When you open Google Earth, this screen will be pop up.

To begin, open "Google Earth Pro" by clicking this icon.
One of the most basic features of Google Earth is the ability to find an address. To do this, click on the "Fly To" tab and enter an address under the address bar.

For this example I entered 28 N College St., PA. The address of Dickinson. Here is the location of Bosler and the Media Center you're in right now!
This feature allows you to move the position on Google Earth your camera is centered on. Either press the arrows to pan north south east or west or move the hand in the center in the direction you would like.

Click to move around

At the Top - Dubai - United Arab Emirates

This feature allows you to affect the angle of your view. Click the arrows to change your view much like turning your head to look up down left or right.

This bar allows you to zoom in and out. Either move the bar or click plus and minus to zoom in and out.
On the map are various photo and information icons. Clicking on these icons pulls up a Google page with pictures/information about the location.

Clicking will bring up information, a web address to a site/building, or a picture like this one of the Burj Khalifa in Dubai, the world's tallest building.
A placemark is a georeferenced point that's able to be clicked on for photos, text, links, videos, etc.
1.) Go to "Places" on the left side of your Google Earth screen

2.) Right click on "My Places"

3.) Click on "Add" and then "Folder"
Enter a name for your folder, then click "OK"
To add a placemark, click on the "Add Placemark" tack icon. Then enter a name for your placemark.
For a tutorial on formatting HTML code, you can visit websites such as http://www.w3schools.com/tags/default.asp

More information on HTML coding is covered on the next page.

Under description you can add links to pictures or websites to your placemark.
Typically, HTML tags come in either <img> for images and <a> for web links.

Examples:

A.) For images stored on the computer or network drive
   <img src=C:/DOCUMENTS AND SETTINGS/BURKER/Desktop/ADVANCED GOOGLE EARTH/VISTA.JPG>

B.) For images on the internet
   <img src="http://WWW.FLICKR.COM/MyPicture.JPG"

C.) For hypertext links to a website embedded in a text string:
   Learn more about the <a href="http://WWW.BURJKHALIFA.AE/">Burj Khalifa</a>

Other common HTML text include:
<i> renders as italic text
<b> renders as bold text
<strong> renders as strong emphasized text
<big> renders as bigger text
<small> renders as smaller text
<p> defines as paragraph
<br> inserts a single line break

Keep in mind that most HTML formatting tags must have a "closing argument", which is a repeat of the tag name preceded by a slash, such as: <a>......</a>
You can double check to make sure your HTML code works properly by going into the View tab.
You can add polygons and paths to the "My Places" in Google Earth Maps by clicking the icons above.

To create a polygon or path, click once to add individual points. The path function will connect them together in a path while the polygon feature will create a shape.
To begin, click the Ruler Tool icon.

You can choose between line, path, polygon, and circle. To measure a line simply click two points. To create a path, click as many points as you'd like and Google Earth will connect each successive point.
TO SAVE YOUR FILE, RIGHT CLICK ON "PERSONAL INTRODUCTION" FOLDER AND SCROLL DOWN AND CLICK ON THE "SAVE PLACE AS" ITEM. WHEN THE "SAVE FILE..." WINDOW OPENS, VERIFY THAT THE OPTION "SAVE AS TYPE:" IS SET TO KMZ

KML: SAVE AS A KML FILE WHEN THERE ARE NO EMBEDDED IMAGES IN YOUR PLACEMARKS OR WHEN YOUR IMAGES ARE STORED ON THE INTERNET (i.E. PICASAWEB, FLICKR, PHOTOBUCKET).
- A FLAT FILE

KMZ: SAVE AS A KMZ FILE WHEN YOU WANT TO INCLUDE EMBEDDED IMAGES
- A ZIPPED FILE