10

things you didn't know

about

Google

fact #1

THE ABILITY TO CHANGE

Search the web using Google!

Google Search | I'm feeling lucky

Special Searches
Stanford Search
Linux Search

Help!
About Google!
Company Info
Google! Logos

Get Google!
updates monthly:
your e-mail
Subscribe
Archive

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Google!
BETA
Search the web using Google!
Google Search
I'm feeling lucky
Special Searches
Stanford Search
Linux Search
Help!
About Google!
Company Info
Google! Logos
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Subscribe
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IT'S REAL!

Google!
BETA
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Stanford Search
Linux Search
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NO KIDDING!

It's changing

DEWEY

April 2008

It's changing

GOOGLE SUGGEST

August 2008

It's changing

VINCE

February 2009

It's changing

REL-CANONICAL TAG

February 2009

It's changing

OVER
125 ALGORITHMIC
CHANGES IN
4 YEARS

It's changing

fact #2

GOOGLE TURNS SOCIAL

Google
www.google.com
+You
Search
Images
Maps

fact #3

GOOGLE UNDERSTANDS YOU

A NEW SEARCH EXPERIENCE.

3G
9:41 AM
Google
42 minutes to Work
Light traffic on US-101 S
San Francisco
Oakland
Hayward
Daly City
Livermore
Fremont
San Mateo
Palo Alto
Get directions
United Air Flight 217
Delayed (48 minutes)
SFO
PIT
Departed San Francisco, today
Scheduled 4:06 PM
Terminal
Gate
4:54 PM
3
85
Arrives Pittsburgh, tomorrow
Scheduled 11:58 PM
Terminal
Gate
12:46 AM
-
C59
Final, April 11
Fishery Field, Chicago
Clovers 7
Blaze 6
1 2 3 4 5 6 7 8 9 R H E
Clovers 0 0 0 4 3 0 0 0 0 7 14 4
Blaze 0 1 4 0 0 0 0 1 0 6 19 1
San Francisco
68°
CLEAR
13mph
0%
WED
THU
FRI
SAT
3G
9:41 AM
Google
Barbacco Restaurant
220 California St, San Francisco
Reservation in 1 hour
Journey time walking 30 minutes
Get directions
View email

"My vision when we started Google 15 years ago was that eventually you wouldn't have to have a search query at all. You'd just have information come out to you as you needed it!"

Sergey Brin, Google

Google Search I'm Feeling Lucky

Queryless Search

fact #4

GOOGLE CAN SMELL

Smelling is believing.

Try Google Nose[BETA]

The new *scent*sation in search

Coming to your senses: go beyond type, talk, and touch for a new notation of sensation.

Your internet sommelier: expertly curated Knowledge Panels pair images, descriptions, and aromas.

Take a wiff: the Google Aromabase - 15M+ scentibytes.

Don't ask, don't smell: For when you're wary of your query - SafeSearch included.

NAHH!

The new *scent*satio[illegible]arch

Coming to your senses: go beyond type, talk, [illegible] touch for a new notation of sensation.

Your internet sommelier: expertly curated Knowledge Panels pair images, descriptions, and aromas.

Take a wiff: the Google Aromabase - 15M+ scentibytes.

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8:20
Monday, September 21
slide to unlock
but it can see!

what's the weather like

and hear

fact #5
GOOGLE INDEX
superpages.com
Photographic Equip. & Supplies
Photographs-Stock
Photographic Color Prints & Transparencies & Compact Discs
GUTTERS FOR LE$$.
"The Gutter Professionals"
800-978-5377
Family Owned & Operated
www.getguttersforless.com
Licensed-Bonded-Insured
CONTINUED NEXT LISTING PAGE

Google Index

More than 1 trillion pages indexed in 2008.

This leaves a whole lot part of
the web out of Google

fact #6

BEHAVIOR

fact #7

GOOGLE DOESN'T GET PAID

fact #7

GOOGLE DOESN'T GET PAID

**Unless you advertise*

fact #8

RICH SNIPPETS

Rich Snippets

Lady Gaga | Free Music, Tour Dates, Photos, Videos
www.myspace.com/**ladygaga** - Cached
Lady Gaga's official profile including the latest music, albums, songs, music videos and more updates.

Judas	4:10	Judas
The Edge Of Glory	5:21	Born This Way
Born This Way	4:20	Born This Way
Yoü And I	5:07	Born This Way

Tacoma Dome Calendar - **Tacoma Dome Events** | Eventful
View **Tacoma Dome's** upcoming **event** schedule and profile - Tacoma, WA. City/neighborhood: Tacoma Disabled access: No obstacles to access.

Wed, Jun 29	Britney Spears - Jessie and ... - Tacoma Dome, Tacoma, WA, 98421
Fri, Jul 8	Matthew Morrison - Tacoma Dome, Tacoma, WA, 98421
Fri, Jul 8	NKOTBSB - Tacoma Dome, Tacoma, WA, 98421

eventful.com/**tacoma**/venues/**tacoma-dome**-/V0-001.../**events** - Cached - Similar

Salad - **Thai** Green **Mango Salad** Recipe

★★★★★ 5 reviews - Total cook time: 20 mins
You asked for a one-page printable version of my step-by-step Green **Mango Salad** recipe, so here it is! This salad will blow you away with its ...
thaifood.about.com/od/**thai**snacks/r/green**mangosalad**.htm - Cached - Similar

Ρινοπλαστική - Πλαστική Μύτης | Dr. med. Βασίλης Παυλιδέλης

pavlidelis.gr/**ρινοπλαστικη**.php
από: Vasileios Pavlidelis
Ρινοπλαστική. Ανακαλύψτε όλες τις απαραίτητες πληροφορίες για την **ρινοπλαστική** (πλαστική μύτης) από τον Dr. Med. Παυλιδέλη για ασφαλή & επιτυχή ...

Rich Snippets

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fact #9

MOBILE IN GOOGLE

Mobile In Google

MOBILE SEARCHES UP BY 400% SINCE 2010

ONE MOBILE DEVICE FOR EVERY PERSON BY 2015

95% OF SMARTPHONE USERS HAVE SEARCHED FOR LOCAL INFO

70% OF MOBILE USERS COMPARED PRICES ON THEIR PHONES

fact #10

THEY HAVE A DINOSAUR IN THEIR OFFICES

THANK YOU!

www.mindworks.gr

info@mindworks.gr