail.
  - ▶ **Part IV: Secrets for Sharing Content with Google Applications.** Sharing content goes beyond opening up a Facebook account and posting random 140-character thoughts on Twitter. Google lets you share written, photographed, and video-recorded content with the masses by offering free, powerful applications. Part IV features four chapters showcasing the powerful and advanced ways that you can share blog content, upload and manage pictures, and host videos. In Part IV, you learn how to build a custom blog, how to manage that custom blog, and how to syndicate your blog via Really Simple Syndication (RSS) with Blogger; you see how to crack open YouTube to “force” your way into high-quality video uploads and customization options; and you get to know Picasa and Picnik, two Google image-sharing platforms.
  - ▶ **Part V: Google Social and Collaboration App Secrets.** Google has made an incredibly strong push into the social media world, so this part of the book is your guide to how you can leverage the Google ecosystem to make it work for you, socially. In Part V, six secret-filled chapters await you on some of Google’s best social networking and social sharing platforms, including Google Groups, Orkut, Knol, Google Buzz, Google Voice, and Google Talk. You don’t just learn how to use these programs, you learn the powerful secrets that only very few people know about how to customize and maximize your Google social experience.
  - ▶ **Part VI: Google Productivity App Secrets.** Google isn’t just about entertainment. You can actually be very productive and get a lot of work done by utilizing Google’s robust productivity suite. Google Docs and Google Calendar provide users with a large number of product offerings, which allow you to work online and “in the cloud,” without having to install expensive software and be tied to your physical computer to do work. In Part VI you learn how to build better presentations, how to work with and create templates, how to design spreadsheet formulas, forms, and drawings, how to sync multiple calendars, and more.

- 
- ▶ **Part VII: Google Website Secrets.** It's no secret that Google wants website owners to deliver the most appropriate, most refined, best-looking, and fastest-loading websites to visitors. A good website is good for both Google and the website visitor, so Google provides users with tools to build, add on to, and analyze their website performance. In Part VII, you learn the secrets behind using Google Sites, Google Apps, and Google Analytics.
  - ▶ **Part VIII: Secrets for Sharing, Syncing, and Working from Your Computer or Mobile Device.** Google Android is one of the world's most-used mobile interfaces, with a large market share and growing popularity. In this last section of *Google Secrets*, you learn about the inner workings of the Android system, and how to customize your Android-based mobile device to perform the tasks that you want.

## What You Need to Use This Book

With technical books, most people find it helpful to sit in front of their computers or mobile devices so that they can follow along while reading through each chapter. Others find it helpful to use it as a resource guide, highlighting and making their own margin notes in specific sections.

You probably won't go wrong by having any or all of the following at the ready with your copy of *Google Secrets*:

- ▶ Your computer (with an Internet connection)
- ▶ Your mobile device
- ▶ Pen or highlighter
- ▶ Notebook (for additional notes)
- ▶ Your favorite beverage and snack



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