GOOGLE
I
O

Advanced Gadget and UI Development Using Google’s AJAX APIs

Derek Collison
5/29/2008

Agenda

- The Application Concept
- Basic Building Blocks
- The Google AJAX APIs
  - Background
  - Google AJAX Search API
  - Google AJAX Feed API
  - Google AJAX Language API
- Goals
  - Utilize the Raw AJAX APIs and advanced features
  - Show how Reader and Google CSE are utilized
  - How to wrap the application as a gadget

The Application Concept

- Showcase the content on all of Google's Blogs
- Provide a tag cloud view for categories
- Also a hierarchical view of all blogs grouped by tag
- Allow search over all blogs
- Provide language translation where applicable
- Deploy as an iGoogle gadget

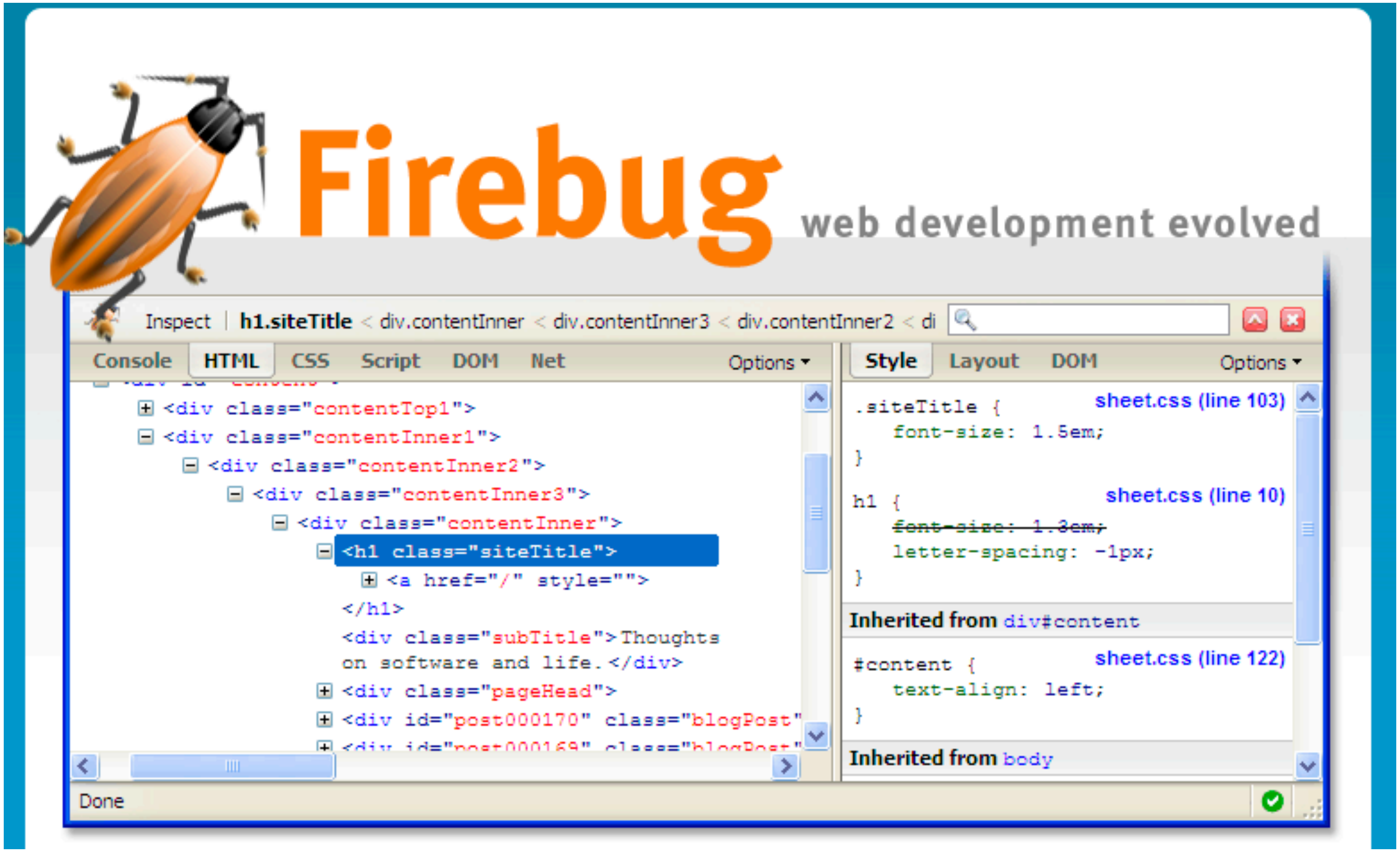
The Basic Building Blocks

- HTML/DOM
- CSS
- Javascript
- Tools
  - Editor
  - Debugger - Firebug
  - Performance - YSlow
- The Google AJAX Apis
  - Search
  - Feed
  - Language
- Google Reader (www.google.com/reader)
- Google Custom Search Engines (www.google.com/cse)
- iGoogle

Tools

Firefox and Firebug (http://www.getfirebug.com/)

Don’t develop without them!



```
        <div class="contentTop1">
        <div class="contentInner1">
            <div class="contentInner2">
                <div class="contentInner3">
                    <div class="contentInner">
                        <h1 class="siteTitle">
                            <a href="/" style="">
                        </h1>
                        <div class="subTitle">Thoughts
                        on software and life.</div>
                        <div class="pageHead">
                        <div id="post000170" class="blogPost"
```

```
.siteTitle {                    sheet.css (line 103)
    font-size: 1.5em;
}

h1 {                            sheet.css (line 10)
    ~~font-size: 1.3em;~~
    letter-spacing: -1px;
}
```

Inherited from div#content

```
#content {                      sheet.css (line 122)
    text-align: left;
}
```

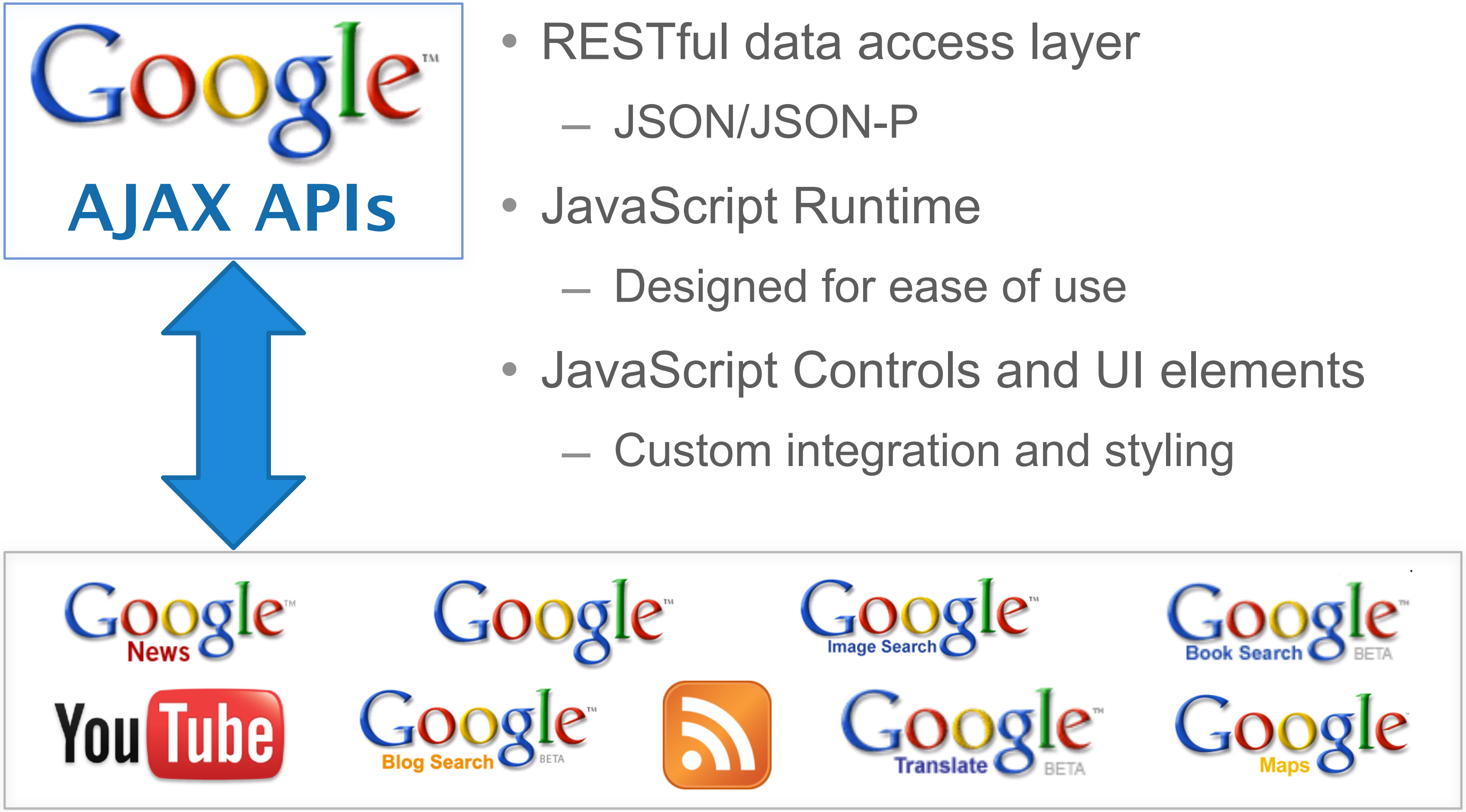
Inherited from body

Done

Google AJAX APIs

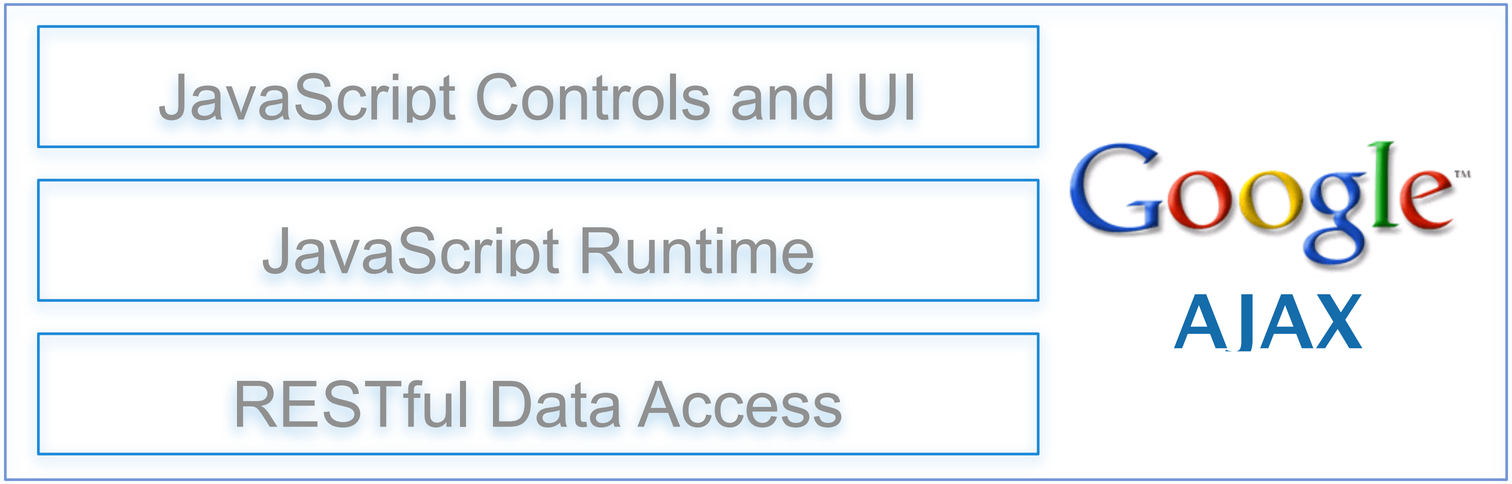
Delivering the Web to Your Applications (Search, Feeds, Language)

- RESTful data access layer
  - JSON/JSON-P
- JavaScript Runtime
  - Designed for ease of use
- JavaScript Controls and UI elements
  - Custom integration and styling



Google AJAX APIs Background

- Comprehensive access to Google Systems (Search, Feeds, Language)
- End to end API stack:
  - Data Access via JavaScript Methods and REST
  - Built in Native UI and Large Suite of Advanced Controls
- Large, diverse customer base
  - Sites: Long Tail and Short Tail Sites (100 pv/d – 10m+ pv/d)
  - Developers: Pro Web Developers – Scripters – Bloggers
- High Speed, Low Latency, Globally Available



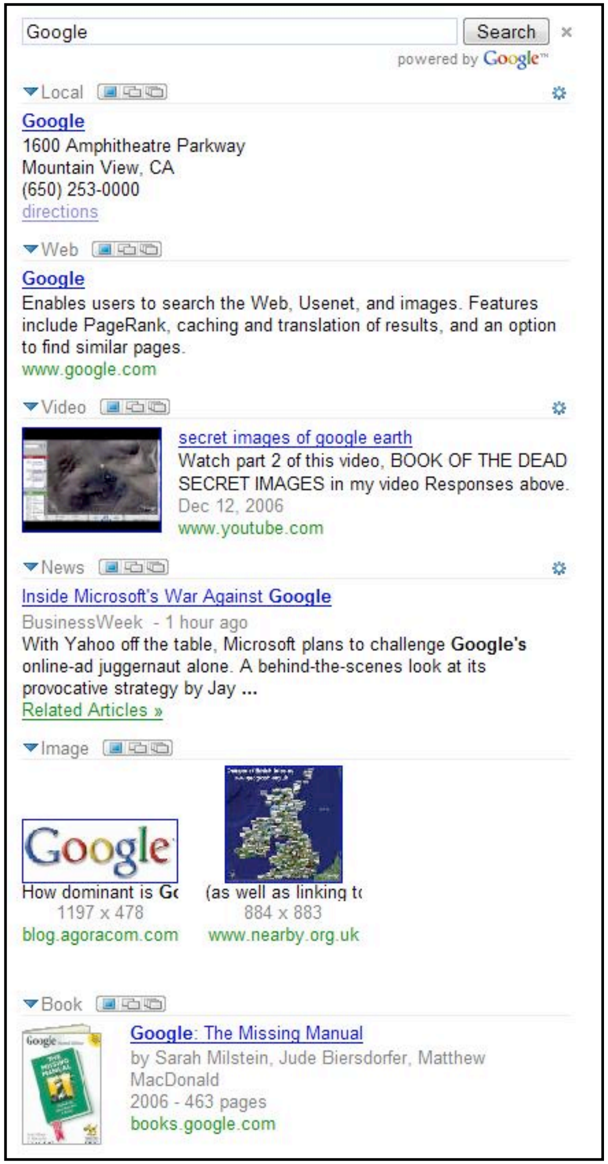
JavaScript Controls and UI

JavaScript Runtime

RESTful Data Access

Google AJAX Search API

- Web
- Video
- News
- Image
- Local
- Book
- Blog



Local

Google
1600 Amphitheatre Parkway
Mountain View, CA
(650) 253-0000
directions

Web

Google
Enables users to search the Web, Usenet, and images. Features include PageRank, caching and translation of results, and an option to find similar pages.
www.google.com

Video

secret images of google earth
Watch part 2 of this video, BOOK OF THE DEAD SECRET IMAGES in my video Responses above.
Dec 12, 2006
www.youtube.com

News

Inside Microsoft's War Against **Google**
BusinessWeek - 1 hour ago
With Yahoo off the table, Microsoft plans to challenge **Google's** online-ad juggernaut alone. A behind-the-scenes look at its provocative strategy by Jay **...**
Related Articles »

Image

How dominant is **G**
1197 x 478
blog.agoracom.com

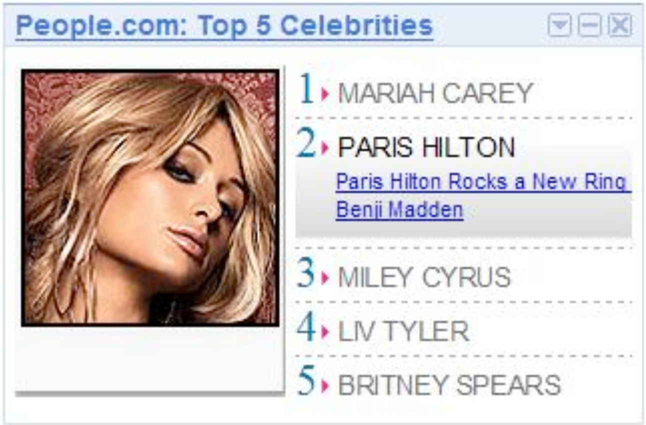
(as well as linking t
884 x 883
www.nearby.org.uk

Book

Google: The Missing Manual
by Sarah Milstein, Jude Biersdorfer, Matthew MacDonald
2006 - 463 pages
books.google.com

Google AJAX Feed API

- Load
- Find
- Lookup



People.com: Top 5 Celebrities

1 MARIAH CAREY

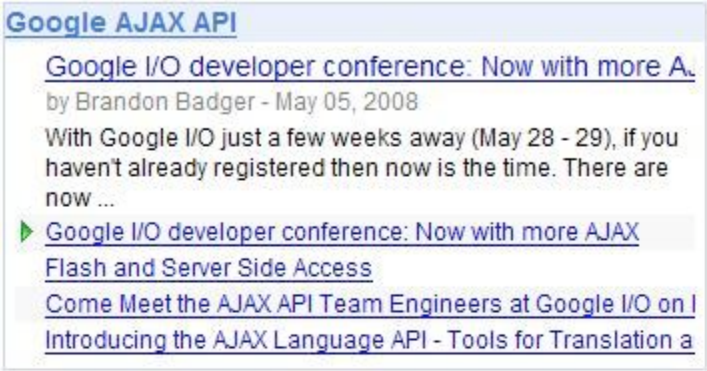
2 PARIS HILTON

Paris Hilton Rocks a New Ring Benji Madden

3 MILEY CYRUS

4 LIV TYLER

5 BRITNEY SPEARS



Google AJAX API

Google I/O developer conference: Now with more A

by Brandon Badger - May 05, 2008

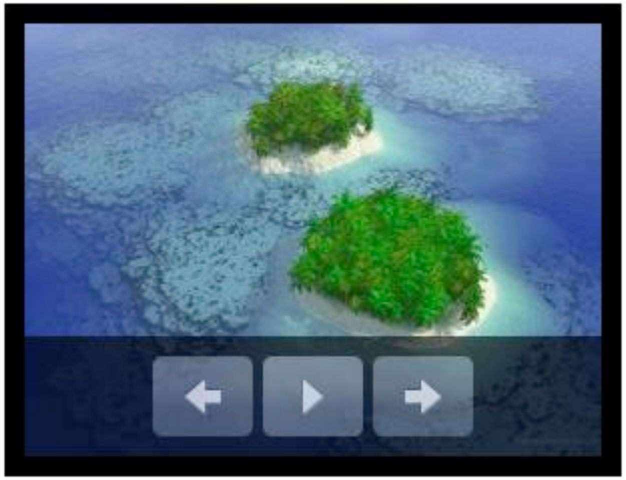
With Google I/O just a few weeks away (May 28 - 29), if you haven't already registered then now is the time. There are now ...

Google I/O developer conference: Now with more AJAX

Flash and Server Side Access

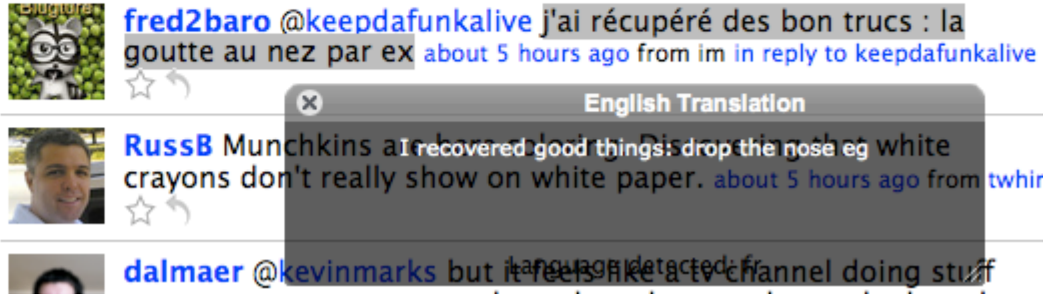
Come Meet the AJAX API Team Engineers at Google I/O on I

Introducing the AJAX Language API - Tools for Translation a



Google AJAX Language API

- Translation
- Language Detection



fred2baro @keepdafunkalive j'ai récupéré des bon trucs : la goutte au nez par ex about 5 hours ago from im in reply to keepdafunkalive

English Translation

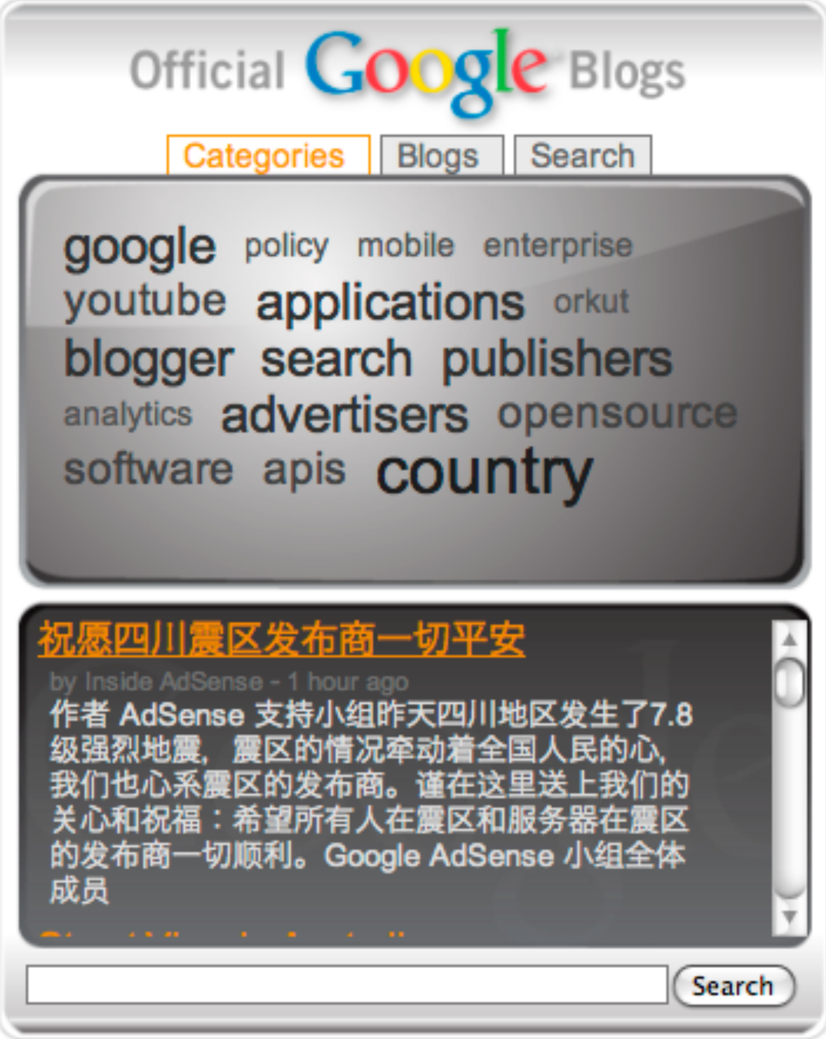
I recovered good things: drop the nose eg

Language detected: fr

RussB Munchkins a white crayons don't really show on white paper. about 5 hours ago from twhir

dalmaer @kevinmarks but it feels like a tv channel doing stuff

The Application Prototype



祝愿四川震区发布商一切平安

by Inside AdSense - 1 hour ago

作者 AdSense 支持小组昨天四川地区发生了7.8级强烈地震，震区的情况牵动着全国人民的心，我们也心系震区的发布商。谨在这里送上我们的关心和祝福：希望所有人在震区和服务器在震区的发布商一切顺利。Google AdSense 小组全体成员

Prototype Demo

What we saw

- The tag cloud view
- A detail entry/snippet view
- The hierarchical blog view
- Search control and results
- Translation capabilities

How do we build it?

- Building Blocks
  - Google Reader (content feeds)
  - Custom Search Engine
  - AJAX APIs (Feed, Search, Language)
- Getting Started
  - Build standalone HTML/CSS/JS
  - google.load()
  - google.setOnLoadCallback()
- Putting it all together
  - Application details
- Making an iGoogle Gadget
  - Wrapping things into iGoogle

Building The Application

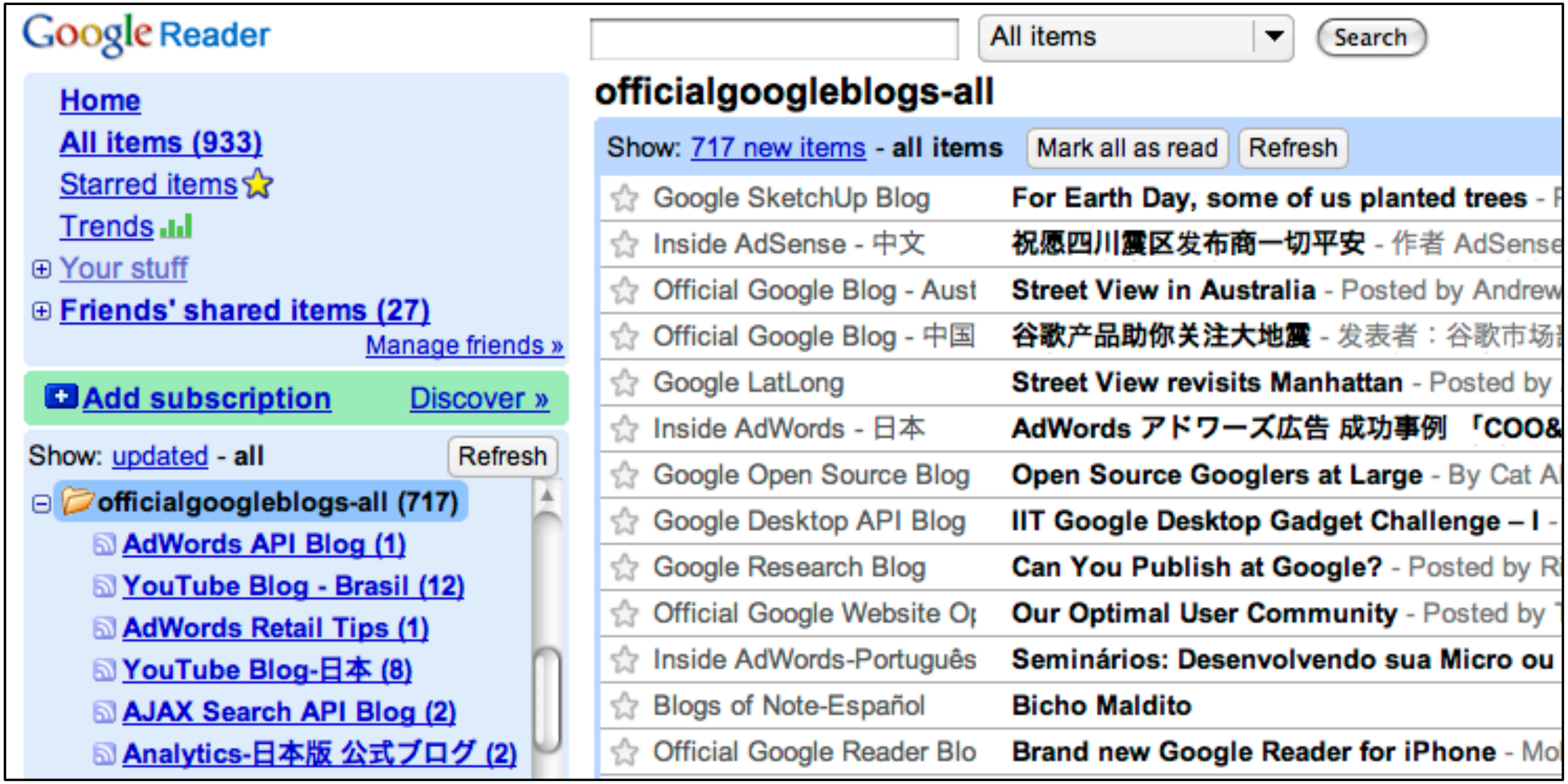
Building Blocks - Google Reader - www.google.com/reader

- Subscriptions
  - Blog management
- Tags
  - Grouping Subscriptions/Blogs
  - Tag based pages
  - Tag based feeds
- Tag Cloud
  - All blogs top 20
- Hierarchical View
  - All categorized blogs

Building The Application

Building Blocks - Google Reader - www.google.com/reader

Tags and Categorization



Google Reader

All items ▼ Search

Home
All items (933)
Starred items ☆
Trends
⊞ Your stuff
⊞ Friends' shared items (27)
Manage friends »

Add subscription Discover »

Show: updated - all Refresh

⊟ officialgoogleblogs-all (717)
- AdWords API Blog (1)
- YouTube Blog - Brasil (12)
- AdWords Retail Tips (1)
- YouTube Blog-日本 (8)
- AJAX Search API Blog (2)
- Analytics-日本版 公式ブログ (2)

officialgoogleblogs-all

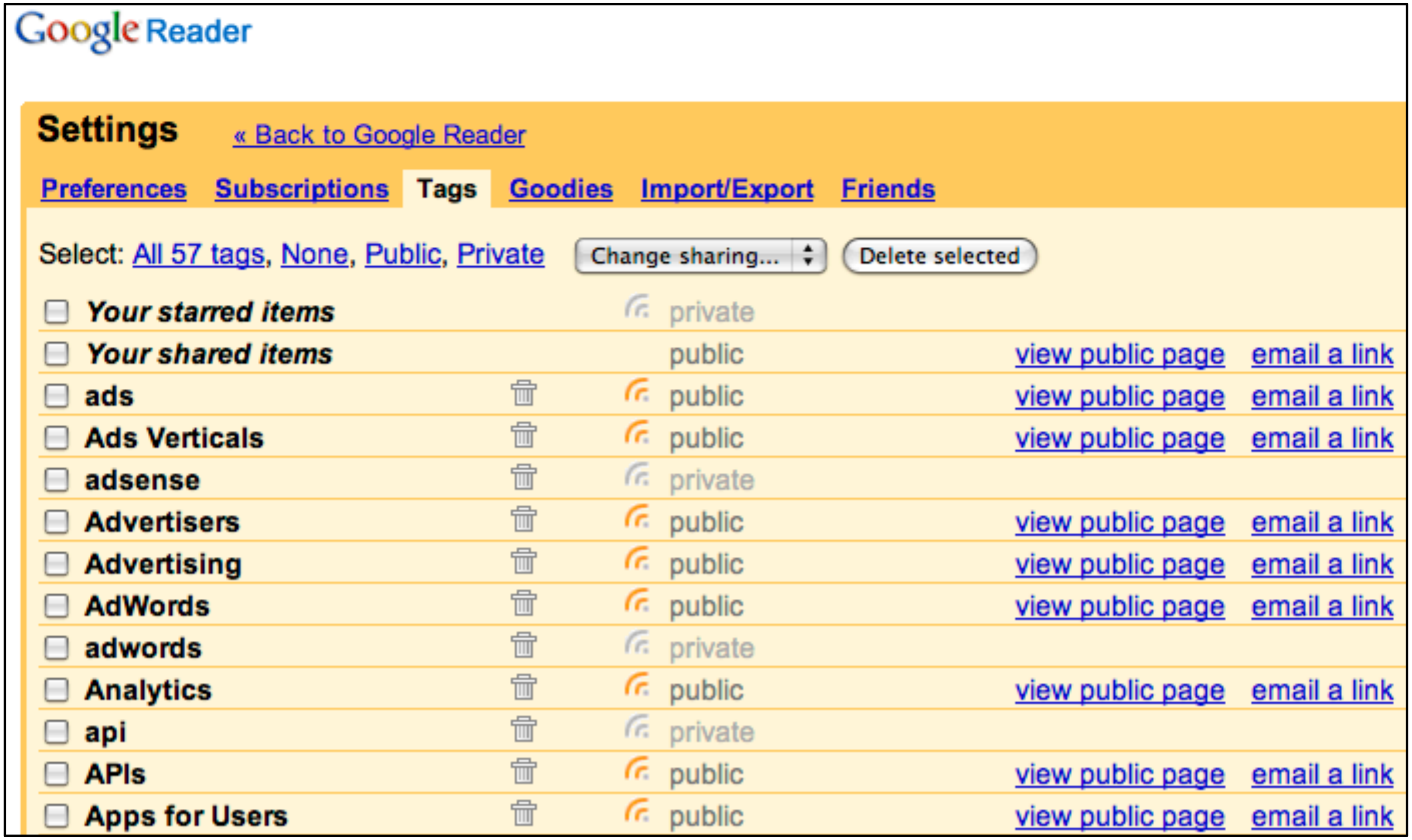
Show: 717 new items - **all items** Mark all as read Refresh

☆ Google SketchUp Blog	**For Earth Day, some of us planted trees** - F
☆ Inside AdSense - 中文	**祝愿四川震区发布商一切平安** - 作者 AdSense
☆ Official Google Blog - Aust	**Street View in Australia** - Posted by Andrew
☆ Official Google Blog - 中国	**谷歌产品助你关注大地震** - 发表者：谷歌市场
☆ Google LatLong	**Street View revisits Manhattan** - Posted by
☆ Inside AdWords - 日本	**AdWords アドワーズ広告 成功事例 「COO&**
☆ Google Open Source Blog	**Open Source Googlers at Large** - By Cat A
☆ Google Desktop API Blog	**IIT Google Desktop Gadget Challenge – I** -
☆ Google Research Blog	**Can You Publish at Google?** - Posted by R
☆ Official Google Website O	**Our Optimal User Community** - Posted by
☆ Inside AdWords-Português	**Seminários: Desenvolvendo sua Micro ou**
☆ Blogs of Note-Español	**Bicho Maldito**
☆ Official Google Reader Blo	**Brand new Google Reader for iPhone** - Mo

Building The Application

Building Blocks - Google Reader - www.google.com/reader

Tags and Sharing Feeds



Settings « Back to Google Reader

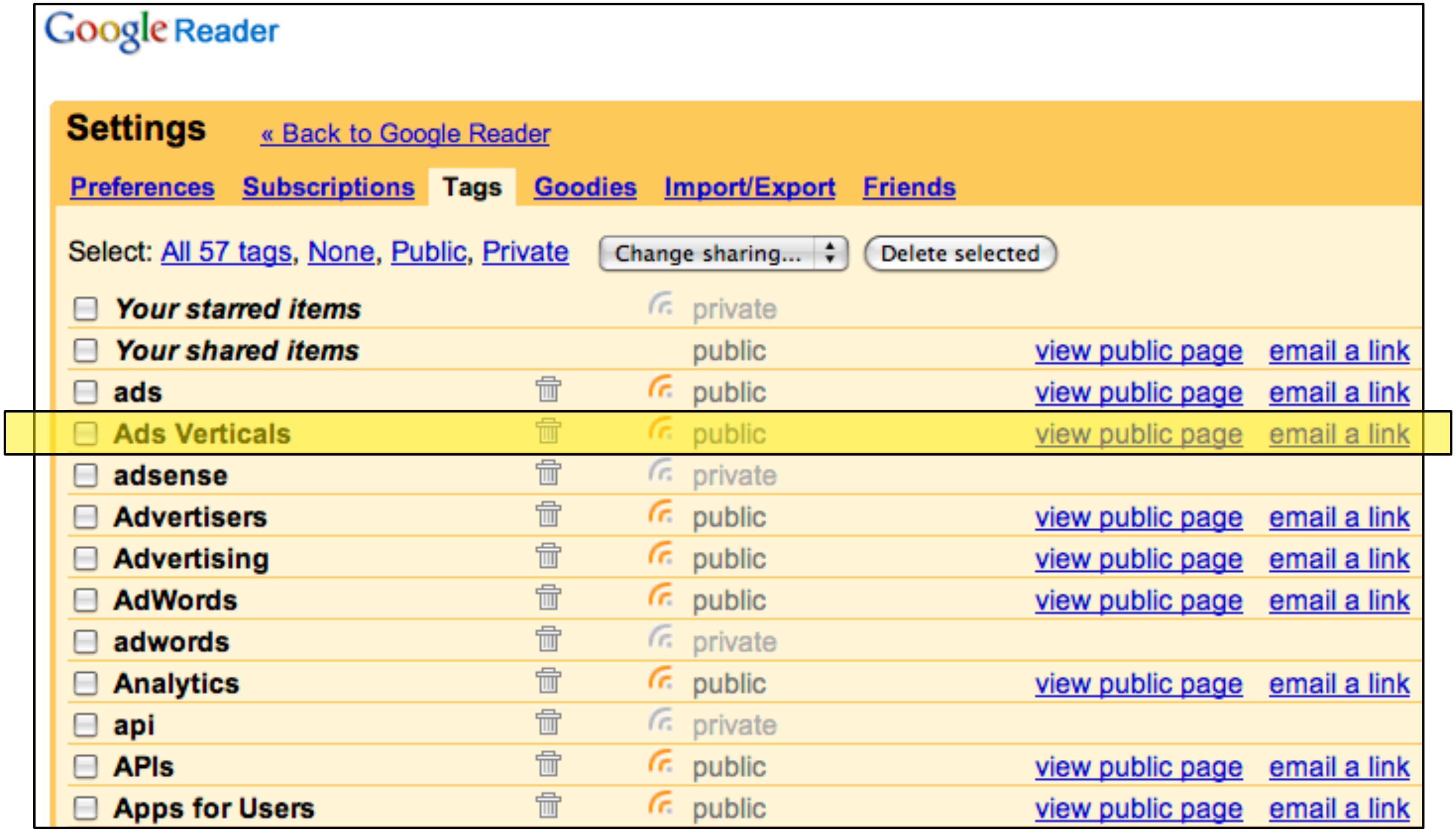
Select: All 57 tags, None, Public, Private

☐	***Your starred items***		private		
☐	***Your shared items***		public	view public page	email a link
☐	**ads**	🗑	public	view public page	email a link
☐	**Ads Verticals**	🗑	public	view public page	email a link
☐	**adsense**	🗑	private		
☐	**Advertisers**	🗑	public	view public page	email a link
☐	**Advertising**	🗑	public	view public page	email a link
☐	**AdWords**	🗑	public	view public page	email a link
☐	**adwords**	🗑	private		
☐	**Analytics**	🗑	public	view public page	email a link
☐	**api**	🗑	private		
☐	**APIs**	🗑	public	view public page	email a link
☐	**Apps for Users**	🗑	public	view public page	email a link

Building The Application

Building Blocks - Google Reader - www.google.com/reader

Tags and Sharing Feeds



Google Reader

Settings « Back to Google Reader

Preferences | Subscriptions | **Tags** | Goodies | Import/Export | Friends

Select: All 57 tags, None, Public, Private [Change sharing...] [Delete selected]

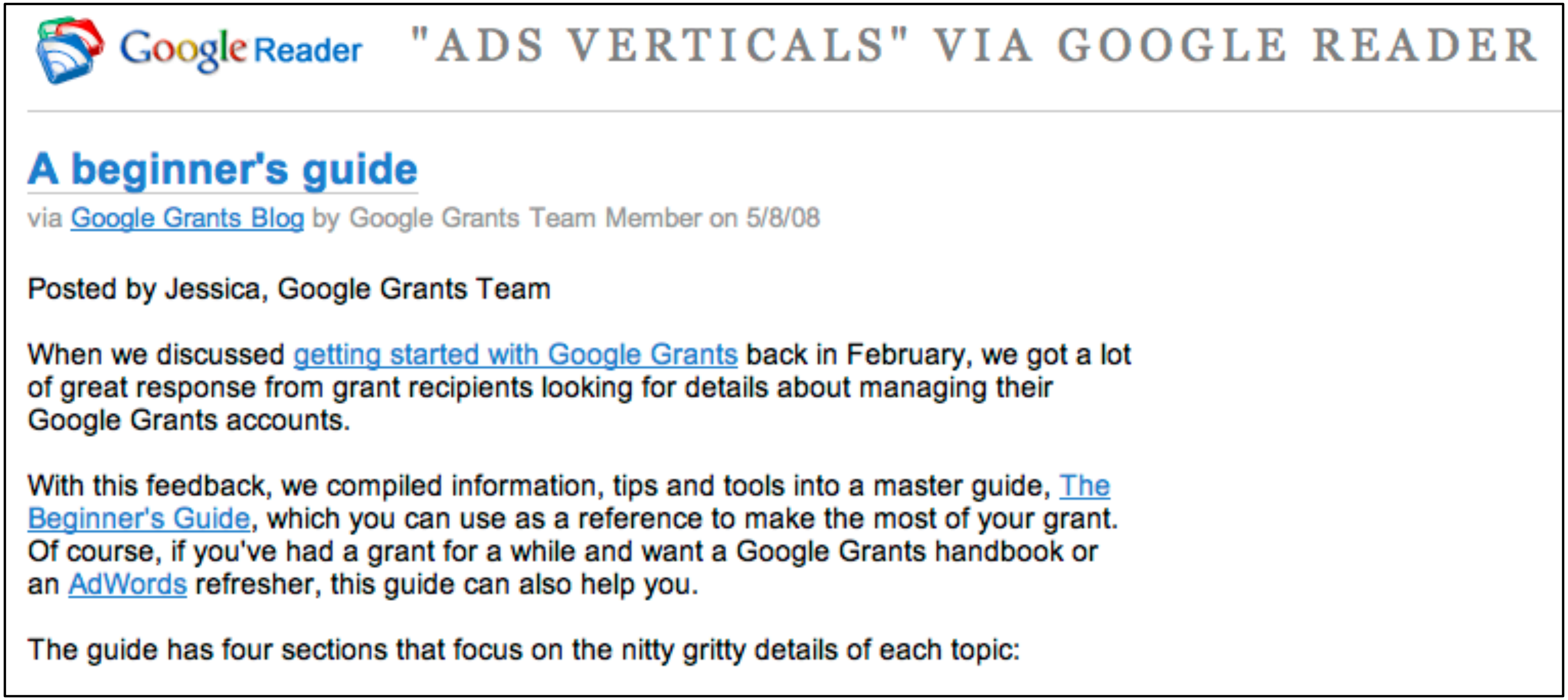
□	***Your starred items***	private		
□	***Your shared items***	public	view public page	email a link
□	**ads**	public	view public page	email a link
□	**Ads Verticals**	public	view public page	email a link
□	**adsense**	private		
□	**Advertisers**	public	view public page	email a link
□	**Advertising**	public	view public page	email a link
□	**AdWords**	public	view public page	email a link
□	**adwords**	private		
□	**Analytics**	public	view public page	email a link
□	**api**	private		
□	**APIs**	public	view public page	email a link
□	**Apps for Users**	public	view public page	email a link

Building The Application

Building Blocks - Google Reader - www.google.com/reader

Tags and Sharing Feeds - Ads Verticals Example

http://www.google.com/reader/shared/user/X/label/Ads%20Verticals



"ADS VERTICALS" VIA GOOGLE READER

A beginner's guide

via Google Grants Blog by Google Grants Team Member on 5/8/08

Posted by Jessica, Google Grants Team

When we discussed getting started with Google Grants back in February, we got a lot of great response from grant recipients looking for details about managing their Google Grants accounts.

With this feedback, we compiled information, tips and tools into a master guide, The Beginner's Guide, which you can use as a reference to make the most of your grant. Of course, if you've had a grant for a while and want a Google Grants handbook or an AdWords refresher, this guide can also help you.

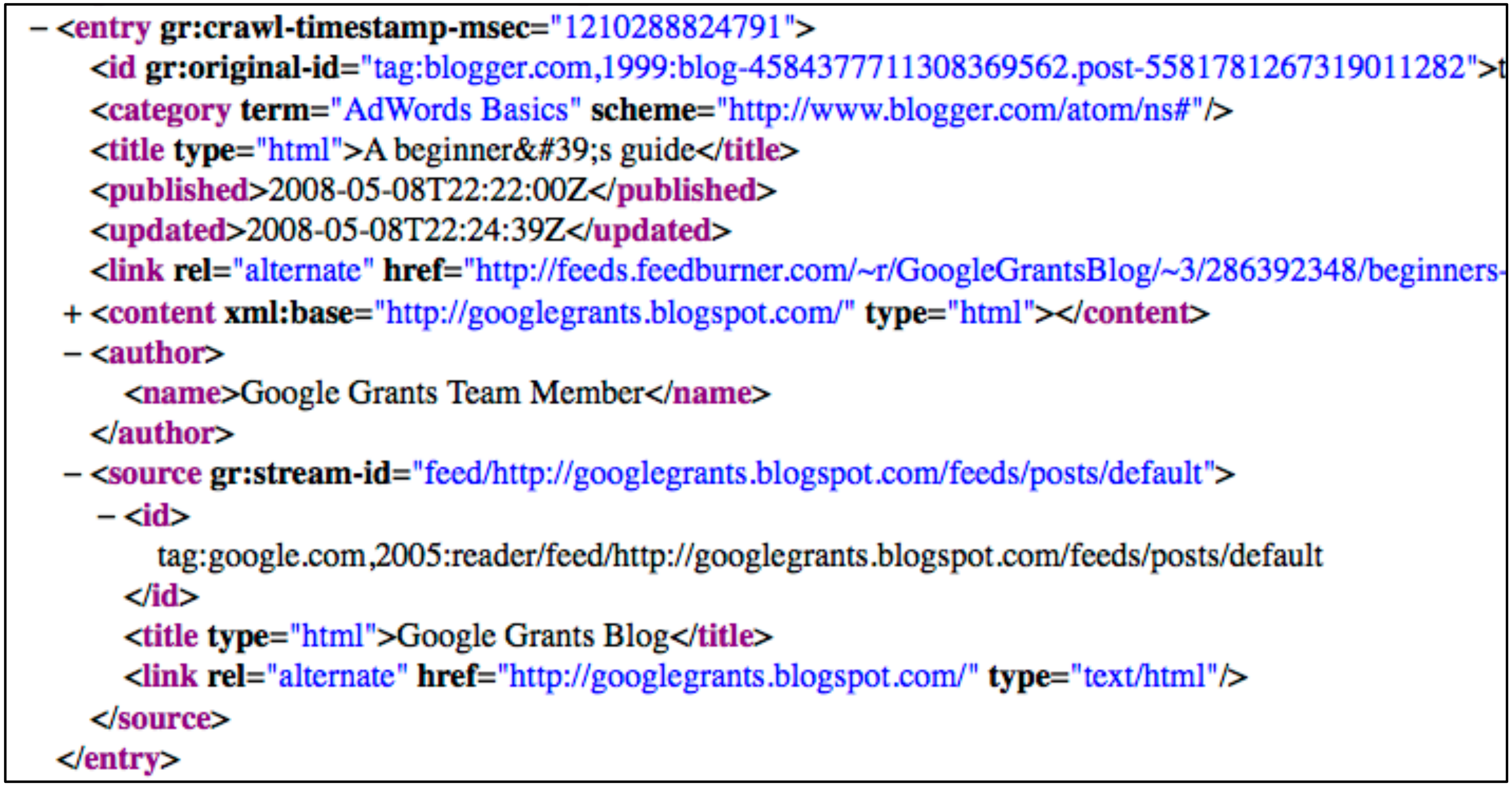
The guide has four sections that focus on the nitty gritty details of each topic:

Building The Application

Building Blocks - Google Reader - www.google.com/reader

Tags and Sharing Feeds - Ads Verticals Feed

http://www.google.com/reader/public/atom/user/X/label/Ads%20Verticals



```
– <entry gr:crawl-timestamp-msec="1210288824791">
    <id gr:original-id="tag:blogger.com,1999:blog-4584377711308369562.post-5581781267319011282">t
    <category term="AdWords Basics" scheme="http://www.blogger.com/atom/ns#"/>
    <title type="html">A beginner&#39;s guide</title>
    <published>2008-05-08T22:22:00Z</published>
    <updated>2008-05-08T22:24:39Z</updated>
    <link rel="alternate" href="http://feeds.feedburner.com/~r/GoogleGrantsBlog/~3/286392348/beginners-
  + <content xml:base="http://googlegrants.blogspot.com/" type="html"></content>
  – <author>
      <name>Google Grants Team Member</name>
    </author>
  – <source gr:stream-id="feed/http://googlegrants.blogspot.com/feeds/posts/default">
    – <id>
        tag:google.com,2005:reader/feed/http://googlegrants.blogspot.com/feeds/posts/default
      </id>
      <title type="html">Google Grants Blog</title>
      <link rel="alternate" href="http://googlegrants.blogspot.com/" type="text/html"/>
    </source>
  </entry>
```

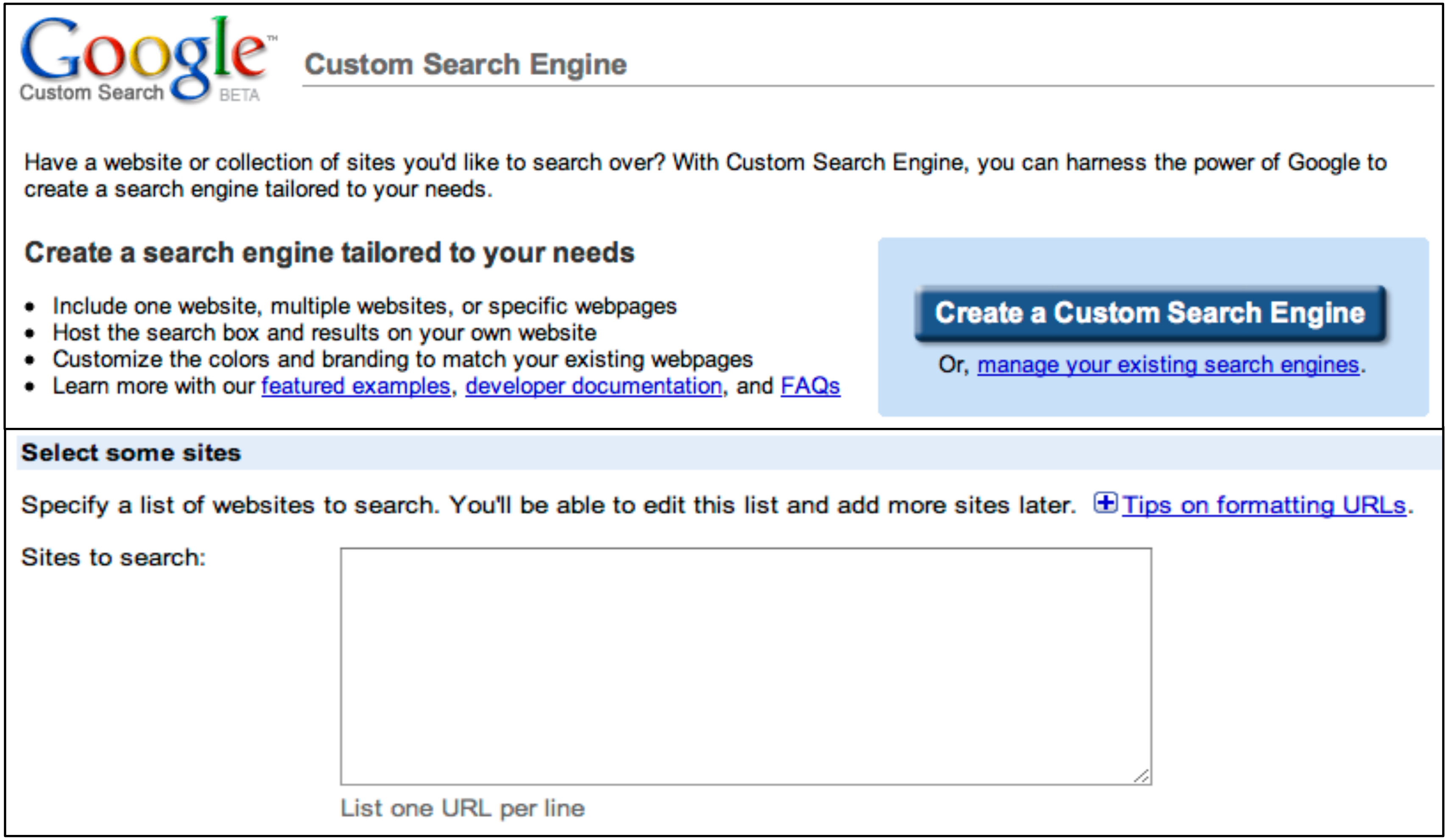
Building The Application

Building Blocks - Custom Search - www.google.com/cse

- CSE
  - Custom Search Engine
  - Better alternative than site restriction for large # of sites
  - Enables search of all blogs
  - All Google Blogs > 100 blogs
  - Integrates directly with AJAX WebSearch

Building The Application

Building Blocks - Custom Search - www.google.com/cse



Custom Search Engine

Have a website or collection of sites you'd like to search over? With Custom Search Engine, you can harness the power of Google to create a search engine tailored to your needs.

Create a search engine tailored to your needs

- Include one website, multiple websites, or specific webpages
- Host the search box and results on your own website
- Customize the colors and branding to match your existing webpages
- Learn more with our featured examples, developer documentation, and FAQs

Or, manage your existing search engines.

Select some sites

Specify a list of websites to search. You'll be able to edit this list and add more sites later. ⊞ Tips on formatting URLs.

Sites to search:

List one URL per line

Building The Application

Building Blocks - The Google AJAX APIs

- Feed API
  - Utilize Google Reader’s tag based feeds
  - Mixed Format (XML and JSON) for tag cloud
  - FeedControl for HTML generation
- Search API
  - Blog or Web Search
  - Customer Search Engine
  - Why not Blog Search?
- Language API
  - Detecting non-native languages
  - Allow translation

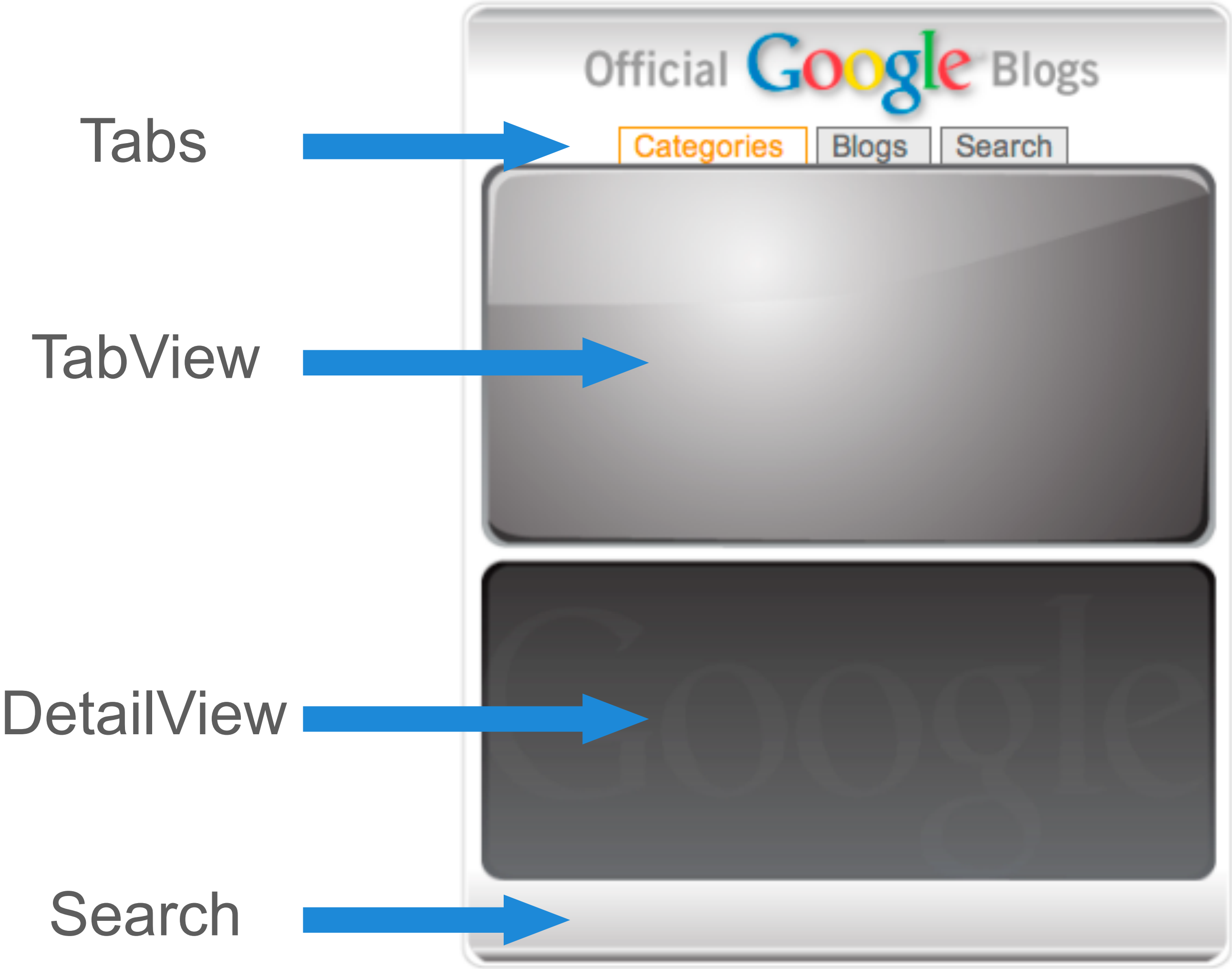
Building The Application

Getting Started - The HTML and CSS

```
<div id='container' class='container'>
  <div id='tabs' class='tabs'>
    <div id='categories' class='tabHeader tabActive'>
      Categories
    </div>
    <div id='blogs' class='tabHeader tabInactive'>
      Blogs
    </div>
    <div id='search' class='tabHeader tabInactive'>
      Search
    </div>
  </div>
  <div id='tabView' class='tabView'>
    <div id='tabContentFrame' class='tabContentFrame'></div>
  </div>
  <div id='feedView' class='feedView'>
    <div id='feedContentView' class='feedContentView'></div>
  </div>
  <div id='searchView' class='searchView'></div>
</div>
```

Building The Application

Getting Started - The HTML and CSS



Building The Application

Getting Started - The Google AJAX APIs

- Bootstrapping the APIs and the application

```
<script src="http://www.google.com/jsapi" type="text/javascript">
</script>

<script type="text/javascript">

  google.load('feeds', '1');
  google.load('search', '1');
  google.load('language', '1');
  google.setOnLoadCallback(ogbInit);

</script>
```

Building The Application

Getting Started - The Google AJAX APIs

- Initializing the application

```
function ogbInit() {
  initData();
  hookUI();
  bootTagWeights();
};
```

- Boot the top articles over all blogs using Google Reader Tag
  - Reader tag ‘officialgoogleblogs-all’
  - Utilize mixed format (XML and JSON) for source identifier
  - Generate tag weights based on time and number of entries

Building The Application

The Google AJAX Feed API

- The top entries for tag cloud generation

```
function bootTagWeights() {
  var url = urlFromLabel('officialgoogleblogs-all');
  var feed = createFeed(url, google.feeds.Feed.MIXED_FORMAT);
  feed.load(tagWeightsLoaded);
};

function createFeed(url, opt_format) {
  var format = (opt_format || google.feeds.Feed.JSON_FORMAT);
  var feed = new google.feeds.Feed(url);
  feed.setResultFormat(format);
  feed.setNumEntries(30);
  return feed;
};
```

Building The Application

The Google AJAX Feed API

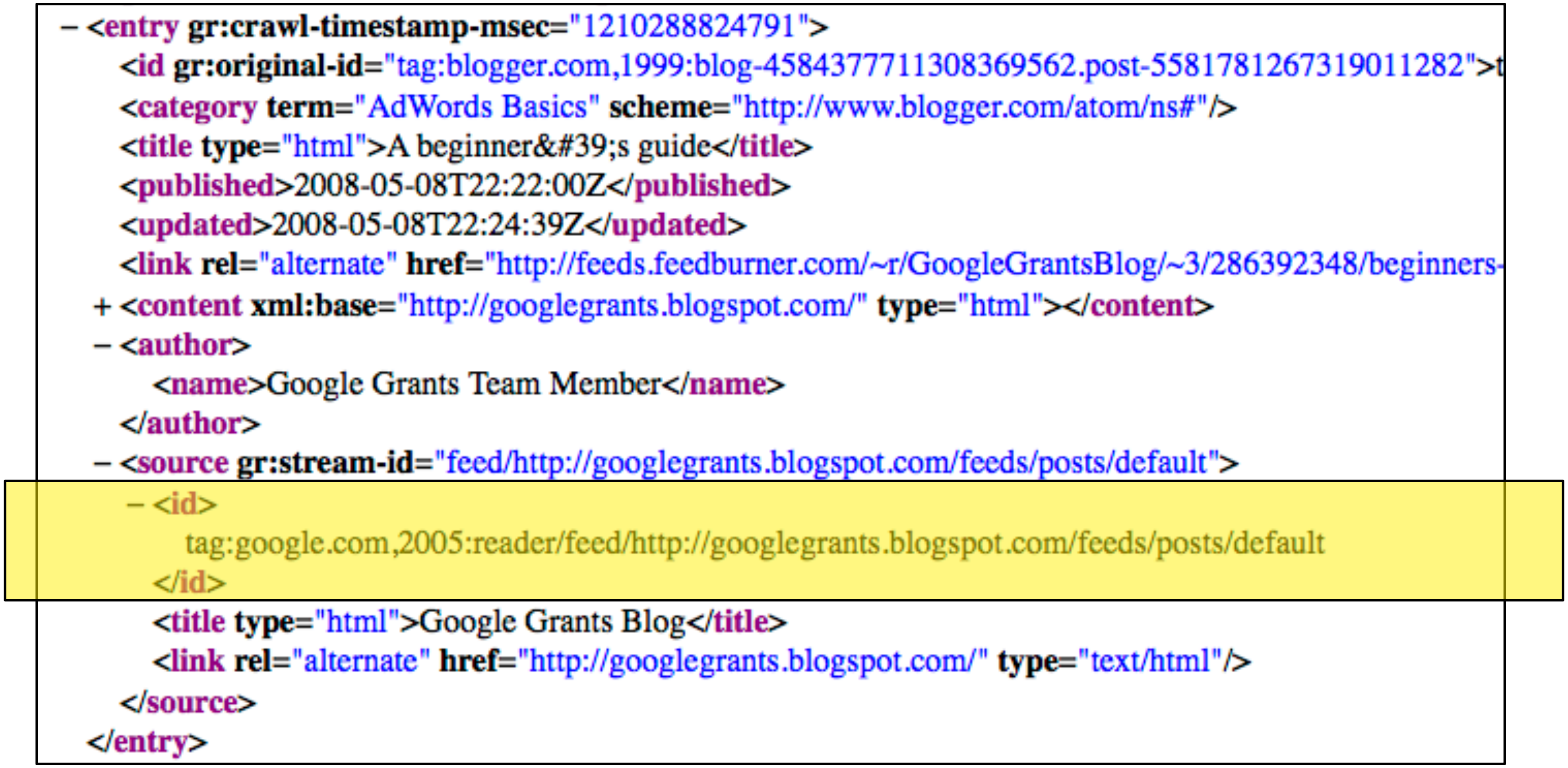
- tagWeightsLoaded callback

```
function tagWeightsLoaded(result) {

   ...
   // Pull out source from top blog entries..
   var ns = 'http://www.w3.org/2005/Atom';
   var entries = result.feed.entries;
   for (var i=0; i <entries.length; i++) {
     var e  = entries[i];
     var sns=google.feeds.getElementsByTagNameNS(e.xmlNode,ns,'source');
     var ins= google.feeds.getElementsByTagNameNS(sns[0], ns, 'id');
     var id = ins[0].firstChild.nodeValue;
     ...
   }
   ...

};
```

Building The Application

The Google AJAX Feed API

- tagWeightsLoaded callback - source

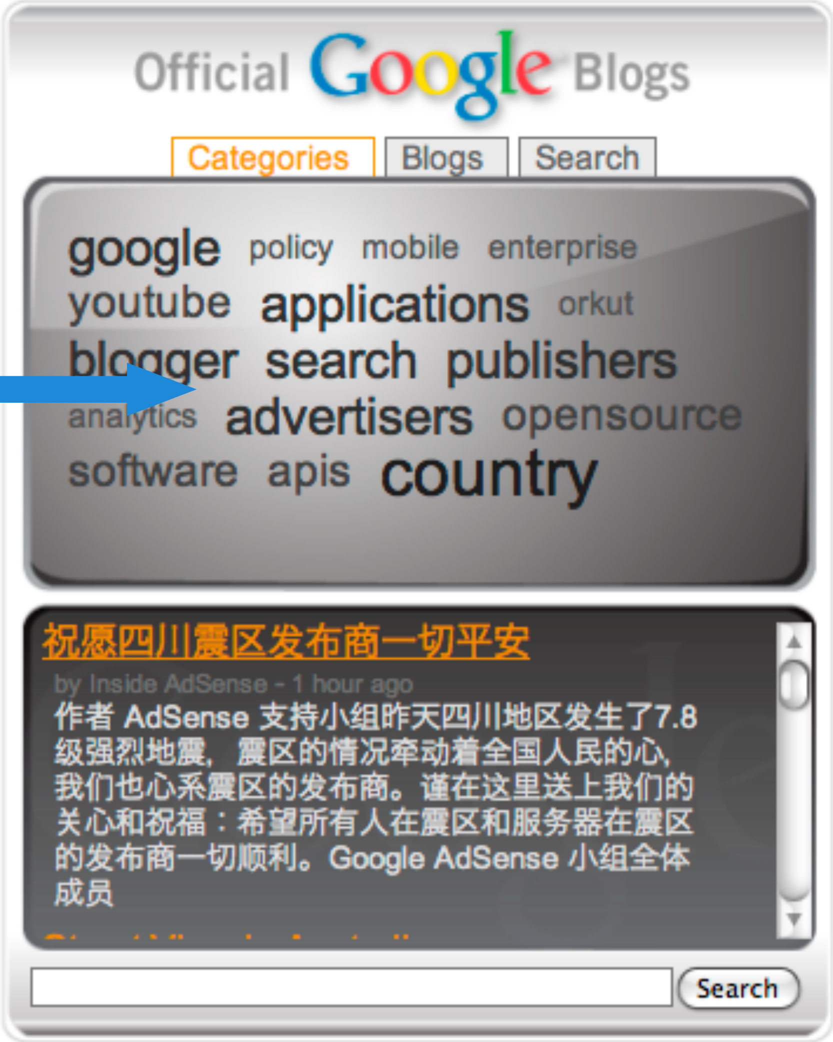


```
– <entry gr:crawl-timestamp-msec="1210288824791">
    <id gr:original-id="tag:blogger.com,1999:blog-4584377711308369562.post-5581781267319011282">t
    <category term="AdWords Basics" scheme="http://www.blogger.com/atom/ns#"/>
    <title type="html">A beginner&#39;s guide</title>
    <published>2008-05-08T22:22:00Z</published>
    <updated>2008-05-08T22:24:39Z</updated>
    <link rel="alternate" href="http://feeds.feedburner.com/~r/GoogleGrantsBlog/~3/286392348/beginners-
  + <content xml:base="http://googlegrants.blogspot.com/" type="html"></content>
  – <author>
      <name>Google Grants Team Member</name>
    </author>
  – <source gr:stream-id="feed/http://googlegrants.blogspot.com/feeds/posts/default">
    – <id>
        tag:google.com,2005:reader/feed/http://googlegrants.blogspot.com/feeds/posts/default
      </id>
      <title type="html">Google Grants Blog</title>
      <link rel="alternate" href="http://googlegrants.blogspot.com/" type="text/html"/>
    </source>
  </entry>
```

Building The Application

The Tag Cloud and Tag selection

TagView



Official Google Blogs

google policy mobile enterprise
youtube applications orkut
blogger search publishers
analytics advertisers opensource
software apis country

祝愿四川震区发布商一切平安

by Inside AdSense - 1 hour ago

作者 AdSense 支持小组昨天四川地区发生了7.8级强烈地震，震区的情况牵动着全国人民的心，我们也心系震区的发布商。谨在这里送上我们的关心和祝福：希望所有人在震区和服务器在震区的发布商一切顺利。Google AdSense 小组全体成员

Building The Application

The Google AJAX Feed API

- Loading and Displaying the Blog Feeds

```
function ogbShowFeed(url) {
  showStatus('Loading...');
  var feed = createFeed(url);
  feed.load(function(result) {
    feedLoaded(result, url);
  });
};

function feedLoaded(result, url) {
  var entries = result.feed.entries;
  for (var i=0; i <entries.length; i++) {
    feedControl.createHtml(entries[i]);
    if (entries[i].html) {
      feedView.appendChild(entries[i].html);
    }
  }
};
```

Building The Application

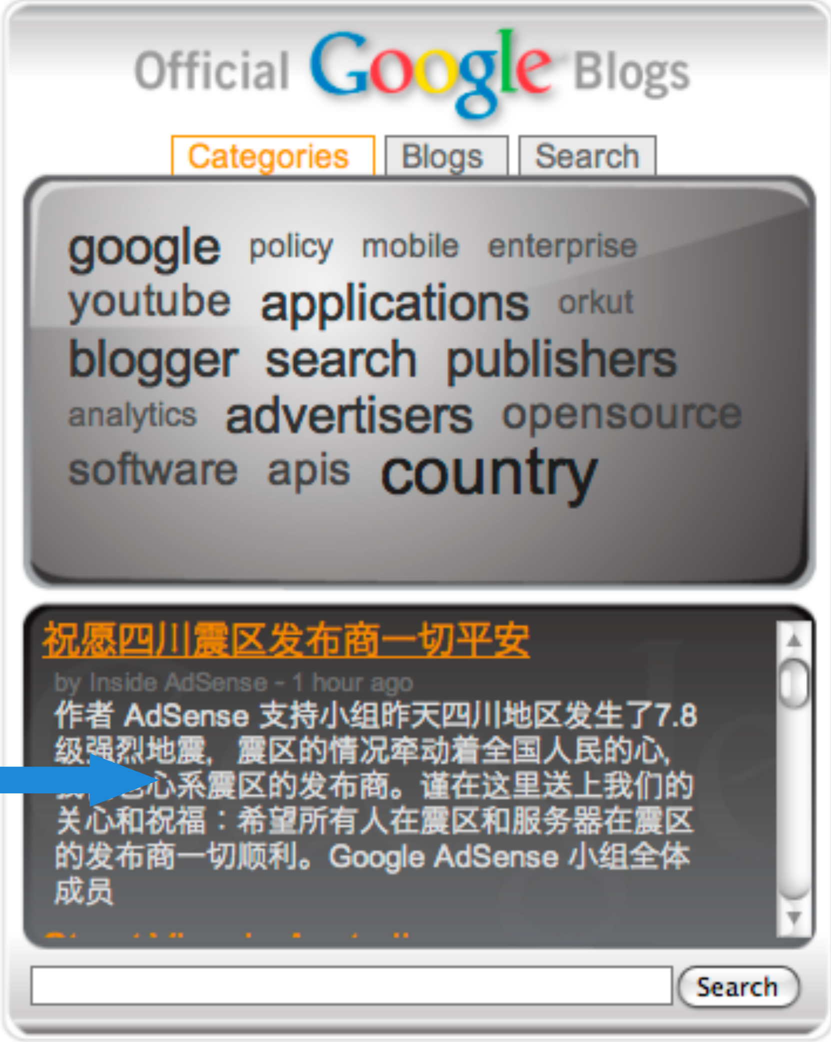
The Google AJAX Feed API - FeedControl

- The FeedControl and HTML generation
- Change JSON entry into standardized HTML nodes
- HTML attached to the JSON entry
- Applicable CSS classes

```
function feedLoaded(result, url) {
  var entries = result.feed.entries;
  for (var i=0; i <entries.length; i++) {
    feedControl.createHtml(entries[i]);
    if (entries[i].html) {
      feedView.appendChild(entries[i].html);
    }
  }
};
```

Building The Application

The Google AJAX Feed API - FeedControl



祝愿四川震区发布商一切平安

by Inside AdSense - 1 hour ago

作者 AdSense 支持小组昨天四川地区发生了7.8级强烈地震，震区的情况牵动着全国人民的心，我们也心系震区的发布商。谨在这里送上我们的关心和祝福：希望所有人在震区和服务器在震区的发布商一切顺利。Google AdSense 小组全体成员

HTML

Building The Application

The Google AJAX Feed API - FeedControl

- Override the default CSS class rules
- Base Structure

```html
<!-- One .gf-result per entry -->

<div class="gf-result">
  <!-- Hyperlinked Entry Title -->
  <div class="gf-title">
    <a class="gf-title"></a>
  </div>
  <!-- Author (Only if entry.author is present -->
  <div class="gf-author"></div>
  <!-- Published Date (Only if entry.publishedDate is present -->
  <div class="gf-relativePublishedDate"></div>
  <!-- Snippet entry.contentSnippet -->
  <div class="gf-snippet"></div>
</div>
```

Building The Application

The Google AJAX Feed API - FeedControl

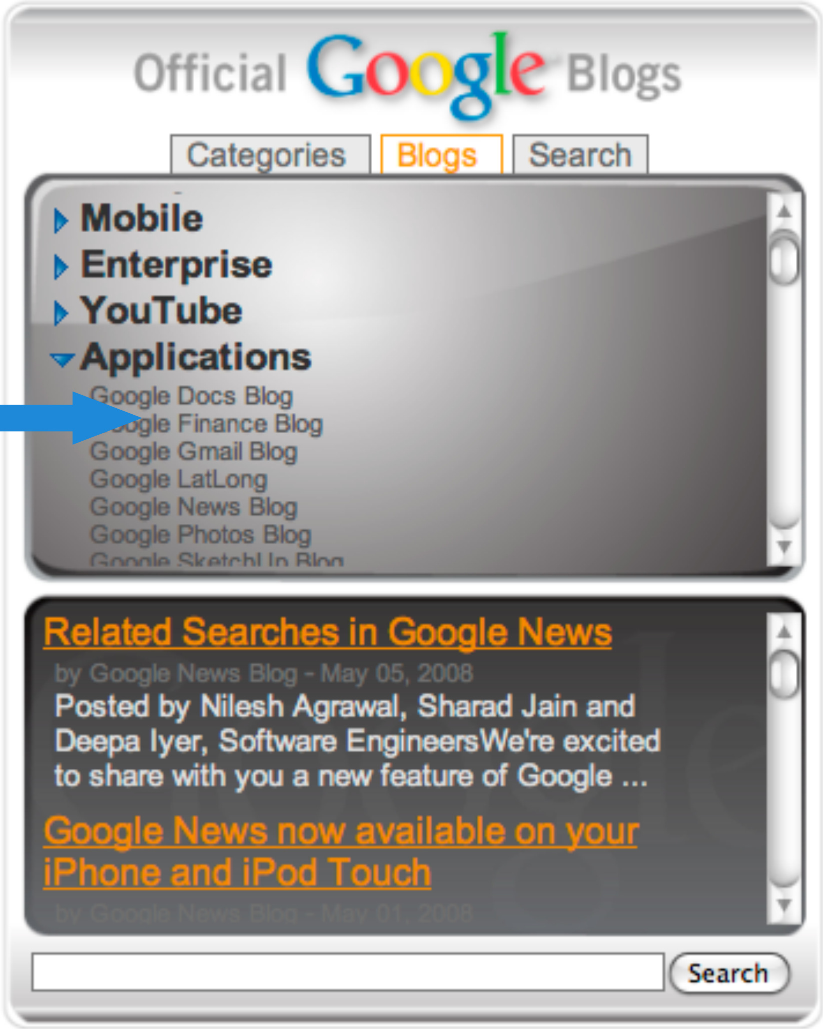
- Override the default CSS class rules

```
#feedContentView .gs-title {
   text-decoration : none;
 }
 #feedContentView .gf-result, #feedContentView .gs-result  {
   padding-bottom : 8px;
   width : 90%;
   overflow : hidden;
 }
 #feedContentView .gf-title a, #feedContentView .gs-title a {
   font-size : 16px;
   color : #DD8800;
 }
 #feedContentView .gf-snippet, #feedContentView .gs-snippet {
   color : #DDDDDD;
   padding-left : 5px;
 }
```

Building The Application

The Blogs View

Blogs



Official Google Blogs

Categories | Blogs | Search

- Mobile
- Enterprise
- YouTube
- Applications
  - Google Docs Blog
  - Google Finance Blog
  - Google Gmail Blog
  - Google LatLong
  - Google News Blog
  - Google Photos Blog
  - Google SketchUp Blog

Related Searches in Google News

by Google News Blog - May 05, 2008

Posted by Nilesh Agrawal, Sharad Jain and Deepa Iyer, Software EngineersWe're excited to share with you a new feature of Google ...

Google News now available on your iPhone and iPod Touch

by Google News Blog - May 01, 2008

Building The Application

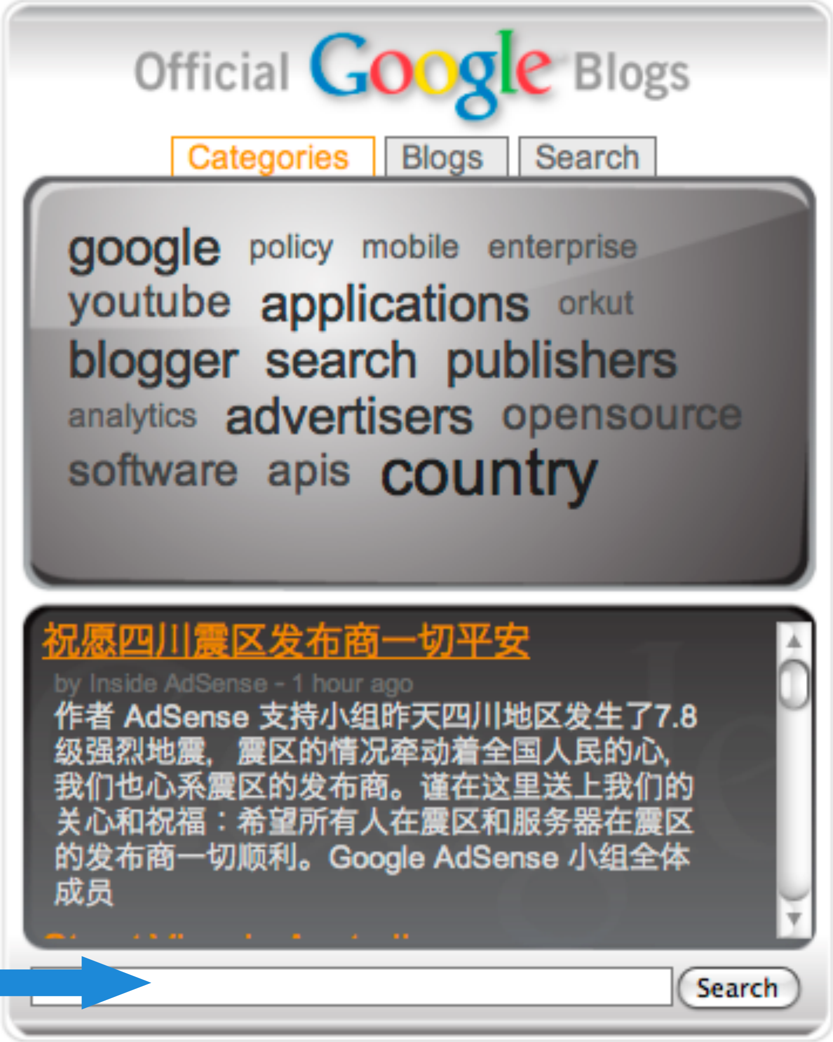
The Blogs View

- Custom JSON Objects
  - Maps all blogs to tags
  - Build view based on all tags and corresponding blogs
  - Tag selection and blog selection both generate detail view

```
var blogs = [
  {
   'id': 'feed/http://feeds.feedburner.com/GoogleAdsenseChinaBlog',
   'title': 'AdSense-\u4e2d\u6587',
   'alternate': {
    'href': 'http://adsense.googlechinablog.com/',
    'type': 'text/html'
   },
   tags : ['publishers']
  },
  ....
];
```

Building The Application

The Google AJAX Search API



祝愿四川震区发布商一切平安

by Inside AdSense - 1 hour ago

作者 AdSense 支持小组昨天四川地区发生了7.8级强烈地震，震区的情况牵动着全国人民的心，我们也心系震区的发布商。谨在这里送上我们的关心和祝福：希望所有人在震区和服务器在震区的发布商一切顺利。Google AdSense 小组全体成员

SearchControl

Building The Application

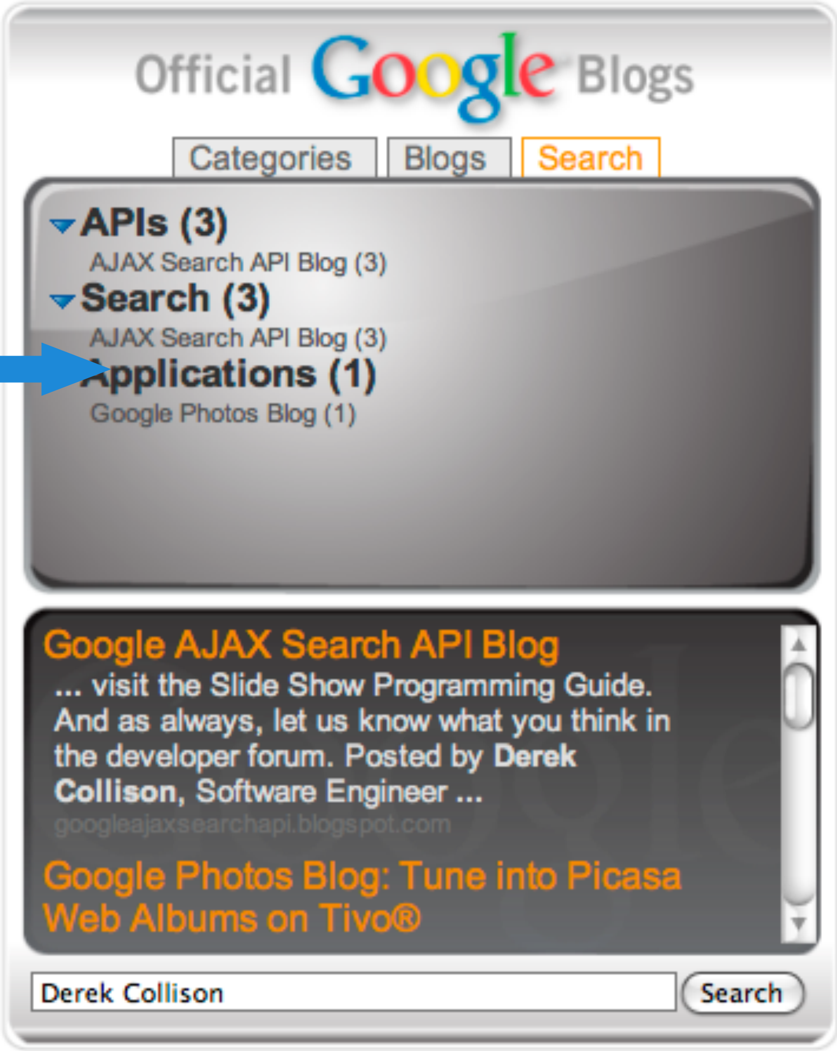
The Google AJAX Search API

- Search Control
  - Place into DIV
- Searcher
  - CSE
  - searchComplete callback

```
// Generate Search Form and Searcher
searchForm = new google.search.SearchForm(false, searchView);
searchForm.setOnSubmitCallback(null, searchSubmit);

searcher = new google.search.WebSearch();
searcher.setResultSetSize(google.search.Search.LARGE_RESULTSET);
searcher.setSiteRestriction('000333901043914979043:yiaplyr6ps0');
searcher.setSearchCompleteCallback(null, searchComplete);
```

Building The Application

The Search Results View



Official Google Blogs

APIs (3)
AJAX Search API Blog (3)
Search (3)
AJAX Search API Blog (3)
Applications (1)
Google Photos Blog (1)

Google AJAX Search API Blog
... visit the Slide Show Programming Guide. And as always, let us know what you think in the developer forum. Posted by **Derek Collison**, Software Engineer ...
googleajaxsearchapi.blogspot.com

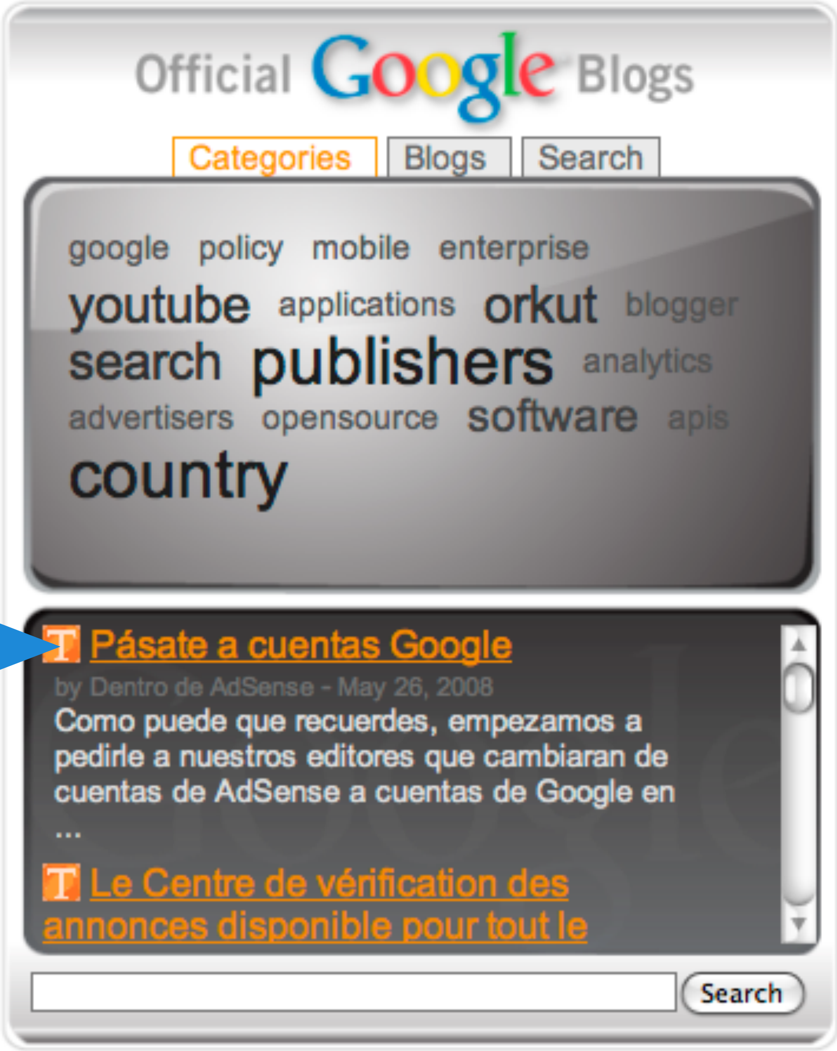
Google Photos Blog: Tune into Picasa Web Albums on Tivo®

Derek Collison

Search Results

Building The Application

The Google AJAX Language API - Translation



Official Google Blogs
Categories
Blogs
Search
google policy mobile enterprise
youtube applications orkut blogger
search publishers analytics
advertisers opensource software apis
country
Search

T Pásate a cuentas Google

by Dentro de AdSense - May 26, 2008

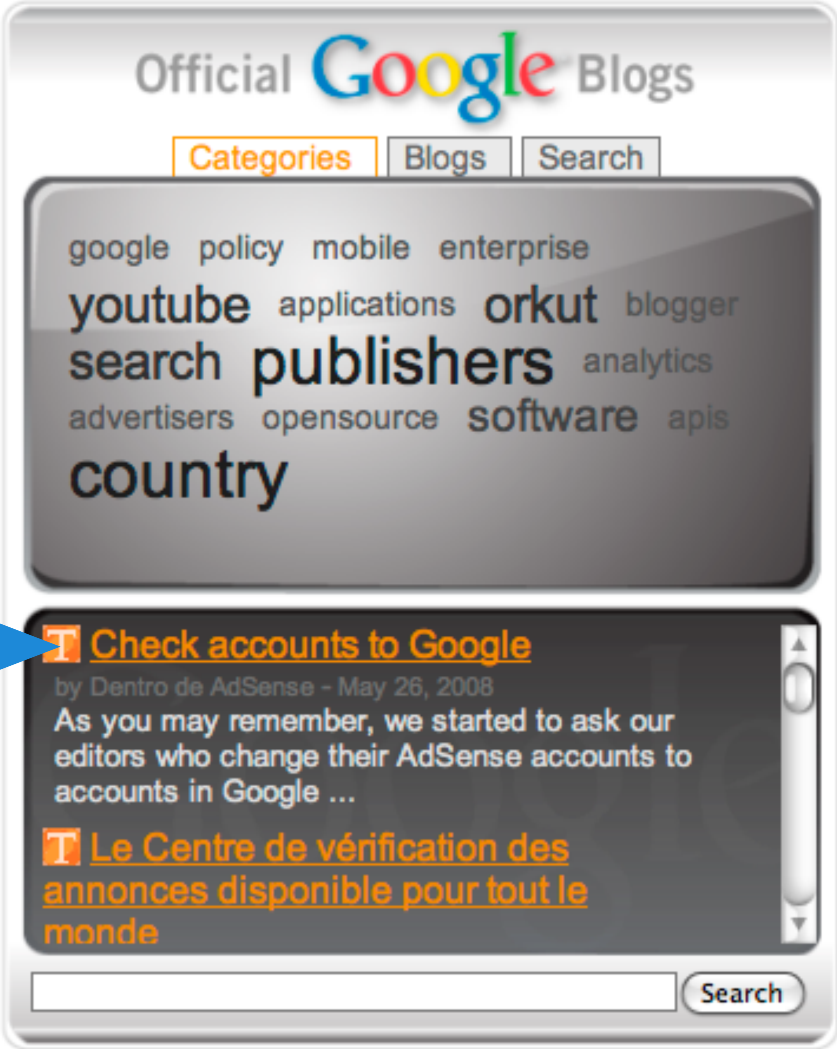
Como puede que recuerdes, empezamos a pedirle a nuestros editores que cambiaran de cuentas de AdSense a cuentas de Google en ...

T Le Centre de vérification des annonces disponible pour tout le

Original

Building The Application

The Google AJAX Language API - Translation



Check accounts to Google

by Dentro de AdSense - May 26, 2008

As you may remember, we started to ask our editors who change their AdSense accounts to accounts in Google ...

Le Centre de vérification des annonces disponible pour tout le monde

Translated

Building The Application

The Google AJAX Language API - Translation

- Detecting Language
  - Load feed and then detect language of each entry
  - If not equal to CurrentLocale, add Translate icon

```
{
   feedControl.createHtml(entries[i]);
   feedView.appendChild(entries[i].html)
   var cb = detectCallbackFunction(url, i);
   // Check for translation by detecting snippet
   google.language.detect(entries[i].contentSnippet, cb);
}
```

```
function detectCallback(result, url, i) {
  var entry = feedView.entries[i];
  if (result.language != google.language.CurrentLocale) {
    log('Entry can be translated');
    addTranslateIcon(entry);
  }
};
```

Building The Application

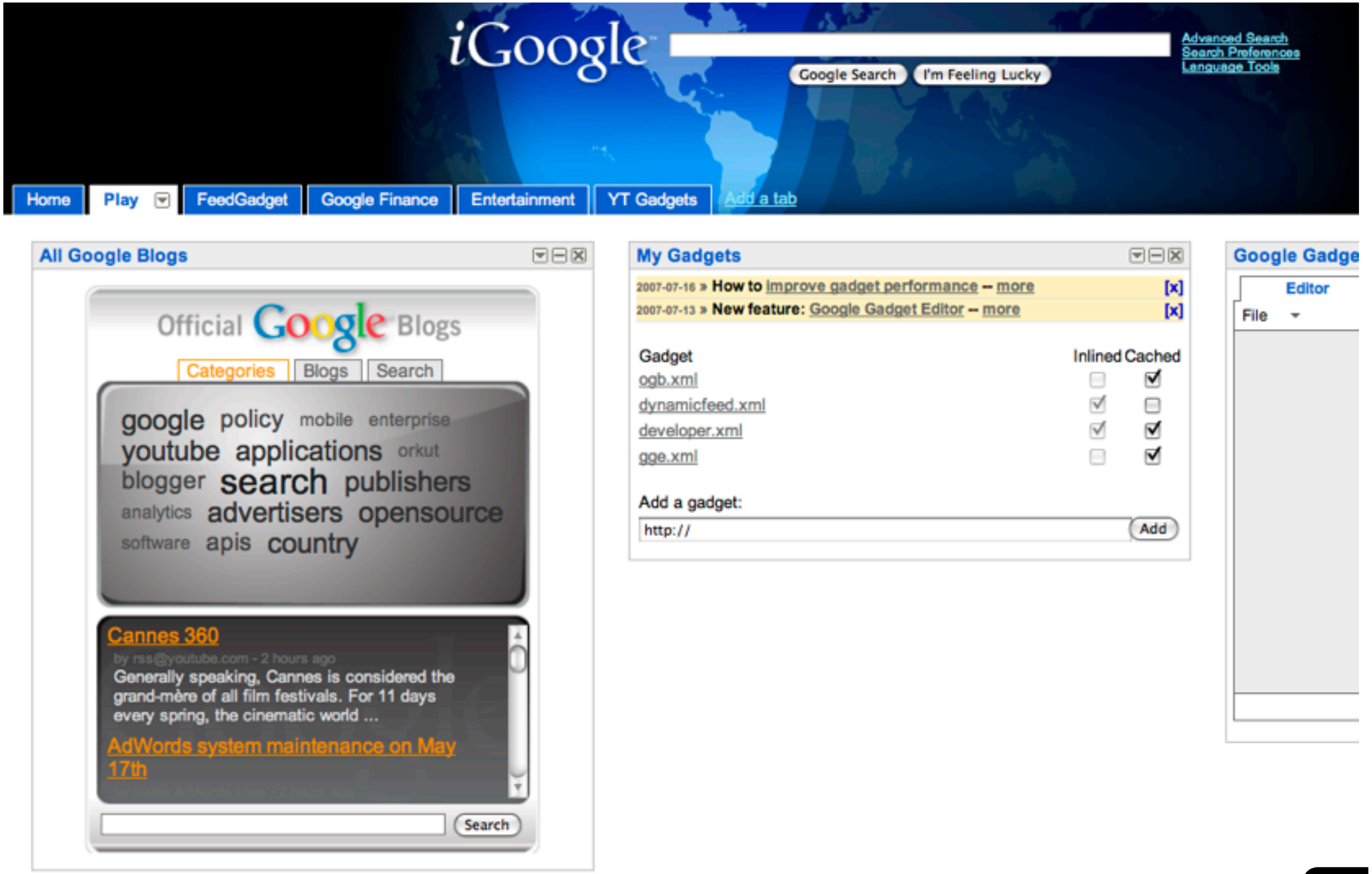
The Google AJAX Language API - Translation

- Translating an entry
  - Translate icon triggers translation of title and snippet
  - Callback will replace contents appropriately
  - Icon will toggle back and forth

```
function processTranslation(index, elementId, result) {
  // Grab the correct item and replace..
  var entry = feedView.childNodes[index];
  var node;
  if (elementId == 'title') {
    node = entry.title();
  } else {
    node = entry.snippet();
  }
  node.innerHTML = result.translation;
};
```

Building The iGoogle Gadget

iGoogle Gadget



Cannes 360

by rss@youtube.com - 2 hours ago

Generally speaking, Cannes is considered the grand-mère of all film festivals. For 11 days every spring, the cinematic world ...

AdWords system maintenance on May 17th

2007-07-16 » How to improve gadget performance -- more [x]

2007-07-13 » New feature: Google Gadget Editor -- more [x]

Gadget	Inlined	Cached
ogb.xml	□	☑
dynamicfeed.xml	☑	□
developer.xml	☑	☑
gge.xml	□	☑

Add a gadget:

http:// [Add]

Building The iGoogle Gadget

The template

```
<?xml version="1.0" encoding="UTF-8" ?>
<Module>
    <ModulePrefs
        title="All Google Blogs"
        directory_title="All Google Blogs"
        title_url="http://googleblog.blogspot.com"
        author="Derek C."
        author_affiliation="Google"
        author_location="Bay Area, CA"
        author_email="googlemodules+ogb@google.com"
        scrolling="false"
        category="tools"
        height="450" >
    </ModulePrefs>
<Content type="html"> <![CDATA[
 <<HTML version inserted here>>
]]>
</Content>
</Module>
```

Building The iGoogle Gadget

Assets and absolute paths

- All iGoogle gadgets run through intermediary hosts
  - gmodules.com
  - Assets, like backgrounds and images and JS files, need to be accessible.

```
.container {
   width:360px;
   height:450px;
   margin-top : 5px;
   margin-left : auto;
   margin-right : auto;
   position:relative;

   background:transparent url(background.png); ==>

   background:transparent url (http://foo.com/googleio/background.png);
}
```

Reference

- General Documentation
  - http://code.google.com/apis/ajaxsearch
  - http://code.google.com/apis/ajaxfeeds
  - http://code.google.com/apis/ajaxlanguage
- FeedControl
  - http://code.google.com/apis/ajaxfeeds/documentation/reference.html#FeedControl
- Development Tools
  - Firebug
    - http://getfirebug.com
  - Firebug Tutorial
    - http://code.google.com/support/bin/answer.py?answer=94630&topic=11530

GOOGLE
I
O