

iris[®]

thinking automotive[™]

creating conversations



little book on Google

little books from iris coatings

whilst all information is considered correct at the time of going to press, iris coatings ltd cannot be held responsible for any actions taken as a result of the content of these books.

topics currently covered are google, brand, the internet, human resources (HR), information technology (IT) and communication. look out for more books in the future.

for more information on any of these books, please get in touch with the iris team.

what's a google then?

most of us now know it as the world's biggest search engine – but a (googol) is actually a number – a really big number.

the name 'google' was an accident - a spelling mistake by the original founders who thought they were going for 'googol'.

1 googol = 1.0×10^{100}

and this is what a googol looks like:

100,000,000,000,000,000,000,000,000,000,000,000,
000,000,000,000,000,000,000,000,000,000,000,
000,000,000,000,000,000,000,000,000,000.



Thanksgiving Day 2009

and the winner is...

google's webpage index comprising billions of web pages. google searches all of these pages, often in less than half a second. now that's quick!

google began in 1996 as a research project by two Stanford University students, Larry Page and Sergey Brin.

google has the largest network of translators in the world.

google is worth circa £129.4 billion as at 2010.



Remembrance Day 2009

it all started somewhere

talk about getting lucky tenants. in 1998, Susan Wojcicki rented her garage to two Stanford students for £1,100 a month to help out with the mortgage. that turned out to be a life-changing decision for Susan - it got her a key early job at google which translated to a top executive position later on.

in 2006, google bought the house which had become a tourist attraction (the bus loads of people who show up to take pictures were so annoying that google decided not to publish the address - though ironically, you can still google map it).



Roald Dahl's Birthday

meta-tags

meta-tags are headed description, content, author, language, etc - and include a list of keywords which describe the content for a site.

early search engines searched the keyword attribute but it was soon realised that it was possible to skew these results by adding the names of competitors to keywords.

since the turn of the century, search engines (including google to a certain extent) have tended to analyse the description attribute instead.



bots and crawlers

googlebot is the search bot (robot) software used by google, which collects documents from the web to build a searchable index for the google search engine..

googlebot discovers pages by harvesting all of the links on every page it finds. it then follows those links to other web pages. google stores all or part of the source page (referred to as a cache) as well as information about the web pages.



advertising on google

google make circa £55.7m a day - so they must be doing something right!

google make most of their income from advertising – primarily by the sale of adwords.

advertisers select the words that should trigger their ads and the maximum amount they will pay per click.

to find out more, check out www.google.co.uk/adwords



Sputnik's 50th Anniversary in Google Style

conspiracy

google places a cookie on each registered user's computer, which can be used to track that person's search history. there is no evidence that google provides data to government agencies, although this does concern conspiracy theorists.

in 2005 the US Department for Justice did attempt to force google to supply the text of every search made over a two-month period. the court ruled in google's favour recognising the privacy implications.



search engine optimisation (SEO)

search engine optimisation attempts to discern patterns in search engine listings, and then develop a methodology for improving rankings to draw more searchers to their client's sites.

by incorporating keywords in various places 'on page', in particular the title element and the body copy, the better its keyword prominence and thus its google ranking.

iris can help with getting you well placed on google – if you would like to find out more why not give us a call.



Isamu Noguchi's Birthday, 2009

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