

# WEB GENIUS HANDBOOK

YOU'LL ACHIEVE WEB  
GENIUS STATUS FOR:

Learning  
Searching  
Exploring  
Communicating  
Collecting  
Sharing  
Planning  
Buying  
Teaching  
Enjoying  
Business  
Pleasure

100's Of The  
Best Secrets To  
Using The Web  
In 2008

**CERTIFIED:**  
*Easy and  
Fun to  
Read and  
Use!*

DEREK FRANKLIN  
ADOBE PRESS AUTHOR

<http://www.webgeniushandbook.com>

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ADOBE PRESS AUTHOR  
DEREK FRANKLIN

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This document contains excerpts from the Web Genius Handbook. The entire handbook can be purchased at: <http://www.WebGeniusHandbook.com>.

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## **HERE ARE YOUR 78 FREE WEB GENIUS HANDBOOK I.Q. BOOSTERS.**

That's right! I decided to be a bit more generous with the I.Q. Boosters and give you access to 8 of them instead of just 7.

In addition, I encourage you to share this document with anyone you would like – I'm OK with that. Just keep it unchanged, and don't SPAM people with it.

Just so you know, what follows is just a *very small sample* of the information, tips, resources you'll find in the **Web Genius Handbook**. As a matter of fact, the **Web Genius Handbook** package contains *nearly 20 times more I.Q. Boosters!* Imagine how your Internet experience could dramatically improve with all that knowledge.

Well, if you're ready to go, then read-on...

***Note:** You probably search the Web regularly. If discovering great Web content, articles, videos, images, audio, news, and blogs related to topics that interest you sounds irresistible, visit [SearchAutomator.com](http://SearchAutomator.com). You'll want to watch the video!*

## **I.Q. Booster #9: Gmail - Turn Your Single Gmail Address into Unlimited Email Addresses**

[Get the entire [Web Genius Handbook](#) now!]

As a Gmail user, you actually have access to a virtually unlimited number of email addresses (known as plus addressing). Let me show you how it works, and then I'll explain the advantages.

This feature works by simply adding a word, or name to your regular Gmail address in the following way:

[gmailname+word@gmail.com](#)

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For example, let's say I want to sign up for a newsletter from ebay. When they ask for your email address, you could enter [gmailname+ebay@gmail.com](mailto:gmailname+ebay@gmail.com) (where *gmailname* is your actual email name). As another example, if you go to amazon.com and sign up for something, you can provide them the email of [gmailname+amazon@gmail.com](mailto:gmailname+amazon@gmail.com). You can see a pattern here – add the name of the site you're visiting to your overall Gmail address as shown.

Now, despite these unique email addresses, all of the email comes directly into my single Gmail inbox.

So, you may be wondering what the advantage to this feature is. Well, many people use it to easily identify where incoming mail is coming from, and thus how to handle it.

For example, let's say you sign up for a newsletter using [gmailname+thebestnewsletter@gmail.com](mailto:gmailname+thebestnewsletter@gmail.com). If you suddenly start receiving a bunch of SPAM to that 'tagged' Gmail address (Gmail displays this info to you in each individual email you receive), you'll know where it originated from. What you decide to do from there is entirely up to you.

On a good note, many people use this feature to enhance their ability to sort incoming mail using Gmail's filtering options (discussed earlier). This involves nothing more than creating a new filter that says that if the *To:* line of any incoming email is [gmailname+thebestnewsletter@gmail.com](mailto:gmailname+thebestnewsletter@gmail.com), then take whatever action you want the filter to take, maybe even if that action is to automatically delete the email.

### **SUPPORTING LINKS:**

- ◆ [Web search: Gmail plus addressing](#)

## **I.Q. Booster #22: Have Google Send You New, Topic-Specific Information with Google Alerts**

[Get the entire [Web Genius Handbook](#) now!]

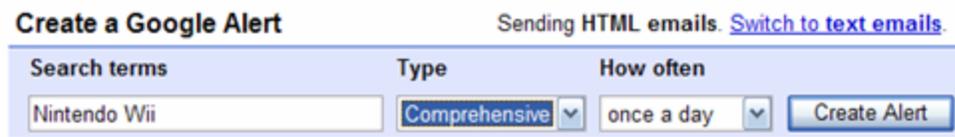
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Every day, Google's little computer sifts through and indexes millions and millions of fresh, new Web pages, news articles, group discussions and blog posts. Using a simple but great service they provide, you can have them send you an email alert whenever, during their sifting process, they encounter something you've asked them to keep an eye out for. It's called [Google Alerts](#).

For example, if you've been following the ongoing, and going, and going travels of those amazing Mars Rover vehicles that were designed to last 90 days but are still chugging away over three years later, and you want to be notified about any new news articles or Web pages related to it, create a new Google Alert for *Mars Rover*.

Google will immediately go to work for you, keeping track of all the new stuff it discovers related to that topic, and subsequently delivering you a report (with links) as often as you've asked them to. This takes information discovery/consumption to the keyword level.

Thank you, Google!



The image shows the 'Create a Google Alert' interface. At the top, it says 'Create a Google Alert' and 'Sending HTML emails. [Switch to text emails.](#)' Below this is a form with three main sections: 'Search terms', 'Type', and 'How often'. Under 'Search terms', there is a text input field containing 'Nintendo Wii'. Under 'Type', there is a dropdown menu with 'Comprehensive' selected. Under 'How often', there is a dropdown menu with 'once a day' selected. To the right of these fields is a 'Create Alert' button.

### SUPPORTING LINKS:

- ♦ [Google Alerts FAQs](#)
- ♦ [Google Alerts Tutorial to Help You Stay Ahead of the Curve](#)
- ♦ [GoogleAlert.com](#) – A site dedicated to this service

## I.Q. Booster #41: Get Computers to Answer Your Questions

[Get the entire [Web Genius Handbook](#) now!]

Alright, it may not contain that personal touch that's always nice, but sometimes, asking a computer for the answer to a question can be a pretty good idea.

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There are a number of reasons why asking a computer a question may sometimes be superior to asking a human. They include:

- ♦ **Accuracy** – For hard data, such as the population of a place, the height of something, the date when something occurred, and the like, computers tend to be very accurate. The reason? By some magical way, they are typically smart enough to retrieve information from the most authoritative source online – government sites, official websites, and so on.
- ♦ **Speed** – The most time you'll usually have to wait for an answer is several seconds, much faster than waiting on someone to answer your question in between the commercial breaks of their favorite shows.
- ♦ **Resources** – Some services not only provide an answer to your question, but in addition, they'll throw in a list of supporting sources you can check out for yourself.

### GETTING IT DONE:

#### Submit Your Question to An Answer Engine

An answer engine is similar to a search engine, except the results an answer engine provides are, well, answers (as opposed to strictly links to pages that might *contain* the answer you're looking for)!

There are several pretty good answer engines currently available, and some others that look promising, but at the time of this writing have yet to be launched.

The one I typically use is called [Hakia](#).

Hakia provides a number of useful tools, but basically works by combing the Web for pages and resources where the answer to your question has already been discussed. Snippets of these pages/resources are displayed to you, with the most relevant answer/resource appearing at the top of the results page, and other relevant content being highlighted, for easy discovery.

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hakia Enter a question, sentence, phrase, or keywords.

 *The following should help:* Together with boyhood friend Joe Shuster, Jerry Siegel created Superman, and through Superman, created an industry. [See this page.](#)

### [Who created Superman](#)

Jerry Siegel and Joe Shuster created Superman in 1933, but the character was repeatedly rejected until DC (National Periodicals) finally took a chance on .  
[http://www.usefultivia.com/comic\\_book\\_trivia/superman\\_trivia\\_006a.h...](http://www.usefultivia.com/comic_book_trivia/superman_trivia_006a.h...)

### [Superman Co-Creator Jerry Siegel Dies](#)

Together with boyhood friend Joe Shuster, Jerry Siegel created Superman, and through Superman, created an industry. As Neal Adams put it, "For all that we .  
<http://theages.superman.ws/Creators/wizard.php>

- ◆ [Hakia benefits](#)

### Ask ASK

No, that's not a typo.

What I'm suggesting you do is go to [Ask.com](#) (Ask) and type (ask) your question, then hit *Enter*.

I've found that Ask.com, especially the new version, is very good at answering questions. It should be, considering its name, right?

- ◆ Want the current time in Paris? Ask!
- ◆ Want the current weather in Moscow? Ask!
- ◆ Want to know the diameter of the Sun? Ask!
- ◆ Want to know the height of the Eiffel Tower?...you get it by now, don't you?

In addition to just answering your question, Ask has a *Narrow* and *Expand* feature to provide a broad range of related questions.

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### Narrow

[Earth's Diameter](#)

[What Is the Moon's Diameter](#)

[What Is Jupiter's Diameter?](#)

[Diameter of the Sun in Miles](#)

[More ▶](#)

### Expand

[What Is the Sun's Mass](#)

[How Does the Sun Produce](#)

[Energy](#)

[How Big Is the Sun](#)

[What Is the Sun Made of?](#)

[More ▶](#)

I'll be gushing over Ask.com a bit more in the next section about search; it's such a great service.

### Ask a Cat

Yup, I mean it – if you want answers, ask a cat!

Not the [furry, little, love-munchkins](#) that curl up in your arms. C'mon, I *ain't* crazy!

I'm talking about [QueryCat.com](#).

This is one of those unique sites that you need to bookmark and use regularly. The idea behind QueryCat is that you feed it a topic, and it only returns pages on the Web that contain answers to that topic. You'll likely find questions and answers on a topic that you may not have ever thought of on your own.

Here are some examples:

- ♦ <http://www.querycat.com/search?q=disney>
- ♦ <http://www.querycat.com/search?q=headache>
- ♦ <http://www.querycat.com/search?q=gardening>

Each result has a *Site* and *Related* link, both of which are likely to help you find additional answers you might be interested in:

### [What documents will I need for my Disney wedding?](#)

Proof of a valid Florida marriage license is required prior to hosting your wedding passports are not acceptable as proof of marriage.

 [Disney Weddings](#) [Site](#) • [Related](#)

### TIPS/NOTES:

- ◆ Google does answer questions, similar to Ask.com, only I think Ask's implementation is far superior in a number of ways. Type your question into Google's search box and see what you get. If the results just aren't what you're looking for, give Ask.com a try.
- ◆ Here's a list of additional sites that provide answers to your questions: [live.com](#), [encarta.com](#), [lexxe.com](#)
- ◆ Be on the lookout for a new kid on the block sometime in 2007. It's called [Powerset.com](#), and from what I've seen of it, it appears they'll be raising the bar quite a bit when it comes to *answer engine technology*.

## I.Q. Booster #51: Put Google's 'Big-Brother' Features to Work for You

[Get the entire [Web Genius Handbook](#) now!]

O.K., here's the dirt: when signed into your Google Account, by default, nearly every search you perform on Google (Web, images, maps, videos, news, etc.), *as well as the URL of any result you click*, is saved on Google's computers/servers.

According to Google (I have no reason to doubt them) your data is only available to you, and anyone who has access to the username and password of your Google Account.

Now, instead of possibly freaking out that your searches are being saved, realize that it's actually a very good thing.

Before discussing the benefits, you need to know how to access this feature, known appropriately as *Web History*.

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When signed into your Google Account, just look to the top-right corner of most of Google's search results pages for a link that says Web History. Click it to go to the *Web History* homepage.



### GETTING IT DONE:

#### Search Your Web History

This may sound crazy, but you can actually search your Web History. That way, when you go searching for content/information related to a topic you know you've researched before, you don't have to ever retrace your steps - just do a search for that topic from your Web History homepage. This will return any and all saved searches you've ever performed for that topic, as well as any results you clicked to view (unless you deleted them at some point in the past).

Look for the *Search History* search box at the top of the *Web History* homepage.

#### View Your Search Trends

Want to know what your habits are when it comes to your search activity? That's where the *Trends* feature comes in handy. Here you'll discover your top queries, top sites, and top clicks, as well as graphs that display your search activity.

Look for the *Trends* link along the left side of the *Web History* homepage.

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Show trends for: [Last 7 days](#) | [Last 30 days](#) | [Last year](#) | [All time](#)

## Top queries

1. [disney world](#)
2. [superman](#)
3. [bloomington indiana](#)
4. [magic kingdom](#)
5. [indianapolis](#)
6. [golf](#)
7. [madison indiana](#)
8. [allintitle disney world tips | tr](#)
9. [disney coloring](#)
10. [orlando](#)

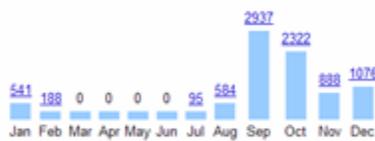
## Top sites

1. [en.wikipedia.org](#)
2. [www.allsear.net](#)
3. [disneyworld.disney.go.com](#)
4. [www.wdinfo.com](#)
5. [www.google.com](#)
6. [golf.about.com](#)
7. [www.wdisney.co.uk](#)
8. [www.imdb.com](#)
9. [maps.google.com](#)
10. [www.mygoals.com](#)

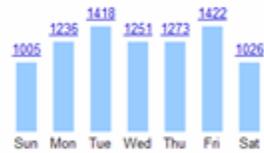
## Top clicks

1. [Diana Kelley's WDW Plann](#)
2. [Walt Disney World Resort](#)
3. [Bloomington Indiana CVR - I](#)
4. [Biltmore Estate in Asheville](#)
5. [Indiana University Athletics -](#)
6. [Rehabs and Closings Sched](#)
7. [Restaurant Dining Menus fro](#)
8. [Walt Disney World Restaura](#)
9. [See Rock City!](#)
10. [Bloomington, Indiana City G](#)

## Monthly search activity



## Daily search activity

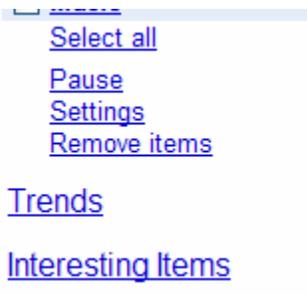


## Hourly search activity



## Easily Discover Interesting Items

In an effort to help you easily discover topics/content related to things you've searched for in the past, Google provides the *Interesting Items* feature (found along the left side of the *Web History* homepage):



It analyzes your Web history and tries to recommend content, sites, videos, and even search queries you may find helpful, or interesting (hence the name).

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Maybe it's because I usually explore everything already, but many of the items it recommends to me, I already know about.

### TIPS/NOTES:

- ♦ If you're someone who finds the idea of Google storing your searches all a bit creepy, you can delete this service from your Google Account. [Here are instructions for doing so.](#)
- ♦ It's my understanding that, to some degree, Google uses your search history (mostly the pages you've clicked to view) when determining what results to display to you when you perform a regular Web search. This is meant to help deliver to you more personalized results. Keep this in mind before deleting this service.
- ♦ Want to keep track of your Web history via RSS? Google allows you to. [Simply follow these instructions.](#)

### SUPPORTING LINKS:

- ♦ [Search History help](#)
- ♦ [Search History Privacy FAQs](#)

## I.Q. Booster #55: Become a Video Search Genius

[Get the entire [Web Genius Handbook](#) now!]

Is there anything more inspirational, emotional, and powerful than video?

[You tell me...](#)

In an age of cheap video cameras, video-enabled cellphones, and faster Internet connections, video is quickly becoming an outright phenomenon online.

Everyday, countless videos are posted on the Web that contain everything from family outings/vacation and amateur short films to TV shows, movie trailers, and news - and there appears to be no end in sight.

If you want to be informed, inspired, taught, or simply entertained, there are videos out there just waiting for you. Let's look at how to locate them.

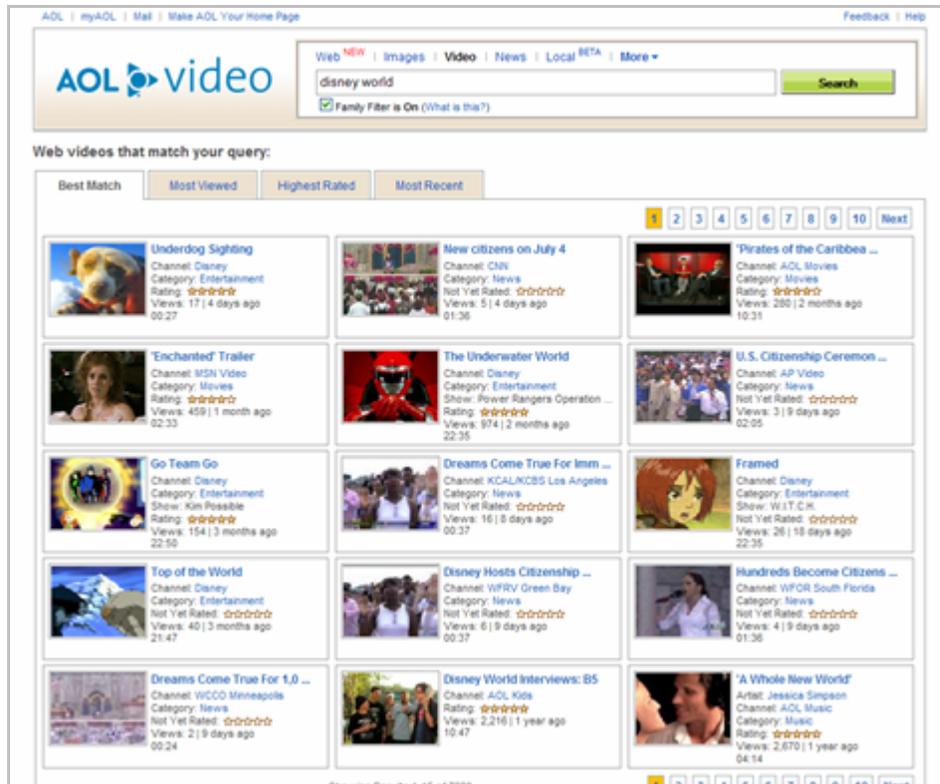
## GETTING IT DONE:

### Get Familiar with the Top Video Search Engines

The following is a list of video search engines that I recommend:

- ♦ [Google Video](#) – In its early days, Google Video was very lame when it came to finding video content. Today, while there is still room for improvement, it's much better. When you perform a search using Google Video, not only will it return videos hosted at Google Video, but also those found on YouTube.com (owned by Google), as well as other video sources as well, although you can certainly expect Google and YouTube videos to be usually be the top results.
- ♦ [Yahoo Video](#) – Yahoo Video was one of the earliest video search engines online. One of its best features is that while most of the video search engines online focus on finding relevant videos on video-sharing sites only, Yahoo scours the *entire* Web for video content, even if it's on some guys home server in the middle of Australia's outback. This extensiveness means that you'll find videos on Yahoo Video that you not likely find anywhere else.
- ♦ [AOL Video](#) – Say AOL to most people, and their stomach's burn (mine included – for reasons I'm not about to discuss here). Regardless, they have a most excellent video search engine. What makes it so great is that it taps into AOL's *extensive* media library, which includes exclusive content from movies, TV, and more. AOL Video doesn't disappoint!

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- ◆ [blinkx.com](http://blinkx.com) – On its own Website, blinkx claims to be the world’s largest video search engine. True or not, it’s a definite video search destination. Highlights of the service include animated previews (thumbnails of video results are like mini movies), and slideshow previews (blinkx automatically plays larger 15 second previews of each video result – one right after another).
- ◆ [MySpace Video](http://myspace.com) – Believe it or not, some statistics rank MySpace Video as the most visited video site on the Web. While I’ll never vouch for finding anything of quality on MySpace (I’m sure you can somewhere...possibly...maybe...um...), the fact that it has such a large crowd of users means that the number of videos available on this service will continue to grow at an outstanding rate.

### SUPPORTING LINKS:

- ◆ [Web search: Video Search Engine](#) – Discover tons of other video search engines

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### Become Aware of All the Great Video Content Available to You

In case you need a little creative inspiration, here are some ideas of video searches you may want to try:

- ◆ TV show names ([amazing race](#), [everybody loves raymond](#))
- ◆ Commercials ([mac commercial](#), [super bowl commercial](#))
- ◆ Movie names ([shrek](#), [young frankenstein](#))
- ◆ Historical events ([apollo 11](#), [pearl harbor](#))
- ◆ Songs ([hey jude](#), [everything I do](#))
- ◆ People ([harrison ford](#), [princess diana](#))
- ◆ Places ([eiffel tower](#), [sydney harbor](#))
- ◆ Sports ([indianapolis colts](#), [pga golf](#))
- ◆ Newsreels ([newsreel](#), [movietone](#))
- ◆ How to's ([scrapbooking](#), [ebay](#))
- ◆ Tutorials ([photoshop](#), [html](#))
- ◆ Demos ([iphone](#), [nintendo wii](#))
- ◆ Wasting time ([funny](#), [incredible](#), [amazing](#), [bloopers](#), [goofs](#))

### Use a Web Search Engine to Find Videos

Believe it or not, not everyone uses one of the popular video-sharing sites to post their videos online. Some sites still host their own videos. And while a site like Yahoo Video can help you find these, there's a way to discover them using a good ol' Web search on Google.

See, the trick is that many times, the video is posted on a page that contains what I call 'video-identifying keywords - keywords such as *clip*, *movie*, *video*, and others.

With this in mind to use a Google Web search to find video content would simply involve conducting a search as follows:

[allintitle:yellowstone clip | movie | videos | video | multimedia -dvd -dvds -ebay -amazon -yahoo](#)

This search tells Google to return any pages that contain yellowstone clip, yellowstone movie, yellowstone videos, yellowstone video, or yellowstone

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multimedia in the page title, but without the terms dvd, dvds, ebay, amazon, or yahoo. These negative keywords (discussed earlier) help prevent Google from displaying links to movies/videos you have to buy – we're looking for free stuff.

To use this search for your own purposes, simply replace *yellowstone* with the keyword/keyphrase of your choice.

### TIPS/NOTES:

- ◆ This is a rather long query to remember, so just click the demo link to do the search then bookmark the Google results page. To use it later, select that saved bookmark, return to the Google results page, and edit the keyword/keyphrase in the query accordingly.

### Download Videos to your Computer

Watching videos online is great – when you're connected to the Web. But what do you do when you're someplace where you can't get online (yes, there still are places like that)?

Why give up access to some of the great video content you've found online? Just download it!

While some video sharing sites (like Google Video) make it easy to download videos you like, others don't.

In order to download and view Google Videos on your computer, you need to first install the [Google Video Player](#) (this link is to an exe file), which is very easy to do.

Once installed, locate the Google Video you want to download, and click the associated *Download* button:

## Lake Monroe Beach - Bloomington, Indiana

All time views: 58 >>

23 sec - Nov 23, 2006

[maps.google.com](http://maps.google.com)



Email - Blog - Post to MySpace

This is the 'old' Lake Monroe Beach

Note that not all videos you'll find on Google Video are downloadable. If you don't see this button, you'll have to be content with watching the video online. I don't make the rules, I just pass them on.

Of course, not all video sites are as hip and modern as Google Video - some offer no way to download their video content. Fortunately for you and me, there are uber-geeks who live for these kinds of challenges, and they love to create solutions (it makes up for the fact that many can't find a date).

The best solution I've found for this dilemma is a site called [Zamzar.com](http://Zamzar.com).

Using it is a simple 4-step process (shown in this graphic):

A screenshot of the Zamzar.com conversion interface, which is a light green rounded rectangle divided into four columns. Each column represents a step in the process. Step 1: 'Step 1' with the instruction 'Select files or URL to convert (up to 100MB in size):' and a text input field containing 'http://www.youtube' and an 'Add URL' button. Step 2: 'Step 2' with the instruction 'Choose the format to convert to:' and a dropdown menu showing 'avi'. Step 3: 'Step 3' with the instruction 'Enter your email address to receive converted file:' and a text input field containing 'myemail@gmail.com'. Step 4: 'Step 4' with the instruction 'Convert (by clicking you agree to our Terms of Service)' and a 'Convert' button.

The only step that may need a bit of explanation is Step 1. Once you find a video on YouTube, MySpace, Revver, or any of the [other services Zamzar supports](#), copy the full URL of that video and paste it into the box indicated in Step 1. The rest is pretty self-explanatory.

### TIPS/NOTES:

- ♦ I have found that, in general, especially using Google Video's download feature, the quality of the video is noticeably better than its online counterpart.

## I.Q. Booster #64: Discover What You Can Do With Google Maps

[Get the entire [Web Genius Handbook](#) now!]

All of the previous mentioned mapping tools offer some pretty great functionality. However, there's one that stands above the rest – Google Maps.

That's not to say that some of the other tools don't do a 'thing or two' better than Google Maps, but *overall*, there's not a better mapping tool available online.

The feature-set of Google Maps allows you to do some pretty amazing things, many of which we'll be looking in moment. First, let me state that this is simply an introduction to some of the things Google Maps can do, not a thorough review. If you like what you see here, check out the *Supporting Links* portion of this section for some great training content provided by Google.

### GETTING IT DONE:

#### Understand the Basic Features of Google Maps

When you visit [Google Maps](#), you'll notice that the main search box contains three modes of operation. They are:

- ♦ Search the map
- ♦ Find businesses
- ♦ Get directions

e.g., "10 market st, san francisco" or "hotels near lax"

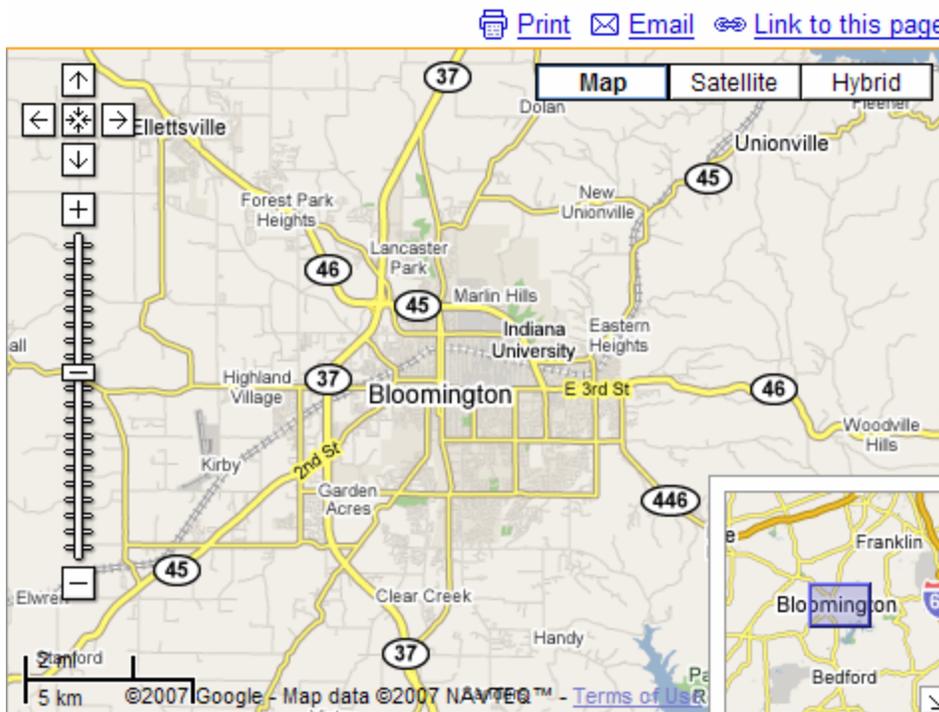
## Web Genius Handbook

Selecting a mode updates the search box interface, appropriate for the task-at-hand.

Above the search box, you'll find some basic examples of the type of input each mode can accept.

After performing a search, of course, a map will appear. Ta-Da!

Embedded within the boundaries of the map itself are buttons for adjusting zoom level, for moving the map around, or for choosing whether to view a drawn image (Map), a satellite image (Satellite), or a combination of the two (Hybrid):



If your mouse has a scrollwheel, placing the mouse pointer over the map and using the scrollwheel will zoom the map in or out.

Above the map you'll find links for printing, emailing, and sharing the current map with others.

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If you click the *Link to this page* link (above the map), in addition to a direct link to the map (which you can share with others), you're also presented with a snippet of code that can be copied and pasted into a Web page to embed the live map in that page (if you own/run a site or a blog).

The basics of using Google Maps are pretty simple, really, but it's important to understand the fundamentals as we move forward and highlight some of its functionality.

Let's next look at Google Maps' three search modes.

### Search the Map

The *Search the map* mode is where you begin your general search for places on the map. These could include:

- ◆ **Addresses** – [100 e kirkwood ave, bloomington, indiana](#)
- ◆ **Places (cities, states, countries)** – [sanibel island](#), [new zealand](#), [heidelberg, germany](#)
- ◆ **Businesses** – [pizza near 47401](#), [dog grooming in 90210](#)
- ◆ **Geographical features** – [grand canyon](#), [mount fuji, japan](#)
- ◆ **Landmarks/monuments**– [hoover dam](#), [red square, russia](#)

As you can see, the world, and practically everything in it is at your fingertips. It's a bit addictive too! If you love travel, you could easily spend hours 'virtually' visiting places you've always wanted to see in person.

One thing to note when searching for places (landmarks, geographical features) in countries outside the U.S. is to include the country name when possible. This will help Google Maps better understand exactly what you're looking for.

### Find Businesses

The *Find businesses* mode produces the same results as if you were to perform a business search, as shown in the previous bullet points above. The only difference is that instead of a single search box, you're provided two search boxes – one for entering a business category (*What*) and the other for entering a city name or zip code (*Where*):

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What e.g., "pizza"      Where e.g., "poughkeepsie"

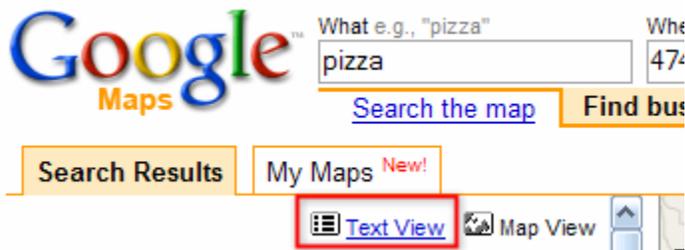
dog grooming      90210      Search Businesses

[Search the map](#)   [Find businesses](#)   [Get directions](#)

The *What* value you enter can be a category (italian food or auto repair), or the specific name of a business (applebees or petsmart).

When searching locations outside the U.S., it's best to include city/country (london, england) when specifying *Where*.

Typically when using this search mode, a map fills most of the page, with text results representing businesses that match your criteria appearing in a column to the left of the page. To reverse this, making the map smaller but getting more detailed text results (with links relevant to your search), click the *Text View* button:



Use *Find businesses* mode as a replacement to using the *Yellow Pages*. It's a lot more dynamic, informative, and useful.

### Get Directions

The *Get directions* mode make turns Google Maps into a powerful online GPS system, providing a customized map and detailed instructions on how to get from one location to another, no matter whether you're driving somewhere new in-town or driving out-of-state.

Using this mode is pretty straightforward. You enter a *Start address* and an *End address* (either of which can be a specific address, city name, state, or combination) and click the *Get Directions* button:

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Start address e.g., "SFO"      End address e.g., "94526"

47401      Sanibel, FL      [Get Directions](#)

[Search the map](#)   [Find businesses](#)   [Get directions](#)

Google Maps will go to work, providing you with a route plan you can review and print out if you like.

Just so you know; Google Maps can't easily be fooled. Trying to map directions between two destinations separated by oceans or major political boundaries isn't possible. That's right, there's no secret way of driving from Los Angeles to Honolulu!

Along these lines, you can map international trips as long as the starting and end points are feasible (not through oceans), such as [Paris, France to Berlin, Germany](#).

There are a couple really useful features to the *Get directions* mode.

First, you'll notice that the text-based route plan that Google Maps displays on the left side of the interface is divided into numbered steps, each of which represent a change in the route to be aware of. Each numbered step is actually a link, which when clicked will display a mini-map of that change. Try it!

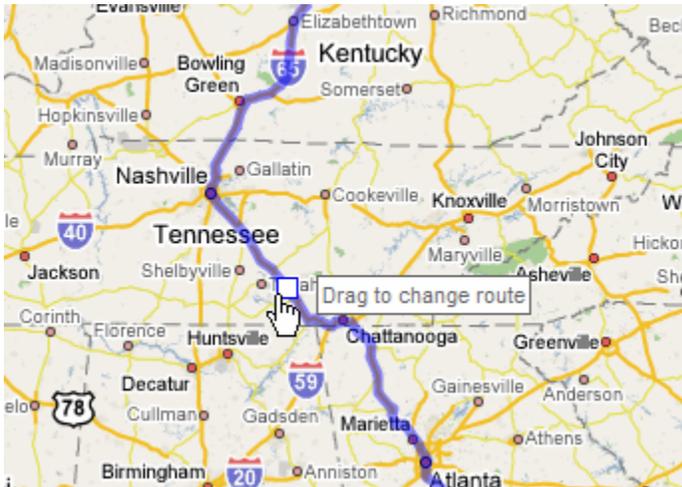
<a href="#">4.</a>	Turn <b>left</b> at <b>US-50</b>	16.9 mi
<a href="#">5.</a>	Continue on <b>IN-250</b>	2.5 mi
<a href="#">6.</a>	Turn <b>left</b> to stay on <b>IN-250</b>	8.6 mi
<a href="#">7.</a>	Turn <b>left</b> to stay on <b>IN-250</b>	2.3 mi
<a href="#">8.</a>	Turn <b>right</b> to merge onto <b>I-65 S</b> Passing through Kentucky Entering Tennessee	213 mi

The second great feature to note has to do with the actual route Google Maps provides. As computer applications should, Google Maps attempts to give you the shortest, most efficient route from your beginning to your end destination. But if you'd like to be a bit adventurous, and go a bit off the beaten path, you can

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easily do so, and Google Maps will automatically reconfigure the route it provides you.

To alter the route Google Maps gives you by default, place your mouse over the line on the map that represents the route, and click-drag the little square that appears:



Stop dragging when the route passes through a town or city you would like included in your journey.

The turn-by-turn directions will update automatically to your new route when you finish dragging.

### **Explore User-generated Content**

In addition to the computer-generated results you'll typically experience when using Google Maps, there's quite a bit of user-generated map-related content as well.

These tend to be points on the world map that Google Map users have found interesting enough to highlight and provide details about.

Finding user-generated content is easy. Just do a search as you normally would using Google Maps and when the text results appear along the left side of the interface, scroll to the bottom of those results and click the *See user-created*

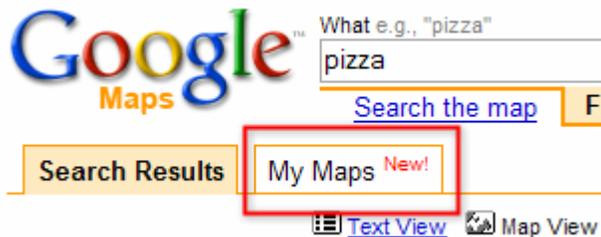
## Web Genius Handbook

*content* link to explore places that other users have found interesting, relevant to your search.



### Create and Sharing Your Maps

Google Maps has a very powerful feature named *My Maps*, which is a tab on the Google Maps interface, which when clicked, gives you access to tools that allow you to create your own customized maps, complete with lines, boxes, markers, and even images and video. You can even share your customized maps with others:

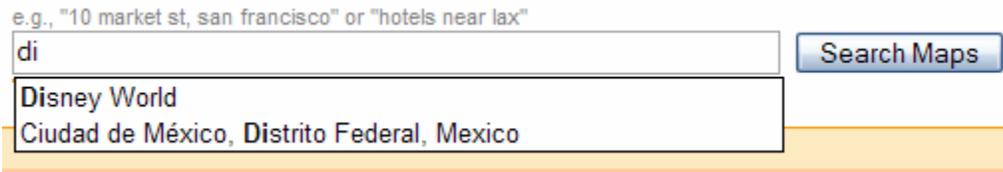


To avoid redundancy, I'm not going to attempt to do a better job of explaining how to use this great feature than Google already has on [the official guide to using My Maps](#). Besides, it's currently a beta feature, so its functionality could change at any time.

### TIPS/NOTES:

- ◆ Anytime you enter a location into a Google Maps search box, Google stores that value. These values are used later to provide auto-complete functionality as you type into a Google Maps search box:

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You can manage (edit, delete, etc.) these *Saved Locations* via a link at the top-right of the map page:

@gmail.com [Saved Locations](#) | [Help](#) | [Web History](#) | [My Account](#) | [Sign out](#)

### SUPPORTING LINKS:

- ◆ [Google Maps Help](#)
- ◆ [Google Maps User Guide](#) – This is a very thorough guide. Highly recommended if you want to learn Google Maps inside and out.
- ◆ [Google Maps tour](#)
- ◆ [Google Maps features](#)
- ◆ [Google Maps Mania](#) – If you're a real Google Maps nut, you've got to bookmark this site. It's a never-ending flow of map-loving-goodness about our favorite online mapping too.
- ◆ [Web search: google maps](#) – Discover sites, tools, and tips
- ◆ [Web search: google maps tips](#)

## I.Q. Booster #73: Learn to Clip the Web

[Get the entire [Web Genius Handbook](#) now!]

Have you ever visited a page, found a *small section* of it interesting, but just weren't satisfied with the page's *overall* content to bookmark it? Clipping will help you in this situation.

Essentially, clipping allows you to capture and save *parts* of a Web page (text, images, and sometimes video) instead of the whole page – just the good stuff.

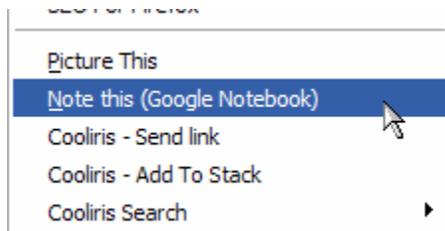
## Web Genius Handbook

Generally, clips of similar information/content you gather are organized into collections and clips/collections can be shared with others, and even collaborated on with others, if you choose to allow it.

Clipping is generally as easy as click-dragging on a page to select the content you want, followed by clicking a button.

There are two clipping tools/services that I feel stand above the rest:

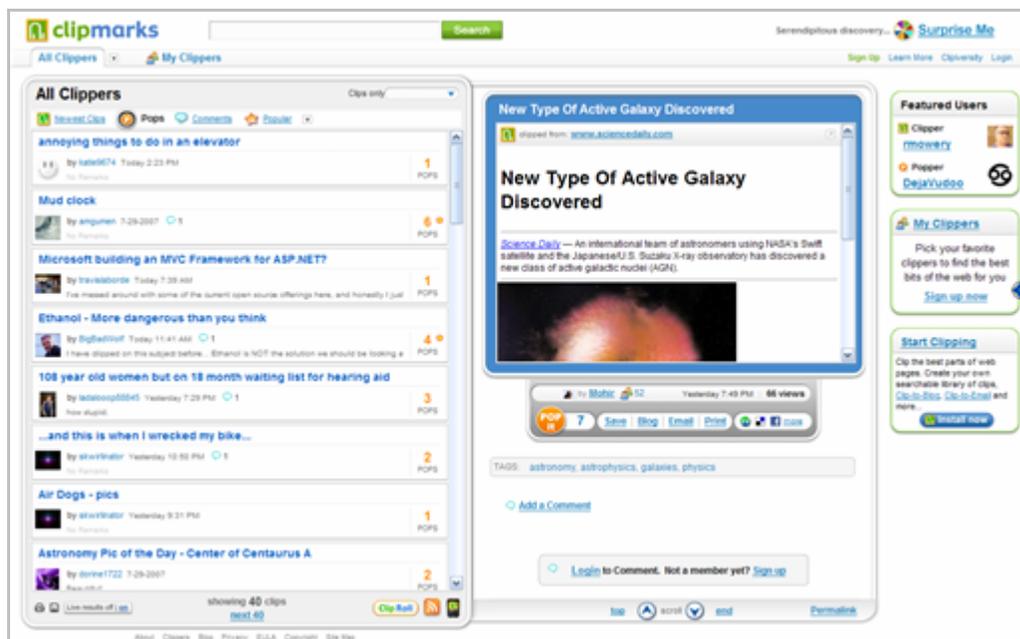
- ◆ [Google Notebook](#) – No surprise here, really. Google Notebook is another valuable service part of your Google Account. To begin using it, you need to [download and install a simple browser extension](#). Once installed, you can begin clipping by selecting content on a Web page, right-clicking, then selecting the *Note this* option from the menu that appears.



This will create a clip of the content, send it to Google Notebook (which will open in a window), and allow you to choose which notebook (collection) to add the clip to.

- ◆ [Clipmarks](#) - Clipmarks is similar to Google Notebook, but I think a bit more interactive and powerful. If we could just combine the two, it would be clip-heaven! Like Google Notebook, in order to begin using Clipmarks, you must install a [browser extension](#). Once installed, you can send clipped content to your Clipmarks account, to an email, or even to a blog if you have one. Since the sole focus of Clipmarks is to help you clip the Web, it offers a considerable number of tools for that purpose. One of its strongest features is its sharing capabilities. Just visit the front page and you can watch a real-time clip-sharing-fest right before your eyes:

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Some great uses for clipping include:

- ◆ School/homework projects
- ◆ General research on a topic
- ◆ Collections of tips, tricks, etc. related to a hobby you enjoy
- ◆ Collections of news, articles, media related to your favorite person, place, or thing
- ◆ Collections of content on the Web related to you or your products/services
- ◆ Planning a vacation
- ◆ Planning a wedding
- ◆ Heck, just planning!

## TIPS/NOTES:

- ◆ When you have the Google Notebook extension installed on your browser, something new appears next to each result within a Google Web search results page – a *Note this* link. Clicking the link creates a clip of the result, and opens Google Notebook allowing you to place it in the collection of your choice:

### [Walt Disney World Resort - Parks](#)

Walt Disney World Theme Parks :: Come visit all four Disney theme parks - Magic Kingdom, Epcot, Disney-MGM Studios, and Animal Kingdom - for a magical ...

[disneyworld.disney.go.com/rdw/parks/parkOverview?id=ParkOverviewPage](#) - 38k -  
[Cached](#) - [Similar pages](#) - [Note this](#)

- ♦ Want to search other peoples' public notebooks to see what content/links they've collected for a particular topic? [Here's a Google search page that allows you to.](#)

### **SUPPORTING LINKS:**

- ♦ [Google Notebook FAQs](#)
- ♦ [Clipmarks.com Learn More page](#) – Includes a demo video

## **I.Q. Booster #84: Discover Incredible Bargains from Misspellings on eBay**

[Get the entire [Web Genius Handbook](#) now!]

If you've ever used eBay, you know that the more people who need an item that's for sale, the higher the bid price will be. That's what makes auctions such a great selling tool.

People typically discover items they want to bid on/buy by doing a search on eBay – search for *diamond*, you'll find diamond-related products.

An interesting phenomenon however, is that with many 1000's of new auctions started every day, there are quite a few sellers who list items incorrectly due to spelling errors (for whatever reason). Thus, if they create an auction listing for a *dimond* they want sell (misspelled on purpose), chances are no one searching for *diamond* will find it. Actually, chances are *no one will find it period!*

This creates an auction with little to no competition (can you say, low, low price?)

The challenge is how do you uncover these kinds of auctions? Well, some enterprising minds have put together a couple tools for this very purpose.

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The first tool, appropriately named [TypoHound](#), *sniffs out* (they say it, not me) spelling-challenged auctions on eBay. Enter a correctly spelled keyword, choose the eBay property you want to search (U.S., U.K., Australia, etc.), click the *Sniff!* button and TypoHound will generate a link for an eBay search. Click the link and prepare to salivate:

Enter an item to search for:

→

 [\(95 typos generated\) click here to search eBay!](#)

The next tool that helps you find eBay auctions containing misspellings is called [FatFingers](#) (another great name). This site works essentially the same way TypoHound does, with a couple of advantages:

- ◆ There's an [advanced search page](#) where you can create a more precise search
- ◆ They offer a [browser extension](#), allowing you to quickly find misspelled auctions without having to navigate to the FatFingers Web site first

### TIPS/NOTES:

- ◆ Use keywords that represent product names (ipod, xbox, etc.), company names (apple, disney, etc.), and product types (laptop, diamond, etc.) when searching for misspelled auctions.