

BUSINESS GOOGLE TOOLS AT DEERFIELD PUBLIC LIBRARY



CLASS OUTLINE:

- 1) Who is Google?
- 2) Betchya Never Met...
- 3) Review and Q&A

EXPECTED OUTCOMES:

- 1) Better understanding of the Google brand
- 2) Understand how to customize and use tools within their Google account

WHO IS GOOGLE?

- Google's main mission stems from this principle: "Google's mission is to organize the world's information and make it universally accessible and useful."
- Founded in 1998 by Larry Page and Sergey Brin, 2 PhD students at Stanford University (who still own 16 percent of the shares of the publically traded company)
- The company offers more than just searching: since 1998, they've added email, an office suite in Google Drive, social networking (Google+), desktop products for organizing and editing photos, and instant messaging.
- Google also is the driving force behind Android operating systems, Chrome web browser, and Chromebooks, small and affordable laptops.
- Previous search engines used to rank a page's value on how many times a word appeared on a website. Google's system looked at the connections between websites based on the amount of information (pages) available.

WHAT ARE “GOOGLE TOOLS”?

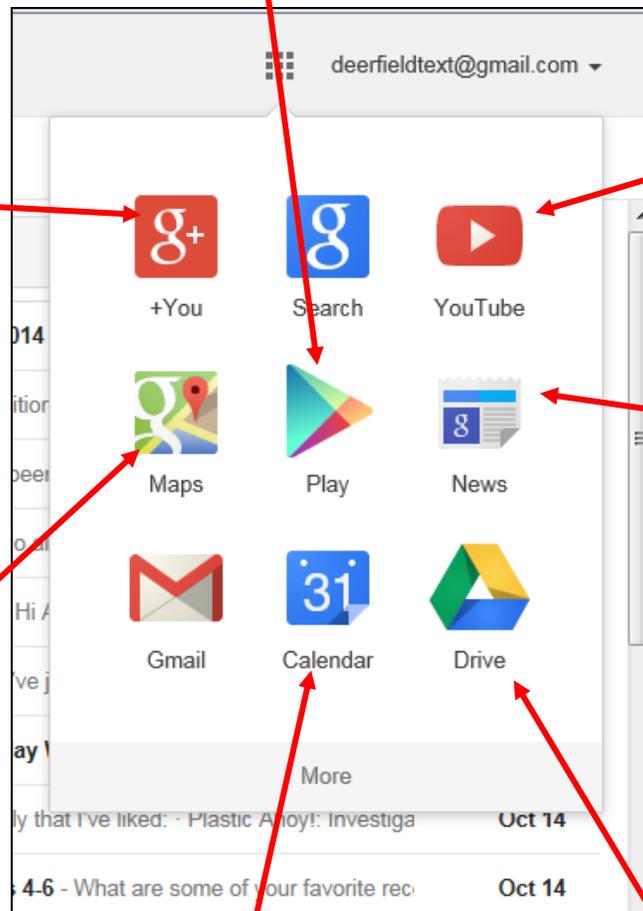
Google is famous for its search engine, but it also makes many other free web-based tools. You can customize many of these so that they use your information to give you personalized results.

Most of these can be accessed from any Google page through this drop-down menu at the top right of your web browser window.

Looking for an app for your Android tablet for work or for your android phone? Access the Google Play store right here

Have a Youtube account? Thinking of setting one up to display your products or ideas? You can manage that right from your Google or Gmail account!

Google Plus is a social networking service.



Google News searches just news sources, and can be customized to only search for the news you care about.

Google Maps is a dynamic mapping system for most of the world right down to the street level.

Google Calendar is a dynamic calendar that you can share with others and sync with your phone..

Google Drive allows you to create, store, and share many kinds of documents using programs that resemble Microsoft Word.

GOOGLE CALENDAR



Google Calendar can be good for scheduling not only yourself but your entire team! If you've ever used Microsoft Outlook before, this is very similar to adapt.

- You can share your schedule and invite others to post to the calendar as well.
 - You can manage multiple calendars from one account. (You might have a calendar for your personal life and for your work life).
 - You can use the Google Calendar app for tablets or mobile devices of any kind.
- Set alerts and alarms for your events.
 - You can work with your schedule when you're offline as well, so it is easy to add to.

Business Benefit: Not only can this tool save you from having to keep a paper notebook, but this can allow you to see, at the tap of an app or the stroke of a mouse pointer, just where you're supposed to be at what time! Also, unlike Microsoft Outlook for Business, this service is free to anyone who has a Gmail account. You can use this whether you use the paid business platform, or if you're a small start up looking to coordinate your 2 employees.

GOOGLE+ HANGOUTS

Hangout is one of the best features of Google+. You can easily send and receive messages or just simply make a video call to anybody. Whatever device you're using, you will always be connected from your G+ buddies because hangouts are automatically synched.

- HD video meetings with your entire team: Host Hangouts for up to 15 people within or outside of your organization. The screen automatically focuses on whoever is speaking and intelligent muting prevents background noise.
- You can have up to 100 people in the text chat hangout, and up to 10 in the video call (unless you have a corporate account and then it is 15).
- Easy to use from anywhere: Your entire team can join the same Hangout from their desktop, laptop, tablet or phone with the same easy-to-use experience.
- Integrated with Google Calendar, so it's only one click away: When creating a meeting in Google Calendar, you can automatically add a Hangout. So when your meeting rolls around, it takes just one click to join.



Business Benefit: You don't have to use a separate account like Skype or GoToMeeting software. You can use this very similar version that is connected to your account.

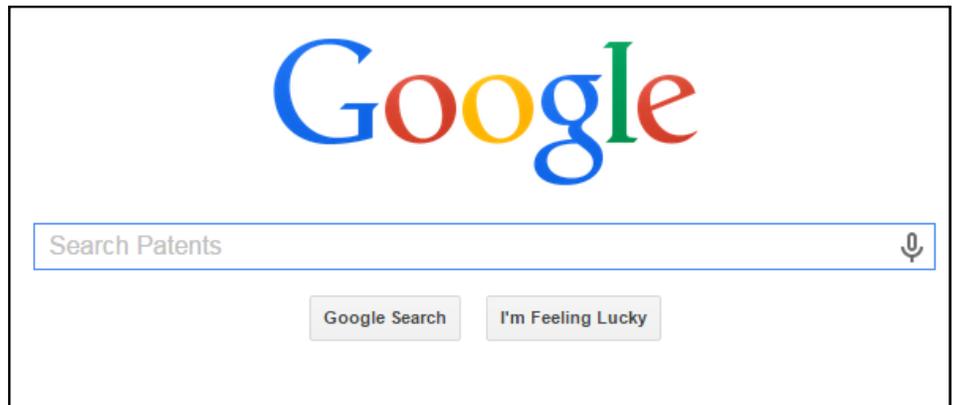
GOOGLE PATENT

Google Patent allows you to search in 3 ways:

- Patent Number
- Product being patented
- Patent Owner

Once you've found a patent, you can go in and see all the legal text, but also each of the photos, plans

or descriptions that was mentioned when the patent was filed. You get exact dates and names. The names also link to more information about that person.



Business Benefit: A much easier way to search than trying to search the US Patent Office files.

GOOGLE DOCS, SHEETS AND SLIDES

If you're moving away from using a Windows-based system, or simply looking for a free alternative to the expensive software programs of the past, Google Docs, Sheets and Slides could be very useful to you as a business owner. These tools are again, all free and available to you with a Google or Gmail account.

Google Docs:

- Word processing feature that allows you to type documents of all kinds.



Google Sheets:

- Spreadsheet program that gives you the features you need to keep track of your dough.



Google Slides:

- Presentation feature that you can use to create your professional presentations.



Business Benefit of All 3 Features:

- Are viewable on Apple, PC or Tablet Devices.
- Can be downloaded to a device, and vice versa
- Are all stored on a Google Drive, so you won't need a jump drive to give presentations, or to be limited on what devices you can use to read or play your files. Now, the only tool you will need (and something that is almost universally available) is a WiFi connection!

GOOGLE FORMS



Looking for a way to create interactive opportunities for you and your staff? Interested in creating forms that can be embedded onto your website? Google Forms gives you a free tool to use in a few different ways.

- You can create a form to be emailed to your whole email subscriber list.
 - Create a form to have people vote for something on your website or blog.
 - Collaborate with your team to create the form
- Your responses are automatically collected and analyzed in a Google Sheet and is easily accessible in the Form creation feature!

Business Benefit: This is a great way to get two jobs done with one action. You can create your form and customize it to fit your business needs. At the same time, though, you can have the Google Analytics created right there. So, whether you're looking to create charts or to gather sign ups for an event, Forms can help!

GOOGLE CLOUD PRINT

Have a document to print, but you can't get your Publisher file to read on your Mac? This is a job for Cloud Print! Using Google Cloud Print and an applicable App or Browser, you can make your home and work printers available to you and anyone you choose, from the applications you use every day. Google Cloud Print works on your phone, tablet, Chromebook, PC, and any other web-connected device you want to print from.



- You can print from any of your tabs on Google Chrome, on any device (great if you're using Google Drive for Storage!)
- You can set up shared printers for other people in your network, which could be great for travelling.
- You can always print at a FedEx or Kinko's location!
- Challenges: Cloud Print is still in its Beta phase, so you might encounter some issues. It also works best with printers that are Cloud Print enabled (which many new printers are...older ones, probably not). You also have to have either a Google app or another app that is on their list of approved usages.

Business Benefit: Google Cloud Print is a new service that doesn't require a subscription, but just a simple, free account. There are some cloud printing services out there, but they often can be costly. This option could be just what you're looking for, especially if you're using the easily translatable Google Apps. As soon as this one is perfected, you'll be ready to print anywhere, anytime!