Google, Context, and Sci-Tech

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What We'll Cover

- Google patents ... the Googleplex
- Sci-tech ... one example
- SEO ... cannot be ignored
- Three take-aways

The Google Legacy's Original Cover

How Search Became an Application Platform

**Stephen E. Arnold (Infonortics, 2005)**

1 The Googleplex

Historical Context

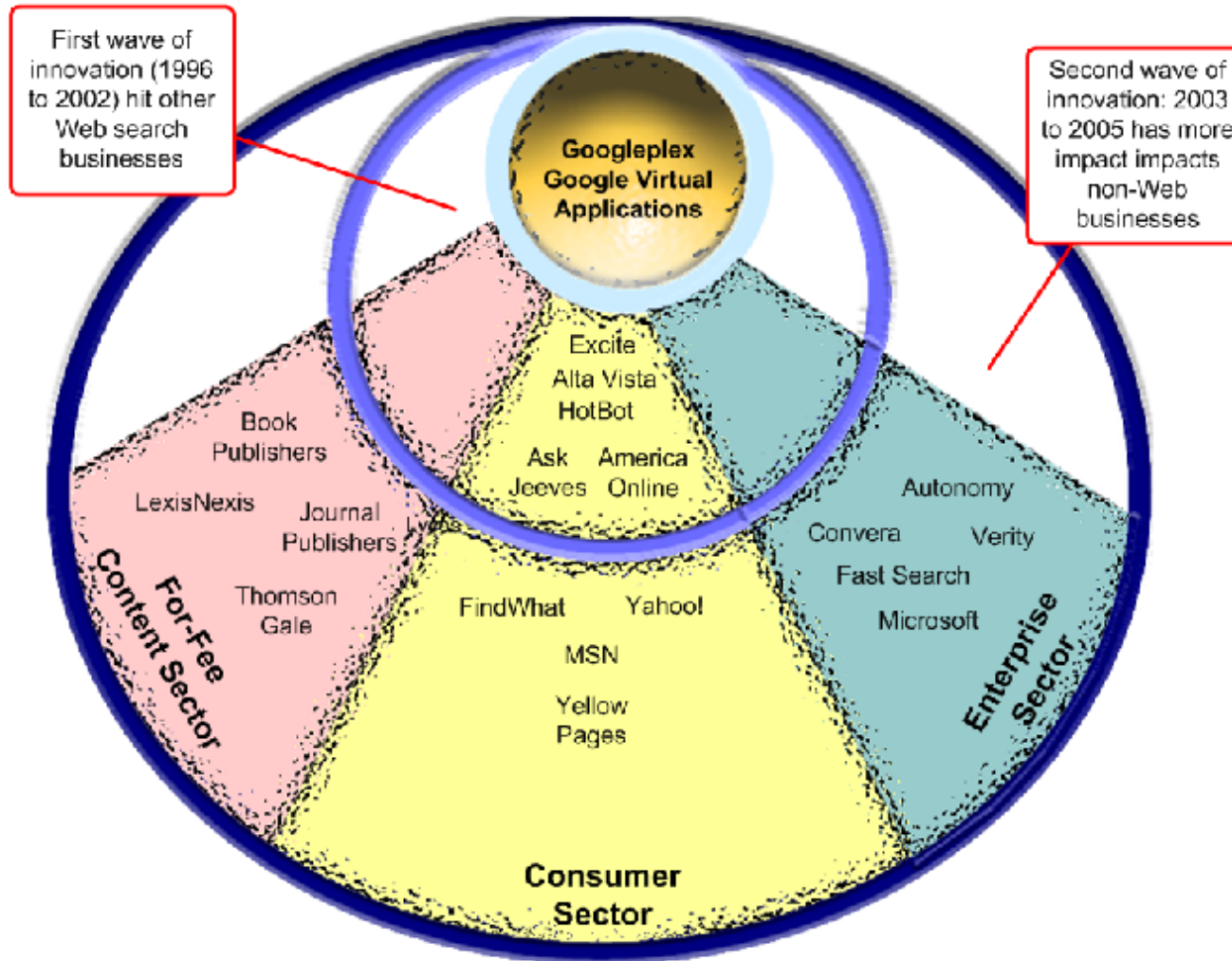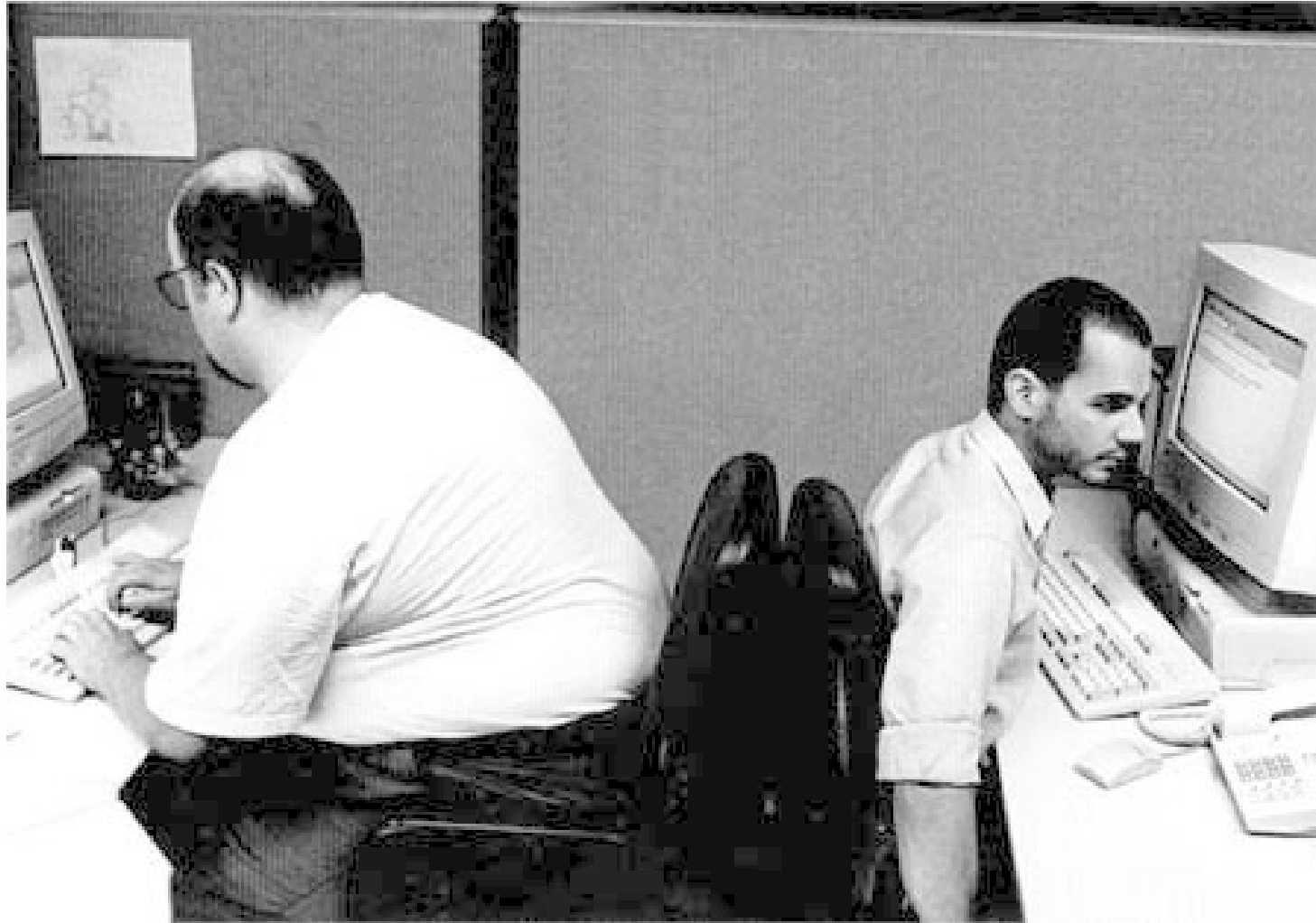|	1964: IBM	1984: Microsoft	2004: Google
Architecture	Glass Room Computer	Desktop Computer	Network Computer
Software	Assembly Language - PL/I	BASIC	Open Source
Performance Improvement	Buy More IBM Hardware	Wait for Intel	Google Linux and File System + Commodity Hardware

Google Today

The Googleplex
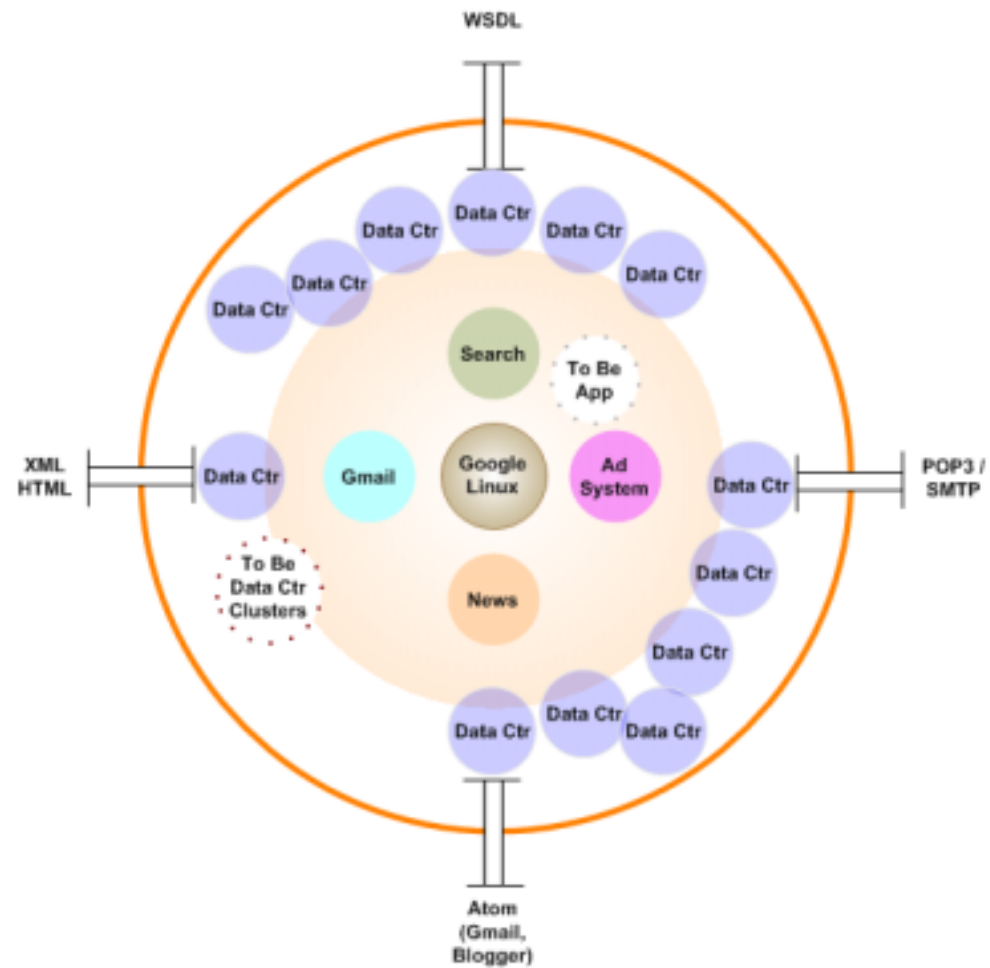
Impacts

The Google Squeeze

2 Sci-Tech

Examples

Web   Images   Groups   News   Froogle   Local   Desktop   more »

`0b1100101*0b1001`   [Search]   Advanced Search
Preferences

seaky2000@gmail.com | Search History | My Account | Sign out

Google™   Web   Images   Groups   News   Froogle   Local   Desktop   more »

`0b1100101*0b1001`   [Search]   Advanced Search
Preferences

Web

0b1100101 * 0b1001 = 0b1110001101

More about calculator.

Search for documents containing the terms *0b1100101*0b1001*.

1 result stored on your computer - Hide - About

Google Web Search Features - 2 0x7d3 in roman numerals **0b11001**

Example Euler Equation

Google™

Web Images Groups News Froogle Local Desktop **more »**

e^(i pi)+1

Search Advanced Search Preferences

Example Euler Equation

Web   Images   Groups   News   Froogle   Local   Desktop   more »

Google™

e^(i pi)+1

Search   Advanced Search
Preferences

Web

(e^(i * pi)) + 1 = 0

More about calculator.

Search for documents containing the terms *e^(i pi)+1*.

MDS

Structures

Click Link

What's Needed?

- Value-added tagging
- Explicit names
- In short, same technology used in Google Local to add information to search results

Visualization?
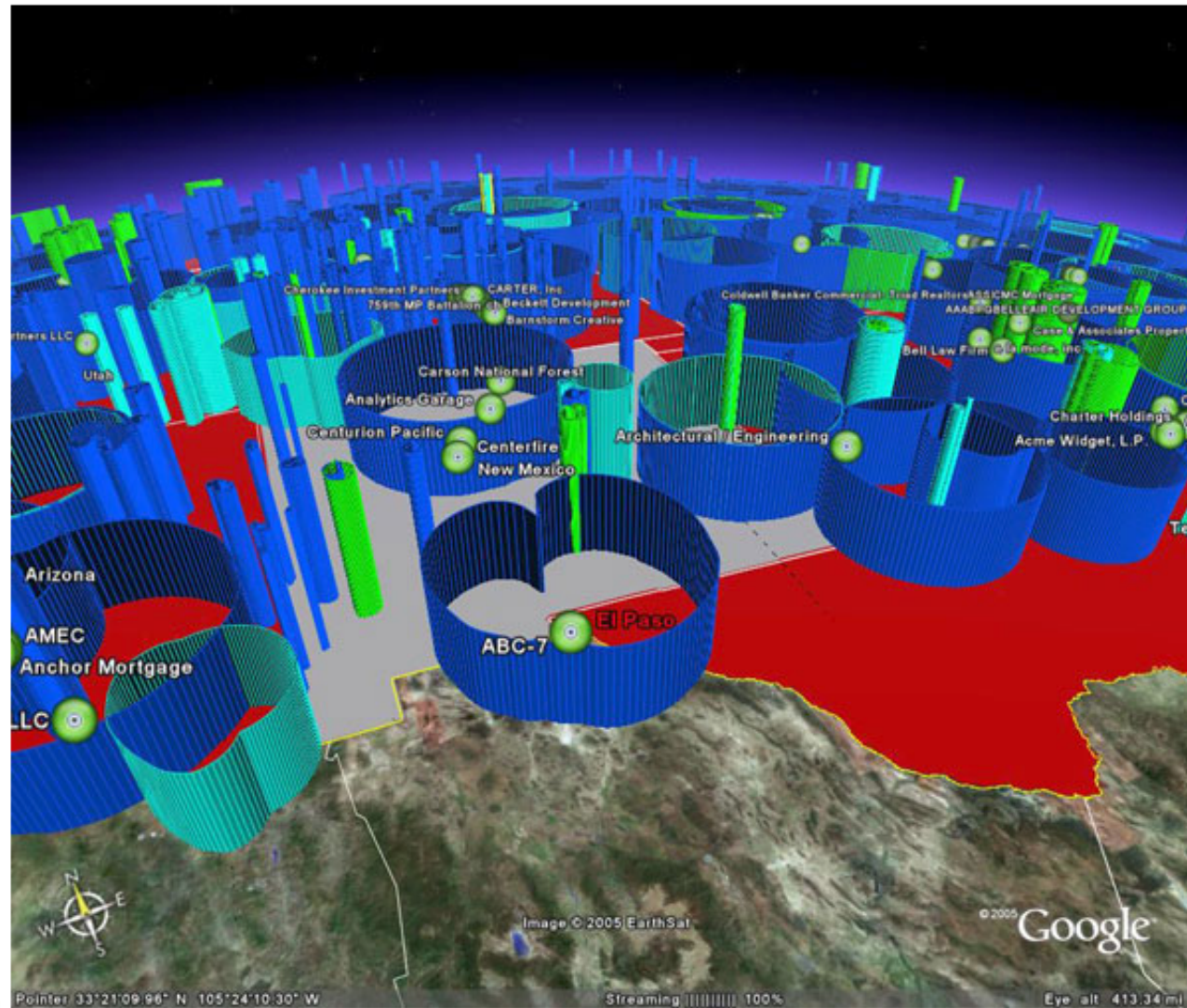
3 SEO

Google... A Fuzzy Black Box

Five Musts

- In-bound links from high-traffic sites
- Fresh, semantically "tight" content
- Site map that points to what you want indexed
- Well-formed pages
- Appropriate metatags

Five Cheats

- Steal text from high-ranking sites. Risk: duplicate detection will blackball you

- Metatag spamming. Risk: low ranking

- List yourself in link farms. Risk: link analysis algorithm will sandbox your site

- Doorway cheat. Expose one page to Googlebot and another to a human. Risk: remove site from index.

- Blog seeding. Risk: spam detection algorithm can sandbox your site. (Google not on top of this cheat)

4 Take Aways

Metrics Savvy

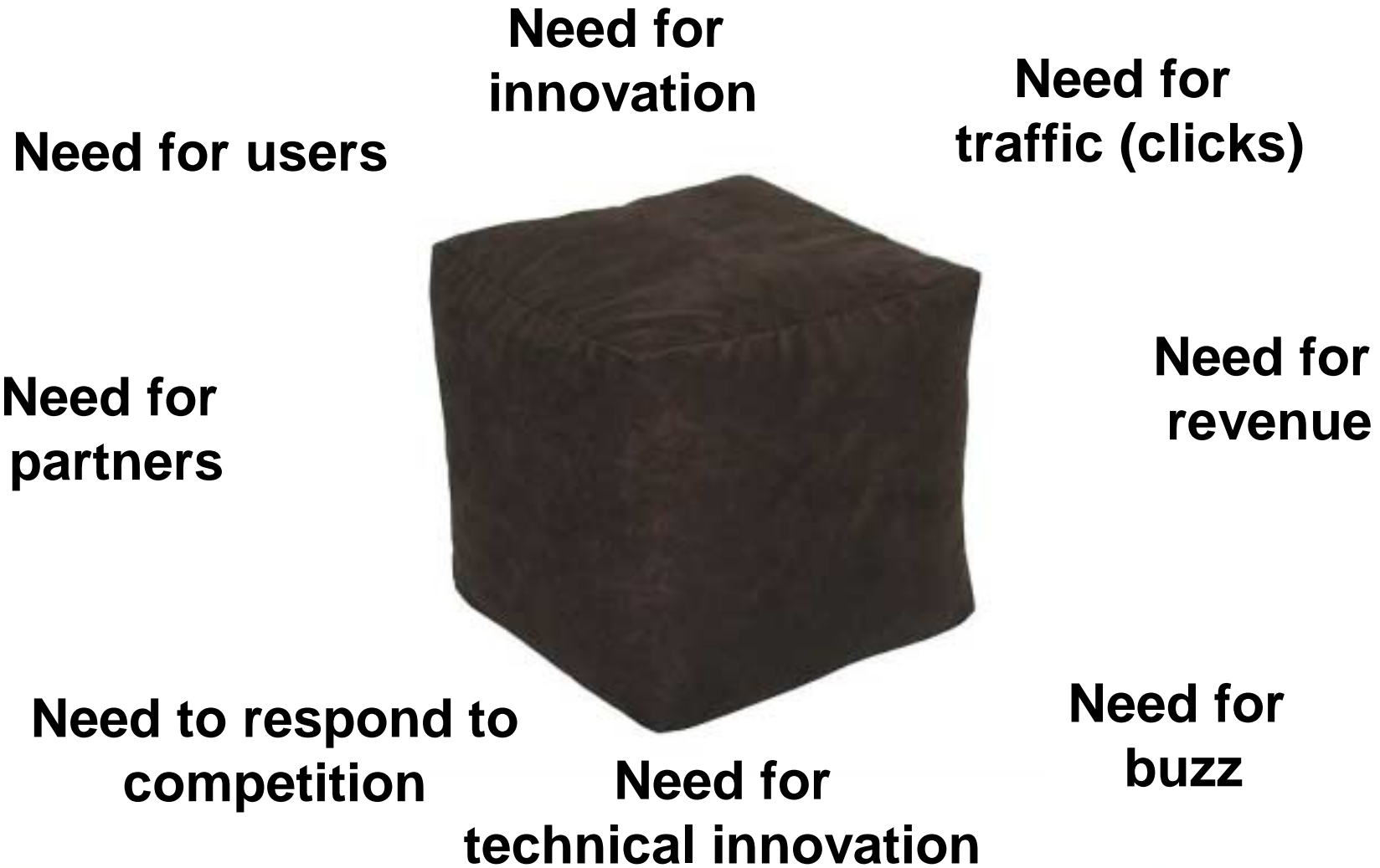- Uses cookies
- A Google cookie looks like this:
  ```
  GPREF=ID=26b2149fe108b391:TM=1109736400:LM
  =1109736400:S=pbbDWyL8tVmJrILc
  ```
  - Expires in 2038
  - Name value pairs: TM is timestamp and LM user preference change
  - ID number (16 digit hex)
  - S is a security code
- Print url looks like this:
  ```
  http://print.google.com/print?
  ID=VvBRboW2icUC&pg=1&sig=hoLj_9Otl2vG6mSjZ
  vK547vbP3E
  ```

Most Google Competitors' "Problem"

Google's Has Needs

Need for innovation

Need for traffic (clicks)

Need for users

Need for revenue

Need for partners

Need to respond to competition

Need for technical innovation

Need for buzz

Google ... A Development Platform

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Management consulting and strategy

"The Google Legacy" became Available earlier this month Order at www.infonortics.com

"The Enterprise Search Report" 2nd edition now out. Order at www.cmswatch.com

Additional information at www.arnoldit.com/sitemap.html

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