WHY GOOGLE IS WORTH 360 BILLION AND YOU HAVEN’T PAID THEM A DIME!

By: Joe Davis
The New Google

- Reorganization of Google into Alphabet Inc (Completed October 2, 2015)
- Alphabet now the parent company of Google and other companies previously owned by Google
- Shares of Google's stock converted into Alphabet stock
Google’s Financials 2015

- New Alphabet Inc. Stock still trades under Google's former ticker symbols of "GOOG" and "GOOGL"
- Stock price shot up after reorganization
- Now valued at approx. 500 Billion (second only to Apple)
- Second Quarter 2015 Revenues of $17.7 billion and revenue growth of 11% year over year; constant currency revenue growth of 18% year over year
Where did the name Google come from?

Sean and Larry were in their office, using the whiteboard, trying to think up a good name - something that related to the indexing of an immense amount of data. Sean verbally suggested the word "googolplex," and Larry responded verbally with the shortened form, "googol" (both words refer to specific large numbers). Sean was seated at his computer terminal, so he executed a search of the Internet domain name registry database to see if the newly suggested name was still available for registration and use. Sean is not an infallible speller, and he made the mistake of searching for the name spelled as "google.com," which he found to be available. Larry liked the name, and within hours he took the step of registering the name "google.com" for himself and Sergey (the domain name registration record dates from September 15, 1997).

Source: https://www.quora.com/What-is-the-etymology-of-the-word-Google

googol (n.) Look up googol at Dictionary.com

- number represented by 1 followed by 100 zeroes, 1940, in "Mathematics and the Imagination," a layman's book on mathematics written by U.S. mathematicians Edward Kasner (1878-1955) and James R. Newman, the word supposedly coined a year or two before by Kasner's 9- (or 8-) year-old nephew (unnamed in the book's account of the event), when asked for a name for an enormous number. Perhaps influenced by comic strip character Barney Google. Googolplex (10 to the power of a googol) coined at the same time, in the same way, with plex.

What is Google?! 

- Advertising Company with Search Engine component (majority of revenue comes from ads)
- Handles more than three billion searches each day
- Provide free services to end user, paid for by advertisers
- Information from/about users can be more valuable than fees for services
What is a Search Engine?

• Components of a Search Engine:
  1. **Web Crawler.** Index created by “bots” that “crawl” the world wide web searching for content
  2. **Index.** Central index of content on the internet (text, pictures, video, etc)
  3. **Search.** Searchable by users

• Prior to September 1993 the Web was entirely indexed by hand (list of webservers edited by Tim Berners-Lee and hosted on the CERN webserver)
## Timeline of Search Engines

### Source: [https://en.wikipedia.org/wiki/Web_search_engine](https://en.wikipedia.org/wiki/Web_search_engine)

<table>
<thead>
<tr>
<th>Year</th>
<th>Engine</th>
<th>Current Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1993</td>
<td>W3Catalog</td>
<td>Inactive</td>
</tr>
<tr>
<td></td>
<td>Aliweb</td>
<td>Inactive</td>
</tr>
<tr>
<td></td>
<td>JumpStation</td>
<td>Inactive</td>
</tr>
<tr>
<td></td>
<td>WWW Worm</td>
<td>Inactive</td>
</tr>
<tr>
<td>1994</td>
<td>WebCrawler</td>
<td>Active, Aggregator</td>
</tr>
<tr>
<td></td>
<td>Go.com</td>
<td>Inactive, redirects to Disney</td>
</tr>
<tr>
<td></td>
<td>Lycos</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>Infoseek</td>
<td>Inactive</td>
</tr>
<tr>
<td>1995</td>
<td>AltaVista</td>
<td>Inactive, redirected to Yahoo!</td>
</tr>
<tr>
<td></td>
<td>Daum</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>Magellan</td>
<td>Inactive</td>
</tr>
<tr>
<td></td>
<td>Excite</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>SAPO</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>Yahoo!</td>
<td>Active, Launched as a directory</td>
</tr>
<tr>
<td>1996</td>
<td>Dogpile</td>
<td>Active, Aggregator</td>
</tr>
<tr>
<td></td>
<td>Inktomi</td>
<td>Inactive, acquired by Yahoo!</td>
</tr>
<tr>
<td></td>
<td>HotBot</td>
<td>Active (lycos.com)</td>
</tr>
<tr>
<td></td>
<td>Ask Jeeves</td>
<td>Active (rebranded ask.com)</td>
</tr>
<tr>
<td>1997</td>
<td>Northern Light</td>
<td>Inactive</td>
</tr>
<tr>
<td></td>
<td>Yandex</td>
<td>Active</td>
</tr>
<tr>
<td>1998</td>
<td>Google</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>Ixquick</td>
<td>Active also as Startpage</td>
</tr>
<tr>
<td></td>
<td>MSN Search</td>
<td>Active as Bing</td>
</tr>
<tr>
<td></td>
<td>empas</td>
<td>Inactive (merged with NATE)</td>
</tr>
<tr>
<td>1999</td>
<td>AlltheWeb</td>
<td>Inactive (URL redirected to Yahoo!)</td>
</tr>
<tr>
<td></td>
<td>GenieKnows</td>
<td>Active, rebranded Yellowee.com</td>
</tr>
<tr>
<td></td>
<td>Naver</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>Teoma</td>
<td>Inactive, redirects to Ask.com</td>
</tr>
<tr>
<td></td>
<td>Vivisimo</td>
<td>Inactive</td>
</tr>
<tr>
<td>2000</td>
<td>Baidu</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>Exalead</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>Gigablast</td>
<td>Active</td>
</tr>
<tr>
<td>2003</td>
<td>Info.com</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>Scroogle</td>
<td>Inactive</td>
</tr>
<tr>
<td>2004</td>
<td>Yahoo! Directory</td>
<td>Active, Launched own web search (see Yahoo! Directory, 1995)</td>
</tr>
<tr>
<td></td>
<td>A9.com</td>
<td>Inactive</td>
</tr>
<tr>
<td></td>
<td>Sogou</td>
<td>Active</td>
</tr>
<tr>
<td>2005</td>
<td>AOL Search</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>GoodSearch</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>SearchMe</td>
<td>Inactive</td>
</tr>
<tr>
<td>2006</td>
<td>Soso (search engine)</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>Quaero</td>
<td>Inactive</td>
</tr>
<tr>
<td></td>
<td>Ask.com</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>Live Search</td>
<td>Active as Bing, Launched as rebranded MSN Search</td>
</tr>
<tr>
<td></td>
<td>ChaCha</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>Guruji.com</td>
<td>Inactive</td>
</tr>
<tr>
<td>2007</td>
<td>wikiseek</td>
<td>Inactive</td>
</tr>
<tr>
<td></td>
<td>Sproose</td>
<td>Inactive</td>
</tr>
<tr>
<td></td>
<td>Wikia Search</td>
<td>Inactive</td>
</tr>
<tr>
<td></td>
<td>Blackle.com</td>
<td>Active, Google Search</td>
</tr>
<tr>
<td>2008</td>
<td>Powerset</td>
<td>Inactive (redirects to Bing)</td>
</tr>
<tr>
<td></td>
<td>Picollator</td>
<td>Inactive</td>
</tr>
<tr>
<td></td>
<td>Viewzi</td>
<td>Inactive</td>
</tr>
<tr>
<td></td>
<td>Boogami</td>
<td>Inactive</td>
</tr>
<tr>
<td></td>
<td>LeapFish</td>
<td>Inactive</td>
</tr>
<tr>
<td></td>
<td>Forestle</td>
<td>Inactive (redirects to Ecosia)</td>
</tr>
<tr>
<td></td>
<td>DuckDuckGo</td>
<td>Active</td>
</tr>
<tr>
<td>2009</td>
<td>Bing</td>
<td>Active, Launched as rebranded Live Search</td>
</tr>
<tr>
<td></td>
<td>Yebol</td>
<td>Inactive</td>
</tr>
<tr>
<td></td>
<td>Mugurdy</td>
<td>Inactive due to a lack of funding</td>
</tr>
<tr>
<td></td>
<td>Scout (Goby)</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>NATE</td>
<td>Active</td>
</tr>
</tbody>
</table>
Location, Location, Location!

• The vast majority of users never go past the first page of Google
• Most users click on the first three choices
• Types of listings include natural results, ads, business, shopping, maps, images, knowledge graphs, news, etc
AdWords – Google’s Advertising System

• Pay-Per-Click Advertising (PPC). Advertisers pay only when an ad is clicked.
• Ads are displayed on search results page and websites that have agreed to show ads, in exchange for a percentage of PPC price.
• Extensive audience targeting available to advertisers.
Google search results for "personal injury lawyer nyc".
New York's Top Verdicts & Settlements and Personal Injury

Someone you love is injured and you find yourself needing a Personal Injury Attorney—you will settle for nothing but the best. New York Law Journal's Personal ...

New York Personal Injury Lawyers - Local Attorneys & Law

Results 1 - 20 of 100 - New York Personal Injury lawyers with detailed profiles and recommendations. Find your New York, NY Personal Injury Attorney or Law ...

Cellino & Barnes: Accident Attorney New York | Personal ...
Golden State Warriors

40-24, 2nd in Pacific Division

Yesterday, 6:00 PM
ORACLE Arena, Oakland, California

Phoenix Suns

Final

Golden State Warriors

Box Score

Tomorrow vs. Mavericks

7:30 PM
All times are in Pacific Time

THE OFFICIAL SITE OF THE GOLDEN STATE WARRIORS - NBA
www.nba.com/warriors

National Basketball Association
Official site containing news, scores, audio and video files, player profiles, and more.
YouTube Video Ads

- Advertisers pay for ads shown on certain videos
- YouTube takes approx. 45% of the advertising revenue from a video ad, 55% goes to the person who upload the video on which the ad is displayed
- YouTube Red, a new YouTube subscription service, offering ad-free streaming of all videos on YouTube
<table>
<thead>
<tr>
<th>Ad format</th>
<th>Placement</th>
<th>Platform</th>
<th>Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display ads</td>
<td>Appears to the right of the feature video and above the video suggestions list. For larger players, this ad may appear below the player.</td>
<td>Desktop</td>
<td>300x250 and 300x60</td>
</tr>
<tr>
<td>Overlay ads</td>
<td>Semi-transparent overlay ads that appear on the lower 20% portion of your video.</td>
<td>Desktop</td>
<td>480x70 (Flash) or text</td>
</tr>
<tr>
<td>Skippable video ads</td>
<td>Skippable video ads allow viewers to skip ads after 5 seconds, if they choose. Inserted before, during, or after the main video.</td>
<td>Desktop, mobile devices, TV, and game consoles</td>
<td>Plays in video player.</td>
</tr>
<tr>
<td>Non-skippable video ads and long, non-skippable video ads</td>
<td>Non-skippable video ads must be watched before your video can be viewed. Long non-skippable video ads may be up to 30 seconds long. These ads can appear before, during, or after the main video.</td>
<td>Desktop and mobile devices</td>
<td>Plays in video player. 15 or 20 seconds in length, depending on regional standards. Long, non-skippable ads can be up to 30 seconds in length.</td>
</tr>
</tbody>
</table>
Search Engine Market Share (US)

Source: ComScore, June 2014
Desktop searches

- Yahoo: 10%
- Bing: 19%
- Others: 3%
- Google: 68%

Total explicit core searches: 17.8 billion

via: Yahoo Search Share Falls Below 10 Percent For “All-Time Low”
Mobile Search Engine Market Share (US)

Source: http://searchengineland.com/
Search Engine Market Share (Global)

- In Europe, Google’s market share is above 90 percent

[Graph showing global desktop and mobile search share with Google leading significantly]

https://www.netmarketshare.com/search-engine-market-share.aspx
Search Engine Optimization (SEO)

- On-Page SEO
  - Content
  - Coding
  - Mobile Friendly

- Off-Page SEO
  - Relevant Contextual Inbound Links
  - Social Media “signals”
  - Citations
**GOOGLE PRODUCTS & SERVICES**

Very successful at software (i.e. Search, Gmail, Maps)
Not so successful at hardware (i.e. Phones, Glasses)
# Google Products & Services

## Web

**Web Search**
- Search billions of web pages

**Toolbar**
- Add a search box to your browser

**Google Chrome**
- A browser built for speed, simplicity and security

**Bookmarks**
- Access your bookmarks and starred items

## Mobile

**Mobile**
- Get Google products on your mobile phone

**Search for mobile**
- Search Google wherever you are

**Maps for mobile**
- View maps, your location and get directions on your phone

## Business

**AdWords**
- Attract more customers and only pay for results

**Google Cloud Platform**
- Build and host applications and websites, store and analyze data on Google’s scalable infrastructure

**AdSense**
- Create online revenue today

**Analytics**
- Know your audience and analyze traffic

**Google Apps for Work**
- Get email, docs, storage and more, customized for your business

**Google My Business**
- Make sure your business looks great on Google Search, Maps and Google+ for free

**AdMob**
- Make money from your apps

**Google Domains**
- Find a domain and build a website for your business
Google Products & Services Cont.

**Media**
- **YouTube**
  Watch, upload and share videos
- **Books**
  Search the full text of books
- **News**
  Search thousands of news stories
- **Picasa**
  Find, edit and share your photos

**Geo**
- **Maps**
  View maps and directions
- **Panoramio**
  Explore and share photos of the world

**Specialized Search**
- **Custom Search**
  Create a customized search experience for your community
- **Google Shopping**
  Search for stuff to buy
- **Scholar**
  Search scholarly papers
- **Google Play**
  Your music, movies, books, and Android apps available anywhere
- **Image Search**
  Search for images on the web
- **Video Search**
  Search for videos on the web
- **Earth**
  Explore the world from your computer
- **Patent Search**
  Search the full text of US Patents
- **Finance**
  Business info, news and interactive charts
- **Trends**
  Explore past and present search trends
Google Android

- Mobile Phone Operating System
- July 2005, Google acquired Android Inc. for at least $50 million
- Android is provided to phone manufactures free of charge
- Allows Google to “learn” about its users, their habits, interests and location
- Ads (in apps and on web) provide a source of revenue
- Built in apps encourage mobile users to use various Google products
Gmail Email Service

- Free, advertising-supported email service provided by Google
- 900 million users worldwide (May 2015)
- Google automatically scans emails to add context-sensitive advertisements to them and to filter spam
What is reCAPTCHA?

reCAPTCHA is a free service that protects your website from spam and abuse. reCAPTCHA uses an advanced risk analysis engine and adaptive CAPTCHAs to keep automated software from engaging in abusive activities on your site. It does this while letting your valid users pass through with ease.

reCAPTCHA offers more than just spam protection. Every time our CAPTCHAs are solved, that human effort helps digitize text, annotate images, and build machine learning datasets. This in turn helps preserve books, improve maps, and solve hard AI problems.
180 Google Products & Services

- **Google Search** & Its **features** – Google search is the most popular search engine on the Web.
- **AdMob** – Monetize and promote your mobile apps with ads.
- **Android** – Android is a software stack for mobile devices that includes an operating system, middleware, and key applications.
- **Blogger** – A free blog publishing tool for easy sharing of your thoughts with the world.
- **Dart** – Dart is a brand new programming language developed by Google.
- **DoubleClick** – An ad technology foundation to create, transact, and manage digital advertising for the world’s buyers, creators, and sellers.
- **Google.org** – Develops technologies to help address global challenges and supports innovative partners through grants, investments, and in-kind resources.
- **Google Aardvark** – A social search engine where people answer each other’s questions.
- **Google Account Activity** – Get a monthly summary of your account activity across many Google products.
- **Google Ad Planner** – A free media planning tool that can help you identify websites your audience is likely to visit so you can make better-informed advertising decisions.
- **Google AdSense** – Place contextual Google ads on your site – and earn money.
- **Google AdWords** – Advertise online and pay only when people click on your ad.
- **Google Affiliate Network** – Full-service online marketing company specializing in pay-for-performance media.
- **Google Alerts** – Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.
- **Google Analytics (Urchin)** – Google Analytics makes it easy to improve your results online. Also check out, **Google Analytics Premium**.
- **Google Answers** – Answers allows users to get help from researchers with expertise in online searching.
- **Google Apps** – Software-as-a-service for business email, information sharing and security.
- **Google App Engine** – Run your web applications on Google’s infrastructure.
- **Google Base** – Google Base is a place where you can easily submit all types of online and offline content.
- **Google Blog Search** – Blog Search is Google search technology focused on blogs.
- **Google Body** (Now, **Zygote Body**) – Google Body is a detailed 3D model of the human body.
- **Google Bookmarks** – Google Bookmarks is an online service that lets you save your favorite sites and attach labels and comments. Also check out, **Bookmark Manager**.
- **Google Book** – Search and preview millions of books from libraries and publishers worldwide.
- **Google Books Ngram Viewer** – Visualize the rise and fall of particular keywords across 5 million books and 500 years.
- **Google Browser Size** – Simple visual tool to show what percentage of web users can see different areas of a website without needing to scroll.
- **Google Buzz** – Start conversations about the things you find interesting. Share updates, photos, videos, and more with your friends.
- **Google Calendar** – Keep track of all your life’s important events – birthdays, reunions, little league games, doctor’s appointments – all in one place.
- **Google Cars** – A search engine to get quotes for Cars.
- **Google Checkout** – Buy from stores across the web and track all your orders and shipping in one place.
- **Google Chrome** – A browser that combines a minimal design with sophisticated technology to make the web faster, safer, and easier.
- **Google Chromecast** – Cast your favorite entertainment from your phone or tablet straight to the TV.
- **Google Chrome Sync** – It’s a Google Tool that Syncs your Google Chrome bookmarks across multiple computers.
- **Google Chromebook** – A computer from Google, designed to help you get things done faster and easier. Also check out, **Chromebox**.
- **Google Chromebook Pixel** – It’s a laptop that brings together the best in hardware, software, and design to inspire future innovation.
- **Google Chromium** – The Chromium projects include Chromium and Chromium OS, the opensource projects behind the Google Chrome browser and Google Chrome OS, respectively.
- **Google Classroom** – Designed hand-in-hand with teachers to help them save time, keep classes organized, and improve communication with students.
- **Google Cloud Platform** – Enables developers to build, test, and deploy applications on Google’s highly-scalable and reliable infrastructure.
- **Google Cloud Print** – Google Cloud Print is a new technology that connects your printers to the web.
- **Google Code** – Code is for external developers interested in Google related development.
- **Google Consumer Surveys** – Market research that’s fast and accurate.
- **Google Contacts** – Similar to an online address book, the Contact Manager gives you easy access to the people you want to reach.
- **Google Contact Lens** – A smart contact lens project by Google.
- **Google Contributor** – An experiment in additional ways to fund the web.
- **Google Correlate** – Find search patterns that correlate with real-world data.
- **Google Cultural Institute** – Cultural Institute brings together millions of artifacts from multiple partners, with the stories that bring them to life, in a virtual museum.
- **Google Currents** – A social magazine app by Google.
- **Google Custom Search Engine & Google Subscribed Links** – With Google Custom Search Engine and Subscribed Links, you can create a search engine tailored to your needs that lets you create custom search results which users can add to their Google search pages.
- **Google Dashboard** – Google Dashboard offers a simple view into the data associated with your Google Account.
- **Google Design** – Explore Google’s design guidelines.
180 Google Products & Services Cont.

- **Google Desktop** — Search your computer as easily as you search the web with Google.
- **Google Developers** — To inspire developers everywhere.
- **Google Dictionary** — Free online dictionary.
- **Google Directory** — The web organized by topic into categories.
- **Google Display Network** — Makes advertising on websites to promote your business, easy and effective.
- **Google Docs** — Free web-based word processor and spreadsheet, which allow you to share and collaborate online.
- **Google Domains** — Buy or transfer a domain name, build a site and get online with Google Domains.
- **Google Drive** — Get 5 GB of Cloud Storage for Free.
- **Google Earth & Google Mars** — Offers maps and satellite images for complex or pinpointed regional searches.
- **Google Fast Flip** — Read news fast.
- **Google FeedBurner** — Allows bloggers and podcasters to manage their RSS feeds.
- **Google Fiber** — Google Fiber is a broadband internet network that starts with a connection speed 100 times faster than today’s broadband.
- **Google Finance** — Offers a broad range of information about stocks, mutual funds, and companies.
- **Google Fit** — An open platform that lets users control their fitness data.
- **Google Flight Search** — Choose your flight from a simple list of results, explore destinations on a map, and find travel dates with the lowest fare with Google Flight Search.
- **Google Fonts** — Google Fonts (previously called Google Web Fonts) is an interactive directory of hosted open-source fonts optimized for the web.
- **Google Fusion Tables** — Gather, visualize and share your data online.
- **Google Friend Connect** — Instantly awakens and strengthens the community that visits your site by enriching it with social features.
- **Google Gears** — A Firefox and Internet Explorer extension that allows you to navigate on compatible websites offline and synchronize when going back online.
- **Google Glass** — Google’s Project Glass is a research and development program by Google to develop an augmented reality head-mounted display (HMD).
- **Google Go** — Go is an expressive, concurrent, garbage-collected programming language.
- **Google Grants** — In-kind advertising for non-profit organizations.
- **Google Groups** — Where groups of people have discussions about common interests.
- **Google Hangouts** — Hangouts bring your conversations to life with photos, emoji, and group video calls for free.
- **Google Helpouts** — Connects people who need help with people who can give help over live video.
- **Google Health** — Puts you in charge of your health information.
- **Google History** — Your web history is stored on Google servers, which means that you can view and manage it from any computer.
- **Google Hotel Finder** — Browse hotel photo galleries, read visitor reviews, and discover the popular areas of the city with Google Hotel Finder.
- **Google Ideas** — Google Ideas connect users, experts and engineers to conduct research and seed new technology-driven initiatives.
- **Google Image Search & Similar Images** — The most comprehensive image search on the web. Google Search Images allows you to search for images using pictures rather than words.
- **Google Inbox** — Inbox by Gmail is a new app from the Gmail team for Android, iOS, and Google Chrome. Inbox is an organized place to get things done and get back to what matters.
- **Google In Quotes** — Allows you to find quotes from stories linked to Google News.
- **Google Input Tools** — Input Tools makes it easy to type in the language you choose, anywhere on the web.
- **Google Keep** — Quickly create, access and organize your notes, lists and photos with Keep.
- **Google Knol** — Knol makes it free and easy to create, collaborate on, and publish credible web content.
- **Google Latitude** — See where your friends are on a map.
- **Google Lively** — A web-based virtual environment by Google.
- **Google Local Business Center** — If you are a business owner Claim your business listing today and let customers find you online!
- **Google Loon** — Loon is a network of balloons traveling on the edge of space, designed to connect people in rural and remote areas, help fill coverage gaps, and bring people back online after disasters.
- **Google Mail (Gmail)** — Gmail is a new kind of webmail, built on the idea that email can be more intuitive, efficient, and useful.
- **Google Maps & Google Map Maker** — Find local businesses, view maps and get driving directions. With Map Maker you can edit the map in more than a hundred countries and watch your edits go into Google Maps.
- **Google Maps Smarty Pins** — A Google Maps based geography and trivia game.
- **Google Mars** — Provides a visible imagery view, like Google Moon, as well as infrared imagery and shaded relief (elevation) of the planet Mars.
- **Google Mobile** — Upgrade your phone with free Google products.
- **Google Moderator** — A tool that allows distributed communities to submit and vote on questions for talks, presentations and events.
- **Google Moon** — See the Moon in 3D.
- **Google Music** — Upload your personal music collection and access it instantly on the web or any compatible device without the hassle of wires or syncing.
180 Google Products & Services Cont.

- **Google Music Timeline** — Music Timeline shows genres of music waxing and waning, based on how many Google Play Music users have an artist or album in their music library, and other data (such as album release dates).
- **Google My Business** — Connects you directly with customers, whether they’re looking for you on Search, Maps or Google+.
- **Google Nexus** — Smartphones and tablets from Google.
- **Google Nexus Player** — A console designed to fit beautifully alongside your current home entertainment setup.
- **Google Notebook** (SearchWiki) — With Google Notebook, you can browse, clip, and organize information from across the web in a single online location that’s accessible from any computer.
- **Google Now** — An intelligent personal assistant by Google.
- **Google Offers** — Get amazing deals at the best places to eat, shop, and play.
- **Google One Pass** — A service that lets publishers set their own prices and terms for their digital content.
- **Google Pack** — Google Pack is a collection of software tools offered by Google to download in a single archive.
- **Google PageSpeed Insights** — Page Speed Online analyzes the content of a web page, then generates suggestions to make that page faster.
- **Google PageSpeed Service** — PageSpeed Service makes web pages load faster for your users.
- **Google Patents** — Search the full text of the U.S. patent corpus and find patents that interest you.
- **Google Person Finder** — Google Person Finder by Google.org helps people reconnect with friends and loved ones in the aftermath of natural and humanitarian disasters.
- **Google Play** — Google’s digital application distribution platform for Android and an online electronics and digital media store.
- **Google Play Music** — Makes it easy to discover, play and share the music you love on Android and the web.
- **Google Play Newsstand** — Discover more of the news and magazines you care about on your Android tablet or phone.
- **Google Plus** — Google+ aims to make sharing on the web more like sharing in real life. Also check out, **Google+ Stories & Movies**.
- **Google Postini** — Google email security and archiving services, powered by Postini, make your existing email system more secure and compliant.
- **Google Product Search** (Froogle) — Presents photographs of products and links to the stores that sell them online.
- **Google Profiles** — Decide what the world sees when it searches for you. Display the information you care about and make it easy for visitors to get to know you.
- **Google Public Data Explorer** — Makes large datasets easy to explore, visualize and communicate.
- **Google Public DNS** — Google Public DNS is a free, global Domain Name System (DNS) resolution service, that you can use as an alternative to your current DNS provider.
- **Google Reader** — Web based feed reader to keep up with blogs and news.
- **Google Related** — Google Related is a Chrome Extension that shows you useful, interesting content while you browse the web.
- **Google Safe Browsing** — Check URLs against Google’s constantly updated lists of suspected phishing and malware pages.
- **Google Scholar** — Provides a search of scholarly literature across many disciplines and sources, including theses, books, abstracts and articles.
- **Google Scribe** — Google Scribe helps you write better documents.
- **Google Script Converter** — Convert text or a webpage.
- **Google Self-driving Car** — Google Driverless Car is a project that involves developing technology for autonomous cars.
- **Google Sets** — Automatically create sets of items from a few examples.
- **Google Sites** — Google Sites is a free and easy way to create and share web pages.
- **Google SketchUp** — Create, modify and share 3D models. Also check out, **3D Warehouse**.
- **Google Sky** — Google Sky includes a number of different ways to explore the universe.
- **Google Squared** — Takes a category and creates a starter ‘square’ of information, automatically fetching and organizing facts from across the web.
- **Google Street View** — Explore the world at street level.
- **Google Store** — Official Google Accessories, Apparel Items, Software, Office Equipment.
- **Google Subscribed Links** — Subscribed Links let you create custom search results that users can add to their Google search pages.
- **Google Suggest** — As you type your search, Google offers keyword suggestions in real time.
- **Google Sync** — Synchronize your mail, calendar and contacts.
- **Google Tag Manager** — It lets you add and update your website tags, easily and for free, whenever you want, without bugging the IT folks.
- **Google Takeout** — Google Takeout allows you to download a copy of your data stored within Google products.
- **Google Talk** — Chat with family and friends over the Internet for free.
- **Google Tasks** — Keep track of what you need to do. Your task list stays up to date no matter how you access it. It’s a simple list that’s with you everywhere you go.
180 Google Products & Services

- **Google Transit** – Plan a trip using public transportation.
- **Google Transliteration** – Google Transliteration allows you to type phonetically using Roman characters.
- **Google Translate** – Free online language translation service instantly translates text and web pages.
- **Google Trends & Google Insights for Search** – Compare the world’s interest in your favorite topics. Use Google Insights for Search and see for yourself what the world is searching for.
- **Google TV** – Google TV is a new experience that combines TV, the entire web, and apps — as well as a way to search across them all. Take a tour, learn how it works, and find out how to get it.
- **Google URL Shortener** – Google URL Shortener at goo.gl is used by Google products to create short URLs that can be easily shared, tweeted, or emailed to friends.
- **Google Ventures** – Venture Capital – by Google.
- **Google Video** – Search and watch millions of videos indexed from all over the web.
- **Google Voice** – Google Voice gives you one number for all your phones, voicemail as easy as email, free US long distance, low rates on international calls, and more. Tip: The first minute of calls to phone numbers in twenty-five different countries is now free with Hangouts.
- **Google Wallet** – Save time and money by shopping with Google Wallet — a smart, virtual wallet that stores your payment cards, offers, and more on your phone and online.
- **Google Wave** – Google Wave is a new online communication and collaboration tool.
- **Google Web Designer** – Create engaging, interactive HTML5-based designs and motion graphics that can run on any device.
- **Google Web Accelerator** – Google Web Accelerator works with your browser to help web pages show up in a snap.
- **Google Web Elements** – Google Web Elements allow you to easily add your favorite Google products to your website.
- **Google Web Fonts** – Get hundreds of free, open-source fonts optimized for the web (hosted on Google Server).
- **Google Web Toolkit** – Open source set of tools for building and optimizing complex browser-based applications.
- **Google Webmaster Tools** – Provides you with detailed reports about your pages' visibility on Google.
- **Google Website Optimizer** – Website Optimizer, Google’s free website testing and optimization tool, allows you to increase the value of your existing websites and traffic without spending a cent.
- **Google WiFi** – Google WiFi is a free wireless Internet service that Google is offering to the city of Mountain View.
- **GYBO (Get Your Business Online with Google)** – Get an easy-to-build professional website, a customized domain name, and web hosting — all free for one year.
- **iGoogle** – Your personalized Google home page.
- **Jaiku** – Create your own microblog and connect with your friends.
- **Orkut** – Social networking site designed to make your social life more active and stimulating.
- **Panoramio** – A geolocation-oriented photo sharing website.
- **Picasa** – Helps you organize, edit, and share your photos.
- **reCAPTCHA** – A captcha system that uses successful decodings to helps digitize books for online use.
- **Schemer** – Schemer lets you discover new things to do, share schemes with friends, and make the most of your day.
- **Textcube** – Korean blogging platform.
- **The Physical Web** – An approach to unleash the core superpower of the web: interaction on demand.
- **Think with Google** – Google’s source for insights, trends and research in digital marketing.
- **Waze** – It is the world’s largest community based traffic and navigation app. You can join other drivers in your area who share real-time traffic and road info, saving everyone time and gas money on their daily commute.
- **WebP** – A new open-source image format by Google that provides 30% better image compression.
- **WebPageTest** – WebPageTest.org is an open source project developed and supported by Google to test a website’s performance.
- **WebRTC** – An open source project that enables web browsers with Real-Time Communications (RTC) capabilities.
- **What Do You Love (W4D)Y** – Search numerous Google products with one click.
- **Wildfire** – Wildfire is a social media marketing software that provides easy-to-use social media tools for pages, messages, ads, promotions, monitoring, analytics, etc.
- **YouTube** – Share your videos with friends, family, and the world.

Source: http://www.minterest.org/google-products-services-you-probably-dont-know/
QUESTIONS?