

## Fine Tune Your Google Searches

by Chris, June 2008

By now, most people probably use Google for the majority of their online searches. According to [Google's Zeitgeist](#), the top ten most popular search queries for 2007 were (1) iphone, (2) webkinz, (3) tmz, (4) transformers, (5) youtube, (6) club penguin, (7) myspace, (8) heroes, (9) facebook, and last but not least, (10) anna nicole smith. As you can see, entertainment and consumer technology rule this list. Of course, those aren't the only things on our minds; Google infers that, too, [from tracking its who? what? and how? searches](#).

But, did you know that Google can also answer basic day-to-day questions, ranging from calculations to tracking shipments? Here's a list of many of the reference functions that Google provides right from its search bar.

### Weather

Pretty obvious- type in your location and Google will return an up-to-date forecast.

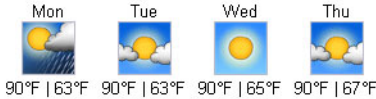
**Weather for Chapel Hill, N Carolina** - [Add to iGoogle](#)

**76°F**

Current: **Mostly Cloudy**

Wind: NW at 1 mph

Humidity: 75%



### Stock Ticker

If you know the shortened initials for the publicly traded company you want to check, you can simply enter it into the Google Search bar. I checked on Bank of America (BAC) below:


[BAC](#) - Bank of America Corporation (NYSE)

[Google Finance](#) [Yahoo Finance](#) [MSN Money](#) [AOL Finance](#) [CNN Money](#) [Reuters](#)



### Global Time

Want to know what time it is in Malaysia? Just query "time Malaysia":

 **11:24pm** Monday (MYT) - **Time in Malaysia**

[Malaysia current local time from WorldTimeServer.com](#)

**Malaysia** - before placing a telephone call or making travel plans for a cheap flight or discount hotel, get the current local **time** provided by ...

[www.worldtimeserver.com/current\\_time\\_in\\_MY.aspx](#) - 31k -

[Cached](#) - [Similar pages](#) - [Note this](#)

### Google Calculator

Rather than using your operating system's calculator tool, you can enter any operation into the Google search field and get results. I added up the monthly post totals since I started my blog at Newfangled:



**8 + 15 + 15 + 19 + 27 + 28 + 12 + 13 + 2**  
**+ 1 + 5 + 4 + 6 + 4 + 1 + 2 = 162**

[More about calculator.](#)

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### Google Flight Tracking

If you know the airline and flight number of any flight you'd like to check on, enter it into the search bar to get it's current status:

[Track status of AA 18 from San Francisco \(SFO\) to New York \(JFK\)](#)



23 Jun 2008 - On schedule  
Departure: 10:00 PM, Arrival: 6:25 AM  
[www.flightstats.com](http://www.flightstats.com)

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### Google Definitions

Rather than going to dictionary.com, you can simply query "define blog" to find out what the definition of "blog" is:

[Web definitions for Blog](#)



A frequently updated journal or diary usually, often hosted by a third party.  
[www.e-gain.co.uk/online\\_marketing/news\\_articles/Search%20Engine%20h](http://www.e-gain.co.uk/online_marketing/news_articles/Search%20Engine%20h)

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### Track Shipments

If you know the tracking number for a package you're expecting, you can track it by entering the number in to the Google search bar:



[Track UPS package 1Z9999W9999999999](#)  
[www.ups.com](http://www.ups.com)

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### Google Conversions

You can also convert measurements using Google's search tool. This works for all kinds of conversions (cups to teaspoons, inches to yards, etc.):



**90 degrees Fahrenheit = 32.222222 degrees Celsius**

[More about calculator.](#)

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### Area Code Lookup

If you've ever wondered where that mysterious caller is located, you can simply enter the three digits of their area code into the Google search field:

[Show map of area code 919](#)



Raleigh, North Carolina  
[www.whitepages.com](http://www.whitepages.com)

\*You can also enter a full phone number (i.e. <http://www.google.com/search?hl=en&q=800-330-4435&btnG=Search>) and find results for that lookup.

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### Google Books

I search for books and/or authors often using Google. You can just enter the name of the author and see what books are listed:

Books by [Steve Krug](#)



[Don't Make Me Think: A Common Sense Approach...](#) - 2006 - 201 pages

[No me hagas pensar: Una aproximación a la...](#) - 2001

[Web design nenutte uživatele přemýšlet](#) - 2006

[books.google.com](#) - [More book results >](#)

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You can [try out any of these features by visiting Google's search features page.](#)