Title:
Google Is Much More Than A Search Engine

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1019

Summary:
We all know that Google is the dominant search engine, and controls a large percentage of onli

However, consistent with Google's new status as a profit-first public corporation, what lies a

Keywords:
Google, Froogle, Google Local, Google Video

Article Body:
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**Froogle still looking for a mission in life

Google's product search and comparison tool called Froogle, was launched in December 2002. It

Unlike alternatives like eBay, Froogle lists products for free, and it has no integrated purch

Product information gets into Froogle in one of two ways, according to the Froogle instruction

What Google wants is to make Froogle a product search tool of choice, and open up various mone

After more than three years Froogle is still called a "beta" suggesting that Google still has

**Google Local integrates maps, local product search

Everybody agrees that local search is going to be very big in the next couple of years. Say yo

Since products are indexed by keyword, you can search for virtually anything, rather than bein

Also unlike the yellow pages, Google Local includes all stores they have a listing for, not ju

Plus Google Local has integrated a very slick map utility that arguably looks better (simpler)

Google has also integrated its satellite imaging service into Local. If you are looking at a s

**Google Video lets you put your videos online

Google Video was introduced in beta back in the spring of 2005, ostensibly to give video produ

No doubt Google has something else in mind here too -- providing video-related services to gen

As John Battelle said in a (http://battellemedia.com/archives/001658.php) June 2004 blog post,

But there are other possibilities as well. As Jon Udell says in a (http://weblog.infoworld.com

Google made a move in this direction by switching its player technology to Flash in the fall o

In other words, it is much easier to build hot links and other types of scripting into video a

This also gives it more potential for the integration of advertising into pre-existing videos.