



# Building a Business Web Presence Using Blogger APIs

Brett Morgan and Pat Coleman  
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# Building a Business Web Presence Using Blogger APIs

1. Why use Blogger?
2. How to use Blogger as a platform
3. Using GWT with Blogger

Hashtags: **#io2011 #GoogleAPIs**

Feedback: **<http://goo.gl/vzi6r>**



# Why use Blogger?



# Why use Blogger?

- 400 Million active Readers
- 50 languages
- 75% of traffic from outside the US
- 250,000 new words a minute

# Why use Blogger?

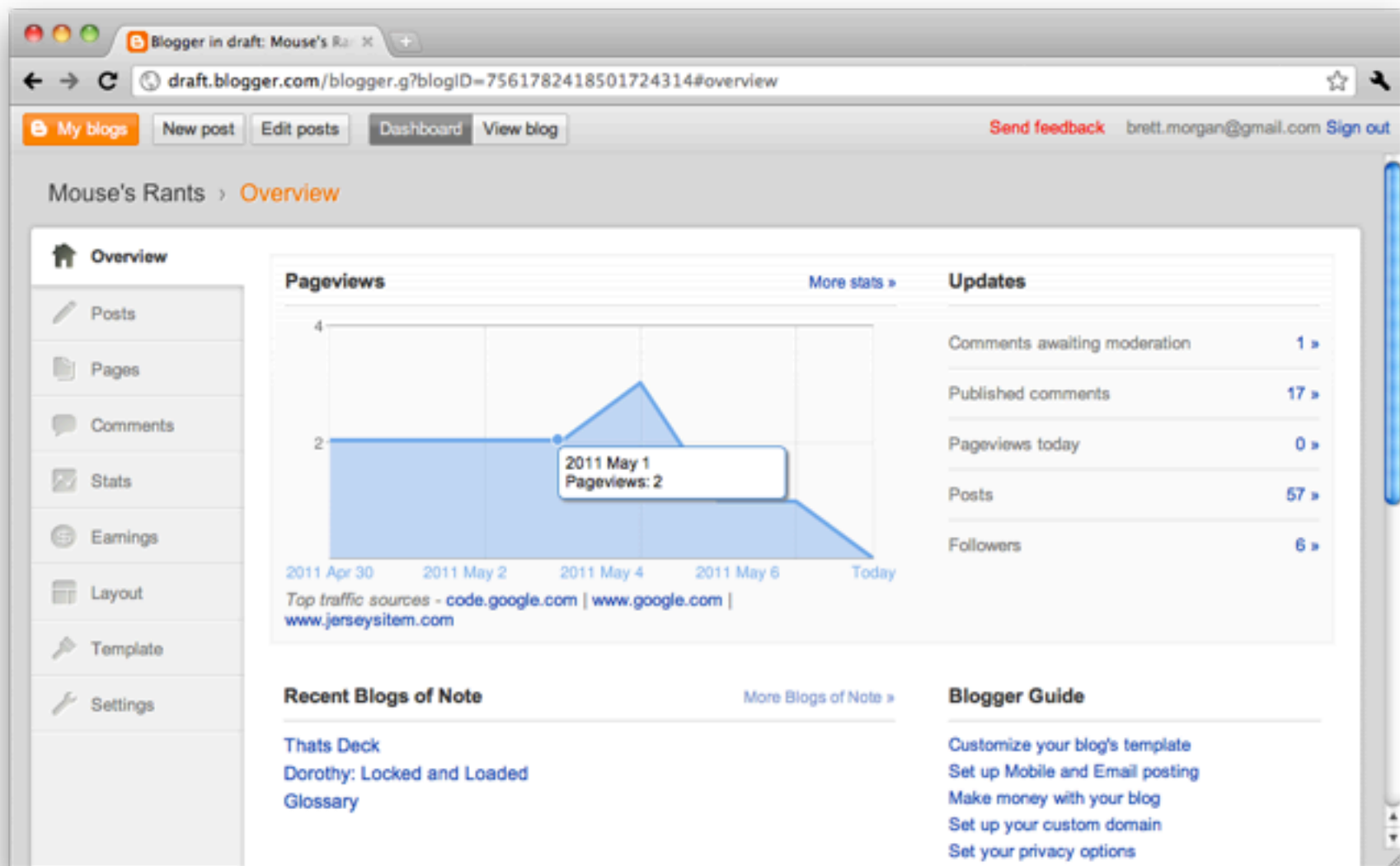


100% Uptime

*December 17, 2010, by Royal Pingdom:*

<http://royal.pingdom.com/2010/12/17/the-most-reliable-and-unreliable-blogging-services-2/>

# Why use Blogger?



# How to use Blogger





# How to use Blogger

Using Blogger as your platform

The 3 ways to make this ***your*** website

- Templates
- JavaScript
- RESTful APIs

# Using templates in Blogger



# Using templates in Blogger

```
<b:if cond='data:mobile'>
  <h1 class='title' style='... '>
    <b:include name='title' />
  </h1>
  <b:include name='description' />
<b:else/>
  <div expr:style='&quot;background-image: url(\&quot;&quot;
+ data:sourceUrl + &quot;\&quot;); &quot;'>
    <h1 class='title' style='... '>
      <b:include name='title' />
    </h1>
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  </div>
</b:if>
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# Using templates in Blogger

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# Using templates in Blogger

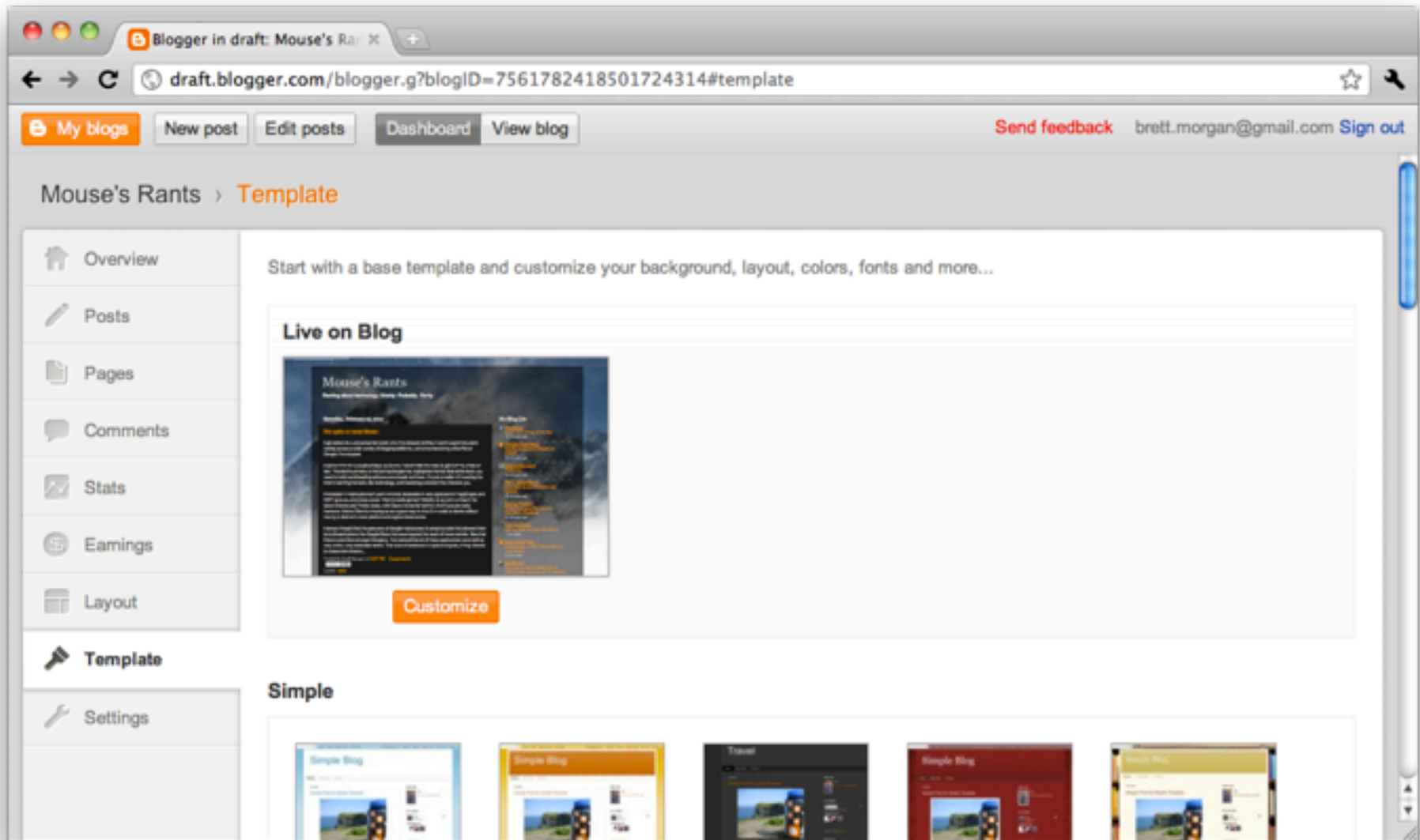
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<b:if cond='data:mobile'>
  <h1 class='title' style='... '>
    <b:include name='title' />
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  <b:include name='description' />
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+ data:sourceUrl + &quot;\&quot;); &quot;'>
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</b:if>
```

# Using templates in Blogger

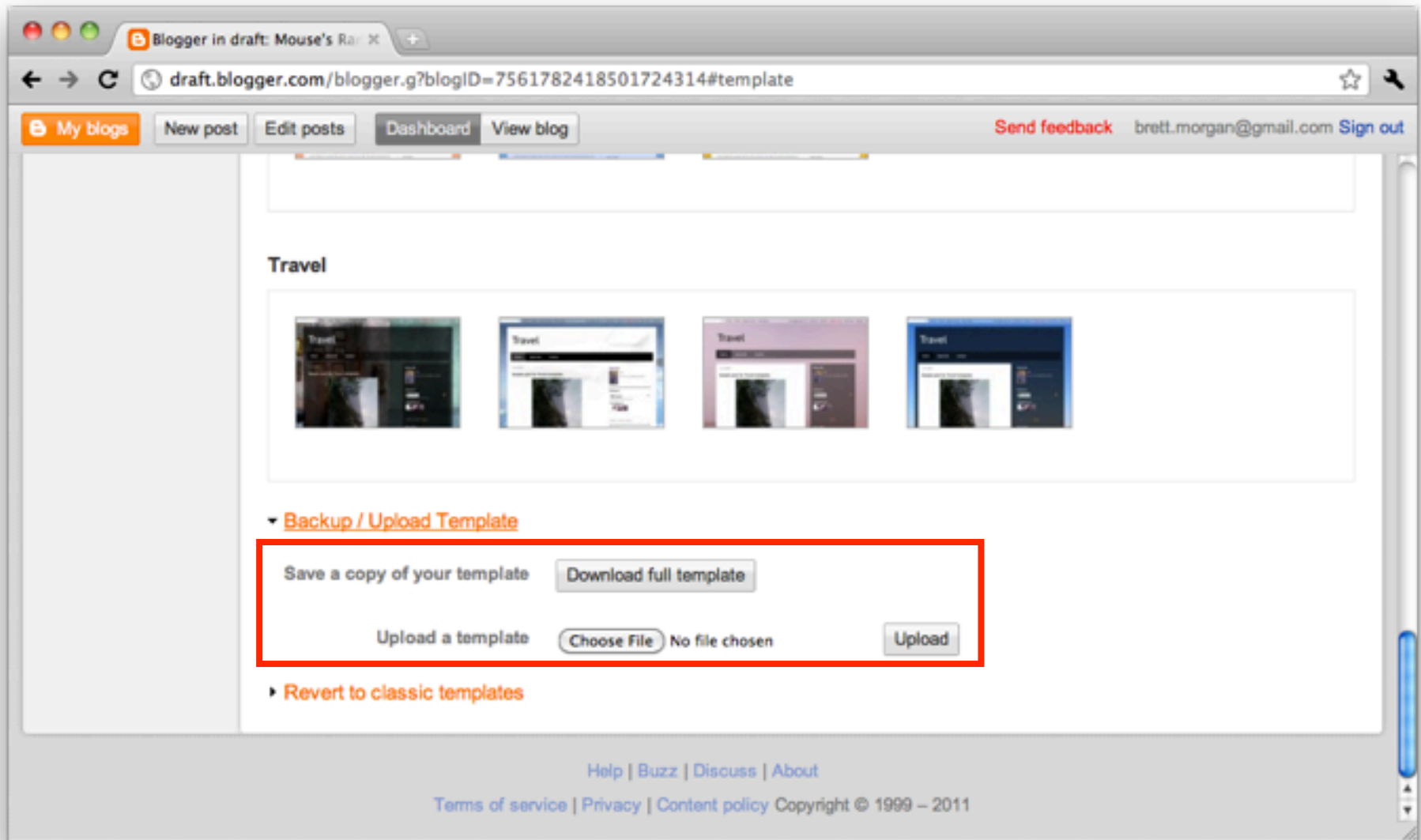
```
<b:if cond='data:mobile'>
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  <div expr:style='&quot;background-image: url(\&quot;&quot;
+ data:sourceUrl + &quot;\&quot;); &quot;'>
    <h1 class='title' style='... '>
      <b:include name='title' />
    </h1>
    <b:include name='description' />
  </div>
</b:if>
```



# Using templates in Blogger



# Using templates in Blogger



# Using templates in Blogger

The screenshot shows the Blogger dashboard for a blog named "Mouse's Rants". The browser address bar shows the URL: `draft.blogger.com/blogger.g?blogID=7561782418501724314#pageelements`. The navigation bar includes "My blogs", "New post", "Edit posts", "Dashboard", and "View blog". On the right, there are links for "Send feedback", "brett.morgan@gmail.com", and "Sign out".

The main content area is titled "Mouse's Rants > Layout". A sidebar on the left contains navigation links: Overview, Posts, Pages, Comments, Stats, Earnings, Layout (selected), Template, and Settings.

The main layout area contains the following elements:

- A top instruction: "Add, remove, edit gadgets on your blog. Click and drag to rearrange gadgets. To change your layouts, use the [Template Designer](#)."
- A "Navbar" gadget with an "Edit" link.
- A "Mouse's Rants (Header)" gadget with an "Edit" link.
- A dashed box labeled "Add a Gadget".
- A large "Blog Posts" gadget with an "Edit" link.
- A dashed box labeled "Add a Gadget".
- A "My Blog List" gadget with an "Edit" link.
- A "Followers" gadget with an "Edit" link.
- Two dashed boxes labeled "Add a Gadget".
- An "About Me" gadget with an "Edit" link.
- A "Blog Archive" gadget with an "Edit" link.

# Using templates in Blogger

The screenshot shows the Blogger Template Designer interface. The browser address bar displays `draft.blogger.com/template-editor.g?blogID=7561782418501724314`. The interface is titled "Blogger Template Designer" and includes navigation links: [Back to Blogger](#), [View Blog](#), [Help](#), and an **APPLY TO BLOG** button.

The left sidebar contains a menu with the following items: Templates, Background, Adjust widths, Layout, **Advanced**, Page Text, Backgrounds, Links, **Blog Title**, Tabs Text, Tabs Background, Post Title, Post, and Gadgets.

The main editing area is divided into several sections:

- Title Font:** A dropdown menu showing font options: Arial, Courier, Georgia, **Impact**, and Times New Roman. Below the menu are buttons for **B** (bold), **I** (italic), and a font size selector set to **48px**.
- Text Color:** A color picker showing the current color as `#ffffff`.
- Colors from this template:** A set of color swatches representing the template's color scheme.
- Suggested colors:** A set of color swatches for alternative color choices.

Below the editing area is a preview section. The top navigation bar includes a search icon, [Follow](#), [Share](#), [Report Abuse](#), [Next Blog](#), the user email `brett.morgan@gmail.com`, and links for [New Post](#), [Design](#), and [Sign Out](#).

The preview shows a blog header with the title **Mouse's Rants** enclosed in a red dashed border. Below the title is the tagline: "Ranting about technology. Mainly. Probably. Ranty." The date "Saturday, February 19, 2011" is displayed. A post titled **Not quite so ranty Mouse** is visible, with the beginning of the text: "I got asked at a user group last week why I've stopped ranting. I spent a good ten years ranting across a wide variety of blogging platforms, and". To the right, a "My Blog List" section features a post titled **Inter-Sections** with the subtitle "What is your brand?" and a timestamp of "22 minutes ago". Below it is another post titled **Android Developers Blog** with the subtitle "Commerce Tracking with".

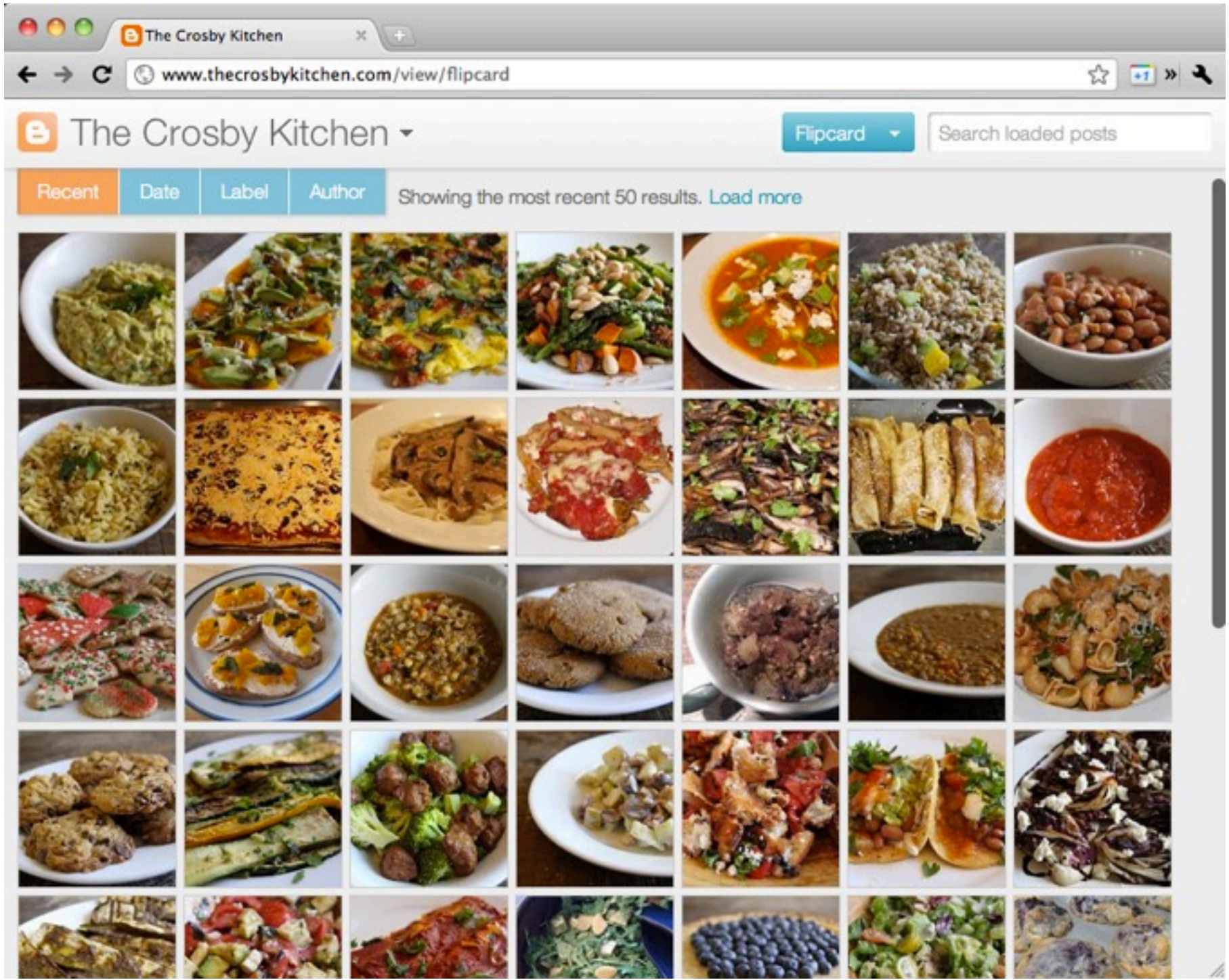
# Using JavaScript in Blogger



# Using Javascript in Blogger

You can:


- Embed JavaScript inside templates
- Render the blog in a completely new way
  - Dynamic and interactive
  - Encourage exploration



<http://www.thecrosbykitchen.com/view/flipcard>

The Crosby Kitchen [www.thecrosbykitchen.com/view/timeslide](#) Timeslide Search loaded posts

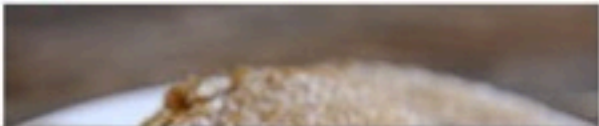
May 5



### Guacamole

Happy Cinco de Mayo! Guacamole is best when made fresh and enjoyed with chips and Mexican beer, which is exactly the way I will do it today. The lime does double duty by punching up the flavor as well as keeping the avocado from browning.

Nov 16



### Apple Crumble

### Yellow Heirloom Tomato, Avocado and Blue Cheese Salad

I found some lovely, early yellow heirlooms the other day. When a friend dropped in for dinner last minute, I punched them up with some blue cheese, avocado, chopped basil and a drizzle of balsamic vinaigrette.

### Oven Roasted Tomato, Asparagus, & Goat Cheese Frittata

Last week, I was given a dozen of the freshest eggs I've had since I was a kid on a ranch. At my daughter's school, they have chickens and I was thrilled to receive a bucket of their lovely multi-colored eggs. I wanted to eat them right away, so decided on frittata for supper.

### Roasted Veggies & Quinoa

This dish (inspired by something similar my lovely friend Kari made for me) is one of those great clean-out-the-fridge deals that can be made quickly and easily. Use whatever you might have on hand: I made it with red quinoa, asparagus, sweet potatoes, zucchini and Marchini almonds last week.

- Tortilla Soup with Avocado, Cilantro and ...
- Farro Salad with Cucumber, Beets & Mint
- Easy Pinto Beans with Cilantro, Onions a...
- Mexican Rice
- Vegan Pepperoni Pizza
- Vegan Portobello Stroganoff
- Baked Penne with Tomato Sauce
- Portobello Tampiquena
- Swedish Pancakes
- Basic Tomato Sauce
- Orange Cardamom Cookies
- Butternut Squash, Crispy Sage & Goat C...
- Vegetable Rice Soup

<http://www.thecrosbykitchen.com/view/timeslide>



# Using RESTful APIs with Blogger



# Using RESTful APIs with Blogger

What can you do with these APIs?

You can:

- Fetch blog info
- Fetch list of blog posts
- Fetch blog post
- Fetch blog post comments
- Fetch page

When you are:

- Using JavaScript
- Retrieving content using your own server
- Building alternate front ends

# Using RESTful APIs with Blogger

<https://www.googleapis.com/blogger/v2/blogs/blogId>

```
{  
  "kind": "blogger#blog",  
  "id": "123456",  
  "name": "My Blog",  
  "description": "A blog about...",  
  "created": "1304047706211",  
  "updated": "1304594182538",  
  "link": "http://blog.blogspot.com",  
  "pageCount": 1,  
  "postCount": 3,  
  "locale": { ... }  
}
```

# Using RESTful APIs with Blogger

<https://www.googleapis.com/blogger/v2/blogs/blogId/posts>

```
{
  "kind": "blogger#postList",
  "items": [
    {
      "kind": "blogger#post",
      ...
    },
    ...
  ]
}
```

# Using RESTful APIs with Blogger

<https://www.googleapis.com/blogger/v2/blogs/blogId/posts/postId>

```
{
  "kind": "blogger#post",
  "id": "123456",
  "blogId": "12345678",
  "name": "Post title",
  "content": "I was out walking the dog.",
  "author": {
    "id": "1234567",
    "name": "Jane",
    ...
  }
  ...
}
```

# Using RESTful APIs with Blogger

<https://www.googleapis.com/blogger/v2/blogs/blogId/posts/postId/comments>

```
{
  "kind": "blogger#commentList",
  "items": [
    {
      "kind": "blogger#comment",
      ...
    },
    ...
  ]
}
```

# Using RESTful APIs with Blogger

<https://.../blogger/v2/blogs/blogId/posts/postId/comments/commentId>

```
{
  "kind": "blogger#comment",
  "id": "1234567890",
  "postId": "123456789",
  "blogId": "12345678",
  "content": "I saw you the other day...",
  "author": {
    "id": "1234567",
    "name": "Jane",
    ...
  }
  ...
}
```

# Using RESTful APIs with Blogger

<https://www.googleapis.com/blogger/v2/blogs/blogId/pages>

```
{
  "kind": "blogger#pageList",
  "items": [
    {
      "kind": "blogger#page",
      ...
    },
    ...
  ]
}
```



# Using RESTful APIs with Blogger

<https://www.googleapis.com/blogger/v2/blogs/blogId/pages/pageId>

```
{
  "kind": "blogger#page",
  "id": "1234567890",
  "blogId": "12345678",
  "name": "A Static Page...",
  "content": "Page content in HTML",
  "author": {
    "id": "1234567",
    "name": "Jane",
    ...
  }
  ...
}
```

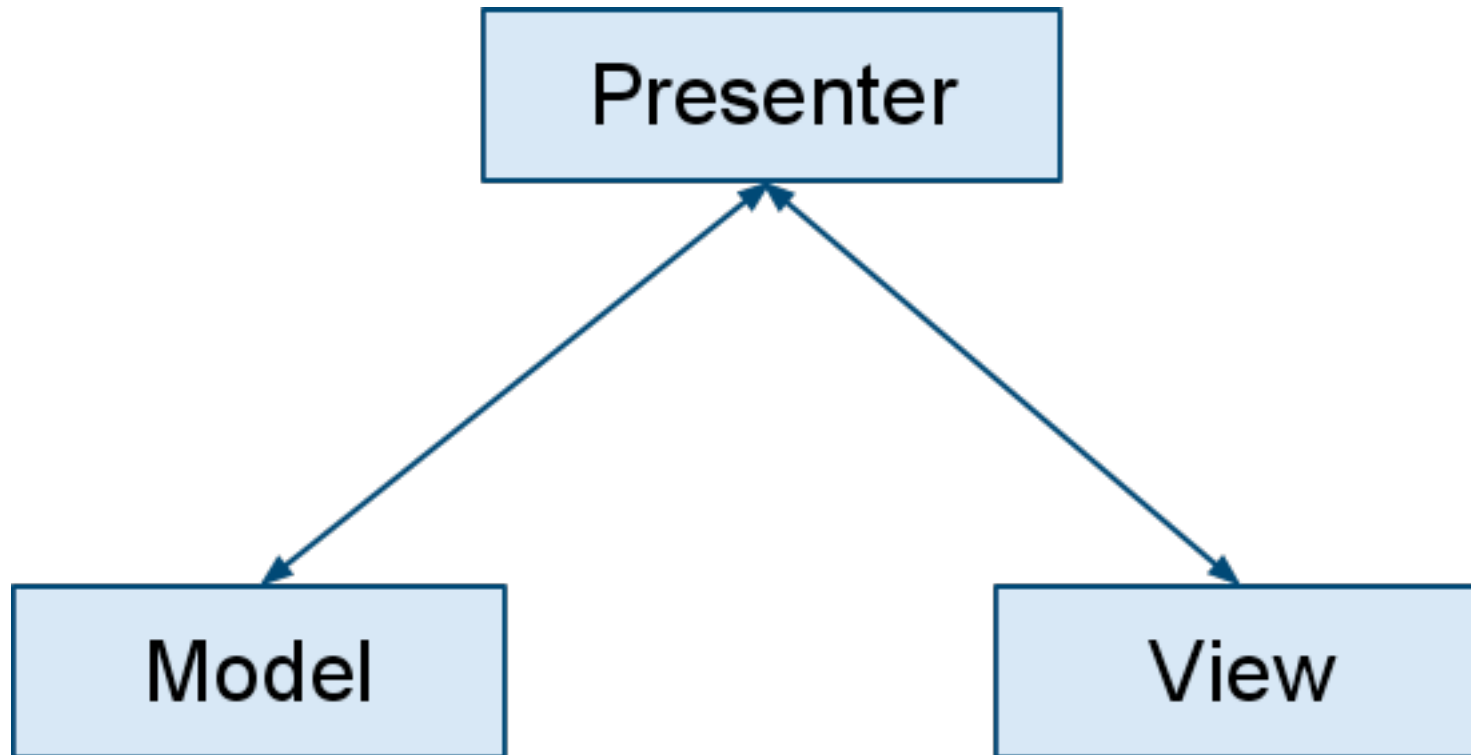
# Using GWT with Blogger



# Using GWT with Blogger

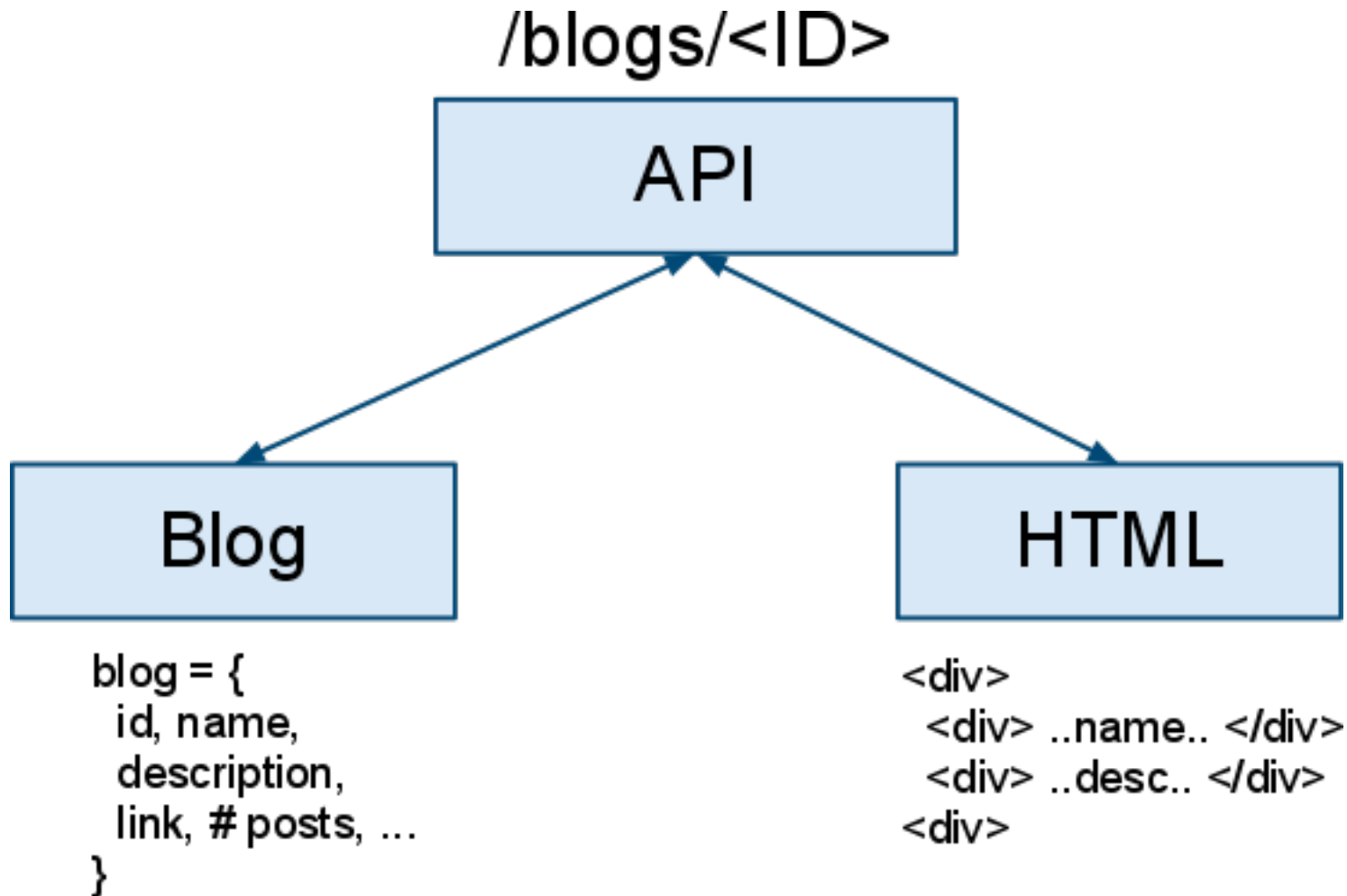
How to write a GWT client app for a product-per-day business.

Framework:



# Using GWT with Blogger

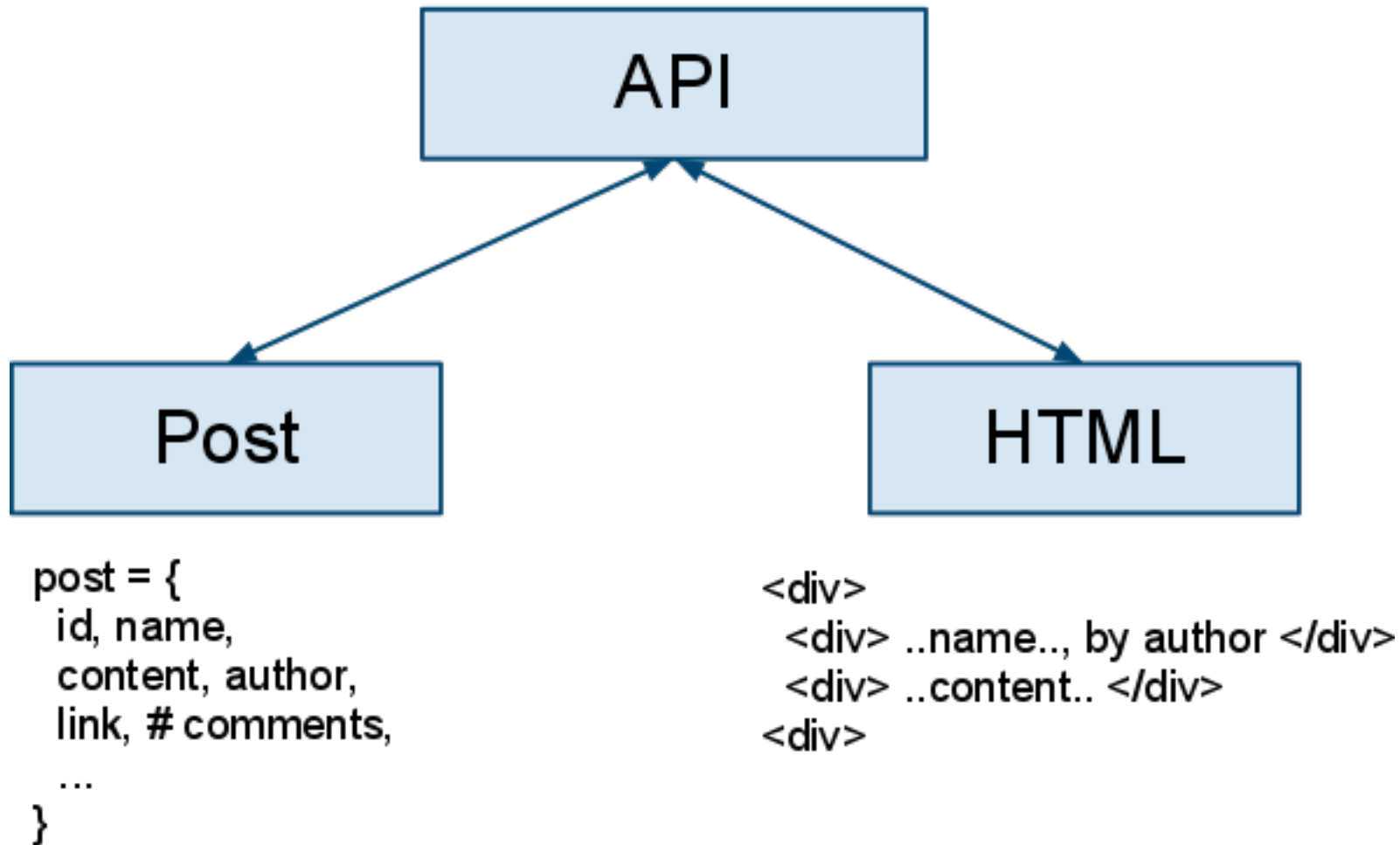
Step 1: Use the blog resource for an introductory page.



# Using GWT with Blogger

Step 2: Display product information from post data.

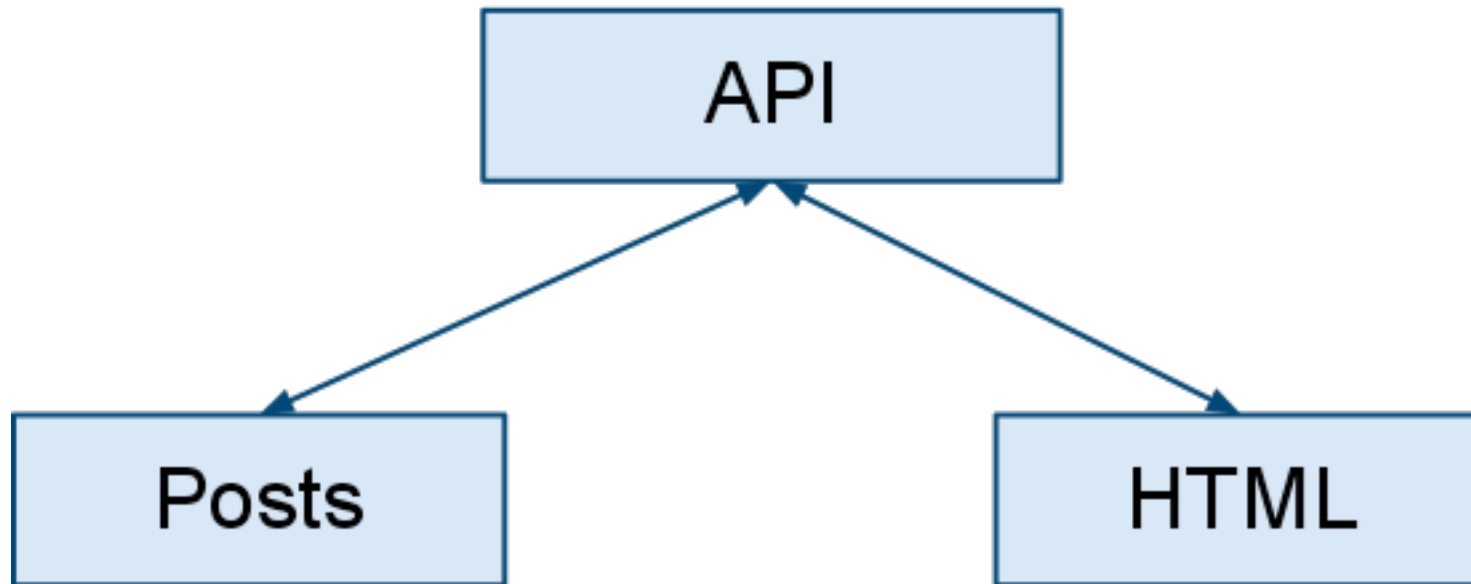
`/blogs/<blog ID>/posts/<post ID>`



# Using GWT with Blogger

Step 3: Use the list of posts to display past products.

`/blogs/<blog ID>/posts`

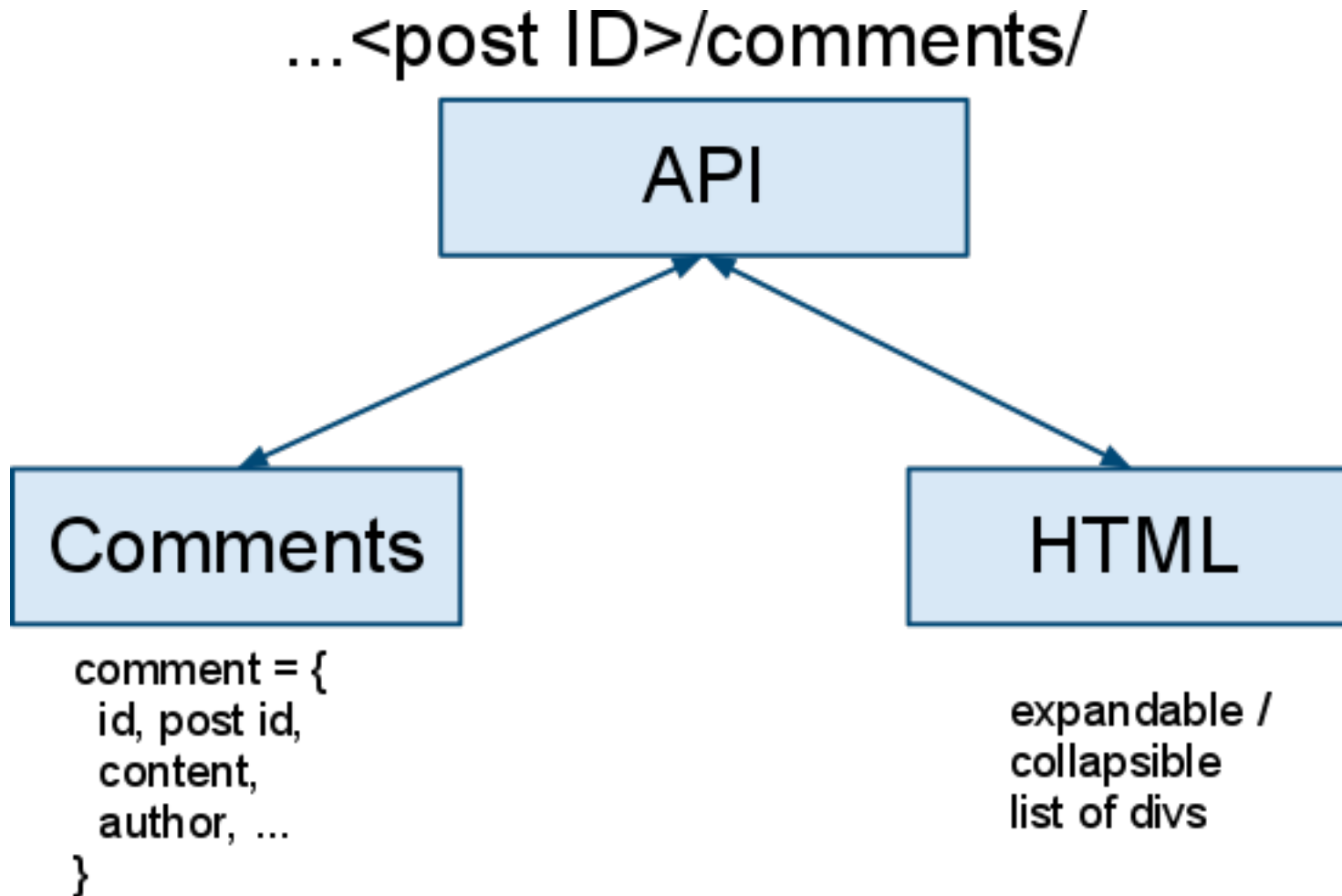


```
posts = {  
  items: [..posts..]  
}
```

reuse existing view

# Using GWT with Blogger

Step 4: Fetch comments and display for each post.



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# Building a Business Web Presence Using Blogger APIs

Q & A

brettmorgan@google.com  
@DomesticMouse

<http://groups.google.com/group/bloggerDev>



Google™

