https://www.google.com/earth/

Google Earth and Google Maps are different products from Google

Google Maps is for routing and getting to places
Good for displaying routes - how to get there and points of interest, but satellite resolution is low. Google Maps offers a few advantages over Google Earth. It keeps your data synced across devices, has excellent turn-by-turn navigation features, and allows you to go into the past with historical Street View imagery.

Google Earth is for explorimg
While Google Maps is more convenient when you're on the go (largely due to the turn-by-turn navigation), Google Earth has a lot of features that make it more powerful for digging in. Earth offers additional 3D content, makes it easier to stack layers of information, allows you to use special controllers such as the SpaceNavigator and the LEAP Motion, has an excellent flight simulator feature, allows you to view historical aerial imagery, and gives you additional tools such as the ruler and elevation profiles.

- Explore rich geographical content
- Zoom from outer space to street level
- Search for business locations
- Visualize your GPS tracks and share with others
- Fly around cities (or the entire world) in 3D
- Go back in time with historical imagery
- Dive beneath the surface of the ocean

Google Earth Pro is now free
http://www.google.com/earth/download/gep/agree.html

Get advanced business tools in addition to all the easy-to-use features and imagery of Google Earth.
- Compute distances and areas using measurement tools
- Use Movie Maker to produce a stand alone movie of tours etc.
- Print high-resolution images for presentations and reports
- Import large vector image files to quickly map GIS data
- Map addresses with the Spreadsheet Importer

*GIS data
A **geographic information system** or geographical information system (**GIS**) is a system designed to capture, store, manipulate, analyze, manage, and present all types of spatial or geographical **data**.

NOTE: you Need a valid e-mail address and License key is **GEPFREE**
It installs as a separate program to Google Earth

USING GOOGLE EARTH
Search Box: Enter Place name or address

Navigation
- Use Look (top of the controls) to look around from one vantage point.
- Click and drag the ring around Look joystick to rotate the view.
- Use Move (center of the controls) to move down, up, right or left.
- Use the zoom slider to zoom in or out (+ to zoom in, - to zoom out).

- Mouse wheel to zoom in and out (tilts view)
- Shift Key plus mouse wheel - Tilts
- Control Key plus Mouse wheel - Rotates
- Click and hold left mouse button to grab and drag
- Right-click, hold down and double left click to zoom in on a particular spot.

There are lots of tips on the Google Earth on-line

https://www.google.com/earth/outreach/tutorials/

Annotate Google Earth: **Placemarks**, **paths** Polygons **and photographs**
https://www.youtube.com/watch?v=feVa7DRgimk
Note: The video fails to tell you that you can choose what **view** you have of the placemark, by moving around it in Google Earth, and viewing in 3D, then clicking on "Snapshot View". This view will be the one you go to when you click on the placemark in "My Places"

Creating Image and Photo Overlays in Google Earth

Video and illustrated instructions on how to do this:
https://www.google.com/earth/outreach/tutorials/earthoverlays.html#imageoverlay

Save the overlay to My Places,

You can also also save the overlay as a KMZ file. This saves the image within the file. KML does not embed images. A KMZ file saves the image in the file if it is on your PC, calls the file from the Internet if it is on-line.

Example Image Overlay : Draft General Plan of Jávea

PGOU Draft image overlay.kmz
61.5 KB

This is best viewed with 3D Terrain layer OFF

Example Photo Overlay: - The aftermath of the flood on the Arenal Beach

Flood 2007.kmz
847.6 KB

This is best viewed with 3d Terrain layer ON

Guided tours:
Make your own Tours:

Can use placemarks, follow a path, and narration.
Note: SET the VIEW for each placemark, and snapshot the current view
Here's how to make a Tour

http://www.assortedstuff.com/stuff/building-tours-in-google-earth/
https://youtu.be/iuz6P2ftWB0