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# Google Services



# Discussion Topics

- A brief history of Google and Google Services
- Current Google Services
- Discontinued Google Services
- Where to find Google Services
- Some Final Thoughts

# What I'm NOT Planning to Discuss

How to use the various services.

We could spend the whole discussion time on almost any one of the services.

Would any one like a backrub  
before we get started?



In 1995 Larry Page and Sergey Brin met at Stanford. In 1996 they began collaborating on a new search engine.

They called it “Backrub”

# Backrub!

[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) [Logole\(top\)](#) »

Google Search

Backrub may have been a reference to the young World Wide Webs list of backlinks.

On September 15, 1997, the domain name of Google dot com was registered.

On September 4, 1998, Google filed for incorporation in California.

On August 19, 2004, Google stock started trading publicly. The IPO was \$85 a share.

I checked the price on Monday  
\$2859.43 a Share





Of course, there is a lot more Google history, but the subject today is Google Services.

The complete **Google** history can be found at

[About Google – Our Story](#)

How Many Google  
Services are there?

More than 150.

[Wikipedia List of Google Services](#)

In October of 2000, Google launched its first service for pay. It is still being utilized today.

Any guess on what it was?

# Google AdWords

- Was renamed to “Google Ad” in 2018
- Works like an auction. Advertisers set a maximum bid on keywords of how much they're willing to pay when someone clicks their ad.
- Bid Amount will help determine how high up on the page Google places your ad.
- Highest bid doesn't always win. Google also factors in other items.

In December of 2000, Google  
launched it's first totally free service  
(after search)

Can you guess what it was?

HINT: Although it has been refined and upgraded over the years, it was discontinued in 2021.

Have you guessed what it is yet?

I doubt if you can. This is kind of a trick question.



The Google Toolbar was a browser plug-in that made it possible to search without visiting the Google home page.

It was finally discontinued last year when Microsoft announced the end of Internet Explorer.

# A Note About Google Services

To use many of the Google Services effectively, you need to be logged in.

# Google Search

- The most visited website in the world
- Has evolved since the [Original Search Engine](#)
- There are many specialized Google Search Engines
  - 1) [Google Books](#) – search for text
  - 2) [Google Flights](#) – find and book
  - 3) [Google Patents](#) – worldwide search
  - 4) [Google Scholar](#) – with lots of sub-categories
  - 5) There are many others

# Other Popular Google Services

- 1) G-Mail – launched April 1, 2004
- 2) YouTube – purchased in 2006 for \$1.65 billion
- 3) Google Drive – launched April 24, 2012
- 4) Google Maps – [check out the blog](#)
- 5) Google Photos

# Lesser Known Google Services

- 1) [Google Arts & Culture](#) – w/ Partner Museums
- 2) [Google Alerts](#) – E-mails you search results
- 3) [Google Blogger](#) – not Wordpress, but free
- 4) Google Docs & Sheets & Slides & Forms
- 5) [Google Assistant](#) – Hey Google!

# A Moment of Silence



Could There Be A Reason to  
Avoid Google Services?

Killed By Google

Where To Get All The Services

Google Products



# Final Thoughts

- I've only talked about a small portion of Google Services. There are hundreds of them.
- Don't forget how Google makes money. They collect your data to customize Ad Sales.
- When something is free, we're the product.
- Many other companies provide the same services. Some are better and some worse.

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THANKS FOR LISTENING 😊

*That's all  
Folks*

A purple 3D pop-up sign with the text "That's all Folks" in white cursive script. The sign is standing upright on a white surface, casting a soft shadow. The text is arranged in two lines: "That's all" on the top line and "Folks" on the bottom line.