



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

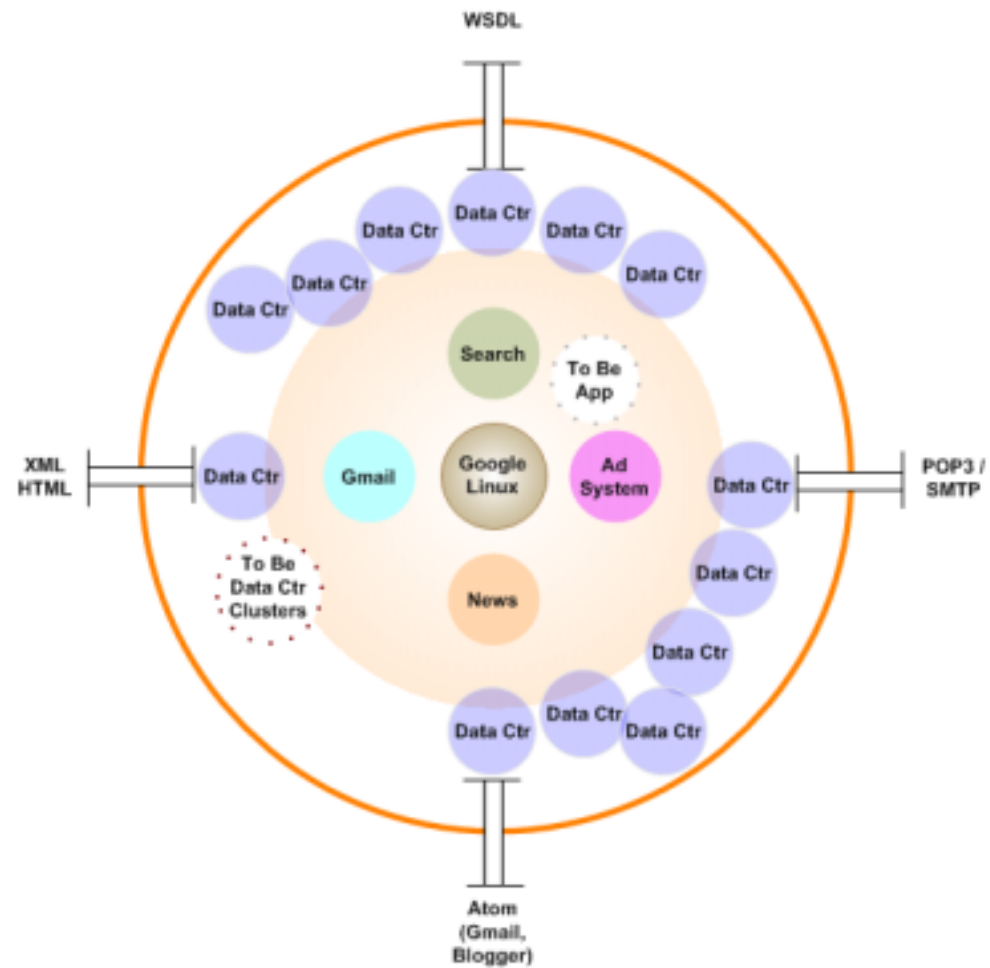
Historical Context

	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

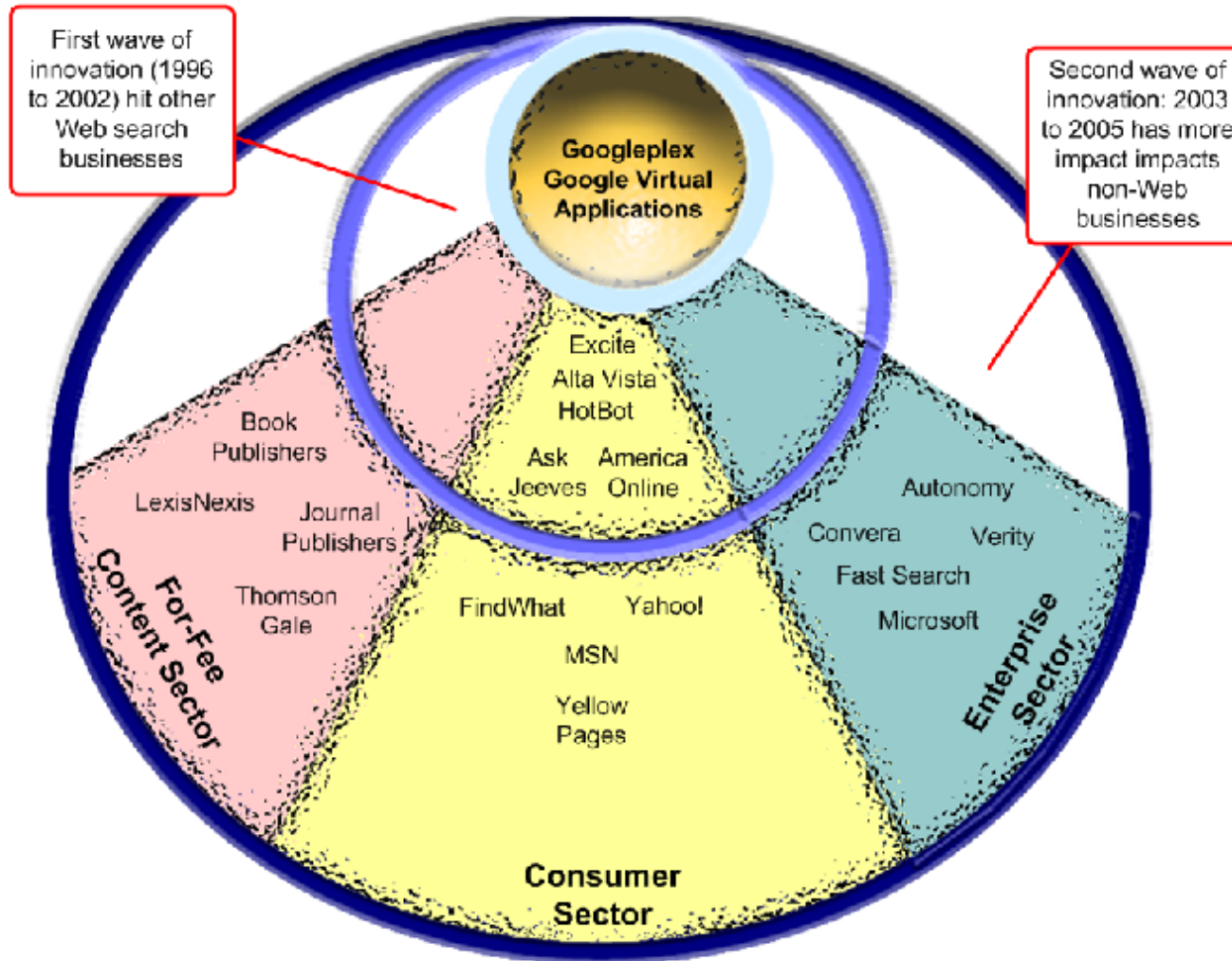
Google Today



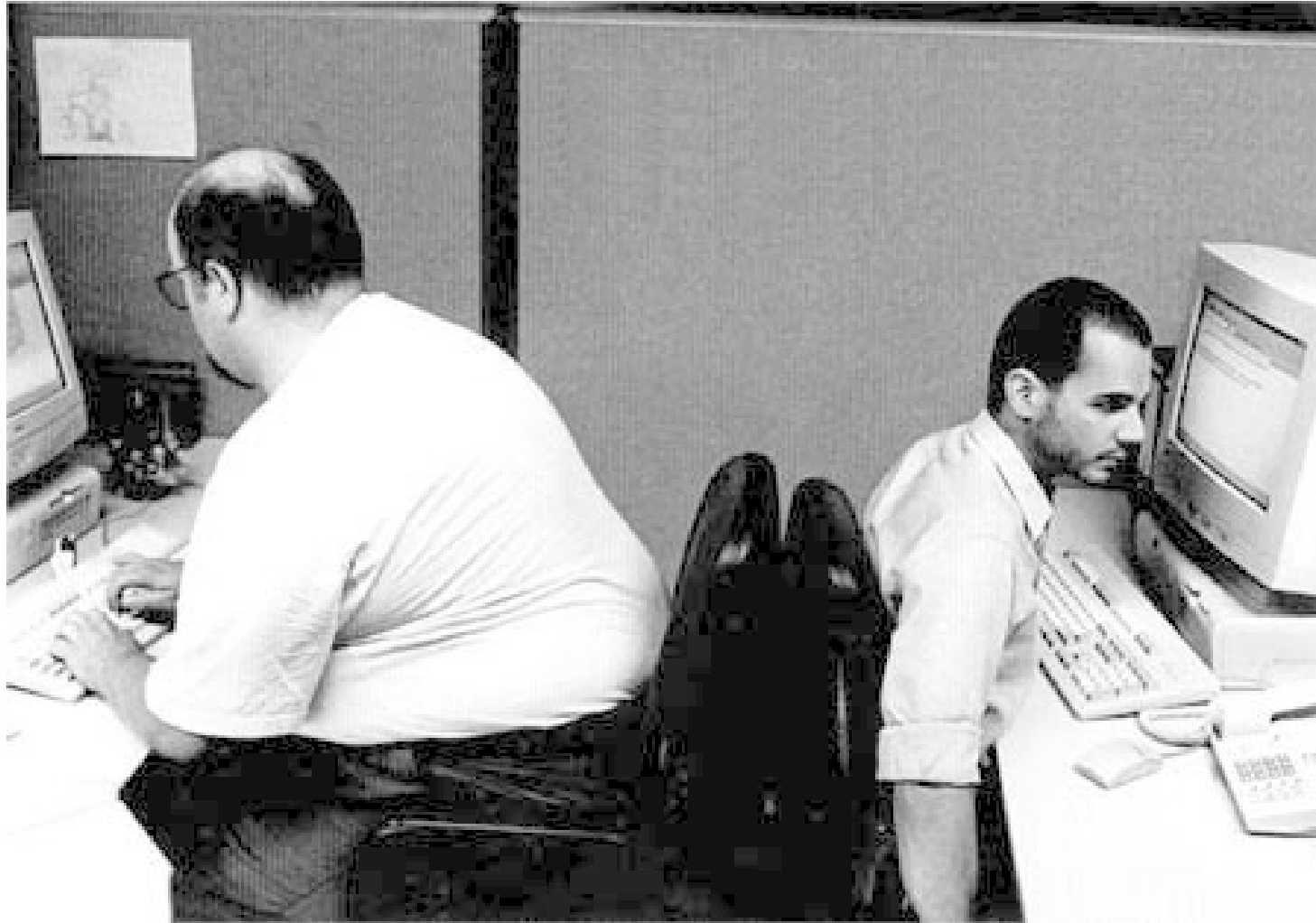
The Googleplex



Impacts



The Google Squeeze



2 Sci-Tech

Examples

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Web



0b1100101 * 0b1001 = 0b1110001101

[More about calculator.](#)

Search for documents containing the terms [0b1100101*0b1001](#).

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[Google Web Search Features](#) - 2 0x7d3 in roman numerals **0b11001**

Example Euler Equation

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, green, blue).

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$$(e^{(i * \pi)}) + 1 = 0$$

[More about calculator.](#)

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MDS

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msds benzene

Search

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 10 of about 169,000 for msds benzene. (0.08 seconds)

[Benzene Information](#)

Sponsored Link

www.benzene411.org Information on **Benzene** & the harm caused by unnecessary exposure.

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[nimes_930.ppt](#) - Do in STM Material Safety Data Sheets Key **MSDS Chemistry** - **msds*** then name of compound in search box. E.g .msd

[Safety \(MSDS\) data for benzene](#)

Safety (MSDS) data for **benzene**. Hazard: Toxic Hazard: highly flammable. [Click here](#)

for data on **benzene** in student-friendly format, from the HSci project ...
ptcl.chem.ox.ac.uk/MSDS/BE/benzene.html - 4k -

[Cached](#) - [Similar pages](#) - [Remove result](#)

[How to interpret MSDS information sheets](#)

Extracts from the **MSDS** for **benzene** (note that these are only extracts - the complete data sheet is long) are shown in blue, with a commentary (in black) ...

ptcl.chem.ox.ac.uk/MSDS/interpretingmsds.html - 15k -

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[The MSDS HyperGlossary: Aromatic](#)

A prototypical aromatic compound is **benzene**, so a layperson might prefer to think

of an ... When the term aromatic is used in an **MSDS** it is referring to the ...
www.ilpi.com/msds/ref/aromatic.html - 10k -

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Sponsored Links

[Benzene causes AML & ALL](#)

ALL/AML caused by **Benzene** Exposure
Nationwide Legal Help: 800-838-0800
www.benzene-leukemia-lawfirm.com

[Free MSDS Access](#)

Huge Database, 2 Million+ **MSDS**
Manage Your **MSDS** Library Online
www.msdsonline.com

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www.benzene-reactions.com

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Results 1 - 10 of about 22,300 from chemfinder.cambridgesoft.com for . (0.68 seconds)

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[ChemFinder.Com](#) - ChemFinder.Com Enter a Chemical Name, CAS Numbr

[ChemFinder.Com: ChemReact](#)

CambridgeSoft Corporation is the leading supplier of Internet browser and webserver based life science desktop software, enterprise solutions, ...

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ChemFinder.Com
Database & Internet Searching

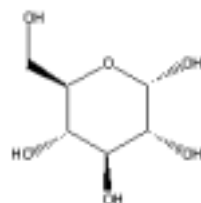
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ChemInfoNews.Com ChemClub.Com
CambridgeSoft.Com



Enter a Chemical Name, CAS Number, Molecular Formula or Weight.
Use * for partial names (e.g. ben*).
Search here for free. For professional searching, use ChemINDEX.

D-Glucose [50-99-7]

Synonyms: Corn sugar; D(+)-Glucopyranose; D-Glucose; D-(+)-Glucose; Dextrose; Glu; Glucose; Grape sugar;



Tools

[BUY AT CHERMACK.COM](#)[VIEW CHEM DRAW STRUCT](#)[VIEW CHEM 3D MODEL](#)

CAS RN Lookup

[THE MERCK INDEX](#)[NCI DATABASE](#)

OpenChem

[VIEW LINKS](#)[ADD COMPOUND](#)[ADD/CHANGE PROPERTY](#)[ADD LINK](#)

Formula $C_6H_{12}O_6$

CAS RN 50-99-7

ACX Number X1001680-3

Density 1.54

Refractive Index

Evaporation Rate

Flash Point (°C)

DOT Number

Comments

Molecular Weight 180.1572

Melting Point (°C)

Boiling Point (°C)

Vapor Density

Vapor Pressure

Water Solubility

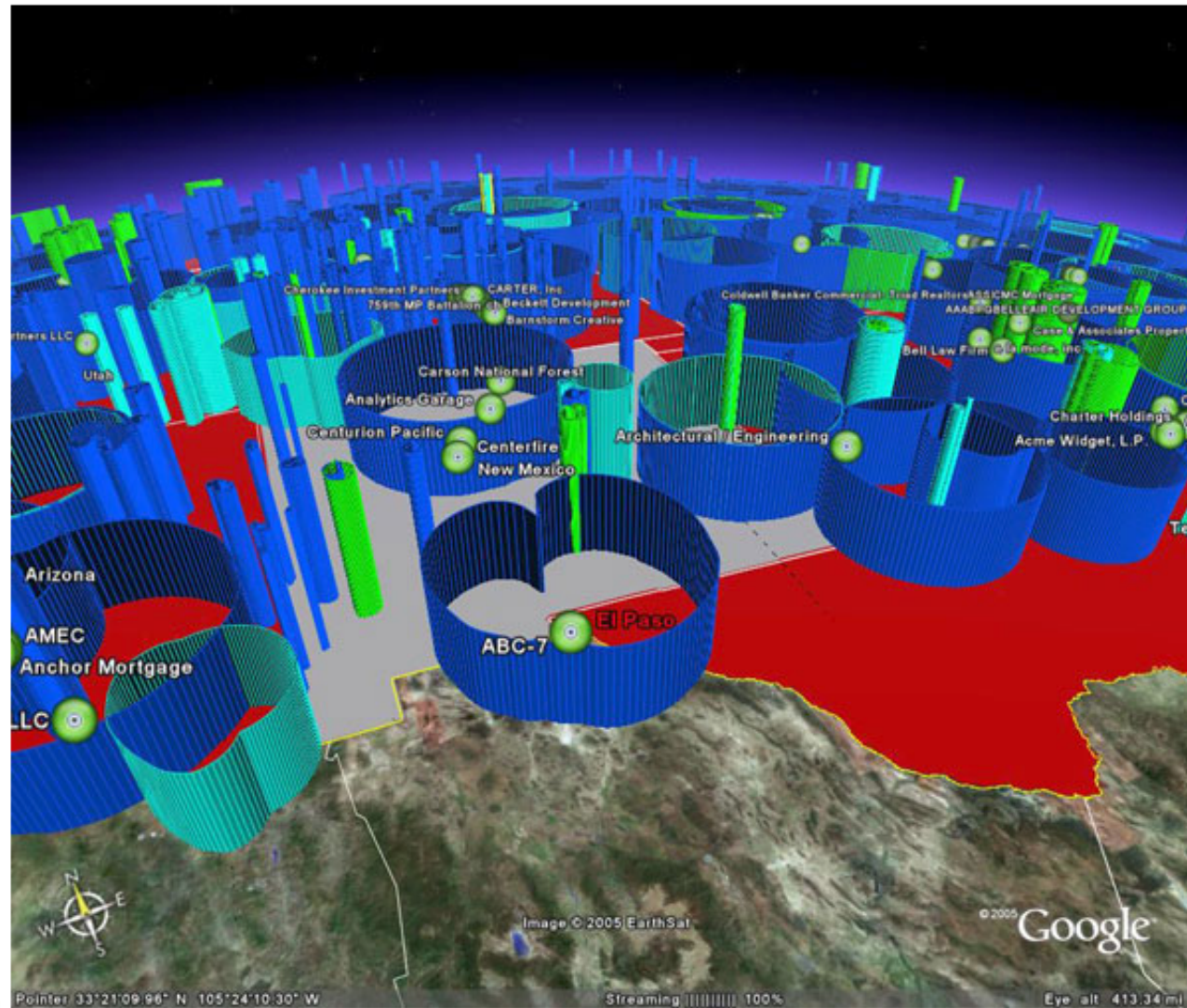
EPA Code

RTECS LZ6600000

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

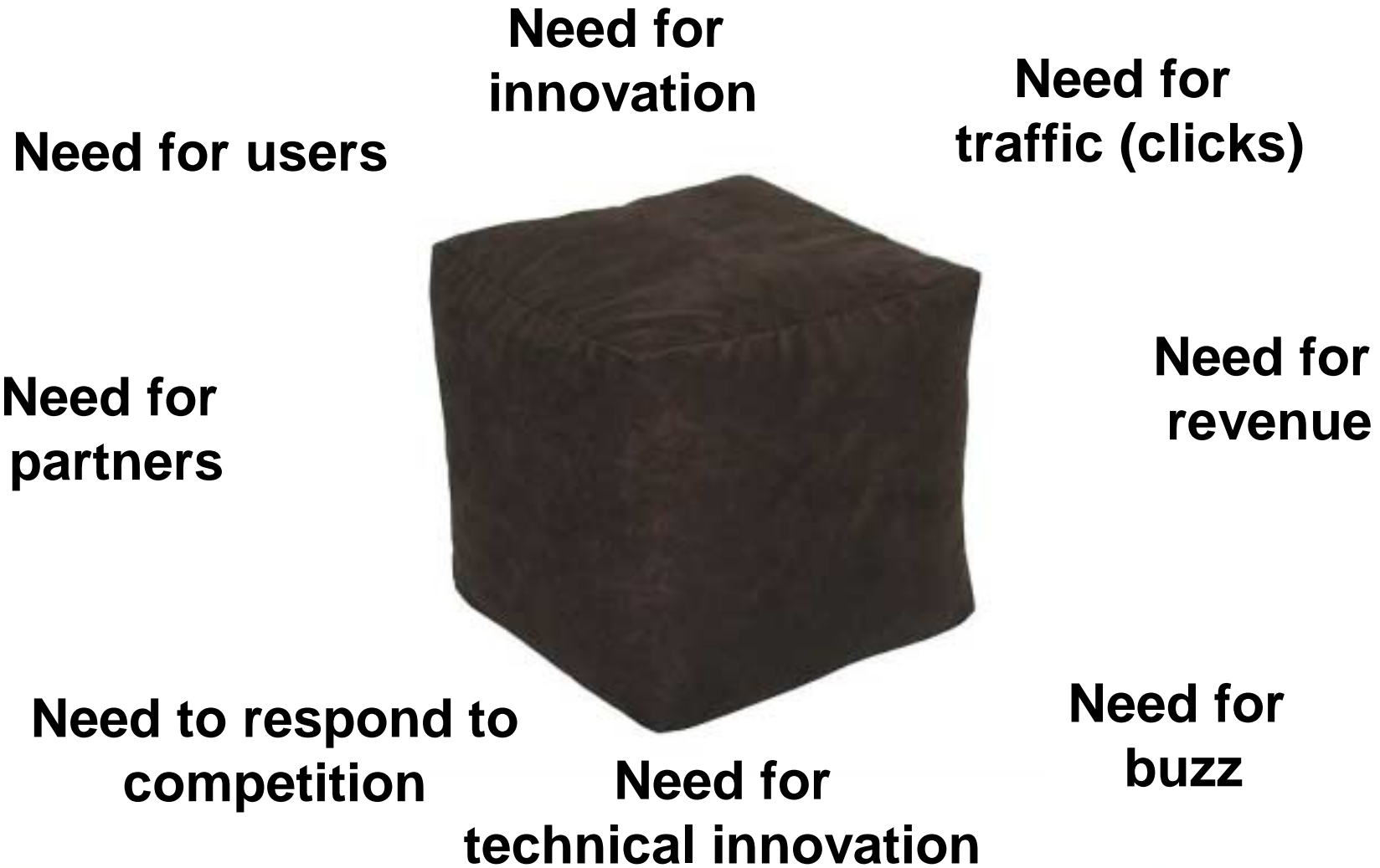
Metrics Savvy

- 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_9Ot12vG6mSjZ
vK547vbP3E

Most Google Competitors' "Problem"



Google's Has Needs



Google ... A Development Platform

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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**

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