



Google

Developers



# G+ and Search

Lighting up your brand queries on search



John Hjelmstad

 Follow

2,421 followers

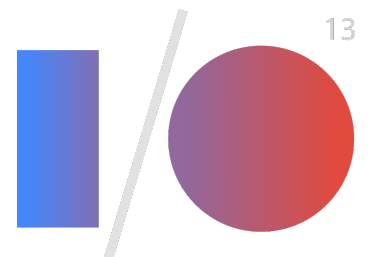


Ardan Arac

 Follow

120 followers

Google



Google is the first interaction point for many of your **current** and **prospective** users.





About 19,600,000 results (0.19 seconds)

Ad related to **fandango** ⓘ

### [fandango.com - Regal Cinemas](#)

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Evil Dead - Starts 10PM Thursday Find Tickets & Showtimes Near You!

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Buy movie tickets in advance, find movie times, watch trailers, read movie reviews, and more at **Fandango**.

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Find local movie times. ... code or city to find local movie theaters ...

#### [Fandango Gift Cards](#)

Fandango Gift Cards - give the gift of movies. Redeemable online ...

#### [Movies in Theaters](#)

Find movies in theaters and details about new movies now playing ...

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Watch movie trailers for new and upcoming releases. Get a sneak ...

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See movies coming soon listed by movie release date. Watch ...

#### [Sign In](#)

Sign-in with our new favorite co-star: Facebook. Connect with ...

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### [Fandango Restaurant](#)

[fandangorestaurant.com/](#)

European dining featuring a mix of Mediterranean cuisine. Wine list, menus, rooms and recipes.

### [Fandango - Wikipedia, the free encyclopedia](#)

[en.wikipedia.org/wiki/Fandango](#)

**Fandango** is a lively couples dance from Spain, usually in triple metre, traditionally accompanied by guitars and castanets or hand-clapping ("palmas" in ...



About 19,600,000 results (0.19 seconds)

Ad related to **fandango** ⓘ

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Evil Dead - Starts 10PM Thursday Find Tickets & Showtimes Near You!

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[en.wikipedia.org/wiki/Fandango](#)

**Fandango** is a lively couples dance from Spain, usually in triple metre, traditionally accompanied by guitars and castanets or hand-clapping ("palmas" in ...



## Fandango

7,912 followers on Google+

Follow

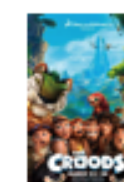
#### Popular with Google+ users



[Oblivion](#)

PG-13, 2 hr 5 min

2,044 watched the trailer



[The Croods](#)

PG, 1 hr 31 min

1,968 watched the trailer



[42](#)

PG-13, 2 hr 8 min

1,903 watched the trailer



[Scary Movie V](#)

PG-13, 1 hr 25 min

1,761 watched the trailer

#### Recent post



Joss Whedon Talks Thanos, 'Avengers 2 & 3' and RDJ in 'Iron Man 3' on our movie blog. 3 hours ago



# Oblivion



ADVERTISEMENT

**Get Showtimes + Tickets** ZIP or City, State

Offers

Opened April 19, 2013

2 hr 5 min

PG-13 | Nudity, Brief Strong Language, Sci-Fi Action Violence and Some Sensuality

Parents: Common Sense Media says Iffy for 13+. [More on child suitability](#)

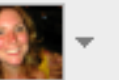
On a spectacular future Earth that has evolved beyond recognition, one man's confrontation with the past will lead him on a journey of redemption and discovery as he battles to save mankind. [Full synopsis](#)

Cast: [Tom Cruise](#), [Olga Kurylenko](#), [Morgan Freeman](#), [Andrea Riseborough](#), [Nikolai Coster-Waldau](#)



**Mother's Day is May 12<sup>th</sup>**

Give Mom the gift she deserves,



550 personal results. 2,320,000,000 other results.

## [TuneIn: Listen to Online Radio, Music and Talk Stations](#)

[tunein.com/](#) ▾

Listen to online radio, find streaming music radio and streaming talk radio with **TuneIn**. The best guide to every type of radio: conservative, progressive, public, ...

You've visited this page 2 times. Last visit: 4/24/13

### [Mobile](#)

Android - iPhone / iPad - Windows Phone - Blackberry - ...

### [Music](#)

Country - Oldies - Rock - Electronic and Dance - Top 40/Pop - Jazz

### [Browse by Location](#)

Browse by Location - listen online to music and talk radio.

### [Get TuneIn](#)

TuneIn is available anywhere you happen to be. Create a free ...

[More results from tunein.com »](#)

## [TuneIn Radio - Android Apps on Google Play](#)

<https://play.google.com/store/apps/details?id=tunein.player&hl=en> ▾

★★★★★ 277,650 votes - Free - Android

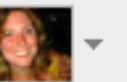
12 hours ago – **TuneIn** lets you listen to the world's radio with music, sports, news, talk, and comedy streaming from every continent. Enjoy 70,000 live radio ...

Ayush Agarwal and Debbie Jaffe +1'd this

## [tune in - Idioms - by the Free Dictionary, Thesaurus and Encyclopedia.](#)

[idioms.thefreedictionary.com/tune+in](#) ▾

Definition of **tune in** in the Idioms Dictionary. **tune in** phrase. What does **tune in** expression mean? Definitions by the largest Idiom Dictionary.



550 personal results. 2,320,000,000 other results.

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### [Mobile](#)

Android - iPhone / iPad - Windows Phone - Blackberry - ...

### [Browse by Location](#)

Browse by Location - listen online to music and talk radio.

[More results from tunein.com »](#)

### [Music](#)

Country - Oldies - Rock - Electronic and Dance - Top 40/Pop - Jazz

### [Get TuneIn](#)

TuneIn is available anywhere you happen to be. Create a free ...

## [TuneIn Radio - Android Apps on Google Play](#)

<https://play.google.com/store/apps/details?id=tunein.player&hl=en> ▾

★★★★★ 277,650 votes - Free - Android

12 hours ago – **TuneIn** lets you listen to the world's radio with music, sports, news, talk, and comedy streaming from every continent. Enjoy 70,000 live radio ...

Ayush Agarwal and Debbie Jaffe +1'd this

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[idioms.thefreedictionary.com/tune+in](#) ▾

Definition of **tune in** in the Idioms Dictionary. **tune in** phrase. What does **tune in** expression mean? Definitions by the largest Idiom Dictionary.



**TuneIn** ✓

137,679 followers on Google+

Follow

### Popular with Google+ users



[CNN National News](#)

6,036 listeners



[Asempa 94.7FM Specialty Talk](#)

4,436 listeners



[BBC Radio 4 93.5 Specialty Talk](#)

3,732 listeners



[Adom FM 106.3 Local Music](#)

2,874 listeners


### Recent posts




It's Day 2 of Jazz Fest 2013. Listen live w/ TuneIn all day today starting at 2:30pm CT. Today's acts include Willie Nelson, John Mayer, Gipsy Kings & more. <http://ow.ly/kuiZ2> 3 hours ago



# A Closer Look at the Right Hand Side







**Tuneln**   
137,679 followers on Google+

[Follow](#)


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**Popular with Google+ users**

-  **CNN National News**  
6,036 listeners
-  **Asempa 94.7FM Specialty Talk**  
4,436 listeners
-  **BBC Radio 4 93.5 Specialty Talk**  
3,732 listeners
-  **Adom FM 106.3 Local Music**  
2,874 listeners

---


**Recent posts**




It's Day 2 of Jazz Fest 2013. Listen live w/ Tuneln all day today starting at 2:30pm CT. Today's acts include Willie Nelson, John Mayer, Gipsy Kings & more. <http://ow.ly/kuiZ2> 3 hours ago







# Brand and Follow




**TuneIn**   
137,679 followers on Google+

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**Popular with Google+ users**

-  **CNN National News**  
6,036 listeners
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4,436 listeners
-  **BBC Radio 4 93.5 Specialty Talk**  
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2,874 listeners


**Recent posts**



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# Brand and Follow




**TuneIn** ✓  
137,658 followers on Google+

**Following**

**Popular with Google+ users**

-  **CNN National News**  
6,036 listeners
-  **Asempa 94.7FM Specialty Talk**  
4,436 listeners
-  **BBC Radio 4 93.5 Specialty Talk**  
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**Recent posts**



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# Recent posts

**TuneIn**   
137,679 followers on Google+ Follow


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**Popular with Google+ users**

-  **CNN National News**  
6,036 listeners
-  **Asempa 94.7FM Specialty Talk**  
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-  **BBC Radio 4 93.5 Specialty Talk**  
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---


**Recent posts**



It's Day 2 of Jazz Fest 2013. Listen live w/ TuneIn all day today starting at 2:30pm CT. Today's acts include Willie Nelson, John Mayer, Gipsy Kings & more. <http://ow.ly/kuiZ2> 3 hours ago





# Product launches


Google   ardan@google.com 2


[Web](#) [Images](#) [Maps](#) [Shopping](#) [News](#) [More](#) [Search tools](#)


About 1,690,000,000 results (0.38 seconds)


**[BMW automobiles : BMW AG website](#)**  
[www.bmw.com/](http://www.bmw.com/)   
The official **BMW** AG website: **BMW** automobiles, services, technologies - joy is **BMW**.  
[BMW 140 g fleet](#) - [BMW X5](#) - [BMW 3 Series Sedan](#) - [Configure your BMW vehicle](#)  
Saurabh Sharma +1'd this

**[used cars - BMW of Mountain View](#)**  
[www.bmwofmountainview.com/VehicleSearchResults?search=used](http://www.bmwofmountainview.com/VehicleSearchResults?search=used)   
Find new **BMW** cars & SUVs at **BMW** of Mountain View. We carry 1, 3, 5, 6, 7 and M series, X3, X5, X6 and Z4 new, used and certified pre-owned **BMW**s.

**[BMW of North America, LLC](#)**  
[www.bmwusa.com/](http://www.bmwusa.com/)   
The official **BMW** of North America Web site. Learn about all **BMW** Series and models and find out where to find the closest **BMW** center.  
[My BMW Sign In](#) - [BMW Certified Pre-Owned](#) - [Build Your Own](#) - [BMW X Overview](#)


**[BMW of Mountain View - Mountain View, CA - Yelp](#)**  
[www.yelp.com](http://www.yelp.com) [Automotive](#) [Car Dealers](#)   
★★★★☆ Rating: 3 - 290 reviews  
290 Reviews of **BMW** of Mountain View "Alec & Huck made a great duo as you can imagine at **BMW** of Mountain View. My wife and I bought our first **BMW** at ..."




**BMW**   
2,671,203 followers on Google+

[Follow](#)

**Recent posts**

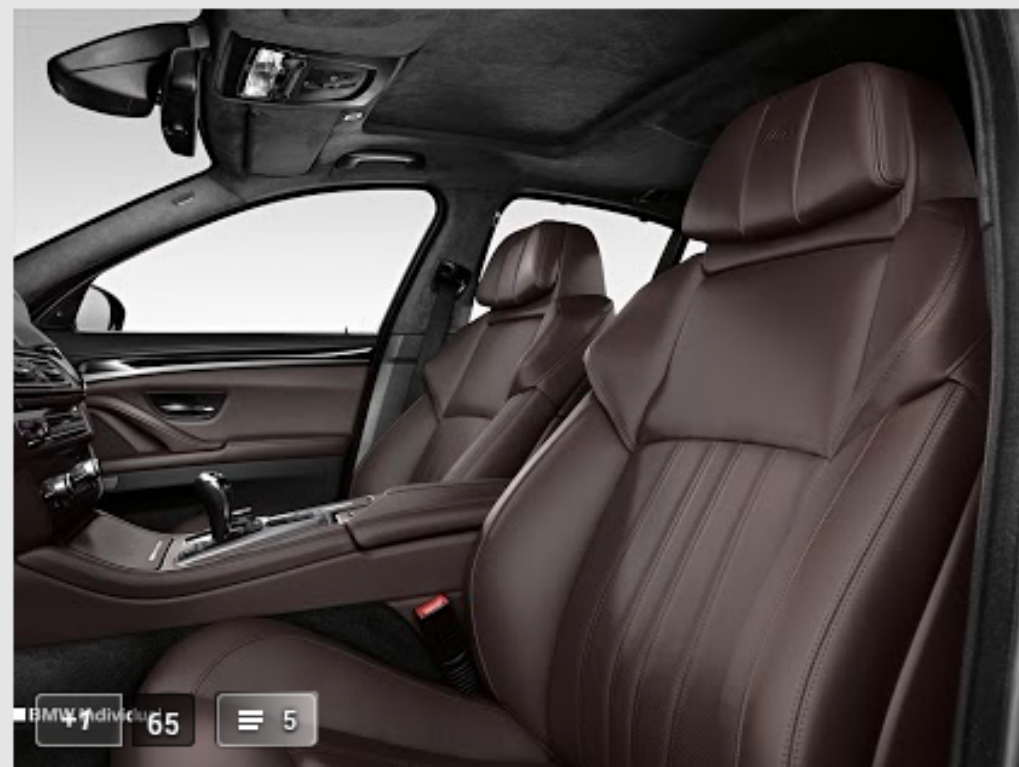
 Do you want your BMW to be as unique as you are? BMW Individual can make it happen. Come inside and take a look. 23 hours ago  
[BMW Individual: Selected materials, exclusively combined.](#)

 BMW Individual fine-grain Merino leather upholstery in Caramel with Satin Walnut Honey Brown interior trim. 23 hours ago


# BMW Individual: Selected materials, exclusively combined.


[Share](#)[Slideshow](#)[More](#)

Visible to: [Public](#) - 10 photos - April 18, 2013



# Announcements




**Verizon Wireless** 

345,599 followers on Google+

[Follow](#)

---

**Recent posts**



**New Release Date: Samsung Galaxy S4 Available for purchase May 23.** <http://vz.to/15Jsanx>

May 13, 2013



# Events



**Verizon Wireless** ✓

276,202 followers on Google+

Follow

## Recent posts



Tonight at 9pm ET Indie band The Mowgli's will broadcast a concert on Stagelt using their 4G LTE Prepaid Jetpack and donating their proceeds to Relay for Life. 17 hours ago





# Promotions



**Starbucks Coffee** ✓

1,390,227 followers on Google+

**Following**

## Recent posts



Please join us for a free tall House Blend.  
Tomorrow, until noon. (At participating locations in  
the US only) 19 hours ago



# Real time messages



boston talk



ardan@google.com

**Web** Images Maps Shopping News More Search tools

About 184,000,000 results (0.20 seconds)

## The Boston Talk

[www.bostontalk.com](http://www.bostontalk.com)

A leading news source for Massachusetts, breaking news, business, sports, health, arts & entertainment, politics, education, cars, jobs, real estate & more.

### Sports

Find breaking sports news on baseball, football, basketball ...

### Opinion

Editorials, op-eds and columns from Derrick Z. Jackson, Jeff ...

[More results from bostontalk.com »](#)

## Bostontalk.com - Boston, MA news, breaking news, sports, video

[www.bostontalk.com](http://www.bostontalk.com)

(Fiona de Souza for The **Boston Talk** ). New England Patriot Rob Gronkowski served up cocktails last night during Shaking It Up, a celebrity bartending event ...

[Sports](#) - [News](#) - [Weather](#) - [Red Sox](#)



The Boston Talk

337,127 followers on Google+

Following

### Recent posts

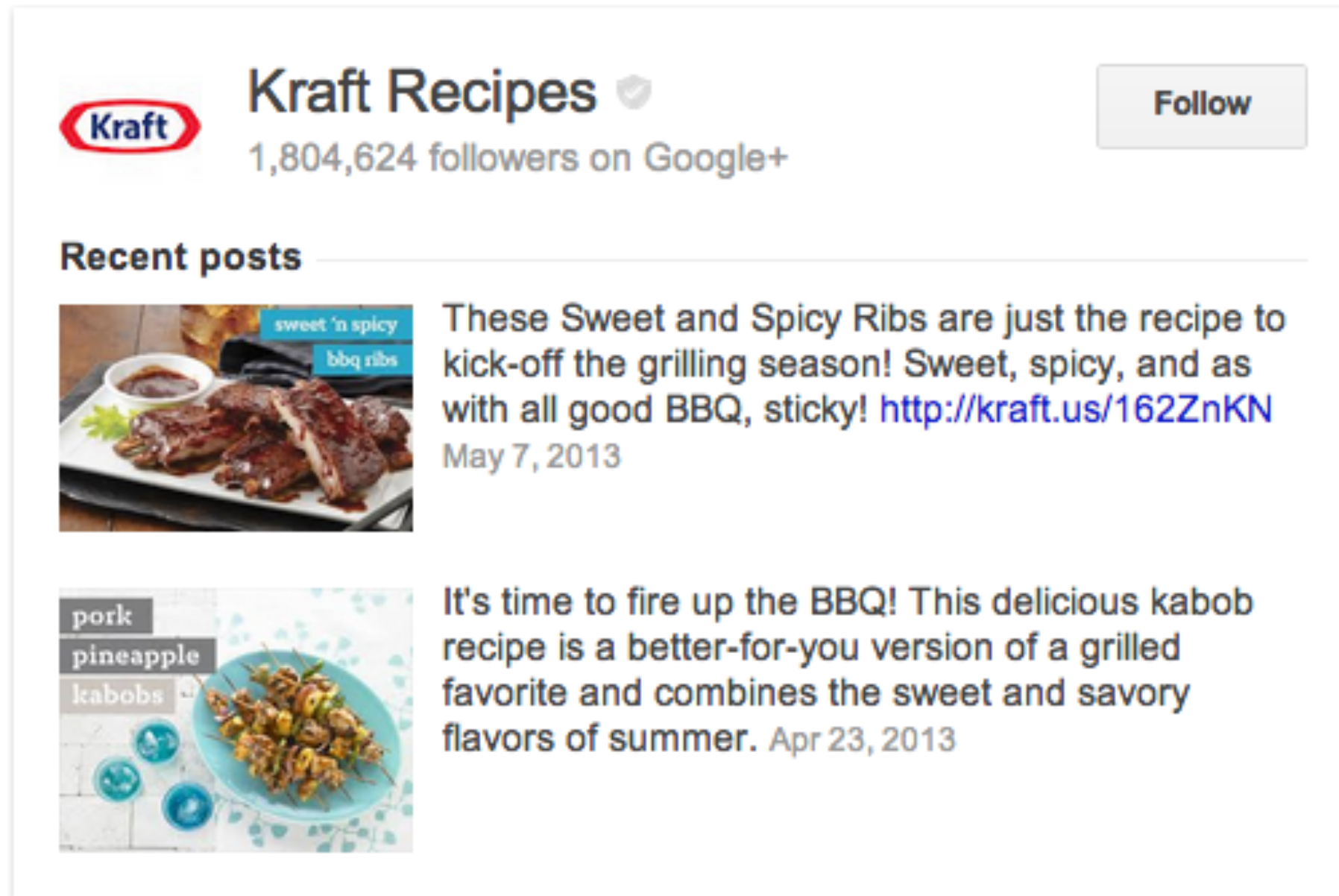


A message from our CEO to the Boston community. In the face of this tragedy, we are prepared to assist in whatever means possible.

<http://bit.ly/175yG89> May 9, 2013




# Visual




The image shows a screenshot of a Google+ profile for "Kraft Recipes". The profile name is "Kraft Recipes" with a verified badge and a "Follow" button. Below the name, it says "1,804,624 followers on Google+". Under the "Recent posts" section, there are two posts. The first post features a photo of BBQ ribs with a sauce bowl and a small bowl of sauce. The text for this post reads: "These Sweet and Spicy Ribs are just the recipe to kick-off the grilling season! Sweet, spicy, and as with all good BBQ, sticky! <http://kraft.us/162ZnKN> May 7, 2013". The second post features a photo of pork and pineapple kabobs on a plate. The text for this post reads: "It's time to fire up the BBQ! This delicious kabob recipe is a better-for-you version of a grilled favorite and combines the sweet and savory flavors of summer. Apr 23, 2013".

**Kraft** **Kraft Recipes** ✓  
1,804,624 followers on Google+ Follow



**Recent posts**

 sweet 'n spicy  
bbq ribs  
These Sweet and Spicy Ribs are just the recipe to kick-off the grilling season! Sweet, spicy, and as with all good BBQ, sticky! <http://kraft.us/162ZnKN>  
May 7, 2013

 pork  
pineapple  
kabobs  
It's time to fire up the BBQ! This delicious kabob recipe is a better-for-you version of a grilled favorite and combines the sweet and savory flavors of summer. Apr 23, 2013







# Popular with your users

**TuneIn**   
137,679 followers on Google+ Follow


---

**Popular with Google+ users**

-  **CNN National News**  
6,036 listeners
-  **Asempa 94.7FM Specialty Talk**  
4,436 listeners
-  **BBC Radio 4 93.5 Specialty Talk**  
3,732 listeners
-  **Adom FM 106.3 Local Music**  
2,874 listeners

---

**Recent posts**



It's Day 2 of Jazz Fest 2013. Listen live w/ TuneIn all day today starting at 2:30pm CT. Today's acts include Willie Nelson, John Mayer, Gipsy Kings & more. <http://ow.ly/kuiZ2> 3 hours ago





# Sign in with Google

tunein Local Music Sports News Talk By Location Search Sign In Sign Up

## Sign in with TuneIn

Save your favorite stations and shows and discover new ones that you will love.

 Sign in with Google

 Connect with Facebook

or

Email

Password

Remember me








[Forgot Password?](#)

Don't have an account? [Sign up now!](#)

4:58

## Sign in to TuneIn Radio with Google

### THIS APP WOULD LIKE TO

-  Know your name, basic info, and list of people you're connected to on Google+   
[Change who this app can see](#) 
-  Make your app and listen activity available via Google, visible to you and:  
  Friends   
  Only you

TuneIn Radio and Google will use this information in accordance with their respective terms of service and privacy policies.

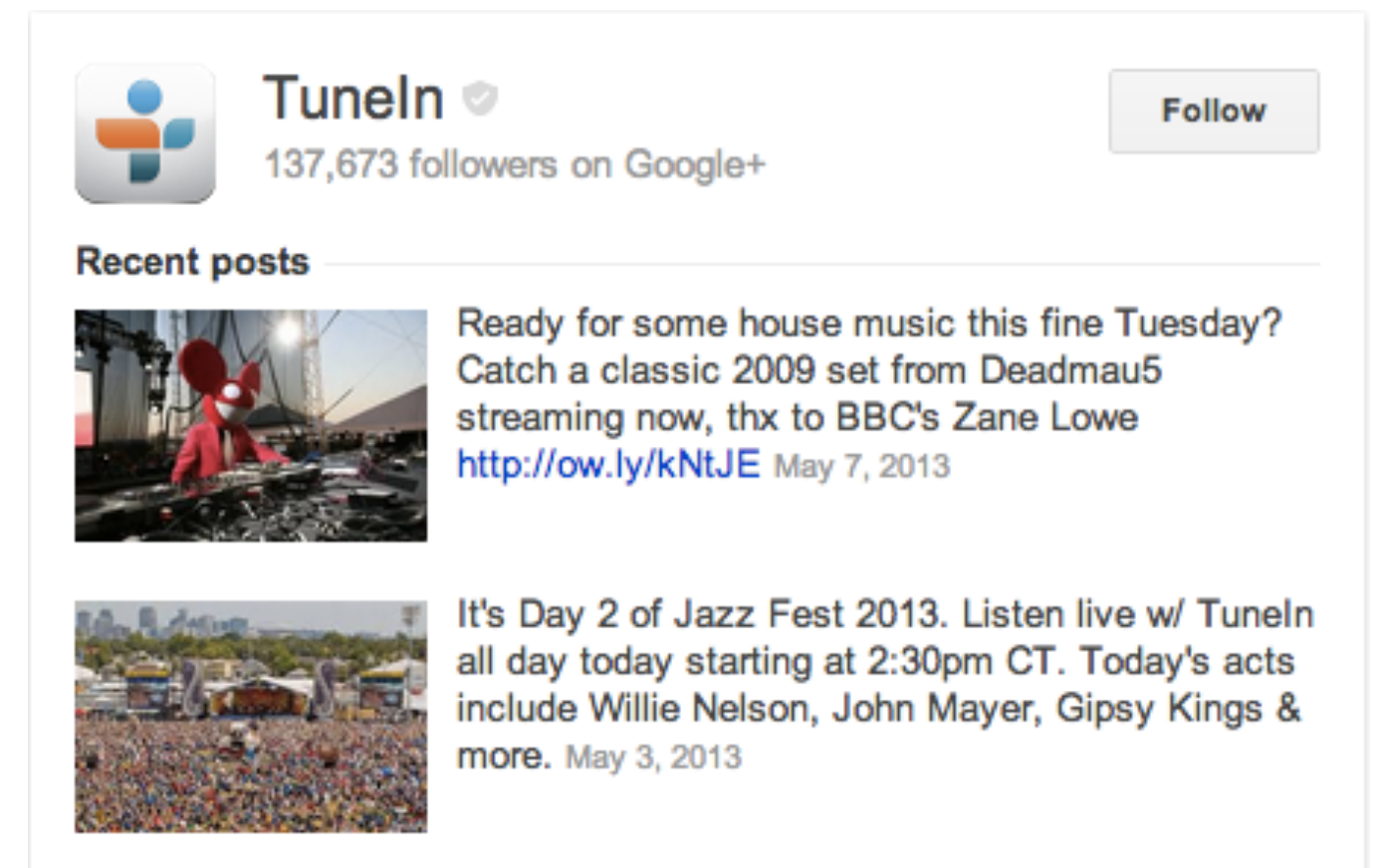
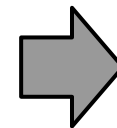
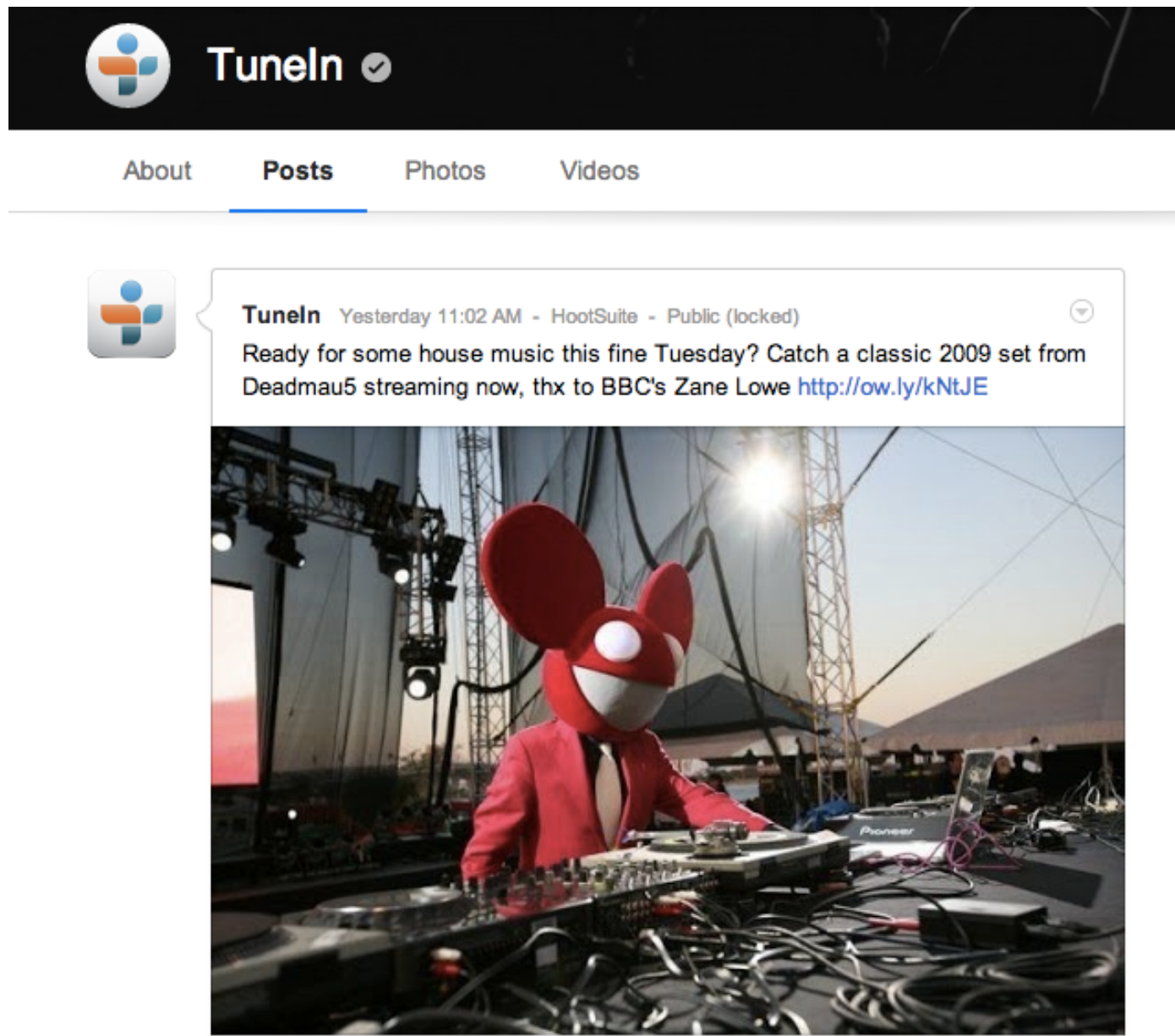
OK



# Basic Integration: +Page (Brand, Followers, Posts)

## Requirements

- +Page
- Claim and Validate Brand Website
- Post Actively (1+/week)



# Deeper Integration: Google+ Sign In (Popular on G+)

## Requirements

- Integrate Sign In to your App/Website
- Send App Activities to Google
- Mark up your Website with Schema.org



The screenshot shows a Google+ profile for 'TuneIn' with 137,679 followers. The profile is marked as 'Popular with Google+ users'. Below the profile name, there is a list of popular content:

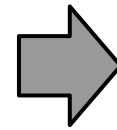
- Adom FM 106.3 Local Music**: 6,036 listeners
- Asempa 94.7FM Specialty Talk**: 4,436 listeners
- BBC Radio 4 93.5 Specialty Talk**: 3,732 listeners
- CNN National News**: 2,874 listeners

Under the 'Recent posts' section, there is a post featuring a photo of Barbra Streisand. The text of the post reads: "Singer, writer, actor, director & producer Barbra Streisand joined Fresh Air to discuss her career & overbearing moms. Hear it here <http://ow.ly/kuiZ2> Apr 27, 2013".

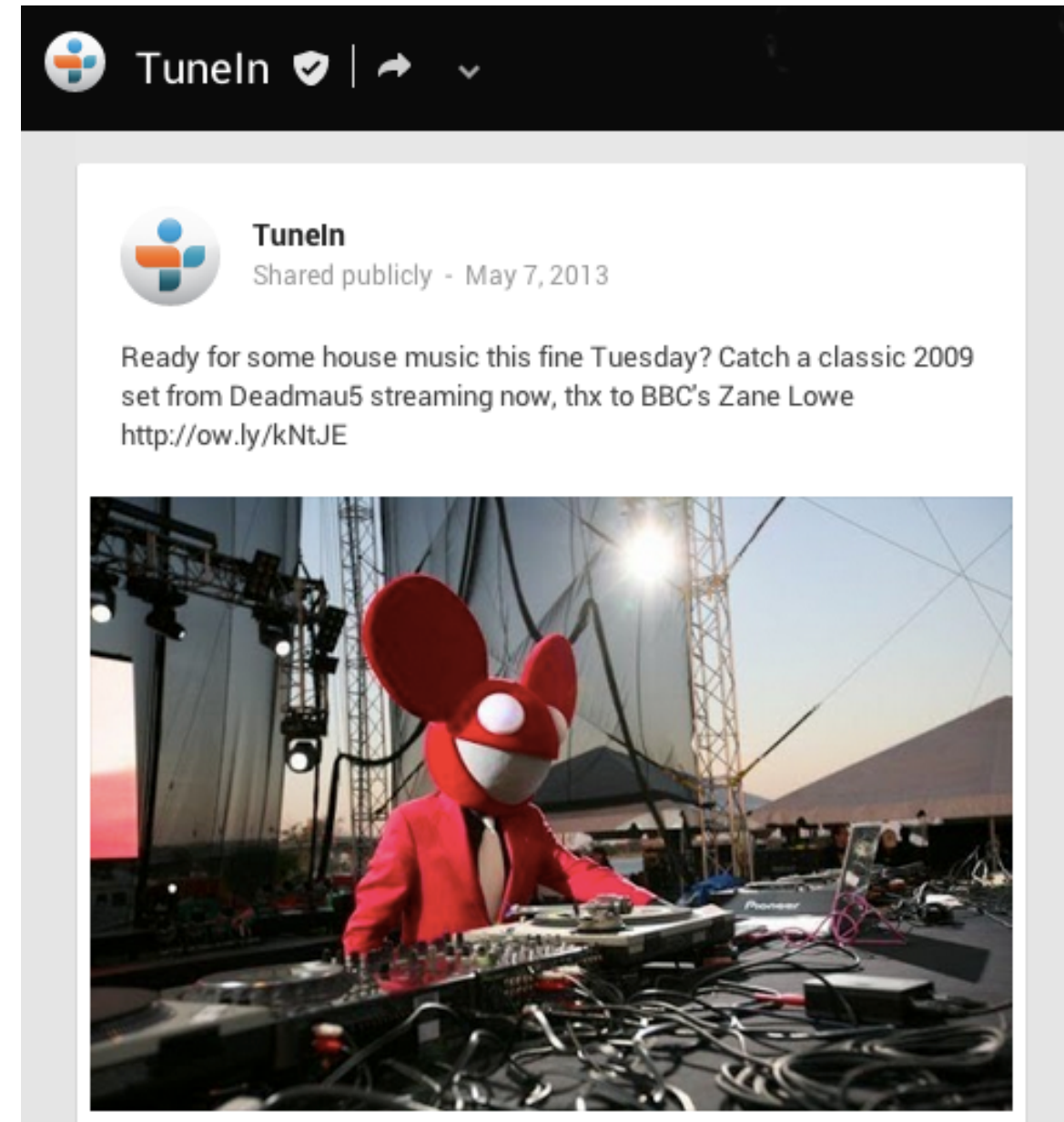
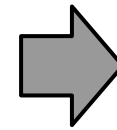


# Basic Integration

## Setting up your +Page



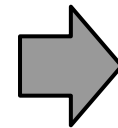
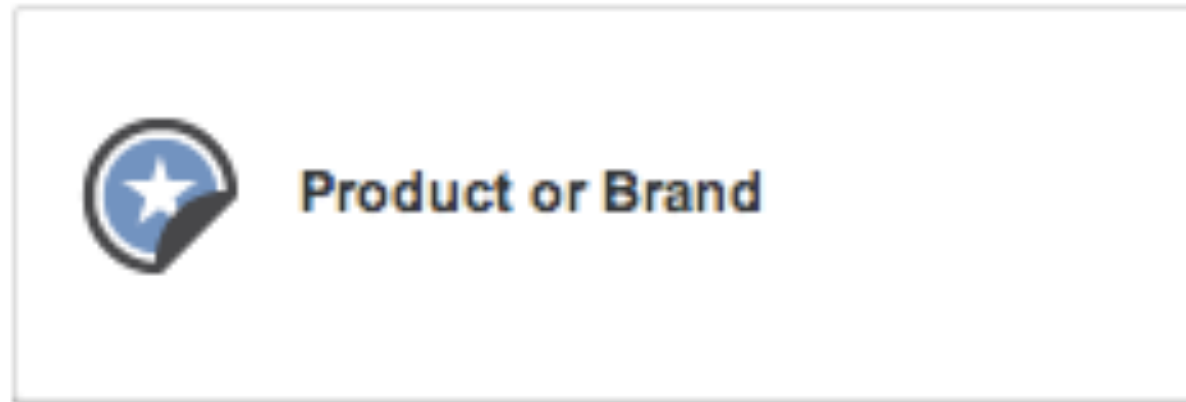
Create a page





# Basic Integration

## Setting up your +Page



### Add your info

#### Product or Brand

If you link to your page from your website, it will help users discover it more easily.

Your page will be publicly visible. Its content is appropriate for

- Yes, please keep me informed of future Pages releases and other relevant information.
- I agree to the [Pages Terms](#) and I am authorized to create this page.



# Basic Integration

## Claiming your Brand Website

Google tunein

Web Images Maps Shopping Applications More Search tools

190 personal results. 8,600,000 other results.

**TuneIn: Listen to Online Radio, Music and Talk Stations**  
[tunein.com/](http://tunein.com/)  
Listen to online radio, find streaming music radio and streaming talk radio with **TuneIn**.  
The best guide to every type of radio: conservative, progressive, public, ...

**Mobile**  
Android - iPhone / iPad - Windows Phone - Blackberry - ...

**Music**  
Country - Oldies - Rock - Electronic and Dance - Top 40/Pop - Jazz

**Browse by Location**  
Browse by Location - listen online to music and talk radio.

**Android**  
TuneIn Radio and TuneIn Radio Pro are available for your ...

[More results from tunein.com »](#)

### Add your info

#### Product or Brand

TuneIn

<http://tunein.com/>

If you link to your page from your website, it will help users discover it more easily.

Music

Your page will be publicly visible. Its content is appropriate for

Any Google+ user

Yes, please keep me informed of future Pages releases and other relevant information.

I agree to the [Pages Terms](#) and I am authorized to create this page.

Create



# Basic Integration

Validating your Website with a link to your +Page

HTML

```
<script type='text/javascript'>
  (function() {
    var po = document.createElement('script');
    po.type = 'text/javascript'; po.async = true;
    po.src = 'https://apis.google.com/js/client:plusone.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(po, s); })();
  </script>
<div class='g-page' data-href='https://plus.google.com/+TuneIn'></div>
<div class='g-follow' data-href='https://plus.google.com/+TuneIn'></div>
```



HTML

```
<a href='https://plus.google.com/+TuneIn'>Google+</script>
<link href='https://plus.google.com/+TuneIn' rel='publisher'></script>
```



# Basic Integration

## Confirmation



# Basic Integration

## Active Recent Posts

### Recent posts

---



Ready for some house music this fine Tuesday?  
Catch a classic 2009 set from Deadmau5  
streaming now, thx to BBC's Zane Lowe  
<http://ow.ly/kNtJE> May 7, 2013



It's Day 2 of Jazz Fest 2013. Listen live w/ TuneIn  
all day today starting at 2:30pm CT. Today's acts  
include Willie Nelson, John Mayer, Gipsy Kings &  
more. May 3, 2013

## Required








Text  
~1/week

## Optimal

Images  
Links



# Before

Google    John Hjelmstad     

[Web](#) [Images](#) [Maps](#) [Shopping](#) [Applications](#) [More ▾](#) [Search tools](#)

200 personal results. 8,600,000 other results.

## [TuneIn: Listen to Online Radio, Music and Talk Stations](#)

[tunein.com/](#) ▾

Listen to online radio, find streaming music radio and streaming talk radio with **TuneIn**. The best guide to every type of radio: conservative, progressive, public, ...

### [Mobile](#)

Android - iPhone / iPad - Windows Phone - Blackberry - ...

### [Music Radio](#)

Country - Oldies - Rock - Electronic and Dance - Top 40/Pop - Jazz

### [Browse by Location](#)

Browse by Location - listen online to music and talk radio.

### [Android](#)

TuneIn Radio and TuneIn Radio Pro are available for your ...

[More results from tunein.com »](#)

## [TuneIn Radio - Android Apps on Google Play](#)

<https://play.google.com/store/apps/details?id=tunein.player&hl=en> ▾

★★★★★ 275,460 votes - Free - Android

Apr 5, 2013 – **TuneIn** lets you listen to the world's radio with music, sports, news, talk, and comedy streaming from every continent. Enjoy 70,000 live radio ...

## [TuneIn Radio for iPhone, iPod touch, and iPad on the iTunes App ...](#)



<https://itunes.apple.com/us/app/tunein-radio/id418987775?mt=8> ▾




★★★★★ 173 votes - Free - iOS

Apr 12, 2013 – Description: TuneIn lets you listen to the world's radio with music



# After a few minutes of work

Google   John Hjelmstad 0 + Share 

[Web](#) [Images](#) [Maps](#) [Shopping](#) [Applications](#) [More](#) [Search tools](#)   

200 personal results. 8,600,000 other results.

## [TuneIn: Listen to Online Radio, Music and Talk Stations](#)

[tunein.com/](#)

Listen to online radio, find streaming music radio and streaming talk radio with **TuneIn**. The best guide to every type of radio: conservative, progressive, public, ...

### [Mobile](#)

Android - iPhone / iPad - Windows Phone - Blackberry - ...

### [Browse by Location](#)

Browse by Location - listen online to music and talk radio.

[More results from tunein.com »](#)

### [Music Radio](#)

Country - Oldies - Rock - Electronic and Dance - Top 40/Pop - Jazz

### [Android](#)

TuneIn Radio and TuneIn Radio Pro are available for your ...

## [TuneIn Radio - Android Apps on Google Play](#)

<https://play.google.com/store/apps/details?id=tunein.player&hl=en>

★★★★★ 275,460 votes - Free - Android



Apr 5, 2013 – **TuneIn** lets you listen to the world's radio with music, sports, news, talk, and comedy streaming from every continent. Enjoy 70,000 live radio ...

## [TuneIn Radio for iPhone, iPod touch, and iPad on the iTunes App ...](#)


<https://itunes.apple.com/us/app/tunein-radio/id418987775?mt=8>


★★★★★ 173 votes - Free - iOS

Apr 12, 2013 – Description: TuneIn lets you listen to the world's radio with music

 **TuneIn**  Follow  
137,676 followers on Google+

**Recent posts**

 Ready for some house music this fine Tuesday? Catch a classic 2009 set from Deadmau5 streaming now, thx to BBC's Zane Lowe <http://ow.ly/kNtJE> May 7, 2013

 It's Day 2 of Jazz Fest 2013. Listen live w/ TuneIn all day today starting at 2:30pm CT. Today's acts include Willie Nelson, John Mayer, Gipsy Kings & more. May 3, 2013



# Deeper Integration: Popular on Google+

Who



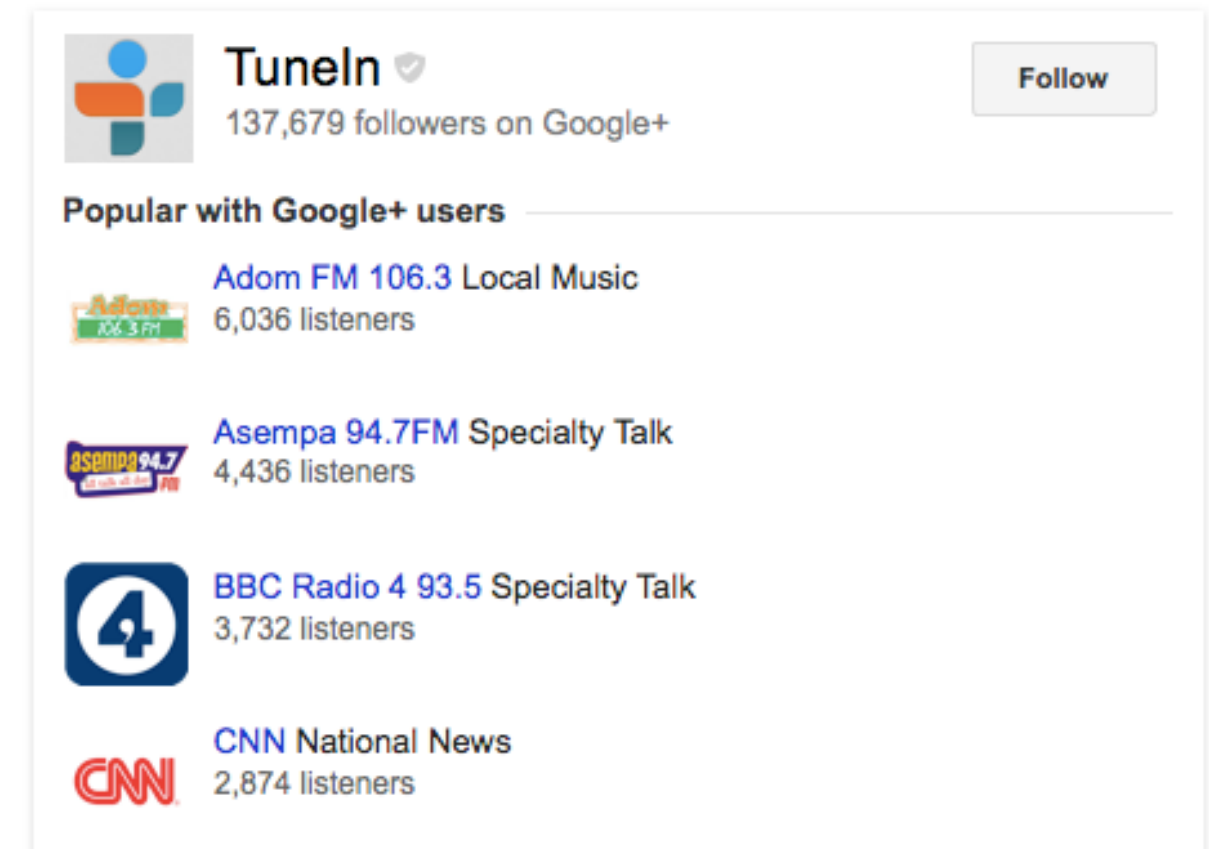
+

What App Activities →

+





Content

schema.org



**TunelIn** ✓  
137,679 followers on Google+ Follow

Popular with Google+ users

-  **Adom FM 106.3 Local Music**  
6,036 listeners
-  **Asempa 94.7FM Specialty Talk**  
4,436 listeners
-  **BBC Radio 4 93.5 Specialty Talk**  
3,732 listeners
-  **CNN National News**  
2,874 listeners





# Implementing Popular on Google+

Who: Integrate Google+ Sign In



`http://developers.google.com/+`



# Implementing Popular on Google+

Who: Google+ Sign In Sessions



## Google+ Sign-In for Web Apps

Day 2, 1:40 - 2:20  
Room 11  
Ade Oshineye



## Google+ Sign-In for Android Developers

Day 2, 11:15 - 11:55  
Room 1  
Lee Denison  
Wesley Tarle



## Google+ Sign-In for iOS Developers

Day 2, 5:20 - 6:00  
Room 1  
Silvano Lucani  
Xiangtian Dai



# Who: Integrate Google+ Sign In

## Sign In Button

HTML

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



# Who: Integrate Google+ Sign In

Add Sign In Button with Widget Markup

```
<span id='signin'>  
  <span class='g-signin'  
    data-callback='handleAuthResult'  
    data-clientid='758950668025.apps.googleusercontent.com'  
    data-cookiepolicy='single_host_origin'  
    data-requestvisibleactions='http://schemas.google.com/AppActivity'  
    data-scope='https://www.googleapis.com/auth/plus.login'>  
  </span>  
</script>
```



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    data-cookiepolicy='single_host_origin'
    data-requestvisibleactions='http://schemas.google.com/AppActivity'
    data-scope='https://www.googleapis.com/auth/plus.login'>
  </span>
</script>
```



# Who: Integrate Google+ Sign In

## Sign In Button: Auth Callback

```
<script type='text/javascript'>
  function handleAuthResult(result) {
    if (result['access_token']) {
      document.getElementById('signin').style.display = 'none';
      canMakeGoogleApiRequests = true;
    } else if (result['error']) {
      console.log(result['error']);
    }
  }
</script>
```



# Who: Integrate Google+ Sign In

Add Sign In Button with Widget Markup

```
<span id='signin'>
  <span class='g-signin'
    data-callback='handleAuthResult'
    data-clientid='758950668025.apps.googleusercontent.com'
    data-cookiepolicy='single_host_origin'
    data-requestvisibleactions='http://schemas.google.com/AppActivity'
    data-scope='https://www.googleapis.com/auth/plus.login'>
  </span>
</script>
```



# Who: Integrate Google+ Sign In

## Client ID

### Register new application

Name

Platform  Web Application  
 Generic  
 Android  
 iOS  
 Chrome  
 Native Windows Mobile, Blackberry, desktop, devices, and more

[Register](#)

▼ **OAuth 2.0 Client ID**  
Use this for accessing user data via consent screen

**CLIENT ID**  
**758950668025.apps.googleusercontent.com**

**CLIENT SECRET**  
TZIZg8bF01vApjbShtWRA0Yw

**CONSENT SCREEN**  
[Update](#)

<http://cloud.google.com/console>

[REGISTER APP](#)





# Who: Integrate Google+ Sign In

## Sign In Button: Widget Markup

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    data-requestvisibleactions='http://schemas.google.com/AppActivity'  
    data-scope='https://www.googleapis.com/auth/plus.login'>  
  </span>  
</script>
```



# What: Write App Activities

```
<script type='text/javascript'>
  if (canMakeGoogleApiRequests) {
    var moment = {
      "type": "http://schemas.google.com/ListenActivity",
      "target": {
        "url": "http://site.com/radio/station"
      }
    };
    var request = gapi.client.request({
      "path": "plus/v1/people/me/moments/vault",
      "method": "POST", body: JSON.stringify(moment) });
    request.execute(function(result) { /* optionally log result */ });
  }
</script>
```



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</script>
```







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# Popular on Google+

## Popular with Google+ users

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<http://site.com/radio/station>




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3,732 listeners

 **CNN National News**  
2,874 listeners

`http://site.com/radio/station`

`schema.org`



# Schema.org

```
<div>  
  </img>  
  <h3>BBC Radio 4 93.5</h3> (<span>Specialty Talk</span>)<br>  
  Language: <span>English</span><br>  
  Play: <...>  
</div>
```



# Schema.org

```
<div itemscope>  
  </img>  
  <h3>BBC Radio 4 93.5</h3> (<span>Specialty Talk</span>)<br>  
  Language: <span>English</span><br>  
  Play: <...>  
</div>
```





# Schema.org

```
<div itemscope itemtype="http://schema.org/MusicRecording">  
  </img>  
  <h3>BBC Radio 4 93.5</h3> (<span>Specialty Talk</span>)<br>  
  Language: <span>English</span><br>  
  Play: <...>  
</div>
```

<http://schema.org/docs/full.html>



# Schema.org

```
<div itemscope itemtype="http://schema.org/MusicRecording">  
  </img>  
  <h3 itemprop="name">BBC Radio 4 93.5</h3>  
  (<span itemprop="genre">Specialty Talk</span>)<br>  
  Language: <span itemprop="inLanguage">English</span><br>  
  Play: <...>  
</div>
```

<http://schema.org/docs/full.html>



# Popular on Google+

```
<div itemscope itemtype="http://schema.org/MusicRecording">  
  </img>  
  <h3 itemprop="name">BBC Radio 4 93.5</h3>  
  (<span itemprop="genre">Specialty Talk</span>)  
  Language: <span itemprop="inLanguage">English</span>  
  Play: <...>  
</div>
```



# Popular on Google+

Supported Schema.org Types and Activities Today

## Music

<http://schema.org/MusicRecording>

Activities:

ListenActivity

DiscoverActivity

BuyActivity

## Movie

<http://schema.org/Movie>

Activities:

DiscoverActivity

BuyActivity

WantActivity

ReviewActivity



This is just the beginning



# Thank You!

Ardan Arac

John Hjelmstad

