

Contents at a Glance

<i>Introduction</i>	1
<i>Book I: Google Apps</i>	5
Chapter 1: Getting Started with Google Apps	7
Chapter 2: Making Gmail Work for Your Business	31
Chapter 3: Be More Productive with Google Calendar	61
Chapter 4: Collaborating with Google Docs	79
Chapter 5: Sharing Information with Google Sites.....	101
Chapter 6: Creating Your Corporate Start Page.....	121
<i>Book II: Google Search Tools for Business</i>	131
Chapter 1: A Smart Tour of Google Search.....	133
Chapter 2: How Google Search Works	149
Chapter 3: Understanding How Your Customers Use Google.....	165
Chapter 4: Search Engine Optimization Basics	177
Chapter 5: Adding Google Search to Your Site	191
<i>Book III: Highlighting Your Business</i>	201
Chapter 1: Standing Out on Google Maps.....	203
Chapter 2: Listing in Google Maps Local Business Center	235
Chapter 3: Attracting Customers with Google Coupons.....	243
Chapter 4: Showcasing Your Stuff with Google Base	249
Chapter 5: Feeding Your Products to Google Product Search.....	267
<i>Book IV: Creating a Web Site with Google Sites</i>	283
Chapter 1: Domain Names for Existing Businesses	285
Chapter 2: Domain Names for New Companies and More	297
Chapter 3: Buying a Domain Name	307
Chapter 4: A Tour of Google Sites.....	323
Chapter 5: Creating a Search-Friendly Site	341
Chapter 6: Creating a Google Site	359
Chapter 7: Editing a Google Site.....	373

<i>Book V: Google Tools for Your Site</i>	407
Chapter 1: Adding Google Documents to Your Web Site.....	409
Chapter 2: Adding Google Media to Your Web Site.....	451
Chapter 3: Adding Google Gadgets to Your Web Site	473
Chapter 4: E-Commerce with Google Checkout.....	489
Chapter 5: Adding a Blog with Blogger	509
<i>Book VI: Google Ads and Analytics</i>	527
Chapter 1: Introducing Google Ads	529
Chapter 2: Creating Your First Google Ads	547
Chapter 3: Selling More with Google Analysis Tools.....	565
Chapter 4: Maximizing Your Site and Your AdWords Ads	589
<i>Book VII: Securing Business Information</i>	607
Chapter 1: Is Security Really That Important?	609
Chapter 2: Securing E-Mail.....	623
Chapter 3: Avoiding Web and IM Security Risks.....	655
<i>Book VIII: Getting Noticed with Gadgets</i>	663
Chapter 1: Introduction to Google Gadgets.....	665
Chapter 2: Creating Your First Google Gadgets.....	681
Chapter 3: Creating Applications for Social Networks.....	693
Chapter 4: Google Chrome and Gears.....	697
Chapter 5: Going Mobile with Google.....	705
<i>Index</i>	715

Table of Contents

.....

<i>Introduction</i>	1
Taking a Look under the Hood	1
Book I: Google Apps.....	1
Book II: Google Search Tools for Business	2
Book III: Highlighting Your Business	2
Book IV: Creating a Web Site with Google Sites	2
Book V: Google Tools for Your Site	2
Book VI: Google Ads and Analytics.....	2
Book VII: Securing Business Information.....	3
Book VIII: Getting Noticed with Gadgets.....	3
Foolish Assumptions.....	3
Conventions Used in This Book.....	3
Icons Used in This Book	4
Time to Get Started!	4

<i>Book 1: Google Apps</i>	5
---	----------

Chapter 1: Getting Started with Google Apps	7
What Are Google Apps?	7
How Will This Work for Me?.....	8
The necessary services.....	8
What Google Apps can do for you.....	9
How much will this run me?	9
Running Google Apps tools on your hardware.....	10
Coping with the switch to Google Apps.....	11
Exploring the Google Apps Applications.....	12
Gmail.....	12
Google Calendar	13
Google Docs.....	15
Google Sites	16
Personalized start page.....	18
Google Talk	19
Setting Everything Up	20
Selecting a URL.....	21
Establishing your domain	22
Pointing in the right direction.....	23
Decorating your start page.....	25
Granting access	27
Calling In Reinforcements.....	28
Supporting your peers	28
Premium assistance.....	29

Chapter 2: Making Gmail Work for Your Business	31
Considerations Before You Make the Change	31
Coping with a loss of control	32
Implementing a complex migration	32
Getting adjusted to the new system	33
Training users	33
Dealing with a resistance to change	34
Managing accounts	35
Getting e-mail where it needs to go	36
Configuring E-mail Addresses and Lists	37
Asking permission	38
Managing e-mail settings for users	39
Using e-mail lists	41
Importing Messages and Contacts from Old Accounts	44
Bulk e-mail migration	44
Mail fetcher	44
Importing e-mail contacts	47
Communicate Instantly!	49
Using Gmail with Traditional E-Mail Apps	54
Configuring IMAP access	55
Configuring POP3 access	57
Common User Problems	58
I can't log into my account	58
It's taking too long to download messages	59
Mail is getting stuck in my outbox	59
I'm not getting some of my mail	59
Working with Google	59
Chapter 3: Be More Productive with Google Calendar	61
Creating Your First Calendar	61
Adding calendar events	62
Editing calendar events	64
Deleting calendar events	64
Creating multiple calendars	65
Adding a subscription	67
Notifications	69
Using Shared Calendars Effectively	70
Adding collaborators to your calendar	70
Scheduling resources	72
Adding RSS feeds for the public	73
Embedding your calendar	75
Syncing Your Calendar	76
Microsoft Outlook	76
Blackberry	77

Chapter 4: Collaborating with Google Docs	79
Understanding the Power of Collaboration	79
Updating files instantly	80
Sharing documents near and far	81
Understanding the different levels of sharing	81
Organizing and Searching for Documents	82
Uploading your old documents	82
Organizing your documents with folders	84
Using the Search function	85
Tracking changes	87
Creating Documents Effectively	88
Document	89
Presentation	91
Spreadsheet	95
Forms	98
 Chapter 5: Sharing Information with Google Sites	 101
What You Can Create with Google Sites	101
Company Web pages and intranets	102
Individual Web pages and employee profiles	102
Project homepages	103
Collaborating Effectively Using Google Sites	104
Inviting users to collaborate	104
Defining different levels of permission	105
Limiting access	105
Editing pages	106
Subscribing to page changes	106
Creating a New Site from Scratch	107
Changing the appearance of your site	109
Adding pages to your site	114
Adding attachments and comments	118
Making the sidebar useful	118
Adding another site	119
Quickly Searching Google Sites	120
Searching through a single site	120
Searching through all the sites you own	120
 Chapter 6: Creating Your Corporate Start Page	 121
Customizing Your Color Scheme	121
Creating the Header and Footer	124
Managing the Content Your Users Will See	126
Making Your Start Page Live	128

***Book II: Google Search Tools for Business* 131**

Chapter 1: A Smart Tour of Google Search133

Using Google Search.....	133
Exploring Other Ways to Start Google Search	136
Understanding Free Search Results	137
Example: A specific search	138
Example: A general search.....	140
Sponsored links and shopping results.....	141
Fine-Tuning Searches	143
Advanced Searches	144

Chapter 2: How Google Search Works. 149

Crawling the Web	149
Ranking Pages on Search Terms.....	150
Understanding Google’s Approach to Ranking Pages	152
Returning Results to Users.....	154
What Makes Google So Special?	156
What’s Wrong with Google?	156
Google Searching for Yourself	158
Broadening your ego search	160
Checking domain names	161
A Note of Caution: The Google Hacking Database	163

Chapter 3: Understanding How Your Customers Use Google 165

Understanding How People Really Search	165
Defining What Google Is Best At	167
Exploring the Different Types of Searches	168
Searching by name.....	168
Searching by type	171
Searching by region or area	172
Using combined searches	173
Searching outside of Google.....	174
Identifying Your Key Search Terms	175

Chapter 4: Search Engine Optimization Basics 177

A Sample Business Web Strategy	177
A Simple Web Site Organization	180
Using Web Site “Tricks” for SEO	181
Directing traffic to home pages or product pages.....	183
Stuffing search terms into your site	185
Creating Web site content for SEO	186
Getting links.....	186
Specializing first.....	189

Chapter 5: Adding Google Search to Your Site 191
 Exploring the Benefits of Google Site Search 192
 Trying before You Buy 193
 Customizing Your Custom Search Engine 196
 Customize Your Home Page 199

Book III: Highlighting Your Business 201

Chapter 1: Standing Out on Google Maps 203
 The Basics of Google Maps 203
 Changing the map view 206
 Adding more information 207
 Starting Your Search 210
 Hitting the Streets 214
 Searching Locally with GOOG-411 215
 Promoting Your Business on Google Maps 215
 Displaying your AdWords ad on Google Maps 216
 Getting better results with Universal Search 218
 Fine-tuning your business location 218
 Attracting customers with coupons 219
 Adding Google Maps to Your Web Site 219
 Creating your map 219
 Understanding your customer’s point of view 223
 Putting a simple map on your Web site 223
 Embedding your map in your Web site 224
 Letting customers interact with your map 228
 Adding items to a map 230

Chapter 2: Listing in Google Maps Local Business Center 235
 Adding Your Business to the Local Business Center 235
 Using Business Categories for Search 239
 Using Photos and Videos in Your Business Listing 240
 Your Unique Business May Require Unique Attributes 242
 Finishing Your Local Business Center Listing 242

Chapter 3: Attracting Customers with Google Coupons 243
 The Art of Using Coupons 243
 Should my business use coupons? 243
 Where do people find my coupons? 244
 Creating a Printable Coupon 245
 Using Coupons with Google Maps 247
 Coupons and Google Checkout 247

Chapter 4: Showcasing Your Stuff with Google Base 249

Finding Products and Services	249
Searching on Google Base.....	250
Finding products and services on Google Base	251
Narrowing your search	253
Adding Products and Services to Google Base.....	253
Adding Items One at a Time	255
Creating a Data Feed to Add Multiple Items at Once	260
Setting up your feed	261
Testing your XML file	265

Chapter 5: Feeding Your Products to Google Product Search 267

Using Google Product Search's Advanced Search Options	268
Adding Products to Google Product Search	270
Submitting your products.....	270
Where is my product?	274
Managing My Products	274
Editing your product listing	274
Removing your product listing	275
Promoting your product	275
Introducing Product Search Feeds	277
Creating a Product Search Feed	277
Tab-delimited text files.....	279
XML files.....	280
Registering and Submitting Your Data Feed	281

Book IV: Creating a Web Site with Google Sites 283**Chapter 1: Domain Names for Existing Businesses. 285**

Improving Google Search Results with Domain Names.....	286
Typing Domain Names Directly	288
Choosing Appropriate Domain Name Endings	289
Nation-Specific Alternatives	290
Choosing the Ideal Length.....	291
Determining Your Ideal Domain Name	293
Selecting Keywords for Domain Names.....	294
Check for Trademark Infringement	295

Chapter 2: Domain Names for New Companies and More 297

Designing an Internet Business.....	297
Picking a Novel Domain Name	298
Sizing Your Online Effort	300

Defining Your Site's Appearance	302
Making the Right Impression	304
Chapter 3: Buying a Domain Name	307
Why Are Some Domain Names Unavailable?	307
Checking for Available Domain Names	310
Registering with GoDaddy	314
Purchasing a Domain Name	316
Registering a Domain Name Privately	318
Purchasing Multiple Domain Names	321
Chapter 4: A Tour of Google Sites	323
What Is Web 2.0?	324
How Google Sites Started	325
Plusses and Minuses of Google Sites	326
Understanding What Google Sites Can Do for You	328
Creating Your First Google Site	329
Adjusting your Google Site's appearance	332
Changing site elements	333
Changing Colors and Fonts	336
Going further	339
Chapter 5: Creating a Search-Friendly Site	341
Selecting Your Dirty Half-Dozen	342
Search terms for BATCS	344
Competitive surfing	345
Distributing keywords on your Web site	347
Using Keywords to Create Your Site Map	349
Case study: The BATCS site map	353
Creating a draft of your site	354
Chapter 6: Creating a Google Site	359
Initial Site Decisions	359
Creating a Site	361
Creating initial pages	362
Changing navigation	366
Changing colors, fonts, themes, and so on	368
Managing collaboration	368
Chapter 7: Editing a Google Site	373
Editing Pages — Text Options	373
Google Sites and HTML	376
Editing with the Format Menu	378
Inserting a Horizontal Rule	380

I Think, Therefore I Link	383
Linking within a Page	387
Inserting Images.....	391
Image size on disk and in display	392
GIF, JPEG, and PNG images.....	397
Resizing images.....	399
Compressing images.....	401
Inserting an image in Google Sites.....	403
Using a Web-based image in Google Sites	404

Book V: Google Tools for Your Site 407

Chapter 1: Adding Google Documents to Your Web Site 409

Using Google Documents on Your Site	410
Google Documents — Word Processing in Your Web Site.....	416
Inserting a Google document	416
Understanding screen size issues.....	421
Collaborating with Google Calendar	422
Embedding Google Presentations	431
Sharing Google Spreadsheets	439
Using Google Docs Spreadsheet Forms	445

Chapter 2: Adding Google Media to Your Web Site. 451

A Brief Description of Picasa Web Albums	452
A Brief Description of YouTube.....	454
Solving the Hosting Problem.....	455
You Say You Want a Resolution?.....	456
Embedding Multimedia in Your Web Pages	458
Creating a Picasa Web Albums Slideshow	458
Inserting a Picasa Web Albums Slideshow.....	462
Creating a YouTube Video	466
Embedding YouTube Videos in Your Web Page.....	470

Chapter 3: Adding Google Gadgets to Your Web Site 473

Using Google Gadgets	474
Using Gadgets in a “Proper” Web Site.....	476
Official Google Gadgets for work	477
Google and non-Google Gadgets for fun	478
Finding Google Gadgets	481
Making Your Own Google Gadgets	483
Inserting Google Gadgets in Your Web Page.....	485

Chapter 4: E-Commerce with Google Checkout	489
Trust, Sales, and E-Commerce	490
How many buyers will you have?	493
An example sales funnel.....	494
An e-commerce example from BATCS.....	496
Google Checkout Features.....	498
Signing Up to Use Google Checkout	500
Signing Up for Your Account.....	502
Adding the Buy Now Button to Your Web Page	506
 Chapter 5: Adding a Blog with Blogger	 509
Taxonomy of a Blog.....	510
Why Blogs Are So Popular.....	512
What’s Different with Business Blogs	514
Planning a Blog	516
Getting started with Blogger	519
Changing settings in Blogger	524
 <i>Book VI: Google Ads and Analytics</i>	 527
 Chapter 1: Introducing Google Ads	 529
What Is an AdWords Ad?	531
See, Click, Convert.....	535
See, Part I: Choosing keywords.....	535
See, Part II: Targeting locations	538
Click — Targeted content	540
Convert.....	543
 Chapter 2: Creating Your First Google Ads	 547
Understanding the Data-Driven Business Model.....	548
Comparing Pay for Placement to Pay-per-Click.....	549
Signing Up for AdWords	550
Viewing Your Ad Campaign.....	559
 Chapter 3: Selling More with Google Analysis Tools	 565
Modifying Your Web Site to Increase Sales.....	566
BATCS: A case study.....	568
Changing your site	569
Using AdWords for a Split Test.....	571
Showing More Options in Your Dashboard	574
Looking at AdWords Graphs	578
Changing the time period	579
(Quick) looks can be deceiving.....	582
The futility of stupidity	583
Introducing Google Analytics.....	584

Chapter 4: Maximizing Your Site and Your AdWords Ads 589

Understanding Why Traffic Matters.....	590
Making Sure Your Site Lives Up to Expectations	592
Including comprehensive contact information.....	594
Adding e-commerce.....	596
Comparing Yourself to Your Competition.....	599
Targeting Google Ads.....	600
Location, location, location.....	600
Timing is everything.....	603
Increasing Traffic to Your Site	605

Book VII: Securing Business Information 607**Chapter 1: Is Security Really That Important? 609**

Being Online Is Risky Business	609
Staying Aware of Security.....	610
Securing Your Computers	611
Securing Your Passwords.....	613
An Online Security Primer.....	614
Testing your security	615
Checking out new and existing employees.....	617
Creating a Security Policy for My Site.....	617
How can a policy protect my business?	618
Key parts of a security policy.....	619
Enforcing the security policy	620
Keeping the policy updated.....	621

Chapter 2: Securing E-Mail 623

Understanding How E-Mail Works.....	623
Protecting My E-Mail Server.....	624
Using secure connections.....	624
Using mobile and wireless devices.....	625
Avoiding Phishermen.....	626
Dealing with Spam	627
You can't just delete it	627
How spam can hurt.....	630
Introducing Google Postini E-Mail Security Tools.....	630
Blocking spam	631
Vaccinating e-mail viruses	631
Filtering messages	632
Archiving messages.....	633
Installing Postini	633
Managing E-Mail Accounts with Postini.....	636

Using the Postini Center	638
Inbound services	638
Outbound services	644
Organization settings	645
Using the Postini Message Center	651
Tabbing through your e-mail.....	651
Managing your e-mail account	652

Chapter 3: Avoiding Web and IM Security Risks 655

Identifying Web Security Risks	655
Focusing on Web Security	656
Choosing a Web Security Provider.....	657
Outsourcing Web security.....	658
Bringing Web security in-house.....	658
Letting Google Protect Your Web Site	658
Identifying Instant Messaging Security Risks.....	660
Words can hurt a business	661
Instant messaging security primer	661

Book VIII: Getting Noticed with Gadgets..... 663

Chapter 1: Introduction to Google Gadgets 665

Exploring the Gadget Directory	665
Interacting with the iGoogle Homepage	668
Keeping Informed with Google Desktop	673
Installing Google Desktop	673
Searching from Google Desktop	674
Using Gadgets in the sidebar.....	676
Uncovering the Secrets to Creating Viral Gadgets	678

Chapter 2: Creating Your First Google Gadgets 681

Why You Should Make Your Own Gadgets	681
Understanding the Building Blocks of a Google Gadget.....	682
XML.....	682
HTML.....	683
JavaScript.....	683
Writing Google Gadgets	684
Using the Google Gadget Editor.....	685
Making Your Own Gadgets — Even Easier	689

Chapter 3: Creating Applications for Social Networks. 693

Introduction to OpenSocial.....	693
Where Does Your OpenSocial App Work?.....	694
Can You Do It Yourself?	694

Chapter 4: Google Chrome and Gears	697
Using Google's Machinery	697
Installing Chrome.....	698
Installing Gears.....	698
What Is Chrome?.....	699
What Is Gears?	701
How to Make Chrome and Gears Work for You.....	703
Chapter 5: Going Mobile with Google	705
Accessing Mobile Google.....	705
Using the Google Mobile App.....	708
Using Google Gears on mobile devices.....	711
Exploring Google's Mobile Applications.....	711
Making Google's Mobile Applications Work for Your Business	713
Index	715