# Introduction to

Google™

A company built on search

Our mission

[Google's mission](#) is to organize the world's information and make it universally accessible and useful. As a first step to fulfilling this mission, Google's founders Larry Page and Sergey Brin developed a new approach to online search that took root in a Stanford University dorm room and quickly spread to information seekers around the globe.
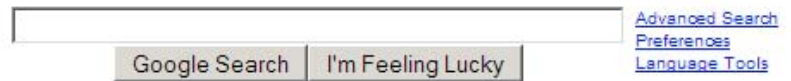
The [Google search engine](#) is an easy-to-use, free service that consistently returns relevant results in a fraction of a second.

What we do

Google is more than a search engine. We also offer [Gmail](#), [maps](#), [personal blogging](#), and web-based [word processing](#) products to name just a few. [YouTube](#), the popular online video service, is part of Google as well.

Most of Google's services are free, so how do we make money? Much of Google's revenue comes through our [AdWords](#) advertising program, which allows businesses to place small "sponsored links" alongside our search results. Prices for these ads are [set by competitive auctions](#) for every search term where advertisers want their ads to appear. We don't sell placement in the search results themselves, or allow people to pay for a higher ranking there.

In addition, website managers and publishers take advantage of our [AdSense](#) advertising program to deliver ads on their sites. This program generates billions of dollars in revenue each year for hundreds of thousands of websites, and is a major source of funding for the free content available across the web.

Google also offers [enterprise](#) versions of our consumer products for businesses, organizations, and government entities. [These productivity tools](#) include email, search, and geospatial products.

As of December 31, 2008, Google employed 20,222 people full-time, more than two thirds of whom work across our more than 20 U.S. locations.

Driving economic growth

Google products and online advertising offerings create economic opportunity for businesses large and small.

AdWords

It's generally understood that Google's free products like search, Gmail, and many others are supported by advertising. What is not as well known is that, in addition to providing useful products to our users, Google is a platform for and a partner to American businesses of all sizes.

Google AdWords enables small businesses of all kinds to place ads for their products and services next to Google search results, giving them access to millions of our users around the world. Small businesses can set their own ad budgets and can arrange to pay only when users click on an ad. As a result, these businesses are able to find and connect with new customers more efficiently and cost-effectively.

Google's ad prices are set by competitive auction, ensuring that prices are always fair and driven by customers – not set by Google.

AdSense
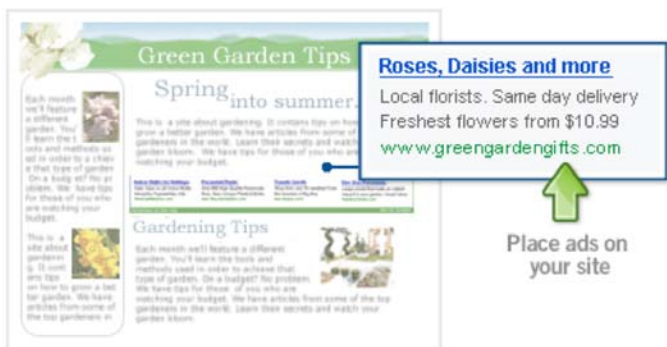
Google AdSense allows entrepreneurs, educators, bloggers, and many others to generate revenue by placing relevant advertising on their websites. In many cases, these individuals are able to dedicate themselves full-time to their publications because of the support they receive from our advertising programs.

The impact of Google's technology on the small business economy is significant. In 2008, we paid a total of $5.28 billion to AdSense partners who use our ads to earn money from their websites.

Supporting content owners

Google collaborates with hundreds of content owners to make their content available online and monetize it in new ways. On YouTube and Google Book Search, we not only give rightsholders a way to control access to their works, but also provide them with tools to reach and profit from a wide audience.

Promoting innovation and competition

Google products are built on the principle of openness and are designed to foster innovation and creativity across the web.

Giving users control over their data

We think users should have the ability to move their personal data to competing services, and we provide data export tools in most of our products to avoid trapping users. From Gmail and Google Reader, to Search History and Google Docs, we allow users to export their data, using open formats, to other programs. We strive to earn our users' loyalty by building good products and constantly improving them, not by locking in users artificially.

Google welcomes competition because it stimulates innovation, makes us all work harder, and provides users with more choice.

Android

Android is the first truly open and comprehensive platform for mobile devices. It includes an operating system, user-interface, and applications – all of the software to run a mobile phone, but without the proprietary obstacles that have hindered mobile innovation. We developed Android in cooperation with the Open Handset Alliance, which consists of more than 30 technology and mobile leaders including Motorola, Qualcomm, HTC and T-Mobile. Through partnerships with carriers, device manufacturers, developers, and others, we hope to enable an open ecosystem for the mobile world by creating a standard, open mobile software platform. We think the result will ultimately lead to a better and faster pace for innovation that will give mobile customers unforeseen applications and capabilities. The first Android offering, T-Mobile's G-1 device, is currently on the market.

Chrome

Chrome, Google's open source web browser, was designed to create a better web experience for users around the world. Available in beta in more than 40 languages, Google Chrome is a new approach to the browser that's based on the simplicity and power needed to run the web applications of tomorrow. To further advance the openness of the web, Google Chrome was released as an open source project. The intent is to make future browsers better by contributing the underlying technology in Google Chrome to the market, while continuing to develop additional features.

Increasing productivity and efficiency

Cloud computing products like Google Apps are helping government, businesses, and organizations save money and collaborate more effectively.

Cloud Computing 101
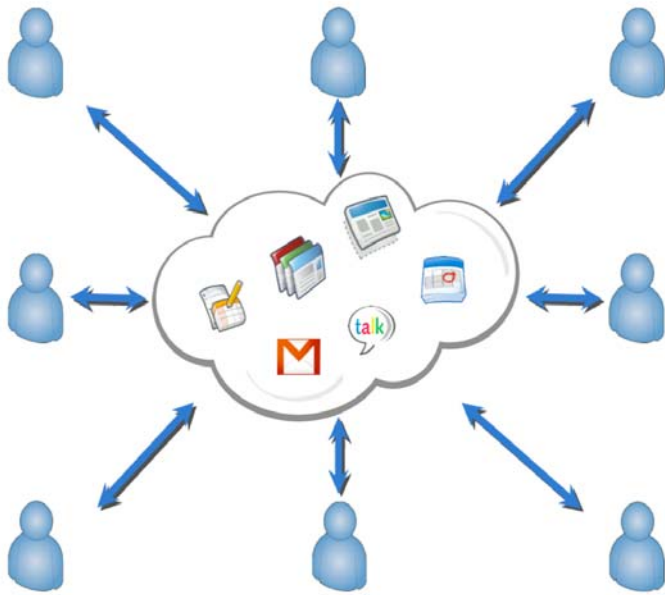
Cloud computing applications allow users and organizations to host their files and applications remotely in managed datacenters and access them over the Internet. This means that users can reach their email, documents, photos, and calendar from wherever they are and from whatever device they are using.

"The cloud" allows users to collaborate on documents in real time, save their data on secure servers instead of vulnerable personal devices, and access their information wherever they are. Cloud computing also saves money. Reducing traditional costs and labor associated with deploying, maintaining, and upgrading business technology, IT departments are increasingly becoming free to devote their limited resources to projects more strategic to their business.

Google Apps

The Google Apps suite provides organizations, businesses, and home users with web-based email, word processing, spreadsheets, calendar, and more. As maintaining user trust is core to our business, Google goes to great lengths to protect the data and intellectual property on servers that host user data. These facilities are protected around the clock and we have a dedicated security operations team who focuses specifically on maintaining the security of our environment. The controls, processes, and policies that protect these data have successfully completed an independent audit.

Promoting government openness

From Congressional YouTube channels to polling place locators, Google products are making government more transparent and responsive.

We're working hard to strengthen democracy and informed participation in the political process by equipping voters with useful information and helping policymakers and organizations use online tools to reach citizens. We believe more information means more choice, more freedom, and ultimately more power for people – and that's what our mission is all about.

Tools for voters and campaigns

Our YouChoose '08 site helped candidates use video to communicate directly with voters through personalized YouTube campaign channels. YouTube also hosted two presidential primary debates with CNN, primary campaign trail and conventions video projects, candidate spotlights, and an election day transparency initiative with PBS.

Google worked with election officials to centralize official voting information online and allowed voters to find their polling place, registration information, and more with a simple one-box search.

Empowering government participation

The 2008 elections demonstrated how Internet technology can increase political participation. Now Google is empowering citizens and their government officials to use this technology to make government more open, accountable, and participatory.

For the first time ever, the President is posting his weekly national address on YouTube. Congressional YouTube channels allow Members to communicate with their constituents in a whole new way. And President Obama is using Google Moderator on whitehouse.gov to field and respond directly to questions from people from across the country.

Google wants to help government agencies make their data accessible to the public. We have been working with government agencies to implement the Sitemaps protocol, which makes it easy for webmasters to make their public pages searchable by all search engines. Recently the state governments of Arizona, California, Utah, and Virginia all implemented Sitemaps.

Protecting user privacy and safety

User privacy and safety are fundamental to every one of our products.

Privacy is important to our users and to our business

Privacy is fundamental to Google's business. We know that if we lose our users' trust, our competition is only one click away. To ensure that privacy is a focus for everyone working on our products, Google takes a holistic approach to privacy in which every Googler — from engineer to executive — is responsible for protecting our users' privacy. As a result, effective privacy policies and features are built into our products according to three global design principles: transparency, choice, and security.

To ensure transparency, we provide layered privacy policy formats, clear and timely notices and privacy options written in plain language, and videos for users describing our privacy features and policies. To promote user choice, we provide granular and meaningful privacy options. And to secure our users' data, we have in place state-of-the-art security and dedicated security teams.

We make sure that our information practices are user-centric, and that our products put our users in control of their information. In fact, most of our products — including Google search — can be personalized by registering for a Google account but can also be used without registration. We also ensure strong restrictions on the transfer of personal information to third parties to further protect our users' privacy interests.

For more information about Google's approach to privacy, please visit our Privacy Center, which is one click away from the Google.com homepage.

Keeping families safe online

Google is deeply committed to protecting children on the Internet and to providing all of our users with a safe experience. Our approach has three primary elements: (1) powerful tools to empower families to control their activity online; (2) cooperation with law enforcement and industry partners to stop illegal content and activity online; and (3) educational efforts to increase awareness about online safety. Using this approach we do the following and much more:

- Provide parents with SafeSearch features, employ digital hashing technologies on YouTube, and build products that empower the community to report inappropriate content and behavior
- Cooperate with local and federal child safety investigations with a legal team devoted to these efforts 24 hours a day, 7 days a week
- Quickly remove child pornography and report it to the National Center for Missing and Exploited Children (NCMEC), and provide hardware and software to NCMEC to improve their ability to manage incoming reports
- Work with several non-profit organizations including NCMEC, ConnectSafely.org, Common Sense Media, iKeepSafe, and Net Family News to provide online public service announcements that promote access to resources about Internet safety

Searching for solutions at Google.org

Google.org uses the power of information and technology to address the global challenges of our age.

In 2004, when Google founders Larry Page and Sergey Brin wrote to prospective shareholders about their vision for the company, they outlined a commitment to contribute significant resources, including 1% of Google's equity and profits in some form, as well as employee time, to address some of the world's most urgent problems. That commitment became Google.org. Google.org works closely with a broad range of "Googlers" on projects that make the most of Google's strengths in technology and information. Google also established the Google Foundation in 2005, which is a separate 501(c)(3) private foundation. The Google Foundation is managed by Google.org and supports our mission and core initiatives as one of our sources of funds for grant making.

Plugging into a smarter, greener grid

Google engineers are developing free software called Google PowerMeter that when supplied with energy consumption information from a smart meter, or a consumer-installed home energy management device, will empower consumers to understand and make informed decisions about their electricity use. Our Renewable Energy Cheaper than Coal (RE<C) project is working to develop electricity from renewable energy sources that is cheaper than electricity produced from coal. The goal is to produce one gigawatt of renewable energy capacity – enough renewable energy to power a city the size of San Francisco – in years, not decades. As part of this effort, Google.org is making strategic investments and grants, advancing key public policies, and has an internal engineering team working on developing renewable energy technologies.

Predict and Prevent

Rapid ecological and social changes are increasing the risk of emerging threats, from infectious diseases to drought and other environmental disasters. Google.org uses information and technology to help predict and prevent emerging threats – such as infectious disease outbreaks – before they become local or global crises. We support efforts to identify hot spots where diseases may emerge, detect new pathogens and outbreaks earlier, and respond quickly.

Inform and Empower

Google.org believes that providing meaningful, easily accessible information to citizens and communities, service providers, and policymakers is a key part of creating home-grown solutions to improve the quality of public services. Better information can help governments and other providers spend scarce resources wisely. And, empowered by information, citizens and communities can demand better services from providers or develop new solutions to meet their own needs. We will work with public, private, and civil society partners to address each side of this problem.