Because the number googol gave Google its name.

1 googol =
$$1.0 \times 10^{100}$$

Mathematician Edward Kasner used the number to show students a number so large, it could baffle their minds.

The term was universally accepted after Kasner's book was published dating its creation to 1920 when he asked his 9-year-old nephew, Milton Sirotta, what he should call the number.

Milton appropriately responded that such a silly sum required an equally silly name, from which the term "googol" was coined.