# Google 10 0



# **Bringing Google to your site**

Jeffrey Scudder, DeWitt Clinton May 19, 2010



#### **Live Wave**

goo.gl/Ze99





Google APIs are powerful



Google APIs are powerful ... and easy



Search, Content, Revenue, Interactivity, and more



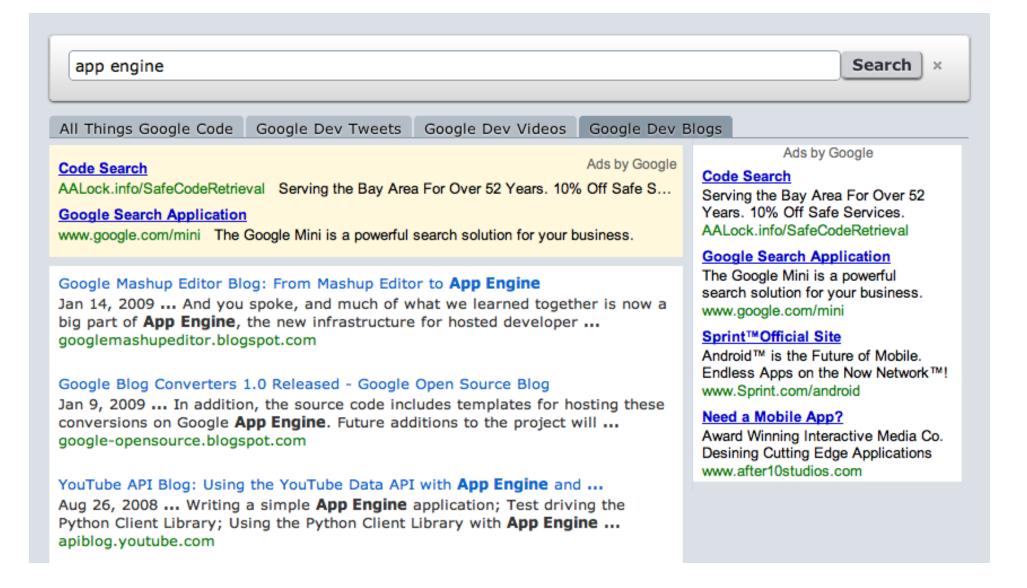


# Google custom search



- ✓ Include one or more websites, or specific webpages
- Host the search box and results on your own website
- Customize the look and feel of the results to match your site







#### **Custom Search Element**

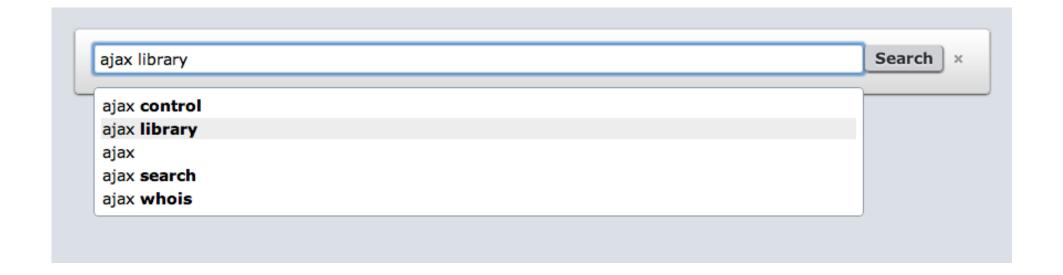
Add the Custom Search element, and let visitors search your site and other sites you choose using the power of <u>Google Custom Search</u>. If you like, earn revenue from your site with AdSense for Search.



This preview searches google.com. It will automatically search your site once you put it on your webpage.







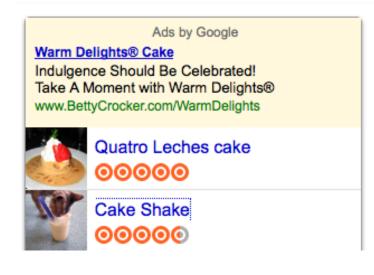


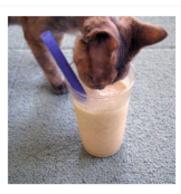
google.com/cse



```
<script type="text/javascript">
  google.load('search', '1');
  google.setOnLoadCallback(function() {
    var options = new google.search.DrawOptions();
    options.setAutoComplete(true);
    new google.search.CustomSearchControl()
        .draw('cse', options);
  }, true);
</script>
```







Cake Shake

Holy Cacao

OOOOO

silentmeow on 04/02/09

Tags: milkshake cake balls cake dessert ice cream

This might just be my new favorite dessert in town

dishola.com dishfork.appspot.com







RSS and Atom feeds as JSON, anywhere



Over one hundred million requests every day





newyorker.com

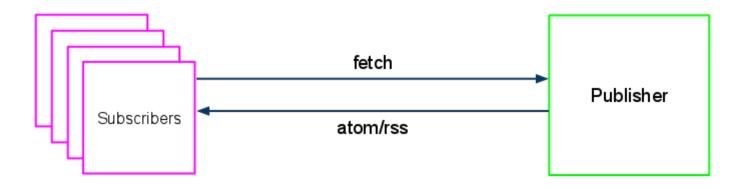


```
google.load('feeds', '1');
function initialize() {
 var feed =
  new google.feeds.Feed('http://example.com/atom.xml');
 feed.load(function(result) {
  var container = document.getElementById('feed');
  for (var i = 0; i < result.feed.entries.length; <math>i++) {
   // display result.feed.entries[i] in container
google.setOnLoadCallback(initialize);
```



What makes it fly?





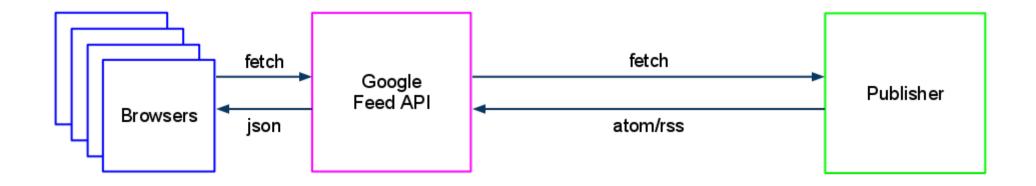
**Traditional Feed Architecture** 





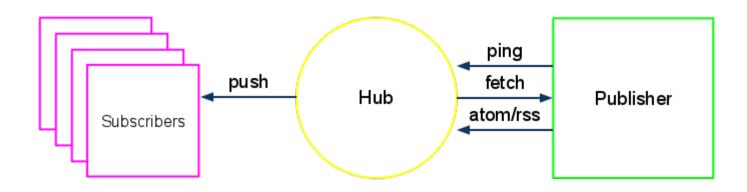
Same origin policy limits direct access to feeds





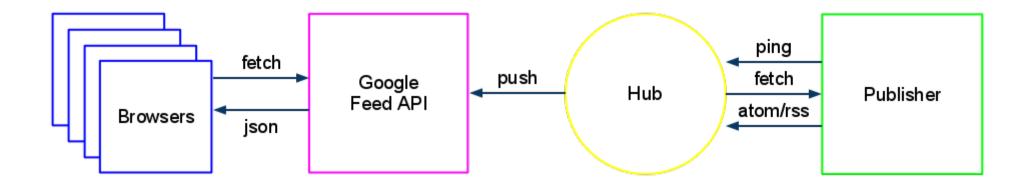
Google Feed API





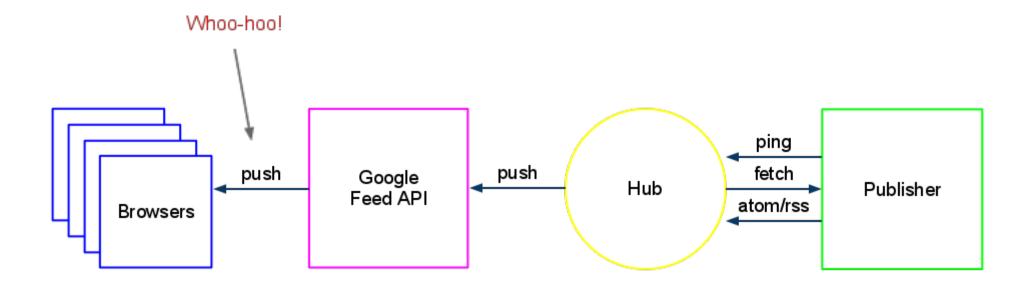
Feeds with PubSubHubbub





Google Feed API and PubSubHubbub





Google Feed API with Push all the way to the browser



Introducing the Google Feed API with Push



Demo video



#### Feed API with Push!

```
google.load('feeds', '2');
function initialize() {
 var feed =
  new google.feeds.push.Feed('http://example.com/atom.xml');
 feed.subscribe(function(result) {
  var container = document.getElementById('feed');
  for (var i = 0; i < result.feed.entries.length; <math>i++) {
   // display result.feed.entries[i] in container
google.setOnLoadCallback(initialize);
```



code.google.com/apis/feed/push



# Realtime Web Apps Thursday 1pm Room 2



# Google Checkout Element

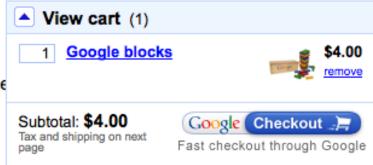


### Google Checkout Element



#### Google Yo-yo toy

These yoyos in the Google colors are made from recycle





#### Google blocks

This is a highly addictive toy. Made from recycled plastic.





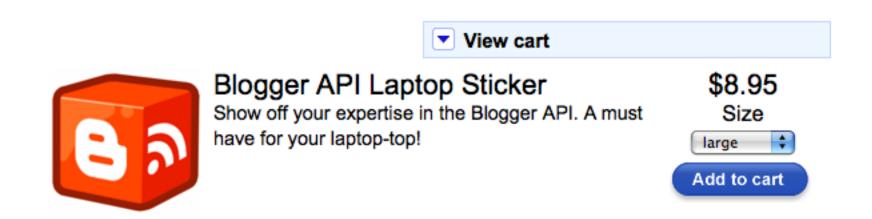
#### Google Lava lamp

The essential design element in any Google cube. There is just something we love about Lava Lamps. Maybe because they ooze gooey coolness. The Google model of choice features a silver base and 4 color ranges. Imprinted with the Google logo on the base.





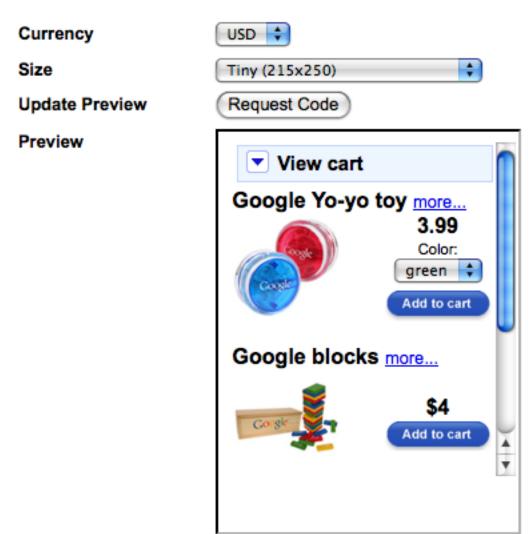
# The Sticker Shop!



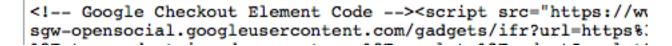


sku	title	price	description	quantity	image_link	option_nar	option
					https://stor		
					/storegadg		
			These yoyos in the		/store-		
	Google		Google colors are made		images		
1	Yo-yo toy	\$3.99	from recycled CD cases!	1	/yoyo.jpg	Color:	red,blue,gr
			_		https://stor		
					/storegadg		
			This is a highly addictive		/store-		
	Google		toy. Made from recycled		images		
2	blocks	\$4	plastic.	10	/blocks.jpg		
			The essential design				
			element in any Google				
			cube. There is just				
			something we love about				
			Lava Lamps. Maybe				
			because they ooze gooey				
			coolness. The Google		https://stor		
			model of choice features		/storegadg		

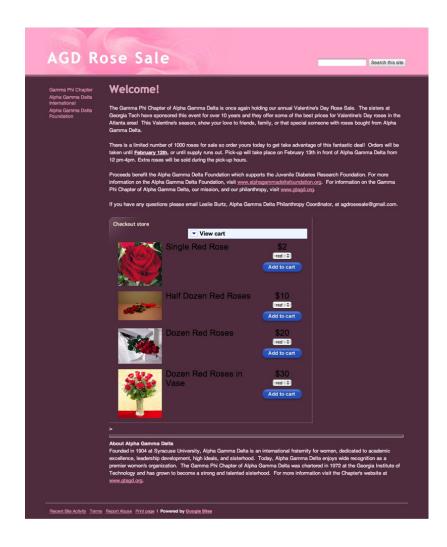




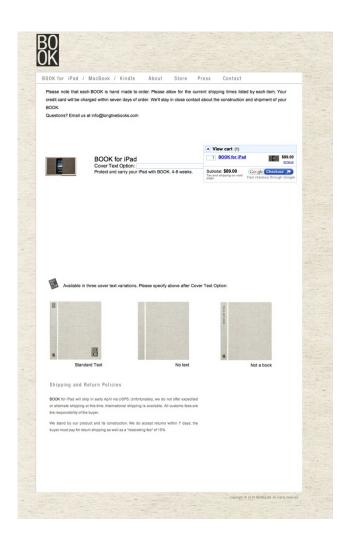
#### Copy and paste this snippet of code into your webpage







sites.google. com/site/agdrosesale



longlivebooks.com



# AdSense



#### AdSense

AdSense for Content / AdSense for Ajax



# AdSense for Content / AdSense for Ajax



Travel Tip Save more by booking your Flight + Hotel together.

SEARCH FOR Flights	Hotels	Rental Cars	Cruises	RESEARCH Trip Planni
Enter your trip details:				advertis
● Flight Only	tel BEST DEALS			Hotw
FIGH				11000
Round Trip One Way				Find last-min
Depart	Retu	rn		flights up to
05/09/2010	05/1	6/2010		with Hotwire
Check each site to find the	best deal for your		- PAWAIIA	Sponsored Trip Lin
© tripadvisor' ✓ C	heapTickets.	cheapOair	□ Airfare	Fly Hawailan Airlines Book Travel with Non-Stop Fle Coast Cities HawaiianAir.com \$499: All-Inclusive w/Air
	riceline.com* Flight Booking Fees	KAYAK	☑ Expedi	Includes RT air to the Dominic May 5. www.travelzoo.com
□ SideStep· <b>⑤</b> □ <b>⑥</b>	oneTravel <sup>©</sup>	Hotwire <sup>-</sup>		Cheap Trip Packages Make Informed Decisions. Sav Trip with Bing ™ www.bing.com/Travel



#### Links

Stop Flights to Hawaii from 10 West Dominican, hotel, and more. Book by ns. Save Time And Money On Your

trip.com



#### AdSense

```
google.load("ads", "1");
function init() {
 var options = { 'format': google.ads.LEADERBOARD,
           'hints': initialHint};
 ad = new google.ads.Ad('pub-123', 'ad', options);
function updateAd(hint) {
 ad.refresh({'hints' : hint});
google.setOnLoadCallback(init);
```

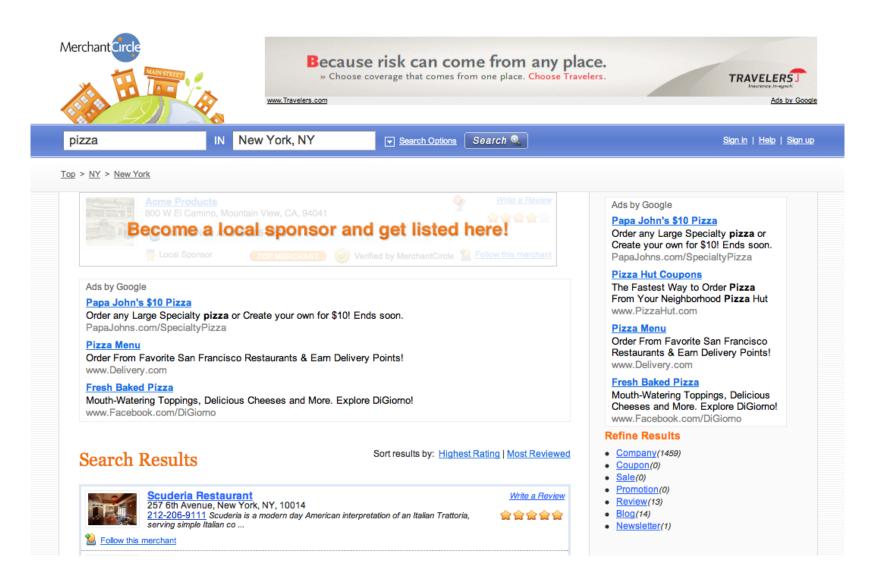


#### AdSense

AdSense for Search / Ads Only



# AdSense for Search / Ads Only



merchantcircle.com



### AdSense for Search / Ads Only

```
google.load('ads', '1', {packages: ['search']});
var options = {
   'pubId': 'pub-123',
   'query': userQuery,
   'container': 'adcontainer',
   'format': 'wide',
   'number': 4 };
var ad = new google.ads.search.Ad(options);
```



#### AdSense

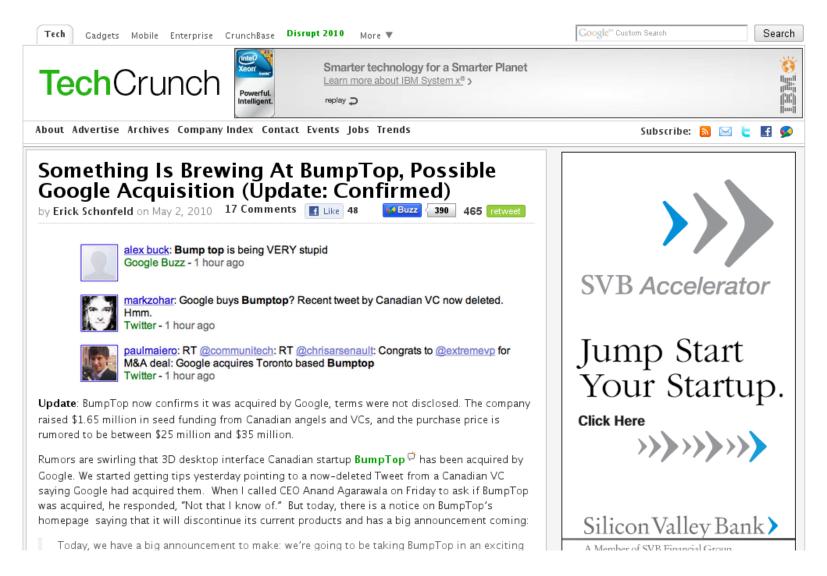
code.google.com/more/#google-adsense



# **Buzz Buttons**



#### **Buzz Buttons**



techcrunch.com



#### **Buzz Buttons**



#### **Buttons**

M Buzz

Enable people to easily share content and follow.



#### Post to Buzz

Help people post your content on Google Buzz.



#### Follow on Buzz

Allow users to follow you on Buzz right from your website.

google.com/buzz/stuff



# Google Buzz APIs Wednesday 1:45pm Room 8



# SideWiki Element



#### SideWiki Element



# google.com/webelements/sidewiki



# Wave Element



#### **Wave Element**



# readwriteweb.



#### Wave Element

Wave		
	Example: https://wave.google.com/wave/#restored:wave:googlewave.com!	w%252BgMqKmHKM
Size	Medium (500x500) ▼	
Display Header/Footer	Yes ▼	
	Note: Waves are only viewable by participants on the wave. If you want a	wave to be public,
	you can add public@a.gwave.com or <u>use a Google Group</u> .	
Preview		
	Google wave dclinton@googlewav	e.com
	Reply	
	Everyone has access to this wave.	
	Debbie: A	Apr 23 ▼ 🛕
	Rocks Are Good For Pounding meeting notes	
	Step 1: Find Rock  • Good pounding rocks are heavy (but not too heavy)  • Needs to fit in your hand  • Find and sell the perfect sized rocks   □	
	Kate, Charlie and 2 others: What Aptype of rock? Coal, Quartz, Shale, Slag, Marble	or 23 <b>▼</b>
	Tags: +	lmages ▼

# google.com/webelements/wave



#### More Web Elements

google.com/webelements



# Lets talk about text



Making the Web Beautiful!



### Introducing the Google Font API



Yanone Kaffeesatz

Sorts Mill Goudy

Vollkorn

Tangeríne

Old Standard

Inconsolata

IM FELL English

IM FELL French Canon

Cardo

Lobster beta

**Droid Sans** 

**Droid Serif** 

Molengo



```
<html>
<head>
link src='http://fonts.googleapis.com/css?family=Tangerine'
rel='stylesheet' type='text/css'>
<style>
body { font-family: 'Tangerine'; font-size: 48px;
text-shadow: 4px 4px 4px #ccc;}
</style>
</head>
<body>
Making the Web Beautiful!
</body>
</html>
```



```
type='text/css'
src='http://fonts.googleapis.com/
css?family=Tangerine'>
```



```
type='text/css'
    src='http://fonts.googleapis.com/
    css?family=
    Tangerine|Cardo|Inconsolata'>
```



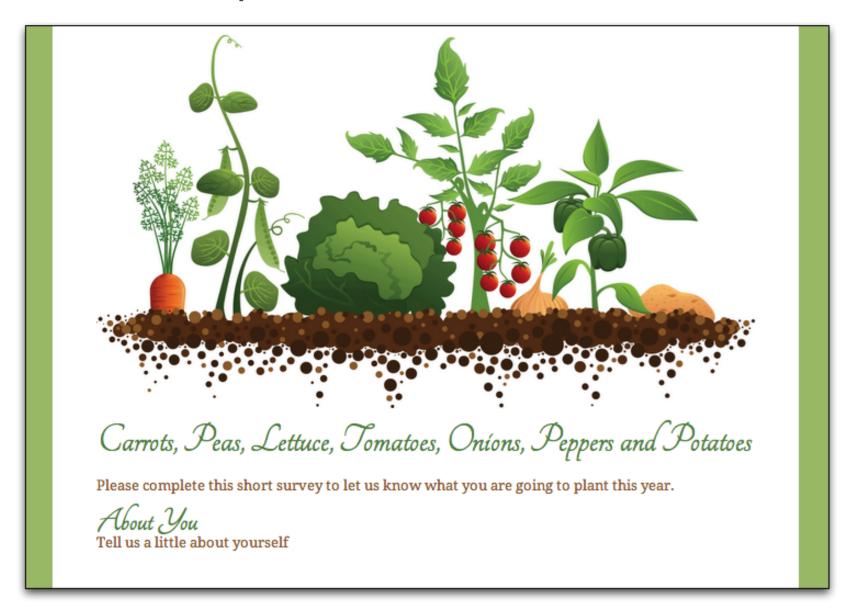
```
body { font-family: 'Tangerine'; }
```



# code.google.com/webfonts/preview



### Font API Examples





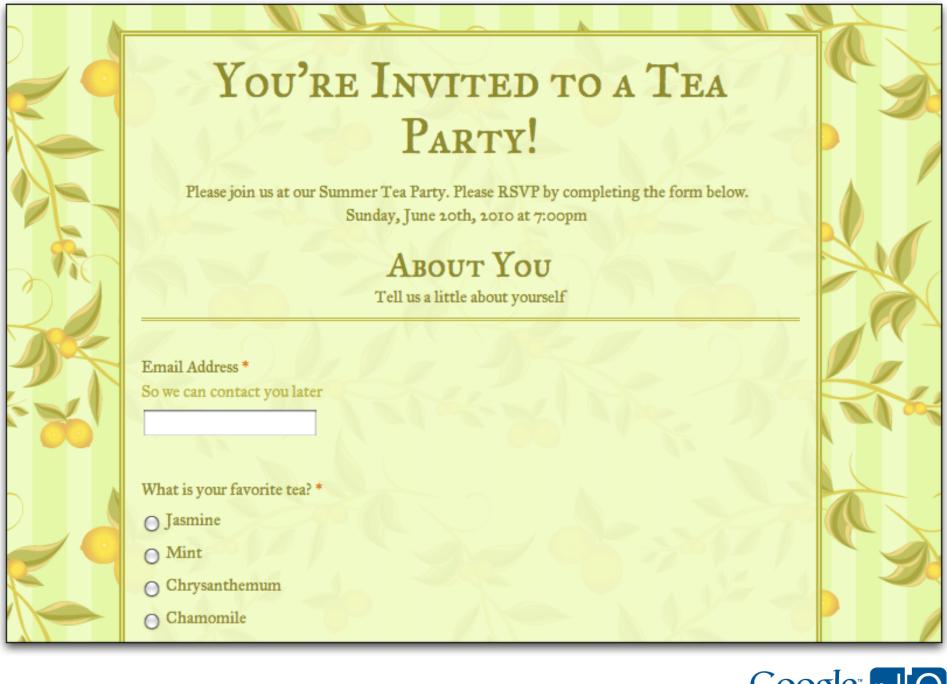




# Font API Examples











# Event Registration

Complete this form to register for our next event.

Your username (username@example.com) will be recorded when you submit this form. Not username? Sign out

\* Required



# Food Bank Volunteer Survey Thanks for expressing interest in volunteering at the Food Bank. Please complete the following form to help us match you with our programs and events. **About You** Tell us a little about yourself Email Address \* So we can contact you later Phone Number \*



All fonts are available under open licenses



# code.google.com/apis/webfonts



# Developing With HTML5 Wednesday 3pm Room 5



Search (Custom Search Element)
Content (Feed API with Push)
Revenue (Checkout Element, AdSense)
Interactivity (Buzz, Sidewiki, Wave)
Beauty (Font API)



#### **Q&A** and Wave

goo.gl/Ze99



# Google 10 0

