Google Hacks

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Google Hacks

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Editor, Interface

Calishain, Tara, and Rael Dornfest.
Google Hacks.

In editing Interface, and particularly in selecting books to review (18-20 per year) we are continually vexed by the question “who is reading this?” Our readers come from a very broad audience, from students to specialists, but are, while very interested in computers, probably not proficient with them in the sense that they do their own programming or even write simple macros to gain greater control over their word processing programs.

It is with some trepidation then, that we review Google Hacks. O’Reilly & Associates is well known as the most successful publisher working with truly specialized computing texts. Some of their titles contain fewer English words than strings of letters meaningless to most of us. [1]

Google Hacks, however, is accessible to the non-programmer. At the same time, this book does assume that the reader is willing to sit down at the computer, book in hand, and try a few things.

The value of the work is that, above all, it will make the reader a much more proficient searcher of Internet content. As one who teaches Internet searching skills to history majors, I am well aware that most of us skim along the top of the World Wide Web, mistaking the first ten or so returns from our searches as the material we desire or need.

Of all the search engines, Google is the most interesting one. This is not only because it is the most powerful general engine, and searches not only titles and metadata (those elements embedded in web pages for the purposes of searching and indexing) but also, full text. As such, Google is more than just a search engine; it is in and of itself a sort of social phenomenon. For example, at Interface we continually cite the results of Google searches as indications of the attitudes of those placing content on the web concerning very broad issues. [2] It is an unusual
week that there is no story on the major newsletters on the Web on some Google-related phenomenon.

Google has even influenced our language: to look somebody up on the WWW is to “Google” them and to try to influence search rankings by systematically using search engines to raise certain pages above others is “Googlebombing.” [3]

For those who prepare web sites, Google is a critical factor. In general, while Google also ranks some paid sites first on many searches (boo!) it thereafter ranks sites in the orders in which they are themselves linked to across the Internet. That is, “PageRank” is, generally speaking, a measure of the number of hyperlinks pointing to a given site on the World Wide Web (p 294). To optimize your site for Google will, however, help a great deal in ensuring that others find your page relatively quickly, and thus that they link to it. Chapter 8 in Google Hacks, “The Webmaster Side of Google,” is required reading in our labs.

There are many ways, both licit and illicit, to raise one’s PageRank. But Google has the power to de-list a site that it feels is manipulating its search algorithms. The threat of being de-Googled [4] is a very real one. See, for example, the legal notice received at Interface as explained in this month’s editorial.

Google is extremely important, and it behooves everybody interested in the World Wide Web to not only understand it, but to become the most sophisticated possible user of it. Google Hacks will accomplish both these goals. We wish that we could say that it will do so painlessly, but that would be an overstatement. We can say that every user of the World Wide Web will find very useful information and can learn very useful skills from it.

Notes:

Accessed 3/23/04

in which we relied upon Google as an index of various attitudes toward China.
Accessed 3/23/04

[3] Perhaps one index of the importance of Google, ironically, is to run a search on Google on the word “google”. This returns 42,500,000 hits. “God” returns 60,500,000 hits. We conclude that Google is currently less important than God but probably closing fast, at least in the opinion of those who place web pages or search for them.

[4] Based on my search of this term, which turns up no apparent English language hits (de-Googled)
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http://www.google.com/search?hl=en&lr=&ie=ISO-8859-1&q=de-google&btnG=Google+Search

Accessed 3/22/04 I hereby claim credit for the creation of a new Google hyphenate, possibly itself a new phrase.

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9 THOUGHTS ON “GOOGLE HACKS”

**dating**

on **January 30, 2014 at 11:34 AM** said:

Hi there! I know this is kinda off topic on the other hand I’d figured I’d ask. Would you be interested in trading links or possibly guest writing a blog article or vice-versa? My internet site addresses a lot of the exact same subjects as yours and I think we could greatly benefit from each other. If you happen being interested feel free to send me an e-mail. I glimpse forward to hearing from you! Terrific blog by the way!

**plotka**

on **February 1, 2014 at 1:48 AM** said:

While you will be driving a personal jet, it is incredibly critical wear shoes which might be comfortable and just removable. It is likely it is advisable to take into account them off after under-going security checks. Sandals or flip-flops are footwear which is well suited for traveling.

**temat**

on **February 1, 2014 at 2:16 AM** said:

I have mastered some significant elements via your website post. 1 other subject I would like to talk about is that there are lots of games accessible over a industry developed specifically for toddler age children. They include pattern acceptance, colors, family pets, and shapes. These commonly focus on familiarization as an choice to memorization. This keeps little little ones engaged with no sensing like they’re studying. Thanks
nigeria  
on February 3, 2014 at 1:34 AM said:

It's like you read my mind! You appear to know a lot about this, like you wrote the book in it or something. I think that you simply can do with some pics to drive the message home a bit, but instead of that, this can be good blog. A excellent read. I'll truly be back.

plotki  
on February 3, 2014 at 1:55 AM said:

Attractive section of content. I just stumbled upon your internet site and in accession capital to assert that I get in fact enjoyed account your blog posts. Any way I'll be subscribing for the augment and even I achievement you access consistently rapidly.

Nigeria social network  
on February 5, 2014 at 12:18 AM said:

What a funny blog! I truly enjoyed watching this comic video with my family members along with for example my mates.

Carmelo  
on February 6, 2014 at 8:08 AM said:

Hey there! I just wanted to ask if you ever have any issues with hackers? My last blog (wordpress) was hacked and I ended up losing montys of hard work due to no backup. Do you have any methods to protect against hackers?
ministry from beer to eternity
on February 6, 2014 at 11:22 AM said:

I really love your site.. Pleasant colors & theme.
Did you make this site yourself? Please reply back as I'm looking to create my own personal blog and want to find out where you got this from or what the theme is called. Appreciate it!

christian church union city ca
on February 6, 2014 at 12:33 PM said:

Right away I am going to do my breakfast, when having my breakfast coming over again to read more news.