

# EXHIBIT 23



- [Google Labs](#) - [Google Suggest](#)

# Google Suggest

## Google Suggest : Frequently Asked Questions

1. [What is Google Suggest?](#)
2. [That's pretty cool. How does it do that?](#)
3. [Google works well as is. Why use Google Suggest search?](#)
4. [How do I get back to normal Google?](#)
5. [Can I make Google Suggest my default search tool?](#)
6. [How about a few examples of when it works best?](#)
7. [When will you support other languages?](#)
8. [Here's my comment about Google Suggest. Ready to write this down?](#)
9. [I don't want anyone to know I'm into lemur racing. Is my information private?](#)
10. [Can Google Suggest see what I'm typing?](#)
11. [Do I need a specific browser to use Google Suggest?](#)
12. [Sometimes I can't find popular or other terms in Google Suggest. Does Google deliberately filter out some suggestions?](#)

### 1. What is Google Suggest?

As you type into the search box, Google Suggest guesses what you're typing and offers suggestions in real time. This is similar to Google's "Did you mean?" feature that offers alternative spellings for your query after you search, except that it works in real time. For example, if you type "bass," Google Suggest might offer a list of refinements that include "bass fishing" or "bass guitar." Similarly, if you type in only part of a word, like "prog," Google Suggest might offer you refinements like "programming," "programming languages," "progesterone," or "progressive." You can choose one by scrolling up or down the list with the arrow keys or mouse.

We currently offer Google Suggest through several Google services, and we plan to add more. To get real-time keyword suggestions when you type in Google News searches, for instance, simply click the "News" link on the Google Suggest homepage. You can also use Google Suggest by downloading the latest version of the [Google Toolbar](#) for either Internet Explorer or Firefox.

### 2. That's pretty cool. How does it do that?

Our algorithms use a wide range of information to predict the queries users are most likely to want to see. For example, Google Suggest uses data about the overall popularity of various searches to help rank the refinements it offers. An example of this type of popularity information can be found in the [Google Zeitgeist](#). Google Suggest does not base its suggestions on your personal search history.

### 3. Google works well as is. Why should I use Google Suggest?

By suggesting more refined searches up front, Google Suggest can make your searches more convenient and efficient by keeping you from having to reformulate your query. Google Suggest might offer suggestions that you will find novel or intriguing.

### 4. How do I get back to normal Google?

You can go directly to <http://www.google.com>, or type <http://www.google.com> into your browser's address field; either way, you'll be back using ordinary Google search without Google Suggest.

If Google Suggest comes on whenever you open a new browser window, it may be set as your home or start page. To set your start page back to <http://www.google.com> (or anything else) use your web browser's Options menu.

**In Internet Explorer**, you can do this by first selecting Tools, then Internet Options. On the Internet Options menu, look for the Home Page section, find the Address: text box, and enter <http://www.google.com>. Then select OK.

**In FireFox**, this menu is found under Tools, then Options.

**In Mozilla**, it is found under Edit, then Preferences.

**In Opera**, it is found under Edit, then Options.

**5. Can I make Google Suggest my default search tool?**

You can set Google Suggest as your home page in your web browser's options, as described above.

**6. How about a few examples of when it works best?**

Here are a few cases where we've found Google Suggest to be useful. As you find your own, please [send them our way](#); knowing what our users find most useful is our most effective tool for improving our products.

<b>You type:</b>	<b>Google Suggest might offer:</b>
"bass"	"bass guitar" "bass fishing"
"prog"	"programming" "programming languages" "progesterone" "progressive"
"duke"	"duke university" "dukes of hazzard" "duke nukem" "duke ellington" "duke power"

**7. When will you support other languages?**

We're not sure yet. But we're always interested in expanding our products into more languages, and hope to be able to offer you such services soon!

**8. Here's my comment about Google Suggest. Ready to write this down?**

We love feedback. Please send your Google Suggest comments, criticisms and suggestions to us at [labs+suggest@google.com](mailto:labs+suggest@google.com) -- we always read every email our users send us.

**9. I don't want anyone to know I'm into lemur racing. Is my information private?**

Yes, your information is private. Google Suggest does not base its suggestions on your personal searches, although it does use information about the relative popularity of common searches to rank its suggestions. Your Google Suggest searches, like all the information you send to Google, are covered under Google's [privacy policy](#).

**10. Can Google Suggest see what I'm typing?**

Just as E.T.(TM) needs to phone home in order to get a spaceship to pick him up, Google Suggest needs to talk to Google while you type in order to offer suggestions to you. Everything you type, though, is protected by Google's [privacy policy](#).

**11. Do I need a specific browser to use Google Suggest?**

Your browser must be Internet Explorer 6.0 (or newer), Netscape 7.1 (or newer), Mozilla 1.4 (or newer), Firefox 0.8 (or newer), Opera 7.54 (or newer), or Safari 1.2.2 (or newer). You'll also need to have both JavaScript and cookies enabled.

**12. Sometimes I can't find popular or other terms in Google Suggest. Does Google deliberately filter out some suggestions?**

We try not to suggest queries that could be offending to a large audience of users. This includes explicit porn words as well as queries that lead to porn sites, dirty words, hate and violence terms. If you are aware of queries that should not be suggested, please let us know at the [Google Web Search Help group](#).