


Cheat Sheet #1

Google Defaults and Google Preference Settings

Ways to Change or Control Google

| PageRank™ Unique | Comments |
|---|--|
| Three factors are used in combination to cause Google's PageRank; there may be additional factors: | |
| Popularity: Uses "votes" by pages that link to a page, and the ranking of each voting page as well. | <ul style="list-style-type: none"> • Cannot alter importance (not for sale). |
| Importance: Each page is assigned an "importance" value from 10 (high) to 0 (low). | <ul style="list-style-type: none"> • Cannot alter importance (not for sale). • Can be seen in green PageRank score in Google Toolbar. |
| Term placement: Words next to each other are ranked high because of "automatic phrase detection." The occurrence of search terms in the title, headings, and first paragraphs of a page also rank high in a ranking algorithm that Google never discloses and frequently modifies. | <ul style="list-style-type: none"> • Word Order. Changes ranking because Google gives priority to pages with the words together in a phrase: <div style="margin-left: 40px;"> public libraries puts different pages first compared with: libraries public </div> • Word Repetition. Changes results somehow. There seems to be more weight given to repeated words: <div style="margin-left: 40px;"> internet search internet internet search </div> |

| AND Automatic between Terms | Comments |
|--|--|
| All your terms generally occur somewhere in results, with pages where they are together ranked first. <div style="margin-left: 40px;">google search tips</div> | <ul style="list-style-type: none"> • Use quotes to require all pages to contain your terms together in a phrase: <div style="margin-left: 40px;">"google search tips"</div> |
| Results may include pages with only some terms, if Google "thinks" they're relevant. | <ul style="list-style-type: none"> • Use quotes to require words in phrases. |
| Terms may occur in pages that link to results. | <ul style="list-style-type: none"> • Cannot turn off • CACHE shows your terms highlighted in the page or explains why you got it; also Google Toolbar . |
| Terms may occur in pages in "hidden" fields in the HTML header. | <ul style="list-style-type: none"> • Cannot turn off • Use VIEW Source to see HTML. |

| Words Ignored or Stemmed | Comments |
|---|--|
| Many common words ignored as "stop words" Look above search results to see words ignored: <div style="margin-left: 40px;">where am I</div> <div style="margin-left: 40px;">the search matches only on am</div> Ignored words effect ranking; do not omit them in searches. | <ul style="list-style-type: none"> • No list of "stop" words. • Turn off with + immediately before words: <div style="margin-left: 40px;">+where am +I</div> • Turn off by making phrases: <div style="margin-left: 40px;">"where am I"</div> • Different results for: search the internet and search internet even though <i>the</i> is a stop word |
| Variant endings are included sometimes: <div style="margin-left: 40px;">california librarian</div> <div style="margin-left: 40px;">pages also contain</div> <div style="margin-left: 40px;">libraries, library, librarians</div> | <ul style="list-style-type: none"> • No list of words that are stemmed; Google says it "stems when appropriate." • Stemming does not work on single word searches. • Turn off with + or " ": <div style="margin-left: 40px;">california +librarian</div> <div style="margin-left: 40px;">"california librarian"</div> |

Google Preference Settings

| Default Preferences | Changeable in Preferences www.google.com/preferences |
|---|--|
| <p>Interface Language The language you see and use when you use Google's interfaces.</p> | <ul style="list-style-type: none"> • Many languages to choose from, some humorous. • You will need to know the current language to change from it. Or you can change the interface language to English by modifying a Google search URL to hl=en |
| <p>Search Language The language of search results. Searches a relatively small portion of the Web.</p> | <ul style="list-style-type: none"> • Almost 40 languages for search results • Remember to use the language chosen when you type searches. |
| <p>Safe-Search Filtering Adult-content filter.</p> | <ul style="list-style-type: none"> • Default is "moderate" filtering, which is supposed to exclude explicit sexual images. • Strict is more thorough, and None is no filtering. |
| <p>Number of Results How many pages are listed in each screen of results.</p> | <ul style="list-style-type: none"> • Default is 10. Can be set to 20, 30, 50 or 100. • For high-speed connections, 20 or 30 saves time clicking "next." |
| <p>Results Window Allows you to view results in a separate browser window, retaining the Google search results page in the initial browser window.</p> | <ul style="list-style-type: none"> • Default is to use the same window, requiring you to use "Back" to return to the results. |