

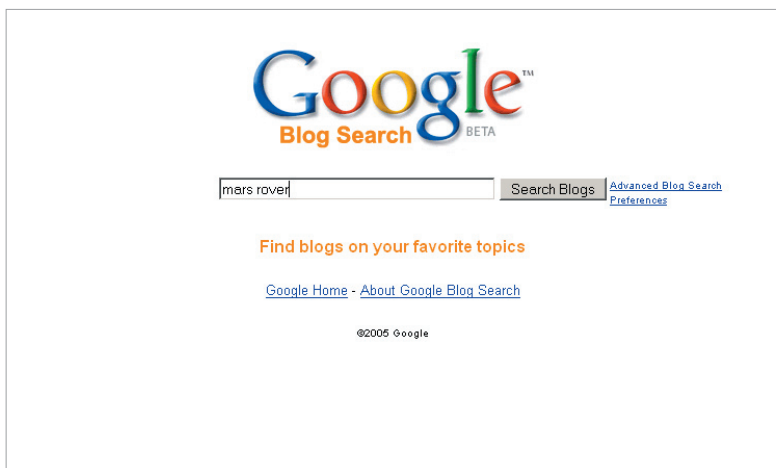


Review Guide - Google Blog Search (beta)

This reviewer's guide is designed to demonstrate the major features, and benefits, of Google Blog Search. We hope you find it useful.

Blogs are an important medium of self-expression, and Google is committed to providing the best tools to access this unique and growing source of news, opinion, and commentary. The ability to search over blog content has been one of the most highly requested features from our users, and we believe that this release of Google Blog Search will be the easiest way to search for blog content on the web.

Using the same technology that powers Google's web search, Google Blog Search users can now find the freshest and most relevant blog posts about topics of interest to them.



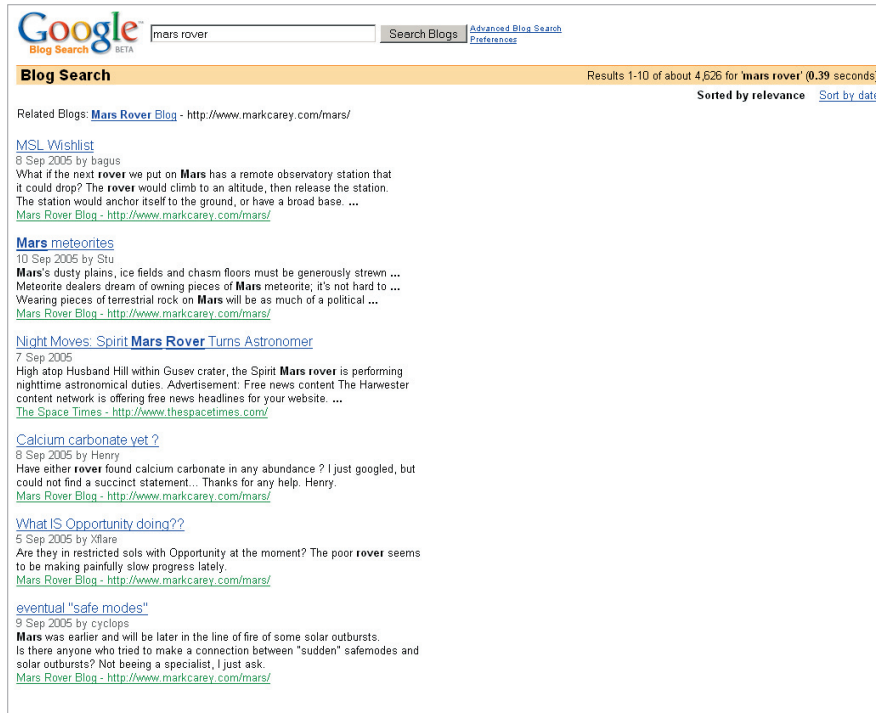
How Blog Search works

Blogs that syndicate posts via RSS or Atom are automatically and regularly crawled by Google servers. (Most of the popular blogging services now enable syndication by default.) Once a post is syndicated, the Blog Search index is updated, so search results always include very fresh content. (If you can't find your own blog in results, we are working on a way for blog owners with RSS or Atom feeds to be able to add them.)

Google Blog Search searches all feeds, independent of the blogging platform or hosting provider. We do not give precedence in results to feeds from our own service, Blogger.

Features

Blog Title results. After conducting a search, a user will see two types of results: blogs that include matching search terms in their titles, and below that, individual post results, which include matching search terms in their post content. By default, results are sorted by relevance, but you can re-sort them by date when you click on a link on the upper right of the page.



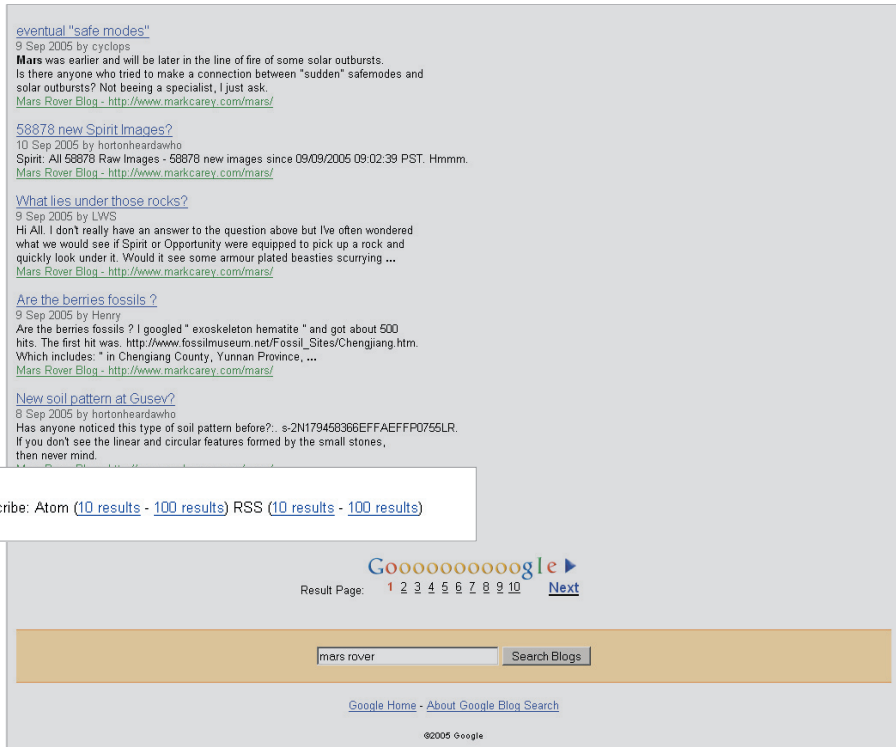
The screenshot shows the Google Blog Search interface. At the top, the Google logo is on the left, followed by a search bar containing 'mars rover' and a 'Search Blogs' button. To the right of the search bar are links for 'Advanced Blog Search' and 'Preferences'. Below the search bar, the page title is 'Blog Search' and the status is 'Results 1-10 of about 4,626 for 'mars rover' (0.39 seconds)'. On the right side, there are sorting options: 'Sorted by relevance' and a link 'Sort by date'. The main content area lists several related blogs, each with a title, date, author, and a short excerpt. The first result is 'MSL Wishlist' by bagus, dated 8 Sep 2005. The second is 'Mars meteorites' by Stu, dated 10 Sep 2005. The third is 'Night Moves: Spirit Mars Rover Turns Astronomer' by Henry, dated 7 Sep 2005. The fourth is 'Calcium carbonate yet?' by Henry, dated 8 Sep 2005. The fifth is 'What IS Opportunity doing??' by Xliane, dated 5 Sep 2005. The sixth is 'eventual "safe modes"' by cyclops, dated 9 Sep 2005. Each result includes a link to the full blog post.

Advanced Search. Google Blog Search also offers an advanced search option, which is accessible via a link on the Blog Search homepage. Users can customize their queries to restrict their search to blog names, authors, or to a specific date range. Blog Search also features Google's SafeSearch technology, which will filter out adult content in the results.



The screenshot shows the Google Advanced Blog Search interface. At the top, the Google logo is on the left, followed by the text 'Advanced Blog Search'. Below this, there are several search filters and options. The 'Find posts' section includes radio buttons for 'with all of the words', 'with the exact phrase', 'with at least one of the words', 'without the words', and 'with these words in the post title'. The 'In blogs' section has radio buttons for 'with these words in the blog title' and 'at this URL'. The 'By Author' section has a radio button for 'blogs and posts written by'. The 'Dates' section has radio buttons for 'posts written: anytime', 'posts written between 1 Mar 2005 and 12 Sep 2005', and 'any language'. The 'Language' section has a radio button for 'posts written in: any language'. The 'SafeSearch' section has radio buttons for 'No filtering' and 'Filter using SafeSearch'. At the bottom, there are links for 'Google Home' and 'About Google Blog Search', and a copyright notice '©2005 Google'.

Search results syndication. Blog Search also syndicates search results as an RSS or Atom feed. Users can subscribe to their search results and view them in their favorite newsreader, thereby automatically receiving the latest results for their query.



Languages. Google Blog Search is currently available in English as well as Brazilian Portuguese, Dutch, French, German, Italian, Korean, Russian, and Spanish, with additional language support to follow.

More information

Google Blog Search: <http://www.google.com/blogsearch>
About/FAQ: http://www.google.com/help/about_blogsearch.html

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September 2005