

How to Interpret Results

A. Search Field

To enter a query into Google, just type in a few descriptive keywords and click on the Google Search button for your list of relevant results. With Google, you can also search for a phrase by using quotation marks. Words enclosed in double quotes ("like this") will appear together in all returned documents. Phrase searches using quotation marks are useful when searching for famous sayings or specific names.

B. Google Search Button

Click on this button to submit another search query. You can also submit a query by hitting the 'enter' key.

C. I'm Feeling Lucky

The "I'm Feeling Lucky™" button automatically takes you directly to the first web page Google returned for your query. You will not see the other search results at all. An "I'm Feeling Lucky" search means less time searching for web pages and more time looking at them. For example, to find the homepage for Stanford University, simply enter "Stanford" into the search field and click on the "I'm Feeling Lucky" button. Google takes you directly to "www.stanford.edu", the official homepage of Stanford University.

D. Results Pulldown Menu

Google allows you to adjust the number of results you'll see on each page. Your options are 10, 30, or 100, with the default set at 10.

E. Page Title

The first line of the result is the title of the web page found. Sometimes, instead of a title there will be a URL. This means that we have not yet indexed the web page we're returning, so we don't know its title. It may also mean that the page's author has not given the page a title. We still know it's a good match because of other web pages -- which we have indexed -- that have links to this returned page. If the text associated with these links matches your query, we may return the page as a result even though it has not been indexed.

F. Google and RealNames

The RN (RealNames) mark that sometimes appears on the Google search results page reflects a new partnership designed to enhance the Google search experience while maintaining the integrity of a Google search. Internet Keywords are brand, product, service or company names that specifically route to the owner's website. For example, Jeep Grand CherokeeRN takes you to the Grand Cherokee page within Jeep's official site.

When the Internet Keyword matches Google's first result, the Internet Keyword and RN mark will appear at the end of the title. When the Internet Keyword differs from Google's first result, it will appear above Google's results.

G. Text Below the Title

This text is a summary of the returned result page. The text returned is not necessarily the first text on the page, but is an excerpt of the page that includes one or more of your query terms which appear highlighted in bold text.

H. Statistics Line

This line indicates the number of results returned for your query and the amount of time it took to complete your search.

I. Indented Result

When Google finds multiple results from the same web site, the most relevant result is listed first with the other relevant pages from that same site indented below it.

J. URL of Result

This is the web address of the returned result.

K. Show Matches (Cache)

The "Show matches" link delivers the cached contents of the web page as of the time we indexed it. (Google stores many web pages in its cache to retrieve for users as a back-up in case the page's server temporarily fails.) For websites with fast-changing content, such as news sites, the current contents of a web page may not be a good match for your query. The cached content is the content Google used to judge whether this page is a good match for your query. Terms that match your query are highlighted on the cached page to make it easier for you to find them.

The link will be missing for sites that have not been indexed, as well as for sites whose owners have asked us to remove the cached content.

The cached page will have some header information at the top which serves as a reminder that this is a cached version of the page and not the page itself.

L. Size

The next number on the line is the size of the text portion of the web page. It is omitted for sites we have not yet indexed.

M. Similar Pages

When you click on the "Similar Pages" link for a particular result, GoogleScout technology automatically scouts the web for pages that are related to this result. Typically, GoogleScout will find about a dozen high-quality pages for you. When GoogleScout looks for similar pages, it tries to find pages at the same level of generality. For example, if the starting page is the home page of a university, GoogleScout will return the home pages of other universities. But if the starting page is the university's computer science department, GoogleScout will find related computer science departments, not related universities.

GoogleScout can be used for many purposes. If you like a particular site's content, but wish it had more to say, GoogleScout can find sites with similar content that you may not be familiar with. If you are looking for product information, GoogleScout finds competitive information for you, so that you can get the best deal. If you are interested in researching a

particular field, GoogleScout can help you find a large number of resources very quickly, without spending time worrying about which keywords might be used on those sites.

GoogleScout finds similar pages for many millions of web pages. However, the more specialized a page is, the fewer results GoogleScout can find for you. For example, GoogleScout may not be able to find related pages for your personal home page, if it does not have enough information to authoritatively associate other pages with yours. Also, if companies use multiple URLs for their pages (such as `company.com` and `www.company.com`), GoogleScout may have little information on one URL but lots on the other. In general, however, GoogleScout works well for the majority of web pages.