

Google™ Apps FOR ***DUMMIES®***

by Ryan Teeter and Karl Barksdale



WILEY

Wiley Publishing, Inc.

Google™ Apps FOR ***DUMMIES®***

by Ryan Teeter and Karl Barksdale



WILEY

Wiley Publishing, Inc.

Google™ Apps For Dummies®

Published by

Wiley Publishing, Inc.

111 River Street

Hoboken, NJ 07030-5774

www.wiley.com

Copyright © 2008 by Wiley Publishing, Inc., Indianapolis, Indiana

Published by Wiley Publishing, Inc., Indianapolis, Indiana

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600. Requests to the Publisher for permission should be addressed to the Legal Department, Wiley Publishing, Inc., 10475 Crosspoint Blvd., Indianapolis, IN 46256, (317) 572-3447, fax (317) 572-4355, or online at <http://www.wiley.com/go/permissions>.

Trademarks: Wiley, the Wiley Publishing logo, For Dummies, the Dummies Man logo, A Reference for the Rest of Us!, The Dummies Way, Dummies Daily, The Fun and Easy Way, Dummies.com, and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc. and/or its affiliates in the United States and other countries, and may not be used without written permission. Google is a trademark of Google, Inc. All other trademarks are the property of their respective owners. Wiley Publishing, Inc., is not associated with any product or vendor mentioned in this book.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: THE PUBLISHER AND THE AUTHOR MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES OR PROMOTIONAL MATERIALS. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR EVERY SITUATION. THIS WORK IS SOLD WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICES. IF PROFESSIONAL ASSISTANCE IS REQUIRED, THE SERVICES OF A COMPETENT PROFESSIONAL PERSON SHOULD BE SOUGHT. NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM. THE FACT THAT AN ORGANIZATION OR WEBSITE IS REFERRED TO IN THIS WORK AS A CITATION AND/OR A POTENTIAL SOURCE OF FURTHER INFORMATION DOES NOT MEAN THAT THE AUTHOR OR THE PUBLISHER ENDORSES THE INFORMATION THE ORGANIZATION OR WEBSITE MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. FURTHER, READERS SHOULD BE AWARE THAT INTERNET WEBSITES LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THIS WORK WAS WRITTEN AND WHEN IT IS READ.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 800-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

For technical support, please visit www.wiley.com/techsupport.

Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.

Library of Congress Control Number: 2008924955

ISBN: 978-0-470-18958-0

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1



About the Authors

Ryan Teeter is an accomplished writer and technology trainer. He has worked closely with business teachers throughout the country and consulted with the National Business Education Association, businesses, and school districts on Google Apps implementation. Ryan spent time working at Google in Mountain View, California, as an External Training Specialist, developing curriculum used for training Fortune 500 companies.

When he's not conducting training workshops or writing, Ryan's pursuing his passion for teaching as a doctoral student at Rutgers University, where he's completing a PhD in accounting information systems. (www.ryanteeter.com, www.technonerd.info)

Karl Barksdale was a former Development Manager for the Training and Certification team at WordPerfect Corporation and a Marketing Manager in the Consumer Products division. He was also the External Training Manager for Google's Online Sales and Operations division. He's best known for authoring and co-authoring 59 business and computer education textbooks. Albeit, the job he enjoys most is teaching at the Utah County Academy of Sciences, an early college high school on the Utah Valley University campus. (www.karlbarksdale.com)

Dedication

Ryan Teeter

This book is dedicated to my parents and my friends, for whom this book was originally intended.

Karl Barksdale

For Hilary, Cory, and Mari, who make it all worthwhile.

Authors' Acknowledgments

This book wouldn't have happened without the inspiration and guidance of Esther Wojcicki of Palo Alto High School and Jeremy Milo, the Google Apps Product Marketing Manager at Google. Nor could we have accomplished so much without the External Training Team at Google, of which we were so fortunate to be a part. Here's to Lance Cotton, Erik Gottlieb, Lauren Frandsen, Kristina Cutura, Charbel Semaan, Tyrona Heath, Mary Hekl, Brian Schreier, and Jared Smith. You guys rock!

We'd also like to give special recognition to our outstanding team at Wiley Publishing, including Greg Croy, executive editor; Jean Nelson, project editor; Laura K. Miller, copy editor; James Kelly, technical editor; and the other incredibly talented and amazing people who made working on this project a real treat.

Along those lines, we'd also like to acknowledge our friends and colleagues at the Rutgers Business School and the Utah County Academy of Science for their support.

Finally, we acknowledge you, the reader, for trusting us to help you make the most out of this amazing and incredibly useful technology.

Publisher's Acknowledgments

We're proud of this book; please send us your comments through our online registration form located at www.dummies.com/register/.

Some of the people who helped bring this book to market include the following:

Acquisitions and Editorial

Project Editor: Jean Nelson

Executive Editor: Greg Croy

Copy Editor: Laura K. Miller

Technical Editor: James Kelly

Editorial Manager: Kevin Kirschner

Editorial Assistant: Amanda Foxworth

Sr. Editorial Assistant: Cherie Case

Cartoons: Rich Tennant
(www.the5thwave.com)

Composition Services

Project Coordinator: Katherine Key

Layout and Graphics: Claudia Bell, Carl Byers,
Reuben W. Davis, Melissa K. Jester,
Ronald Terry, Christine Williams

Proofreaders: Laura Bowman, John Greenough,
Dwight Ramsey

Indexer: Slivoskey Indexing Services

Publishing and Editorial for Technology Dummies

Richard Swadley, Vice President and Executive Group Publisher

Andy Cummings, Vice President and Publisher

Mary Bednarek, Executive Acquisitions Director

Mary C. Corder, Editorial Director

Publishing for Consumer Dummies

Diane Graves Steele, Vice President and Publisher

Joyce Pepple, Acquisitions Director

Composition Services

Gerry Fahey, Vice President of Production Services

Debbie Stailey, Director of Composition Services

Contents at a Glance

<i>Introduction</i>	<i>1</i>
<i>Part I: Up and Going with Google Apps</i>	<i>7</i>
Chapter 1: Introducing Google Apps.....	9
Chapter 2: Signing Up for Google Apps	17
Chapter 3: The Start Page.....	37
<i>Part II: Keeping in Touch and on Time: Gmail, Talk, and Calendar.....</i>	<i>49</i>
Chapter 4: Connecting with Gmail	51
Chapter 5: Discovering Advanced Gmail Tools	69
Chapter 6: Keeping in Touch with the Contacts List	89
Chapter 7: Chatting with Gmail Chat and Google Talk	103
Chapter 8: Filling Your Calendar.....	115
Chapter 9: Sharing Your Calendar with Others	133
<i>Part III: Getting to Work: Documents, Spreadsheets, and Presentations</i>	<i>155</i>
Chapter 10: Finding Your Way around the Google Docs Home	157
Chapter 11: Word Processing with Google Docs	173
Chapter 12: Crunching Numbers with Google Spreadsheets	199
Chapter 13: Creating Amazing Google Presentations	227
<i>Part IV: Popping the Hood: Google Apps Administration</i>	<i>255</i>
Chapter 14: The Dashboard	257
Chapter 15: Start Page Configuration and Administration.....	277
Chapter 16: Creating a Web Site for Your Organization.....	291
Chapter 17: Tweaking Your Apps	313
<i>Part V: The Part of Tens</i>	<i>331</i>
Chapter 18: Ten Solutions to Common Problems	333
Chapter 19: Ten More Google Apps for Your Business, Group, or Organization ...	341
<i>Index</i>	<i>349</i>

Table of Contents

Introduction 1

About This Book.....	1
How This Book Is Organized.....	2
Part I: Up and Going with Google Apps	2
Part II: Keeping in Touch and on Time:	
Gmail, Talk, and Calendar	2
Part III: Getting to Work: Documents, Spreadsheets,	
and Presentations	3
Part IV: Popping the Hood: Google Apps Administration	3
Part V: The Part of Tens.....	3
Conventions Used in This Book	3
Icons Used in This Book.....	4
Where to Go from Here.....	5

Part 1: Up and Going with Google Apps..... 7

Chapter 1: Introducing Google Apps 9

Meeting the Google Apps	9
Welcome to the New Internet	10
Choosing the Right Google Apps Edition	12
What's in It for My Organization?.....	14
Can There Possibly Be a Downside?.....	15

Chapter 2: Signing Up for Google Apps 17

Signing Up for Team Edition	18
Signing Up for Standard Edition	21
Signing up and registering a new domain	21
Signing up and migrating an existing domain.....	25
Signing Up for Premier Edition	26
Signing Up for Education Edition	29
Verifying Domain Ownership.....	30
Uploading an HTML file	31
Changing your CNAME record.....	34

Chapter 3: The Start Page 37

Meeting the Start Page	38
Authenticating Your Account	39
Adding Google Gadgets	41
Checking out the gadget directory.....	42
Creating your perfect layout.....	44
Previewing your Inbox.....	45



Seeing what's happening on your Calendar	45
Viewing your latest Docs	46
Chatting with your contacts	47
What to Do When the Start Page Misbehaves	47

***Part II: Keeping in Touch and on Time:
Gmail, Talk, and Calendar49***

Chapter 4: Connecting with Gmail51

Setting Up E-mail	52
Starting Gmail	53
Opening Gmail from a Start Page gadget.....	53
Starting Gmail directly	54
Getting to Know the Inbox	55
Composing Mail.....	57
Entering addresses.....	58
Getting to the subject	59
Composing your message	59
Attaching files	60
Sending, saving, or discarding.....	61
Following the Conversation.....	61
Stack it up!.....	62
Collapsing and expanding conversation stacks	63
Marking important messages	64
Searching Your Messages.....	66

Chapter 5: Discovering Advanced Gmail Tools69

Opening Attachments.....	69
View as HTML	70
Open as a Google document	71
Download.....	71
Creating Signatures and Vacation Responses.....	72
Adding a signature	72
Turning the vacation responder on and off	73
Using Labels and Filters to Take Control of Your Inbox.....	74
Labeling your messages	75
Creating new filters	76
Adjusting filters later	80
Alternative Access: Forwarding, POP/IMAP, and Mobile	81
Turning forwarding on and off.....	81
Sending mail as someone else	82
Activating POP or IMAP	84
Configuring Outlook to work with Gmail.....	85
Accessing Gmail from your mobile device.....	88

Chapter 6: Keeping in Touch with the Contacts List89

Creating a Contacts List	89
Viewing your contacts	90
Rolling through your Contacts list	91
Using Quick Contacts in Gmail	92
Knowing when your contacts are online.....	92
Prioritizing Quick Contacts	93
Unearthing lost contacts	94
Adding or Updating Contacts	95
Entering basic contact information	95
Adding more information about a contact.....	96
Adding a picture	97
Sorting Contacts into Groups	100
Creating groupies	100
Viewing and editing an existing group.....	101
E-mailing a group	102

Chapter 7: Chatting with Gmail Chat and Google Talk103

Understanding Gmail Chat and Google Talk.....	103
Using Gmail Chat	104
Inviting someone to chat in Gmail Chat	104
Chatting away in Gmail Chat	106
Changing your status for Chat.....	107
Upgrading to Google Talk.....	108
Inviting a contact to chat in Google Talk.....	108
Chatting with a contact in Google Talk.....	109
Chatting with a group	111
Making a call	111

Chapter 8: Filling Your Calendar115

Starting Calendar	116
Creating and Changing Events.....	118
Five ways to create events	118
Moving your events around	121
Deleting events	122
Setting Up Calendar Notifications.....	122
Creating universal event reminders.....	122
Registering your mobile phone to receive notifications	124
Adding reminders to individual events	125
Changing Your Calendar Views	126
Printing Your Calendar	127
Using Multiple Calendars	128
Adding calendars.....	128
Changing colors and settings.....	129
Searching Your Calendar.....	131

Chapter 9: Sharing Your Calendar with Others133

Working with Invitations	134
Creating invitations	134
Responding to invitations	135
Checking guest status and e-mailing guests	136
Sending invitations directly from Gmail	137
Making Your Calendar Available to Others	138
Sharing options	138
Sharing with specific people	140
Scheduling Resources	140
Coordinating other people's schedules	141
Using the Room Finder (Premier Edition and Education Edition only)	142
Embedding Calendar on Your Web Site or Blog	143
Importing and Exporting Events	146
Migrating events from Outlook to Google Calendar	147
Subscribing to Google Calendar in Outlook	149
Exporting your events to a file	151
Using Calendar on Your Mobile Device	152
Using Google Calendar for Mobile	152
Scheduling with SMS	153

***Part III: Getting to Work: Documents, Spreadsheets,
and Presentations..... 155*****Chapter 10: Finding Your Way around the Google Docs Home157**

Advantages of Google Docs and the Docs Home	157
Singledocumindedness for sharing, collaboration, and version control	159
Multifolder support for single documents	160
Platform independence	160
Singledocumindedness for mail or IM attachments	161
Launching Your Docs Home	162
Adding a Google Docs gadget	162
Launching Docs from a Web address	162
Working and Collaborating in Google Docs	163
Creating and naming new documents	163
Viewing, sorting, hiding, or trashing your documents	164
Uploading or importing your existing documents	167
Organizing your files by folders or labels	169
Searching your documents	169
Converting and exporting files into other file formats	170
Changing your language settings	171
Using Help and signing out of Google Docs	171

Chapter 11: Word Processing with Google Docs173

Getting Familiar with the Docs Screen	173
Editing a Document in Docs.....	176
Formatting and editing text in the Edit tab.....	176
Using more keyboard shortcuts	182
Inserting objects by using the Insert tab	183
Viewing or reverting to earlier document versions in the Revisions tab	189
Printing, Publishing, and Converting to Other Formats	190
Previewing and printing.....	190
Publishing.....	191
Exporting and converting documents into a variety of formats	194
Sharing and Collaboration	194
Collaborating on a document	194
Setting up for sharing and inviting collaborators	195

Chapter 12: Crunching Numbers with Google Spreadsheets199

Starting Up a Spreadsheet.....	200
Start autosaving immediately	201
Getting familiar with the Google Spreadsheets header and Edit tab	201
Entering, Editing, and Other Spreadsheet Basics	202
Entering values	202
Selecting multiple cells.....	204
Formatting multiple cells	204
Changing the column width or row height	205
Entering sequences quickly with the Fill Handle	206
Changing values and undoing mistakes	207
Inserting new rows or columns	207
Merging and aligning cells.....	207
Deleting rows and columns.....	208
Formatting numbers	209
Freezing rows and columns.....	209
Sorting from A to Z and Z to A.....	210
Using Charts, Graphs, and Diagrams.....	211
Defining a range of data for your chart	212
Creating a chart	212
Managing charts	214
Formula Fixin'	214
Using cell references and selecting a range.....	216
Built-in functions	217
Filling formulas	218
Advanced and creative online functions.....	219
Creating multiple sheets.....	220

Sharing and Collaboration	221
Discuss while you go.....	223
Version controls.....	224
Converting and Exporting to Other File Formats.....	224
Printing and Publishing Spreadsheets	225

Chapter 13: Creating Amazing Google Presentations 227

Starting Up Presentations	228
Similarities in the header	228
Big differences below the header.....	229
Adding Themes, Text, Shapes, and Images to Slides	229
Changing the placeholder text	230
Changing themes	230
Inserting text boxes and formatting text.....	231
Inserting shapes	235
Inserting images	235
Organizing Slides	237
Making a new slide	237
Duplicating, reordering, and deleting slides	238
Using the File Menu.....	240
Renaming a presentation.....	240
Saving a PDF copy of your presentation	241
Printing the presentation	241
Uploading existing PowerPoint presentations	241
Integrating other slides into a presentation	243
Viewing Revisions	244
Giving Your Presentation	245
Projecting your presentation	245
Leading a Web presentation.....	246
Discussing the presentation with your audience.....	248
Relinquishing control.....	249
Sharing, Collaborating, and Publishing a Presentation.....	249
E-mail a presentation	250
Inviting collaborators and viewers	251
Publishing a presentation.....	252

Part IV: Popping the Hood: Google Apps Administration 255

Chapter 14: The Dashboard 257

Exploring the Dashboard	257
Logging into the Dashboard.....	258
Getting familiar with the Dashboard.....	258
Creating User Accounts.....	260
Creating new users, one at a time	261
Uploading many users at the same time	262

Adjusting User Account Settings.....	264
Viewing a user's account	264
Changing a user's name	265
Resetting a user's password	266
Suspending a user	266
Restoring a suspended user.....	267
Deleting a user	267
Making a user an administrator.....	268
Adjusting Domain Settings	269
Changing general settings	269
Customizing your domain's appearance.....	271
Upgrading your account to Premier	273
Managing your domain names.....	275
Chapter 15: Start Page Configuration and Administration	277
Changing the Default Start Page Settings.....	277
Creating a Custom Start Page Template for Your Organization	279
Choosing a layout.....	280
Customizing colors	281
Setting your header and footer.....	282
Customizing content	285
Publishing your Start Page.....	289
Making Changes to the Start Page after Publishing.....	290
Chapter 16: Creating a Web Site for Your Organization	291
Getting Started with Page Creator	291
Site Manager.....	292
Page Editor	295
Editing Web Pages in Page Creator	297
Adding text	297
Choosing a template	298
Changing the layout	299
Using font styles	299
Inserting links	300
Inserting and editing images.....	303
Putting gadgets on your page	306
Making changes to the HTML code.....	308
Publishing Your Web Pages.....	309
Tweaking Your Site.....	310
Chapter 17: Tweaking Your Apps	313
Creating Custom Apps Addresses.....	313
Enabling and Disabling Apps and Services.....	316
Tuning Gmail and Talk.....	317
Standard Edition Gmail settings	317
Premier Edition and Education Edition Gmail settings	319
Activating e-mail and configuring MX records	320

Using Gmail tools.....	321
Migrating existing e-mail accounts	323
Adjusting Talk settings	325
Empowering Calendar	326
Securing Docs	329

***Part V: The Part of Tens*331**

Chapter 18: Ten Solutions to Common Problems333

Oops! Errors in Google Apps	334
Can't Log Into Google Apps	334
POP/IMAP Doesn't Work Correctly for Gmail	335
Can't Send Attachments in Gmail.....	336
Chat Disappears in Gmail.....	337
Voice Chat Doesn't Work.....	337
Everything Looks Garbled in Calendar	338
Events Don't Show Up in Calendar	338
Documents, Spreadsheets, or Presentations	
Don't Appear in Docs Home.....	339
Documents Don't Load Properly.....	340

Chapter 19: Ten More Google Apps for Your Business, Group, or Organization341

1-800-GOOG-411	341
AdWords	343
AdSense	343
Google Notebook.....	343
Google Finance	344
Google Product Search	344
Google Reader	344
Google Maps	345
Google Pack	346
Google Translate	346

***Index*349**

Introduction

When most people hear *Google*, they think of the powerful search tool with its squeaky-clean search box, colorful logo, and reliable search results. A few may know about its advertising tools, AdWords and AdSense, which generate Google's astounding profits quarter after quarter. Google recently became even more indispensable to teams and useful to organizations when it released *Google Apps*, a suite of online applications that enables you to create, share, and publish documents, spreadsheets, presentations, and more from any computer with an Internet connection.

If you think it may be time for your team, business, school, or organization to move out of costly, time-consuming information technology boondoggles and start using these powerful online Google applications, then *Google Apps For Dummies* is for you. If you're on the fence, turn to Chapter 1, where we discuss all the advantages and disadvantages of complementing your work or academic life with Google Apps. We hope that Google Apps has piqued your interest, even if it's only because you can save a lot of money and reduce your computing hassles.



If you want to use Google Apps for just yourself (not as part of a business or school), you can. Go to www.google.com and click the iGoogle link in the upper-right corner of the screen. You are given a customizable Start Page that will work like a springboard to the Internet and your Google Apps. From this page, you can set up your gadgets and create a user experience similar to what Google Apps users enjoy. Look for the tips throughout this book directed to iGoogle users.

About This Book

We realize that before you can make any software solution effective within an organization, you have to meet the needs of two audiences, so we address each audience in specific parts of this book to keep your training neat and tidy:

- ✓ **General users:** Chapters 3 through 13 show you how to use the parts of Google Apps you'll want to use the most: The Start Page, Gmail, Chat (or Talk), Calendar, Docs, Spreadsheets, and Presentations. If you're using the apps with a normal Google account, the information in Chapters 3 through 13 will work for you, too.

✓ **Information technology (IT) administrators:** Chapter 2 shows you how to set up Google Apps, and Part IV is your step-by-step guide to administering Google Apps. (Of course, you're free to read the rest of the book to make sure you can help users with any of the apps.)

This book is an enterprise-wide training solution for users at every level, but it can also help small businesses, groups, families, and even individual users. We guide the IT team while they set up Google Apps. We bring users up to speed and show them tips and tricks to get the most out of Google Apps. Why? Because we know how frustrating IT administrators can find setting up a new software system and then having staffers or students fail to make good use of the new tools.

How This Book Is Organized

We divided this book into parts and chapters, organizing the chapters into five parts (which we describe in the following sections).

Part I: Up and Going with Google Apps

Part I is the obvious place to start if you're brand new to Google Apps. Chapter 1 provides a general overview; we kept it short because we realize that if you have the great wisdom to pick up this book in the first place, you're probably anxious to get started. For Team Edition users and administrators, Chapter 2 runs through the process of setting up Google Apps for your team, business, school, agency, or nonprofit organization. For general users, Chapter 3 introduces your organization's personalized Start Page and shows you how easily you can access all your Google Apps from one place.

Part II: Keeping in Touch and on Time: Gmail, Talk, and Calendar

Chapters 4 through 6 take you through the Gmail and Contacts List so that you can become proficient with Google's communications tools. Chapter 7 takes you into Gmail Chat and Google Talk to satisfy your instant-messaging needs. Chapters 8 and 9 show you how to set up and use your Google Calendars personal calendar to keep track of your own activities and how to share that information with other people quickly.

Part III: Getting to Work: Documents, Spreadsheets, and Presentations

Chapter 10 introduces you to the Google Docs Home and discusses how to create and organize your documents, spreadsheets, and presentations. Chapter 11 covers documents, and it has you creating and formatting documents by using Google Docs, as well as accessing documents in Google Docs that you created by using a different word processor. Chapter 12 introduces Google Spreadsheets and has you calculating, writing formulas, creating imaginative charts, and sharing your spreadsheets in the blink of an eye. Chapter 13 takes you through Google Presentations and helps you create professional Web presentations — you can even show off a bit by using Google's highly visual and shareable Presentations app.

Part IV: Popping the Hood: Google Apps Administration

The chapters in this part are aimed at administrators. Chapter 14 delves into the Dashboard and helps you set up users and adjust basic domain settings. Chapter 15 walks you, step by step, through the process of setting up the Start Page — customizing it to your business, school, or organization, complete with your own logo, domain name, and look and feel. In Chapter 16, we show you the Page Creator and go through the basics of creating a simple, professional-looking Web page. Finally, Chapter 17 helps you tweak your apps even more and add controls for your users.

Part V: The Part of Tens

This part begins by giving you ten solutions to common problems in Chapter 18. Chapter 19 suggests more Google Apps and services that you may want to explore. (This final chapter is one of our favorites.)

Conventions Used in This Book

To make using this book as easy and convenient as possible, we've set up a few conventions:

- ✓ When we throw a new term at you, we place it in *italics* and define it.
- ✓ We place text that you actually type in **bold**.

- ✓ Web site addresses and file names appear in a monospace font, like this: `www.dummies.com`. When part of a file name or Web site address varies (depending on what your own Web site address is), we use italics to indicate a placeholder. For example, when you see `http://start.yourdomain.com`, you type the address with your own domain name in place of *yourdomain.com*.
- ✓ When you need to use a menu to select a command, we use the command arrow (⇨). For example, `File⇨Rename` simply means that you should click the File menu and then select the Rename command.
- ✓ When we show keyboard shortcuts, we place the plus sign (+) between keys. For example, to use the Cut command, press `Ctrl+X`. This means to press the Ctrl key and the X key at the same time.

Icons Used in This Book

Everyone gets distracted, starts to daydream, gets a little hungry, and quits paying attention to the lovely prose that they're reading. In an attempt to regain your attention from that long-overdue Snickers bar, we place icons throughout this book. Each has its own sleep-preventative powers.



We mark paragraphs that we think you'll find very useful with this icon. Tips show you shortcuts, time-savers, or something that's otherwise worth noting. So, wake up and pay attention!



When you see this icon, beware. From experience, we know when you can easily make a mistake that may cause irreparable harm or damage to the Internet or national security. Well, maybe the Warning icon doesn't point out something that dire, but you should still pay attention or risk losing data, time, and possibly hair (because you're pulling it out in frustration).



Rather than repeat ourselves (because maybe you didn't pay attention the first time), we pop this icon in place. Commit the information to memory, and it can help you later.



Okay, we don't use this icon unless we have to. When you see this icon, we're flagging some information that's more technical and nerdy than the rest of the text. You might find the information really cool and very interesting, despite being technical, so read it at your discretion.



When you see this icon, we show you how to use Google's powerful search features to help you find e-mail messages, calendar events, and so on by using the Search text box at the top of each Google Apps window.

Where to Go from Here

Hey, users! If you're somewhat timid with software or your computer skills, start with Chapter 3 and read through Chapter 13 to get up to speed with each app. Don't be afraid to challenge yourself and try some of the advanced instructions, as well. Trust us — you'll find any time spent in those chapters well worth it.

We don't want to insult your intelligence and go over basic computing skills, such as highlighting text or using a drop-down list. Instead, we focus on showing you how to use the apps to do your work.



Hey, administrators! Looking for the technical step-by-step details of setting up and running Google Apps for your organization? A little concerned about leaving your old tried-and-traditional software solutions and jumping into Web 2.0? Start by looking over Part I, then immediately jump to the technical stuff in Part IV. General users want to avoid this information like a self-replicating malevolent³² virus. You, on the other hand, should find it as comfortable as a walk along the beach — which is where you can vacation by using the bonus you receive because everyone's so pleased with how well Google Apps is working.

One final thought: All you IT administrators may want to scan quickly through Parts II and III of this book. A quick skim can let you know exactly where you can send staffers, employees, or students when they have questions that you may not have time to answer on the spot.

Part I

Up and Going with Google Apps

The 5th Wave

By Rich Tennant



"The funny thing is he's spent 9 hours organizing his Start Page."

In this part . . .

Take a moment to get to know Google Apps, the perfect complement to your business, group, family, or organization. In this part, we take you on a quick tour of the Google Apps editions, and then we help you register a new domain or point your existing one to Google's awesome services.

If your group or organization is using Google Apps already, or if you're a casual Gmail user, we recommend that you skip ahead and start with Chapter 3.

Chapter 1

Introducing Google Apps

In This Chapter

- ▶ Getting acquainted with Google Apps
 - ▶ Choosing the version of Google Apps that's right for you
 - ▶ Discovering the pros and cons of using Google Apps
-

The Internet has evolved, and Google is leading the way. Google began as a small Internet search engine experiment, but when the folks at Google found they had a hit on their hands, they didn't stop there. Today, you can keep track of everything, from e-mail to stock portfolios to photos, by using free services created by the ingenious *Googlers* (the bright engineers at Google who work behind the scenes to make the Internet cool and easy for everyone). Google is pushing forward into new territory with the innovative Google Apps and taking key functions, such as calendaring and word processing, into the Internet realm.

This chapter gives you a better understanding of how Google Apps works and helps you choose the version that's best for your organization. You can also find out more about Google Apps by visiting www.google.com/a. If you're interested in Google Apps for school or work teams, go to www.google.com/apps instead.

Meeting the Google Apps

With little fanfare, the Mountain View, California, behemoth known as Google has been building, buying, and beta-testing scores of online applications. And Google has been releasing them in a flurry, one right after another, to an unsuspecting world. The first 30 or 40 apps seemed random. It appeared that any cool idea any Googler could think of was turned into an app and tossed onto the Internet just for the fun of it. It was a blur. If you blinked, you missed something. It didn't seem to have a pattern or a purpose.

With the creation of the Google Apps initiative, the strategy behind the software releases came into sharp focus: Google is building a radically different way of working that can shatter the primacy of the current methods and reduce the need for all the tired, old office productivity software on your hard drive. Oh, and Google provides most of the apps for free or at a fraction of the cost of traditional software.

Google Apps is a powerful set of tools that Google has bundled together to meet the needs of businesses, schools, government agencies, and other organizations of any size. You can use Google Apps as a powerful digital communications infrastructure for your business or school that Google maintains for you. (Very sweet.) The key Google Apps are

- ✓ **Gmail:** An e-mail app based on Google's popular Gmail platform. This version lets you use your organization's domain, such as *user@yourdomain.com*.
- ✓ **Calendar:** A calendar and scheduling app that allows easy collaboration.
- ✓ **Talk:** Instant messaging, available directly from within Gmail or as a standalone software application. Talk also allows voice calls, voice mail, and file sharing.
- ✓ **Docs:** A simple, yet powerful, set of word processing, spreadsheet, and presentation apps.
- ✓ **The Start Page:** An app that you can personalize by adding gadgets to access any or all of the other Google Apps, as well as news, weather reports, entertainment information, and more from one place.

In addition to the apps themselves, Google provides some powerful tools for administrators in the Google Apps Dashboard. Features for administrators include

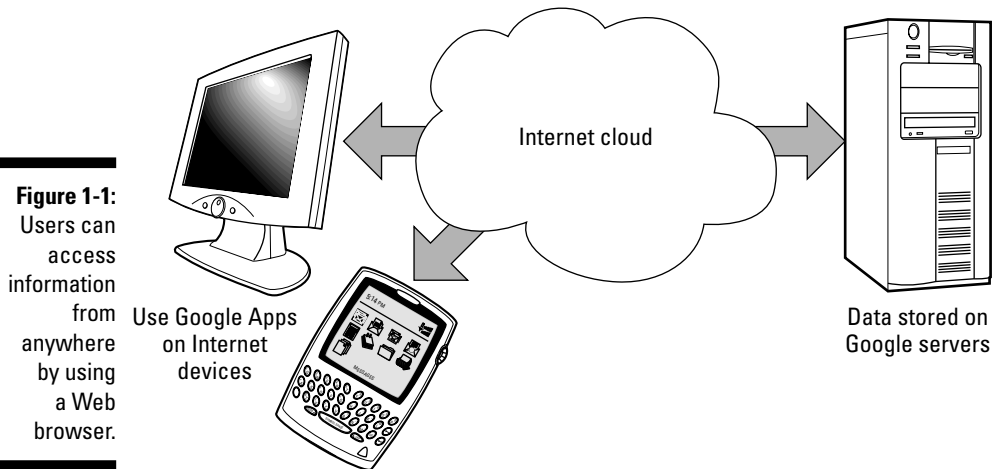
- ✓ Web page creation tools
- ✓ Domain settings
- ✓ Advanced tools, including administrative support and migration tools
- ✓ Individual apps settings
- ✓ Custom Web addresses for your Google Apps
- ✓ Phone-based support tools

Welcome to the New Internet

Google believes that you want to spend more time doing things with your organization, family, group, or school in an online environment.

Called *cloud computing*, the premise is that users can create, edit, and store massive amounts of information through the Internet (or “cloud”) with any device that has a Web browser (such as a computer or cellphone) and Internet access. The Web applications (or apps, for short), as well as the files themselves, are stored securely on powerful servers in data centers throughout the world, as illustrated in Figure 1-1.

Users can share their information with others, including friends and co-workers, and collaborate in real time on important projects. Because the files are already online, a user simply sends a message to his or her friends that contains a link to a file, and those friends can click the link to see and contribute to the sender’s great work. Using Google Apps, you don’t need to send attachments back and forth or keep track of different file versions.



Google Apps brings cloud computing to the masses. And it helps alleviate some of the issues of traditional computing:

- ✓ **Cost:** Computer hardware and software is expensive. For schools and businesses alike, buying PCs and servers, and all the software that goes with them, is making less and less financial sense — especially when it all becomes obsolete before anyone figures out how to use the new stuff. These organizations want solutions that can provide a better return on investment.
- ✓ **Maintenance:** Maintaining all those PCs and the network software is a pain. Information technology costs even more money and uses a lot of resources — especially when organizations grow and someone needs to maintain all those new users.

✓ **Hassle:** People are tired of installing new software, downloading and installing updates, backing up files, scanning for viruses, maintaining firewalls — it's all a bit much. Most people just want to get their work done, and most companies want to focus on their real business, not on information technology. (Unless, of course, their business *is* information technology. Those companies love all the hassle.)

So, why not go with Google and leave all the tedious technical stuff to the people not savvy enough to jump on the Google bandwagon? If you keep your information in their Internet cloud, you don't need to buy any servers, load any software, scan for any viruses, or back anything up. No more rebooting the server or your PC when the system crashes, again. Everything just works with a lot less cost, maintenance, and hassle because it's coming to you directly from Google.

To put it all into perspective, here's an analogy for you: Would you rather hide your life savings under your mattress and risk it being stolen or lost in a fire, or store it in a bank where you have access to it anytime, anywhere, from an ATM machine?

In this new, Web-enabled world, your Web browser becomes your ATM, and Google becomes your bank. You can use your own domain name, company logo, and all that branded identity stuff to personalize your Google Apps. You can preserve your corporate, school, or organizational identity and slash your costs in a dramatic way.

Choosing the Right Google Apps Edition

As we mention in the “Meeting the Google Apps” section, earlier in this chapter, Google Apps consists of four main programs: Gmail, Calendar, Docs, and Talk. Anyone can use these services without signing up for Google Apps, but to help organizations replace or complement their existing systems, Google has some powerful administrative and collaborative tools for those ready to take the plunge.

You can choose from four Google Apps editions: Team, Standard, Premier, and Education. Each edition has been customized to meet the needs of different types of organizations, large and small:

✓ **Team Edition:** This is the easiest way to start using the collaborative tools available with Google Apps with your school or work team. You don't have to change your e-mail address or worry about any administration tools. Sign up for free with your existing e-mail address (see Chapter 2 on how to do this) and you can start connecting with other people in your domain right away. Gmail is not included in this edition.