The Googleplex:
Search or More?

Topics

- Google is more than search
- What you must read
- Five musts to be indexed by Google
- Five cheats for the brave
- Google Outlook

Google Nuggets (June 2005)

- More than 50 percent of the referrals come from Google
- More than 300 million queries per 24 hours period
- Google processes more than 320 queries per second.
- Google has more than 4,000 employees and 1,000 job openings
- Google has 60 data centers and about 165,000 servers using chips like the one in this laptop
- Yahoo's profit this quarter came from selling its Google shares

The Context

	1964-1984	1984-2004	2004-2024
Computing Approach	Glass House with Raised Floor	A Computer on Every Desktop	Network Ecosystem
Applications	Batch	One PC, Local Applications	Virtual Applications
Work Mode	Do not bend, fold, staple, or mutilate	Tele or Flex	Anytime, Anyplace
Technology	Mainframe	Personal Computing	Network Computing
Users	The Super Affluent	The Affluent	Almost Anyone

What You Must Read

- Google patents
- Google technical papers
- Google Web logs
- A CD with more than 120 Google patents and an index is available from sa@arnoldit.com. Cost: $2,500
  - Google does not explicitly list itself as the assignee
  - Manual searching was required
  - About 40 patents are from countries other than the U.S.
  - Patents are in English in PDF format
  - Updated on July 7, 2005. Next update: January 2006

PageRank

- Algorithm used considers a number of factors
- When a loophole identified, the PageRank algorithm is tweaked
  - Change can occur at any time
  - Mechanism to stay ahead of tricks used to throw off the rankings
- *Dot Net Magazine* (February 2005) analyzed five search engine optimization companies
  - Companies improved rankings but not dramatically
  - Techniques involved editorial and design changes in a site

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

Links Are "Good"

- In-site links
  - To internal pages where keywords appear
  - Links are valid
  - Tree-like structure
- Inbound links
  - From sites with a high ranking
  - Not from "pay for link" services
- Outbound links
  - Link to good sites
  - Valid links
  - Range 100 to 300 acceptable

Google Web Indexing Unaffected by:

- Buying a Google Appliance
- Advertising on Google
- Participating in AdSense
- Using the Google Toolbar
- Using Google Desktop Search
- Writing to Google

Commercial

- "The Enterprise Search Report" 2nd edition now out
- "The Google Legacy" comes out in August 2005
- Consulting services
- Information at www.arnoldit.com/sitemap.html
- Contact: sa@arnoldit.com