Reconstruct Your Ancestors' World with Google
Lisa Louise Cooke
https://lisalouisecooke.com/

A wide variety of rich resources are available for free through Google. But it's not just Google search that can lead you to genealogy gems. Google's empire includes a great collection of free online tools that are all powered by the same Google search engine, and many are brimming with historical information. In this session, we will flesh out the story of a family tree by using the following Google tools.

Google Search: https://www.google.com/advanced_search
Information pertaining to your family could be on a University website or on the blog of a cousin you've never met before, and everything in between. You never know where information may be stored, but Google can find it.

What to look for: Anything and Everything! Here are the most popular search operators that will help explain to Google what you are searching for:
- *Quotation marks*: any word of phrase you put in quotations is required to appear in all search results, in the exact order and spelling provided (Ex. "newspapers" "Des Moines")
- *Minus sign*: removes search results that contain the unwanted word (Ex. -Abraham)
- *Asterisk*: indicates that there may be 1 to 2 words between specified words (Ex. "city * directory")
- *Numrange search*: requires that all search results include a number that falls within the specified range (Ex. 1842..1858)

Hidden Gem: Google Alerts at https://www.google.com/alerts
Since information is being uploaded to the web constantly, it's nearly impossible to keep up on new webpages that may contain information about your family tree. By setting up a Google Alert for the searches you have already conducted, you won't have to go out every day on the web and search to see if there is anything new. Instead, Google will do the work for you. You will need to log in with your free Google account and provide an email address.

Google Image Search: https://images.google.com
When you're looking for imagery, Google Image Search will give you a more targeted search that zeros in specifically on images, no matter where they reside on the web. Since Google first introduced Image Search in December of 2001, users have been able to search for photos and images by the keywords in the filename of the image, the link text pointing to the image, and text adjacent to the image.

What to look for: Photographs of places where your ancestors lived and visited (buildings, roads, landmarks), recorded events (i.e.: The Great San Francisco Earthquake of 1906), cemeteries and tombstones, and photos of anything and everything related to your family tree. Image search is not limited to photographs. You can use the Google image search to find maps, drawings, engravings, paintings, old postcards, charts and graphs, Clipart, and more.

Hidden Gem: After you run a search query, click the *Tools* button on the results page. A hidden secondary menu will drop down providing you with many more filtering options. Of particular interest are the *Type* and *Time* menus.

Further learning: Watch my video *The Best Ways to Search for Photos with Google Images* and read the article at https://lisalouisecooke.com/2021/03/24/google-image-search/

Google Books: https://books.google.com
In 2010, Google estimated that there were about 130 million distinct book titles in the world. The company's stated goal was to scan all of them. Five years later, in 2015, it was announced that over 25 million of those titles have been scanned. Optical Character Recognition (OCR) was applied to the digital collection, making it searchable.

What to look for: names, places, organizations, businesses, record types, etc. Review previously found genealogical documents and make lists of searchable information.

Hidden Gem: Maps, photographs engravings, artwork, charts and graphs, and other imagery can be found quickly by beginning with a keyword search, and then clicking the thumbnail button. Doing so will display multiple pages on the screen at one time making a visual search very fast.

Google Scholar: https://scholar.google.com
If you are interested in focusing on scholarly works on a particular topic or family, Google Scholar is the tool for you. You can restrict your searches to courts, universities, academic publishers, and other scholarly content providers with this powerful free website. Google Scholar allows you to search all scholarly literature, and explore related works, citations, authors, and publications. It can also help you keep up to date with recent developments in any area of research with the built-in link to Google Alerts.

What to look for: Run searches just as you would with Google.com, utilizing search operators. Once you locate a resource, look for the source citations and follow them to additional relevant sources.

Hidden Gem: A "Create Alert" button is conveniently located on Scholar search results pages. This makes it a breeze to put Google to work by setting up a Google Alert (you must be signed into your free Google account) for you. Google Alerts will continue to run your search query for you on an ongoing basis. When a new or updated webpage that matches your query become available, it will be emailed to.

Google Patents: https://patents.google.com
Launched back in 2006, this search engine indexes patents and patent applications from the United States Patent and Trademark Office (USPTO) as far back as 1790, and the European Patent Office (EPO), and World Intellectual Property Organization (WIPO) back to 1978. The public domain documents, totaling approximately 8 million, that can be retrieved from each of

these databases include the entire collection of published patent applications and granted patents. OCR has been applied to the pages making them keyword searchable.
What to look for: All US patents and published patent applications.

Hidden Gem: When you find a patent of interest click the title to access it. You'll find a good deal of clickable and valuable information here including exportable source citations, the original image, and even a link to all patents by that inventor.

YouTube: https://www.youtube.com
What to search for: ancestral locations, organizations, businesses, schools, events, and names. In fact, anything having to do with their lives.

Hidden Gem: While you may be tempted to search for the names of your ancestors, unless they were famous, you are likely to have more success by focusing on the places, events and organizations that surrounded them. Remember: Your ancestor could be a bit player in someone else's video!

Visit Lisa's Genealogy Gems YouTube channel: https://www.youtube.com/GenealogyGems

Google Earth Pro https://www.google.com/earth/download/gep/agree.html
The Google Earth Pro software is available for free to everyone. It contains a tremendous amount of geographic data, including historical maps, that can help you pinpoint ancestral locations and make the connection with that same location today. In addition, Pro features include HD quality imagery and Movie Maker built in. Google Earth is different from the other Google tools because it is software that you install on your computer. **Be sure to use the free software** and NOT Google Earth for the Chrome web browser or the mobile app.

What to look for: ancestral location names, historic maps, corresponding modern-day street addresses, etc. Here's how to find and save the Rumsey Historic Maps that are included in Google Earth:

1. In the Layers panel, click the plus sign next to Gallery, and then scroll down until you see Rumsey Historical Maps. Click to check the box next to it.
2. In the Fly To search box, type in a location where you would be interested in finding old maps, and click the Search button. (Typically, you will be flown in fairly close to the ground. Zoom out until you see some of the Rumsey map gold medallion icons appear on the map. Also, if you are too high up, the icons will not appear. In that case, zoom in closer.)
3. Once you can see the Rumsey icons on the 3D Viewer map, hover your mouse over each one to see the name of the map and the year it was created.
4. Once you find one you want, click the Rumsey icon to reveal the pop up box.
5. In the pop-up box, click the thumbnail map image. This will display the historic map on the 3D viewer. You will also see the map file highlighted in the Places panel in the Temporary folder.
6. To save the map to your Places panel permanently, click the file and drag it from the Temporary folder, and drop it on to My Places or into the desired folder.

7. Save the Places panel by going to the menu, and clicking File > Save > Save My Places

Hidden Gem: In addition to the initial collection of maps, here's how to unlock another 300+ maps:
1. In the Layers panel, click Gallery > Rumsey Historical Maps.
2. Click a Rumsey icon on map.
3. Toward the bottom of the pop-up dialog box, click the link that says Download Links to All Rumsey Historical Maps.
4. A file called Rumsey Historical Maps will appear in the Temporary folder at the bottom of the Places panel.
5. Click the file, drag, and drop it into the Historical Map Collection folder that you created.
6. Save your Places panel by going to the menu and clicking File > Save > Save My Places
7. Click the plus sign next to the Rumsey Historical Maps file to open it and reveal all the maps inside. Use these just as you would the maps you found in the Layers panel.

Resources for Additional Learning:

Book: *The Genealogist's Google Toolbox*
by Lisa Louise Cooke
https://www.shopgenealogygems.com
Save 20% with Coupon Code: TOOLBOX20

Genealogy Gems Premium eLearning Membership
Includes:
- over 50 video classes and handouts by Lisa Louise Cooke
- *Elevenses with Lisa* PDF cheat sheets & exclusive video episodes
- Genealogy Gems Premium podcast
https://lisalouisecooke.com/premium-membership/
Save 20% with Coupon Code: TOOLBOX20

Google Earth for Genealogy Video Tutorial Series
by Lisa Louise Cooke
https://www.shopgenealogygems.com
Save 20% with Coupon Code: TOOLBOX20