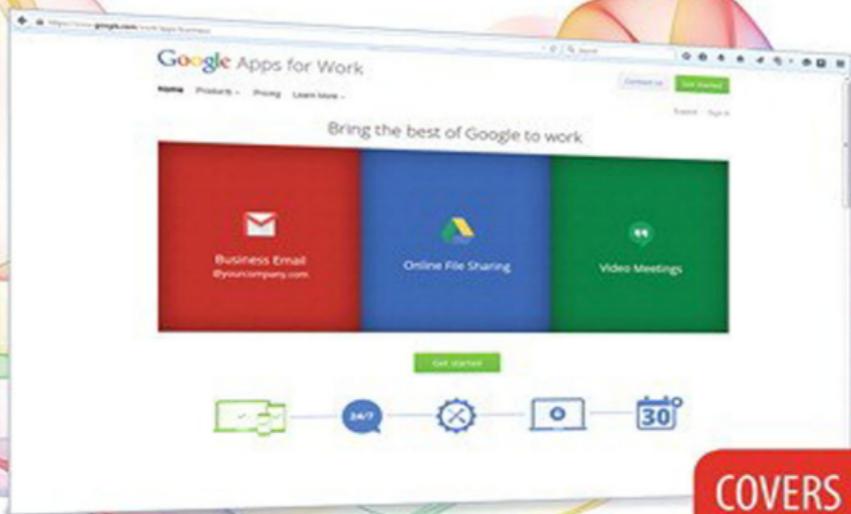


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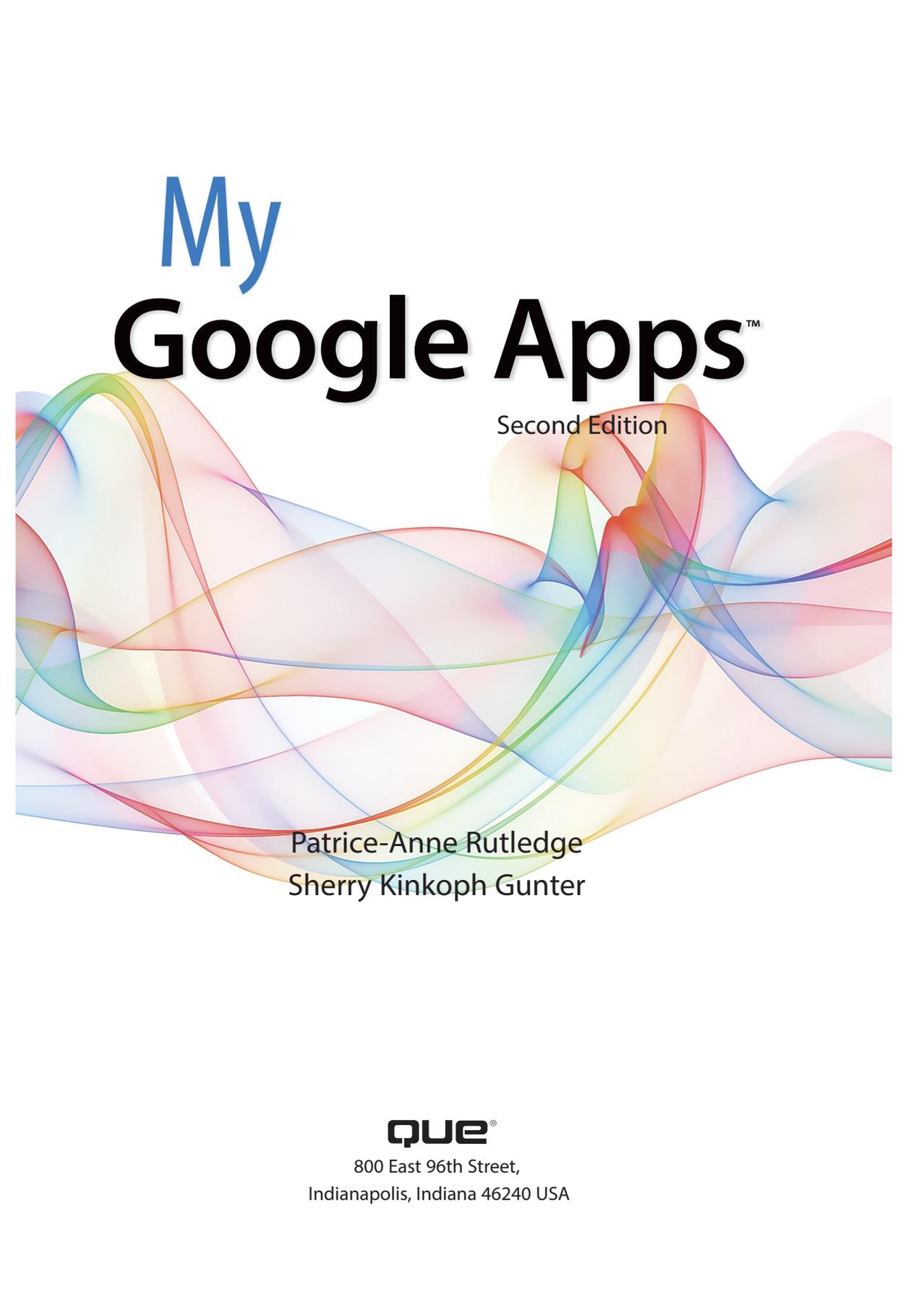
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My Google Apps™

Second Edition

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My Google Apps™ Second Edition

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About the Authors

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Sherry's ongoing quest is to help users of all levels to master ever-changing computer technologies and to help users make sense of it all so they can get the most out of their machines and online experiences. Sherry currently resides in a swamp in the wilds of east-central Indiana with a lovable ogre, a menagerie of interesting creatures, and a somewhat tolerable Internet connection.

Dedications

Patrice: *To my family, with thanks for their ongoing support and encouragement.*

Sherry: *To my lovable ogre, Shrek, aka Mathew with one T.*

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Google Apps Dashboard

The screenshot displays the Google Apps Admin console interface. At the top, the browser address bar shows the URL <https://admin.google.com/AdminHome?hl=en&fral=1>. The main dashboard area is titled "Admin console" and features several key management sections:

- Users:** 3 users, 0 invites sent.
- Company Profile:** Swamp Cigars.
- Billing:** View charges and manage subscriptions.
- Google Apps:** Manage the way Google Apps works for you.
- Device management:** Manage devices and their settings.
- Support:** Need help with a task?

Below these sections, a horizontal bar prompts users to "Drop icons above in the dashboard for easy access". A row of icons is shown, including Reports, Groups, Other Google Services, Admin Roles, Marketplace Apps, and Security. A "More controls" dropdown is visible at the bottom of this row.

On the right side, the "ACTIVITIES IN LAST 7 DAYS" section shows:

- 3 Active users (100%)
- 2 Docs created (100%)
- View Reports

The "COMMON TASKS" section includes:

- Find a Partner
- Google Apps Marketplace
- Apps Status Dashboard

At the bottom right, there is a "GOOGLE ADMIN ON MOBILE" section with links to download the app on Google Play and the App Store, and a note: "Your Admin console is now available on Android and iOS devices."

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In this prologue, you learn about Google Apps—the cloud-based office suite that helps people to connect and get things done:

- Understanding productivity suites and cloud computing
- Exploring types of Google Apps accounts and apps
- Discovering the benefits of Google Apps

What Is Google Apps?

The name *Google* is synonymous with the Internet. In fact, it's so commonly associated with the Web, that its very name is now an official verb recognized by major dictionaries (*Merriam-Webster's Collegiate Dictionary* and *Oxford English Dictionary*, as of 2006). When someone tells you to "google it," it means to look up something online using the extremely popular Google search site, www.google.com. Over the years, Google has grown from a search tool to include a successful web-based email service (Gmail), specialized tools and features like Google Maps and Google Earth, acquired online sensations like YouTube, and launched its own web browser (Chrome), just to name a few of Google's developments.

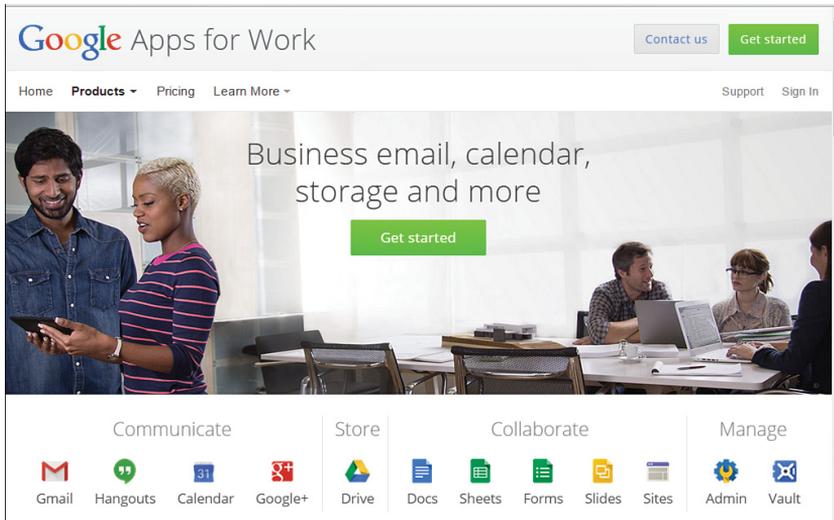
Google has a history of trying new technologies and products, and today Google has expanded to offer an ever-evolving series of web-based applications, called *Google Apps*. Targeting businesses, schools, and organizations, the applications offer essential services to bring people on your team together and equip them with tools to get things done.

Understanding Productivity Suites and Cloud Computing

You can use Google Apps to perform a variety of productivity tasks, the same kind of tasks you do with other desktop office programs—emailing, creating documents and spreadsheets, scheduling appointments, and more. Productivity suites—like Microsoft Office and OpenOffice—have been around a long time, helping us work better and faster at home, at the office, or on the road. Typically, productivity suites, also called office suites, include word processing, spreadsheet, email, and presentation programs. To use these programs, you (and everyone else in your office or network) have to have the software installed on your system, or you at least have to have an app that allows you to read and work with the different file types for each program. Needless to say, the cost of installing and licensing all this software, plus paying the experts often needed to help administrate the programs on a network, is an expensive part of doing business.

With the advent of cloud computing, however, things are changing in the realm of office suites. Rather than buying and installing programs on your own hard drive, you can now access data and programs over the Internet. Cloud computing is growing in popularity, and companies are quickly taking advantage of all the innovations. Cloud services, such as Google, offer not only storage space on their giant network of servers but also access to web-platform apps—programs that run in an Internet browser rather than from your computer's hard drive. In other words, you can open the program from the Web instead of your own computer. Plus, you're not limited to using a computer to use the web apps; you can use any device that connects to the Internet and utilizes a screen in performing tasks. This includes tablets and smartphones.

Google Apps is a boon to companies and groups, large and small. Say you own a small company of 3 to 10 employees and you want everyone to work on documents at the same time. With Google Apps, employees can work on the documents and chat about them as a group—all without spending thousands of dollars and hours on administering a server and purchasing software. It's the ideal collaboration setup.



What Do I Get with Google Apps?

Anyone can set up a free Google account and utilize the free consumer products, including Gmail (email), Google Groups (Internet groups), and Picasa (photo organizing). But to tap into the essential business services and all the collaborative products, you must sign up for one of the following Google Apps accounts:

- **Google Apps for Work** (<https://www.google.com/work/apps/business>) is available per user for either \$50 per year or \$5 per month for up to 30GB of file storage. More than 5 million businesses use Google Apps for Work, including Hewlett-Packard, Whirlpool, Genentech, Fidelity Bank, and thousands of small businesses.
- **Google Apps Unlimited** (<https://www.google.com/work/apps/business>) is the premium version of Google Apps for Work. This option is for you if you require unlimited storage and the Vault app (for archiving and e-discovery). The per-user cost is \$120 per year or \$10 per month. You can upgrade to Google Apps Unlimited if you currently use Google Apps for Work or sign up for it directly (click the Pricing tab and select the Unlimited option during signup).

- **Google Apps for Government** (<https://www.google.com/work/apps/government>) provides a pricing structure similar to Google Apps for Work while offering security features specific to governmental organizations. Customers include the state of Maryland, the city of Boston, Berkeley Lab, and the U.S. Army.
- **Google Apps for Education** (<https://www.google.com/edu>) is offered free for K-12 schools, universities, and colleges. It also includes Drive for Education, which offers unlimited storage, Vault, and enhanced auditing. Arizona State University, the University of Michigan, New York state K-12 schools, the Singapore Ministry of Education, and Trinity College Dublin all use Google Apps for Education.
- **Google Apps for Nonprofits** (<http://www.google.com/nonprofits/products/>) is available for members of the Google for Nonprofits program. This program provides free access to Google Apps, Google AdWords grants, and special YouTube features. Your organization must be an accredited 501(c)(3) nonprofit to be eligible for this program.

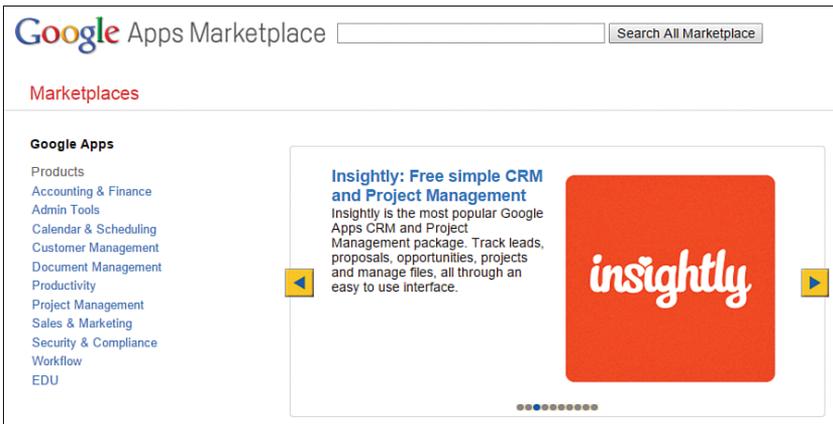
When you sign up for Google Apps with your domain name, everyone in your organization gets a custom email address; access to word processing, spreadsheet, and presentation apps; a shared calendar system; tools for building and adding to your website; and more. Here's a list of the main productivity Google Apps:

- **Gmail**
- **Calendar**
- **Drive**
- **Docs**
- **Sheets**
- **Slides**
- **Hangouts**
- **Sites**
- **Vault**

Google Vault Options

Be aware that Vault (archiving, e-discovery, and user activity reporting) isn't included in Google Apps for Work; it requires Google Apps Unlimited. Google Apps for Government customers must purchase Vault as an optional upgrade for an additional \$5 per user per month.

That's not all—Google is constantly adding more apps, and you can always shop for them from among the categories listed on the Google Apps Marketplace web page. You'll find a huge array of apps available, including AdWords, Analytics, Blogger, and Voice.



No Domain Name? No Problem!

You can sign up for a domain through the Google Apps signup process. Google has partnered with several domain registrars to help you establish a domain name for your organization.

Exploring the Benefits of Google Apps

There are many benefits to tapping into the power of Google Apps. Whether you're a larger company or a small organization, you're sure to find Google Apps incredibly reliable and easy to use; it'll be a boon to your bottom line. Here's what Google Apps can do for you:

- **Save money**—Forgo costly business startup and expansion costs that you incur with server and software expenses.
- **Easy email**—Get a web address and customized email for your company and employees. Google uses your domain email alias for your messages, so users see your domain as the sender/receiver, even though your email account is managed with Gmail. Plus every user in your organization gets email accounts with Google Apps.

- **Docs for everyone**—Creating documents, spreadsheets, and presentations in the cloud rather than on a hard drive makes it easy to access, work remotely with, and share files. You can use Google Docs, Sheets, and Slides with any operating system, including Windows and Mac. Storing files on Google's Drive app makes it easy to share them.
- **Manage schedules**—Google's Gmail and Calendar apps work together to help you and your team track appointments, schedule dates, send requests, and receive notifications. You can connect Gmail to your smartphone and always have your schedule and reminders wherever you go.
- **Security and backup**—With Google Drive, you always have cloud storage, plus easy access to shared folders and files. Google makes sure your data remains safe. Your Google account includes up to 30GB of storage for each user across all the apps combined, and you can grow that as needed for a small additional cost.
- **Work remotely**—With cloud-based computing, everyone in your organization can access apps and files from wherever they are—as long as they have an Internet connection and a device to connect with.
- **No IT maintenance**—Stop spending money on IT maintenance; Google Apps doesn't require any and keeps software updated. Plus, Google's own IT staff is ready to help at any time.
- **Website creation**—If you don't already have a website, Google offers an app (Sites) to help you create one; plus you can incorporate your account into Google Sites so you can edit your web pages from any device. With Sites, you can also create shared workspaces for your team, making it easy for everyone to find information and documents.
- **Video conferencing and messaging**—Set up video meetings with as many as 15 participants from wherever they are, which enables you to connect face-to-face even if you're not in the same room, or you can open up viewing-only for as many people as you want. You can conduct a quick call or ongoing dialog communication, message with text and pictures, and work on a document all at the same time.
- **Go green**—Moving your team's activity to cloud computing not only saves money and time but also helps you spend less on energy costs, employee travel, office materials, and more.

This is just the tip of the proverbial iceberg. Are you ready to learn how to put everything Google to work for you? Then let's dive in!

Try It Before You Buy It!

Google Apps offers a 30-day free trial, with no credit card required for signup. You can choose a free trial when signing up for an account. Simply have your domain name verified and transfer your email records; then you're good to go!

Google Apps Admin console page

The screenshot shows the Google Apps Admin console interface. At the top, there is a Google search bar and a user profile for 'patrice@pacificridgemedi...'. Below this is a navigation bar with 'Admin console' and several icons (notifications, help, and a menu). The main content area is divided into two columns. The left column contains six tiles: 'Users' (Add, rename, and manage users), 'Company profile' (Update information about your company), 'Billing' (View charges and manage licenses), 'Reports' (NEW! Track usage of services), 'Apps' (NEW! Manage apps and their settings), and 'Device management' (Settings and security for devices). The right column contains a 'Set up billing' section with a '30 days left for your Google Apps for Work trial to expire' warning and a 'SET UP BILLING' button. Below this is an 'Activities in last 7 days' section showing 0 Active users and 0 Docs created, both marked as N/A. At the bottom of the right column is a 'Tools' section with links for 'Get help from a partner', 'Google Apps Marketplace', and 'Apps Status Dashboard'.

Google

patrice@pacificridgemedi...

Admin console

Users
Add, rename, and manage users

Company profile
Update information about your company

Billing
View charges and manage licenses

Reports NEW!
Track usage of services

Apps NEW!
Manage apps and their settings

Device management
Settings and security for devices

Set up billing
30 days left for your Google Apps for Work trial to expire.
SET UP BILLING

Activities in last 7 days

- 0 Active users N/A
- 0 Docs created N/A

VIEW REPORTS

Tools

- [Get help from a partner](#)
- [Google Apps Marketplace](#)
- [Apps Status Dashboard](#)

In this chapter, you learn about the Google Apps themselves and how to sign up for an account. Topics in this chapter include the following:

- Discovering the benefits of using Google Apps
- Previewing what the main apps do
- Finding out what you need before you get started
- Walking through the signup procedure
- Learning your way around the Admin console
- Exploring a few ways to customize your account
- Learning how to sign on and off

1

Getting Started with Google Apps

Cloud technology is sweeping the globe, and businesses, schools, and other organizations are taking advantage of the opportunities it offers. Cloud-based services use the Web as a platform for applications and offer users space on their servers to store all types of files, usually for a fee. People are quickly finding out that using web-based applications and storing data online is much easier and more cost effective than desktop computing solutions. The beauty of cloud technology is it frees you from having to be in the same space to work together, and you don't have to worry about maintaining software and servers.

Google has introduced a line of web-based apps for businesses, institutions, and other organizations, called *Google Apps*. Your first step to understanding Google Apps is figuring out what the apps are and what they can do for you. After you've decided Google Apps is right for you, signing up is easy and fast.

All About Google Apps

Google Apps is a productivity suite, also called an office suite. Designed especially for businesses, nonprofits, institutions, and other organizations, Google Apps offers unique collaboration tools and apps for conducting all kinds of work, all accessible from online. Here's how Google Apps can help you:

- **No software or hardware costs**—Cloud services like Google Apps do not require software to be installed on each computer or device that accesses Google Apps. You don't have to worry about licensed installations and making sure every user on your team has the correct software. This also means you don't have to worry about network or web servers, hiring technical support and consultants, or other IT resources. Your only cost with Google Apps is a monthly or yearly subscription.
- **No upgrades**—You no longer have to worry about keeping everyone configured with the latest software upgrades. Google Apps upgrades its apps automatically without interruption in service. You can be sure everyone is using the latest app every time a user logs on.
- **More collaboration between users**—Google Apps simplifies working together, allowing people to see changes to documents in real-time without the annoyances of out-of-sync edits. Everyone has access to documents at the same time, and changes appear immediately within a document.
- **More reliability**—You can expect greater reliability with your Google Apps uptime—the percentage of time that the service is available. Google Apps boasts a 99.9 percent system availability, so you don't have to fret about your people not having system access.
- **Secure and private**—Because you're storing your data online with Google Apps, your files are always available and easy to find. Unlike desktop systems where you always need to worry about backing up data to be prepared for hard drive crashes, or lost or stolen data, cloud storage means the files are available and accessible. Plus, Google uses the best auditing industry standards to keep data secure and private.
- **Constant support**—Google offers a wide array of software support, including discussion boards, forums, and help centers that are constantly updated. In addition, 24/7 customer support is available via phone, email, or self-service online chat.

It's Not All Good

Who Should Not Use Google Apps?

Google Apps might not work for every business, organization, or team. Although situations vary widely, some of these downsides might prove insurmountable to using Google's productivity suite:

- **No Internet connection**—Without access to the Internet, you cannot participate in cloud computing because everything's hosted away from your computer. Unreliable Internet connections or extremely slow connections can also hinder users.
- **Security issues**—No data is 100 percent safe, even in the cloud, so there is always risk in trusting hosting sites, Google included. Hijacked passwords also pose a threat, so password education and protection are tantamount to keeping your team safe online.
- **Change is difficult**—If your group's use of other office software, like Microsoft Office, is too ingrained, switching to a new platform might prove difficult, despite the cost savings.
- **Too much investment in other solutions**—If you've already invested a great deal of time and expense into your current productivity suite, which works fine for your budget and setup, switching might not be economically viable at this time. However, if you're experiencing ongoing costs, you definitely need to look into cloud computing with Google Apps.

Cloud computing offers you and your team many advantages over desktop suites, cost being a big part of the appeal. Can you imagine not having to spend money for continual software upgrades, licensing, and support? Or rid yourself of the headaches of dealing with your IT infrastructure, exchange servers, and other hardware issues? What about the added functionality of being able to collaborate instantly on all your work projects, scheduling, and communication efforts? Or how about the advantage of managing your files from one spot using any computer, tablet, or mobile device? If all this sounds appealing, Google Apps is just right for you!

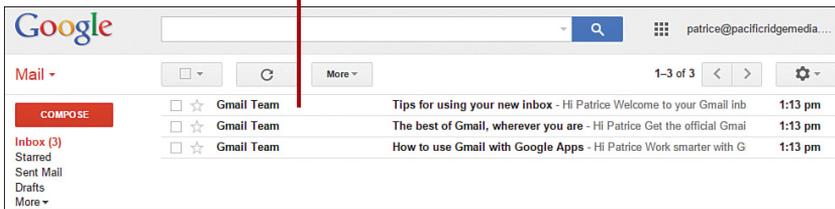
Let's take a look at each of the major apps in more detail.

Gmail

Gmail is Google's successful email service. Gmail has been around as a free advertising-supported email service since 2004 and has grown into the most widely used web-based email provider on the Internet. The regular free account requires the use of the @gmail.com email address domain, while Gmail for Google Apps allows you to customize your email address to use your organization's domain name.

You can also use Google's powerful search tools to look through your email messages to find what you're looking for, including filtering and searching for labels and documents. Gmail's inbox also lets you see who's online with you and connect via voice, text, or video chat. If you use a different email client, such as Microsoft Outlook or Apple Mail, you can use it with Gmail, too.

View email in your Gmail inbox.



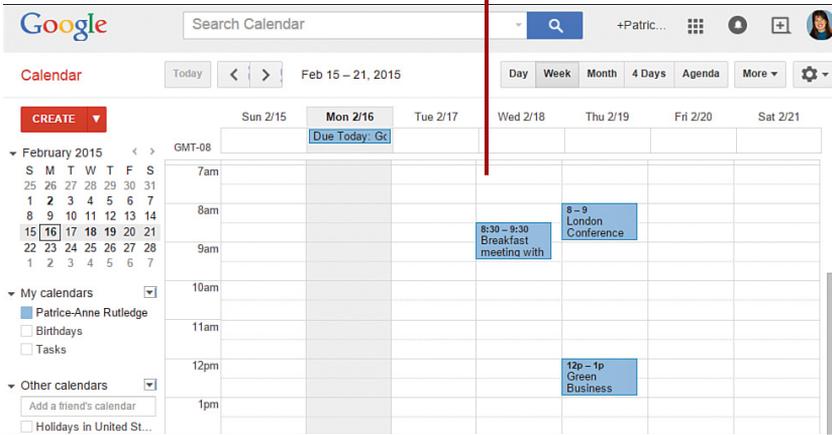
Regular Gmail Versus Google Apps Gmail

Regular Gmail users receive 15GB of free storage per account and can purchase additional storage to suit their needs. As a Google Apps user, you get 30GB of data storage for all the apps, including email, for each user on your account, plus customized email addresses! Optionally, you can upgrade to Google Apps Unlimited for unlimited storage. Google Apps for Education customers receive unlimited storage at no charge.

Calendar

Not only can you keep track of your own personal appointments using the Calendar app, you can also synchronize it with the rest of your team, scheduling meetings, conferences, events, and more. A perfect tool for organizing your daily activities, Calendar works seamlessly with your computer, tablet, and mobile device. You can attach files to events to make sure everyone has updated materials. You can share your calendar with others, as well as publish it on your website and set up reminders for upcoming meetings and events.

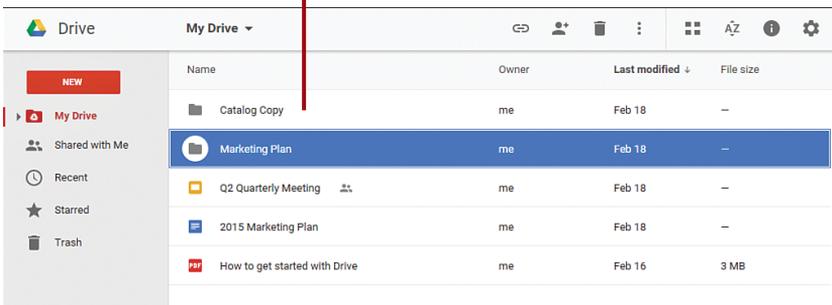
View your schedule with Calendar.



Drive

Google Drive is your go-to storage solution in the cloud. You can save your files to Drive and access them from anywhere, making it the perfect backup system. Rather than take up precious room on your computer's hard drive, for example, you can store your work online, including the docs, sheets, and slides you create with other Google Apps. You can upload photos, videos, and other files, and organize them into folders. Your data is always safe and accessible. You can also allow others to view a file or folder.

View items stored on your Drive.

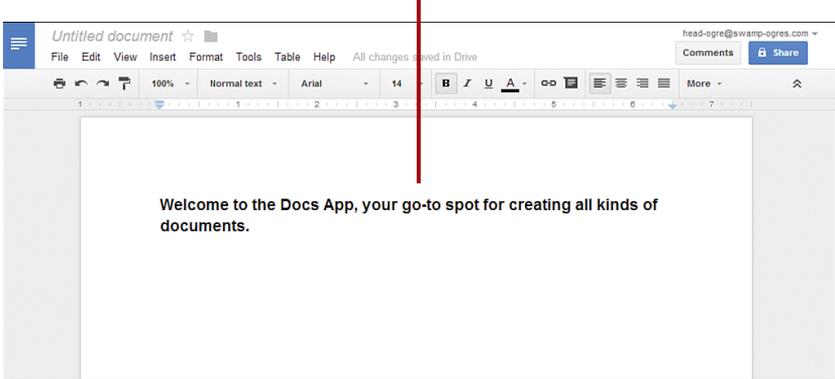


Docs

Docs is Google's word processing app. You can use it to create documents of all kinds. Whip up letters, reports, memos, and other types of text publications, and store them online. Like any other word processing software, you can create and edit document files, import and export content, control formatting to create the look you want, and make them print ready. Because

you store documents online, you can easily share them for review and collaboration, email them, and more.

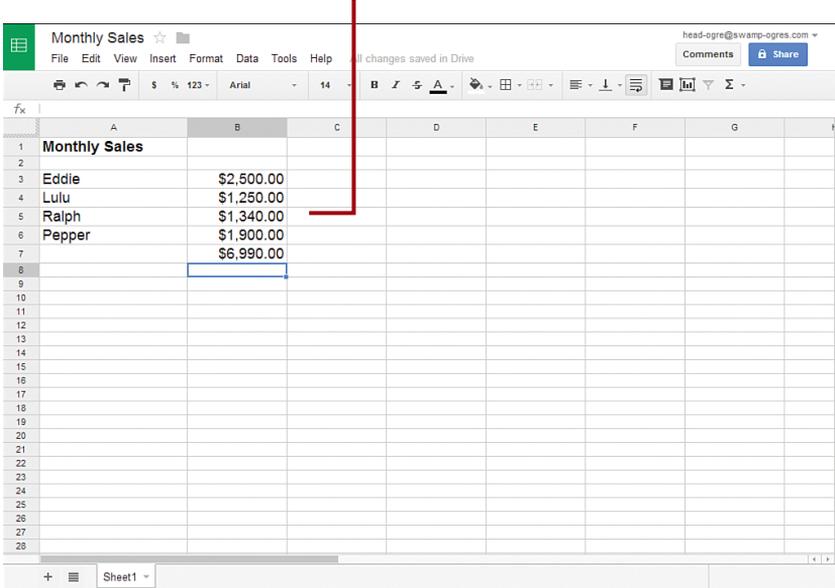
Use Docs to create text-based documents.



Sheets

Google Sheets is a spreadsheet app designed to help users work with numerical and other organizational data. Like any other spreadsheet program, Sheets lets you automate calculations in tables of data, write formulas and functions, create charts, and more. If you're used to using other popular programs, like Microsoft Excel or OpenOffice Calc, you'll find a similar interface in Sheets, with columns and rows intersecting to form cells for data entry.

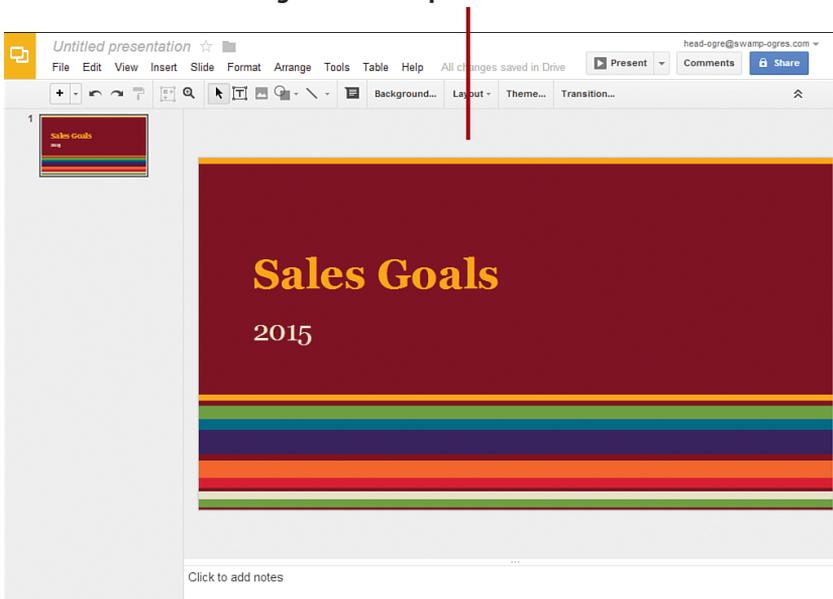
Crunch numbers with Sheets.



Slides

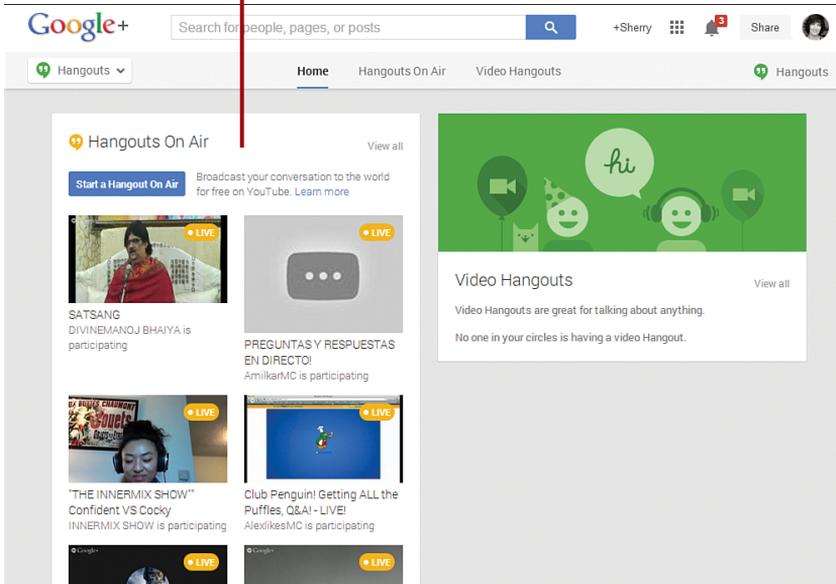
Slides is Google's presentation app for creating all kinds of visual slide shows. You can quickly assemble slides to create presentations to share online. You can add text, photos, and video clips to create professional slide shows to convey an idea or message, or to entertain. If you've worked with other presentation programs, like Microsoft PowerPoint, you'll find it easy to switch over to the interface and tools in Slides.

Design slide show presentations with Slides.



Hangouts

Use Google's Hangouts app for messaging, voice, and video meetings online. Hangouts replaces Talk and Google+ Messenger as Google's instant messaging and video conferencing platform. With Hangouts, you can hold conversations with two or more users; plus you can save conversations, share photos and documents, and more. You can connect with any device, such as a tablet or smartphone, and even initiate video calls from Gmail.

Use Hangouts to video conference online.

Sites

Make your own custom workspace site for your entire team to interact and find data, or create a web page to share with customers. The Google Sites app lets you create structured wiki and web pages. For example, you can create a site as a one-stop spot for everything related to a project that allows users to grab the latest documents, calendars, and file attachments. Thankfully, you don't need to know HTML coding to get started. Building a site page is much like creating a document. Plus you'll find many templates to use to help you get started.

Make your own project website with Sites.

Sites
⚙️

CREATE

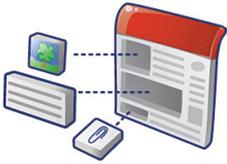
My Sites in swamp-ogies.com

Deleted Sites

Browse Sites

Thinking of creating a website?

Google Sites is a free and easy way to create and share webpages. [Learn more.](#)



Use Sites to

- Plan club meetings and activities
- Share info on a secure company intranet
- Collaborate on a team project
- Stay connected with family members

[Learn more about Google Sites](#)

Vault

Vault is an optional app purchase with Google Apps that you can use to help with archiving, e-discovery, and user activity reporting. What is e-discovery? It's a set of administrator tools to search incoming and outgoing email messages—which is often a requirement for businesses for legal reasons—and keep email and chat messages stored securely. For example, a business can legally be required to turn over all the emails concerning a particular topic or employee. With Vault, the information is stored and searchable, making it easy to find.

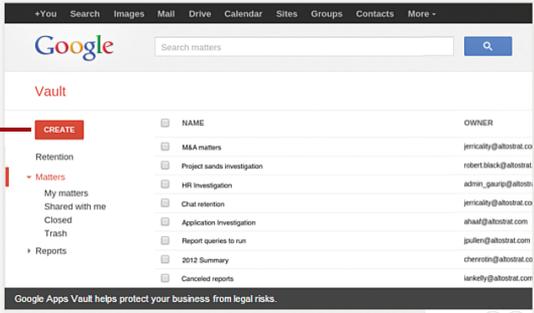
Add e-discovery capabilities with Vault.



Vault

Add archiving and e-discovery to Google Apps

Vault is **optional** and adds archiving, e-discovery and information governance capabilities for an additional \$5/user/month



	NAME	OWNER
<input type="checkbox"/>	MLA matters	pernicilly@albstoat.co
<input type="checkbox"/>	Project sands investigation	robert_black@albstoat.
<input type="checkbox"/>	HR Investigation	admin_gaur@albsto.
<input type="checkbox"/>	Chat retention	pernicilly@albstoat.co
<input type="checkbox"/>	Application Investigation	ahval@albstoat.com
<input type="checkbox"/>	Report queries to run	jullen@albstoat.com
<input type="checkbox"/>	2012 Summary	cherrostin@albstoat.co
<input type="checkbox"/>	Cancelled reports	larkidly@albstoat.com

Google Apps Vault helps protect your business from legal risks.

More Apps

Additional apps are available on the Google site, and more are being added all the time. Check the Google Apps Marketplace page (www.google.com/enterprise/marketplace) anytime you want to browse other apps. You can use the site to review top apps, browse among special categories, or conduct a search for a specific kind of app.

Shop for more apps in the Marketplace.

The screenshot shows the Google Apps Marketplace interface. At the top, there's a search bar and navigation links for "Switch Accounts" and "Become a Vendor". Below the search bar, there's a "Marketplaces" section with a red line pointing to the "Google Apps" category. The "Google Apps" category is expanded, showing a list of sub-categories: Accounting & Finance, Admin Tools, Calendar & Scheduling, Customer Management, Document Management, Productivity, Project Management, Sales & Marketing, Security & Compliance, Workflow, and EDU. Below this list, there are sections for "Try popular & notable apps" and "Top Installs".

Try popular & notable apps

- KISSFLOW - Workflow for Google Apps**: KISSFLOW is the first workflow product built exclusively for Google Apps and the favorite tool for IT, Finance & HR Heads. Automate all your process be it order tracking or vacation request approval.
- myERP Invoicing Accounting Inventory & CRM**: myERP empowers 280,000 successful small business users in over 100 countries. Simply run your business with one powerful app: Invoicing, accounting, inventory, CRM, projects, and expenses.
- MindMeister Mind Mapping**: MindMeister lets you create, share and collaboratively work on mind maps, making it easy to plan projects, exchange ideas and brainstorm online with friends and colleagues.

Top Installs

- MailChimp Sales & Marketing (93 reviews)
- Mavenlink a Online Project Management (630 reviews)
- Capsule CRM Customer Management (68 reviews)
- FlashPanel - Manag Admin Tools (288 reviews)
- Ganttler Project Project Management (75 reviews)
- Backupify Migrator Admin Tools (12 reviews)
- Atlasian OnDemand Project Management (21 reviews)
- DropTasks: Free Vist Productivity (11 reviews)
- Angivivo | Free CRM Customer Management

What Do I Need to Get Started with Google Apps?

Google offers its productivity suite in several editions, and the one you sign up for depends on what type of organization you are. The first thing you need to decide is which version of Google Apps is right for your organization:

- Google Apps for Work
- Google Apps Unlimited
- Google Apps for Government
- Google Apps for Education
- Google Apps for Nonprofits

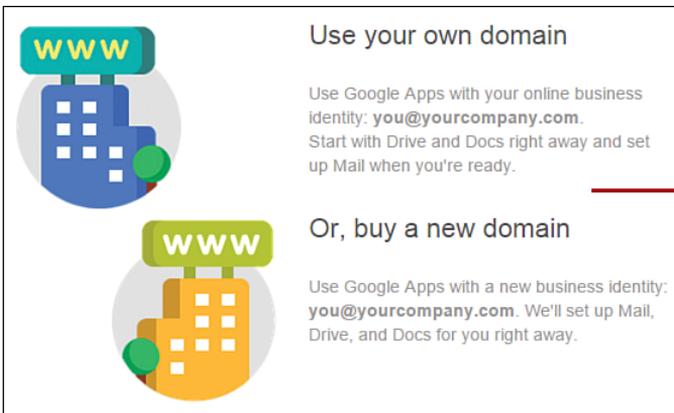
For a quick reminder about the differences between these options and their pricing plans, refer to the “What Do I Get with Google Apps?” section in the Prologue.

Party of One?

Are you the only employee? Google Apps is just as useful to you, especially if you work with different clients in different locations. You can conduct online video calls, share documents, and schedule meetings with other people in your social or business network.

Do You Have a Domain Name?

Google Apps requires a domain name to associate the apps with, and you need to verify you are the owner or administrator. A domain name is a unique name for your website, often looking something like this: mycompany.com. Your domain name marks your unique site and is used in the URL (Uniform Resource Locator) you type into the browser’s address box to display your web page.



Use your own domain

Use Google Apps with your online business identity: **you@yourcompany.com**. Start with Drive and Docs right away and set up Mail when you're ready.

Or, buy a new domain

Use Google Apps with a new business identity: **you@yourcompany.com**. We'll set up Mail, Drive, and Docs for you right away.

Google Apps offers two domain options.

A domain name is required as part of your Gmail customization. The verification process helps Google ensure that only your organization uses the domain for emailing and other tasks. To verify the domain during signup, you need access to the domain’s DNS (Domain Name System) settings (which are available from and managed by the domain host), need to know the server that hosts your site, or must have a Google Analytics account for your domain. Google enables domain services for your domain name, but your account still remains with your original domain host.

Must I Use My Primary Domain?

No. You can register a new domain name just for Google Apps, thus making a secondary domain. You might consider this route if you want to leave your existing website as it is, without bothering any of the resources you have associated with the site. However, this means your customized Google Apps email address is attached to the new domain rather than the existing website. Thankfully, you can work around this issue by adding the original domain to your account via the Domains tool found on the Admin console. After you have created your account, click the More controls link at the bottom of the dashboard to find the Domains tool.

If you don't have a domain name, you can purchase one during signup from Google's registration partners. It's easy to do, and the cost is reasonable. As part of creating a new domain name, Google checks the name you choose against all other registered names. If you choose a name that's already in use by someone else, you have to come up with another name or variation.

Google's domain registration package includes a yearly fee, protects the domain against unauthorized transfer, and automatically configures it to work with Google services. It's up to you to manage the settings for your DNS going forward, such as setting any functionality options required for your particular organization.

Do I Need a Website?

You don't have to have an actual website associated with your domain name; you just need a domain name to create your Google Apps account. You can use Google Sites to help you create a simple site if you want to make one later.

What's Your Email Address?

During the signup process, Google asks you for a primary email address, such as my_name@mycompany.com. This email address becomes your login name for your Google Apps account. This is the email address others will see, so choose one that clearly identifies you as it relates to your organization.

The image shows a screenshot of a web form titled "Create your Google apps account". Below the title is the instruction "Choose your username". There is a text input field containing the word "patrice" and a dropdown menu showing "@pacificridgemedia.com". A red line points from the text "Email address" to the input field.

Create your Google apps account

Choose your username

Email address — patrice @pacificridgemedia.com

You also need to add a secondary email address to use in case you forget your login information and need Google to email it to you again. The secondary email address should be outside your Google Apps domain, such as the email address you currently use.

What's Your Favorite Browser?

If you're concerned about being able to use Google Apps on a Windows, Macintosh, or Linux system, don't worry. Google Apps is platform independent, so it works with any system. All you need to run Google Apps is an updated web browser. There are many web browsers to choose from. Here are a few popular ones, one of which you probably use:

- Chrome (Google)
- Internet Explorer (Microsoft)
- Safari (Apple)
- Opera
- Firefox (Mozilla)

Update Your Browser!

Make sure you update to the latest version of your web browser before you sign up for Google Apps. If you work with a group of people, make sure they do the same. Users can optimize their Google Apps performance when using the latest browser edition.

Signing Up for Google Apps

You can sign up for a Google Apps account from any browser window. Much like any other signup process you encounter, Google asks you for pertinent information, such as your name, address, and so on. Just fill out the forms as prompted. The following steps show you how to sign up for Google Apps for Work, but signing up for the other types of Google Apps editions works pretty much the same way.

Be Prepared

Make sure you have your domain name handy or prepare to set up a new domain name using one of Google's registration partners. If you're buying a new domain name, have your payment information ready, too.

Sign Up for Google Apps for Work

These steps show you how to sign up for Google Apps for Work. Signing up for the other types of Google Apps editions works pretty much the same way; there are just some slight variations in the forms you fill out.

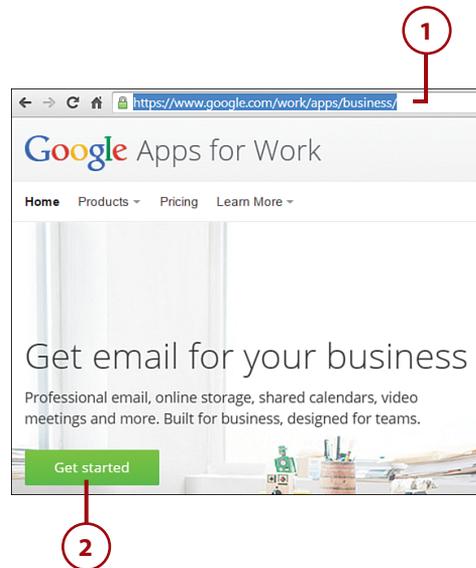
Free Trial!

Don't forget, Google offers a 30-day free trial of Google Apps so you can try it before you commit to it. At the end of the trial period, you can start your paid subscription.

1. In your browser's address box, navigate to www.google.com/work/apps/business.
2. Click the Get Started button.

Not a Business?

To sign up for Google Apps for Education, go to www.google.com/work/apps/education. To sign up for Google Apps for Government, go to www.google.com/work/apps/government. To sign up for Google Apps for Nonprofits, go to www.google.com/nonprofits/products. You follow a signup process similar to the one shown in these steps, but you need to verify domain name ownership.



3. Enter your first name, last name, and your current work email address in the About You section of the form.
4. Fill out your business information, including name, number of employees, country, and phone number.
5. Click the Next button.
6. Specify whether you want to use an existing domain name or purchase a new one. In this chapter, I explain how to set up Google Apps with an existing domain because it's the most common scenario.
7. Enter your existing domain in the Your Own Domain field.
8. Click Next.

No Domain Name?

If you're starting a new business, you can optionally purchase a domain name at the same time as you set up Google Apps. There are additional steps if you choose this option. You also should be prepared to pay for your new domain by credit card.

About you

Name

Current email address you use at work

About your business

Business or organization name

Number of employees

Country/Region

Phone

Your Business Domain Address

I would like to:

Use a domain name I have already purchased.
You'll need to verify that you own it.

Buy a new domain now.
Starting from \$8 a year. Includes automatic email setup.

Your own domain

7

8

9. Enter the email address you want to create for your Google Apps account.
10. Enter a password and retype to confirm it.
11. Enter an alternate email address. For example, if you already have a Gmail address, you could enter that here.
12. Prove you're not a robot by typing the text you see in the image.
13. Select the agreement check box. Optionally, you can choose to receive special announcements, special offers, and such; select the top check box to do so.
14. Click the Accept and Signup button.

Setup Options

Google Apps isn't difficult to set up, but it does require some technical skill. Although this chapter provides basic setup instructions, there are too many options and potential scenarios to cover every possibility in a few pages. Fortunately, Google Apps offers two setup options to simplify this process. If you aren't tech-savvy and your organization doesn't have an IT person, you can work with a Google Advisor to help guide you through the setup process over the phone at no cost. If you're comfortable with setting up and configuring software, you can set up on your own with some basic onscreen guidance.

Create your Google apps account

Use your username
 patrice @pacificridgemedi.com

Create password

Re-enter password

Alternate email address
 patrice.rutledge@gmail.com

Prove you're not a robot

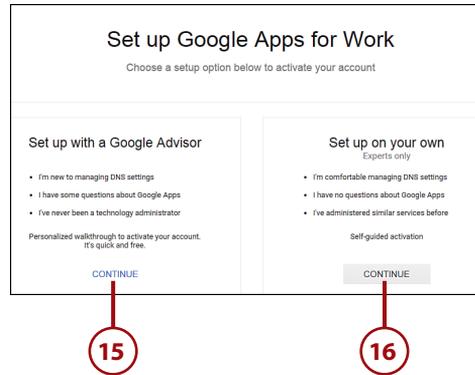
Type the text:
 5501

I would like to receive emails regarding updates, announcements, special offers, and market research.

I have read and agree to the [Google Apps for Work agreement](#).

Accept and signup

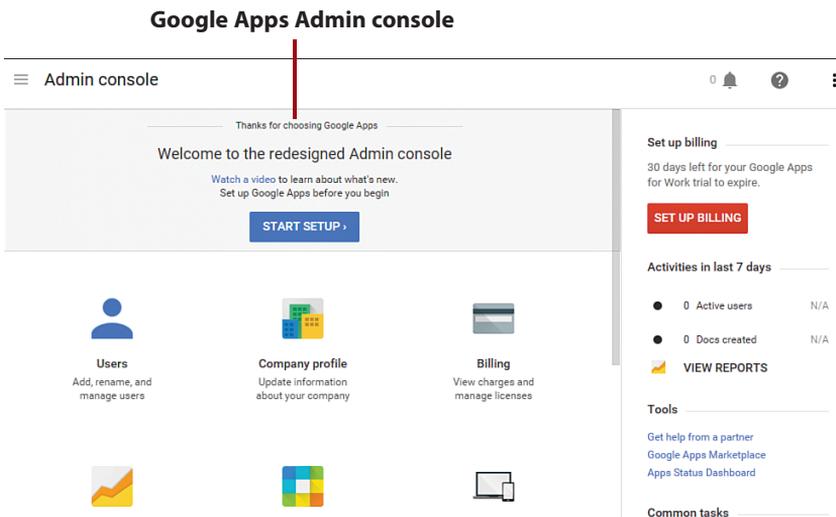
15. Click Continue in the Set Up with a Google Advisor section to display a toll-free number you can call to speak with an advisor.
16. Click Continue in the Set Up on Your Own section to open the Admin Console where you can set up Google Apps by yourself (with onscreen guidance).



Exploring the Admin Console

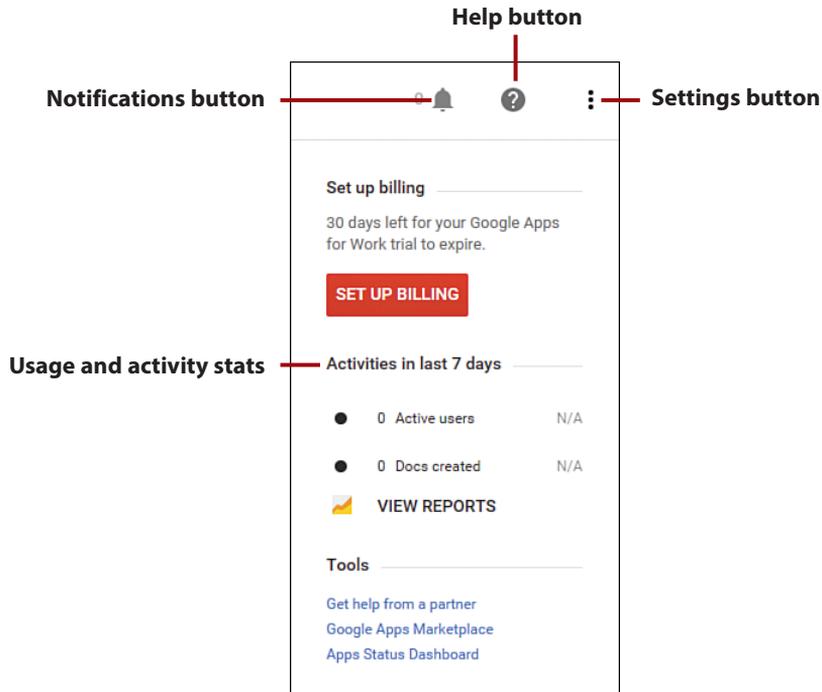
If you choose to set up Google Apps yourself in step 16 of the previous section, the Admin console page opens.

The Admin console page, also called the dashboard, is your go-to spot for administrating tasks for Google Apps for you and your team. Google takes you to the Admin console after you complete the signup process, but you can sign in anytime by typing `google.com/a/yourdomain.com` in your browser's address box, substituting your own domain name, of course.



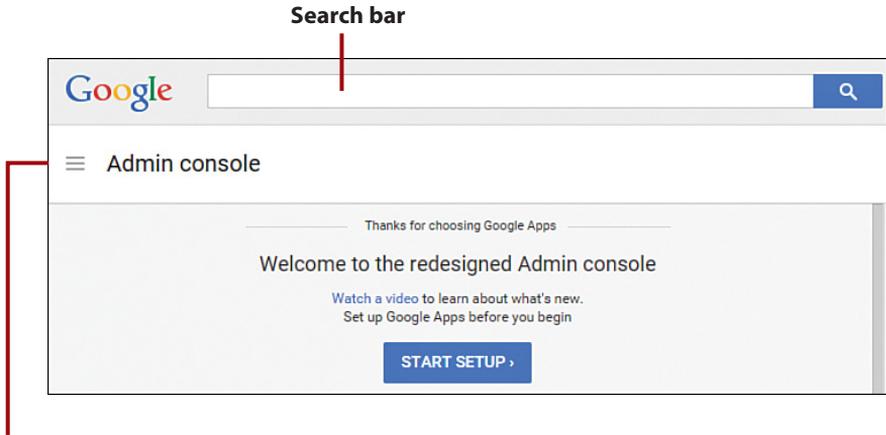
Bookmark It

It's a good idea to bookmark the page so you can easily navigate to it in a flash. Use your browser window's tools to save the page as a bookmark or favorite.



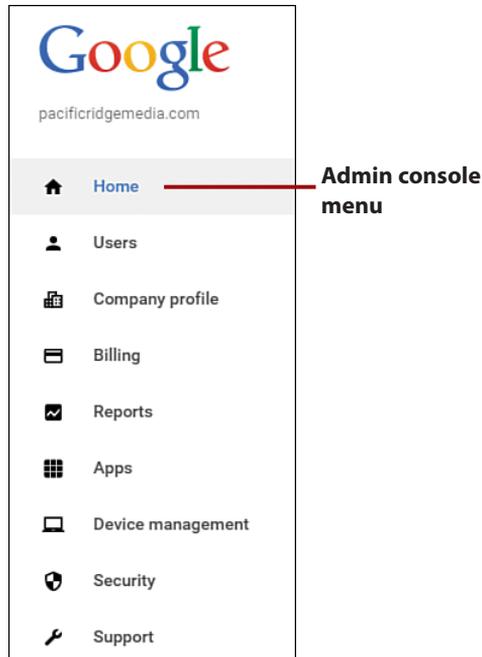
Look for any announcements and alerts using the Notifications button, which is shaped like a bell. Click the button to view all notifications. To the right of the Notifications button, you can find the Help and Settings buttons. Use them to find help with tasks or change settings.

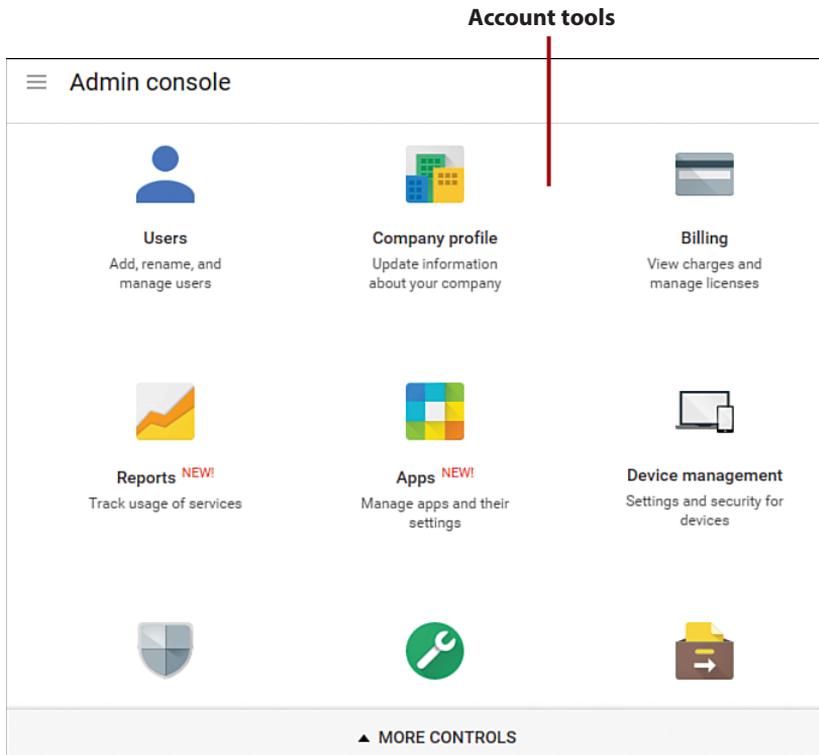
The console's right pane offers a quick look at usage and activities stats, plus more tools and common tasks.



Navigation button

You can use the universal Search bar at the top of the page to conduct a search. Clicking the Navigation button in the far left corner of the page displays a list of navigational options. As you open different tools, you can also use the Navigation button to return to the Admin console.





The control icons, or tools, in the middle of the Admin console page are for managing apps and users. You can drag them around the page to rearrange them. To add more controls, you can click the More Controls link and drag icons from the bar to the dashboard to add them to your main administration tools. You can also access these tools from the Admin console menu.

Here's what you can do with the default tools already on the console:

- **Users**—Add more users to your domain. You can also reset passwords and view activity logs.
- **Company Profile**—View and personalize your Google account, such as adding a company logo, time zone setting, and more.
- **Billing**—Access tools for managing your billing, payment plans, and subscription renewals for the account.
- **Reports**—View reports and audits on account activity, apps usage, and more.

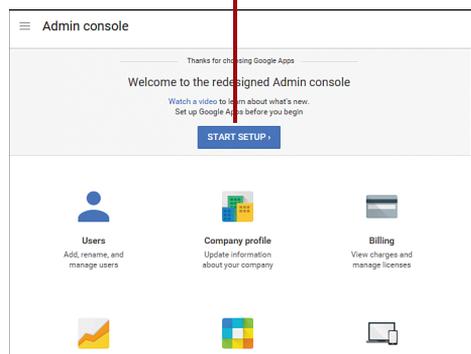
- **Apps**—Manage how Google Apps works for your team. You can enable and disable individual apps and customize the settings for how each app works.
- **Device Management**—Manage devices that connect with the account, such as smartphones and tablets.
- **Security**—Manage Google Apps security features.
- **Support**—Find help through online chat, phone, or email support.
- **Migrations**—Import email to Google Apps.

From the Admin console, you can carry out all kinds of administration tasks for your Google Apps account and however many users you have assigned to it. You can use the console page to activate services, configure features, add more users or reset passwords, check billing, and more. Whether you're the only user or administrating a large group of users, the Admin console page is your launching pad for taking care of your organization's Google Apps account.

Set Up Google Apps

You can set up Google Apps on your own by clicking the Start Setup button on the Admin console. Google Apps walks you through the steps of verifying your domain as well as setting up users, Gmail, and billing. Although you can skip these steps and complete them independently, you need to verify your domain before you can fully use your account.

Set up Google Apps with onscreen guidance.



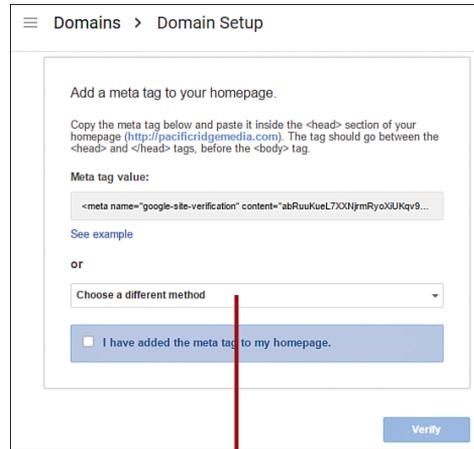
Verify Your Domain

Google Apps offers several ways to verify your domain. You can add a meta tag to your homepage, add a domain host record, or upload an HTML file to your website (my preferred method). The IT person in your organization should know how to do this. If you have a small business with no IT support and have no idea how to complete this task, click the Call for Support link on the right side of the Domain Setup page to talk to a Google Apps support specialist on the phone.

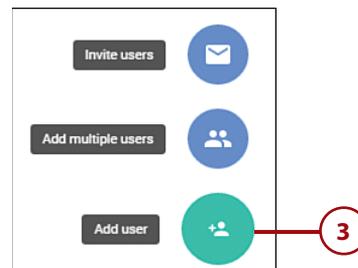
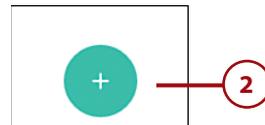
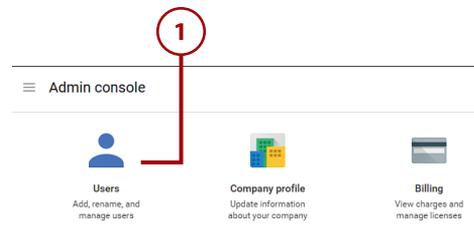
Add a User

To add a user to your account, you assign this person a unique email address. You can choose to invite users to work with you by sending out an email invitation, add users manually, or add a bunch at once using a CSV file upload (Google shows you exactly how to do this with a tutorial). The steps here show how to add them manually.

1. Click the Users icon on the Admin console page.
2. Pause over the large circle with the plus sign.
3. Click the Add User button.



Choose a domain verification method.



4. Enter the user's name and the primary email address you want to assign. Google sets a temporary password for the account.
5. Click Create.

Create Your Own Password

Optionally, you can set a password for the account rather than using a temporary password. The advantage of the temporary password is that users can change to their own private passwords after receiving the temporary ones.

6. Optionally, you can choose to email the sign-in instructions to the new user.
7. Click the Done button to finish.

Add a User Photo

You can easily add user photos in the Admin console page. A user's photo displays throughout Google apps, such as in Gmail, and is helpful to identify this person when interacting with others online.

1. Click the Users icon on the Admin console page.
2. Select the user whose photo you want to add.

Create a new user [X]

Felice Mantel

felice@pacifricridgemediacom

Temporary password will be assigned - [Set Password](#)

ADDITIONAL INFO CANCEL CREATE

Getting started instructions [X]

Your username is felice

Your new email address is felice@pacifricridgemediacom

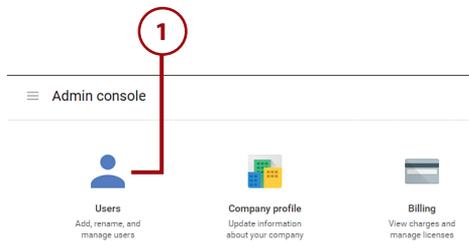
[Show password](#)

Sign in to Pacific Ridge Media services

- <http://www.google.com/a/pacifricridgemediacom>

[Email instructions](#) [Print instructions](#)

CREATE ANOTHER USER DONE



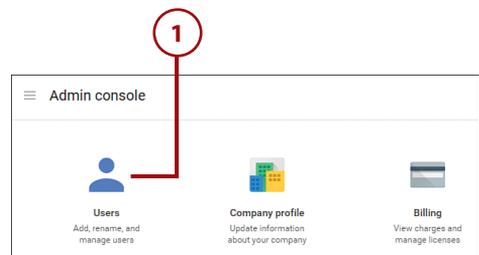
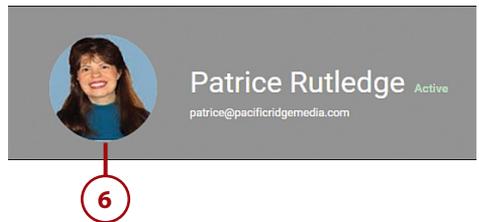
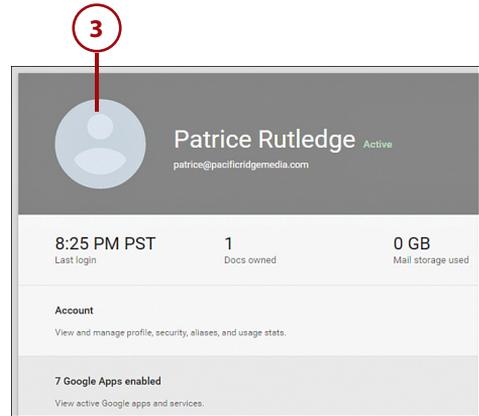
Name	Last signed in	Email usage
Felice Mantel	Never logged in	0 GB
Patrice Rutledge	8:25 PM PST	0 GB

3. Click the Add Photo button (pause over button to view label).
4. Click Select a Photo to select a photo from your computer.
5. Click Upload.
6. Google Apps displays your new photo.

Manage User Roles

From your list of active users, you can click a username to view that person's information page, which includes tools for editing the profile, resetting a password, assigning groups, and viewing a user license.

1. Click the Users icon on the Admin console page.



2. Select the user whose role you want to edit.
3. Scroll down to the bottom of the page and click the Show More link.
4. Click the Admin Roles and Privileges section.
5. Click the Manage Roles button.



Name	Last signed in
Felice Mantei	Never logged in
Patrice Rutledge	6:56 PM PST



Users > Felice Mantei

Account
View and manage profile, security, aliases, and usage stats.

7 Google Apps enabled
View active Google apps and services.

0 Groups
Add or edit group memberships.

1 License with \$0.00 estimated monthly bill
Review assigned licenses.

Show more



Users > Felice Mantei

0 Admin roles and privileges
Manage the user's administrative roles and privileges.



^ 0 Admin roles and privileges

MANAGE ROLES Create new roles View Privileges

Roles

No roles assigned to this user

6. Select a role for the user. If you select Super Admin, for example, the user is assigned the same administrative tools and privileges as the original account owner.
7. Click Update Roles.
8. Google assigns the role. You can optionally click the View Privileges link to customize user controls.

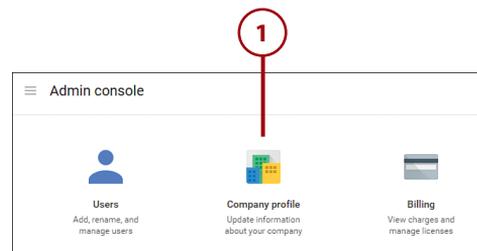
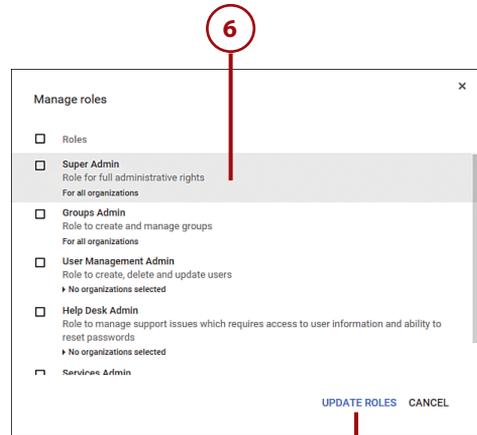
What's on a User Page

Each user has his or her own page in the Google Apps system. User pages keep track of how much allotted storage space users have used, when they last logged on, and how many documents they created. You can scroll down the page to view settings and click a setting to make changes.

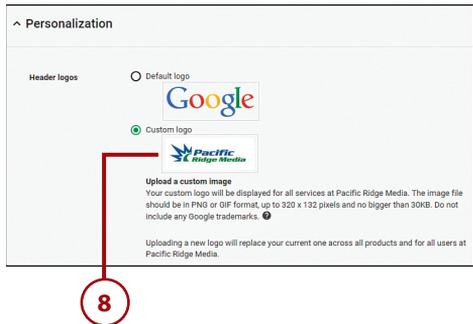
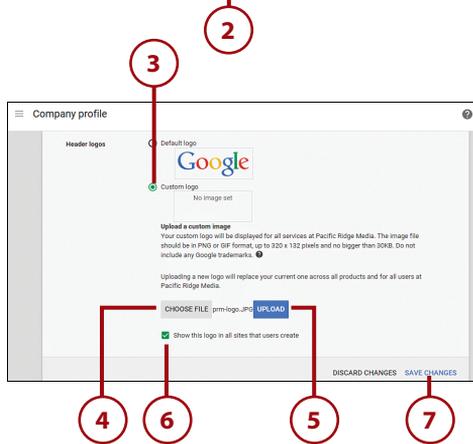
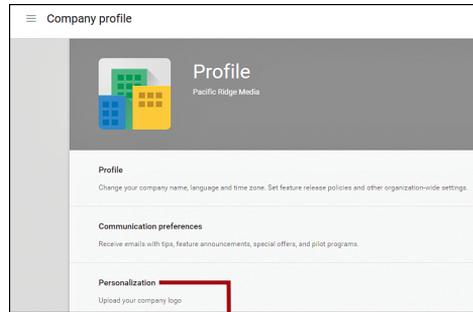
Upload Your Company Logo

Ready to replace the generic Google account logo with something more suited to your organization? Before you upload a logo, make sure it utilizes the PNG or GIF file format, is no larger than 320 × 132 pixels, and no more than 30KB. The upload won't work unless the logo matches these parameters.

1. Click the Company Profile icon on the Admin console page.



2. Click Personalization.
3. Click the Custom Logo option button.
4. Click the Choose File button and select your logo from your computer.
5. Click the Upload button.
6. Optionally, select the Show This Logo in All Sites That Users Create check box.
7. Click the Save Changes button.
8. Google Apps displays your new photo.



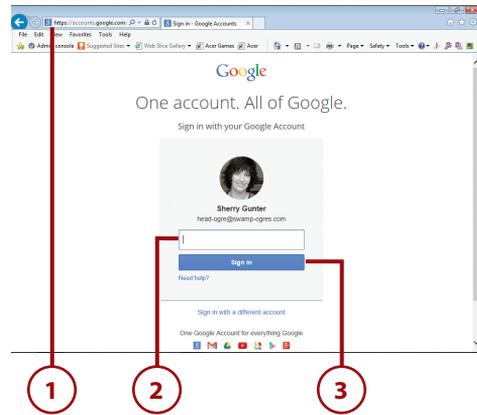
Signing In and Out

One of the benefits of using Google Apps is the ability to use it from any computer, tablet, or smartphone. As long as you have an Internet connection, you can sign in (also known as log in) to Google Apps. Like most web accounts, you need to use the Sign In page to access Google Apps. You can also sign out (also known as log out) when you no longer want to work with your account.

Sign In

If you signed out of your Google Apps account, or closed the browser window, you can easily find your way back again.

1. In your browser's address box, type `www.google.com/a/yourdomain.com` (substituting your own domain name of course) or `accounts.google.com` and press Enter.
2. Enter your password.
3. Click the Sign In button.



Sign In As Another User

If you're sharing a computer, another user can also sign in to her account from the Sign In page. Simply click the Sign In with a Different Account link, enter the user's username and password, and click the Sign In button.

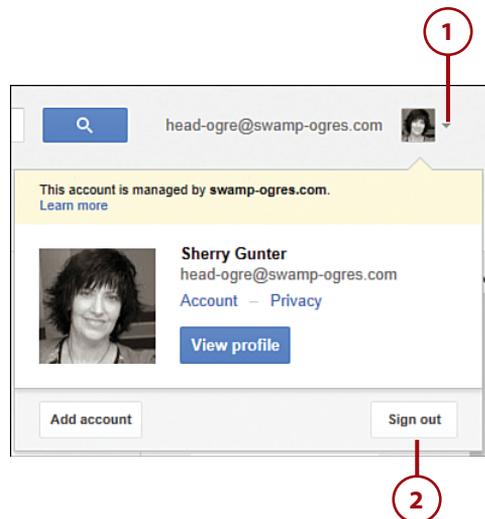
Bookmark It!

You can speed up your sign in process if you bookmark the Sign In page so you can quickly return to it without having to type in the URL. Look for a bookmark or favorites feature on your browser to help you save your favorite websites.

Sign Out

When you finish working with your Google Apps account, you can sign out.

1. Click the drop-down arrow next to your profile picture.
2. Click the Sign Out button.



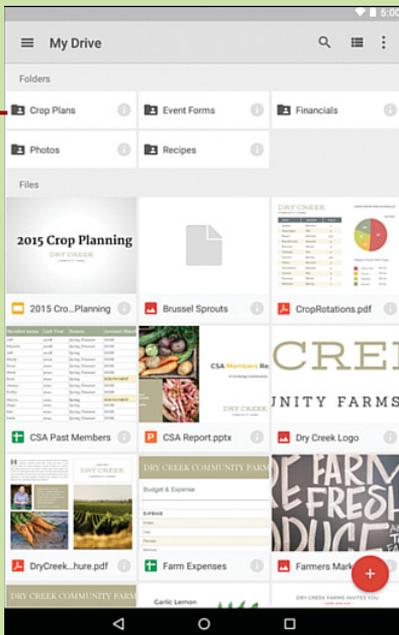
>>> Go Further

GOING MOBILE WITH GOOGLE APPS

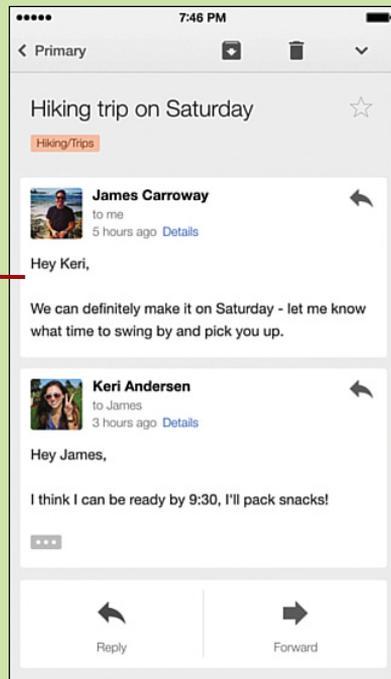
If you want to access your apps on the go, you'll be happy to learn that Google Apps offers several mobile versions for both Android and iOS devices. These include apps for

- Google Admin
- Google Sheets
- Gmail
- Google Slides
- Google Drive
- Google Hangouts
- Google Docs

You can find apps for your mobile device on Google Play (<https://play.google.com/store/apps>) or iTunes Store (<https://itunes.apple.com>).



Google Drive for Android



Gmail on the iPhone

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