



Google It

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Google Maps

Basics

You Can't Get There From Here

I hate getting lost. I have abandoned my male instincts to consult a map only if I hear folks speaking other than English, Spanish or Cajun.

Technology has made possible powerful mapmaking - blending satellite imagery, street maps and personal and business information.

Most folks already use Google Maps, Yahoo! Maps, Mapquest or MSN Maps for directions on getting from Point A to Point B. Not me, for the reasons explained in the box on the Right.

In some respects, Google Maps is the premier product.

Go to www.google.com, click on Maps and you will have access to information beyond the reach of your family budget a few years ago.

The Google search box invites you to "Search the map" and you can use all of the search techniques mentioned in the past 13 issues of *Google It*. For example, Portland NOT Maine.

The link to the Right lets you find businesses and the next link lets you get directions from one point to another.

See page 2 for an example of the potential of Google Maps.

Microsoft Streets and Trips

I use MS Streets & Trips because I want to avoid road construction, rush hour traffic and other variables. Therefore, I need instructions on getting from Point A to Points B, C, D & E.

MS Streets & Trips lets me do that. Plus, if I hit Control – H, I get a hybrid satellite map.

Sometimes, important cross streets are not marked. The hybrid satellite maps can let you determine if an intersection is a stop light or if landmarks are present.

Also, I can copy the driving instructions to MS Word and supplement the information.

MS Streets & Trips is not free but it is affordable.

My Home Town

If you have never done this, give it a try. Enter your home address in Google Maps. You will see an arrow pointing to the address you entered. Click on "Hybrid" and you will see a satellite view along with superimposed map data.

In some areas of the country, you can zoom in so you can see the colors of the cars parked near your house. Left click the mouse and you can scroll the map.

More, next month. Happy Thanksgiving.

If you have any tips or suggestions feel free to send them to me at: nteumlp@gmail.com

1. Try this. Enter the name of your city or town and click “go.”
2. To the Left of the map, starting with “Lifestyle”, you can access a series of options displaying information on your community.

1.

2.

The screenshot shows a web browser window with the URL <http://www.neighboroo.com/>. The page features the Neighboroo logo (with a 'BETA' tag) and a search bar containing the text "enter location or double click on map...". Below the search bar is a "go" button. The main content is a map of the United States, overlaid with a color-coded data layer. To the left of the map is a vertical menu titled "Lifestyle" with various options: Politics, Crime, Elem School Rank, Air Quality, Home Price, Apt Rent, Cost of Living, Commute Time, Household Income, Tax Rates, Unemployment, Population Density, White, Hispanic, African American, Asian, and American Indian. To the right of the map is a legend titled "Please Explain" with color-coded categories: College, Single (Mod), Single (Comf), Single (Well), Young Fam (Mod), Young Fam (Comf), Young Fam (Well), Family (Mod), Family (Comf), Family (Well), Mature Fam (Mod), Mature Fam (Comf), Mature Fam (Well), Retiree (Mod), Retiree (Comf), and Retiree (Well). A red arrow points from the search bar area towards the "Lifestyle" menu. Another red arrow points from the "Lifestyle" menu towards the map. At the bottom of the map, there is a scale bar (500 mi / 500 km) and a copyright notice: "Heat Map ©2006 Neighboroo, Map data ©2006 TeleAtlas - Terms of Use".