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Google

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This is how the black and white Google page looks

## [Google Goes Black and White](#)

### *Interesting trick made by Google Blogoscoped*

Let's try a quick trick on the Google search engine. Go to its official page and type the following phrase in the search box: 'make google logo black and white'. Press the 'I'm Feeling Lucky' button. Well, that's a black and white Google logo that appeared on the official page of the company. If you've finished with your 'Wow', let me explain the entire trick. Look at the address bar of your browser and you should be able to see the URL link that reveals that you're actually connected to the Google Blogoscoped website, the ones who managed to create this trick. Although you might think that this black and white logo is related to Google, it's not and it was created very easily even if it required some time until it was finally done. Basically, the folks from Google Blogoscoped created a special website, identical with the one provided by the Google Search and hosted it under the 'blackandwhite' folder, on the main server of Google Blogoscoped. After the page was finally published on the Internet, the creators indexed it on Google to appear for the 'make google logo black and white' page using simple SEO techniques. If you didn't know, the 'I'm Feeling Lucky' button automatically redirects you to the first result without showing you the SERP. Because of the SEO tricks which made the Google Blogoscoped page appear on the first position, writing the above code in the search box and pressing the special button will make you think that the logo is changed to black and white. Actually, you're redirected to the Google Blogoscoped page which is identical with the one powered by Google with a single difference: the Google logo. This trick can be done by anybody who managed to apply some simple techniques and to bring his website on the first position in Google's results for certain keywords.