

Capraro Technologies, Inc.



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Capraro Technologies, Inc

2118 Beechgrove Place

Utica NY 13501

315.733.0854

Dear Colleague,

This month's newsletter is concerned with "all you really wanted to know – but were afraid to ask" about Google searching.

Have you tried PocoDoc? Please do and let us know what you think.

www.PocoDoc.com

Gerard T. Capraro, Ph.D.

President

GOOGLE TRICKS

Top Ten Google Tricks

1. Definitions - Pull up the definition of the word by typing define followed by the word you want the word you want defined. For example, typing: **define technology** would display the definition of that word.
2. Local Search - Visit <http://local.google.com> enter the area you want to search and the keyword of the place you want to find. For example, typing: **restaurant** at the above link would display local restaurants.
3. Phone number lookup - Enter a full phone number with the area code to display the name and address associated with that phone number.
4. Find weather - Type weather followed by a zip code or city and state to display current weather conditions and forecasts for upcoming days.
5. Track airline flight - Enter the airline and flight number to display the status of an airline flight and it's arrival time. For example, type **Delta 123** to display this flight information if available.
6. Track pages - Enter a UPS, FedEx or USPS tracking number to get a direct link to track your packages.
7. Pages linked to you - See what other web pages are linking to your website or blog by typing **link:** followed by your URL. For example, typing **link:<http://www.cnybit.com>** displays all pages linking to CNYBit - Capraro Technologies, Inc.
8. Find PDF results only - Add **filetype:** to your search to display results that only match a certain file type. For example, if you wanted to display PDF results only, type: "**hp laserjet 4050**" **filetype:pdf** -- this a great way to find online manuals
9. Calculator - Use the Google Search engine as a calculator by typing a math problem in the search. For example, type: **100 +200** would display the results as 300.
10. Stocks - Quickly get a stock quote price, chart, and related links by typing the stock symbol in Google. For example, typing: **msft** will display the stock information for Microsoft.

Below are some basic tips as well as some secrets that can be used on Google to help improve your search results and find things you may have never thought of.

1. Group your search query to find better results. For example, if you're searching for computer help, you'll find better results if you search for an exact phrase by surrounding it in quotes: **"computer help"**.
2. If a lot of your results have keywords you're not searching for use a minus sign. For example, if you're looking for computer help but don't want pages containing Windows type: **"computer help" - windows**
3. Google supports number ranges, for example, if you're searching for computer help between the year 2000 to 2005 you can type: **"Computer help" 2000..2005**
4. See the [Google operators page](#), which lists dozens of the available operators Google allows. For example, the following search would search for the URL that contains the word computer: **allinurl: computer**
 - Phrase search ("") - putting double quotes around a set of words, you are telling Google to consider the exact words in that exact order without any change. Google already uses the order and the fact that the words are together as a very strong signal and will stray from it only for a good reason, so quotes are usually unnecessary. You may miss good results accidentally. For example, a search for ["Alexander Bell"] (with quotes) will miss the pages that refer to Alexander G. Bell.
 - Search within a specific website (site:) Google allows you to specify that your search results must come from a given website. For example, the query [iraq site:nytimes.com] will return pages about Iraq but only from nytimes.com. The simpler queries [iraq nytimes.com] or [iraq New York Times] will usually be just as good, though they might return results from other sites that mention the New York Times. You can also specify a whole class of sites, for example [iraq site:.gov] will return results only from a .gov domain and [iraq site:.iq] will return results only from Iraqi sites.
 - Terms you want to exclude (-): Attaching a minus sign immediately before a word indicates that you do not want pages that contain this word to appear in your results. The minus sign should appear immediately before the word and should be preceded with a space. For example, in the query[anti-virus software], the minus sign is used as a hyphen and will not be interpreted as an exclusion symbol; whereas the query[anti-virus -software] will search for the words 'anti-virus' but exclude references to software. You can exclude as many words as you want by using the - sign in front of all of them, for example [jaguar -cars -football -os]. The - sign can be used to exclude more than just words. For example, place a hyphen before the 'site:' operator (without a space) to exclude a specific site from your search results.
 - Fill in the blanks (*): The *, or wildcard, is a little-known feature that can be very powerful. If you include * within a query, it tells Google to try to treat the star as a placeholder for any unknown term(s) and then find the best matches. For example, the search [Google *] will give you results about many of Google's products (go to next page and next page -- we have many products). The query [Obama voted * on the * bill] will give you stories about different votes on different bills. Note that the * operator works only on whole words, not parts of words.
 - Search exactly as is (+): By attaching a + immediately before a word (remember, don't add a space after the +), you are telling Google to match that word precisely as you typed it. Google employs synonyms automatically, so that it finds pages that mention, for example, childcare for the query [child care] (with a space), or California history for the query [ca history]. But sometimes Google helps out a little too much and gives you a synonym when you don't really want it. Putting double quotes around a single word will do the same thing.
 - The OR operator: Google's default behavior is to consider all the words in a search. If you want to specifically allow *either* one of several words, you can use the OR operator (note that you have to type 'OR' in ALL CAPS). For example, [San Francisco Giants 2004 OR 2005] will give you results about either one of these years, whereas [San Francisco Giants 2004 2005] (without the OR) will show pages that include both years on the same page. The symbol | can be substituted for OR. (The AND operator, by the way, is the default, so it is not needed.)

EXCEPTIONS -

Search is rarely absolute. Search engines use a variety of techniques to imitate how people think and to approximate their behavior. As a result, most rules have exceptions. For example, the query [for better or for worse] will not be interpreted by Google as an OR query, but as a phrase that matches a (very popular) comic strip. Google will show calculator results for the query [34 * 87] rather than use the 'Fill in the blanks' operator. Both cases follow the obvious intent of the query. Here is a list of exceptions to some of the rules and guidelines that were mentioned in this and the [Basic Search Help](#) article:

Exceptions to 'Every word matters'

- Words that are commonly used, like 'the,' 'a,' and 'for,' are usually ignored (these are called stop words). But there are even exceptions to this exception. The search [the who] likely refers to the band; the query [who] probably refers to the World Health Organization -- Google will not ignore the word 'the' in the first query.
- Synonyms might replace some words in your original query. (Adding + before a word disables synonyms.)
- A particular word might not appear on a page in your results if there is sufficient other evidence that the page is relevant. The evidence might come from language analysis that Google has done or many other sources. For example, the query [overhead view of the bellagio pool] will give you nice overhead pictures from pages that do not include the word 'overhead.'

Punctuation that is not ignored

- Punctuation in popular terms that have particular meanings, like [C++] or [C#] (both are names of programming languages), are not ignored.
- The dollar sign (\$) is used to indicate prices. [nikon 400] and [nikon \$400] will give different results.
- The hyphen - is sometimes used as a signal that the two words around it are very strongly connected. (Unless there is no space after the - and a space before it, in which case it is a negative sign.)
- The underscore symbol _ is not ignored when it connects two words, e.g. [quick_sort].

GOOGLE FEATURES

Everyday Essentials - More things that you can find with Google.

- **Time** - to see the time in many cities around the world, type in "time" and the name of the city. For example: **time London** and the result is as follows.



9:28pm Tuesday (BST) - Time in London, United Kingdom

London, Ontario 4:28pm EDT
London, Arkansas 3:28pm CDT

- **Sports Scores** - to see scores and schedules for sports teams, type the team name or league name into the search box. This is enabled for many leagues including the National Basketball Association, National Football League, National Hockey League, and Major League Baseball. For example: **Dallas Cowboys**

[Dallas Cowboys \(1-2\)](#) - Add to iGoogle



Last game: Sep 26, **Dallas Cowboys** 27 - Houston Texans 13

Next game: vs. Tennessee Titans, Oct 10 4:15pm ET

www.dallascowboys.com

- **Music** - to listen to music, search for artists, albums, songs or lyrics. For example: **Dave Matthews Band**



▶ [Crash Into Me](#) - Crash - 1996 - 6:02

▶ [The Space Between](#) - Everyday - 2001 - 4:03

▶ [Ants Marching](#) - Under The Table And ... - 1994 - 6:01

▶ [Satellite](#) - Under The Table And Dreaming - 1994 - 4:48

[More songs from iLike.com »](#)

Listen on: [Rhapsody](#) - Pandora

- **Sunrise & Sunset** - To see the precise times of sunrises and sunsets for many U.S. and worldwide cities, type “sunrise” or “sunset” followed by the city name. For example: sunrise New Orleans



6:52am Wednesday (CDT) - Sunrise in New Orleans, LA
15 hours 13 minutes from now

Reference Tools:

- **Book Search** - If you're looking for results from Google Book Search, you can enter the name of the author or book title into the search box. Then, click on "Books" from the left-hand navigation to view book content. You can click through on the record to view more detailed info about that author or title. For example:

Stephen King

[Under the Dome: A Novel](#)



Stephen King - 2009 - 1074 pages - [Preview](#)

After an invisible force field seals off Chester Mills, Maine, from the rest of the world, it is up to Dale Barbara, an Iraq veteran, and a select group of citizens to save the town, if they can get past Big Jim Rennie, a murderous ...

[books.google.com](#) - [More editions](#) - [Add to My Library](#) ▼

- **Earthquakes** - To see information about recent earthquakes in a specific area type “earthquake” followed by the city and state or U.S. zip code. For recent earthquake activity around the world simply type “earthquake” in the search box. For example: **earthquake Los Angeles**

[Recent earthquakes near Los Angeles, California](#)

Time	Magnitude	Location
Yesterday	3.5	Baja California, Mexico Map
3 days ago	4.1	Baja California, Mexico Map
3 days ago	4.2	Baja California, Mexico Map

[earthquake.usgs.gov](#)

- **Unit Conversion** - You can use Google to convert between many different units of measurement of height, weight, and volume among many others. Just enter your desired conversion into the search box and we'll do the rest. For example: **10.5 cm in inches**



10.5 centimeters = 4.13385827 inches

[More about calculator.](#)

Choosing Keywords

- **Synonym Search** - If you want to search not only for your search term but also for its synonyms, place the tilde sign (~) immediately in front of your search term. For example: **~fast food**

[Fast food - Wikipedia, the free encyclopedia](#) ☆

Fast food (also known as Quick Service Restaurant or QSR within the industry itself) is the term given to food that can be prepared and served very quickly. ...

[History](#) - [On the go](#) - [Cuisine](#) - [Business](#)

[en.wikipedia.org/wiki/Fast_food](#) - [Cached](#) - [Similar](#)

[Junk Food Tees, JunkFood Ts, Vintage T shirts, 80s](#)

[Shirts - Junk ...](#) ☆

Shop the **Junk Food** Clothing official website for vintage 80s style tees! You'll find NFL Ts, NBA T Shirts, The Hangover T shirt, Super Hero Tees, ...

[www.junkfoodclothing.com/](#) - [Cached](#) - [Similar](#)

- **Spell Checker** - Google's spell checking software automatically checks whether your query uses the most common spelling of a given word. If it thinks you're likely to generate better results with an alternative spelling, it will ask “Did you mean: (more common spelling)?”. Click on the suggested spelling to launch a Google search for that term. For example: **Expolsion**

Did you mean: [explosion](#)

There are so many more features that are available for use. Go to <http://www.google.com/help/features.html> - it's interesting to see what you can find in these searches, the information that's available out there and it's easy to get ahold of them.

COMPUTER MOUSE TIPS

Using the mouse in combination with the keys on your keyboard can give you several different advantages and help improve your overall productivity on the computer. Below are just a few examples.

Almost all text editors

Many text editors or programs that allow you to edit text support the ability to quickly highlight all or portions of text by using the **Shift Key** and the mouse. For example, move the cursor to the beginning of the text you wish to highlight, hold down the **Shift Key**, and click at the end of the text you wish to highlight. If supported and done properly this will highlight all text in-between the points you clicked.

Microsoft Word

In Microsoft Word holding down the the **ALT Key** on your keyboard while clicking and dragging your mouse and you will be able to drag a box and highlight only portions of text and not the whole line. (** This works in Pages, that is available on the Mac.)

Windows Explorer and many other files

Microsoft Windows Explorer and other file managing programs allow users to select multiple files by holding down the **CTRL** key and clicking each file or folder they wish to select, or hold down the **Shift Key** and select multiple files at once (they have to be in sequence). With the Mac, the **COMMAND** key is used in place of the **CTRL** key but the **Shift Key** works the same.

Microsoft Internet Explorer, Mozilla Firefox, and other browsers

Users who visit a website with tables and wish to select on row of that table can hold down the **CTRL Key** and click and drag on the text in the next row they wish to copy.

Mozilla Firefox users

Mozilla Firefox users can also hold down the **CTRL Key** and individually click on each cell they wish to copy.

FUNNY GEEK QUOTES

- There are 10 types of people in the world: those who understand binary, and those who don't
- If at first you don't succeed; call it version 1.0
- My software never has bugs. It just develops random features
- In a world without fences and walls, who needs Gates and Windows?
- Ethernet (n): something used to catch the etherbunny
- If u c4n r34d thi1s u r34lly n33d t0 g37 4 11f3
- Roses are #FF0000 , Violets are #0000FF , All my base belongs to you

CAPRARO TECHNOLOGIES, INC

You can now find Capraro Technologies, Inc on  Facebook (<http://www.facebook.com/pages/Utica-NY/Capraro-Technologies-Inc/138676162813774?ref=ts>) and  Twitter (<https://twitter.com/CapraroTech>)

Please share this newsletter with your friends and colleagues. For archives of our previous newsletters you can find them online at <http://www.cnybit.com/newsletter>.

If you have any comments or suggestions, please email newsletter@caprarotechnologies.com.

Gerard T. Capraro, Ph.D.
President
Capraro Technologies, Inc.
2118 Beechgrove Place, Utica NY 13502