

Index

• Symbols •

- * (asterisk), as wildcard operator, 67–68
- (exclusion operator)
 - with occurrence operators, 89
 - refining searches with, 64–65
 - understanding, 64
 - using in Advanced Search window, 69
 - using with synonym operator, 78
- + (inclusion operator)
 - with occurrence operators, 89
 - refining searches with, 64–65
 - understanding, 63–64
- ~ (tilde), as synonym operator, 78–79

• A •

- About Google page, 29
- abstract, preparing, 202–203
- academic client, 40
- account
 - creating for Google Answers, 108–110
 - Google applications needing, 239
 - registering for, 234–236
 - value of opening, 233
- advanced search program, constructing, 276–277
- advanced search window. *See also* Google Advanced Search window
 - calling doGoogleSearch API for, 287–288
 - creating, 277–280
 - creating results display form for, 286–287
 - creating search string for, 280–284
 - cycling through multiple results in, 292–294
 - displaying search results in, 288–291
 - saving search results in, 291–292
- aggregated content, defined, 187
- AIIP (Association of Independent Information Professionals), 175, 183
- Alexandria, library of, 186
- allin: operator, 81–82
- allinanchor: operator, 83–86
- allintext: operator, 83, 86–87
- allintitle: operator, 83, 87–88
- allinurl: operator, 83, 88–89
- AltaVista search engine, 30
- ambiguities, identifying, 43
- American Society of Picture Professionals (ASPP), 142
- Amoebacode, 317–318
- Anacubis, 318–319
- anchor
 - defined, 82
 - using in search, 83–86
- AND operator
 - understanding, 61, 62
 - using in Advanced Search window, 69
- A9 search engine, 31
- Answers.com, 71, 314
- APIs. *See also* Google APIs Web service; *specific APIs*
 - Amoebacode with, 317–318
 - Anacubis with, 318–319
 - asynchronous method calls, 272
 - calling, 285
 - calling with HTTP, 252–253
 - CapeMail with, 319
 - GARBO, GAPS, and GAWSH with, 321
 - Google Alert with, 321
 - Macromedia Flash with, 319–320
 - Mangle with, 321–322
 - MetaLib with, 322
 - naming, 229
 - overview, 48–49, 224–225
 - programming lucky result URL and snippet return with, 268–271
 - programming with, 265–266
 - requesting cached pages with, 230
 - requesting search with, 230–232
 - requesting spelling suggestions with, 232
 - Speegle with, 322–323
 - testing communication with, 342–344

APIs (*continued*)

type of, 229–230

understanding Google SDK sample

application and, 272–274

using Visual Basic .NET with, 334–335

using XooMLe with, 253–254, 323

Visual Studio .NET generated class code
and, 263–265

The Apology (Plato), 169

Ask Jeeves search engine, 30

ASP.NET application

adding Web references to, 259–260

creating, 258–259

ASPP (American Society of Picture
Professionals), 142

assignment, research

determining scope of, 173–175

presentation format, 43–44, 174–175

verifying, 199

Association of Independent Information

Professionals (AIIP), 175, 183

asterisk (*), as wildcard operator, 67–68

asynchronous method calls, 272

audience, intended book, 2. *See also* client

AutoFill feature

security issues, 21, 26

value of, 23

automated research tools, using, 195–196

automatic translation page, creating,
218–222

• B •

back links, 92–93

background information, reviewing at a
reference interview, 173

Bates, Mary Ellen (*Building and Running a
Successful Research Business*), 183

Bechtolsheim, Andy (Sun Microsystems
founder), 35

BlogPulse page, 297

bot. *See* Web crawler

Braintique page

bonus material on, 6

source code on, 257, 275

text-only versus normal Web browser
view, 37–38

Brin, Sergey (Google co-founder), 35

browsers, Web, 24. *See also specific
browsers*

*Building and Running a Successful Research
Business* (Mary Ellen Bates), 183

bulletin boards, researching company

financial information on, 151–152

business (competitive and strategic
intelligence) client, 40

business (product management) client, 40

businesses, phone number searches and,
94–95, 96

• C •

C# .NET

adding Web references to ASP.NET
application, 259–260

creating ASP.NET application in, 258–259

creating user interface to track keyword
hits, 298–299

displaying tracked results, 306–308

tracking multiple keyword hits with,
301–302

tracking trend results over time, 303–306

understanding generated code and
classes from, 263–265

using WSDL file with, 247–249

versus Visual Basic .NET, 331

working with UDDI from within, 262–263

cached pages

example of link to, 71

finding size of, 274, 338

requesting, 230

retrieving, 335

using, 74–75

calculator, 16

CapeMail, 319

case sensitivity

Google operators and, 61

in queries, 55

search results and, 11

searching Google Directory and, 127

checklist, financial research, 152–153

Choicepoint research service, 182

- class. *See also* proxy class
 - communications, 286
 - understanding Visual Studio .NET
 - generated, 263–265
 - client
 - determining report format, 200
 - preparing research plan for, 171
 - preparing research report for, 198–199
 - recapping reference interview to, 176
 - reference interview of, 172–176
 - understanding needs of, 39–40, 42
 - working with, 170–171
 - client-side scripting
 - advantages/disadvantages of, 216–217
 - creating automatic translation page,
 - 218–222
 - flow of, 217
 - reasons for, 218
 - versus server-side, 223
 - writing custom software, 44–46
 - Clusty search engine, 33
 - code
 - creating search string with, 280–284
 - editors, 340–341
 - Google language, 219
 - server-side, remote server and, 223
 - understanding Visual Studio .NET
 - generated, 263–265
 - combing, individual Web pages, 97–100
 - commercial pages, 73
 - companies
 - crucial research questions about, 148–150
 - financial information research checklist,
 - 152–153
 - knowing industry players, 161–163
 - researching, 148–150
 - researching financial information for,
 - 150–152
 - competitive intelligence research
 - crucial company questions, 148–150
 - for financial information, 150–152
 - financial information checklist, 152–153
 - investigating companies, 148–150
 - knowing industry players, 161–163
 - overview, 147
 - profiling industries, 160
 - sample industry profile, 161
 - understanding of assignments, 163
 - compilers, Java, 340
 - confidentiality, determining
 - assignment, 174
 - contacts, developing industry, 163
 - content analysis software, evaluating
 - information credibility, 190
 - content filtering, in image searches, 137
 - context, searching images and, 135–136
 - contract, Web service, 225
 - contracts, importance of, 175
 - controls
 - for lucky search application, 269
 - for spelling suggestion application, 266
 - for tracking keyword hits, 298–299
 - used in Harold's Google Search window,
 - 277–278
 - conventions, 5–6
 - Copernic search engine, 33
 - copyright, images and, 139
 - courtesy, on Google Answers, 115
 - CourtLink research service, 182
 - credibility
 - evaluating information, 187–188, 190
 - evaluating Web page, 93
 - PageRank and, 194, 195
 - CrossRef Search, 311–312
 - custom software
 - scripting, 44–46
 - using Deskbar, 46–47
- D •
- DailyCandy page, 297
 - damping factor, 193
 - dark matter. *See* invisible Web
 - DataStar research service, 179
 - Davis, Harold (*Learn How to Program with Any Web Browser*), 232
 - Daypop page, 297
 - Debian Social Contract, 120
 - deep Web. *See* invisible Web
 - define: operator, 90–91
 - design, researching for, 144–145

detail, writing Google Answers queries and, 115

developer key, using APIs with, 334

Dialog research service, 179

disconnected Web pages, 178

doc servers, caching Web pages in, 190–191

doGetCachedPage API, 48, 230

doGoogleSearch API

- arguments, 231
- calling, 287–288
- overview, 48, 49, 230–232
- programming lucky result URL and snippet return with, 268–271
- using XooMLe wrapper with, 253

Dogpile search engine, 33

doSpellingSuggestion API

- overview, 48, 230, 232
- programming spelling suggestion application with, 267–268

downloading, images, 139–140

dynamically generated Web pages, 178

• E •

Eclipse, 341

editors, Java, 340–341

educated guesses, evaluating data for, 149–150

The Elements of Style (William Strunk, Jr. and E.B. White), 202

elevator pitch

- avoiding, 205
- preparing, 200–202

e-mail

- delivering research reports by, 208–209
- getting developer key by, 236–238

e-mail address, verifying, 109

Enterprise Search Center, 312

equity, evaluating company, 153

error pages, 74

ethics, research and, 183

Everything Google, 312–313

exclusion operator (-)

- with occurrence operators, 89
- refining searches with, 64–65
- understanding, 64

- using in Advanced Search window, 69
- using with synonym operator, 78

executive summary, preparing, 202–203

eXtensible HyperText Markup Language (XHTML), 245

eXtensible Markup Language (XML)

- customizing tags, 245
- describing with schemas, 245–247
- understanding, 244
- versus HTML, 244

eXtensible Stylesheet Language Transformation (XSLT), 247

• F •

Factiva research service, 180

FaganFinder, extending functionality with, 100

fee-based research services

- online, 179–180
- public records, 182

file format

- restricting in search, 70, 91–92
- search engine difficulty with, 178
- searching image, 141

filenames, searching images and, 136

files, managing with Solution Explorer, 260–261

filetype: operator, 91–92

filtering, content, 137

financial information

- research checklist, 152–153
- sample financial profile, 154–155

financial information researching company, 150–152

financial statements

- evaluating, 153
- reading, 151

Firefox browser, Google Toolbar with, 24

flash Search, 319–320

fonts, in slide shows, 207

forbidden questions, for Google Answers, 115

formats. *See* file format; presentation format

fraud, Web pages, 187

• G •

- GAPS (Google API Proximity Search), 321
- GARBO (Google API Relation Browsing Outliner), 321
- gating mechanism overview, 224–225.
See also Google APIs Web service
- GAWSH (Google API Web Search by Host), 321
- geographic data, obtaining, 99
- GigaBlast search engine, 31
- Google
 - defined, 1
 - extending functionality of, 100–101
 - getting indexed by, 122
 - history of, 35
 - operations, 188–191
 - overview, 9
 - platform independent attitude of, 224
 - technology of, 34
- Google Advanced Search window
 - example of, 69
 - overview, 19
 - page, 20
 - using, 68–70
- Google Alert, 321
- Google Answers
 - account page, 110
 - account registration and, 239
 - Ask a Question page, 116
 - browsing, 111–112
 - entering questions on, 115–116
 - forbidden questions on, 115
 - home page, 108
 - learning refined questions from, 199
 - navigating to, 107
 - overview, 105–106
 - registering for, 107–110
 - sample answers and questions, 112
 - searching, 113–114
 - writing query for, 114–115
- Google Answers service, overview, 19
- Google API Proximity Search (GAPS), 321
- Google API Relation Browsing Outliner (GARBO), 321
- Google API Web Search by Host (GAWSH), 321
- Google APIs, programming spelling suggestion application with, 266–268
- Google APIs Web service. *See also* APIs
 - adding Web references to, 258–265
 - beta status of, 227–228
 - home page, 235
 - infrastructure limitations of, 229
 - overview, 225–227
 - SDK contents and, 241–242
 - SOAP and, 250
 - terms of service, 228–229
 - tracking keyword hits using, 299–301
- Google Blog page, 29
- Google button feature, 24–25
- Google Corporate Information page, 29
- Google Deskbar
 - overview, 23
 - programming, 48
 - value of, 46–47
- Google Deskbar plug-ins, 48
- Google Desktop Search, installing/using, 58–59
- Google Desktop Search window, example of, 59
- Google developer key
 - getting by e-mail, 236–238
 - Google APIs and, 49, 228
 - overview, 233
 - reasons for having, 238–239
 - registering for Google account, 234–236
 - replacing lost, 240
 - third-party applications using, 240
- Google Directory
 - advantages of, 128–129
 - browsing, 124–126
 - home page, 124
 - opening, 122–123
 - overview, 19, 119–121
 - reference subcategory page, 125
 - researching industries on, 156–159
 - searching, 126–128
 - tips for working with, 130
 - using, 121

- Google Groups
 - accessing, 131
 - account registration and, 239
 - browsing, 133
 - competitive intelligence research on, 153
 - group directory, 132
 - home page, 132
 - overview, 19
 - Usenet newsgroups and, 130–131
 - Google home page, 10
 - Google Images
 - accessing, 136
 - Advanced Image Search, 140–141
 - Advanced Image Search options, 141–142
 - Advanced Image Search page, 141
 - downloading images from, 139–140
 - finding specific images with, 143–144
 - finding text-based content with, 142–143
 - home page, 136
 - overview, 19, 135–136
 - researching for design, 144–145
 - searching images on, 137–138
 - understanding search results, 138–139
 - using Picasa, 145
 - using SafeSearch filters with, 140
 - Google in Your Language, account registration and, 239
 - Google Information drop-down list button, 25
 - Google language codes, 219
 - Google Language Tools, overview, 19
 - Google Library, building Java applications with, 344–349
 - Google Local service, 17–18, 99
 - Google News
 - financial research using, 153
 - as research source, 150
 - Google News Search, 20
 - Google researcher
 - becoming Google Answers, 118
 - becoming professional, 182–183
 - on Google Answers, 105, 106
 - photo, 142
 - thinking like, 27
 - Google Scholar, 20, 179
 - Google SDK
 - contents of, 328–329
 - downloading, 241–242
 - downloading and unzipping, 327–328
 - overview, 233
 - testing API communication with, 342–344
 - understanding sample application, 272–274
 - using, 330
 - Google Search window, example of, 54
 - Google Services and Tools page, 235
 - Google Services page, 20
 - Google software development kit. *See* Google SDK
 - Google Toolbar
 - downloading and installing, 22–23
 - features overview, 23–25
 - overview, 9, 21–22
 - PageRank on, 193
 - privacy/security concerns, 21
 - setting options for, 25–26
 - Google Video, 20
 - Google Web APIs license key. *See* Google developer key
 - Google Web search form, 10
 - Google Zeitgeist page
 - overview, 29
 - example of, 296
 - following user trends, 295–297
 - Google Zeitgeist, value of, 313
 - GoogleFight
 - extending functionality with, 100–101
 - value of, 313
 - Googlewhack, 314
 - government agency client, 40
 - graphic images. *See* images
 - Gutenberg, Johan (inventor printing press), 186
- H •
- Harold's Google Search window
 - creating, 277–280
 - overview, 276–277

hierarchical searching, 111, 170–171
hierarchy. *See* PageRank; taxonomy
hook, value of, 206
HotBot search engine, 31
how questions, 41

HTML

converting XML data into, 247
versus XML, 244

HTTP

nonalphanumeric character problems
with, 254–256
overview, 215, 252
translating SOAP and two, 252–254

HTTP wrappers

calling APIs with, 252–253
XooMLe, 253–256, 323

• 1 •

IceRocket search engine, 31

IIS (Internet Information Services),
checking status of, 258

I'm Feeling Lucky button

limitations of, 57
overview, 10

images. *See also* Google Images

copyright issues, 139
downloading, 139–140
finding specific, 143–144
organizing/editing with Picasa, 145
personal presentations and, 205
preparing for personal presentations
with, 205–206
preparing slide shows, 206–208
refining query for, 140–142
searching for, 137–138
understanding search results for, 138–139
on Web, 135

implicit AND word linkage,
understanding, 61

in: operator, 81–82

inanchor: operator, 83–86

inappropriate content, filtering in image
searches, 137

inbound links

defined, 36

PageRank and, 192

inclusion operator (+)

with occurrence operators, 89
refining searches with, 64–65
understanding, 63–64

index servers, keywords stored in, 190

indexed lexicon, 188. *See also* taxonomy

indexer, function of, 176

indexing, Google's process, 188–189.

See also taxonomy

indexing software, using keywords, 189
industry

competitive intelligence research and, 148
knowing players and, 161–163
profiling, 160
researching on Google Directory, 156–159
sample profile, 161
understanding, 155–156

information. *See also* results

controlling with questions, 169
evaluating credibility of, 187–188, 190
reviewing background, 173
searching for breadth of, 195
sourcing, 209–210
statistical, 211–212

Internet Explorer

activating/deactivating Google Toolbar
in, 22

alternatives to, 24

opening Google Deskbar in, 47

Internet Information Services (IIS),
checking status of, 258

interview

reference, 128, 148, 163, 172–176
research versus reference, 175

intext: operator, 82, 83, 86–87

intitle: operator

financial research and, 153

finding forms with, 87–88

occurrence operator groupings and, 82
using, 83

inurl: operator, 82, 83, 88–89

invisible Web

about, 177–178

defined, 167

• **J** •

Java

- building application in NetBeans, 344–349
- compilers and editors, 340–341
- testing API communication with, 342–344
- understanding, 339–340
- using WSDL file with, 249

JavaScript

- adding to Web pages, 216
- creating automatic translation page with, 220–222
- recreating search strings with, 102–103

JBuilder, 341

JCreator, 341

• **K** •keywords. *See also* query; words

- adding to search strings, 280–284
- basic text searches using, 54–55
- defined, 10
- distinctive/important, 13
- finding suggestions for, 129
- Google indexing software using, 189
- with hyphens, 88
- improving Web page ranking with, 36
- pinpointing occurrence of, 81–83
- singular versus plural, 12, 55
- stored in index servers, 190
- targeted versus general, 12, 55
- tracking hits on multiple, 301–302
- tracking hits per, 298–299
- using anchor text, 83–86
- using unlikely combinations, 61
- versus description, 60

KnowX research service, 182

• **L** •*Learn How to Program with Any Web Browser* (Harold Davis), 232

LexisNexis research service, 180

librarians, 181

libraries

- researching in, 180–181
- resources available from, 20

library of Alexandria, 186

lines, reading between

- making educated guesses and, 149–150
- providing competitive intelligence research and, 163

link: operator, 92–93

link farms, 36

links. *See also specific links*

- finding text within clickable, 83–86
- Google Answers, 107
- to Google Directory, 122–123
- to Google Groups, 131
- Images, 136
- improving Web page ranking with, 36
- inbound, 36, 192
- opening Google search URLs with, 45–46
- outbound, 36, 192, 193–194
- PageRank and, 191–192
- on results page, 71
- to specified Web page, searching, 92–93

lists

- finding comprehensive, 129
- in Google Directory, 130

local information

- in Google Directory, 130
- searching, 17–18

logons, Web pages requiring, 74, 178

lucky search application, creating, 268–271

• **M** •

Macromedia Flash, 319–320

Mangle, 321–322

meta tags

- adding irrelevant, 36
- content analysis software evaluating, 190
- misrepresenting content with, 187

Metacrawler search engine, 33

MetaLib, 322

meta-search engines, 32–34

methods. *See* APIs

misspellings, in keywords, 55

money, determining assignment, 174
MSN Money stock screener, 162–163
MSN Search engine, 31
MSN Search page, 297

• N •

navigation, using `link:` operator, 93
NetBeans IDE (Integrated Development Environment)
 building Java application in, 344–349
 overview, 341
Netscape Communications Corporation, 120
Netscape Navigator, Google Toolbar with, 24
news
 as company research source, 150
 financial research using, 153
newsgroups. *See* Google Groups; Usenet
nickname, for Google Answers, 109–110
nonalphanumeric characters, HTTP problems with, 254–256
notetaking, reference interviews and, 172
number searches, 14–15. *See also* phone numbers
numerical range, searching within, 14

• O •

occurrence operators
 finding text within links with, 83–86
 grouping, 82
 including and excluding with, 89
 list of, 83
 searching text of pages with, 86–87
 searching title of pages with, 87–88
 searching URLs with, 88–89
 using, 81–82
ODP (Open Directory Project)
 getting indexed by Google and, 122
 Google Directory and, 119–121
 resource capsule descriptions, 125
 value of, 314–315
off-limits Web pages, 178

online research services, fee-based, 179–180
Open Directory Project. *See* ODP (Open Directory Project)
open source development, 120
Opera browser, Google Toolbar with, 24
operators
 `allin:`, 81–82
 `allinanchor:`, 83–86
 `allintext:`, 83, 86–87
 `allintitle:`, 83, 88–89
 `allinurl:`, 83, 88–89
 AND, understanding, 61, 62
 AND, using in Advanced Search window, 69
 `define:`, 90–91
 exclusion, refining searches with, 64–65
 exclusion, understanding, 64
 exclusion, using in Advanced Search window, 69
 exclusion, using with synonym operator, 78
 exclusion, with occurrence operators, 89
 `filetype:`, 91–92
 finding phone numbers with, 94–95
 `in:`, 81–82
 `inanchor:`, 83–86
 inclusion, refining searches with, 64–65
 inclusion, understanding, 63–64
 inclusion, with occurrence operators, 89
 `intext:`, 82, 83, 86–87
 `intitle:`, financial research and, 153
 `intitle:`, finding forms with, 87–88
 `intitle:`, occurrence operator groupings and, 82
 `intitle:`, using, 83
 `inurl:`, 82, 83, 88–89
 `link:`, 92–93
 occurrence, finding text within links with, 83–86
 occurrence, grouping, 82
 occurrence, including and excluding with, 89
 occurrence, list of, 83
 occurrence, searching text of pages with, 86–87

- operators (*continued*)
 - occurrence, searching title of pages with, 87–88
 - occurrence, searching URLs with, 88–89
 - occurrence, using, 81–82
 - OR, synonym operator and, 78–79
 - OR, understanding, 62–63
 - OR, using in Advanced Search window, 69
 - overview, 61–62, 77–78
 - page:, 98–99
 - refining searches with, 64–65
 - related:, 79–80
 - simple, 62–64
 - synonym, 78–79
 - using with Advanced Search window, 68–69
 - wildcard, 67–68
 - OR operator
 - synonym operator and, 78–79
 - understanding, 62–63
 - using in Advanced Search window, 69
 - outbound links
 - defined, 36, 192
 - PageRank and, 193–194
- *p* ●
- Page, Larry (Google co-founder), 35
 - page: operator, 98–99
 - page moved pages, 74
 - page search box, creating, 100–104
 - PageRank. *See also* Search Engine Optimization (SEO)
 - caching Web pages and, 190
 - calculating, 34
 - changing nature of, 58
 - on Google Toolbar, 22
 - implications of, 193–195
 - related: operator and, 80
 - results appearing in, 70
 - search results and, 11
 - understanding, 191–193
 - PageRank Explained Web page, 315
 - parameters, importance of setting, 42
 - password, Google account, 109
 - payment, determining assignment, 174
 - PERL, using WSDL file with, 249
 - personal presentations
 - advantages/disadvantages of, 204–205
 - preparing for, 205–206
 - preparing slide shows, 206–208
 - using visual information, 205
 - phone numbers
 - finding, 93–96
 - reverse lookups, 96–97
 - searching, 15
 - photographs. *See* images
 - PHP, using WSDL file with, 249
 - Picasa, organizing with, 145
 - pictures. *See* images
 - Plato (*The Apology*), 169
 - plug-ins, Deskbar, 48
 - PowerPoint, personal presentations
 - and, 205
 - presentation format
 - determining assignment, 174
 - elevator pitch, 200–202
 - executive summary, 202–203
 - meeting client's needs for, 198–199
 - options, 43–44, 199–200
 - personally presenting, 204–208
 - understanding, 129
 - primary source search engines, 30–32
 - privacy concerns, 21
 - privately-owned companies, researching
 - financial information for, 150–151
 - programming environment, for Java, 340–341
 - programming languages. *See also specific languages*
 - calling APIs from, 257
 - Web services and, 227
 - protocol, defined, 250
 - proxy class
 - changing name of, 332–333
 - creating instance of, 334
 - proxy file, using WSDL file and, 248
 - public records research, 181–182
 - punctuation
 - in queries, 55
 - searching Google Directory and, 127
 - Python, using WSDL file with, 249

• Q •

query. *See also* keywords; questions; search string

adding to existing, 13–14

creating simple, specific, 55–56

crucial company research, 148–150

defined, 10

finding suggestions for, 129

generating from Web page, 45–46

Jeopardy approach, 66

length of, 55

making image, 137–138

posing answerable, 60

quoting phrases in, 65–67

refining image, 140–142

using API, 230–232

versus taxonomy, 121

writing for Google Answers to research, 114–117

query language, value of, 11

query processor, function of, 177

Questia research service, 180

questions. *See also* query

to determine scope of research assignment, 174–175

for evaluating information credibility, 188

helping client formulate, 172

in personal presentations, 208

reasons for asking, 168–169

refining, 40–43, 199

research, 168

to review background information, 173

working with client on, 170–171

quotation marks, queries in, 65–67

quoted phrases

searching for, 65–67

using Advanced Search window and, 69

• R •

random surfers, PageRank and, 193

recording, interviews, 172

reference interview

defined, 148

determining scope of assignment at, 173–175

mechanics of, 171–172

phases of, 172–173

preparing for, 128

process of, 163

recapping, 176

reviewing background information at, 173

versus research interview, 175

refining

image query, 140–142

questions, 40–43, 199

research methodology, 129

research questions, 40–43

searches, 14, 64–65, 75–76

related: operator, 79–80

relational database schemas,

XML schemas and, 246

Remember icon, 5

remote server, server-side code and, 223

remuneration, determining assignment, 174

research

asking questions for, 168–169

changing nature of, 186–187

hierarchical searching and, 170–171

public records, 181–182

suggested starting points for, 170

understanding, 167

using libraries for, 180–181

using reference interviews, 171–176

versus search, 168

research assignment

determining scope of, 173–175

presentation format, 43–44, 174–175

verifying, 199

research client

determining report format, 200

preparing research plan for, 171

recapping reference interview to, 176

reference interview of, 172–176

understanding needs of, 39–40, 42

understanding results packaging needs of, 198–199

working with, 170–171

research databases, using, 179

research interview, versus reference

interview, 175

research leads, on Google Answers, 106

research methodology, refining, 129

research plan, preparing, 171

research questions. *See* query; questions

research report

- delivering by e-mail, 208–209
- meeting client's needs for, 198–199
- options, 199–203
- personally presenting, 204–208
- presentation format of, 43–44, 174–175
- presenting on Web, 209
- statistical information and, 211–212
- understanding, 129

research resources

- available from libraries, 20
- CrossRef Search, 311–312
- Enterprise Search Center, 312
- Everything Google, 312–313
- Google Zeitgeist, 313
- GoogleFight, 313
- Googlehack, 313
- ODP, 314–315
- PageRank Explained, 315
- ResearchBuzz!, 315
- TouchGraph GoogleBrowser, 316
- trend-tracking on Web, 297

research techniques

- learning on Google Answers, 110–114
- studying on Google Answers, 106

ResearchBuzz!, 315

researcher

- becoming Google Answers, 118
- becoming professional, 182–183
- on Google Answers, 105, 106
- photo, 142
- thinking like, 27

residential phonebook searches, 94–95

ResultElement array, 231–232

results. *See also* research report

- cached, 74–75
- changing nature of, 58
- creating display form for, 286–287
- cycling through multiple in advanced search window, 292–294
- delivering, 199–203
- displaying in advanced search window, 288–291
- displaying in Visual Basic .NET, 336–338
- displaying trends, 306–308

- estimating return, 273
- example from exclusion operator query, 65
- example from OR operator query, 63
- example from quoted phrase query, 67
- example of, 56
- example of Google Answers search, 114
- example of typical, 71
- information included in, 56–57
- Lower-order return, 195
- optimizing, 34–38
- presentation format of, 43–44
- saving in advanced search window, 291–292
- statistical, 211–212
- tracking trend over time, 303–306
- understanding, 70–71
- understanding API, 231–232
- understanding image, 138–139
- using efficiently, 72–74
- validating, 28–29, 129

Robots Exclusion, 178

rumors, validating, 29

• S •

Safari browser, Google Toolbar with, 24

SafeSearch filters

- Advanced Image Search options for, 142
- using with Google Images, 140

scheduling, determining assignment, 174

schemas, describing XML with, 245–247

SCIP (Society of Competitive Intelligence Professionals), 183

scripting

- advantages/disadvantages of client-side, 216–217
- client-side versus server-side, 223
- creating automatic translation page with client-side, 218–222
- flow of client-side, 217
- reasons for client-side, 218
- server-side, 223–224
- writing custom software and, 44–46

search box, creating page, 100–104

Search Engine Optimization (SEO), 34–38

- search engines. *See also specific search engines*
comparing, 29–30
meta-, 32–34
parts of, 176–177
primary source, 30–32
- search phrase, defined, 10. *See also* words
- search string. *See also* query
analyzing, 101–102
creating with code, 280–284
recreating with JavaScript, 102–103
- Search Systems research service, 182
- search terms (keywords). *See also* query; words
adding to search strings, 280–284
basic text searches using, 54–55
defined, 10
distinctive/important, 13
finding suggestions for, 129
Google indexing software using, 189
with hyphens, 88
improving Web page ranking with, 36
pinpointing occurrence of, 81–83
singular versus plural, 12, 55
stored in index servers, 190
targeted versus general, 12, 55
tracking hits on multiple, 301–302
tracking hits per, 298–299
using anchor text, 83–86
using unlikely combinations, 61
versus description, 60
- Search Web drop-down list button, 25
- Search Within Results feature
improving searches with, 61
refining searches with, 14
- searches. *See also* hierarchical searching
effective, 12–13
extending functionality of, 100–101
on Google Answers, 113–114
of Google Directory, 126–128
for images, 137–138
improving, 60–61
initial competitive intelligence
research, 148
number, 14–15
overview, 10–11
quoting phrases in, 65–67
refining, 13–14, 64–65, 75–76
restricting file format in, 70, 91–92
rules for, 11–12
on specific, PageRank and, 194
speeding up basic text, 54–60
tools for, 19–20
using API, 230–232
using Google Toolbar, 23
using operators for, 61–65
versus research, 168
in Visual Basic .NET, 334–335
Web versus Google Directory, 127
- security analyst reports, 153
- security concerns, 21
- SEO (Search Engine Optimization), 34–38
- server
defined, 223
index, keywords stored in, 190
platform independent attitude of, 224
- server-page programs, progression of, 217
- server-side programming, overview, 223–224
- shipment tracking numbers, 15
- shortcuts
calculator, 16
overview, 15
stock information, 16–17
travel information, 17
- Similar pages link
example of, 71
refining search with, 76
related: operator and, 79–80
- simple searches, Google rules regarding, 11–12
- six Ws, 41
- slide shows, preparing, 206–208
- Snap search engine, 32
- SOAP
overview, 250
translating into HTTP, 252–254
versus HTTP, 252
- Society of Competitive Intelligence Professionals (SCIP), 183
- Socrates, 169
- Socratic method, 169
- software, writing custom, 44–47
- Solution Explorer, managing files with, 260–261
- sourcing, research information, 209–210

- spam, on Google Groups, 131
- spam pages, 73
- special-effects, in slide shows, 208
- specificity
 - in keywords, 55
 - in queries, 60
 - writing Google Answers queries and, 114
- Speegle, 322–323
- spelling, requesting/displaying suggestions
 - for, 232, 266–268, 335, 338
- spelling suggestion application,
 - programming with Google APIs, 335
- spider. *See* Web crawler
- sponsored links, 72
- states, phonebook searches and, 95
- stock information, 16–17
- stop words
 - quotation marks and, 66
 - understanding, 55–56
- Strunk, Jr., William (*The Elements of Style*), 202
- summary, preparing, 202–203
- Sun Java studio, 341
- SurfWax search engine, 34
- synonym operator, using, 78–79

• T •

- Talmud, 169
- taxonomy
 - Google Answers, 111
 - Google creating, 188–189
 - ODP, 121
 - versus query, 121
- technical information
 - on Google Answers, 106
 - on Google Groups, 131
- Technical Stuff icon, 5
- templates, PowerPoint, 207
- Teoma search engine, 32
- text
 - defined, 82
 - searching Web page, 86–87
 - using Google Images to find, 142–143
- text snippets, using, 72–74
- thematic phrase, value of, 206

- third-party products, developer key
 - and, 240
- thumbnails, in image search results, 139
- tilde (~), as synonym operator, 78–79
- Timer component, adding, 303–304
- Tip icon, 5
- title
 - defined, 82
 - searching text of, 87–88
- TouchGraph GoogleBrowser, 316
- Translate this page link, 220
- translation services, 218–221
- travel information, 17
- Trendcentral page, 297
- trends
 - creating user interface to track keyword hits, 298–299
 - displaying tracked results, 306–308
 - following user, 295–297
 - tracking multiple keyword hits, 301–302
 - tracking on Web, 297
 - tracking results over time, 303–306
- Trendwatching page, 297
- Tufte, Edwards R. (*The Visual Display of Quantitative Information*), 212

• U •

- UDDI registries, 251–252
- UDDI (Universal Description, Discovery and Integration protocol)
 - overview, 251–252
 - Web services and, 225
 - working with from within Visual Studio .NET, 225
- Uniform Resource Locator. *See* URL
- Universal Description, Discovery and Integration protocol (UDDI)
 - overview, 251–252
 - Web services and, 225
 - working with from within Visual Studio .NET, 225
- University of California, Berkeley, Meta-Search Engine page, 32
- Urban Legends Reference Pages page, 29

URL (Uniform Resource Locator)
 defined, 82
 encoding, 254–255
 Google providing, 57
 searching text of, 88–89

Usenet
 competitive intelligence research on, 153
 Google Groups and, 130–131
 group directory, 132

• U •

vagueness, avoiding, 42
 validating, research results, 28–29

Visual Basic .NET
 adding Web references in, 331–332
 changing name of proxy class, 332–333
 creating instance of proxy class, 334
 displaying cached page size in, 338
 displaying search results in, 336–338
 displaying spelling suggestion in, 338
 requesting spelling suggestion in, 335
 retrieving cached page in, 335
 using APIs with, 334–335
 using WSDL file with, 249
 versus C# .NET, 331

The Visual Display of Quantitative Information (Edwards R. Tufte), 212

Visual Studio .NET
 adding Web references in, 331–332
 adding Web references to ASP.NET application, 259–260
 changing name of proxy class, 332–333
 creating ASP.NET application in, 258–259
 creating instance of proxy class, 334
 creating user interface to track keyword hits, 298–299
 displaying cached page size in, 338
 displaying search results in, 336–338
 displaying spelling suggestion in, 338
 displaying tracked results, 306–308
 requesting spelling suggestion in, 335
 retrieving cached page in, 335
 tracking multiple keyword hits with, 301–302
 tracking trend results over time, 303–306

understanding generated code and
 classes from, 263–265
 using APIs with, 334–335
 using WSDL file with, 247–249, 249
 working with UDDI from within, 262–263

visuals, personal presentations and, 205

Vivisimo search engine, 34

• W •

Warning icon, 5

Web. *See also* invisible Web
 Google's limitations on, 176–178
 presenting research results on, 209
 researching industries on, 160
 trend-tracking resources on, 297

Web application, adding Web references to, 259–260

Web browsers, 24. *See also specific browsers*

Web crawler
 defined, 176
 function of Google, 189
 Google, 34

Web methods. *See* APIs

Web pages. *See also specific pages*
 bonus material on, 6
 cached, 74–75
 “combing” individual, 97–100
 evaluating credibility of, 28–29
 excluded from search engines, reasons for, 178
 financial information on, 150
 finding targets of links, 83–86
 getting indexed by Google, 122
 improving ranking of, 36–37
 indexed by Google, 186
 offering financial information, 152
 popularity cycle of, 194
 ranking, 131–193
 research resources, 311–316
 researching company, 150
 searching pages that return to specified, 92–93
 searching text of, 86–87

Web pages (*continued*)
 text-only versus normal Web browser view, 37–38
 types to avoid, 73–74
 using Google search results URL in, 45–46

Web references
 adding to ASP.NET application, 259–260
 adding to Visual Basic project, 331–332
 adding to Windows application, 261–262
 defined, 258
 tracking keyword hits using, 299–301

Web services, 224–225. *See also* Google APIs Web service

Web Services Description Language (WSDL) file
 overview, 243, 247
 using with programming languages, 249
 using with Visual Studio .NET, 247–249
 Web service contracts and, 225

WebBot. *See* Web crawler

Webmaster, excluding Web page material, 178

WebMaster World, Google FAQ, 37

Westlaw research service, 180

what questions, 41

when questions, 41

where questions, 41

White, E.B. (*The Elements of Style*), 202

white paper
 defined, 203
 PowerPoint presentation as, 207

who questions, 41

why questions, 41, 42

wildcards, using, 67–68

Windows application, adding Web references to, 261–262

WinZip utility, 328

word proximity, search results and, 11

words. *See also* keywords; search phrase getting definitions of, 71, 90–91
 Google search rules regarding, 11
 ignored, 55–56
 searching occurrence versus meaning, 12

WSDL (Web Services Description Language) file
 overview, 243, 247
 using with programming languages, 249
 using with Visual Studio .NET, 247–249
 Web service contracts and, 225



XHTML (eXtensible HyperText Markup Language), 245

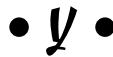
XML (eXtensible Markup Language)
 customizing tags, 245
 describing with schemas, 245–247
 understanding, 244
 versus HTML, 244

XML Schema Data (XSD) documents, 246

XooMLe
 with APIs, 323
 nonalphanumeric character problems with, 254–256
 overview, 253–254

XSD (XML Schema Data) documents, 246

XSLT (eXtensible Stylesheet Language Transformation), 247



Yahoo! Buzz page, 297

Yahoo! Finance
 company financial information on, 151
 finding companies in industries, 162

Yahoo! search engine, 32