

Index

Numerics

123reg Web site, 162

A

About Us page

 alternative to, 348

 BATCS Web site, 353

 overview, 180, 351

above the fold area, Web pages, 391

access

 configuring Gmail, 55–57

 granting, 27–28

 limiting, 105–106

 to mobile Google Apps, 705–708

 overview, 9

accounts

 Gmail

 importing to from old accounts, 44–49

 lists, 41–43

 managing, 35–36, 39–41

 overview, 12, 37

 permissions, 38–39

 Google Apps, 27–28

 Google Checkout, 502–507

 iGoogle, 668–669

 Postini, 636–637, 652–654

Activate Item button, Google Product

 Search, 273–274

Active Items tab, Google Base, 259

Add a friend's calendar option, Google

 Calendar, 67

Add a public calendar option, Google

 Calendar, 67

Add a Sidebar item, Google Sites, 335

Add a Tab link, iGoogle, 672

Add an Image dialog box, Google Sites,
 403–404

Add by URL option, Google Calendar, 68

Add Listing button, Google Maps Local
 Business Center, 238

Add New Business button, Google Maps
 Local Business Center, 235–236

Add To Google button, Google Gadgets, 688

Additional Details, Google Maps Local
 Business Center, 239

address line, Chrome, 699

address searches, Google Maps, 211–212

Admin Help Forum link, Google Apps, 28

Ads application

 BATCS case study, 568–569

 changing Web sites to increase sales,
 566–570

 comparing to competition, 599–600

 contact information, comprehensive, 594

 conversion, 543–545

 Dashboard, 574–578

 data-driven business model, 548–549

 design, Web site, 592–598

 e-commerce sites, 596–598

 Google Analytics

 BATCS case study, 568–569

 changing Web sites to increase sales,
 566–568, 569–570

 Dashboard, 574–578

 graphs, 578–579

 overview, 565, 584–587

 split tests, 571–574

 Google Maps

 coupons, 219

 displaying ads on, 216–217

 locations, fine-tuning, 218–219

 Universal Search, 218

 graphs, 578–579

 keywords, choosing, 535–538

 overview, 142, 529–534, 547, 565,
 584–587, 589

 pay for placement versus pay-per-click,
 549–550

 signing up for, 550–558

- Ads application (*continued*)
 - split tests, 571–574
 - targeting
 - content, 540–543
 - locations, 538–540, 600–603
 - timing, 603–604
 - traffic
 - importance of, 590–592
 - increasing, 605–606
 - viewing ads, 559–563
 - Advanced Search options, Google Search, 144–147, 160
 - advertising. *See also* Google Analytics
 - Google
 - BATCS case study, 568–569
 - changing Web sites to increase sales, 566–570
 - comparing to competition, 599–600
 - contact information, comprehensive, 594
 - content, targeting, 540–543
 - conversion, 543–545
 - Dashboard, 574–578
 - data-driven business model, 548–549
 - design, Web site, 592–598
 - e-commerce sites, 596–598
 - Google Analytics
 - BATCS case study, 568–569
 - changing Web sites to increase sales, 566–570
 - Dashboard, 574–578
 - graphs, 578–579
 - overview, 565, 584–587
 - split tests, 571–574
 - Google Maps
 - coupons, 219
 - displaying ads on, 216–217
 - locations, fine-tuning, 218–219
 - Universal Search, 218
 - graphs, 578–579
 - keywords, choosing, 535–538
 - overview, 142, 529–534, 547, 565, 584–587, 589
 - pay for placement versus pay-per-click, 549–550
 - signing up for, 550–558
 - split tests, 571–574
 - timing, targeting, 603–604
 - traffic, 590–592, 605–606
 - viewing ads, 559–563
 - overview, 154–155
 - relevance of, 196
 - search results, 139
 - value of searches, 195
 - on Web sites, 18
- AdWords application
 - BATCS case study, 568–569
 - changing Web sites to increase sales, 566–570
 - comparing to competition, 599–600
 - contact information, comprehensive, 594
 - conversion, 543–545
 - Dashboard, 574–578
 - data-driven business model, 548–549
 - design, Web site, 592–598
 - e-commerce sites, 596–598
 - Google Analytics
 - BATCS case study, 568–569
 - changing Web sites to increase sales, 566–570
 - Dashboard, 574–578
 - graphs, 578–579
 - overview, 565, 584–587
 - split tests, 571–574
 - Google Maps
 - coupons, 219
 - displaying ads on, 216–217
 - locations, fine-tuning, 218–219
 - Universal Search, 218
 - graphs, 578–579
 - keywords, choosing, 535–538
 - overview, 142, 529–534, 547, 565, 584–587, 589
 - pay for placement versus pay-per-click, 549–550
 - signing up for, 550–558
 - split tests, 571–574
 - targeting
 - content, 540–543
 - locations, 538–540, 600–603
 - timing, 603–604
 - traffic
 - importance of, 590–592
 - increasing, 605–606
 - viewing ads, 559–563
- albums, Picasa Web
 - creating slideshows, 458–462
 - inserting slideshows, 462–466
 - overview, 451–452
- aliases, Gmail, 40
- Align options, Google Sites, 379
- All Products By link, Google Product Search, 277
- Also Available tab, GoDaddy, 313
- <ALT> tag, 182
- AltaVista, 154

- Always on Top option, Google Desktop, 678
- Amazon.com
 - home page keywords, 184
 - strategy of, 178
 - strength of domain name, 299
- Announcements page
 - Google Sites, 364
 - overview, 115–116, 118
- API (application programming interface)
 - Google Checkout, 499
 - Google Gadgets Editor, 484
 - OpenSocial, 693–694
- Appearance options, Google Talk, 53
- Appearance page, Google Sites
 - Colors and Fonts tab, 336–339
 - editing site navigation, 366–368
 - overview, 332
 - Site Elements tab, 333–336
- Apple iCal format, 68
- Apple Mail, 54
- Apple TextEdit, 280
- Apple Web site, 302–303
- application programming interface (API)
 - Google Checkout, 499
 - Google Gadgets Editor, 484
 - OpenSocial, 693–694
- Apps icon, Google Mobile App, 709
- Apps suite
 - Calendar
 - collaboration, 422–430
 - creating calendars, 61–62, 65–67
 - events, 62–65
 - mobile version, 712
 - notifications, 69–70
 - overview, 13–14
 - sharing calendars, 70–76
 - subscribing to calendars, 67–68
 - syncing calendars, 76–77
 - cost of, 9–10
- Docs
 - collaboration, 79–82
 - documents, 82–91, 410–421
 - forms, 98–100, 445–446, 449–450
 - mobile version, 713
 - overview, 15–16, 409–410
 - presentations, 91–94, 431–432, 434, 436–438
 - spreadsheets, 95–98, 261, 439–444
- functions of, 8–9
- Gmail
 - accounts, 12, 35–43
 - importing from old accounts, 44–49
 - instant messaging, 49–53
 - mobile version, 711
 - overview, 12–13
 - switching to, 31–37
 - troubleshooting, 58–60
 - using with traditional e-mail apps, 54–57
- overview, 7–8
- Premiere Edition, 7, 17–18, 23–25
- running, 10
- setting up
 - access, granting, 27–28
 - domains, establishing, 22–23
 - overview, 20–21
 - signing up, 23–25
 - start page, decorating, 25–27
 - URLs, selecting, 21
- Sites
 - adding sites, 119
 - advantages and disadvantages of, 326–328
 - appearance of, 109–114, 332
 - attachments, adding, 118
 - collaboration, 104–107
 - colors, changing, 336–340, 368
 - comments, adding, 118
 - corporate start page, 121–128
 - creating, 107–109, 329–332, 361–362
 - elements, changing, 333–335
 - fonts, changing, 336–339, 368
 - Format menu, 378
 - functions of, 328
 - Google Start Page Editor, 122–129
 - horizontal rules, inserting, 380–383
 - HTML, 376–378
 - images, 391–405
 - initial decisions, 359–361
 - initial pages, 362–366
 - links, 383–391
 - managing collaboration, 368–371

- Apps suite, Sites (*continued*)
 - navigation, changing, 366
 - origin of, 325–326
 - overview, 16–18, 323
 - pages, 114–118
 - search-friendly sites, 341–357
 - searching, 120
 - sidebars, 118–119
 - text options, 373–376
 - themes, changing, 368
 - uses for, 101–104
 - Web 2.0, 324–325
- Standard edition, 7, 17–18
- start page, personalized, 18–19
- switching to, 11–12
- Talk
 - IM services, 50–53
 - mobile version, 712
 - overview, 19–20
 - using for business meetings, 81
- technical support
 - from peers, 28–29
 - premium assistance, 29
- areas, Web site
- Products
 - BATCS Web site, 353
 - overview, 179–180, 351
- Services
 - BATCS Web site, 353
 - overview, 180, 351
 - Silver Strand PC Services example, 361
- Support, 351, 353
- Ask Dave Taylor! Web site, 200
- attachments, adding to Google Sites, 118
- attributes, 242, 381, 683
- Audio options, Google Talk, 53
- Auto-Hide option, Google Desktop, 677
- backordered keyword and extension combinations, 311–312
- backups, document, 80
- bandwidth, 18
- banned domain names, 305
- Base application. *See also* Google Product Search
 - data feeds
 - setting up, 261–265
 - testing XML files, 265
 - products and services
 - adding, 253–265
 - finding, 251–253
 - narrowing searches for, 253
 - overview, 249–250
 - searching for, 250
- BATCS (Business and Technical Communications Services)
 - e-commerce example, 496–498
 - sales cycle case study, 568–569
 - search terms for, 344–345
 - site map case study, 353–354
- BATCS (Business and Technical Communications Services) Web site
 - background image, 339
 - Home page, 348–349
 - key words for searches, 186–187, 189–190
 - reviews on, 302–304
- Berners-Lee, Tim, 324
- beta services, 193
- .biz extension, 290
- Blackberry, 77. *See also* mobile devices
- Block option, Google Talk, 52
- Blocked function, Google Talk, 53
- Blogger
 - business blogs, 514–515
 - mobile version, 712
 - overview, 509
 - planning blogs
 - changing settings, 524–526
 - overview, 516–519
 - setting up, 519–523
 - popularity of blogs, 512–514
 - taxonomy of blogs, 510–511
- blogs
 - Bob Parsons, 308–309
 - business, 514–515

B

-
- (bold tags), 183
 - background
 - Google Docs presentations, 92
 - Google Sites
 - colors, 339
 - images, 112, 337–339

- employee, 103
 - links through, 180
 - overview, 509
 - photographs on, 392–393
 - planning, 516–523
 - popularity of, 512–514
 - promoting products on, 276
 - taxonomy of, 510–511
- Bold button, Google Sites, 376**
- bold tags (), 183**
- borrowed images, 405**
- Brand field, Google Product Search, 271, 278**
- broad searches, 140–141**
- broken links, 386**
- browser**
- Chrome**
 - defined, 699–701
 - functions of, 703
 - installing, 698
 - overview, 697
 - Gears application**
 - defined, 701–702
 - functions of, 703
 - installing, 698–699
 - overview, 697
 - using on mobile devices, 711
- bulk e-mail migration, 44**
- Bulleted list button, Google Sites, 376**
- Business and Technical Communications Services (BATCS)**
- e-commerce example, 496–498
 - sales cycle case study, 568–569
 - search terms for, 344–345
 - site map case study, 353–354
- Business and Technical Communications Services (BATCS) Web site**
- background image, 339
 - Home page, 348–349
 - key words for searches, 186–187, 189–190
 - reviews on, 302–304
- business blogs, 514–515**
- business descriptions, Google Maps Local Business Center, 237**
- Business edition, Google Custom Search Engine, 197**
- businesses**
- access to records, 9
 - collaboration with partners, 9
 - export, 285–286
 - search terms
 - locations, 294, 342, 344
 - names, 190, 293–294, 342, 344, 359
 - owners, 294
 - searches for, 171, 211–212
 - tools, 8
- buttons**
- Activate Item, Google Product Search, 273–274**
 - Add Listing, Google Maps Local Business Center, 238**
 - Add New Business, Google Maps Local Business Center, 235–236**
 - Add To Google, Google Gadgets, 688**
 - Bold, Google Sites, 376**
 - Bulleted list, Google Sites, 376**
 - Cancel, Google Product Search, 272**
 - Create New Page, Google Sites, 114, 385**
 - Create Site, Google Sites, 107**
 - Deactivate Item, Google Product Search, 274–275**
 - Delete, Google Base, 265**
 - Delete Forever, Google Product Search, 274–275**
 - Edit Page, Google Sites, 117**
 - Existing Page, Google Sites, 385**
 - Google Search, 135**
 - HTML, Google Calendar, 74**
 - ICAL, Google Calendar, 74**
 - I'm Feeling Lucky, Google Search, 135**
 - Indent, Google Sites, 376**
 - Invite These People, Google Sites, 370**
 - Italic, Google Sites, 376**
 - justification, Google Sites, 376**
 - Link, Google Sites, 376**
 - Map, Google Maps, 226**
 - More, Google Maps, 209**
 - Numbered list, Google Sites, 376**
 - Preview, Google Product Search, 272**
 - Publish, Google Product Search, 272–273**
 - Publish Drafts, Google Product Search, 274**

buttons (*continued*)

- Put Page at Top Level, Create new page screen, Google Sites, 364
- Redo, Google Sites, 375
- Revert to This One, Google Docs, 87
- Sat, Google Maps, 226
- Save Draft, Google Product Search, 272
- Search Services, Google Base, 252–253
- Search the Web, Google Search, 135
- Share with radio, Google Sites, 330
- Show Analysis, Google Docs, 99–100
- Subscribe, Google Maps, 244
- Ter, Google Maps, 226
- Text background color, Google Sites, 376
- Text color, Google Sites, 376
- Underline, Google Sites, 376
- Undo, Google Sites, 375, 388
- Undo formatting, Google Sites, 376
- Unpublish, Google Start Page Editor, 129
- XML, Google Calendar, 74

buying, online

coupons

- deciding to use, 243
- finding coupons, 244
- Google Checkout, 247–248
- Google Maps, 219, 247
- printable coupons, 245–247

e-commerce

- BATCS example, 496–498
- number of potential buyers, 493–494
- overview, 490–493
- sales funnel example, 494–496

Google Checkout

- features of, 498–500
- Google Coupons, 247–248
- overview, 489
- signing up, 500–507

search methods, 166–167

- subscribing to, 67–68
 - syncing, 76–77
- ### collaboration
- getting people on, 423
 - key points of, 424–425
 - overview, 422–423
 - using on sites, 425–430

events

- adding, 62–64
- deleting, 64–65
- editing, 64
- mobile version, 712
- notifications, 69–70
- overview, 13–14

Calendar Sync program, 76

calendars. *See also* Calendar application

creating

- multiple, 65–67
- overview, 61–62

shared

- collaborators, adding, 70–72
- embedding, 75–76
- RSS feeds, adding, 73–75
- scheduling resources, 72–73
- subscribing to, 67–68

syncing

- Blackberry, 77
- Microsoft Outlook, 76

Cancel button, Google Product Search, 272

Cascading Style Sheets (CSS), 374, 377

categories, Google Base, 256–257

Categories field, Google Maps Local

Business Center, 239–240

cells, spreadsheet, 95–96

cellular phones

- .mobi extension, 290, 314
- accessing Google via, 705–708
- Gmail, 36

Google Calendar

- notifications, 70
- syncing calendars with Blackberries, 77

Google Gears, 711

Google Maps, 215

Google Mobile App, 708–713

Google Talk, 51, 53

C

.ca extension, 290

Calendar application

calendars

- creating, 61–62, 65–67
- shared, 70–76

- overview, 705–708
- running Google Apps on, 10–11
- Centre for Learning & Performance
 - Technologies Web site, 327
- Change Site Layout dialog box, Google Sites, 109–110, 333–334
- change tracking, 87–88
- charts, Google Docs, 97–98
- chat applications
 - Gmail, 49–53
 - Google Talk
 - mobile version, 712
 - overview, 19–20, 50–53
 - using for business meetings, 81
 - overview, 48
 - security
 - choice of words, 661
 - identifying risks, 660–662
 - overview, 661–662
- Chat function, Google Talk, 52
- Checkout application
 - e-commerce
 - BATCS example, 496–498
 - number of potential buyers, 493–494
 - overview, 490–493
 - sales funnel example, 494–496
 - features of, 498–500
 - Google Coupons, 247–248
 - overview, 489
 - signing up
 - for accounts, 502–507
 - to use, 500–502
- child pornography, 305
- Choose a New Page Element dialog box, Google Sites, 111
- Choose File dialog box, Google Sites, 403–404
- Choose from contacts link, Google Sites, 370
- Chrome browser
 - defined, 699–701
 - functions of, 703
 - installing, 698
 - overview, 697
- Clicks column, Google Product Search, 273
- clients, Web, 57, 59
- close-up view, Google Maps, 204
- CMS (content management system), 323
- CNAMEs, 25
- collaboration. *See also* sharing
 - Google Calendar
 - getting people on, 423
 - key points of, 424–425
 - overview, 422–423
 - using on sites, 425–430
 - Google Docs
 - file updating, 80–81
 - levels of sharing, 81–82
 - overview, 79–80
 - sharing documents, 81
 - Google Maps, 222–223
 - Google Sites
 - editing pages, 106–107
 - inviting users to collaborate, 104–105
 - limiting access, 105–106
 - managing, 368–371
 - permission levels, 105
 - subscribing to page changes, 105–107
- Color field, Google Product Search, 278
- colors
 - calendars, 66–67
 - changing in Google Sites, 112–113, 336–340, 368
 - hexadecimal, 340
 - image formats, 397
 - start page, 25–26, 121–123
- Colors and Fonts tab, Google Sites, 112–113, 336–339
- Colors tab, Google Start Page Editor, 122–123
- .com extension, 289–291, 296, 314
- comma separated value (CSV) files
 - exporting e-mail contacts to, 48–49
 - uploading user accounts from, 27
- commands
 - Delete, Google Gadgets, 687
 - New, Google Gadgets, 686
 - Open, Google Gadget, 686
 - Open From URL, Google Gadget, 686
 - Print Map, Google Maps, 228
 - Publish, Google Gadgets, 687
 - Rename, Google Gadgets, 687

- commands (*continued*)
 - Revision History, Google Docs, 87
 - Save, Google Gadgets, 686
 - Save As, Google Gadgets, 686
 - SUM, Google Docs, 96
 - Upload, Google Gadgets, 687
- comments
 - Google Docs, 88
 - Google Sites, 118
- commerce, electronic (e-commerce)
 - adding to Web sites, 596–598
 - BATCS example, 496–498
 - Google Checkout
 - features of, 498–500
 - Google Coupons, 247–248
 - overview, 489
 - signing up, 500–507
 - number of potential buyers, 493–494
 - overview, 490–493
 - sales funnel example, 494–496
 - sample strategy, 178–179
 - Shopping.com, 490
- common terms
 - Google Maps Local Business Center, 239
 - Google Search, 156–157
- communication
 - e-mail
 - Gmail, 12–13, 31–60
 - Google Sites invitations, 371
 - Google Talk, 52
 - lists, promoting products on, 276
 - Postini, 630–654
 - registering domain names, 318
 - security, 623–630
 - instant messaging
 - Gmail, 49–53
 - Google Talk, 19–20, 50–53, 81, 712
 - overview, 48
 - security, 660–662
 - mobile devices
 - .mobi extension, 290, 314
 - accessing Google via, 705–708
 - Gmail, 36
 - Google Calendar, 70, 77
 - Google Gears, 711
 - Google Maps, 215
 - Google Mobile App, 708–713
 - Google Talk, 51, 53
 - overview, 705–708
 - running Google Apps on, 10–11
 - compatibility
 - Chrome, 703
 - Gears, 703
 - Google Docs, 81
 - competitors
 - comparing Web sites to, 599–600
 - ego searches, 160
 - surfing for keywords, 345–347
 - complementary color schemes, 123
 - compression, image, 396, 401–403
 - computers
 - Gmail, 36
 - running Google Apps on, 10
 - security, 611–613
 - Condition field, Google Product Search, 271, 278
 - conferences, searches for, 160
 - confidential information loss, 163–164
 - Configure Navigation dialog box, Google Sites, 367
 - Configure Site Logo dialog box, Google Sites, 111
 - Connection options, Google Talk, 53
 - contact information
 - Google Base, 260
 - Google Product Search, 271–272
 - Contact Us page
 - BATCS Web site, 353
 - map placement, 227
 - overview, 180, 361
 - site map, 351
 - contacts
 - Gmail
 - importing into, 47–49
 - Quick Chat, 50
 - Google Talk, 50, 52
 - Contacts page, Gmail, 48
 - content, Web site
 - critical mass of, 179, 185
 - draft, 354
 - managing, 126–128

- overview, 300–302
 - problem, 305
 - content management system (CMS), 323
 - Content tab, Google Start Page Editor, 126–128
 - control panel option, Google Search, 199
 - conventions used in book, 3–4
 - conversations, Gmail, 33
 - Copywrite.com, 296
 - corporate start page
 - color scheme, 121–123
 - headers and footers
 - adding images to, 124
 - adding links to, 124–126
 - adding text to, 126
 - managing content, 126–128
 - previewing, 128
 - cost
 - of domain names, 286–287, 291
 - of Google Apps, 11
 - .co.uk extension, 290–291
 - Countdown gadget, 690
 - Countdown item, Google Sites, 119
 - Coupon tab, Google Maps Local Business Center, 246
 - Coupons application
 - deciding to use, 243
 - finding coupons, 244
 - Google Checkout, 247–248
 - Google Maps, 219, 247
 - printable coupons, 245–247
 - crawling the Web, 149
 - Create a Custom Search Engine form, Google Custom Search Engine, 196–197
 - Create a Custom Search Engine on the Fly page, Google Custom Search Engine, 193, 195
 - Create a New Customer Account Web page, GoDaddy, 314–316
 - Create Chart page, Google Docs, 97–98
 - Create Custom Section dialog box, Google Start Page Editor, 127–128
 - Create Link dialog box, Google Sites, 385–386
 - Create New Page button, Google Sites, 114, 385
 - Create New Page screen, Google Sites, 114–115, 362
 - Create Site button, Google Sites, 107
 - credibility, Web site, 179
 - critical mass of content, 179, 185
 - CSS (Cascading Style Sheets), 374, 377
 - CSV (comma separated value) files
 - exporting e-mail contacts to, 48–49
 - uploading user accounts from, 27
 - custom attributes, Google Maps Local Business Center, 242
 - Custom Search Engine
 - benefits of, 192–193
 - customizing, 196–199
 - overview, 191
 - trying out, 193–196
 - customers
 - feedback from, 16, 173
 - gadgets for, 681–682
 - customization
 - Google Calendar, 67, 75
 - Google Maps, 219–222, 224–225
 - Google Sites, 118, 327
 - home page, 18–19
 - iGoogle, 670
 - start page, 25–27
-
- ## D
-
- Daily Me gadget, 690
 - Dashboard page, Google Sites, 115, 118, 364
 - Data Feed link, Google Base, 263–264
 - data feeds
 - Google Base
 - overview, 260
 - setting up, 261–265
 - testing, 265
 - Google Calendar, 73–75
 - Google Maps, 229–230
 - Google Product Search
 - creating, 277–280
 - registering, 281–282
 - submitting, 281–282
 - tab-delimited text files, 279
 - XML files, 280

- Data feeds control, Google Product Search, 273, 281
- data plans, mobile device, 708
- database (Google Base). *See also* Google Product Search
 - data feeds
 - setting up, 261–265
 - testing XML files, 265
 - products and services
 - adding, 253–265
 - finding, 251–253
 - narrowing searches for, 253
 - overview, 249–250
 - searching for, 250
- database-driven sites, 328
- data-driven business model, 548
- Date, Usage Rights, Numeric Range, and More link, Google Advanced Search, 145, 160
- date-specific searches, 145–146
- Deactivate Item button, Google Product Search, 274–275
- deep crawls, 150
- Delete button, Google Base, 265
- Delete command, Google Gadgets, 687
- Delete Forever button, Google Product Search, 274–275
- Delete option
 - Google Search, 199
 - Google Sites, 117
- Delete Tab link, iGoogle, 672
- deleting
 - calendar events, 64–65
 - data feeds, 265
 - e-mail lists, 43
 - gadgets, 687
 - Google Search home page changes, 199
 - product listings from Google Product Search, 274–275
 - tabs in iGoogle, 672
 - text fields from Google Product Search, 275
 - Web pages, 117
- delimited information, 235
- Department of Defense Web site, 347–348
- Department of Health and Human Services
 - 2005 Conference on Aging Web site, 352
- Description field, Google Product Search, 278
- design, Web site, 302–304, 392, 592–598
- Deskbar option, Google Desktop, 677
- Desktop application
 - installing, 673–674
 - searching from, 674–676
 - using in sidebar, 676–678
- desktop computers
 - Gmail, 36
 - running Google Apps on, 10
 - security, 611–613
- Desktop Search tab, Google Desktop, 675
- devices, mobile
 - .mobi extension, 290, 314
 - accessing Google via, 705–708
 - Gmail, 36
 - Google Calendar
 - notifications, 70
 - syncing calendars with Blackberries, 77
 - Google Gears, 711
 - Google Maps, 215
 - Google Mobile App, 708–713
 - Google Talk, 51, 53
 - overview, 705–708
 - running Google Apps on, 10–11
- dialog boxes
 - Add an Image, Google Sites, 403–404
 - Change Site Layout, Google Sites, 109–110, 333–334
 - Choose a New Page Element, Google Sites, 111
 - Choose File, Google Sites, 403–404
 - Configure Navigation, Google Sites, 367
 - Configure Site Logo, Google Sites, 111
 - Create Custom Section, Google Start Page Editor, 127–128
 - Create Link, Google Sites, 385–386
 - Find, Google Sites, 382–383
 - Get Directions, Google Maps, 213
 - Insert Hyperlink, Microsoft Word, 357
 - Insert table of contents, Google Sites, 389–390
 - Resize and Skew, Microsoft Paint, 399–400

- Save As
 - Microsoft Paint, 403
 - Microsoft Word, 355–356
- Select Page to Add, Google Sites, 367
- directions, Google Maps, 223
- directories
 - Google Gadgets, 665–667
 - local, 174
- Display tab, Google Desktop, 675–676
- DNS servers (Domain Name Servers), 287
- Dock Sidebar option, Google Desktop, 678
- Docs application
 - collaboration
 - file updating, 80–81
 - levels of sharing, 81–82
 - overview, 79–80
 - sharing documents, 81
 - documents
 - change tracking, 87–88
 - creating, 88–91
 - downloading, 91
 - organizing with folders, 84
 - Search function, 85–86
 - setting default styles, 90–91
 - uploading old, 82–84
 - using on Web sites, 410–421
- forms
 - creating, 98–100
 - functions of, 446
 - overview, 445–446
 - sharing, 449–450
- mobile version, 713
- overview, 15–16, 409–410
- presentations
 - arranging, 93–94
 - functions of, 432
 - overview, 431–432
 - sharing, 434
 - slides, adding, 91–93
 - using on Web sites, 436–438
- spreadsheets
 - functions of, 440
 - overview, 95–98, 439
 - sharing, 441
 - uploading to Google Base, 261
 - using on Web sites, 442–444
- documents. *See also* Docs application
 - change tracking, 87–88
 - creating, 88–91
 - downloading, 91
 - organizing with folders, 84
 - overview, 16
 - Search function, 85–86
 - setting default styles, 90–91
 - uploading old, 82–84
 - using on Web sites
 - inserting, 416–420
 - overview, 410–416
 - screen size issues, 421
- Domain menu, Google Mobile App, 710
- domain name kiting, 308–309
- domain name parking, 21, 308
- domain name registrars
 - banned domain names, 305
- GoDaddy
 - checking for available domain names, 310–313
 - overview, 22
 - purchasing domain names, 316–318
 - registering domain names, 314–316, 318–321
 - overview, 8
- Domain Name Search page, GoDaddy, 310
- Domain Name Servers (DNS servers), 287
- domain name speculation, 308
- domain name tasting, 308–309
- domain names
 - buying
 - checking for available, 310–314
 - GoDaddy, 314–316
 - purchasing multiple, 321–322
 - purchasing one, 316
 - registering privately, 318–320
 - unavailable, 307–309
 - checking, 161–163
 - creating, 20–22
 - establishing, 22–23
 - for existing companies
 - choosing extensions, 289–290
 - determining ideal, 293
 - improving Google Search results with, 286

domain names, for existing companies

(continued)

length, 291–293

nation-specific extensions, 290–291

overview, 285–286

selecting keywords for, 294–295

trademark infringement, 295–296

typing directly, 288

extensions

alternative, 290, 314, 317

checking for available, 311

choosing appropriate, 289–290

nation-specific, 290–291

importance of, 175

key words for searches in, 181

for new companies

defining appearance, 302–304

designing Internet businesses, 297–298

making right impression, 304–305

picking novel, 298–299

sizing online effort, 300–302

specialized, 197

domain registrars, 8

Domain Registration Information page,

GoDaddy, 318

Domains by Proxy company, 319

Download File As submenu, Google

Docs, 91

downloading

Google Calendar Sync program, 76–77

Google Docs documents, 91

Google Talk, 51

images

compressed, 402

uncompressed, 396

slow, in Gmail, 59

downsizing photos, 394–396

drag-and-drop tabs, Chrome, 700

overview, 489

signing up, 500–507

number of potential buyers, 493–494

overview, 490–493

sales funnel example, 494–496

sample strategy, 178–179

Shopping.com, 490

Edit HTML window, Google Sites, 377–378

Edit Page button, Google Sites, 117

Edit This Tab link, iGoogle, 671

Edit tool, Google Maps, 231–232

editing gadgets, 692

Editing window, Google Sites, 374–376

.edu extension, 289

ego searches, 140, 158–160

e-mail application (Gmail)

accounts

lists, 41–43

managing, 35–36, 39–41

overview, 12, 37

permissions, 38–39

importing from old accounts

bulk e-mail migration, 44

contacts, 47–49

Mail Fetcher, 44–47

instant messaging, 49–53

mobile version, 711

overview, 12–13

switching to

adjusting to new system, 33

complex migration, 32–33

device interaction, 36–37

loss of control, 32

managing accounts, 35–36

overview, 31–32

resistance to change, 34–35

training users, 33–34

troubleshooting

login issues, 58

mail stuck in outbox, 59

not receiving some mail, 59

slow message downloads, 59

technical support, 59–60

using with traditional e-mail apps

configuring IMAP access, 55–57

configuring POP3 access, 57

overview, 54–55

E

eBay, 298

e-commerce

adding to Web sites, 596–598

BATCS example, 496–498

Google Checkout

features of, 498–500

Google Coupons, 247–248

e-mail security (Google Postini)
 archiving messages, 633
 filtering messages, 632
 inbound services, 638–644
 installing, 633–636
 managing accounts, 636–637
 Message Center
 managing accounts, 652–654
 tabbing through e-mail, 651
 organization settings, 645–651
 outbound services, 644–645
 overview, 630
 spam, 631
 viruses, 631
 embedding
 calendars, 75–76
 forms, 100
 gadgets, 688
 maps, 224–227
 multimedia, 458, 462–466, 470–472
 employees
 blogs, 103
 checking out, 617
 personal Web pages, 103, 380
 profiles, 102
 training of, 33
 Virginia education system, 380
 events
 calendar
 adding, 62–64
 deleting, 64–65
 editing, 64
 searches for, 160
 Events and Activities category, Google Base, 254
 Excel application, 261–262, 277, 279
 Existing Page button, Google Sites, 385
 Expiration_date field, Google Product Search data feeds, 278
 export businesses, 285–286
 eXtensible Markup Language (XML), 262–263, 265, 280, 282, 682–683
 extensions, domain name
 alternative, 290, 314, 317
 .biz, 290
 .ca, 290

checking for available, 311
 choosing appropriate, 289–290
 .com, 289–291, 296, 314
 .co.uk, 290–291
 .edu, 289
 .fr, 290
 .gov, 289
 .mobi, 290, 314
 nation-specific, 290–291
 .net, 289–290
 .org, 289
 .tv, 290

F

failure to supply, 169
 FAQ (Frequently Asked Questions) page, 387–389
 feed files, 235–236
 feed validation sites, 265
 feedback, customer, 16, 173
 feeds
 Google Base
 overview, 260
 setting up, 261–265
 testing, 265
 Google Calendar, 73–75
 Google Maps, 229–230
 Google Product Search
 creating, 277–280
 registering, 281–282
 submitting, 281–282
 tab-delimited text files, 279
 XML files, 280
 File Cabinet page, Google Sites, 115–116, 118, 364
 files
 CSV
 exporting e-mail contacts to, 48–49
 uploading user accounts from, 27
 feed, 235–236
 P3P policy, 394–395
 tab-delimited text
 Google Base, 261–262
 Google Product Search, 279, 282

- files (*continued*)
 - text, 261, 277
 - updating, 188
 - XML, 262–263, 265, 280, 282, 682–683
- filtering
 - e-mail messages, 632
 - searches, 143, 269
- financial gadgets, 667
- Find dialog box, Google Sites, 382–383.
See also entries under search
- Find Pages That Link to the Page option, Google Advanced Search, 147
- Find products section, Google Product Search, 268–269
- Fish and Wildlife Service Endangered Species Web site, 350
- Floating Deskbar option, Google Desktop, 677
- folders, organizing documents with, 84
- font options
 - Google Desktop, 678
 - Google Sites, 336–339, 368, 375
- footers
 - adding links to, 124–126
 - adding text to, 126
 - changing, 26
- “foreign” images, 405
- Format menu, Google Sites, 378
- formatting
 - images, 392
 - text, 374
- forms
 - creating, 98–100
 - functions of, 446
 - overview, 16, 445–446
 - sharing, 449–450
- formulas, spreadsheet, 96–97
- forwarding e-mail, 33, 40–41
- .fr extension, 290
- Framed Photo gadget, 690
- free search results, 141–143, 155
- Freeform gadget, 690
- Frequently Asked Questions (FAQ) page, 387–389

- Frequently updated content section option, Google Start Page Editor, 128
- From Here link, Google Maps, 228
- front-end flexibility, 324

G

- Gadget directory, 665–668
- Gadgets application
 - creating gadgets
 - building blocks of, 682–684
 - Google Gadget Editor, 685–689
 - reasons for, 681–682
 - templates, 689–692
 - writing, 684
 - directory of gadgets, 665–668
 - editing gadgets, 126–128
 - finding gadgets, 481–482
- Google Desktop
 - installing, 673–674
 - searching from, 674–676
 - using in sidebar, 676–678
- iGoogle, 668–672
- inserting gadgets, 485–488
- making gadgets, 483–485
- overview, 19, 473–474
- start pages, adding gadgets to, 26–27
- using gadgets
 - for fun, 478–480
 - overview, 474–476
 - for work, 477–478
 - viral gadgets, 678–679
- Gears application
 - defined, 701–702
 - functions of, 703
 - installing, 698–699
 - overview, 697
 - using on mobile devices, 711
- geographic targeting, 142. *See also*
 - Google Maps
- Get Directions dialog box, Google Maps, 213
- Get Directions link, Google Maps, 213, 228

- GIF (Graphics Interchange Format) images, 397–398, 401
 - global focus, Google Search, 157
 - global permissions, Google Sites, 118
 - Gmail
 - accounts
 - lists, 41–43
 - managing, 35–36, 39–41
 - overview, 12, 37
 - permissions, 38–39
 - importing from old accounts
 - bulk e-mail migration, 44
 - contacts, 47–49
 - Mail Fetcher, 44–47
 - instant messaging, 49–53
 - mobile version, 711
 - overview, 12–13
 - switching to
 - adjusting to new system, 33
 - complex migration, 32–33
 - device interaction, 36–37
 - loss of control, 32
 - managing accounts, 35–36
 - overview, 31–32
 - resistance to change, 34–35
 - training users, 33–34
 - troubleshooting
 - login issues, 58
 - mail stuck in outbox, 59
 - not receiving some mail, 59
 - slow message downloads, 59
 - technical support, 59–60
 - using with traditional e-mail apps
 - configuring IMAP access, 55–57
 - configuring POP3 access, 57
 - overview, 54–55
 - GoDaddy domain name registrar
 - checking for available domain names, 310–313
 - overview, 22
 - purchasing domain names, 316–318
 - registering domain names
 - overview, 314–316
 - privately, 318–321
 - GOOG-411, 215, 713
 - GOOG-411 icon, 713
 - Google Account Features tab, Google Desktop, 675
 - Google advertising
 - comparing to competition, 599–600
 - contact information, comprehensive, 594
 - conversion, 543–545
 - design, Web site, 592–598
 - e-commerce sites, 596–598
 - Google Analytics
 - BATCS case study, 568–569
 - changing Web sites to increase sales, 566–570
 - Dashboard, 574–578
 - graphs, 578–579
 - overview, 565, 584–587
 - split tests, 571–574
 - Google Maps
 - coupons, 219
 - displaying ads on, 216–217
 - locations, fine-tuning, 218–219
 - Universal Search, 218
 - keywords, choosing, 535–538
 - overview, 142, 531–534, 589
 - signing up for, 550–558
 - targeting
 - content, 540–543
 - locations, 538–540, 600–603
 - timing, 603–604
 - traffic
 - importance of, 590–592
 - increasing, 605–606
 - viewing ads, 559–563
- Google AdWords
 - comparing to competition, 599–600
 - contact information, comprehensive, 594
 - conversion, 543–545
 - design, Web site, 592–598
 - e-commerce sites, 596–598
- Google Analytics
 - BATCS case study, 568–569
 - changing Web sites to increase sales, 566–570

Google AdWords, Google Analytics

(continued)

- Dashboard, 574–578
- graphs, 578–579
- overview, 565, 584–587
- split tests, 571–574

Google Maps

- coupons, 219
- displaying ads on, 216–217
- locations, fine-tuning, 218–219
- Universal Search, 218

keywords, choosing, 535–538

overview, 142, 531–534, 589

signing up for, 550–558

targeting

- content, 540–543
- locations, 538–540, 600–603
- timing, 603–604

traffic

- importance of, 590–592
- increasing, 605–606
- viewing ads, 559–563

Google Analytics

BATCS case study, 568–569

changing Web sites to increase sales,
566–570

Dashboard, 574–578

graphs, 578–579

overview, 565, 584–587

split tests, 571–574

Google Apps

Calendar

- collaboration, 422–430
- creating calendars, 61–62, 65–67
- events, 62–65
- mobile version, 712
- notifications, 69–70
- overview, 13–14
- sharing calendars, 70–76
- subscribing to calendars, 67–68
- syncing calendars, 76–77

cost of, 9–10

Docs

- collaboration, 79–82
- documents, 82–91, 410–421
- forms, 98–100, 445–446, 449–450

mobile version, 713

overview, 15–16, 409–410

presentations, 91–94, 431–432, 434,
436–438

spreadsheets, 95–98, 261, 439–444

functions of, 8–9

Gmail

accounts, 12, 35–43

importing from old accounts, 44–49

instant messaging, 49–53

mobile version, 711

overview, 12–13

switching to, 31–37

troubleshooting, 58–60

using with traditional e-mail apps, 54–57

overview, 7–8

Premiere Edition, 7, 17–18, 23–25

running, 10

setting up

access, granting, 27–28

domains, establishing, 22–23

overview, 20–21

signing up, 23–25

start page, decorating, 25–27

URLs, selecting, 21

Sites

adding sites, 119

advantages and disadvantages of,
326–328

appearance of, 109–114, 332

attachments, adding, 118

collaboration, 104–107

colors, changing, 336–340, 368

comments, adding, 118

corporate start page, 121–128

creating, 107–109, 329–332, 361–362

elements, changing, 333–335

fonts, changing, 336–339, 368

Format menu, 378

functions of, 328

Google Start Page Editor, 122–129

horizontal rules, inserting, 380–383

HTML, 376–378

images, 391–405

initial decisions, 359–361

- initial pages, 362–366
- links, 383–391
- managing collaboration, 368–371
- navigation, changing, 366
- origin of, 325–326
- overview, 16–18, 323
- pages, 114–118
- search-friendly sites, 341–357
- searching, 120
- sidebars, 118–119
- text options, 373–376
- themes, changing, 368
- uses for, 101–104
- Web 2.0, 324–325
- Standard edition, 7, 17–18
- start page, personalized, 18–19
- switching to, 11–12
- Talk
 - IM services, 50–53
 - mobile version, 712
 - overview, 19–20
 - using for business meetings, 81
- technical support
 - from peers, 28–29
 - premium assistance, 29
- Google Base. *See also* Google Product Search
- data feeds
 - setting up, 261–265
 - testing XML files, 265
- products and services
 - adding, 253–265
 - finding, 251–253
 - narrowing searches for, 253
 - overview, 249–250
 - searching for, 250
- Google Blogger
 - business blogs, 514–515
 - mobile version, 712
 - overview, 509
 - planning blogs
 - changing settings, 524–526
 - overview, 516–519
 - setting up, 519–523
 - popularity of blogs, 512–514
 - taxonomy of blogs, 510–511
- Google Calendar
 - calendars
 - creating, 61–62
 - creating multiple, 65–67
 - shared, 70–76
 - subscribing to, 67–68
 - syncing, 76–77
 - collaboration
 - getting people on, 423
 - key points of, 424–425
 - overview, 422–423
 - using on sites, 425–430
 - events
 - adding, 62–64
 - deleting, 64–65
 - editing, 64
 - mobile version, 712
 - notifications, 69–70
 - overview, 13–14
- Google Calendar Sync program, 76
- Google Checkout
 - e-commerce
 - BATCS example, 496–498
 - number of potential buyers, 493–494
 - overview, 490–493
 - sales funnel example, 494–496
 - features of, 498–500
- Google Coupons, 247–248
 - overview, 489
 - signing up
 - for accounts, 502–507
 - to use, 500–502
- Google Chrome
 - defined, 699–701
 - functions of, 703
 - installing, 698
 - overview, 697
- Google Coupons
 - deciding to use, 243
 - finding coupons, 244
- Google Checkout, 247–248
- Google Maps, 219, 247
- printable coupons, 245–247

Google Custom Search Engine

- benefits of, 192–193
- customizing, 196–199
- overview, 191
- trying out, 193–196

Google Desktop

- installing, 673–674
- searching from, 674–676
- using in sidebar, 676–678

Google Docs

- collaboration
 - file updating, 80–81
 - levels of sharing, 81–82
 - overview, 79–80
 - sharing documents, 81
- documents
 - change tracking, 87–88
 - creating, 88–91
 - downloading, 91
 - organizing with folders, 84
 - Search function, 85–86
 - setting default styles, 90–91
 - uploading old, 82–84
 - using on Web sites, 410–421

forms

- creating, 98–100
- functions of, 446
- overview, 445–446
- sharing, 449–450

mobile version, 713

- overview, 15–16, 409–410

presentations

- arranging, 93–94
- functions of, 432
- overview, 431–432
- sharing, 434
- slides, adding, 91–93
- using on Web sites, 436–438

spreadsheets

- functions of, 440
- overview, 95–98, 439
- sharing, 441
- uploading to Google Base, 261
- using on Web sites, 442–444

Google e-mail application (Gmail)

- accounts
 - lists, 41–43
 - managing, 35–36, 39–41
 - overview, 12, 37
 - permissions, 38–39
- importing from old accounts
 - bulk e-mail migration, 44
 - contacts, 47–49
 - Mail Fetcher, 44–47
- instant messaging, 49–53
- mobile version, 711
- overview, 12–13
- switching to
 - adjusting to new system, 33
 - complex migration, 32–33
 - device interaction, 36–37
 - loss of control, 32
 - managing accounts, 35–36
 - overview, 31–32
 - resistance to change, 34–35
 - training users, 33–34
- troubleshooting
 - login issues, 58
 - mail stuck in outbox, 59
 - not receiving some mail, 59
 - slow message downloads, 59
 - technical support, 59–60
- using with traditional e-mail apps
 - configuring IMAP access, 55–57
 - configuring POP3 access, 57
 - overview, 54–55

Google e-mail security (Postini)

- archiving messages, 633
- filtering messages, 632
- inbound services, 638–644
- installing, 633–636
- managing accounts, 636–637
- Message Center
 - managing accounts, 652–654
 - tabbing through e-mail, 651
- organization settings, 645–651
- outbound services, 644–645

- overview, 630
- spam, 631
- viruses, 631
- Google Gadget Editor, 685–689, 694
- Google Gadget option, Google Start Page Editor, 128
- Google Gadgets
 - creating gadgets
 - building blocks of, 682–684
 - Google Gadget Editor, 685–689
 - reasons for, 681–682
 - templates, 689–692
 - writing, 684
 - directory of gadgets, 665–668
 - finding gadgets, 481–482
 - Google Desktop
 - installing, 673–674
 - searching from, 674–676
 - using in sidebar, 676–678
 - iGoogle, 668–672
 - inserting gadgets, 485–488
 - making gadgets, 483–485
 - overview, 473–474
 - using gadgets
 - for fun, 478–480
 - overview, 474–476
 - for work, 477–478
 - viral gadgets, 678–679
- Google Gears
 - defined, 701–702
 - functions of, 703
 - installing, 698–699
 - overview, 697
 - using on mobile devices, 711
- Google Gmail
 - accounts
 - lists, 41–43
 - managing, 35–36, 39–41
 - overview, 12, 37
 - permissions, 38–39
 - importing from old accounts
 - bulk e-mail migration, 44
 - contacts, 47–49
 - Mail Fetcher, 44–47
 - instant messaging, 49–53
 - mobile version, 711
 - overview, 12–13
 - switching to
 - adjusting to new system, 33
 - complex migration, 32–33
 - device interaction, 36–37
 - loss of control, 32
 - managing accounts, 35–36
 - overview, 31–32
 - resistance to change, 34–35
 - training users, 33–34
 - troubleshooting
 - login issues, 58
 - mail stuck in outbox, 59
 - not receiving some mail, 59
 - slow message downloads, 59
 - technical support, 59–60
 - using with traditional e-mail apps
 - configuring IMAP access, 55–57
 - configuring POP3 access, 57
 - overview, 54–55
- Google Hacking Database, 163–164
- Google Maps
 - AdWords ads
 - coupons, 219
 - fine-tuning location, 218–219
 - overview, 216–217
 - Universal Search, 218
 - basics of
 - adding more information, 207–210
 - changing map view, 206
 - overview, 203–205
 - coupons on, 244
 - GOOG-411, 215
 - Google Coupons, 247
 - Google Street View, 214
 - Local Business Center
 - adding business to, 235–239
 - business categories, using for searches, 239
 - finishing listing, 242
 - photos and videos, using in, 240–241
 - promoting businesses with, 218–219
 - unique attributes, 242

Google Maps (*continued*)

maps

- adding items to, 230–234
- adding links to, 223–224
- creating, 219–223
- customer interaction with, 228–230
- embedding, 224–227
- maximizing effect of, 227–228
- point of view of customers, 223
- positioning, 227
- mobile version, 711
- promoting business on, 215
- starting searches, 210–214

Google Mobile App, 709–710

Google multimedia

- embedding, 458
- hosting, 455
- overview, 451–452
- Picasa Web Albums
 - creating slideshows, 458–462
 - inserting slideshows, 462–466
- overview, 452
- resolution, 456–457
- YouTube
 - creating videos, 466–470
 - embedding videos, 470–472
 - overview, 454–455

Google News

- gadget, 478
- mobile version, 712–713

Google Panoramio, 210

Google Photos, 712

Google Picasa

- creating slideshows, 458–462
- inserting slideshows, 462–466
- overview, 452

Google Postini

- archiving messages, 633
- filtering messages, 632
- inbound services, 638–644
- installing, 633–636
- managing accounts, 636–637
- Message Center
 - managing accounts, 652–654
 - tabbing through e-mail, 651
 - organization settings, 645–651

- outbound services, 644–645

- overview, 630

- spam, 631

- viruses, 631

Google Product Search

- adding products to, 270–274
- advanced search options, 268–270
- feeds
 - creating, 277–280
 - registering, 281–282
 - submitting, 281–282
 - tab-delimited text files, 279
 - XML files, 280

Google Base, 251, 253

managing products

- editing product listings, 274–275
- promoting products, 275–277
- removing product listings, 275
- overview, 267–268

Google Reader, 712

Google Search

- Advanced Search options, 144–147, 160
- advantages of, 156
- crawling the Web, 149
- Custom Search Engine
 - benefits of, 192–193
 - customizing, 196–199
 - overview, 191
 - trying out, 193–196
- disadvantages of, 156–158
- domain names, improving results
 - with, 286
- fine-tuning, 143
- Google Hacking Database, 163–164
- home page, customizing, 199–200
- how customers use, 165–167
- key search terms, 175
- mobile version, 711
- ranking pages, 150–154
- results of
 - general, 140–141
 - overview, 137–138
 - shopping results, 141–143
 - specific, 138–140
 - sponsored links, 141–143
- returning results, 154–156

- search engine optimization
 - business Web strategy, 177–179
 - tricks for, 181–190
 - Web site organization, 180
- searching for yourself
 - broadening search, 160–161
 - checking domain names, 161–163
 - overview, 158–160
- starting, 133–137
- strengths of, 167
- types of searches
 - by area, 172
 - combined, 173
 - by name, 168–171
 - outside of Google, 174
 - by region, 172
 - by type, 171–172
- Google Search button, Google Search, 135
- Google Search toolbar, Google Search, 136–137
- Google Sites
 - advantages and disadvantages of, 326–328
 - collaboration
 - editing pages, 106–107
 - inviting users to collaborate, 104–105
 - limiting access, 105–106
 - permission levels, 105
 - subscribing to page changes, 105–107
 - Colors and Fonts tab, 112–113
 - corporate look, 113–114
 - corporate start page
 - color scheme, customizing, 121–123
 - headers and footers, 124–126
 - managing content, 126–128
 - previewing, 128
 - editing sites
 - with Format menu, 378
 - horizontal rules, inserting, 380–383
 - HTML, 376–378
 - images, 391–405
 - links, 383–391
 - text options, 373–376
 - functions of, 328
 - Google Start Page Editor
 - Colors tab, 122–123
 - Content tab, 126–128
 - Header and Footer tab, 124–126
 - Publish tab, 128–129
 - Content tab, 126–128
 - Header and Footer tab, 124–126
 - Publish tab, 128–129
 - integrated view, 114
 - origin of, 325–326
 - overview, 16–18, 323
 - search-friendly sites
 - overview, 341
 - selecting search terms, 342–348
 - using keywords to create site maps, 349–357
 - searching
 - through all, 120
 - through single, 120
 - Site Elements tab, 109–112
 - sites
 - adding, 119
 - appearance of, 109–114, 332
 - attachments, adding, 118
 - colors, changing, 336–340, 368
 - comments, adding, 118
 - creating, 107–109, 329–332, 361–362
 - elements, changing, 333–335
 - fonts, changing, 336–339, 368
 - initial decisions, 359–361
 - initial pages, 362–366
 - managing collaboration, 368–371
 - navigation, changing, 366
 - pages, 114–118
 - sidebars, 118–119
 - themes, changing, 368
 - Themes tab, 113
 - uses for
 - company Web pages, 102
 - employee profiles, 102
 - individual Web pages, 102
 - intranets, 102
 - overview, 101
 - project homepages, 103–104
 - Web 2.0, 324–325
 - Google SMS, 711
 - Google Start Page Editor
 - Colors tab, 122–123
 - Content tab, 126–128
 - Header and Footer tab, 124–126
 - Publish tab, 128–129

- Google Talk
 - IM services, 50–53
 - mobile version, 712
 - overview, 19–20
 - using for business meetings, 81
- Google technical support
 - Gmail, 59–60
 - Google Apps
 - from peers, 28–29
 - premium assistance, 29
 - Google Toolbar, 153–154, 187
 - Google Web Security, 658–660
 - Google YouTube
 - creating videos, 466–470
 - embedding videos, 470–472
 - mobile version, 711
 - overview, 454–455
 - using videos in business listings, 241
 - GoogleGram gadget, 690
 - .gov extension, 289
 - graphical navigation bar, Apple Web site, 303
 - graphics
 - background, 112, 337–339
 - borrowed, 405
 - compression, 396, 401–403
 - downloading
 - compressed, 402
 - uncompressed, 396
 - “foreign”, 405
 - format of, 397–398
 - formatting, 392
 - in Google Maps, 210, 217
 - Graphics Interchange Format, 397–398, 401
 - headers and footers, adding to, 124–125
 - inserting, 403–404
 - overview, 391–392
 - Portable Network Graphics, 397–398
 - presentations, inserting in, 93
 - resizing, 399–400
 - size of, 392–397
 - Web-based, 404–405
 - Graphics Interchange Format (GIF) images, 397–398, 401

H

- <H1> and </H1> (header tags), 181–183
- Header and Footer tab, Google Start Page Editor, 124–126
- Header section, Google Sites, 334
- header tags (<H1> and </H1>), 181–183
- headers
 - adding images to, 124
 - adding links to, 124–126
 - adding text to, 126
 - overview, 26, 185
- heading options, Google Sites, 378
- Height field, Google Product Search, 278
- Help link, Google Apps, 28
- hexadecimal colors, 340
- Hierarchy view, Google Sites, 365
- home page
 - BATCS Web site, 353
 - color scheme, 121–123
 - customizing, 18–19, 199–200
 - decorating, 25–27
 - directing traffic to, 183–185
 - example of, 361
 - Google Chrome, 699–700
 - Google Sites, 118
 - headers and footers
 - adding images to, 124
 - adding links to, 124–126
 - adding text to, 126
 - managing content, 126–128
 - organization of, 180
 - overview, 351
 - personalized, 18–19
 - previewing, 128
- Homepage option, Google Search, 199
- homonyms, 288
- horizontal rules, 380–383
- hosting
 - multimedia, 455
 - Web, 10
- Hours of Operation section, Google Maps
 - Local Business Center, 239
- Housing category, Google Base, 254

HTML (Hypertext Markup Language), 376–378, 381, 683

HTML button, Google Calendar, 74

human resources information, 102

hypertext links

- Add a Tab, iGoogle, 672
- Admin Help Forum, Google Apps, 28
- All Products By, Google Product Search, 277
- blogs, 180
- broken, 386
- Choose from contacts, Google Sites, 370
- Data Feed, Google Base, 263–264
- Date, Usage Rights, Numeric Range, and More, Google Advanced Search, 145, 160
- Delete Tab, iGoogle, 672
- Edit This Tab, iGoogle, 671
- focus on, 157
- Get Directions, Google Maps, 213, 228
- Google Search, 186–189
- headers and footers, adding to, 124–126
- Help, Google Apps, 28
- From Here, Google Maps, 228
- To Here, Google Maps, 228
- internal, 153, 387–391
- Link to This Page, Google Maps, 245
- Manage This Domain, Google Apps, 37
- maps, adding to, 223–224
- multiple, 227
- My Sites, Google Sites, 120
- overuse of keywords, 186
- overview, 383–387
- PageRank, 153
- within pages, 387–391
- permalinks, 386
- Post a Single Item, Google Product Search, 270–271
- Products, Google Base, 251–252
- Remove This, Google Product Search, 271
- Search Nearby, Google Maps, 229
- Send, Google Maps, 228
- Send to Friend, Google Maps, 245
- Services, Google Base, 252
- Share This Tab, iGoogle, 672

- Show Search Options, Google Docs, 86
- sponsored, 141–143, 155
- testing, 386–387
- text, 182
- Upload File
 - Google Base, 265
 - Google Product Search, 282
- View All Searchable Items, Google Product Search, 276
- View Larger Map, Google Maps, 228
- Hypertext Markup Language (HTML), 376–378, 381, 683
- hyphens, domain name, 287–288

I

- ICAL button, Calendar Details tab, Google Calendar, 74
- iCal format, 68
- ICANN (Internet Corporation for Assigned Names and Numbers), 309, 315
- icons
 - Google Maps, 221
 - used in book, 4
- ID field, Google Product Search, 277
- iframes, 227
- iGoogle
 - Google Gadgets, 666
 - mobile version, 713
 - overview, 668–672
- IM (instant messaging)
 - Gmail, 49–53
 - Google Talk
 - mobile version, 712
 - overview, 19–20, 50–53
 - using for business meetings, 81
 - overview, 48
 - security
 - choice of words, 661
 - identifying risks, 660–662
 - overview, 661–662
- I'm Feeling Lucky button, Google Search, 135
- Image_link field, Google Product Search, 278

- images
 - background, 112, 337–339
 - borrowed, 405
 - compression, 396, 401–403
 - downloading
 - compressed, 402
 - uncompressed, 396
 - “foreign”, 405
 - format of, 397–398
 - formatting, 392
 - in Google Maps, 210, 217
 - Graphics Interchange Format, 397–398, 401
 - headers and footers, adding to, 124–125
 - inserting, 403–404
 - overview, 391–392
 - Portable Network Graphics, 397–398
 - presentations, inserting in, 93
 - resizing, 399–400
 - size of, 392–397
 - Web-based, 404–405
 - IMAP (Internet Message Access Protocol)
 - configuring access in Gmail, 55–57
 - overview, 54–55
 - Import calendar option, Google Calendar, 68–69
 - importing
 - calendars into Google Calendar, 68–69
 - messages and contacts into Gmail
 - bulk e-mail migration, 44
 - contacts, 47–49
 - Mail Fetcher, 44–47
 - Impr. column, Google Product Search, 273
 - Inactive items control, Google Product Search, 273
 - incognito mode, Google Chrome, 700–701
 - Indent buttons, Google Sites, 376
 - Insert Hyperlink dialog box, Microsoft Word, 357
 - Insert table of contents dialog box, Google Sites, 389–390
 - installing
 - Google Chrome, 698
 - Google Desktop, 673–674
 - Google Gears, 698–699
 - Picasa, 459
 - Postini, 633–636
 - instant messaging (IM)
 - Gmail, 49–53
 - Google Talk
 - mobile version, 712
 - overview, 19–20, 50–53
 - using for business meetings, 81
 - overview, 48
 - security
 - choice of words, 661
 - identifying risks, 660–662
 - overview, 661–662
 - Instant Search box, Google Search, 136–137
 - “instead of” names, 321–322
 - intelligent search options, GoDaddy, 311
 - internal links, 153, 387–391
 - International Domain Names tab, GoDaddy, 313
 - Internet Corporation for Assigned Names and Numbers (ICANN), 309, 315
 - Internet Message Access Protocol (IMAP)
 - configuring access in Gmail, 55–57
 - overview, 54–55
 - Internet Protocol address (IP address), 287
 - intranets, 102, 328
 - invitations, Google Sites, 117, 370–371
 - Invite These People button, Google Sites, 370
 - IP address (Internet Protocol address), 287
 - iPhones. *See* cellular phones
 - ISBN field, Google Product Search, 278
 - Italic button, Google Sites, 376
-
- ## J
-
- JavaScript, 683
 - Jobs category, Google Base, 254
 - Joint Photographic Experts Group (JPEG)
 - format, 396–398, 401–402
 - JotSpot, 325–326
 - JPEG (Joint Photographic Experts Group)
 - format, 396–398, 401–402
 - justification buttons, Google Sites, 376

K

keyword-extension combination, 311–312

keywords

- choosing for AdWords ads, 535–538
- distributing on site, 347–348
- identifying, 175
- locations as, 294, 342, 344
- names as
 - business, 190, 294, 342, 344, 359
 - owner, 294, 369
 - personal, 342, 344
 - principal, 190, 342, 344–345
 - product, 190, 294, 342, 344
 - service, 190, 342, 344
- searching Google Gadgets directory
 - by, 667
- tags, 181
- using to create site map
 - BATCS, 353–354
 - creating draft of site, 354–357
 - overview, 349–352

kiting, domain name, 308–309

L

languages

- Google Custom Search Engine, 197
- Google Search, 143

laptop computers

- Gmail, 36
- running Google Apps on, 10
- security, 611–613

lawsuits, 295–296, 305

layout

- Google Coupons, 246
- integrating maps into Web site, 227

legacy APIs, 694

Length field, Google Product Search, 278

Line tool, Google Maps, 231–233

lines, adding to maps, 232–233

Link button, Google Sites, 376

Link field, Google Product Search, 278

link networks, 189

Link to This Page link, Google Maps, 245

links

- Add a Tab, iGoogle, 672
- Admin Help Forum, Google Apps, 28
- All Products By, Google Product Search, 277
- blogs, 180
- broken, 386
- Choose from contacts, Google Sites, 370
- Data Feed, Google Base, 263–264
- Date, Usage Rights, Numeric Range, and More, Google Advanced Search, 145, 160
- Delete Tab, iGoogle, 672
- Edit This Tab, iGoogle, 671
- focus on, 157
- Get Directions, Google Maps, 213, 228
- Google Search, 186–189
- headers and footers, adding to, 124–126
- Help, Google Apps, 28
- From Here, Google Maps, 228
- To Here, Google Maps, 228
- internal, 153, 387–391
- Link to This Page, Google Maps, 245
- Manage This Domain, Google Apps, 37
- maps, adding to, 223–224
- multiple, 227
- My Sites, Google Sites, 120
- overuse of keywords, 186
- overview, 383–387
- PageRank, 153
- within pages, 387–391
- permalinks, 386
- Post a Single Item, Google Product Search, 270–271
- Products, Google Base, 251–252
- Remove This, Google Product Search, 271
- Search Nearby, Google Maps, 229
- Send, Google Maps, 228
- Send to Friend, Google Maps, 245
- Services, Google Base, 252
- Share This Tab, iGoogle, 672
- Show Search Options, Google Docs, 86

links (*continued*)

sponsored, 141–143, 155

testing, 386–387

text, 182

Upload File

Google Base, 265

Google Product Search, 282

View All Searchable Items, Google

Product Search, 276

View Larger Map, Google Maps, 228

Links page, 180

List page, Google Sites, 115–116, 118, 364

List view, Google Sites, 365–366

lists

e-mail

creating, 42

deleting, 43

editing, 43

overview, 41–42

in HTML, 374

live presentations, 94

Local Business Center, Google Maps

adding business to, 235–239

business categories, using for
searches, 239

finishing listing, 242

photos and videos using in, 240–241

promoting businesses with, 218–219

unique attributes, 242

local focus, Google Search, 157, 172

locations

as keywords, 294, 342, 344

targeting, 538–540, 600–603

logos, 368

maps. *See also* maps, site

adding items to

lines, 232–233

multiple locations, 231

overview, 230–231

points of interest, 231–232

shapes, 232–233

showing Street View, 233–234

adding links to, 223–224

creating, 219–223

customer interaction with, 228–230

embedding, 224–227

maximizing effect of, 227–228

point of view of customers, 223

positioning, 227

maps, site

overview, 182

planning permissions, 106

using keywords to create

BATCS, 353–354

creating draft of site, 354–357

overview, 349–352

views, 365

Maps application

AdWords ads

coupons, 219

fine-tuning location, 218–219

overview, 216–217

Universal Search, 218

basics of

adding more information, 207–210

changing map view, 206

overview, 203–205

coupons on, 244

GOOG-411, 215

Google Coupons, 247

Google Street View, 214

Local Business Center

adding business to, 235–239

finishing listing, 242

promoting businesses with, 218–219

unique attributes, 242

using business categories for

searches, 239

using photos and videos in, 240–241

M

Mail application, Apple, 54

Mail Fetcher feature, Gmail, 44–47

mailboxes, Gmail, 39

Manage This Domain link, Google

Apps, 37

Map button, Google Maps, 226

map controls, Google Maps, 228

- maps
 - adding items to, 230–234
 - adding links to, 223–224
 - creating, 219–223
 - customer interaction with, 228–230
 - embedding, 224–227
 - maximizing effect of, 227–228
 - point of view of customers, 223
 - positioning, 227
 - mobile version, 711
 - promoting business on, 215
 - starting searches, 210–214
- marketing search phrases, 175. *See also*
 - advertising; e-commerce
- Mature Content check box, Google Sites, 330
- media. *See* multimedia
- meetings, online, 81
- menu option, Google Desktop, 677
- Message Center, Postini
 - managing accounts, 652–654
 - tabbing through e-mail, 651
- Microsoft Excel, 261–262, 277, 279
- Microsoft Outlook, 54, 76
- Microsoft Paint, 399, 402
- Microsoft Windows Notepad, 280
- Microsoft Word, 354–356
- migration tools, Gmail, 32
- .mobi extension, 290, 314
- mobile applications
 - Blogger, 712
 - Calendar, 712
 - Docs, 713
 - Gmail, 711
 - GOOG-411, 713
 - iGoogle, 713
 - Maps, 711
 - News, 712–713
 - overview, 709–710
 - Photos, 712
 - Reader, 712
 - Search, 711
 - SMS, 711
 - Talk, 712
 - YouTube, 711
- mobile devices
 - .mobi extension, 290, 314
 - accessing Google via, 705–708
 - Gmail, 36
 - Google Calendar
 - notifications, 70
 - syncing calendars with Blackberries, 77
 - Google Gears, 711
 - Google Maps, 215
 - Google Mobile App, 708–713
 - Google Talk, 51, 53
 - overview, 705–708
 - running Google Apps on, 10–11
- Model_number field, Google Product Search, 278
- More button, Google Maps, 209
- More options area, GoDaddy, 313
- Move option, Google Sites, 117
- MPN field, Google Product Search, 278
- multimedia
 - embedding, 458
 - hosting, 455
 - overview, 451–452
 - Picasa Web Albums
 - creating slideshows, 458–462
 - inserting slideshows, 462–466
 - overview, 452
 - resolution, 456–457
 - YouTube
 - creating videos, 466–470
 - embedding videos, 470–472
 - overview, 454–455
- My Calendars section, Google Calendar, 65
- My Items tab, Google Product Search, 273–274, 281–282
- My Maps, Google Maps, 213
- My recent changes item, Google Sites, 119
- My Search Engines page, Google Search, 198–200
- My Sites link, Google Sites, 120

N

Nameboy Web site, 295

names

- domain
 - checking for available, 161–163, 310–314
 - creating, 20–22
 - establishing, 22–23
 - for existing companies, 285–296
 - extensions, 289–291, 311, 314, 317
 - GoDaddy, 314–316
 - importance of, 175
 - key words for searches in, 181
 - for new companies, 297–305
 - purchasing, 316, 321–322
 - registering privately, 318–320
 - specialized, 197
 - unavailable, 307–309
- as keywords
 - business, 190, 294, 342, 344, 359
 - owner, 294, 369
 - personal, 342, 344
 - principal, 190, 342, 344–345
 - product, 190, 294, 342, 344
 - service, 190, 342, 344
- navigation, site, 352, 366–368
- Navigation item, Google Sites, 119
- Navigation pane, Google Sites, 327
- Navigation sidebar, Google Sites, 111, 334–335
- .net extension, 289–290
- networks
 - link, 189
 - social, 693–696
- New command, drop-down menu, Google Gadgets, 686
- New Document pane, Microsoft Word, 355
- News application
 - gadget, 478
 - mobile version, 712–713
- nicknames, 40
- Nielsen, Jakob, 360
- Normal paragraph text option, Google Sites, 379

- Notepad application, 280
- notifications
 - Google Calendar, 69–70
 - Google Sites, 106–107
 - Google Talk, 53
- Notifications options, Google Talk, 53
- Numbered list button, Google Sites, 376
- numbers, phone
 - adding to Google Maps Local Business Center, 237
 - Google Maps, 215

O

- online chat applications
 - Gmail, 49–53
 - Google Talk
 - mobile version, 712
 - overview, 19–20, 50–53
 - using for business meetings, 81
 - overview, 48
 - security
 - choice of words, 661
 - identifying risks, 660–662
 - overview, 661–662
- online shopping
 - e-commerce
 - BATCS example, 496–498
 - number of potential buyers, 493–494
 - overview, 490–493
 - sales funnel example, 494–496
 - Google Checkout
 - features of, 498–500
 - Google Coupons, 247–248
 - overview, 489
 - signing up, 500–507
 - search methods, 166–167
- online storage
 - amount of, 18
 - Gmail, 13, 32
 - Google Sites, 327
 - security, 9
- Open command, Google Gadget, 686
- Open From URL command, Google Gadget, 686

OpenSocial API
 doing it yourself, 694–696
 overview, 693–694
 where apps work, 694
 optimization, Web site, 167
 Order page, BATCS Web site, 353
 .org extension, 289
 organizations, searches for, 160
 Other tab, Google Desktop, 676
 Outlook application, 54, 76
 owners
 document, 82
 inviting to share pages, 117
 names as keywords, 369

p

P3P policy files, 394–395
 Page font option, Google Sites, 337–338
 Page settings option, Google Sites, 117
 page types, Google Sites, 115–116, 364
 Page views column, Google Product Search, 273
 PageRank, 152–153
 pages, Web. *See also* Web sites
 adding, 114–116
 deleting, 117
 editing, 106–107, 117
 organizing, 117–118
 personal employee, 103, 380
 ranking, 150–154
 sharing, 117–118
 paid search listings, 138
 Paint application, 399, 402
 Panoramio service, 210
 parked domains, 21, 308
 Parsons, Bob, 308–309
 passwords
 Gmail
 changing, 37–39
 resetting, 58
 GoDaddy, 315
 Google Apps, 28
 Google Hacking Database, 163–164
 securing, 613–614
 pay for placement, 549
 Payment Options, Google Maps Local Business Center, 239
 Payment_accepted field, Google Product Search, 278
 Payment_notes field, Google Product Search, 278
 payments, Google Checkout, 247–248
 pay-per-click, 549
 PDF format, 94
 People page
 BATCS Web site, 353
 overview, 351
 Performance control, Google Product Search, 273
 permalinks, 386
 permissions
 Gmail, 38
 Google Maps, 222–223
 Google Sites, 105, 109, 117–118
 personal employee pages, 103, 380
 Personal List gadget, 690
 personal names, 342, 344
 Personals category, Google Base, 254
 phishing, 626
 phone numbers
 adding to Google Maps Local Business Center, 237
 Google Maps, 215
 phones, mobile
 .mobi extension, 290, 314
 accessing Google via, 705–708
 Gmail, 36
 Google Calendar
 notifications, 70
 syncing calendars with Blackberries, 77
 Google Gears, 711
 Google Maps, 215
 Google Mobile App, 708–713
 Google Talk, 51, 53
 overview, 705–708
 running Google Apps on, 10–11
 photos. *See also* images
 on blogs, 392–393
 downsizing, 394–396
 Framed Photo gadget, 690

- photos (*continued*)
 - using in Google Maps Local Business Center, 240–241
 - using in Local Business Center listings, 240–241
- Photos application, 712
- Photos check box, Google Maps, 210
- Picasa Web Albums
 - creating slideshows, 458–462
 - inserting slideshows, 462–466
 - overview, 451–452
- PIN, GoDaddy, 315
- plans, data, 708
- PNG (Portable Network Graphics) images, 397–398
- Pointer tool, Google Maps, 231–232
- points of interest, Google Maps, 231–232
- policies, security. *See also* security
 - enforcing, 620–621
 - overview, 617
 - parts of, 619–620
 - reasons for, 618
 - updating, 621
- POP3 (post office protocol, version 3)
 - configuring access in Gmail, 57
 - overview, 54–55
- pornography, child, 305
- Portable Network Graphics (PNG) images, 397–398
- positioning maps, 227
- Post a Single Item link, Google Product Search, 270–271
- post office protocol, version 3 (POP3)
 - configuring access in Gmail, 57
 - overview, 54–55
- Postini
 - archiving messages, 633
 - filtering messages, 632
 - inbound services, 638–644
 - installing, 633–636
 - managing accounts, 636–637
- Message Center
 - managing accounts, 652–654
 - tabbing through e-mail, 651
 - organization settings, 645–651
 - outbound services, 644–645
 - overview, 630
 - spam, 631
 - viruses, 631
- PPT format, 94
- Premiere Edition, Google Apps, 7, 17–18, 23–25
- Premium Domain Names tab, GoDaddy, 313
- presentations
 - arranging, 93–94
 - functions of, 432
 - overview, 15, 431–432
- Picasa
 - creating, 458–462
 - inserting, 462–466
 - overview, 451–452
 - sharing, 434
 - slides, adding, 91–93
 - using on Web sites, 436–438
- Press page, 180
- Preview button, Google Product Search, 272
- Preview page as viewer option, Google Sites, 117
- Preview tab, Google Gadgets, 685–686
- previewing start pages, 128
- Previously Searched Domains tab, GoDaddy, 313
- Price field, Google Product Search, 271, 278
- Price Type field, Google Product Search, 271, 278
- prices, domain name, 286–287, 291
- principals, names of, 190, 342, 344–345
- Print Map command, Google Maps, 228
- Print option, Google Sites, 117
- printable coupons, 245–247
- private domain name registrars, 305, 318–321
- product listings
 - adding to Google Base, 258
 - editing, 274–275
 - finishing, 242
 - removing, 275

product names, 190, 294, 342, 344
 product pages, directing traffic to, 183–185
 Product Search service
 adding products to, 270–274
 advanced search options, 268–270
 feeds
 creating, 277–280
 registering, 281–282
 submitting, 281–282
 tab-delimited text files, 279
 XML files, 280
 Google Base, 251, 253
 managing products
 editing product listings, 274–275
 promoting products, 275–277
 removing product listings, 275
 overview, 267–268
 Product Type field, Google Product Search, 271, 278
 Products area, Web site
 BATCS Web site, 353
 overview, 179–180, 351
 Products category, Google Base, 254
 Products link, Google Base, 251–252
 professional organizations, 160
 project homepages, 103–104
 public calendars, 67
 Publish button, Google Product Search, 272–273
 Publish command, Google Gadgets, 687
 Publish Drafts button, Google Product Search, 274
 Publish tab, Google Start Page Editor, 128–129
 purchasing, online
 coupons
 deciding to use, 243
 finding coupons, 244
 Google Checkout, 247–248
 Google Maps, 219, 247
 printable coupons, 245–247

e-commerce
 BATCS example, 496–498
 number of potential buyers, 493–494
 overview, 490–493
 sales funnel example, 494–496
 Google Checkout
 features of, 498–500
 Google Coupons, 247–248
 overview, 489
 signing up, 500–507
 search methods, 166–167
 pure play Web business, 298
 Put Page at Top Level radio button, Create new page screen, Google Sites, 364

Q

Quantity field, Google Product Search, 271, 278
 questions, posting, 29
 Quick Chat feature, Gmail, 50
 Quick Search box, Google Desktop, 675

R

ranking pages, 150–154
 Reader application, 712
 really simple syndication (RSS) feeds
 Google Calendar, 73–75
 Google Maps, 229–230
 Recent site Activity item, Google Sites, 111, 119, 335, 366
 Recipes category, Google Base, 255
 recurring appointments, Google Calendar, 62–63
 Redo button, Google Sites, 375
 registrars, domain name
 banned domain names, 305
 GoDaddy
 checking for available domain names, 310–313

- registrars, domain name, GoDaddy (*continued*)
 - overview, 22
 - purchasing domain names, 316–318
 - registering domain names, 314–316, 318–321
 - overview, 8
 - registration
 - data feed, 264, 281–282
 - domain name, 293, 314–316, 318–320
 - reliability of Google, 32
 - reminders, Google Calendar, 69–70
 - Remove This link, Google Product Search, 271
 - removing
 - calendar events, 64–65
 - data feeds, 265
 - e-mail lists, 43
 - gadgets, 687
 - Google Search home page changes, 199
 - product listings from Google Product Search, 274–275
 - tabs in iGoogle, 672
 - text fields from Google Product Search, 275
 - Web pages, 117
 - Rename command, Google Gadgets, 687
 - repurposed content, 300
 - Resize and Skew dialog box, Microsoft Paint, 399–400
 - resizing images, 399–400
 - resolution, multimedia, 456
 - response breakdown, Google Docs, 99–100
 - Results Page, GoDaddy, 311–312
 - Results Per Page option, Google Search, 145
 - Revert to This One button, Google Docs, 87
 - Reviews category, Google Base, 255
 - Reviews option, Google Maps, 229
 - Revision History command, Google Docs, 87
 - revisions, page, 117
 - RSS (really simple syndication) feeds
 - Google Calendar, 73–75
 - Google Maps, 229–230
-
- ## S
-
- SafeSearch filtering, 143, 269
 - SafeSearch menu, Google Mobile App, 709
 - sales
 - adding e-commerce to Web sites, 596–598
 - BATCS example, 496–498
 - coupons
 - deciding to use, 243
 - finding coupons, 244
 - Google Checkout, 247–248
 - Google Maps, 219, 247
 - printable coupons, 245–247
 - Google Checkout
 - features of, 498–500
 - Google Coupons, 247–248
 - overview, 489
 - signing up, 500–507
 - number of potential buyers, 493–494
 - overview, 490–493
 - sales funnel example, 494–496
 - sample strategy, 178–179
 - Shopping.com, 490
 - Sat button, Google Maps, 226
 - Satellite view, Google Maps, 206, 226
 - Save As command, Google Gadgets, 686
 - Save As dialog box
 - Microsoft Paint, 403
 - Microsoft Word, 355–356
 - Save Chat function, Google Talk, 52
 - Save command, Google Gadgets, 686
 - Save Draft button, Google Product Search, 272
 - Save This Search option, Google Docs, 86
 - schedules, Google Calendar, 13–14
 - Screen Rotation menu, Settings screen, Google Mobile App, 710
 - screen size, Google Docs, 421

- Search, Google Product. *See also* Search service
 - adding products to, 270–274
 - advanced search options, 268–270
 - feeds
 - creating, 277–280
 - registering, 281–282
 - submitting, 281–282
 - tab-delimited text files, 279
 - XML files, 280
 - Google Base, 251, 253
 - managing products
 - editing product listings, 274–275
 - promoting products, 275–277
 - removing product listings, 275
 - overview, 267–268
 - search box, Google Maps, 203
- Search Engine Description prompt, Google Custom Search Engine, 197
- Search Engine Name prompt, Google Custom Search Engine, 196
- search engine optimization (SEO)
 - business Web strategy, 177–179
 - downside of, 137, 165–166
 - overview, 286
 - tricks for
 - creating Web site content, 186
 - directing traffic, 183–185
 - getting links, 186–189
 - overview, 181–183
 - specializing first, 189–190
 - stuffing search terms into Web site, 185
 - Web site organization, 180
- search engines, custom
 - benefits of, 192–193
 - customizing, 196–199
 - overview, 191
 - trying out, 193–196
- Search function, Google Docs, 85–86
- Search icon, Google Mobile App, 709
- Search Nearby link, Google Maps, 229
- Search options, Google Desktop, 674
- search preferences page, Google Search, 143
- Search service. *See also* Search, Google Product; search terms; search-friendly sites
 - Advanced Search options, 144–147, 160
 - advantages of, 156
 - crawling the Web, 149
 - Custom Search Engine
 - benefits of, 192–193
 - customizing, 196–199
 - overview, 191
 - trying out, 193–196
 - disadvantages of, 156–158
 - domain names, improving results with, 286
 - fine-tuning, 143
 - Google Hacking Database, 163–164
 - home page, customizing, 199–200
 - how customers use, 165–167
 - key search terms, 175
 - mobile version, 711
 - ranking pages, 150–154
 - results of
 - general, 140–141
 - overview, 137–138
 - shopping results, 141–143
 - specific, 138–140
 - sponsored links, 141–143
 - returning results, 154–156
 - search engine optimization
 - business Web strategy, 177–179
 - tricks for, 181–190
 - Web site organization, 180
 - searching for yourself
 - broadening search, 160–161
 - checking domain names, 161–163
 - overview, 158–160
 - starting, 133–137
 - strengths of, 167
 - types of searches
 - by area, 172
 - combined, 173
 - by name, 168–171
 - outside of Google, 174
 - by region, 172
 - by type, 171–172

- Search Services button, Google Base, 252–253
- Search term entry area, Google Search, 134
- search terms
 - choosing for AdWords ads, 535–538
 - distributing on site, 347–348
 - identifying, 175
 - locations as, 294, 342, 344
 - names as
 - business, 190, 294, 342, 344, 359
 - owner, 294, 369
 - personal, 342, 344
 - principal, 190, 342, 344–345
 - product, 190, 294, 342, 344
 - service, 190, 342, 344
 - searching Google Gadgets directory by keyword, 667
 - tags, 181
 - using to create site map
 - BATCS, 353–354
 - creating draft of site, 354–357
 - overview, 349–352
- Search Terms Worksheet, Google Sites, 343
- Search the Web button, Google Search, 135
- Searchable Items menu, Google Mobile App, 709
- searches, Google Base, 249–253. *See also* Search, Google Product; Search service
- search-friendly sites
 - overview, 341
 - selecting search terms
 - for BATCS, 344–345
 - competitive surfing, 345–347
 - distributing keywords on site, 347–348
 - overview, 342–343
 - using keywords to create site maps
 - BATCS, 353–354
 - creating draft of site, 354–357
 - overview, 349–352
- Search-in-my-Country option, Google Search, 167–168
- security
 - awareness of, 610–611
 - computer, 611–613
 - document backups, 80
 - domain name registration, 318–319
 - e-mail, overview, 623–630
 - e-mail, with Postini
 - archiving messages, 633
 - filtering messages, 632
 - inbound services, 638–644
 - installing, 633–636
 - managing accounts, 636–637
 - Message Center, 651–654
 - organization settings, 645–651
 - outbound services, 644–645
 - overview, 630
 - spam, 631
 - viruses, 631
 - employees, checking out, 617
 - Google Calendar, 14
 - Google Chrome, 700, 703
 - Google Hacking Database, 163–164
 - instant messaging
 - choice of words, 661
 - identifying risks, 660–662
 - overview, 661–662
 - intranet information, 102
 - online storage, 9
 - overview, 609–610
 - passwords
 - Gmail, 37–39, 58
 - GoDaddy, 315
 - Google Apps, 28
 - Google Hacking Database, 163–164
 - securing, 613–614
 - policies
 - enforcing, 620–621
 - overview, 617
 - parts of, 619–620
 - reasons for, 618
 - updating, 621

- testing, 615–617
- threats, 614–615
- Web
 - choosing providers, 657–658
 - focusing on, 656–657
 - Google Web Security, 658–660
 - identifying risks, 655–656
- security code, Google Sites, 331
- Select Page to Add dialog box, Google Sites, 367
- selling, online
 - adding e-commerce to Web sites, 596–598
 - BATCS example, 496–498
 - coupons
 - deciding to use, 243
 - finding coupons, 244
 - Google Checkout, 247–248
 - Google Maps, 219, 247
 - printable coupons, 245–247
 - Google Checkout
 - features of, 498–500
 - Google Coupons, 247–248
 - overview, 489
 - signing up, 500–507
 - number of potential buyers, 493–494
 - overview, 490–493
 - sales funnel example, 494–496
 - sample strategy, 178–179
 - Shopping.com, 490
- Send link, Google Maps, 228
- Send to Friend link, Google Maps, 245
- SEO (search engine optimization)
 - business Web strategy, 177–179
 - downside of, 137, 165–166
 - overview, 286
 - tricks for
 - creating Web site content, 186
 - directing traffic, 183–185
 - getting links, 186–189
 - overview, 181–183
 - specializing first, 189–190
 - stuffing search terms into Web site, 185
- Web site organization, 180
- server, e-mail, 624–626
- services, online
 - as keywords, 190, 342, 344
 - related, 160
- Services area, Web site
 - BATCS, 353
 - overview, 180, 351
 - Silver Strand PC Services, 361
- Services link, Google Base, 252
- Settings screen, Google Mobile App, 709
- Settings tab
 - Google Base, 259–260
 - Google Product Search, 281
- Shape tool, Google Maps, 231–233
- shapes
 - adding to maps, 232–233
 - in slide presentations, 93
- Share This Document screen, Google Docs, 89
- Share This Tab link, iGoogle, 672
- Share with radio buttons, Google Sites, 330
- sharing
 - calendars
 - collaborators, adding, 70–72
 - embedding, 75–76
 - RSS feeds, adding, 73–75
 - scheduling resources, 72–73
 - documents, 81–82
 - forms, 449–450
 - presentations, 434
 - spreadsheets, 441
 - Web pages, 117–118
- Sharing page, Google Sites, 369–370
- Shipping field, Google Product Search, 279
- shopping, online
 - coupons
 - deciding to use, 243
 - finding coupons, 244
 - Google Checkout, 247–248
 - Google Maps, 219, 247
 - printable coupons, 245–247

- shopping, online (*continued*)
 - e-commerce
 - BATCS example, 496–498
 - number of potential buyers, 493–494
 - overview, 490–493
 - sales funnel example, 494–496
 - Google Checkout
 - features of, 498–500
 - Google Coupons, 247–248
 - overview, 489
 - signing up, 500–507
 - search methods, 166–167
- shopping results, Google Search, 141–143
- Show Analysis button, Google Docs, 99–100
- Show Search Options link, Google Docs, 86
- Sidebar Font option, Google Sites, 112, 337
- Sidebar option, Google Desktop, 677
- Sidebar section, Google Sites, 334–335
- sidebars
 - customizing, 118–119
 - Google Desktop, 673–674
 - using Google Gadgets in, 676–678
 - width of, 368
- Sigma icon, Google Docs, 96
- signing up for Google Apps, 23–25
- Similar Pages option, Google Search, 146
- Single File Web Page option, Microsoft Word, 355–356
- Site Description field, Google Sites, 330
- site designers, 183
- Site Elements tab, Google Sites, 109–112, 333–336
- Site Link Color option, Google Sites, 112
- site maps
 - overview, 182
 - planning permissions, 106
 - using keywords to create
 - BATCS, 353–354
 - creating draft of site, 354–357
 - overview, 349–352
 - views, 365
- site navigation, 352, 366–368
- site sharing settings, Google Sites, 117–118
- Site theme section, Google Sites, 330–331
- Sitemap option, Google Sites, 117
- sites, Web. *See also* site maps
 - 123reg, 162
 - above the fold area, 391
 - adding other, 119
 - Amazon.com
 - home page keywords, 184
 - strategy of, 178
 - strength of domain name, 299
 - Apple, 302–303
 - Ask Dave Taylor!, 200
 - attachments, adding, 118
 - BATCS
 - background image, 339
 - e-commerce example, 496–498
 - Home page, 348–349
 - key words for searches, 186–187, 189–190
 - reviews on, 302–304
 - sales cycle case study, 568–569
 - search terms for, 344–345
 - site map case study, 353–354
 - comments, adding, 118
 - content
 - critical mass of, 179, 185
 - draft, 354
 - managing, 126–128
 - overview, 300–302
 - problem, 305
 - Copywrite.com, 296
 - creating, 107–109
 - database-driven, 328
 - design of, 302–304, 392, 592–598
 - domain names
 - checking for available, 161–163, 310–314
 - creating, 20–22
 - establishing, 22–23
 - for existing companies, 285–296
 - extensions, 289–291, 311, 314, 317
 - GoDaddy, 314–316
 - importance of, 175

- key words for searches in, 181
- for new companies, 297–305
- purchasing, 316, 321–322
- registering privately, 318–320
- specialized, 197
- unavailable, 307–309
- eBay, 298
- findability of in Google searches, 169
- GoDaddy
 - checking for available domain names, 310–313
 - overview, 22
 - purchasing domain names, 316–318
 - registering domain names, 314–316, 318–321
- Google Sites
 - adding sites, 119
 - advantages and disadvantages of, 326–328
 - appearance of, 109–114, 332
 - attachments, adding, 118
 - collaboration, 104–107, 368–371
 - colors, changing, 336–340, 368
 - Colors and Fonts tab, 112–113
 - comments, adding, 118
 - corporate look, 113–114
 - corporate start page, 121–128
 - creating, 107–109, 329–332, 361–362
 - elements, changing, 333–335
 - fonts, changing, 336–339, 368
 - Format menu, 378
 - functions of, 328
 - Google Start Page Editor, 122–129
 - horizontal rules, inserting, 380–383
 - HTML, 376–378
 - images, 391–405
 - initial decisions, 359–361
 - initial pages, 362–366
 - integrated view, 114
 - links, 383–391
 - navigation, changing, 366
 - origin of, 325–326
 - overview, 16–18, 323
 - pages, 114–118
 - search-friendly sites, 341–357
 - searching, 120
 - sidebars, 118–119
 - Site Elements tab, 109–112
 - text options, 373–376
 - themes, changing, 368
 - Themes tab, 113
 - uses for, 101–104
 - Web 2.0, 324–325
- intranet sites, 328
- Nameboy, 295
- optimization, 167
- pages
 - adding, 114–116
 - deleting, 117
 - editing, 106–107, 117
 - organizing, 117–118
 - personal employee, 103, 380
 - ranking, 150–154
 - sharing, 117–118
- Picasa
 - creating slideshows, 458–462
 - inserting slideshows, 462–466
 - overview, 451–452
- placement of Google Maps on, 227
- Products area, 179
- promoting products on, 276
- search-friendly
 - overview, 341
 - selecting search terms, 342–348
 - using keywords to create site maps, 349–357
- sidebars
 - customizing, 118–119
 - using Google Gadgets in, 676–678
 - width of, 368
- UK Centre for Learning & Performance Technologies, 327
- U.S. Department of Defense, 347–348
- U.S. Department of Health and Human Services' 2005 Conference on Aging, 352
- U.S. Fish and Wildlife Service Endangered Species, 350
- useit.com, 360

- sites, Web. (*continued*)
 - Wikipedia, 210, 325, 391
 - working with, 8
 - yell.com, 157
 - YouTube
 - creating videos, 466–470
 - embedding videos, 470–472
 - mobile version, 711
 - overview, 454–455
 - using videos in business listings, 241
 - Zanzara.com, 299–300
- Sites application
 - advantages and disadvantages of, 326–328
 - collaboration
 - editing pages, 106–107
 - inviting users to collaborate, 104–105
 - limiting access, 105–106
 - permission levels, 105
 - subscribing to page changes, 105–107
 - Colors and Fonts tab, 112–113
 - corporate look, 113–114
 - corporate start page
 - color scheme, customizing, 121–123
 - headers and footers, 124–126
 - managing content, 126–128
 - previewing, 128
 - editing sites
 - with Format menu, 378
 - horizontal rules, inserting, 380–383
 - HTML, 376–378
 - images, 391–405
 - links, 383–391
 - text options, 373–376
 - functions of, 328
 - Google Start Page Editor
 - Colors tab, 122–123
 - Content tab, 126–128
 - Header and Footer tab, 124–126
 - Publish tab, 128–129
 - integrated view, 114
 - origin of, 325–326
 - overview, 16–18, 323
 - search-friendly sites
 - overview, 341
 - selecting search terms, 342–348
 - using keywords to create site maps, 349–357
 - searching
 - through all, 120
 - through single, 120
 - Site Elements tab, 109–112
 - sites
 - adding, 119
 - appearance of, 109–114, 332
 - attachments, adding, 118
 - colors, changing, 336–340, 368
 - comments, adding, 118
 - creating, 107–109, 329–332, 361–362
 - elements, changing, 333–335
 - fonts, changing, 336–339, 368
 - initial decisions, 359–361
 - initial pages, 362–366
 - managing collaboration, 368–371
 - navigation, changing, 366
 - pages, 114–118
 - sidebars, 118–119
 - themes, changing, 368
 - Themes tab, 113
 - uses for
 - company Web pages, 102
 - employee profiles, 102
 - individual Web pages, 102
 - intranets, 102
 - overview, 101
 - project homepages, 103–104
 - Web 2.0, 324–325
- Sites to Search prompt, Google Custom Search Engine, 197
- size field, Google Product Search, 279
- slideshows
 - Google Docs presentations, 91–93
 - Picasa
 - creating, 458–462
 - inserting, 462–466
- smartphones
 - .mobi extension, 290, 314
 - accessing Google via, 705–708
 - Gmail, 36
 - Google Calendar
 - notifications, 70
 - syncing calendars with Blackberries, 77

- Google Gears, 711
- Google Maps, 215
- Google Mobile App, 708–713
- Google Talk, 51, 53
- overview, 705–708
- running Google Apps on, 10–11
- SmartSearch page, GoDaddy, 310–313
- SMS application, 711
- social media services, 276
- social networks, 693–696
- spam, 318–319, 627–630, 631
- specialization, 179, 298
- spectators, Google Sites, 104
- speculation, domain name, 308
- speed of Google, 156
- spiders, 149–150, 160–161, 163
- sponsored links, Google Search, 141–143, 155
- spreadsheets
 - creating
 - formulas, 96–97
 - starting, 95
 - viewing data, 97–98
 - functions of, 440
 - overview, 16, 439
 - sharing, 441
 - uploading to Google Base, 261
 - using on Web sites, 442–444
- Standard edition, Google Custom Search Engine, 197
- Standard package, Google Apps, 7, 17–18
- start page
 - BATCS Web site, 353
 - color scheme, 121–123
 - customizing, 18–19, 199–200
 - decorating, 25–27
 - directing traffic to, 183–185
 - example of, 361
 - Google Chrome, 699–700
 - Google Sites, 118
 - headers and footers
 - adding images to, 124
 - adding links to, 124–126
 - adding text to, 126
 - managing content, 126–128
 - organization of, 180
 - overview, 351
 - personalized, 18–19
 - previewing, 128
- Start Page Editor
 - Colors tab, 122–123
 - Content tab, 126–128
 - Header and Footer tab, 124–126
 - Publish tab, 128–129
- Start Screen menu, Google Mobile App, 709
- Static text, images, and links option, Google Sites, 128
- statistics option, Google Search, 199
- Stay Informed! area, GoDaddy, 316
- storage, online
 - amount of, 18
 - Gmail, 13, 32
 - Google Sites, 327
 - security, 9
- Street view, Google Maps, 207–208, 214, 233–234
- Strikethrough option, Google Sites, 379
- strong page approach, 347
- strong site approach, 347–348
- Subscribe button, Google Maps, 244
- Subscribe to page settings option, Google Sites, 117
- Subscribe to site changes option, Google Sites, 117
- subscribing
 - to calendars, 67–68
 - to coupons, 244
 - to Google Sites page changes, 105–107
- Subscript option, Google Sites, 379
- subsites, 351, 353
- SUM command, Google Docs, 96
- Superscript option, Google Sites, 379
- support, technical
 - cost of, 10
 - Gmail, 59–60
 - Google Apps
 - from peers, 28–29
 - premium assistance, 29
- Support area, Web site, 351, 353

syncing calendars
with Blackberries, 77
with Microsoft Outlook, 76

T

-
- tab-delimited text files
Google Base, 261–262
Google Product Search, 279, 282
- tabs
Active Items, Google Base, 259
Also Available, GoDaddy, 313
Apple Web site, 303
Calendar Details, Google Calendar, 74
Colors, Google Start Page Editor, 122–123
Colors and Fonts, Google Sites, 112–113, 336–339
Content, Google Start Page Editor, 126–128
Coupon, Google Maps Local Business Center, 246
Desktop Search, Google Desktop, 675
Display, Google Desktop, 675–676
drag-and-drop, Chrome, 700
Google Account Features, Google Desktop, 675
Header and Footer, Google Start Page Editor, 124–126
iGoogle, 670–672
International Domain Names, GoDaddy, 313
My Items, Google Product Search, 273–274, 281–282
Other, Google Desktop, 676
Premium Domain Names, GoDaddy, 313
Preview, Google Gadgets, 685–686
Previously Searched Domains, GoDaddy, 313
Publish, Google Start Page Editor, 128–129
Settings
Google Base, 259–260
Google Product Search, 281
Site Elements, Google Sites, 109–112, 333–336
Themes, Google Sites, 113
- tags
<ALT>, 182
bold, 183
header, 181–183
HTML, 381
page, 108, 120
search engine optimization, 181–183
<title>, 181
XML files, 280
- Talk application
IM services, 50–53
mobile version, 712
overview, 19–20
using for business meetings, 81
- tasting, domain name, 308–309
- Tax field, Google Product Search, 279
- Taylor, Dave, 200
- technical support
cost of, 10
Gmail, 59–60
Google Apps
from peers, 28–29
premium assistance, 29
- telephone numbers
adding to Google Maps Local Business Center, 237
Google Maps, 215
- telephones, mobile
.mobi extension, 290, 314
accessing Google via, 705–708
Gmail, 36
Google Calendar
notifications, 70
syncing calendars with Blackberries, 77
Google Gears, 711
Google Maps, 215
Google Mobile App, 708–713
Google Talk, 51, 53
overview, 705–708
running Google Apps on, 10–11
- templates, gadget, 689–690
- Ter button, Google Maps, 226
- terms, coupon, 247
- terms, search
choosing for AdWords ads, 535–538
distributing on site, 347–348

- identifying, 175
- locations as, 294, 342, 344
- names as
 - business, 190, 294, 342, 344, 359
 - owner, 294, 369
 - personal, 342, 344
 - principal, 190, 342, 344–345
 - product, 190, 294, 342, 344
 - service, 190, 342, 344
- searching Google Gadgets directory by keyword, 667
- tags, 181
- using to create site map
 - BATCS, 353–354
 - creating draft of site, 354–357
 - overview, 349–352
- Terms of Service
 - Google Custom Search Engine, 198
 - Google Product Search, 274
- Terrain view, Google Maps, 206–207
- testing
 - feeds, 265
 - links, 386–387
 - security, 615–617
 - split tests, 571–574
- text
 - adding to corporate start page headers and footers, 126
 - editing in Google Sites, 373–376
 - font options
 - Google Desktop, 678
 - Google Sites, 336–339, 368, 375
 - Text background color button, Google Sites, 376
 - Text Box option, Google Sites, 335–336
 - Text color button, Google Sites, 376
 - text files, 261, 277
 - text links, 182
 - text messaging, 706, 711–712
 - TextEdit application, 280
 - themes
 - Google Sites, 109, 330–331, 368
 - iGoogle, 670–671
 - slide presentation, 91–92
 - Themes tab, Google Sites, 113
 - title colors, Google Sites, 339
 - Title field, Google Product Search, 271, 277
 - <title> tag, 181
 - titles, Web page, 139, 185
 - TLD (top-level domain), 291
 - To Here link, Google Maps, 228
 - Toolbar, Google, 153–154, 187
 - top-level domain (TLD), 291
 - trade organizations, 160
 - trademarks
 - infringement, 295–296
 - protection, 322
 - traffic
 - importance of, 590–592
 - increasing, 605–606
 - Traffic view, Google Maps, 208–209
 - Travel Packages category, Google Base, 255
 - troubleshooting Gmail
 - login issues, 58
 - mail stuck in outbox, 59
 - not receiving some mail, 59
 - slow message downloads, 59
 - technical support, 59–60
 - .tv extension, 290

U

- UK Centre for Learning & Performance Technologies Web site, 327
- Underline button, Google Sites, 376
- Undo button, Google Sites, 375, 388
- Undo formatting button, Google Sites, 376
- Uniform Resource Locators (URLs)
 - adding calendars via, 68
 - creating, 108
 - editing, 362–363
 - Gmail, 13
 - selecting, 21
- United Kingdom Centre for Learning & Performance Technologies Web site, 327
- United States Department of Defense Web site, 347–348

- United States Department of Health and Human Services 2005 Conference on Aging Web site, 352
 - United States Fish and Wildlife Service Endangered Species Web site, 350
 - United States Government Web site creation guide, 285–286
 - Universal Search, Google Search, 218, 221
 - Unpublish button, Google Start Page Editor, 129
 - UPC field, Google Product Search, 278
 - updating
 - files, 188
 - security policies, 621
 - Web sites, 182, 188
 - Upload command, Google Gadgets, 687
 - Upload File link
 - Google Base, 265
 - Google Product Search, 282
 - uploading
 - old documents to Google Docs, 82–84
 - photos to gadgets, 691
 - using data feeds, 277
 - URL area, Google Search, 136–137
 - URLs (Uniform Resource Locators)
 - adding calendars via, 68
 - creating, 108
 - editing, 362–363
 - Gmail, 13
 - selecting, 21
 - U.S. Department of Defense Web site, 347–348
 - U.S. Department of Health and Human Services 2005 Conference on Aging Web site, 352
 - U.S. Fish and Wildlife Service Endangered Species Web site, 350
 - U.S. Government Web site creation guide, 285–286
 - useit.com, 360
 - user accounts
 - Gmail
 - importing to from old accounts, 44–49
 - lists, 41–43
 - managing, 35–36, 39–41
 - overview, 12, 37
 - permissions, 38–39
 - Google Apps, 27–28
 - Google Checkout, 502–507
 - iGoogle, 668–669
 - Postini, 636–637, 652–654
 - users
 - concern for, 156
 - Gmail, training, 33–34
 - inviting to collaborate with Google Sites, 104–105
-
- ## U
-
- validation sites, feed, 265
 - Validators page, 351, 353–354
 - Vehicles category, Google Base, 255
 - venture capital-funded companies, 301
 - videos
 - Local Business Center listings, using in, 240–241
 - presentations, using in, 93–94
 - YouTube
 - business listings, using in, 241
 - creating, 466–470
 - embedding, 470–472
 - mobile version, 711
 - overview, 454–455
 - View All Searchable Items link, Google Product Search, 276
 - View Larger Map link, Google Maps, 228
 - viewers
 - document, 82
 - Google Sites, 117, 369
 - viewing
 - AdWords ads, 559–563
 - data in Google Docs spreadsheets, 97–98
 - Virginia employee education system, 380
 - viruses, 631
 - voice chat, Google Talk, 51
 - VoiceSearch menu, Google Mobile App, 710

W

- Web 2.0, 324–325
- Web Albums, Picasa
 - creating slideshows, 458–462
 - inserting slideshows, 462–466
 - overview, 451–452
- Web browser
 - Chrome
 - defined, 699–701
 - functions of, 703
 - installing, 698
 - overview, 697
 - Gears application
 - defined, 701–702
 - functions of, 703
 - installing, 698–699
 - overview, 697
 - using on mobile devices, 711
- Web clients, 57, 59
- Web hosting, 10
- Web pages. *See also* Web sites
 - adding, 114–116
 - deleting, 117
 - editing, 106–107, 117
 - organizing, 117–118
 - personal employee, 103, 380
 - ranking, 150–154
 - sharing, 117–118
 - standard, 115
- Web security
 - choosing providers, 657–658
 - focusing on, 656–657
 - Google Web Security, 658–660
 - identifying risks, 655–656
- Web Security application, 658–660
- Web service, Google Apps
 - Calendar
 - collaboration, 422–430
 - creating calendars, 61–62, 65–67
 - events, 62–65
 - mobile version, 712
 - notifications, 69–70
 - overview, 13–14
 - sharing calendars, 70–76
 - subscribing to calendars, 67–68
 - syncing calendars, 76–77
 - cost of, 9–10
 - Docs
 - collaboration, 79–82
 - documents, 82–91, 410–421
 - forms, 98–100, 445–446, 449–450
 - mobile version, 713
 - overview, 15–16, 409–410
 - presentations, 91–94, 431–432, 434, 436–438
 - spreadsheets, 95–98, 261, 439–444
 - functions of, 8–9
 - Gmail
 - accounts, 12, 35–43
 - importing from old accounts, 44–49
 - instant messaging, 49–53
 - mobile version, 711
 - overview, 12–13
 - switching to, 31–37
 - troubleshooting, 58–60
 - using with traditional e-mail apps, 54–57
 - overview, 7–8
 - Premiere Edition, 7, 17–18, 23–25
 - running, 10
 - setting up
 - access, granting, 27–28
 - domains, establishing, 22–23
 - overview, 20–21
 - signing up, 23–25
 - start page, decorating, 25–27
 - URLs, selecting, 21
- Sites
 - adding sites, 119
 - advantages and disadvantages of, 326–328
 - appearance of, 109–114, 332
 - attachments, adding, 118
 - collaboration, 104–107
 - colors, changing, 336–340, 368
 - comments, adding, 118
 - corporate start page, 121–128
 - creating, 107–109, 329–332, 361–362

- Web service, Google Apps, Sites (*continued*)
 - elements, changing, 333–335
 - fonts, changing, 336–339, 368
 - Format menu, 378
 - functions of, 328
 - Google Start Page Editor, 122–129
 - horizontal rules, inserting, 380–383
 - HTML, 376–378
 - images, 391–405
 - initial decisions, 359–361
 - initial pages, 362–366
 - links, 383–391
 - managing collaboration, 368–371
 - navigation, changing, 366
 - origin of, 325–326
 - overview, 16–18, 323
 - pages, 114–118
 - search-friendly sites, 341–357
 - searching, 120
 - sidebars, 118–119
 - text options, 373–376
 - themes, changing, 368
 - uses for, 101–104
 - Web 2.0, 324–325
- Standard edition, 7, 17–18
- start page, personalized, 18–19
- switching to, 11–12
- Talk
 - IM services, 50–53
 - mobile version, 712
 - overview, 19–20
 - using for business meetings, 81
- technical support
 - from peers, 28–29
 - premium assistance, 29
- Web site designers, 183
- Web sites. *See also* site maps
 - 123reg, 162
 - above the fold area, 391
 - adding other, 119
 - Amazon.com
 - home page keywords, 184
 - strategy of, 178
 - strength of domain name, 299
 - Apple, 302–303
 - Ask Dave Taylor!, 200
 - attachments, adding, 118
 - BATCS
 - background image, 339
 - e-commerce example, 496–498
 - Home page, 348–349
 - key words for searches, 186–187, 189–190
 - reviews on, 302–304
 - sales cycle case study, 568–569
 - search terms for, 344–345
 - site map case study, 353–354
 - comments, adding, 118
 - content
 - critical mass of, 179, 185
 - draft, 354
 - managing, 126–128
 - overview, 300–302
 - problem, 305
 - Copywrite.com, 296
 - creating, 107–109
 - database-driven, 328
 - design of, 302–304, 392, 592–598
 - domain names
 - checking for available, 161–163, 310–314
 - creating, 20–22
 - establishing, 22–23
 - for existing companies, 285–296
 - extensions, 289–291, 311, 314, 317
 - GoDaddy, 314–316
 - importance of, 175
 - key words for searches in, 181
 - for new companies, 297–305
 - purchasing, 316, 321–322
 - registering privately, 318–320
 - specialized, 197
 - unavailable, 307–309
 - eBay, 298
 - findability of in Google searches, 169
 - GoDaddy domain names
 - checking for available, 310–313
 - overview, 22
 - purchasing, 316–318
 - registering, 314–316, 318–321

- Google Sites
 - adding sites, 119
 - advantages and disadvantages of, 326–328
 - appearance of, 109–114, 332
 - attachments, adding, 118
 - collaboration, 104–107, 368–371
 - colors, changing, 336–340, 368
 - Colors and Fonts tab, 112–113
 - comments, adding, 118
 - corporate look, 113–114
 - corporate start page, 121–128
 - creating, 107–109, 329–332, 361–362
 - elements, changing, 333–335
 - fonts, changing, 336–339, 368
 - Format menu, 378
 - functions of, 328
 - Google Start Page Editor, 122–129
 - horizontal rules, inserting, 380–383
 - HTML, 376–378
 - images, 391–405
 - initial decisions, 359–361
 - initial pages, 362–366
 - integrated view, 114
 - links, 383–391
 - navigation, changing, 366
 - origin of, 325–326
 - overview, 16–18, 323
 - pages, 114–118
 - search-friendly sites, 341–357
 - searching, 120
 - sidebars, 118–119
 - Site Elements tab, 109–112
 - text options, 373–376
 - themes, changing, 368
 - Themes tab, 113
 - uses for, 101–104
 - Web 2.0, 324–325
- intranet, 328
- Nameboy, 295
- optimization, 167
- pages
 - adding, 114–116
 - deleting, 117
 - editing, 106–107, 117
 - organizing, 117–118
 - personal employee, 103, 380
 - ranking, 150–154
 - sharing, 117–118
- Picasa
 - creating slideshows, 458–462
 - inserting slideshows, 462–466
 - overview, 451–452
 - placement of Google Maps on, 227
- Products area, 179
- promoting products on, 276
- search-friendly
 - overview, 341
 - selecting search terms, 342–348
 - using keywords to create site maps, 349–357
- sidebars
 - customizing, 118–119
 - using Google Gadgets in, 676–678
 - width of, 368
- UK Centre for Learning & Performance Technologies, 327
- U.S. Department of Defense, 347–348
- U.S. Department of Health and Human Services' 2005 Conference on Aging, 352
- U.S. Fish and Wildlife Service Endangered Species, 350
- useit.com, 360
- Wikipedia, 210, 325, 391
- working with, 8
- yell.com, 157
- YouTube
 - creating videos, 466–470
 - embedding videos, 470–472
 - mobile version, 711
 - overview, 454–455
 - using videos in business listings, 241
- Zanzara.com, 299–300
- Web-based images, 404–405
- weblogs
 - Bob Parsons, 308–309
 - business, 514–515

weblogs (*continued*)
 employee, 103
 links through, 180
 overview, 509
 photographs on, 392–393
 planning, 516–523
 popularity of, 512–514
 promoting products on, 276
 taxonomy of, 510–511
Weight field, Google Product Search, 278
Welcome to Google Sites screen, 330,
 361–362
What You See Is What You Get (WYSIWYG)
 editor, 376, 685
width, sidebar, 368
Width field
 Google Product Search, 279
 Google Sites, 389–390
Wikipedia, 210, 325, 391
wikis, 325–326
Windows Notepad, 280
With all of the words text field, Google
 Product Search, 268
With at least one of the words text field,
 Google Product Search, 268
With the exact phrase text field, Google
 Product Search, 268
Without the words text field, Google
 Product Search, 268

Word application, 354–356
worksheet, search terms, 343
WYSIWYG (What You See Is What You Get)
 editor, 376, 685

X

XML (eXtensible Markup Language) files,
 262–263, 265, 280, 282, 682–683
XML button, Google Calendar, 74

Y

Year field, Google Product Search, 279
yell.com, 157
YouTube
 creating videos, 466–470
 embedding videos, 470–472
 mobile version, 711
 overview, 454–455
 using videos in business listings, 241
YouTube Channel gadget, 690

Z

Zanzara.com, 299–300
zoom slider, Google Maps, 204–205,
 225–226

