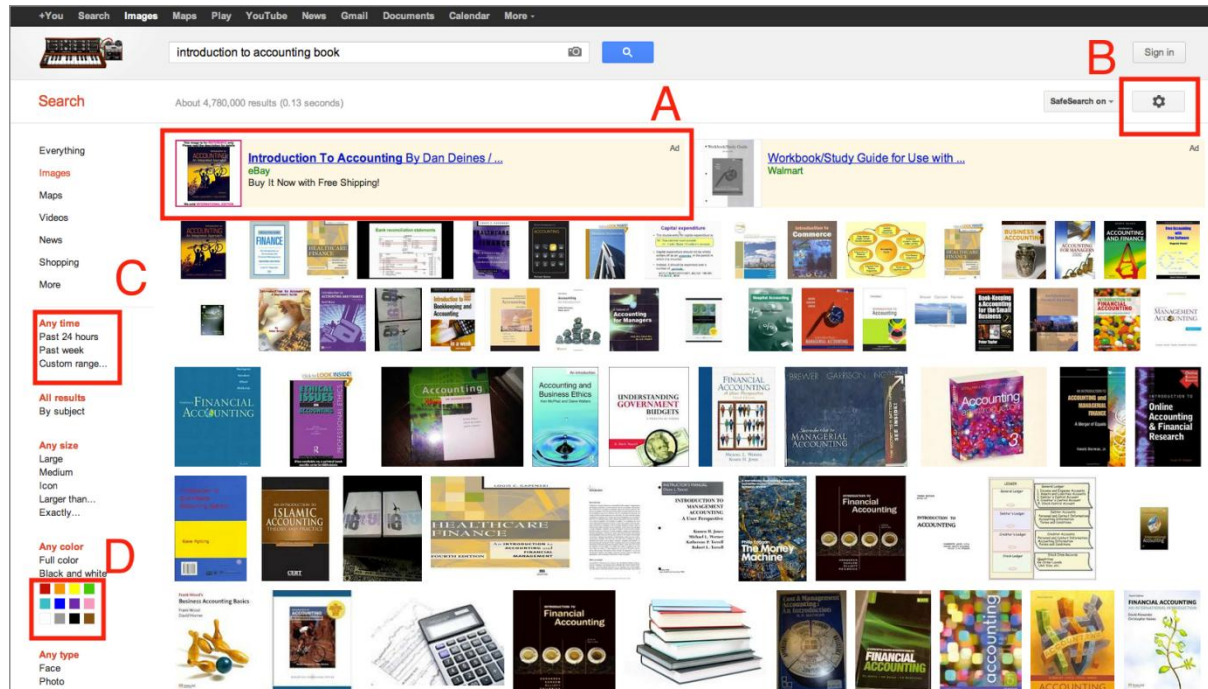


# Module 1: Introduction to Power Searching Using Google Search

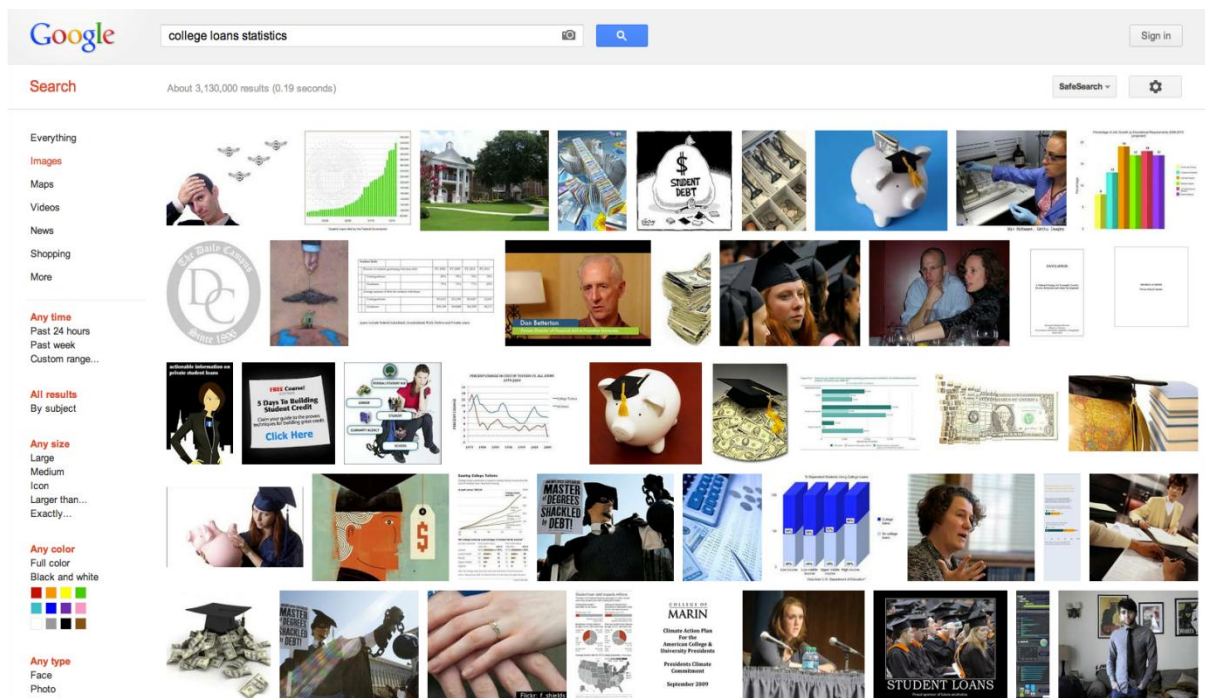
## Question 1



You want to re-read an introductory accounting textbook from school, but you cannot remember the exact title. You recall that the cover is yellow and has puzzle pieces on it. In the image above, where would you click to filter the results in order to locate the book? Choose A, B, C or D

Answer: D - Filtering by color would help you view all the books with yellow covers.

## Question 2



You want statistics on college loans. If you search using [college loans statistics], you get the image results above. What color would you click to see just the charts and graphs?

Answer: Our search expert says: I would click on white in the color grid, since many charts, tables, and graphs have white backgrounds.

**Question 3:** In the image below, identify the area(s) that are ads.

The image shows a Google search results page for the query "customer relationship management". The page includes a navigation bar at the top with links like "You", "Search", "Images", "Maps", "Play", "YouTube", "News", "Gmail", "Documents", "Calendar", and "More". Below the navigation bar is the Google logo and a search bar containing the text "customer relationship management". The search results are displayed below the search bar, showing "About 58,500,000 results (0.20 seconds)".

The search results are organized into two columns. The left column contains a sidebar with links to "Web", "Images", "Maps", "Videos", "News", "Shopping", "Books", and "More". The right column contains a section titled "Ads related to customer relationship management" and a section titled "Why these ads?".

Red boxes and letters are used to highlight specific areas:

- A** highlights the "Mountain View, CA" location in the sidebar.
- B** highlights the "Oracle CX Solutions - More than Just CRM | Oracle.com" ad.
- C** highlights the "Customer Relationship Mgt" ad.
- D** highlights the "What Is CRM? - CRM Magazine" ad.

The ads include:

- Customer Management | salesforce.com**: Improve Customer Relationship Management. Low Cost, Free Demo! 4,427 people +1'd or follow Salesforce. CRM Demo - Small Business CRM - Sales Management - Free CRM Trial.
- Oracle CX Solutions - More than Just CRM | Oracle.com**: Enhance Your Customer Relationships. Solutions - Downloads - Partners - Technical Information.
- Online CRM Software - Manage Customer & Sales Data.**: quickbase.intuit.com/CRM. Get Up & Running in Minutes. Try Free! 30-Day Free Trial - Increase Productivity and ROI - Collaborate in the Cloud.
- Customer relationship management - Wikipedia, the free encyclo...**: en.wikipedia.org/wiki/Customer\_relationship\_management. Customer relationship management (CRM) is a widely implemented model for managing a company's interactions with customers, clients, and sales prospects. Comparison of CRM systems - Microsoft Dynamics CRM - Salesforce.com.
- What Is CRM? - CRM Magazine**: www.destinationcrm.com/Articles/News/.../What-Is-CRM-46033.aspx. Feb 19, 2010 - CRM, or Customer Relationship Management, is a company-wide business strategy designed to reduce costs and increase profitability by ...
- Looking for CRM Software?**: www.sugarcrm.com/Free-CRM. 10 Steps to Finding the Right CRM. Download Your Free CRM Software Kit.
- Zoho CRM - On-Demand CRM**: www.zoho.com/CRM. Sales/Marketing Tracking & Support. Customer Relationship Management.
- Try Landslide CRM**: www.landslide.com/. Clone your best sales reps. Ideal for 15-250 Reps. Watch Demo.
- Customer Relationship Mgt**: www.netsuite.com/CRM. On-Demand CRM System With 360 View Of Your Customers. Free Product Tour.
- Top CRM Systems**: www.demandgen.com/. Contact Us for the Right Marketing Automation System for Your Business.
- To CRM Software**: www.business-software.com/BestCRM. 2012 Top 40 CRM Software Rankings.

Where are the ads?

A, B, C, D, A and B, B and C, C and D

Answer: B and C

**Question 4:** Can you find the name of the sandwich in the results below?

### [Tuna Fish Sandwich Recipe - Pan Bagnat - Easy French Food](http://www.easy-french-food.com/tuna-fish-sandwich-recipe.html)

[www.easy-french-food.com/tuna-fish-sandwich-recipe.html](http://www.easy-french-food.com/tuna-fish-sandwich-recipe.html)

Pan bagnat is a fabulously tasty **tuna fish sandwich** recipe from the south of **France** ... eggs, **tuna**, **anchovies**, cucumbers, bell **pepper**, red onion, basil and olives.

### [Niçoise Tuna Sandwich \(Pan Bagnat\) Recipe at Epicurious.com](http://www.epicurious.com/.../Ni-oise-Tuna-Sandwich-Pan-Bagnat-104642)

[www.epicurious.com/.../Ni-oise-Tuna-Sandwich-Pan-Bagnat-104642](http://www.epicurious.com/.../Ni-oise-Tuna-Sandwich-Pan-Bagnat-104642)

★★★★★ Rating: 3.5/4 - 20 reviews

Find the recipe for Niçoise **Tuna Sandwich** (Pan Bagnat) and other leafy green ... Use the **French** stuff if possible; otherwise, any mild olive oil will do—save that fancy ... red-wine vinegar, 1/4 teaspoon salt, and several grinds of black **pepper** in a bowl. ... Crisscross each **sandwich** with 2 drained **anchovy** fillets and strew with ...

### [Menus](http://www.castagnasf.com/Menus.htm)

[www.castagnasf.com/Menus.htm](http://www.castagnasf.com/Menus.htm)

**Sandwiches** (served with **French** fries or mixed greens) ... **Sandwich**: Seared ahi **tuna**, tomato confit, roasted red **peppers**, **anchovy**-black olive-**tuna** spread ...

### [Sandwich has the power to transport you to France | Oregon Life ...](http://projects.registerguard.com/.../oil-bread-olive-tuna-sandwich.html.csp)

[projects.registerguard.com/.../oil-bread-olive-tuna-sandwich.html.csp](http://projects.registerguard.com/.../oil-bread-olive-tuna-sandwich.html.csp)

May 16, 2012 – Layer on **tuna**, onion, mozzarella, **peppers**, olives, tomatoes and **anchovies**. Place top on **sandwich**. Pressing down, wrap very snugly with ...

### [Tuna Sandwich Boiled Egg Recipes | Yummly](http://www.yummly.com/recipes/tuna-sandwich-boiled-egg)

[www.yummly.com/recipes/tuna-sandwich-boiled-egg](http://www.yummly.com/recipes/tuna-sandwich-boiled-egg)

Choose from over 37 **Tuna Sandwich** Boiled Egg recipes from sites like Epicurious ... **anchovy** fillets, white onion, lemon juice, black **pepper**, scallions, red onion, .... hard-boiled egg, salt, water, salt, tomato, cucumbers, **pepper**, **french** rolls, leaf ...

### [Tuna Fish Sandwich Vinegar Recipes | Yummly](http://www.yummly.com/recipes/tuna-fish-sandwich-vinegar)

[www.yummly.com/recipes/tuna-fish-sandwich-vinegar](http://www.yummly.com/recipes/tuna-fish-sandwich-vinegar)

Choose from over 35 **Tuna Fish Sandwich** Vinegar recipes from sites like ... tomato paste, **anchovy** paste, black **pepper**, boston lettuce, hard-boiled eggs, capers, ... **french** bread, molasses, balsamic vinegar, cooking spray, italian seasoning, ...

What's the name of the sandwich?

Answer: Pan Bagnat!

**Question 5:** For the following questions, go to the [US Geological Survey's list of Historic World Earthquakes](#).

Q 1: In the United States, the state of California is known for its earthquakes. Have there been earthquakes in Iowa?

Q 2: Has there ever been an earthquake in Maine?

Q 3: Which state (Iowa or Maine) had an earthquake more recently?

Answers: Q1 – Yes; Q 2 – Yes; Q3 - Maine