Google+ Sign-In for Web Apps

Building on the Google+ Platform

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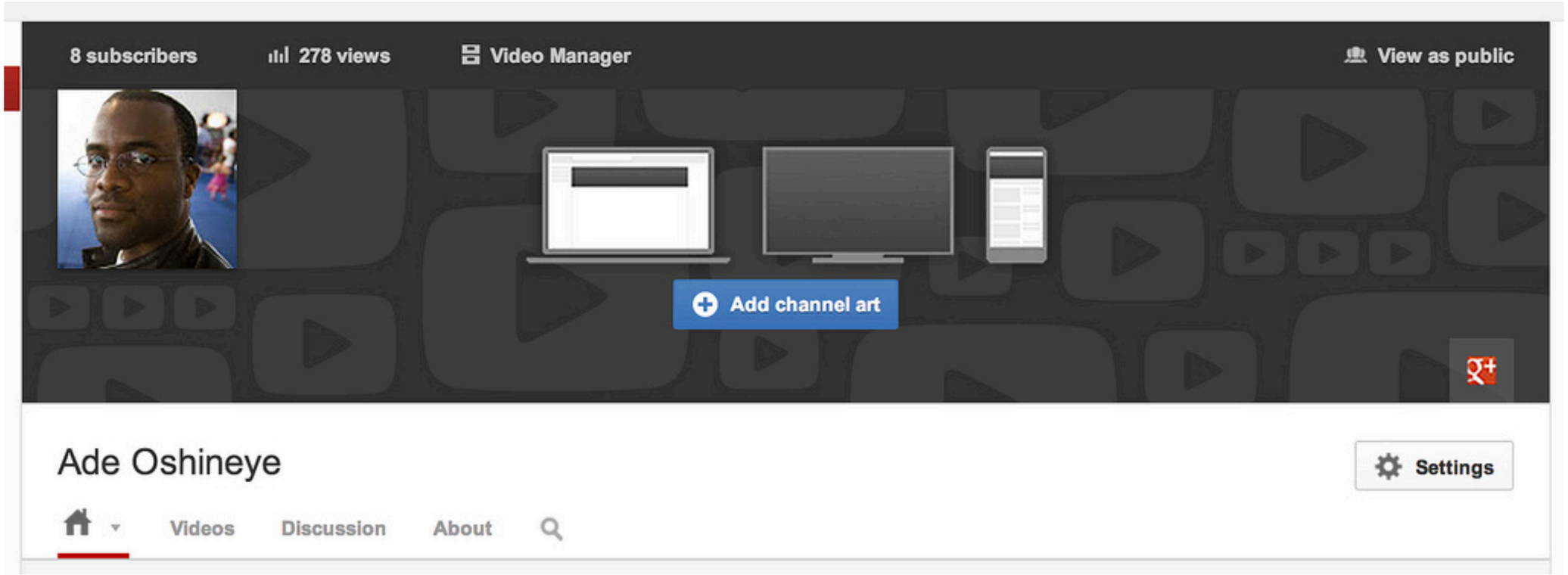
Questions

Web Sign-In

Web versus Apps?

It all starts with the web



~~Social~~ web apps

Solutions not just technologies

Client libraries and SDKs

Client Library	Project Home	Google+ Quick-Start App
Google APIs Client Library for .NET (beta)	google-api-dotnet-client	Quick-start instructions Download zip github
Google APIs Client Library for Go (alpha)	google-api-go-client	Quick-start instructions Download zip github
Google APIs Client Library for Google Web Toolkit (alpha)	gwt-google-apis	–
Google APIs Client Library for Java (beta)	google-api-java-client	Quick-start instructions Download zip github
Google APIs Client Library for JavaScript (alpha)	google-api-javascript-client	Quick-start instructions Download zip github
Google APIs Client Library for Objective C	google-api-objectivec-client	–
Google APIs Client Library for PHP (beta)	google-api-php-client	Quick-start instructions Download zip github
Google APIs Client Library for Python	google-api-python-client	Quick-start instructions Download zip github
Google APIs Client Library for Ruby (alpha)	google-api-ruby-client	Quick-start instructions Download zip github (Sinatra)
SDK	**Download**	**Google+ Quick-Start App**
Android Google Play services SDK	Use the Android SDK Manager	Quick-start instructions
Google+ iOS SDK	Download zip	Quick-start instructions

Quickstarts

Google+ Platform

Grow your audience across devices

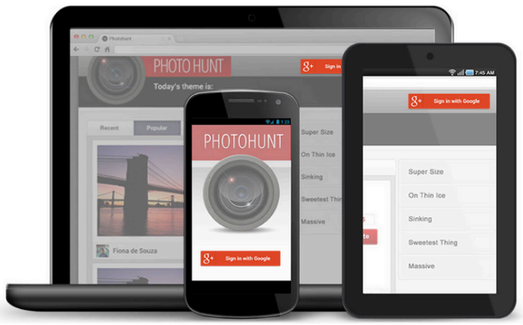
Ten minute quick start

Choose your language:

Google+ Sign-In

Google+ Sign-In is a simple, trusted way to let people sign in with their Google credentials and build even more engaging experiences across desktop and mobile.

Try our sample app



Simple, secure authentication

Improve registration and sign-in conversion with a fast and secure authentication option for users.

Learn more

Interactive posts

Help your users prompt friends to take specific actions in your app from a Google+ post.

Learn more

Over-the-air installs

Let web users instantly download and install your app to their Android device.

Learn more

Integrated Hangouts

Build collaborative Hangout Apps that bring people together in new ways.

Learn more

Profile & social graph access

Show relevant content and connections from circles and profile information.

Learn more

Lasting re-engagement

App activities can help you re-engage users when it's relevant in the future.

Learn more

Engagement analytics

Tune your performance with stats on downloads, signed-in users, and their activity.

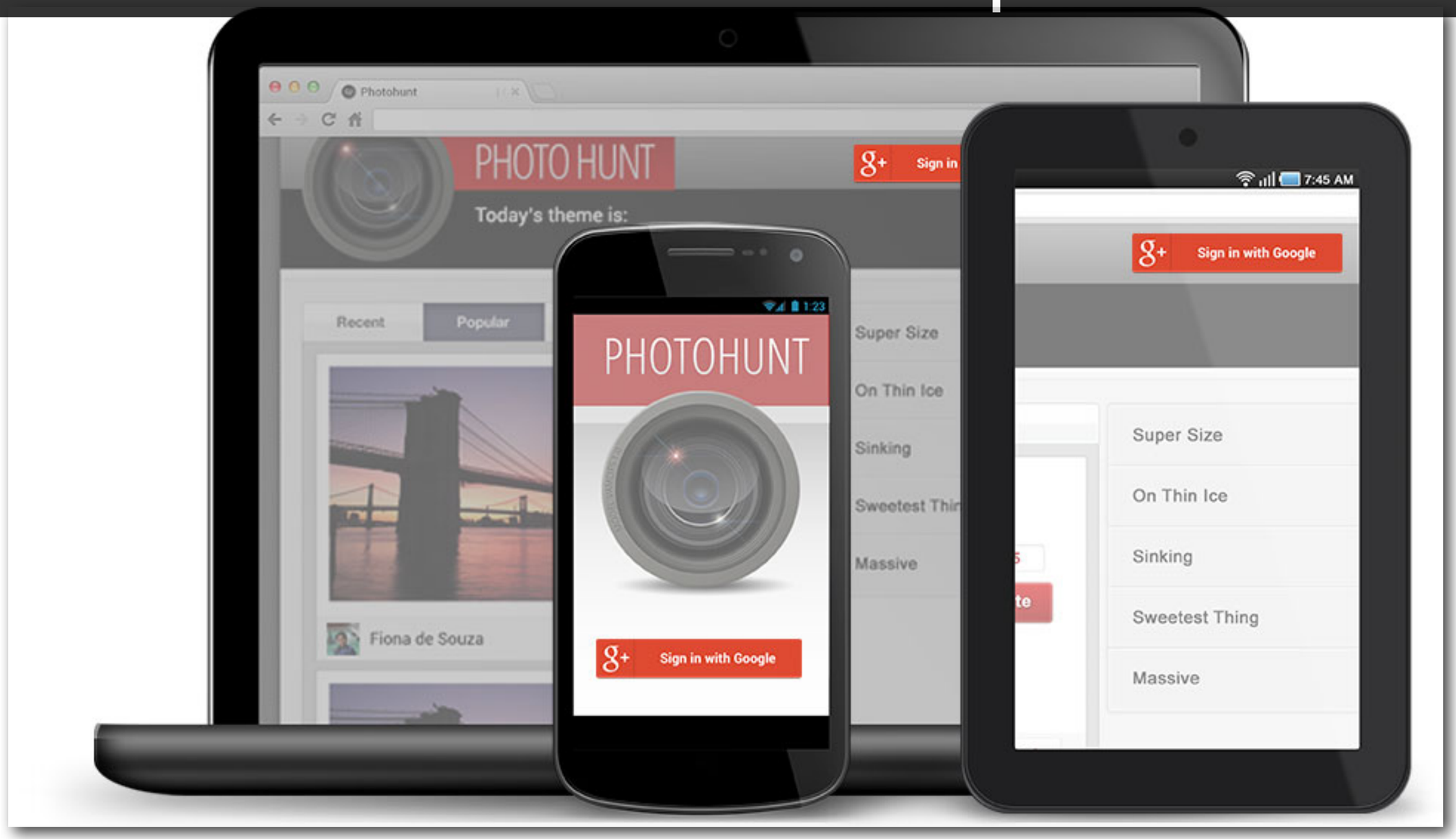
Learn more

Google+ plugins

Add plugins to your site to grow your audience, on and off Google+.

Learn more

Multi-device & multi-platform



http://ade-photohunt.appspot.com

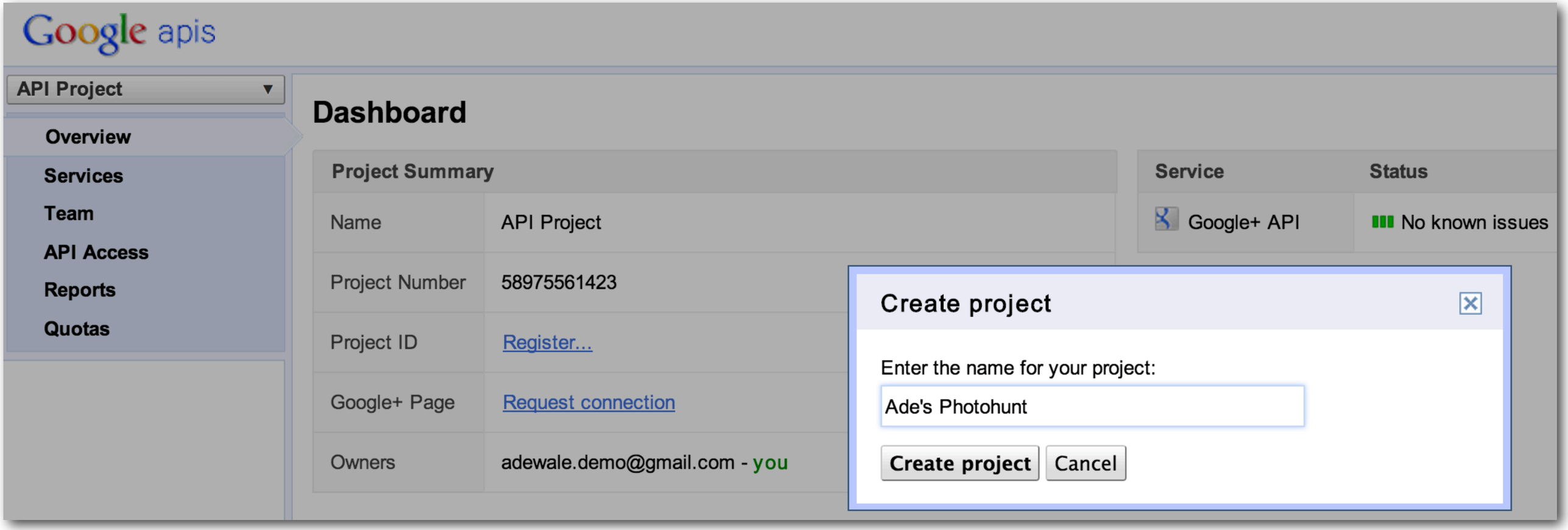
Start with sign-in

Sign in

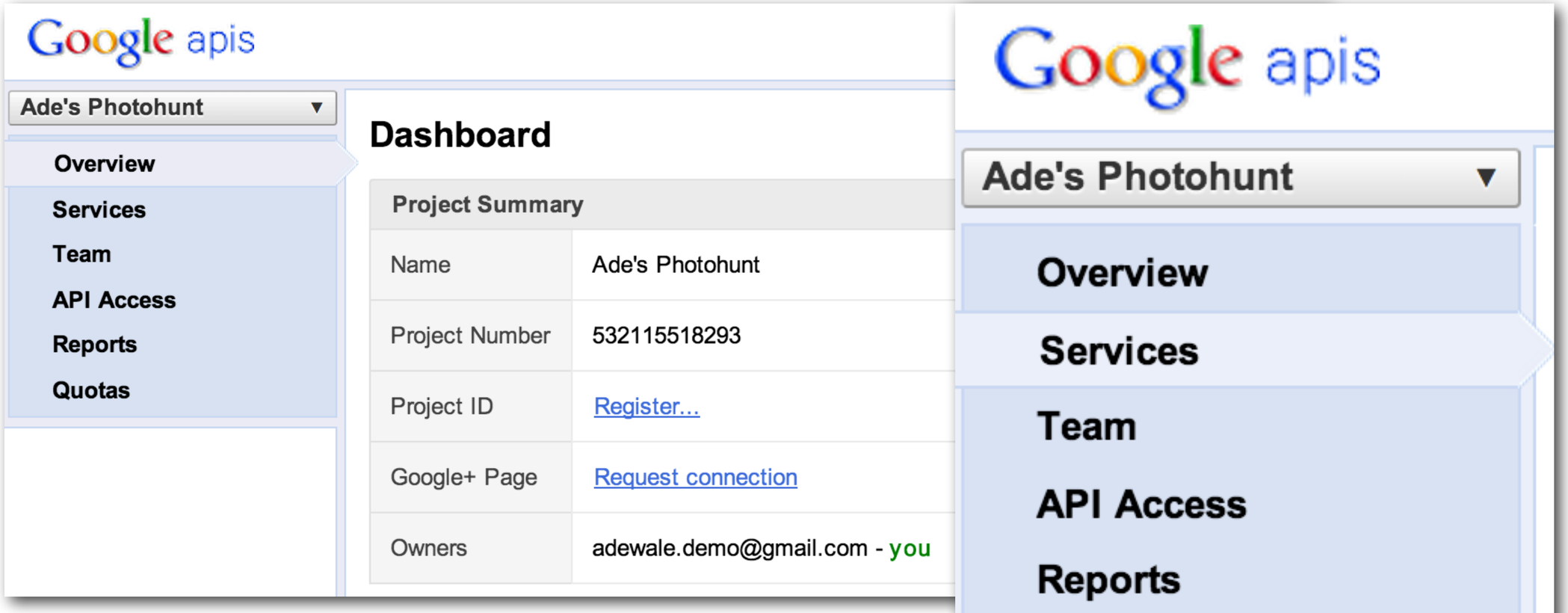
One password. All of Google.

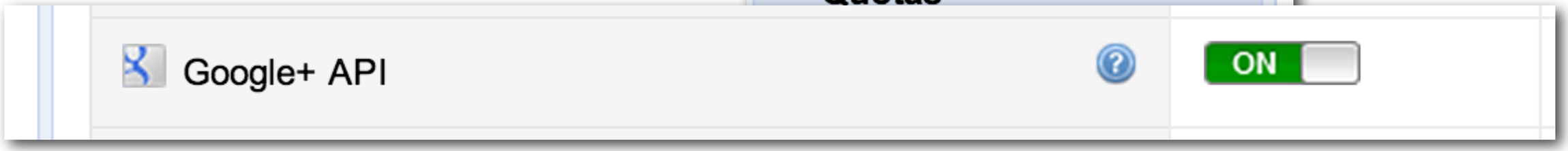
Want to enjoy the best of Google? Just stay signed in. One username and password is all you need to unlock more features from services you use every day, like Gmail, Maps, Google+, and YouTube.

developers.google.com/console

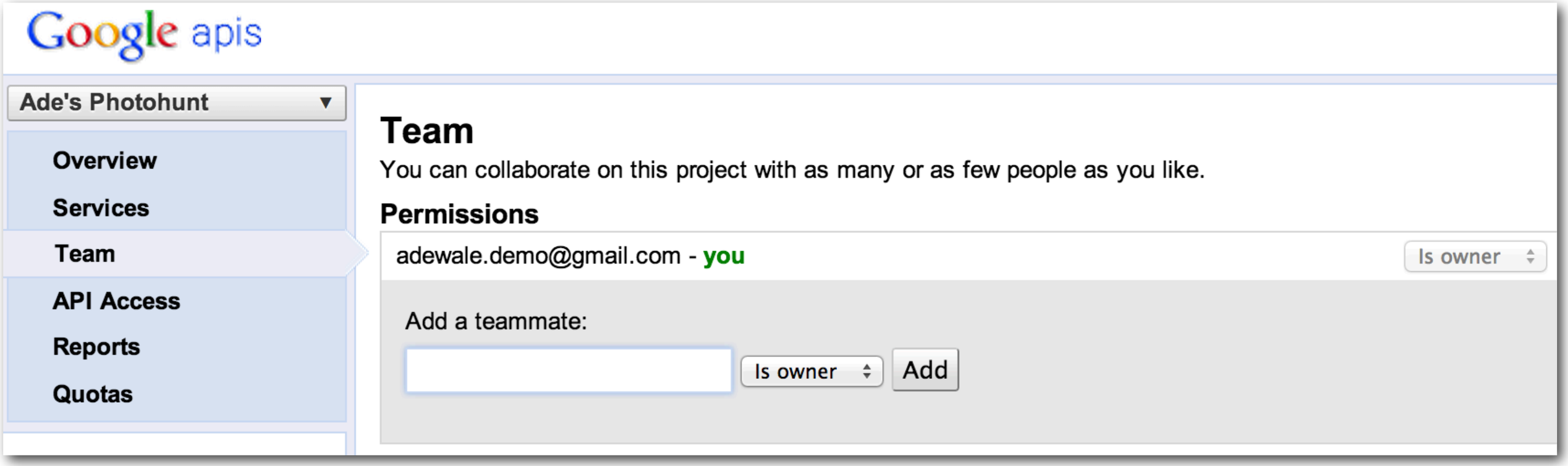


Add Google+ API

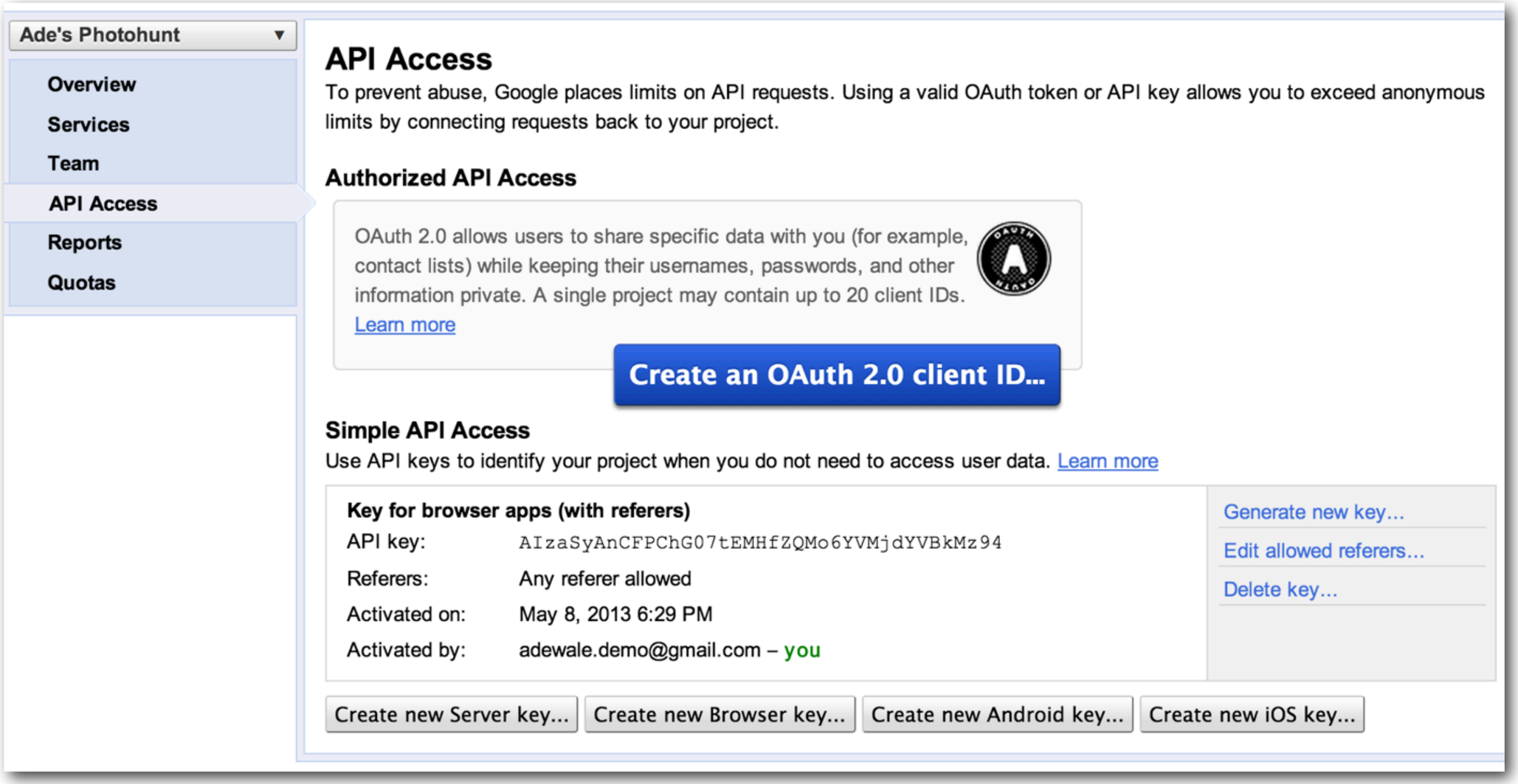




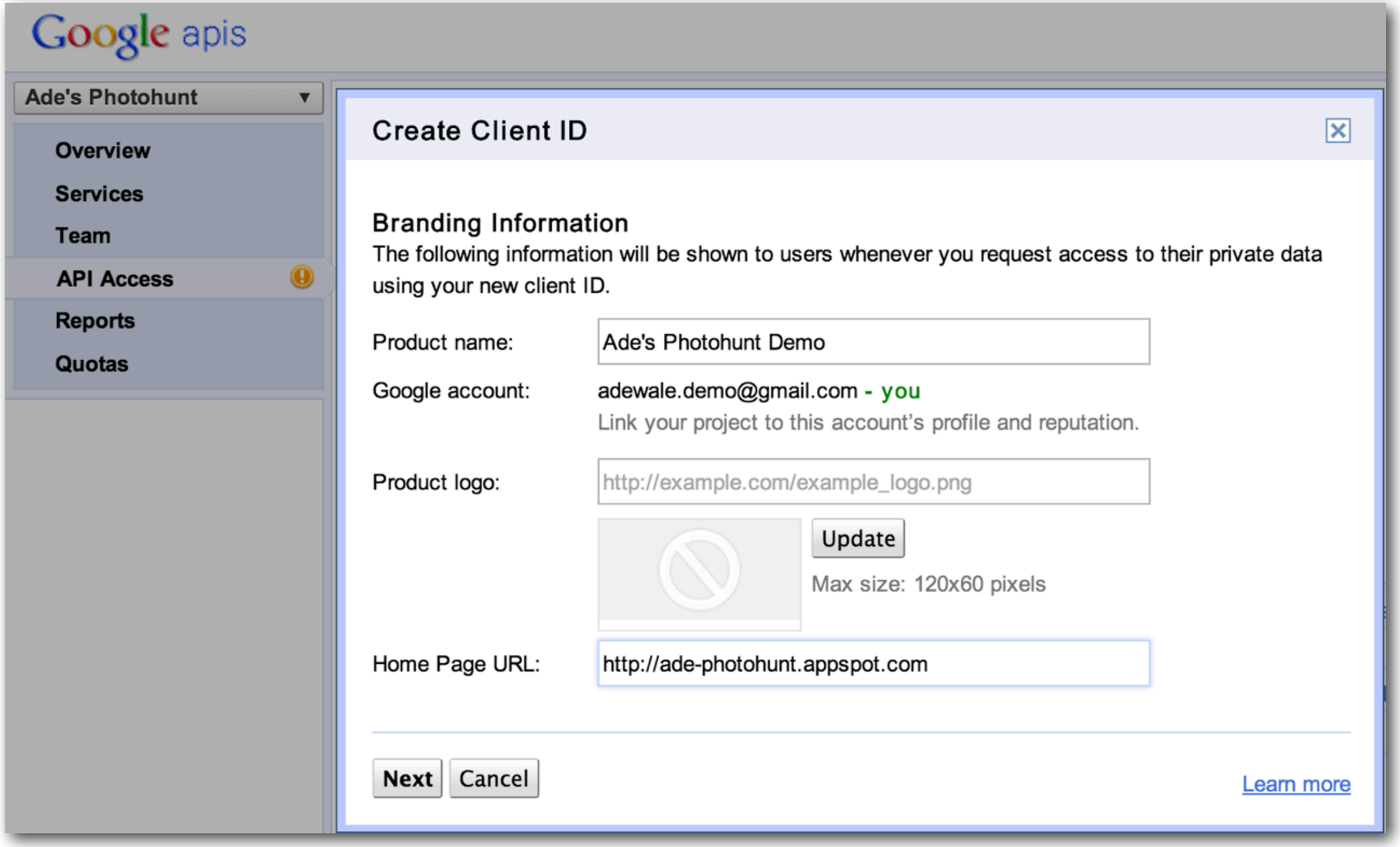
Teamwork works



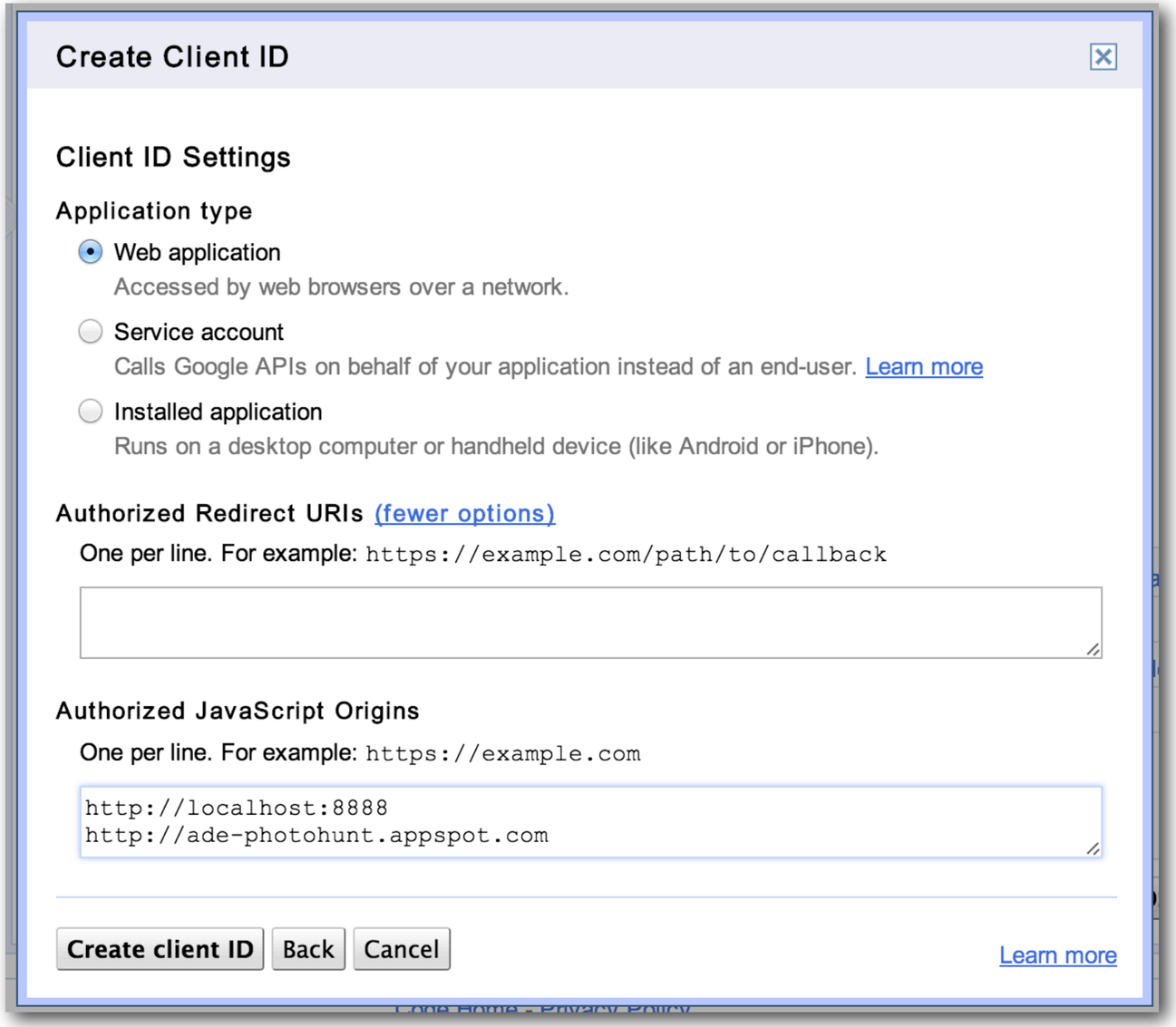
Projects contain Client IDs



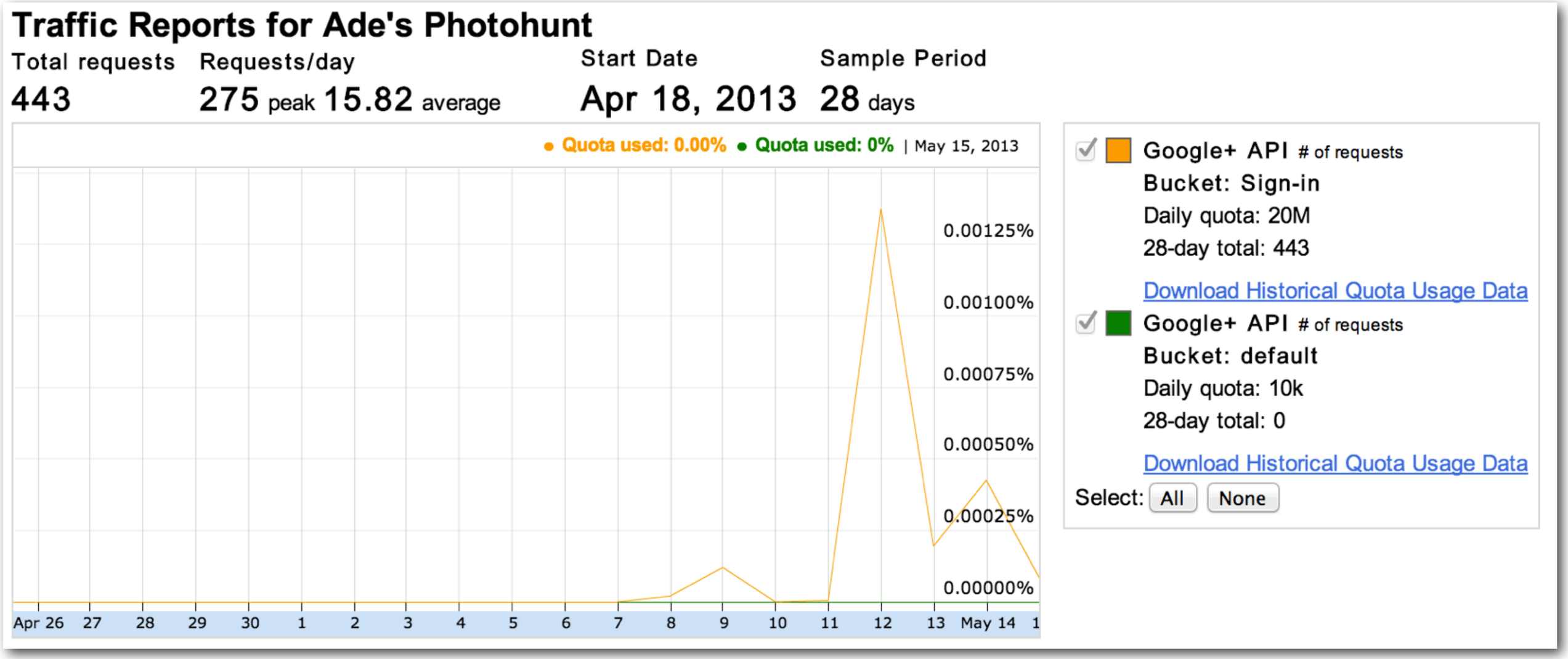
Create Client ID



OAuth configuration



API traffic reports



Quotas

Traffic Controls for Ade's Photohunt

Usage Limits

Billing status:

Billing is not enabled

API usage will be restricted to courtesy limits Learn more

Effective limits:

API	Per-User Limit	Used	Courtesy Limit	
Google+ API	5.0 requests/second/user	0%	10,000 requests/day	Request more...
Google+ API (Sign-in)	250.0 requests/second/user	0%	20,000,000 requests/day	Request more...

Set per-user limits...

Client-side sign-in: why?

Client-side sign-in

```
<script type="text/javascript">
(function() {
  var po = document.createElement('script');
  po.type = 'text/javascript'; po.async = true;
  po.src = 'https://plus.google.com/js/client:plusone.js';
  var s = document.getElementsByTagName('script')[0];
  s.parentNode.insertBefore(po, s);
})();
</script>
```

Client-side sign-in

```
<div id="gConnect">
  <button class="g-signin"
      data-scope="https://www.googleapis.com/auth/plus.login"
      data-requestvisibleactions="http://schemas.google.com/AddActivity"
      data-clientId="532115518293.apps.googleusercontent.com"
      data-callback="onSignInCallback"
      data-theme="dark"
      data-cookiepolicy="single_host_origin">
  </button>
</div>
```

Client-side sign-in

```
onSignInCallback: function(authResult) {
```

Client-side sign-in

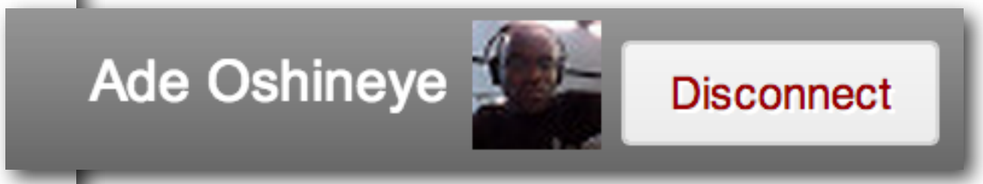
User is now signed in to the app using Google+

If the user chooses to disconnect, the app must delete all stored information retrieved from Google for the given user.

Disconnect your Google account from this app

User's profile information

Hello Ade Oshineye!
Tagline: I'm that guy doing the demo. If you interact with this account you're likely to end up in my demos.
About: You should really follow: https://plus.google.com/+AdeOshineye



Disconnect

```
url: 'https://accounts.google.com/o/oauth2/revoke?token=' +
     gapi.auth.getToken().access_token,
```

What about the server-side?

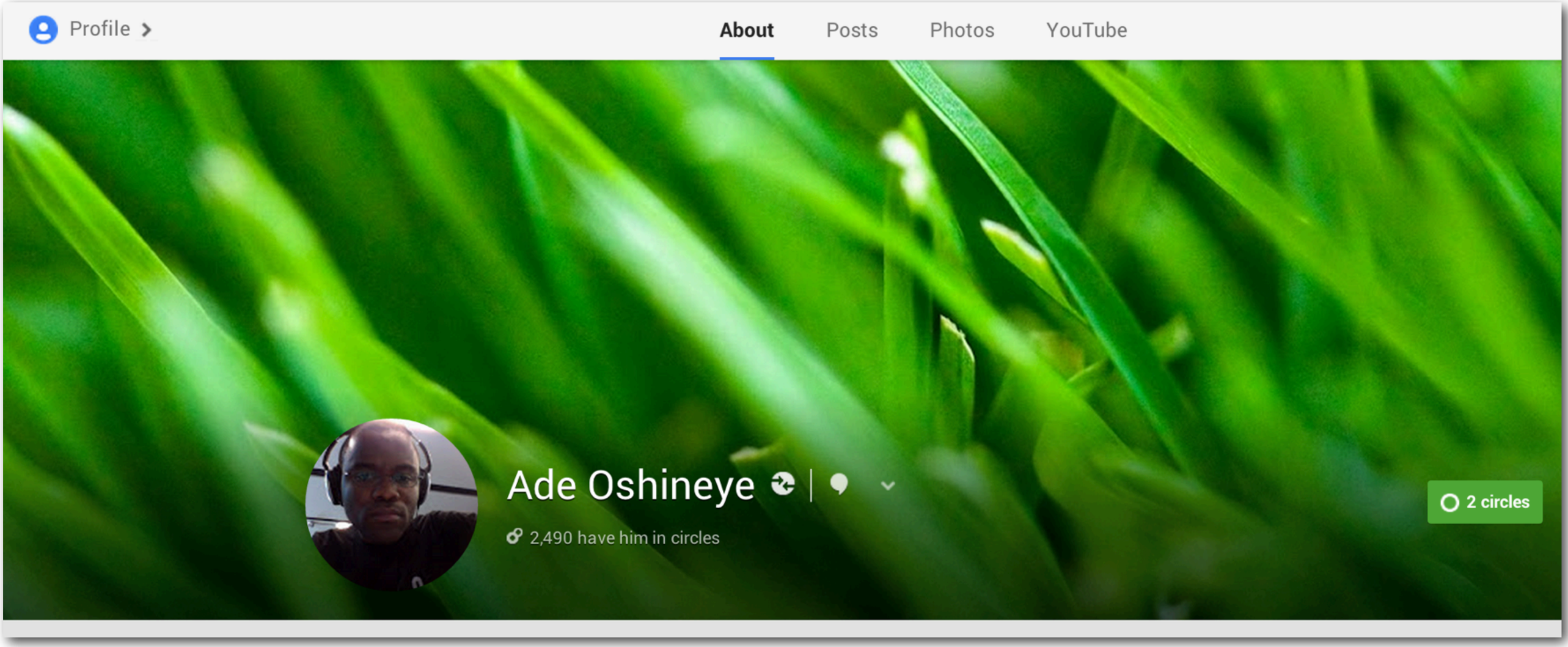
The hybrid flow

```
data-redirecturi="postmessage"
data-accesstype="offline"
```

- Opaque code in authResult
- Exchange the code for an access token and refresh token
- Verify the access token is for the current user and for your app
- Defend against request forgery

Connect & customize

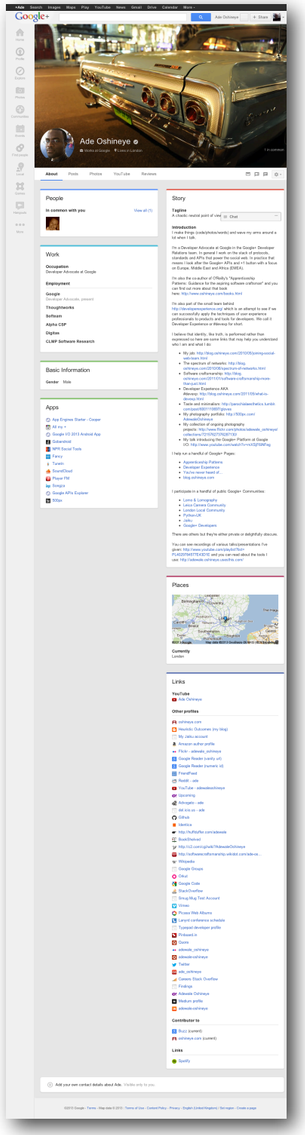
User brings their profile and their circles



Developer differentiates the experience

Extract interests from profile

Extract interests from profile

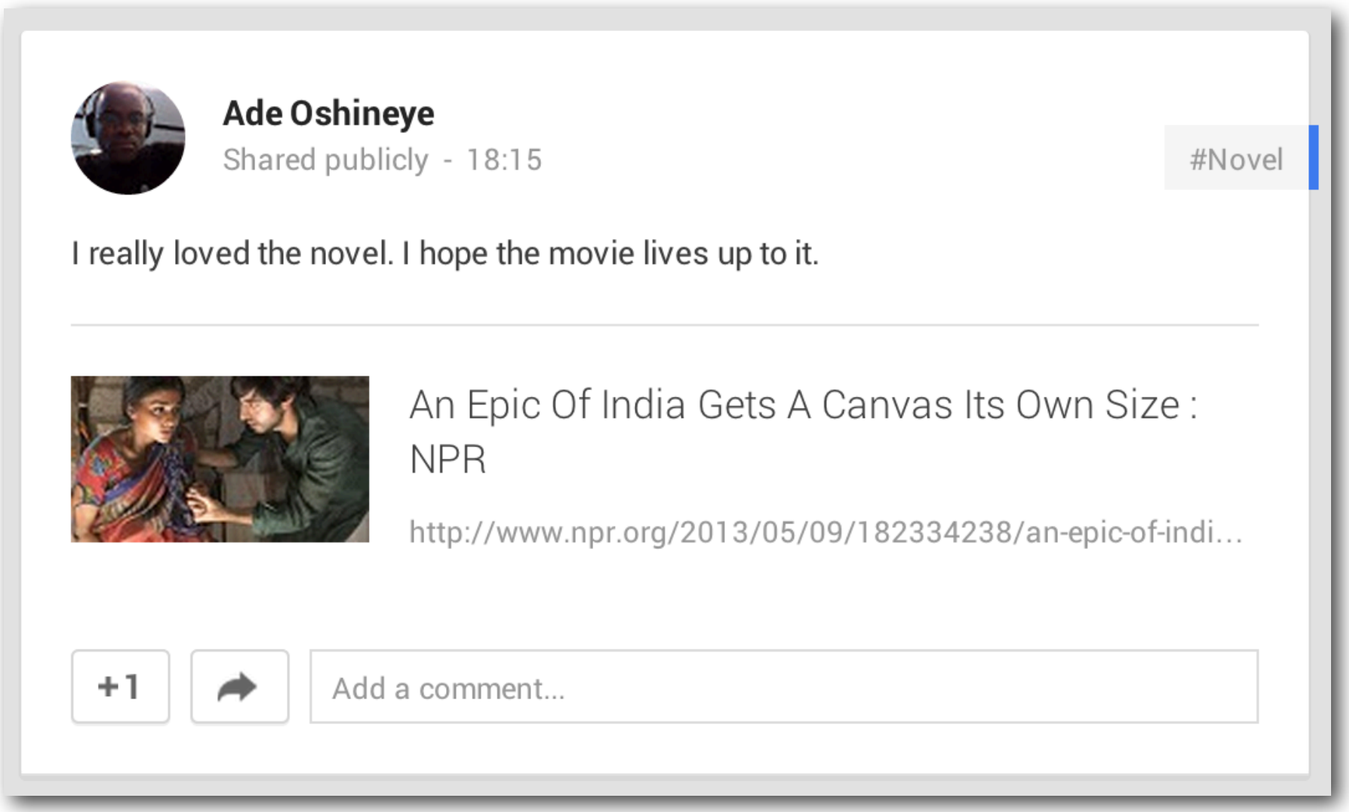


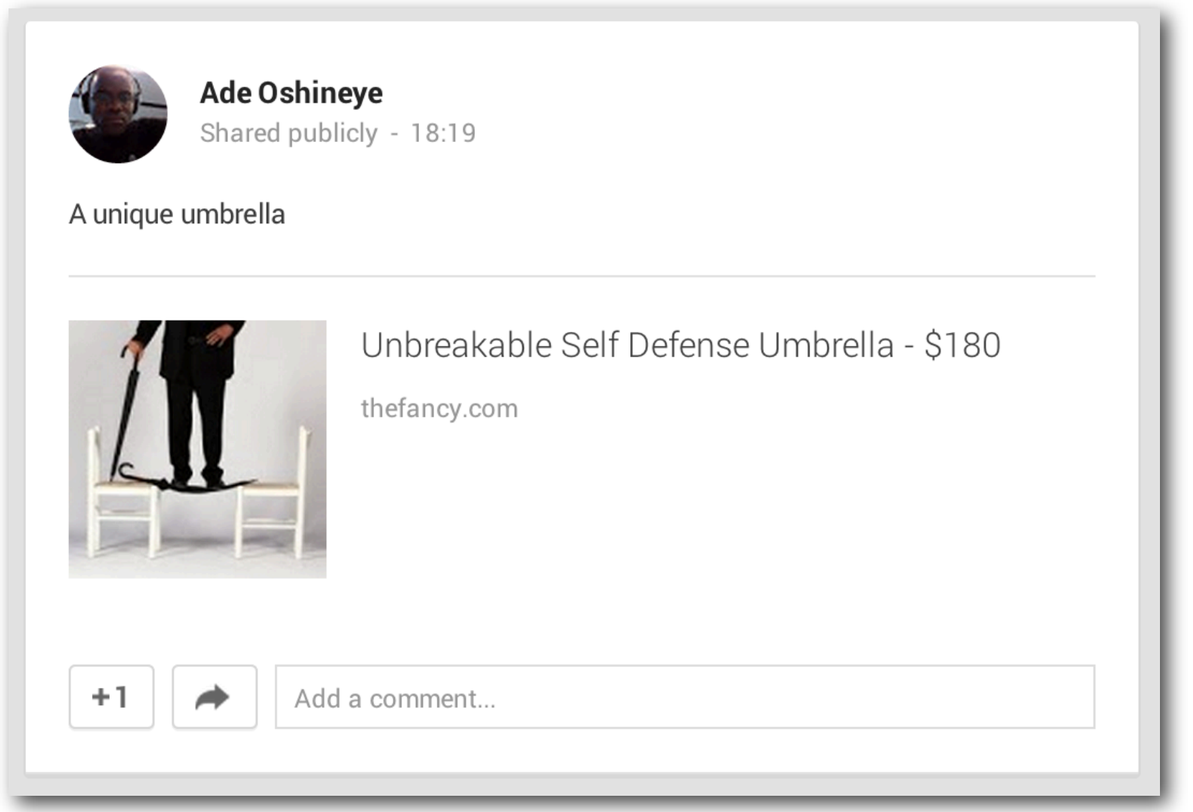
Developer differentiates the experience

Extract interests from profile
Match & merge social graphs
Make recommendations
Magical OOB

Encourage interaction

Interactive posts: before





Interactive posts: after

Ade Oshineye
Shared publicly - 18:17

#Novel

I really loved the novel. I hope the movie lives up to it.

NPR Social Tools

An Epic Of India Gets A Canvas Its Own Size : NPR

Midnight's Children, from Oscar-nominated filmmaker Deepa Mehta, is a sweeping big-screen adaptation of Salman Rushdie's great novel of modern Indian history. NPR's Bilal Qureshi talks to the two storytellers about their collaboration on the project.

Listen

+1 Add a comment...

Ade Oshineye
Shared publicly - 18:22

A unique umbrella

Fancy

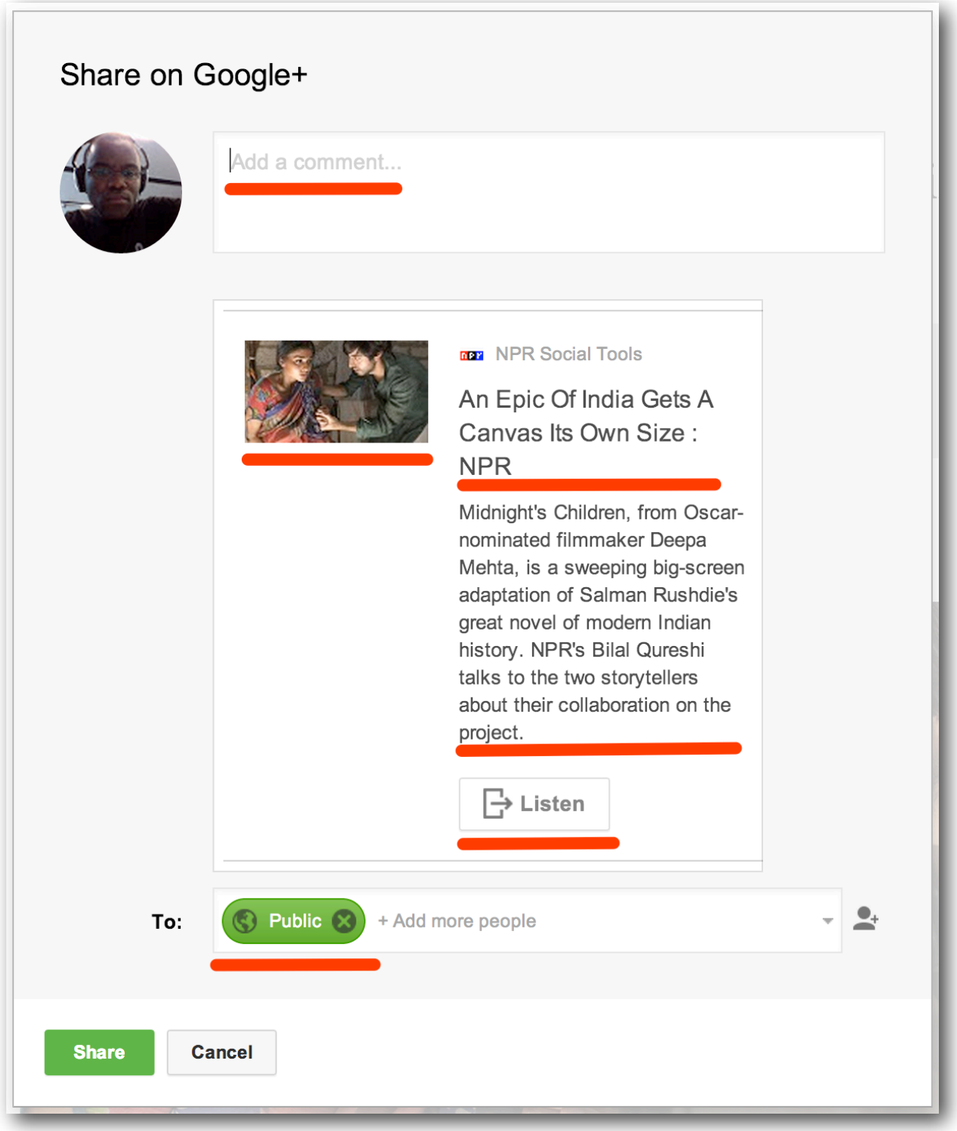
Unbreakable Self Defense Umbrella - $180

The Unbreakable Self Defense Umbrella. Truly the Clark Kent of umbrellas: discreet, yet able to pack a wallop at any moment. Anyone who can use a stick for defense can use this umbrella. Do you know how to swing a baseball bat? Do you know how to strike with a sturdy stick? If you do, you know all you need to know… The Unbreakable Self Defense Umbrella looks like any ordinary umbrella, yet is able to strike as hard as a steel pipe. The umbrella d...

Buy

+1 Add a comment...

Interactive posts: concepts



Interactive posts: implementation

API Project and Client ID
Load our JS
Choose a label out of 100 options
Design and add a button

Interactive posts: implementation

```
class="g-interactivepost"
data-contenturl="https://plus.google.com/pages/"
data-contentdeeplinkid="/pages"
data-clientid="xxxxx.apps.googleusercontent.com"
data-cookiepolicy="single_host_origin"
data-prefilltext="Engage your users today, create a Google+ page for your business."
data-calltoactionlabel="CREATE"
data-calltoactionurl="http://plus.google.com/pages/create"
data-calltoactiondeeplinkid="/pages/create">
```

Surface activities

Is this thing on?

App activities

plus.google.com/apps/activities

App settings | **App activities**

Added **Photo by Ade Oshineye for Flowers | Photo Hunt**

1 day ago on Ade's Photohunt Demo - Shared privately

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Defining app activities

Activity type

10 types of app activities

AddActivity
BuyActivity
CheckInActivity
CommentActivity
CreateActivity

10 types of app activities

DiscoverActivity
ListenActivity
ReserveActivity
ReviewActivity
WantActivity

Defining app activities

Activity type
Target
Itemtype
Name
Description
Image

Using app activities

Choose activity type
Entity type from schema.org
Make sure it’s user-centric

Moments?
URL-less moments?

Historical moments?
Future moments?

Implementing app activities

API Project and Client ID
Sign-in button
Ask for “requestvisibleactions”
Insert meaningful moments

Implementing app activities

```
var moment = {
  'type' : 'http://schemas.google.com/AddActivity',
  'target' : {
    'url' : 'https://developers.google.com/+/web/snippet/examples/widget'
  }
};

var request = gapi.client.request({
  'path' : 'plus/v1/people/me/moments/vault',
  'method' : 'POST',
  'body' : JSON.stringify(moment)
});

request.execute(function(result) {
  console.log(result);
});
```

Implementing app activities

```
// This example shows how to create a moment that does not have a URL.
var momentWithoutUrl = {
  'type' : 'http://schemas.google.com/AddActivity',
  'target' : {
    'id' : 'a-unique-id-1',
    'name' : 'The Google+ Platform',
    'description' : 'A page that describes just how awesome Google+ is!',
    'image' : 'https://developers.google.com/+/web/snippet/examples/thing.png'
  }
};

var request = gapi.client.request({
  'path' : 'plus/v1/people/me/moments/vault',
  'method' : 'POST',
  'body' : JSON.stringify(momentWithoutUrl)
});

request.execute(function(result) {
  console.log(result);
});
```

Implementing app activities

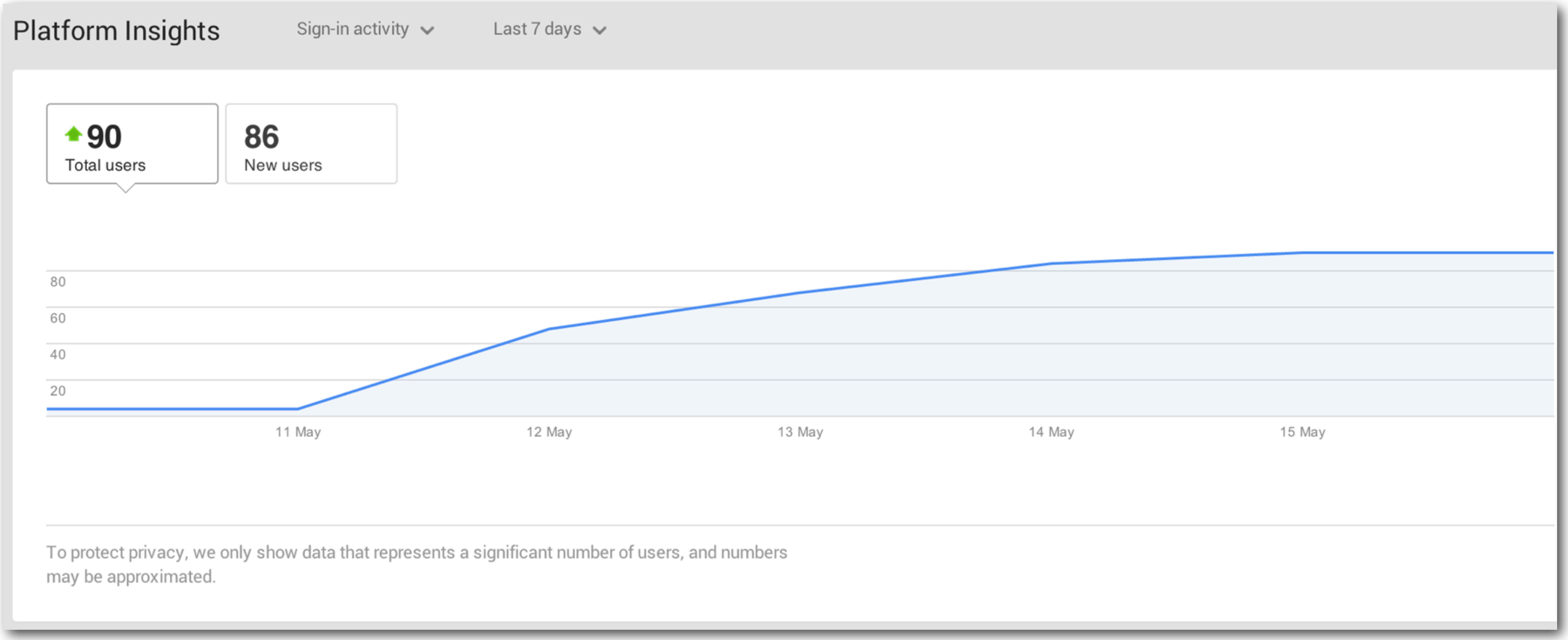
```
// This example shows how to create a moment that is associated with a URL that has schema.org markup.
Moment moment = new Moment();
moment.setType("http://schemas.google.com/AddActivity");
ItemScope itemScope = new ItemScope();
itemScope.setUrl("https://developers.google.com/+/plugins/snippet/examples/thing");
moment.setTarget(itemScope);
Moment momentResult = service.moments().insert("me", "vault", moment).execute();

// This example shows how to create moment that does not have a URL.
Moment moment = new Moment();
moment.setType("http://schemas.google.com/AddActivity");
ItemScope itemScope = new ItemScope();
itemScope.setId("target-id-1");
itemScope.setType("http://schemas.google.com/AddActivity");
itemScope.setName("The Google+ Platform");
itemScope.setDescription("A page that describes just how awesome Google+ is!");
itemScope.setImage("https://developers.google.com/+/plugins/snippet/examples/thing.png");
moment.setTarget(itemScope);
Moment momentResult = service.moments().insert("me", "vault", moment).execute();
```

Act on analytics

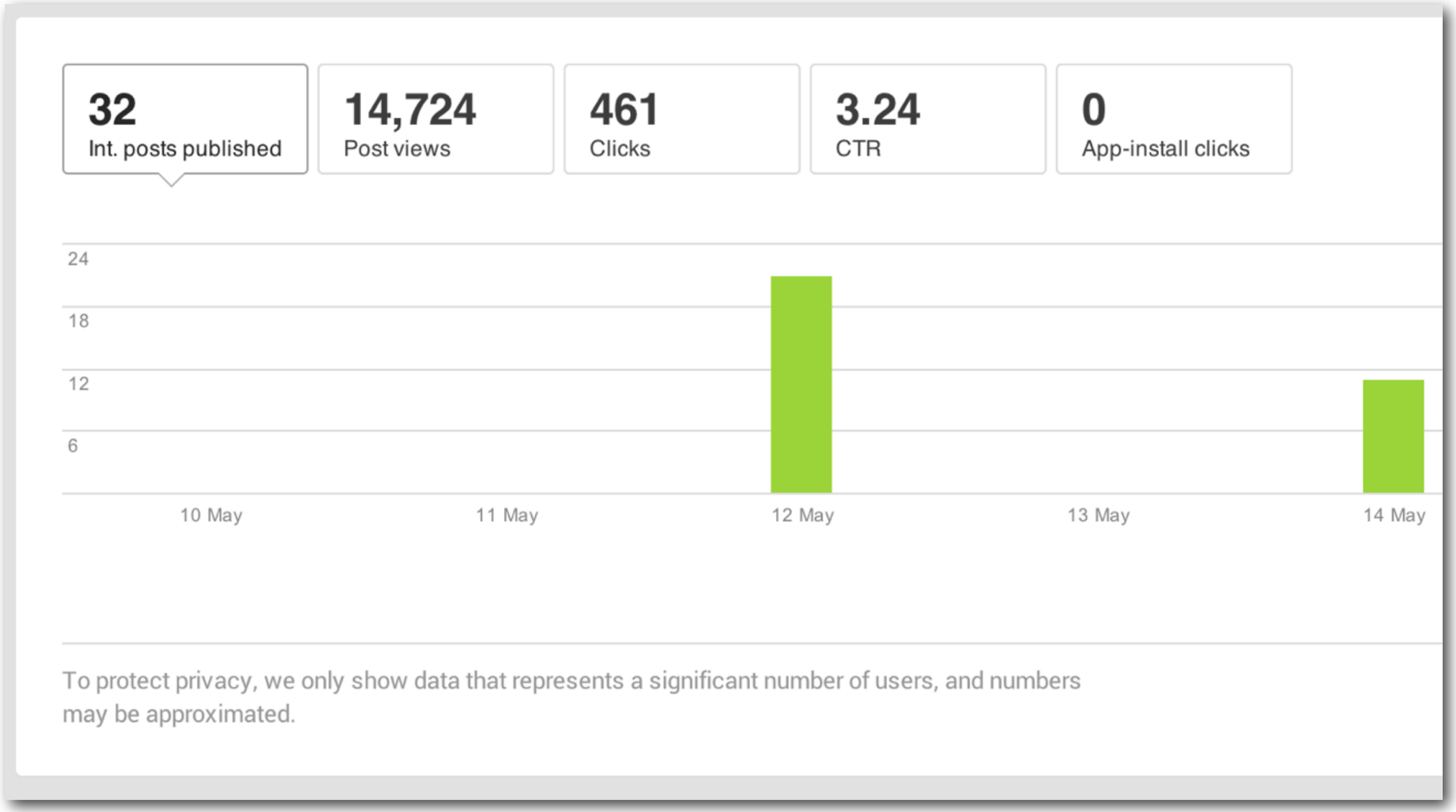
Data > Anecdotes

Platform Insights

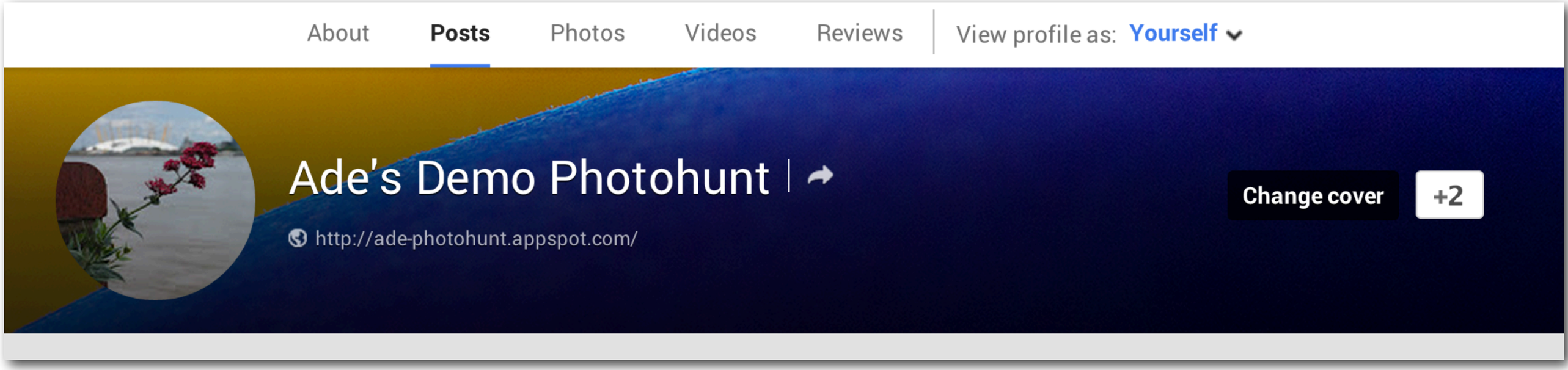
Platform Insights



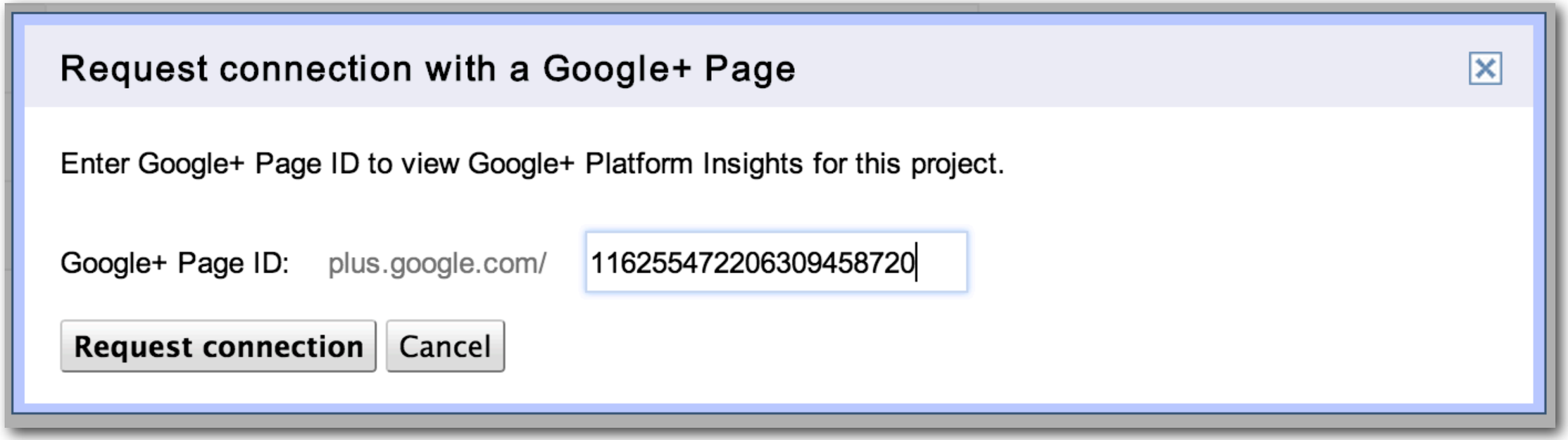
Platform Insights



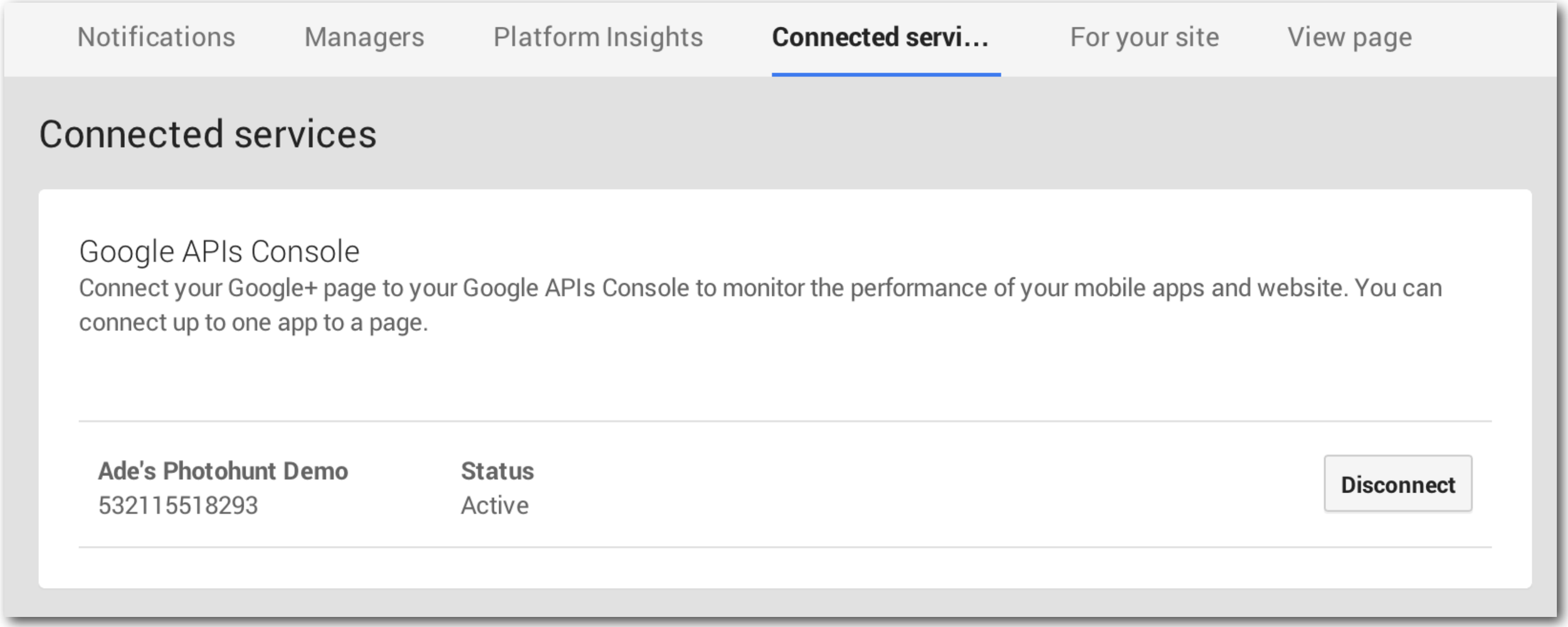
Create a Google+ Page



Connect Page and API Project



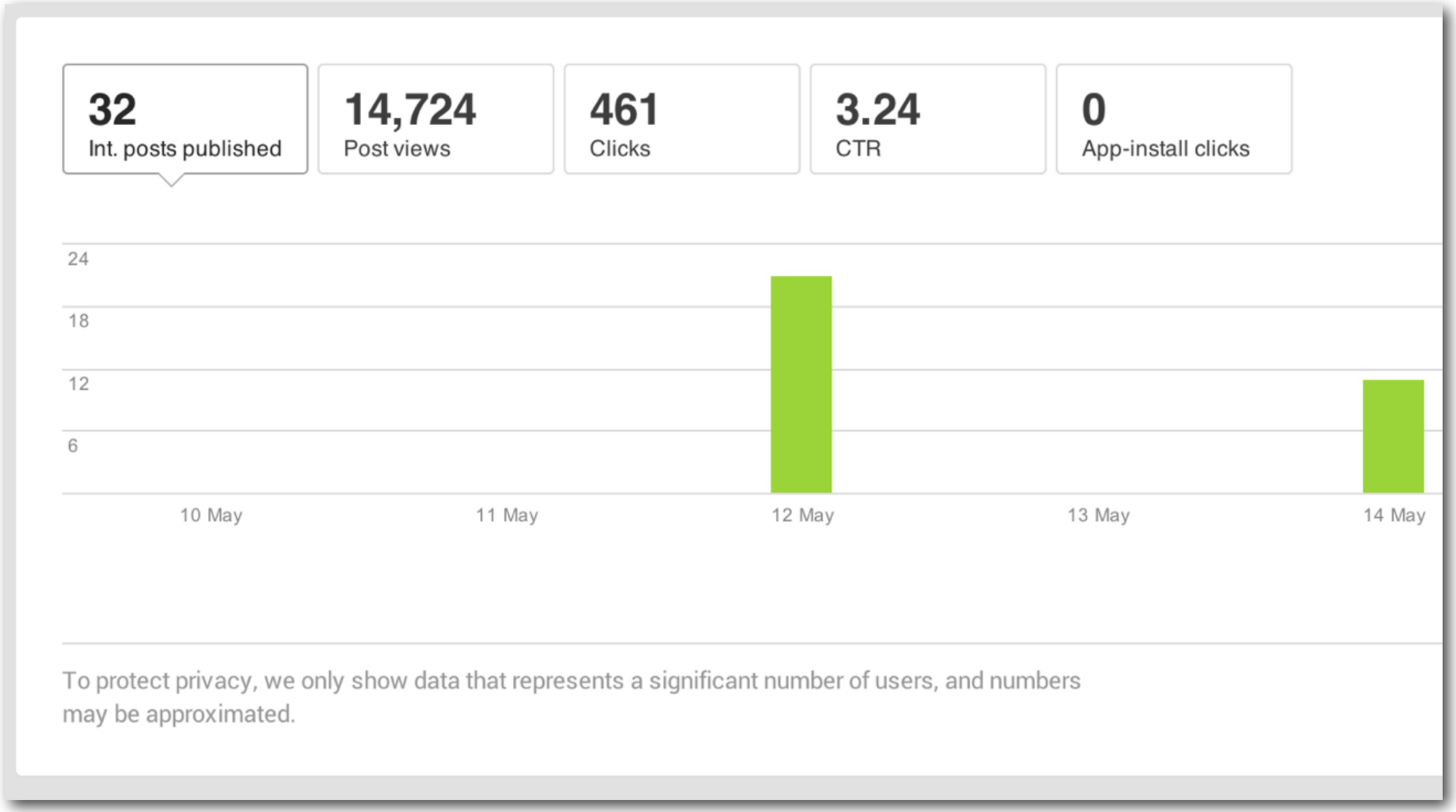
Connect Page and API Project



Data > Anecdotes

Create a Google+ Page
Connect Page and API Project
Act on Platform Insights

Take action

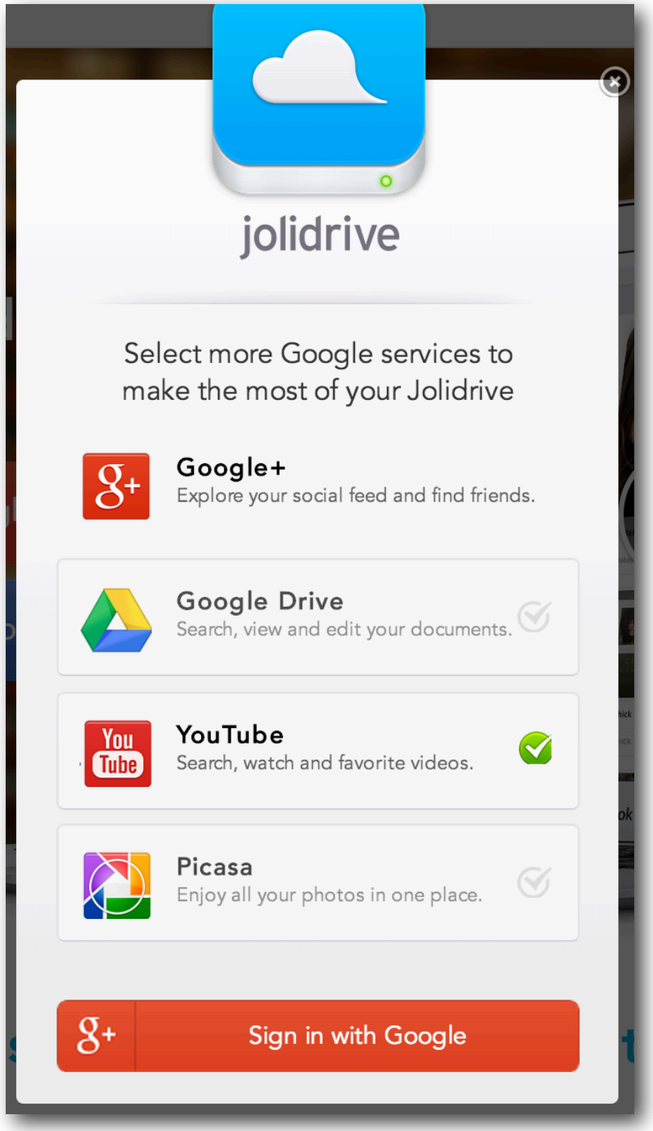

32
Int. posts published
14,724
Post views
461
Clicks
3.24
CTR
0
App-install clicks
24
18
12
6
10 May
11 May
12 May
13 May
14 May
To protect privacy, we only show data that represents a significant number of users, and numbers may be approximated.

Wrap it up in a bow

Add your own magic

Bring in all of Google
Combine things creatively

Bring in all of Google



Add your own magic

Unique connection with users
Use unique Google+ features

Create a unique and valuable social experience for your users

<Thank You!>

http://goo.gl/4urfo

Questions

STOP

Google
Developers