Chapter 1

An Inside Look At The New Gmail

Gmail is Google's flagship productivity application. Since it's full launch in 2009 it has been the premier free email service with a current user count that exceeds 1.5 billion worldwide.

As a business tool, it's hard to beat Gmail with its seamless interoperability with the other core Google apps (Contacts, Calendar, Drive, etc.) Gmail gives the mobile business professional an edge when it comes to communications, sharing information and organizing processes.

Google Gmail

Gmail Features and Benefits

- Generous (15GB) mailbox
- Simple to organize
- Flexible and transparent
- Easy to set up on mobile devices
- account Interoperability with Microsoft Outlook email and calendar
- Mobile email, calendar and IM access
- Gmail contacts compatible with many applications
- An IMAP server for mobile use
- Converge all your email accounts to one Gmail account
- Telephone and videoconferencing functions
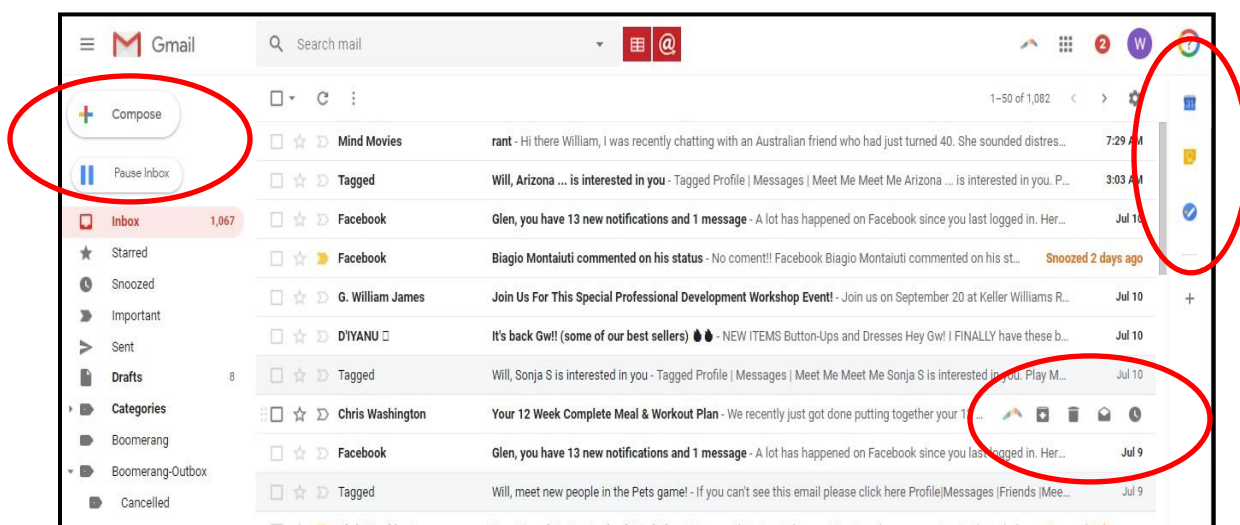
The New Gmail Inbox
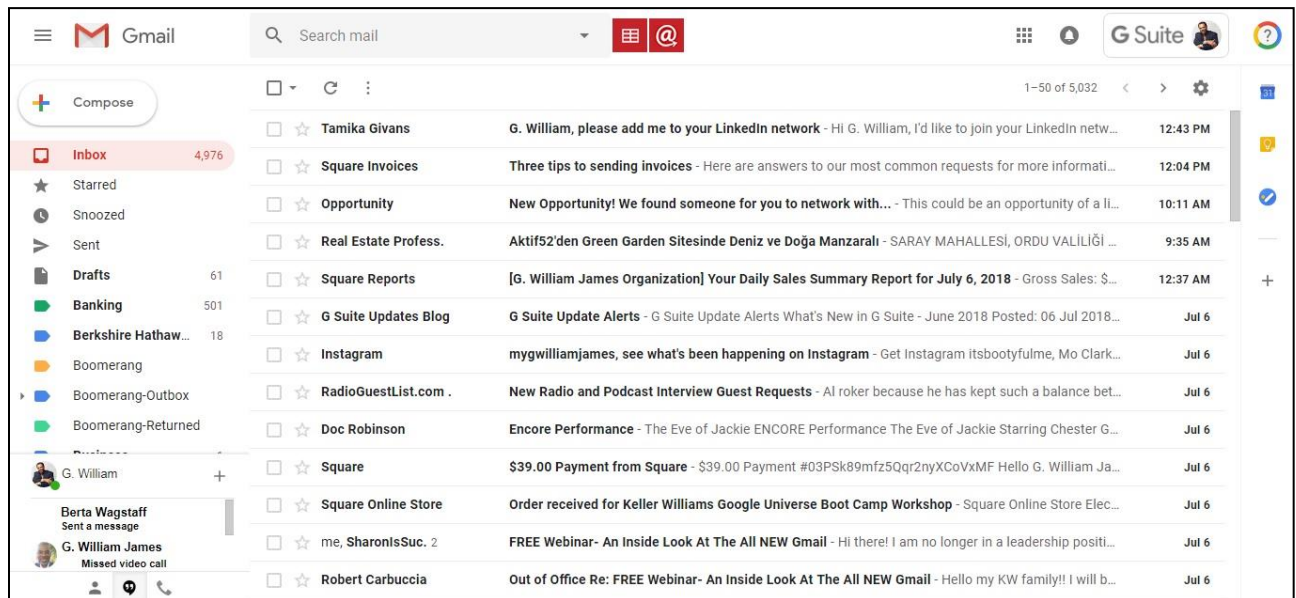
With Gmail, the ultimate mobile office starts here.

Once you've opened your Gmail, let's look at your inbox.

Your Gmail inbox is a most powerful tool for sending, receiving and managing your email, including those from multiple accounts. Having one place to open and manage your email is a major time saver and helps to keep the flow of information more organized. Whether you're on your iPhone or iPad, Android device or Blackberry, you will always have the same email in the same organized place, along with synchronized contacts and calendar events

Gmail's New Look

Once you've opted to use the new Gmail graphic interface, your screen will go through a few changes. Most of these have simply been repositioned while a few are useful additions. The image above shows three of the most prominent available features:

1. In the upper left, the three vertical icons make it convenient to access your **Google Calendar** without leaving the inbox. **Google Keep** is a handy note management app that will keep important information synced between your desktop and mobile devices. **Tasks** allows you to manage your things-to-do and stay productive. Tasks should never be added to your calendar.

   Tap the plus + below tasks to open the Marketplace, to find powerful apps designed to compliment Gmail.

2. When you hover over a message in the inbox, you will discover a more convenient way to manage that one email.
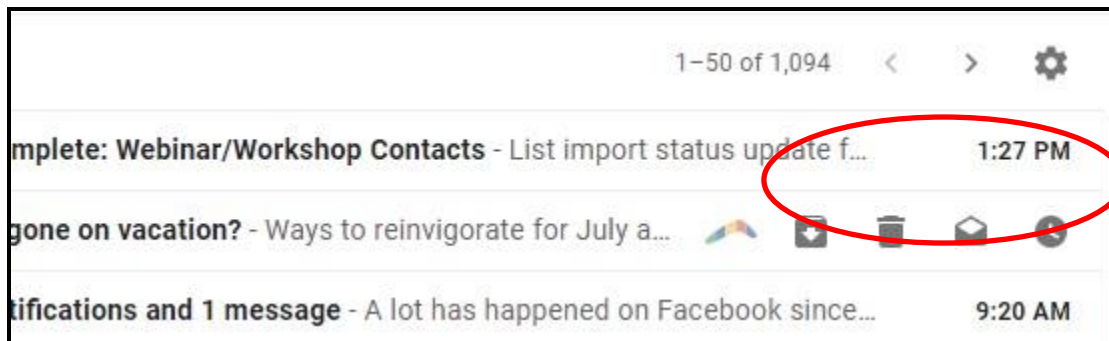
From this menu from left to right, you will be able to:

Archive a message: Simply skip the inbox. Take a message out of the inbox and store it under labels. You will find that message in a label or under **More> All Mail.**
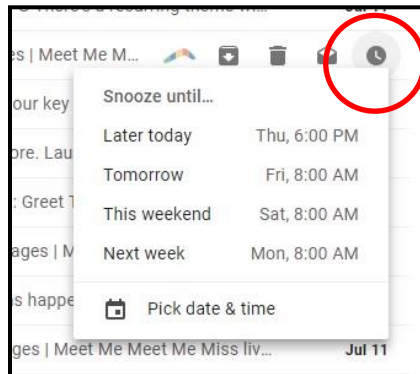
To delete a message, click and send the email to the trash where it stores 30 days.

To mark an email as unread, click and the opened message changes to bold print.

To snooze a message, click and set a time to come back into the inbox later.

Moving to the left side of the inbox screen, I've circled the icon for **Pause Inbox**. This new feature is a part of Boomerang, a Gmail add-on I'll discuss a bit later. This fantastic tool allows you to pause your inbox from receiving new messages for a set time. It can be customized to allow certain individuals' emails to come through and to send an auto-reply to senders while the inbox is being paused.
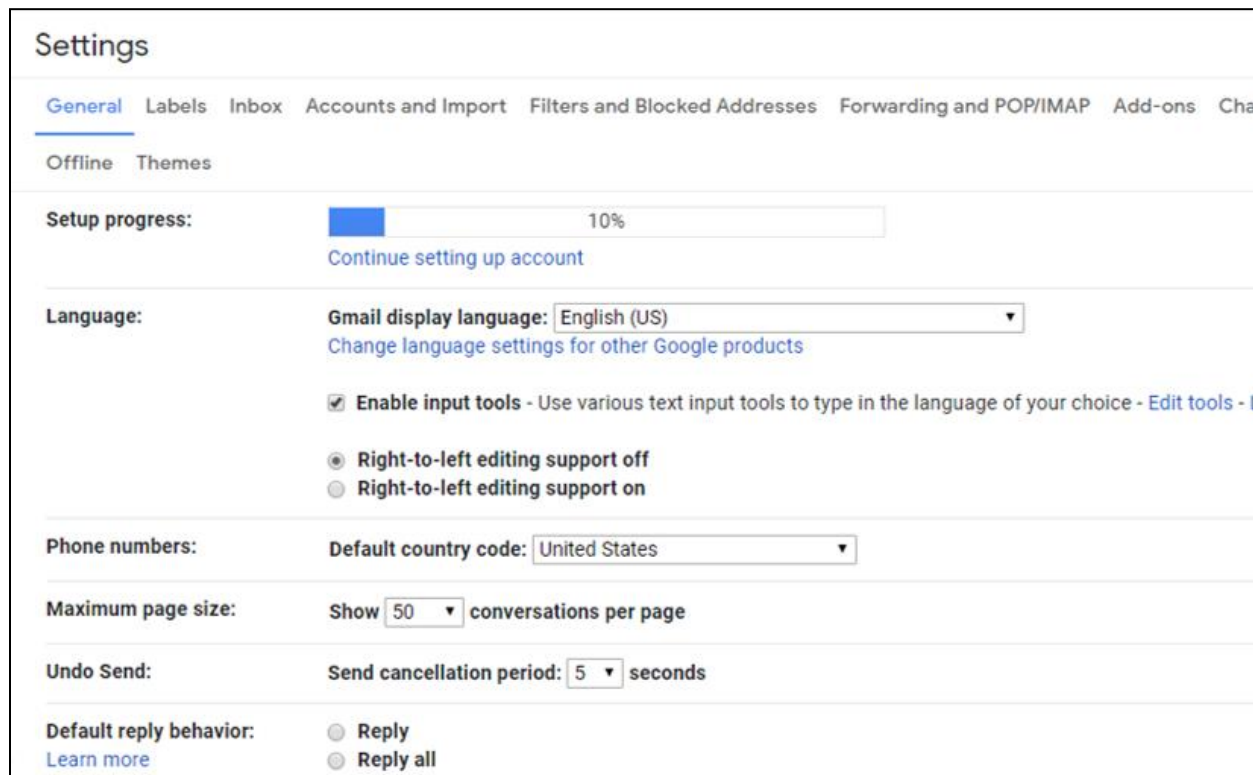
To further customize your Gmail inbox and how email is managed, let's go into Settings and get started. On the right side of the screen, click the gear icon and select Settings.

We will focus on the more advanced and lesser known but useful features in Gmail.

Gmail Settings

Starting with the General tab, customize how the Gmail inbox displays. Remember that all of these settings are optional, and if you make a change and don't like it, you can easily undo the change.

In Settings, the **General** tab is to the upper left. Here we have the options to:

- Set the **Page size**- number of messages and contacts per page;
- **Images**- option to always display images that come with incoming emails
- **Undo Send** – enable and set cancellation period up to 30 seconds
- Set the **Default reply behavior** when responding to an email
- Set the **Default text style**- the font, size and color of the text you type

- Enable **Hover actions** if you would like to see the menu options for an individual email.
- The **Send and archive** setting allows you to archive incoming email after you've responded
- Set the **Default text style**- the font, size and color of the text you type
- When **Dynamic email** is set, messages with a lightning bolt you can respond without a reply
- When **Smart Compose** is on, Gmail will offer suggestions to complete sentences.

- Toggle the **Conversation view**- emails to be displayed separately or as a continuing thread
- When **Nudges** is on Gmail will suggest and remind you about emails you should respond.
- **Smart reply** will suggest responses to certain emails when made active.
- **Desktop Notifications** will pop-up a new email notifier from anywhere in Google

- **Stars**- allows you to highlight messages from the inbox . A very useful feature!
- **Keyboard Shortcuts** are handy if you are comfortable using hotkeys and shortcut keys
- **Button Labels** appear when you select an email. Choose text or icon labels
- Use **My picture** to upload a photo that will represent you throughout all Google apps
- **Create Contacts for auto-complete** remembers email addresses of incoming email.

- **Add Signature Option** – will be added to the bottom of new messages

  Multiple Signatures- Once you have another account forwarded to your Gmail, you can send messages out under that address. A great feature is adding a unique

signature for each address, or Alias Name. You won't see this feature available until you add another account. We'll do that next.

- Use the **Vacation responder** to automate your out-of-office notification.

Make sure you select save at the bottom of the page to keep your settings. Remember that changing these settings is easy. If you don't like what you've set, change it without effecting the existing email in your account.

If you have more than one Gmail account, perhaps one for personal and another for business use, or if your business uses Gmail as its email provider, it is a convenient idea to bring all of your email into one account, and organize them so each account still stays separate. Before getting started, make sure you have all usernames and passwords handy.

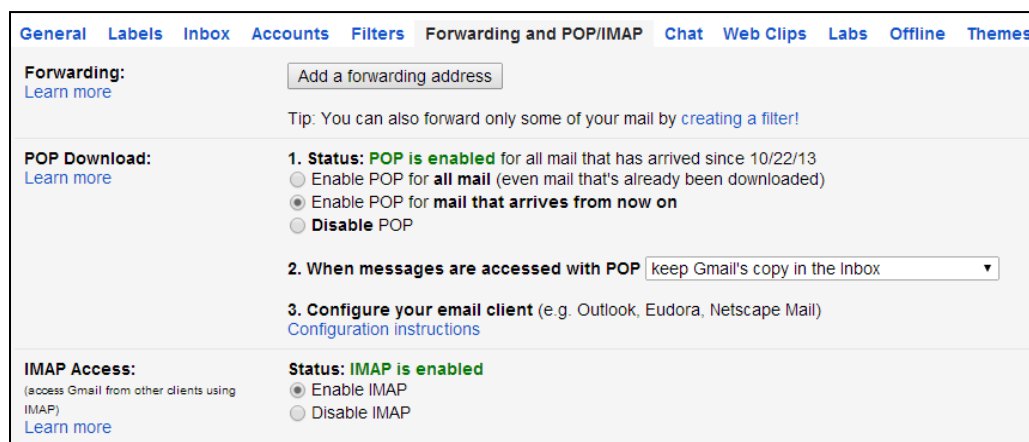## Forwarding A Gmail Account To Another Gmail Account

Before adding email accounts to be forwarded to Gmail make these two small changes:

Go to **Settings > Forwarding and POP/IMAP**

In POP Download, select "Enable **POP for all mail that arrives from now on**".

In IMAP Access, select "**Allow IMAP".** Save the changes at the bottom.

Return to **Settings > Accounts>**

Forwarding A Gmail Account To Another Gmail Account

1. Open the Gmail Account you are forwarding from (Go to switch accounts)
2. In the top right, click Settings .
3. Click the Forwarding and POP/IMAP tab.
4. In the "Forwarding" section, click Add a forwarding address.
5. Enter the email address you want to forward messages to.

You can also forward your company's email account, your Hotmail, AOL or Internet email accounts into Gmail. Each account can be customized to remain separate even while in the inbox at the same time.

Forwarding Non- Gmail Accounts To Your Gmail Account

The following steps are taken from [Google Support](#):

1. Open your Gmail account.
2. At the top right, click the gear ⚙.
3. Select **Settings**.
4. Select the **Accounts and Import** tab.
5. In the "Check mail from other accounts (using POP3)" section, click **Add a mail account.**
6. Enter the full email address of the account to forward, then click **Next Step**
7. Some email clients can be easily set up with **Gmailify**. If offered the option, choose it.
8. Enter your password.
9. Now you have a few options to choose from. Here's our recommended settings:

   - **Leave a copy of retrieved messages on the server** - Check the box. Otherwise the emails in your other account will be deleted and you'll only be able to access them in Gmail. Learn more.
   - **Always use a secure connection (SSL) when retrieving mail** - Keep checked. For some accounts, you may need to uncheck this option. Learn more.
   - **Label incoming messages** - Check the box if you'd like to easily see which emails in your inbox came from this account.
   - **Archive incoming messages** - Don't check. Only check if you don't want to see new messages from the other account in your inbox.

     Click **Add Account**. If you get an error message while getting set up, click the **Show error details** link to find out more about what's not working.

     If you get a message saying that POP is disabled, go to the settings page of your other email account and look for a way to enable POP.

If you get a message saying that POP is unavailable, your email provider may not support POP.

You can also try other ways to move emails to Gmail.

For other errors, visit our Problems with Mail Fetcher troubleshooter.

Once your account has been added successfully, you'll be asked if you want to be able to send mail as this address. This lets you compose messages in Gmail but have them appear to be sent from your other email account.

Gmail will check your other account for new emails periodically. You can see when the other account was last checked from the "Accounts and Import" tab.
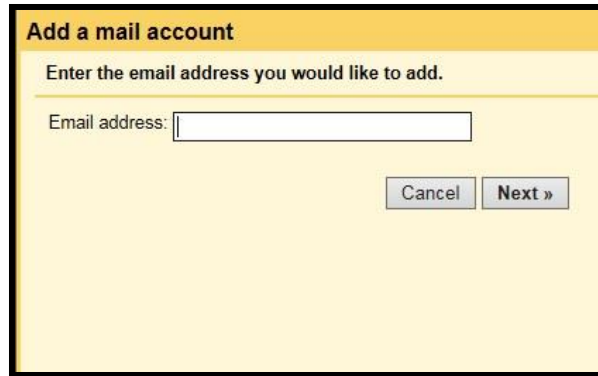
Import mail and contacts: Learn more	Import from Yahoo!, Hotmail, AOL, or other webmail or POP3 accounts. **Import mail and contacts**
Send mail as: (Use Gmail to send from your other email addresses) Learn more	James Williams <jameswilliams2851@gmail.com> **Add another email address**
Check mail from other accounts: Learn more	**Add a mail account**
Using Gmail for work?	Over 5M businesses like yours use G Suite to power their email. Learn more
Grant access to your account: (Allow others to read and send mail on your behalf) Learn more	**Add another account** **Mark as read** ◉ Mark conversation as read when opened by others ○ Leave conversation unread when opened by others **Sender information** ◉ Show this address and the person who sent it ("sent by ...") ○ Show this address only (jameswilliams2851@gmail.com)
Add additional storage:	You are currently using 0 GB (0%) of your 15 GB. Need more space? Purchase additional storage

My instructions are very similar with a few different suggestions:

Send Mail As- here you can create multiple email identities (alias names) for email to use. If you receive an email forwarded from your website's email for example, Gmail can send the reply using the same address of the original message. Creating a unique signature for each is possible as well.

Check mail using POP3:- A new feature that will make regular searches of your POP3 email from other clients, If the client doesn't allow forwarding, this feature will just sign in as you and download your mail into Gmail.

Select **Add a mail account.** Enter the email address to forward into the wizard.

Most email clients can be easily set up with **Gmailify**. If offered the option, choose it.

Otherwise, you will have to set the account up manually. You will need the correct POP server and Port number in order to complete the setup.

Check **Leave a copy** if you want the original email box to store a copy of the forwarded email. Leave **Always use a secure connection** checked if it is, leave unchecked if it's not.

Check **Label incoming m**essages if you choose to create a folder and automatically store them, and Check **Archive incoming messages** if you want them to go into a folder and not

show in the inbox. Any archived messages not assigned to a label (folder) will be found in 'All Mail" on the left.

If the wizard is denied access by your email server, simply go to that email provider (not Outlook) and by going into settings forward that email to your Gmail address. You will have to add the account manually to the Alias list as if it were a second Gmail account, using the steps below.

Once you have completed forwarding a POP3 email address to Gmail, you will then see a setting "**When replying to a Message**". Choose to reply to the same address the email was sent to, to keep your outgoing messages organized and flowing as you would like. (see above illustration).

If the email account is not a POP3, but instead an IMAP such as **Gmail or AOL**, you must forward these email accounts manually.

Although AOL is IMAP, you must use Add a mail account to forward the email to Gmail, using these settings:

Email Address; your full address @aol.com

Your AOL password

POP Server is pop.aol.com

Port 995

Check the SSL Box.

Remember. to forward a second Gmail account, sign into that account, go to **Settings > Forwarding and POP IMAP**. Select **"Add a forwarding address"**. Enter the Gmail number 1 address here. Now your second Gmail account will forward to your primary Gmail account along with your POP3 accounts.
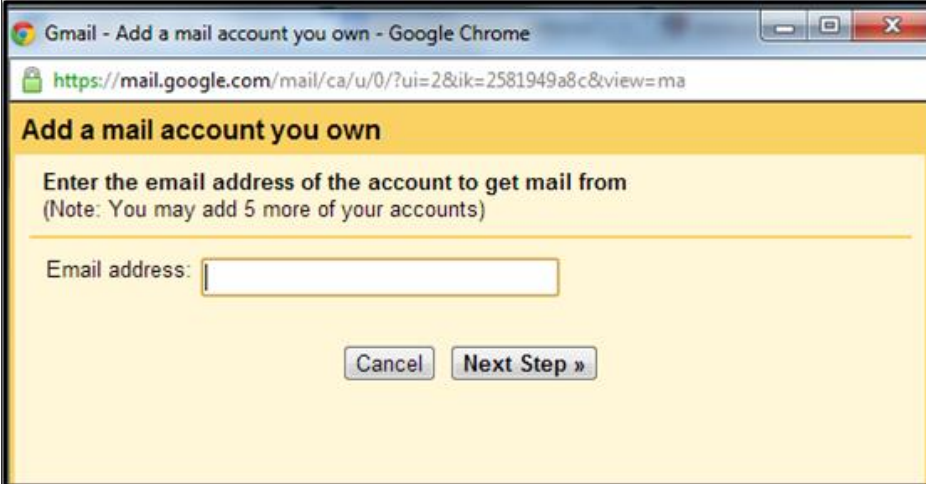
Send Emails Through Gmail from Multiple Addresses

These steps **may or may not** have to be taken. If you were able to successfully "Gmailify" the account, it set up both sending and receiving from that account. If you do not see the forwarded email address listed under "Send Mail As", then manually add the account to the list with these steps:

To add this account to your list of email "Alias" names. Follow these steps to add the alias:

Select **Settings > Accounts > Add another email address.** Add the Gmail or POP email address and click **Next Step.** Select to use as an alias. When you click Next, Gmail will prompt to send email through the Gmail server. That will work best for you here. Next, select

to send an email message to the account with a **verification code**. Copy and paste the code into the wizard. Your email account has now been verified and ready for use.

If the wizard is denied access by your email server, simply go to that email provider (not Outlook) and by going into settings forward that email to your Gmail address. Now you have to manually add the account name to the list by selecting **Add another email address you own**. Add your name and email address. Select to use as an alias. When you click Next, Gmail will prompt to send email through the Gmail server. That will work best for you here.

Next, select to send an email message to the account with a verification code. Copy and paste the code into the wizard. Your email account has now been verified and ready for use. You will now receive email and can send email from this one place in Gmail.

Customizing Your Inbox

New Features For 2020

Google has added a few new features onto Gmail that changes how you see your mail in the inbox, multiple ways to sort it, or to automatically bring the mail you want to see most to the surface. There's also a new interface, which brings some convenience to setting up the page:

Click on the Settings icon to open "Quick settings". Here you can change how the inbox itself is displayed.

Density relates to the general size, smaller text brings more messages to the screen, for example.

You can give your Gmail inbox some flavor by selecting a **theme.**
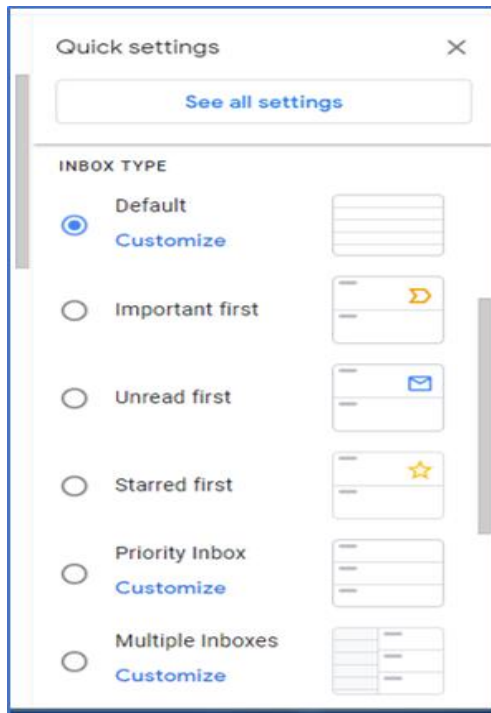
It's easy to sort your mail by customizing the **Inbox Type**. Gmail will place what you want to see first at the top of the inbox, and all the rest will stay below. Sort by Important first, unread mail or what's starred, customize a priority inbox based on keywords or labels, or multiple inboxes. custom sections that you can view alongside your inbox.

These Quick settings are simply ways
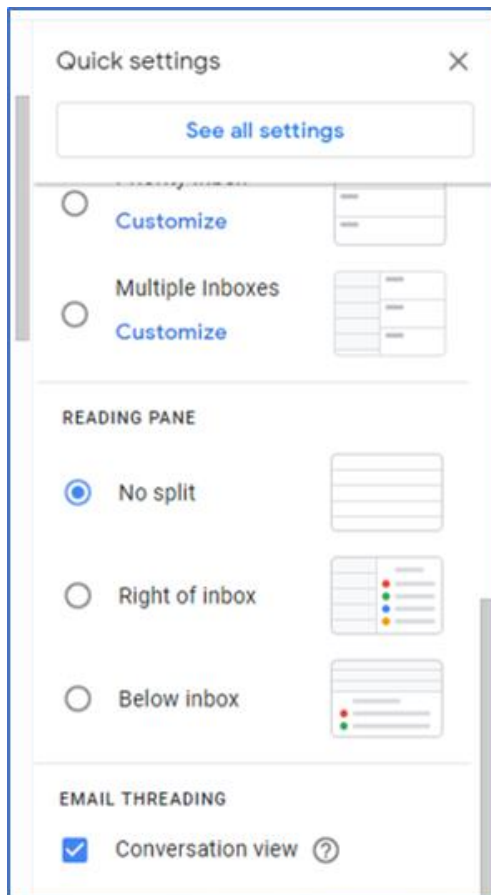
If you like the idea of a **reading pane** on the screen, you have your choice of placing it just to the right of the inbox or below. Select a message and read its contents without leaving the inbox itself.

Organize your Inbox With The Labels Tab
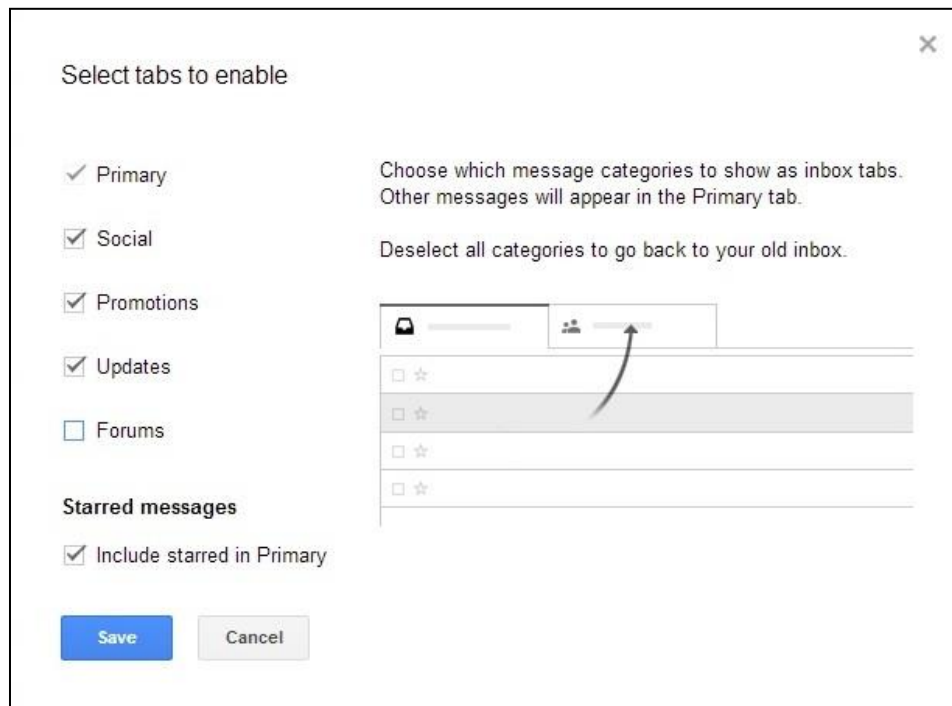
System labels are the named folders on the left panel. You may choose to hide the folders you don't need and only show those you use. Labels and Filters work together to create a filing and organizing system for email.

Labels are the folders you create and name. Provide a unique name here, or from the main Gmail screen. Check the box to the left of the message, and open the Labels tab above to assign it to a labeled folder, which will display on the left panel. Select a folder, place the mouse pointer over the arrow to the right, and with the left click of the mouse, open the palette which allows you to color code each folder. You can assign more than one label (category) to a sender. Scroll down a bit and select **subfolder to nest, or assign a sub-label within a label**.

It's easy to move a label into a different folder you have created. Simply select "Edit Label" and then select the new label for which to nest the folder into.

Configure Inbox Tool

If you want to no longer see Google's new tabs for Primary, Promotions and Social mail, here is where you turn it off: Click the gear in the upper right corner, then select **Configure Inbox**. Uncheck the tabs you want to disable.

The update to labels adds your Google+ Circles as an option for people to whom you communicate via the social networking site.

Filter Tabs

Filters and Labels work closely together. Filters may be assigned to a message from a specific sender, a specific topic, or assign a label to incoming messages. Set filters from this tab, or check the box to the left of a message, open the More Actions tab, then select Filter messages like these.

From here you can filter similar messages to come to be directed by way of your filter. You may filter messages by email address, or keywords. You may also filter messages from Settings > Filters > Create new filter.

Templates allow you to create unique autoresponder messages when you receive messages under certain conditions. Begin with a new message window. Click the arrow in the lower right of the message to open the menu. Create a new canned response by writing the message as a new email, saving it, and then creating a filter that uses the saved response when prompted by an incoming message.

Settings > Advanced
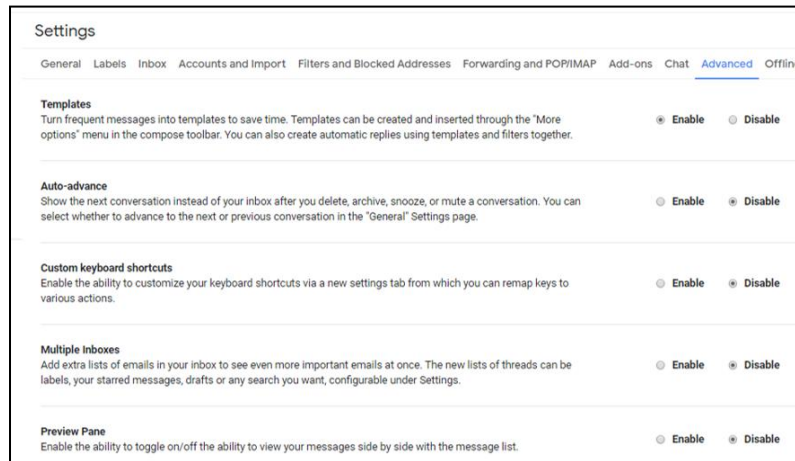
Enable Templates and save your changes.

Now, Create a new email message

In the lower right corner, select the three vertical dots, select Templates
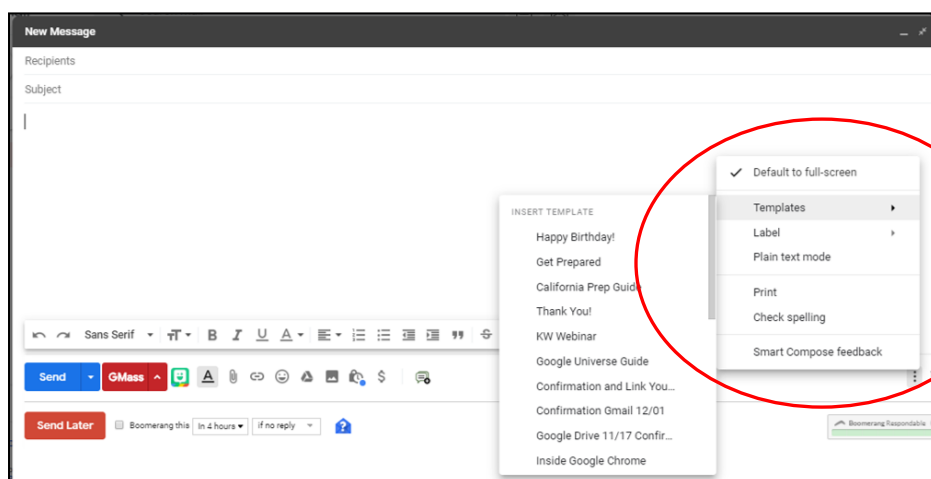
Compose a message to save and select Save draft as a template or Select a template from previous messages you've created.

To use a template as an auto response, you first must create a filter. In Settings, select Filters and Blocked Addresses. Then select Add a New Filter. Select to Send Template.
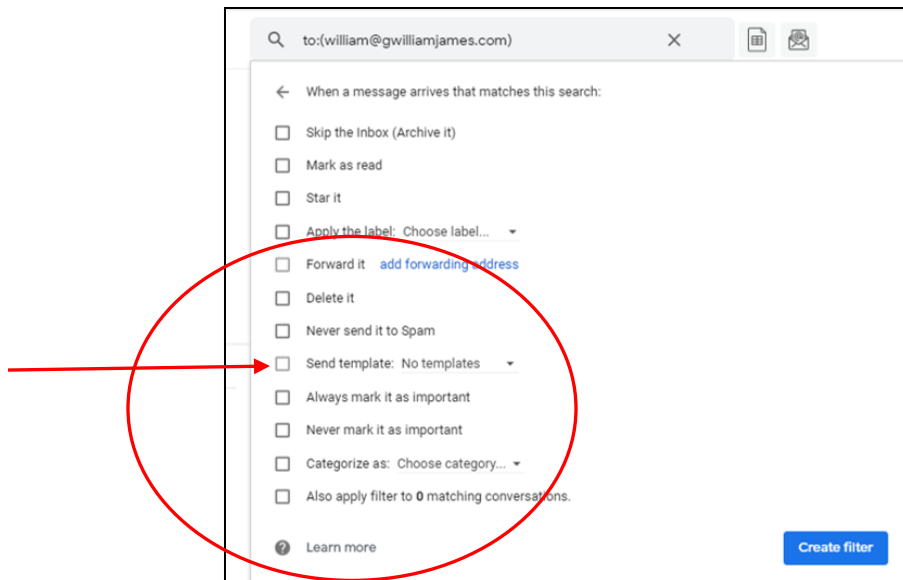
The filter will respond to the sender with the message written in the chosen response. Try it a few times and see how useful a tool it can be for your website, social media or marketing.

Try Boomerang

A good Gmail third-party add-on is Boomerang, a service that allows you to schedule when your emails will be sent from your account. If you type a message on Sunday but don't want it sent until Monday at 9am, Boomerang can handle the job. Also get delivery receipts customized by elapsed time or clicks.
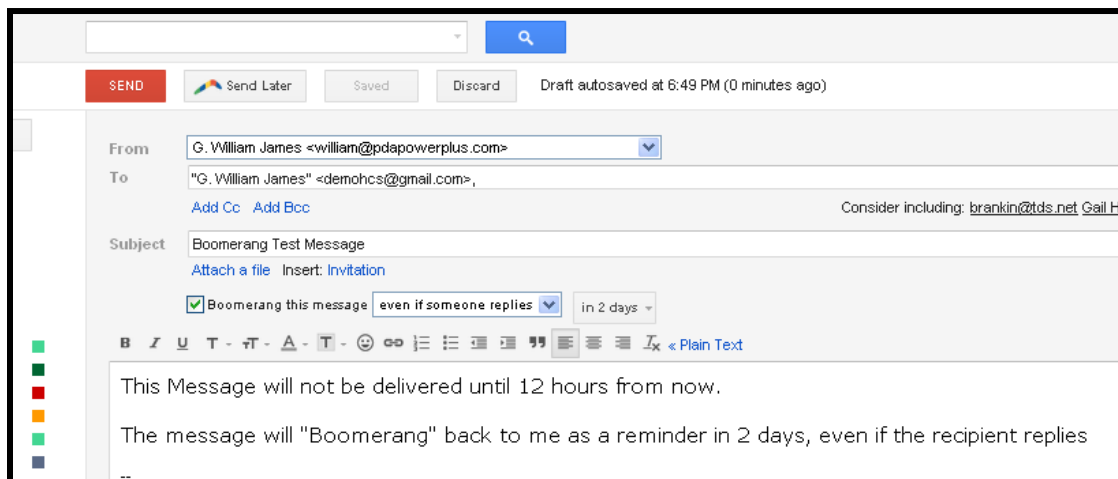
Google Calendar Magic

Google Calendar is a free time-management web application. The interface of Google Calendar, is similar to desktop calendar applications such as Microsoft Outlook or iCal on Mac OS X.

The Google Calendar graphic interface enables users to view, add, and drag-and-drop events from one date to another without reloading the page.

It supports six view modes, daily, 4-day, weekly, monthly, and agenda. Users can "quick add" calendar events by typing Standard English phrases, such as "meeting with Michael 11am tomorrow". Users can also set the number of days to show in their custom view mode.

Calendar entries are stored online, meaning that the calendar can be viewed from any location, from any computer with Internet access. In the case of a hard drive crash, because the information is in the cloud, no data is lost. The application can import Microsoft Outlook calendar files (.csv) and iCalendar files and .ics files if it is in the US format. To use the Google Calendar offline, simply download the Google Calendar Offline tool.

Multiple calendars can be added and shared, allowing various levels of permissions for the users. This enables collaboration and sharing of schedules between groups. General calendars available for importing into one's account include those containing national holidays of various countries. Users can also add "live" iCalendar URLs that update regularly.

Google Calendar allows multiple calendars (up to 25) to be created, color-coded and shown in the same view. Each can be shared, either read-only or with full edit control, and either with specified people or with everyone (public calendars).

Google Calendar syncs natively with Android devices, and can be synchronized with other mobile devices platforms (e.g., iPhone and iPad) and with PC applications (e.g., Microsoft Outlook) via third-party plug-ins, or natively with Apple's iCal.

Google Calendar is natively supported on Android -based mobile phones such as the Google Pixel, and Android phones from HTC, Samsung, Blackberry and LG. Event reminders can be sent via email, as well as via SMS to mobile phones. With Apple iPad and

iPhone, Google calendars sync with the calendar on the device, set up through the email settings with a Gmail account.

Google Calendar integrates with **Gmail**, and does so very well. When an e-mail that contains trigger words (such as "meeting", or dates and times) arrives, an "add to calendar" button is automatically displayed alongside it.

Begin by signing into your Google Account, then go to:

http://www.google.com/calendar/, or select Calendar from the Apps Launcher.

Setting up your Google calendar is painless and easy. Let's get started.

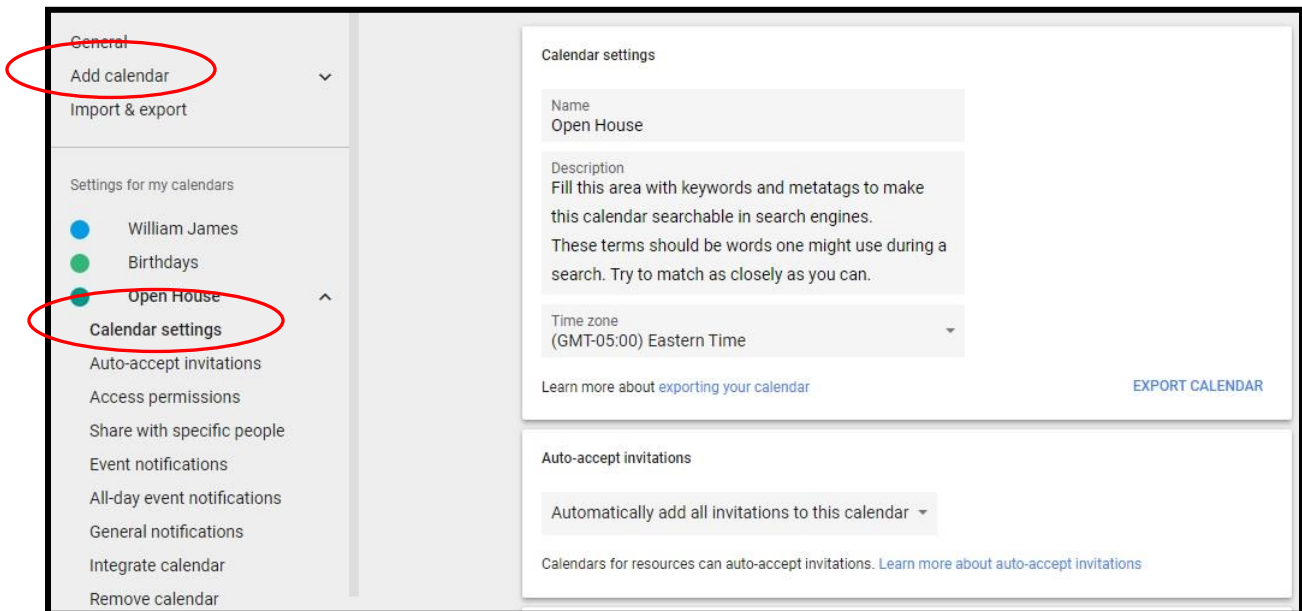Select Settings, and refer to the menu to the left beginning with General Settings
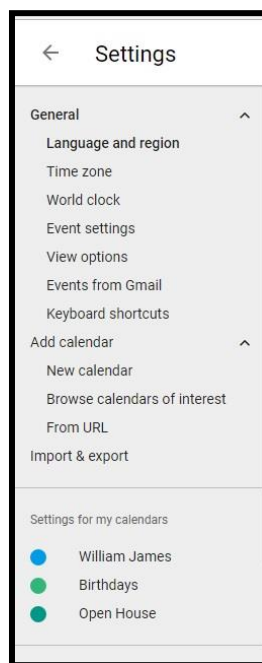

General

Set your regional settings under this tab, and customize your calendar views.

Add Calendar

- Create and customize up to 25 calendars in this tab.
- Set the destination for reminders and notifications
- Share Calendars and customize levels of accessibility by others

Make the calendar public to allow it to be searchable in search engines. Your other calendars will remain private.
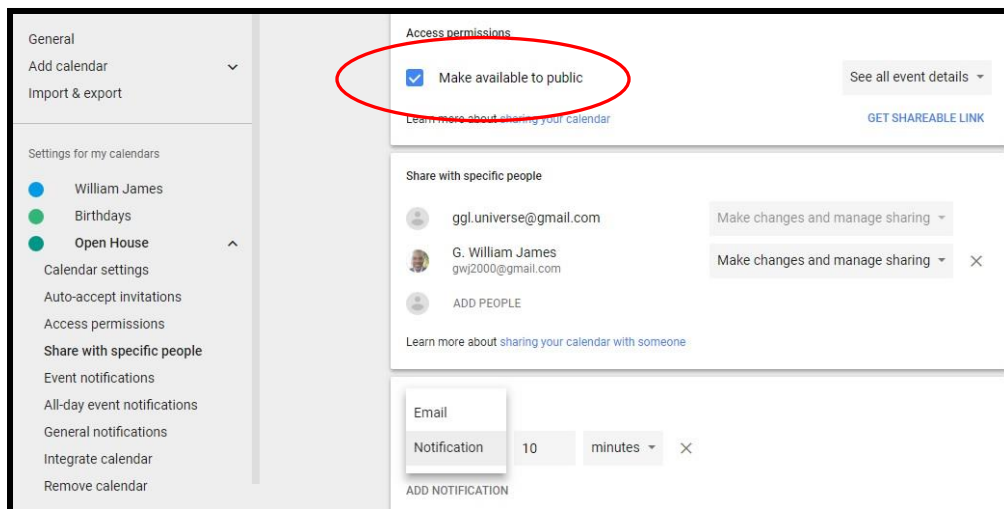

How to make a public Calendar discoverable in a Google Search

When you schedule an event you want the public to know about, the right keywords in the event's description will increase the chance that it will be discovered in a Google search. Two or three sentences will be sufficient, but make sure to consider every angle a searcher may use.

Share a Calendar with your assistant or a colleague

Share any calendar with another user, and it will be one of their 25 calendars on their account. Whatever you add will immediately display on theirs too. Give the user permission to edit the calendar or make it read only.
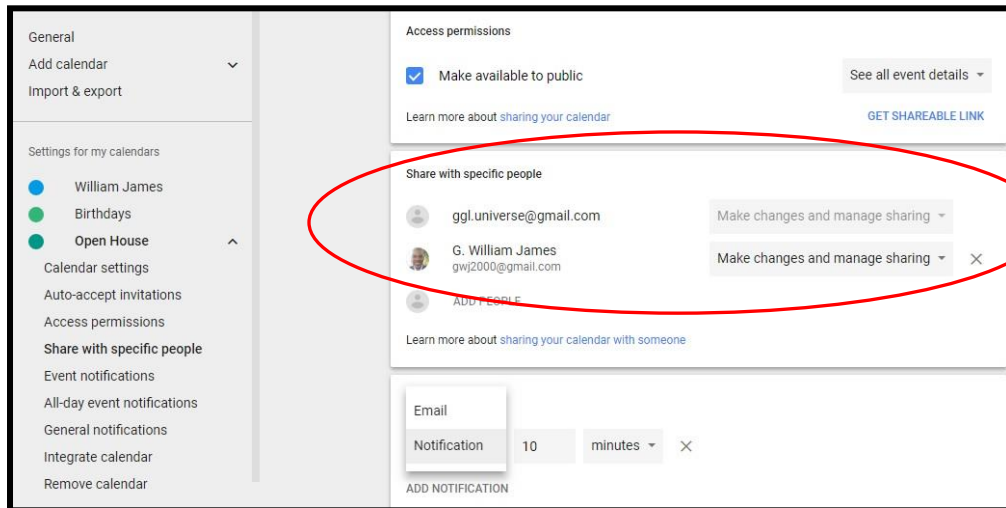
Add A Calendar to a Blog Page, Social Media or Your Website

Select Integrate calendar and copy the Public Link to paste onto a blog page or your social media feeds.

To add a calendar to your website, select the HTML Embed Code to add to a web page. Click **Customize** to set the look of the calendar or to include multiple calendars
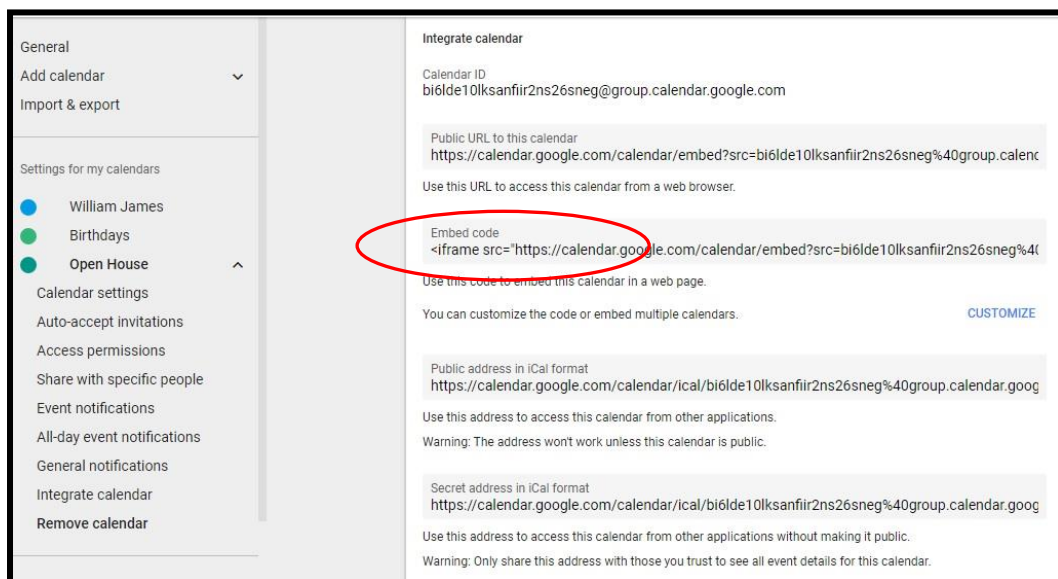
Create An Event

Add events to your calendar here, by clicking the ⊕ on the bottom right of the screen
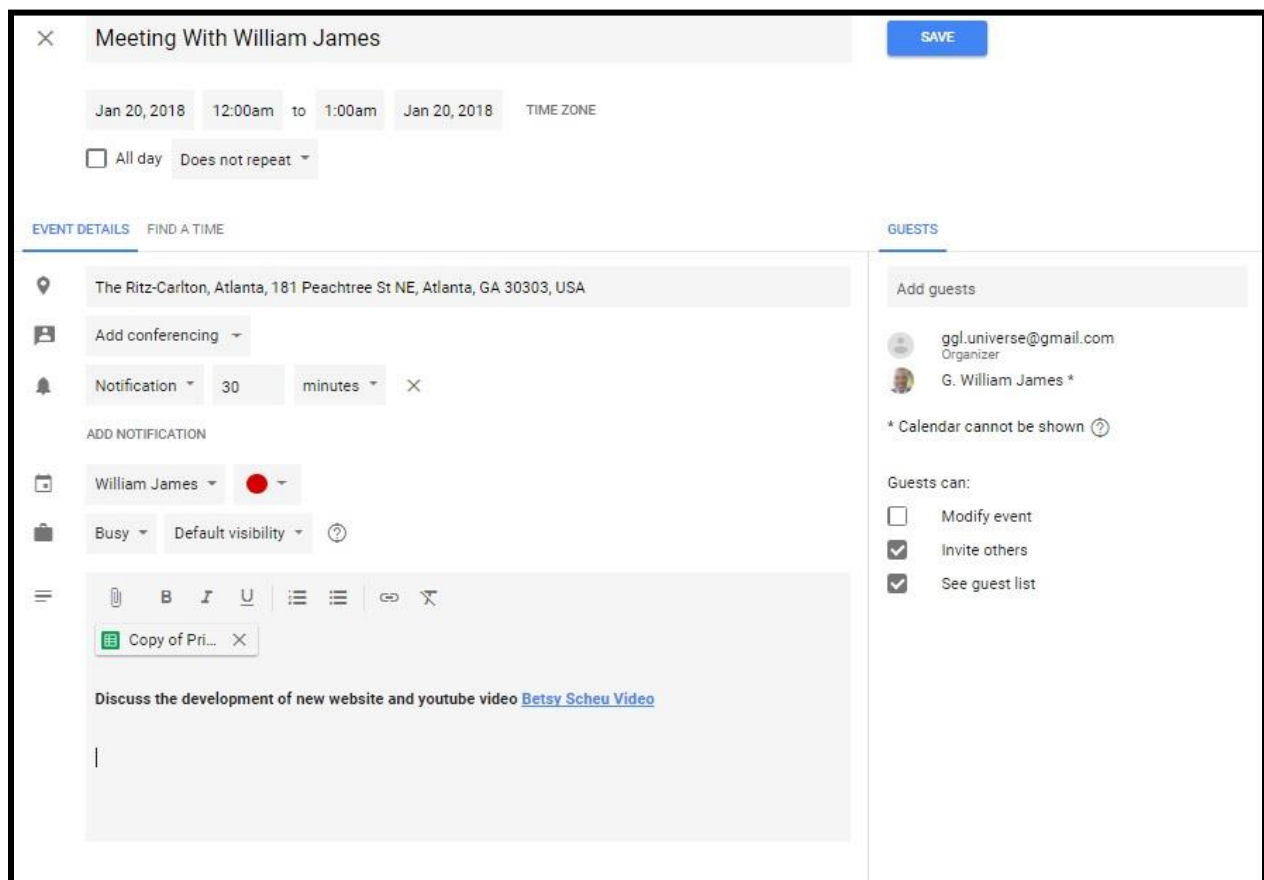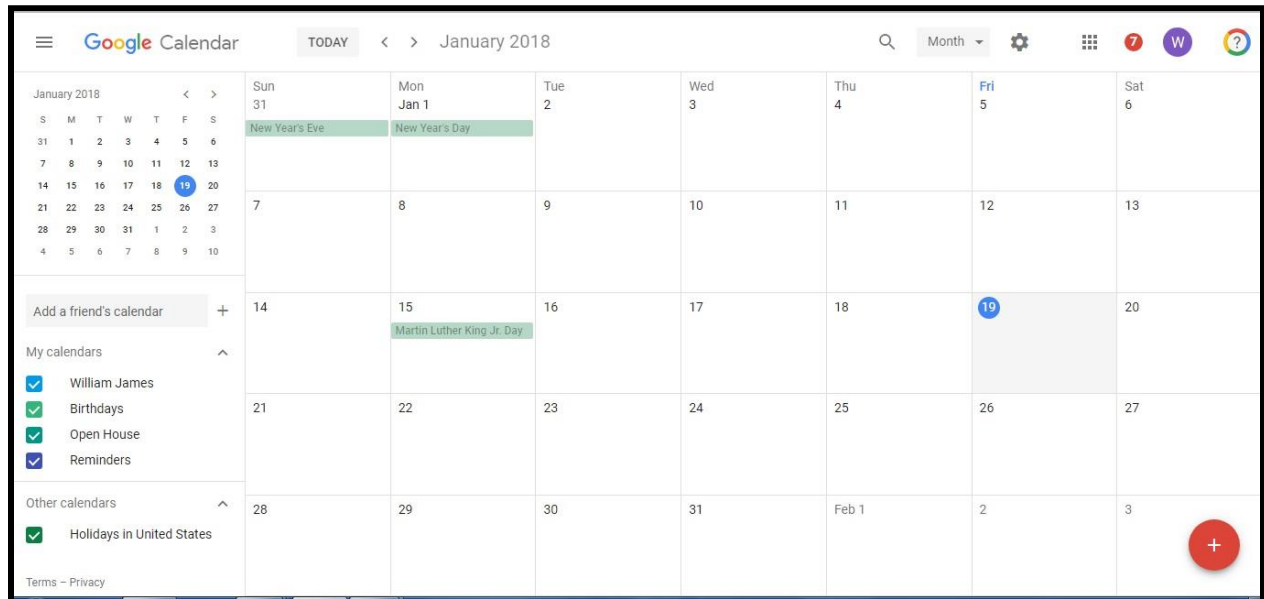
Make The Calendars On All Your Devices Share The Same (Synchronization)

The absolute worst thing a productivity system can have is different information on your calendars. No one should try to manage multiple devices with different calendar information. Here's how we will make the Google Calendar become the synchronized calendar on your smartphone, tablet, netbook, laptop and desktop computer. Updating the calendar on one will update the calendar on them all, as long as they are connected to the Internet.

Android Devices

Android smartphones and tablets are setup automatically to the exchange server when you establish your account to sync on the device in the Settings menu. By default the email and contacts from your Gmail account will sync, send and deliver, but you must set up your Google calendar on the PC before you will see any calendar information. **Make certain you make your calendars visible in the Android calendar's settings or you will not see them on the screen even when they update!**

Apple iPhone and iPad Email Setup

Now it's time to synchronize your contacts.

1. Open the Settings App on both your iPad and iPhone.
2. Select Accounts & Passwords or Mail, Contacts and Calendars on the menu.
3. Select your Gmail account. If you have not created one yet, you can do so by choosing "Add Account" and select Google. Complete the steps to get your Google account activated on your Apple devices.
4. If you forwarded any of your email accounts listed here to your Gmail account, once you begin seeing your email messages coming in twice (one from each account) delete the old email account here and let Gmail deliver the mail.

   Your Gmail settings now look like this:
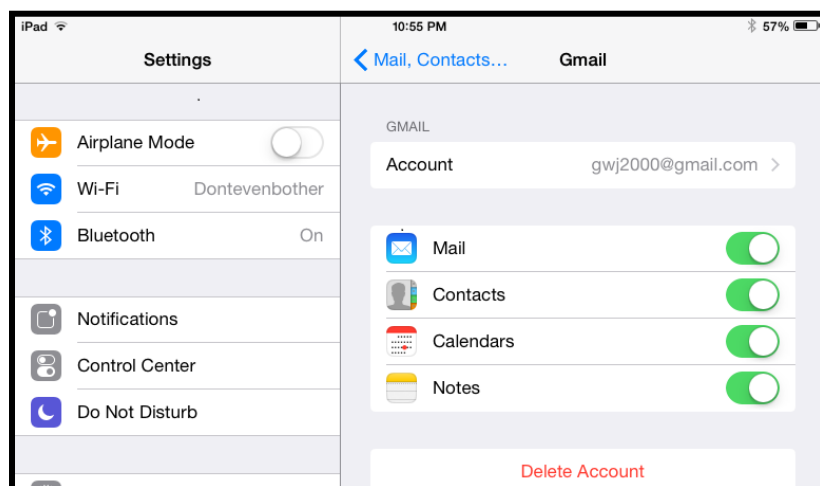
If all of these are green as above, you should expect your Gmail to deliver as well as your contacts from your Gmail account as well as your Google Calendar.

Seeing Duplicate Contacts and Calendar events?

If you have activated your iCloud account, your calendar and contracts may be syncing from both the Google server and the iCloud server. Fix that here in three easy steps:

1. Start by selecting iCloud from the Settings menu

2. If the email account associated with iCloud on this screen is the same as one associated with your Gmail account, it will sync your mail, contacts and calendars the same as Google. This is how you experience duplicates. If you want Google to be the source of your contacts, mail and calendars, turn them off here. When prompted to leave data on the iPhone or iPad, select yes.
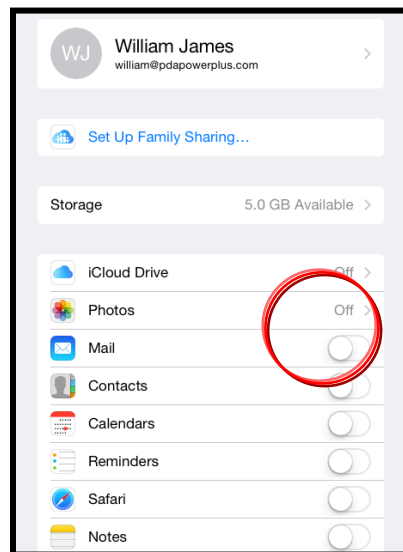
Next, go to the Contacts app, and press the + to create a new contact.

Type in a ridiculous contact like Yogi Bear, or the Michelin Man.

Later, check your contacts in Gmail to see if the same name appears. If it does, you'll soon see all your contacts synchronize and be the same on all connected devices**.**

Customizing the Calendar Sync

1. Go to Safari on the iPhone and iPad device and go to this URL:

https://www.google.com/calendar/syncselect

2. Log in with your Gmail address and password if needed

3. Select which calendars to display on your mobile calendar.

4. Save your changes

The Apple calendar on your iPhone or iPad now reflects the calendars and settings of your Google Calendar.
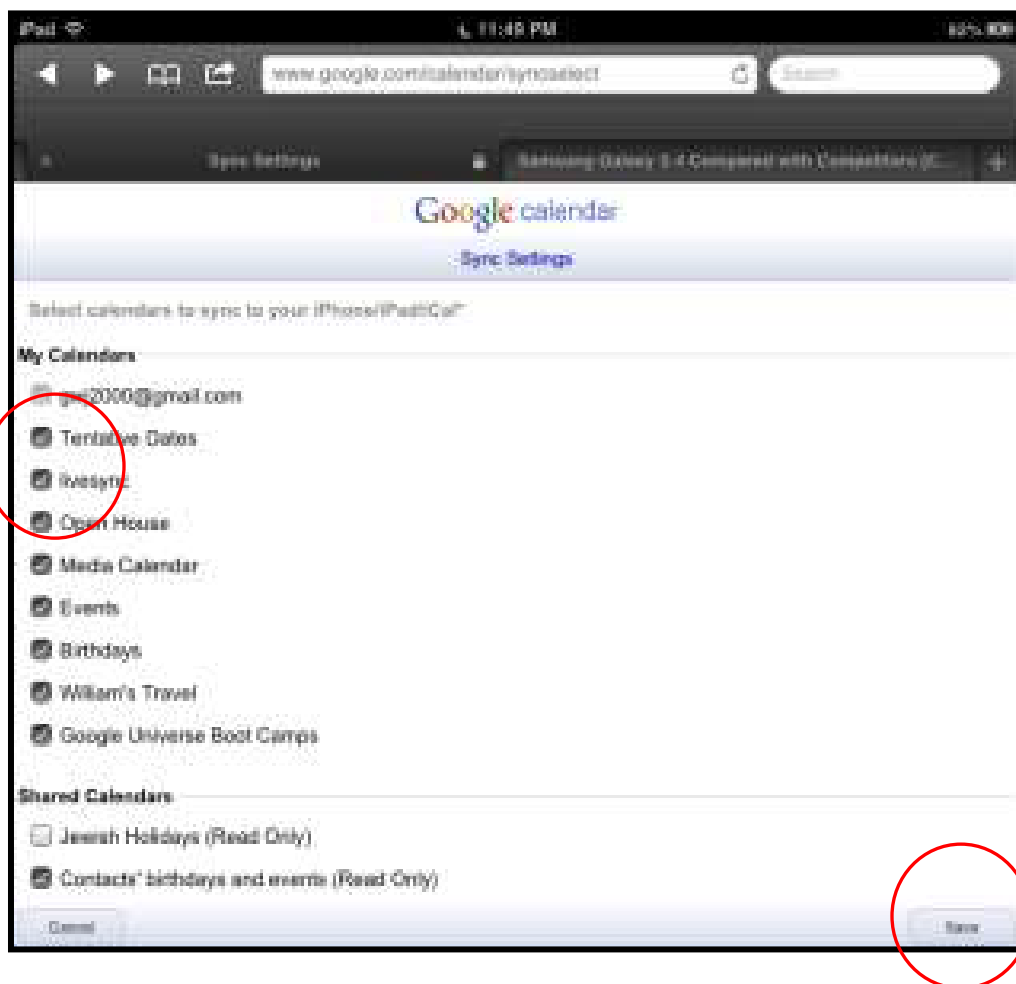
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