

in the next section.) Besides the Yahoo! Store quirk, Google is store-agnostic; it doesn't care where you're located or who handles your transactions.

Systems like Yahoo!'s and AOL's, modeled on shopping malls, are purchase oriented. Google is search oriented. Google is not currently interested in selling products directly, taking payment information, or hosting stores. There's no Google Wallet.

The Google shopping portal is a search engine that separates products from stores to deliver targeted search lists. Furthermore, it uses evaluations similar to those in a Web search to determine which products matching your keywords are most important and should be listed first. Froogle and Google Catalogs recognize merchant branding but downplay it. The product is far more important than the store, because Google recognizes that priority in the minds of most shoppers. The pages of Froogle and Google Catalogs are as banner-free as all other Google pages, as you can see in Figures 14-1 and 14-2.

When it comes to buying through Google, *through* is the right word, as opposed to *from*. Froogle search results are like Web search results, insofar as they link you to target sites, in this case e-commerce sites with their own shopping carts and payment systems. Google Catalogs provides mail-order phone numbers and — where possible — links to Web sites.



Figure 14-1:
Froogle
search
results and
AdWords
ads.