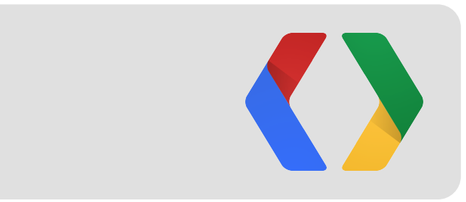
Google
Developers



G+ and Search

Lighting up your brand queries on search

John Hjelmstad

Follow

2,421 followers

Ardan Arac

Follow

120 followers

Google I/O

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
www.**fandango**.com/
Evil Dead - Starts 10PM Thursday Find Tickets & Showtimes Near You!

Fandango.com: Movie Tickets & Movie Times
www.**fandango**.com/
Buy movie tickets in advance, find movie times, watch trailers, read movie reviews, and more at **Fandango**.

- Local Movie Times
  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 ...
- Movie Trailers - Fandango.com
  Watch movie trailers for new and upcoming releases. Get a sneak ...
- Coming Soon
  See movies coming soon listed by movie release date. Watch ...
- Sign In
  Sign-in with our new favorite co-star: Facebook. Connect with ...

More results from fandango.com »

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 ...

Google fandango

Ardan Arac 3 + Share

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www.**fandango**.com/
Evil Dead - Starts 10PM Thursday Find Tickets & Showtimes Near You!

Fandango.com: Movie Tickets & Movie Times
www.**fandango**.com/
Buy movie tickets in advance, find movie times, watch trailers, read movie reviews, and more at **Fandango**.

- Local Movie Times — 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 ...
- Movie Trailers - Fandango.com — Watch movie trailers for new and upcoming releases. Get a sneak ...
- Coming Soon — 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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European dining featuring a mix of Mediterranean cuisine. Wine list, menus, rooms and recipes.

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Fandango
7,912 followers on Google+
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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

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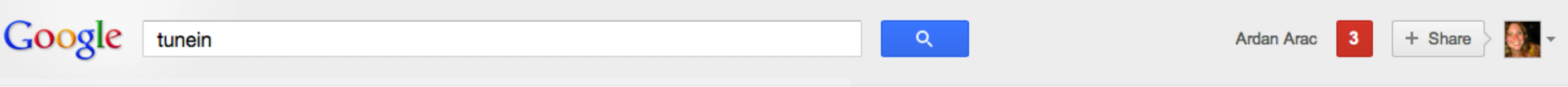
Opened April 19, 2013
2 hr 5 min
PG-13 | Nudity, Brief Strong Language, Sci-Fi Action Violence and Some Sensuality
Parents: Common Sense Media says Iffy for 13+. More on child suitability

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

Offers

Mother's Day is May 12th
Give Mom the gift she deserves,



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

TuneIn: Listen to Online Radio, Music and Talk Stations
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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, ...
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Mobile
Android - iPhone / iPad - Windows Phone - Blackberry - ...

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

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Get TuneIn
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TuneIn Radio - Android Apps on Google Play
https://play.google.com/store/apps/details?id=**tunein**.player&hl=en
★★★★½ 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 ...
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idioms.thefreedictionary.com/**tune**+in
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Google tunein

Ardan Arac 3 + Share

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tunein.com/
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Mobile
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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
★★★★½ 277,650 votes - Free - Android
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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.

TuneIn
137,679 followers on Google+
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Popular with Google+ users

CNN National News
6,036 listeners

Asempa 94.7FM Specialty Talk
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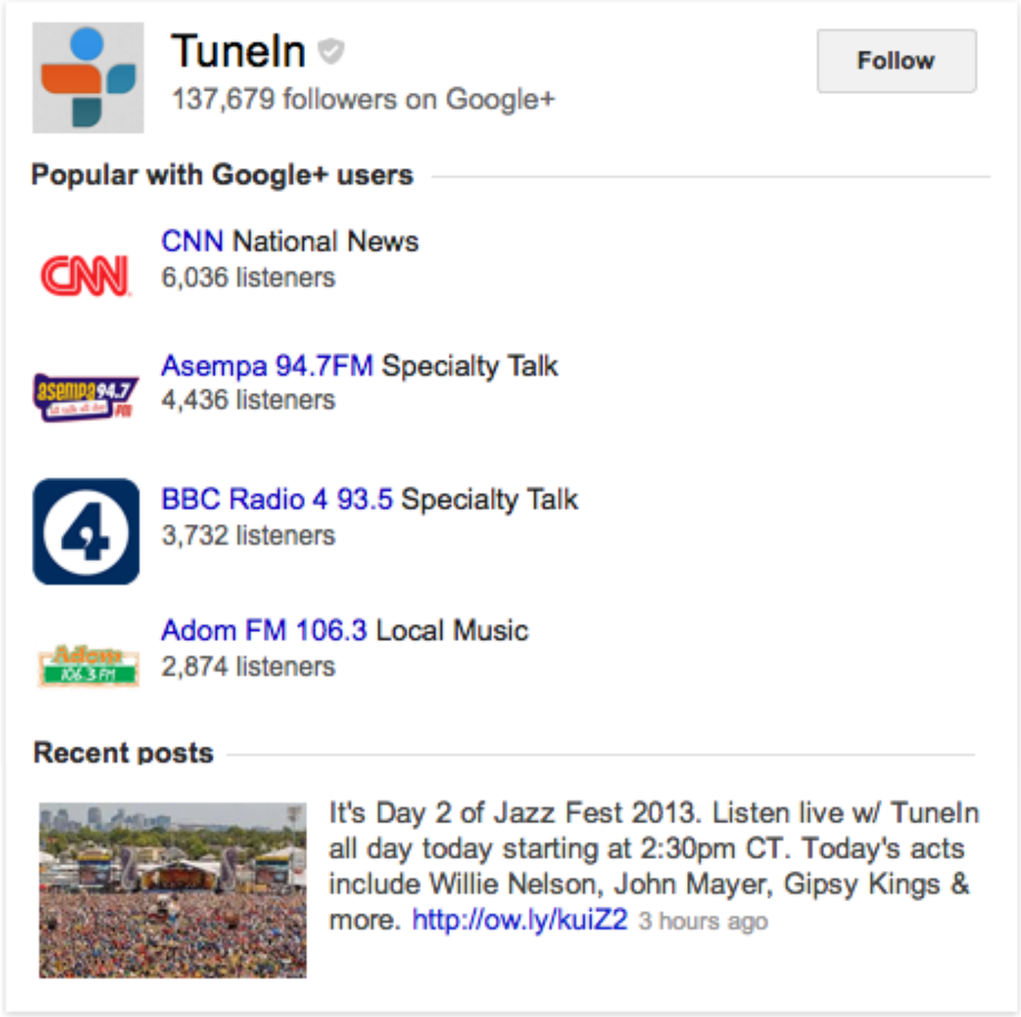
BBC Radio 4 93.5 Specialty Talk
3,732 listeners

Adom FM 106.3 Local Music
2,874 listeners

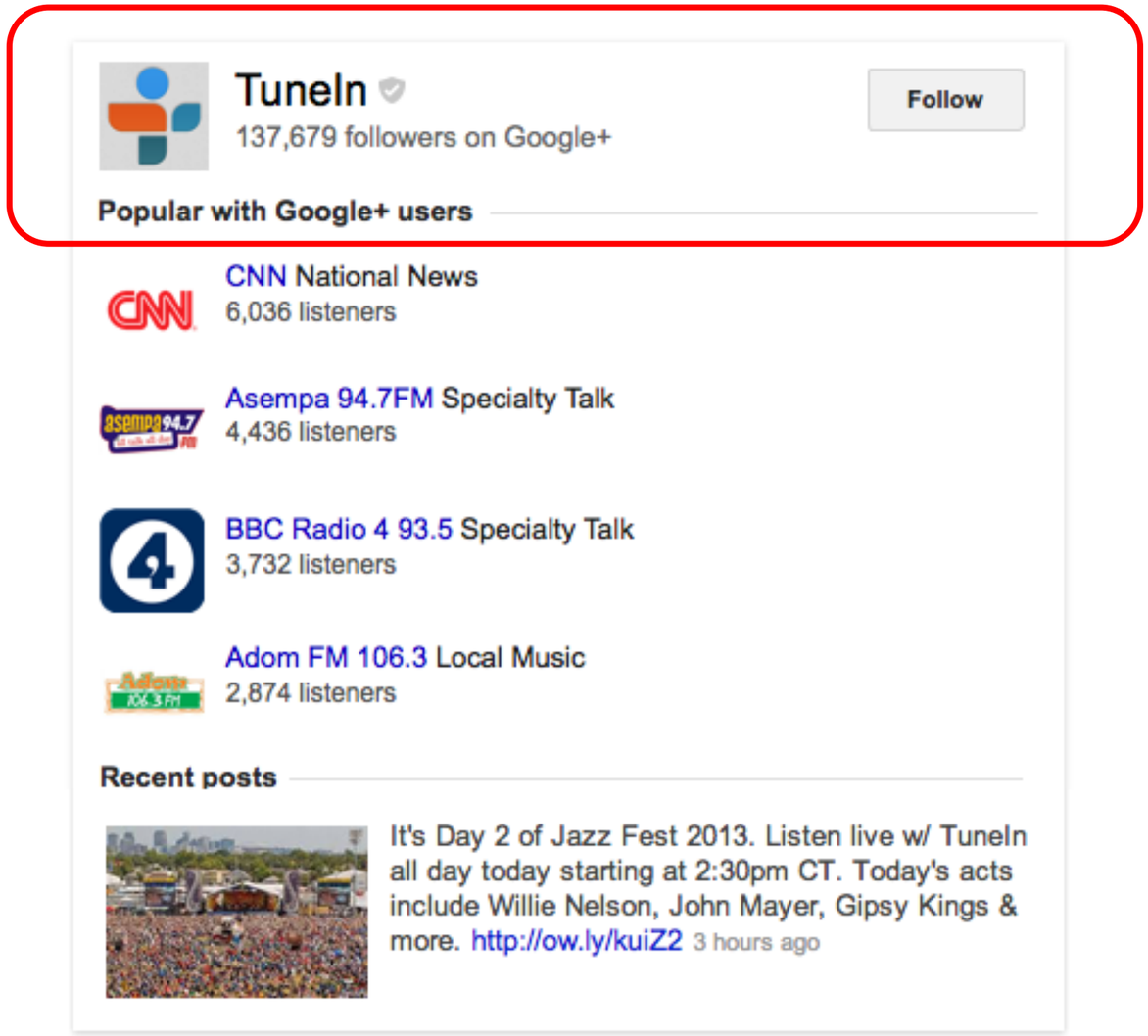
Recent posts

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

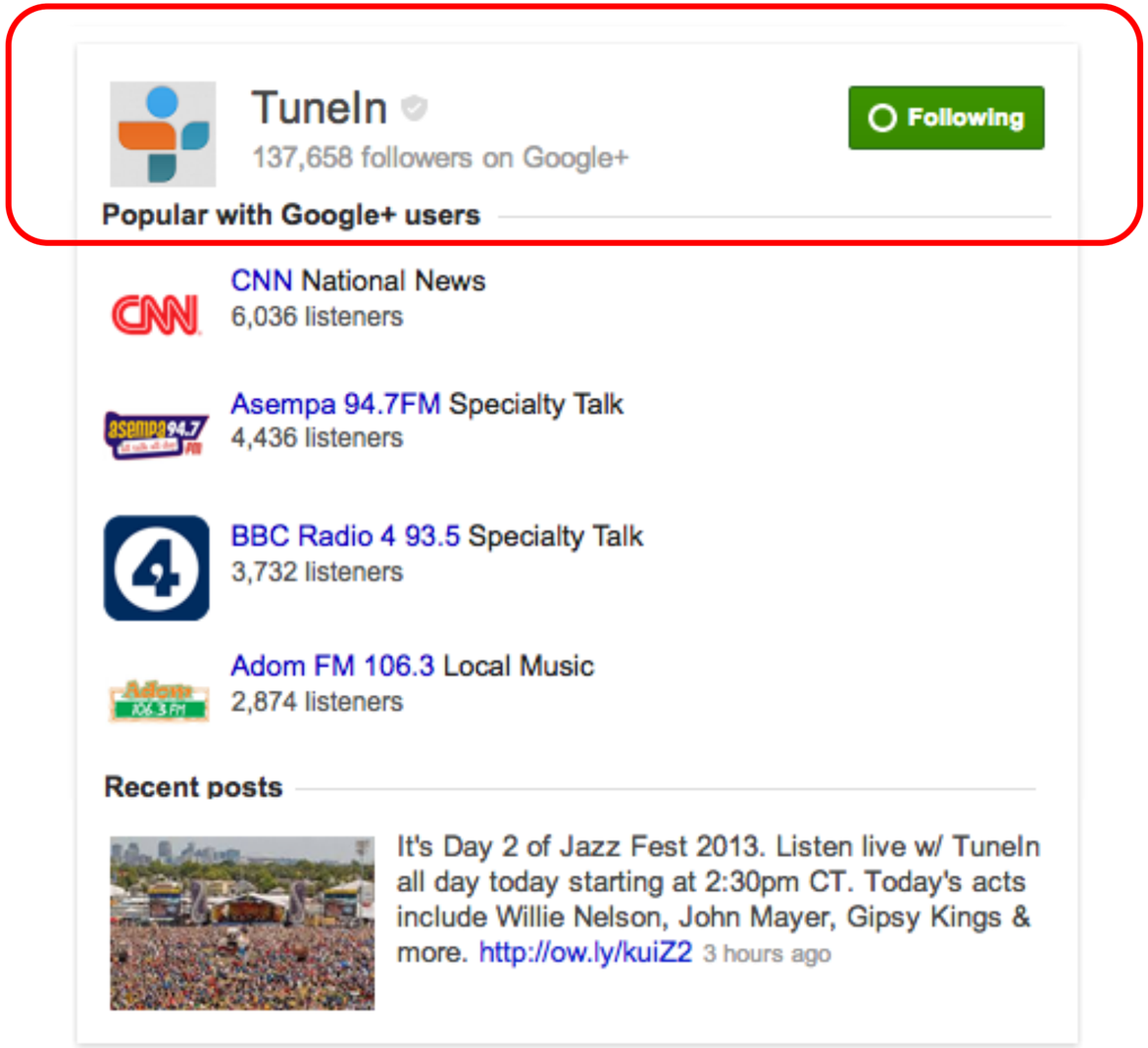
A Closer Look at the Right Hand Side



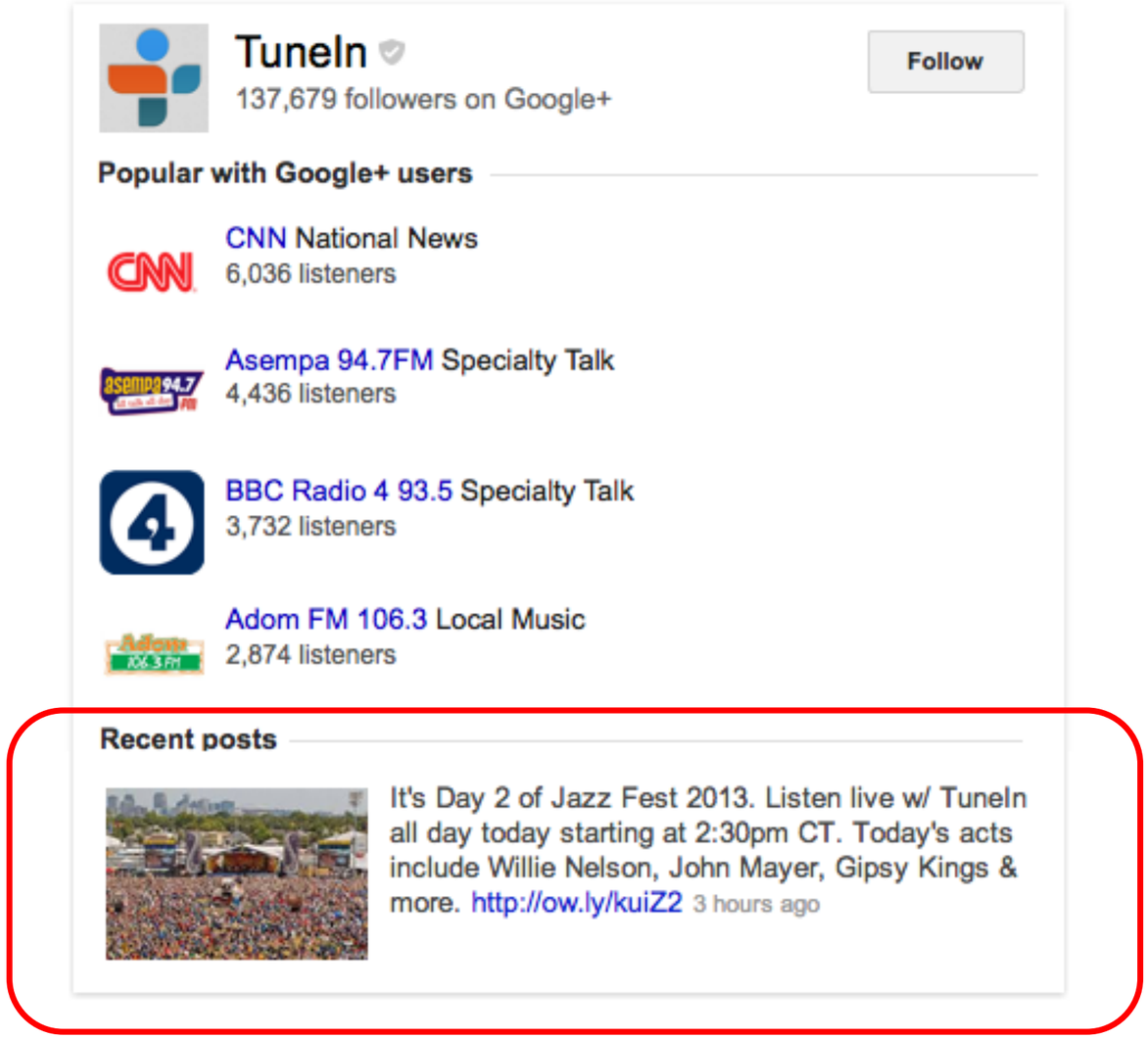
Brand and Follow



Brand and Follow



Recent posts



Product launches

Google bmw ardan@google.com 2

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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 › Automotive › Car Dealers
★★★☆☆ Rating: 3 - 290 reviews
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BMW
2,671,203 followers on Google+
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Recent posts

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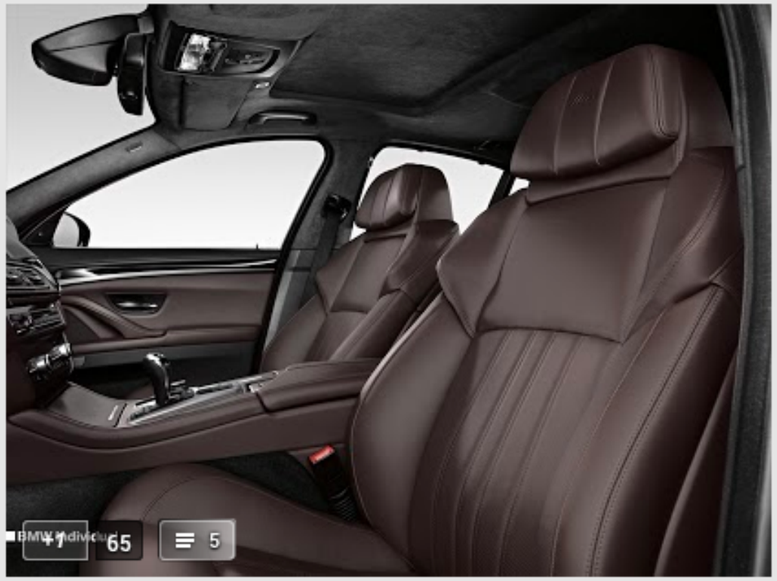
BMW Individual: Selected materials, exclusively combined.

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

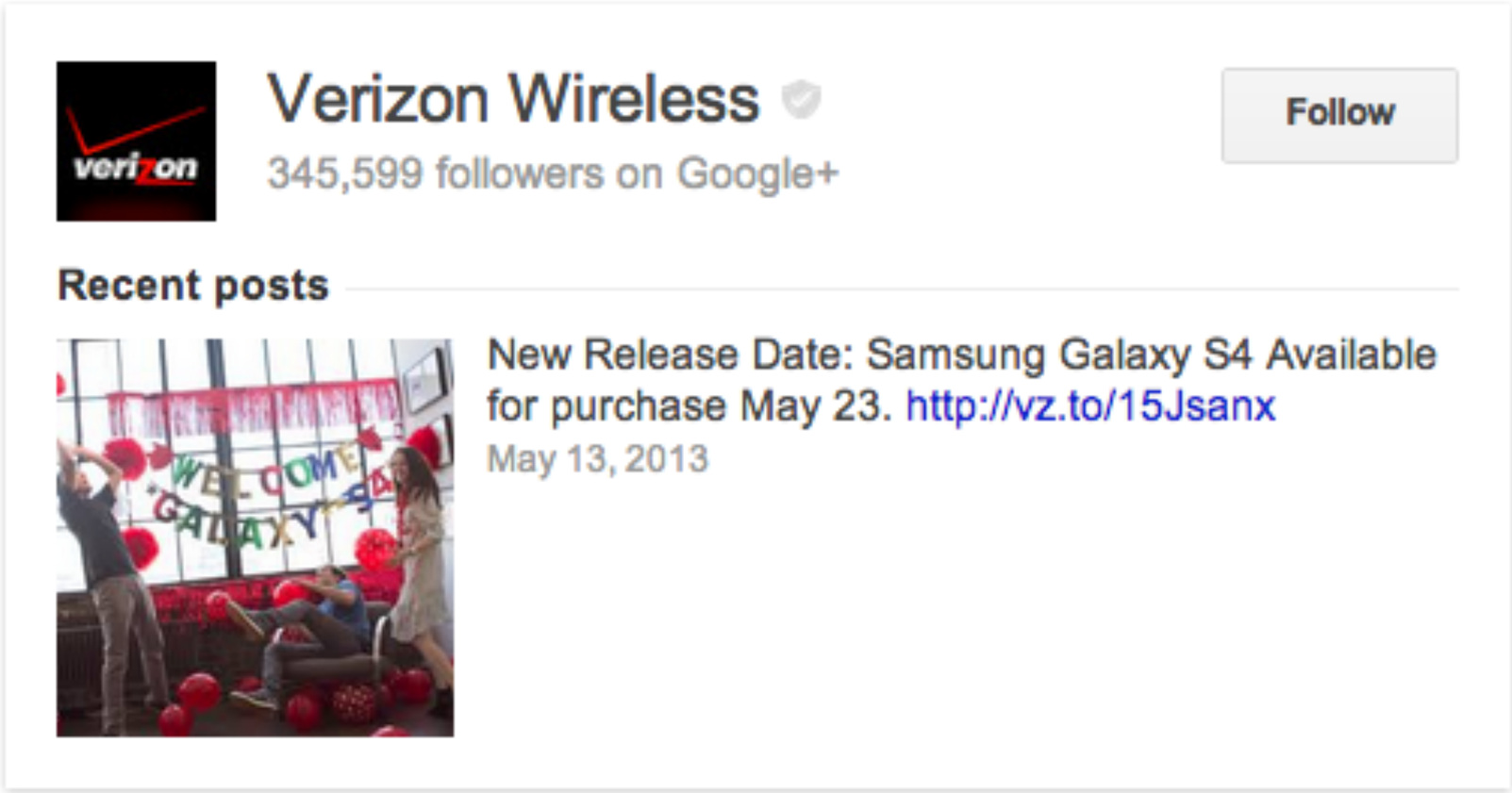
BMW Individual: Selected materials, exclusively combined.

Visible to: Public - 10 photos - April 18, 2013

Share Slideshow More



Announcements



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 StageIt 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
Reconnect.
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

Google boston talk ardan@google.com

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The Boston Talk
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 ...

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

BT **The Boston Talk** Following
337,127 followers on Google+

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

Kraft Recipes

1,804,624 followers on Google+

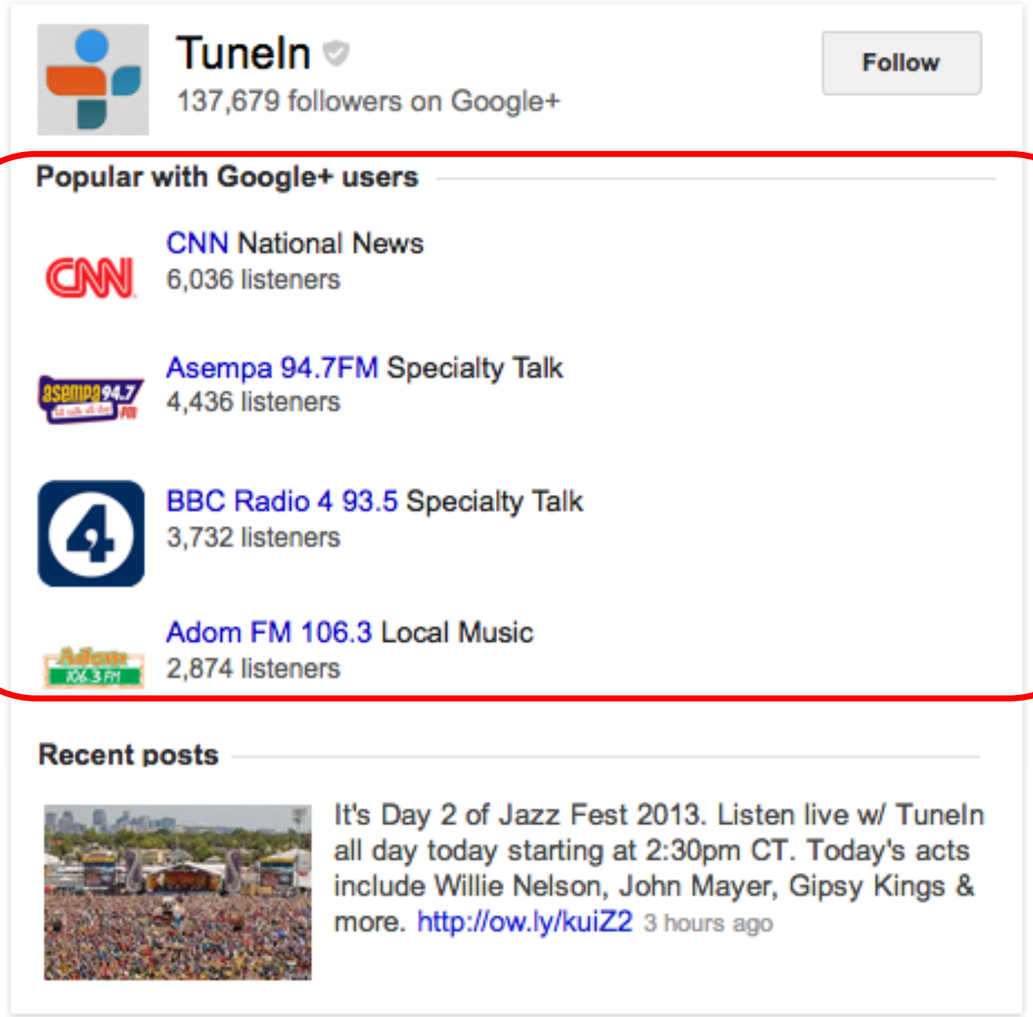
Follow

Recent posts

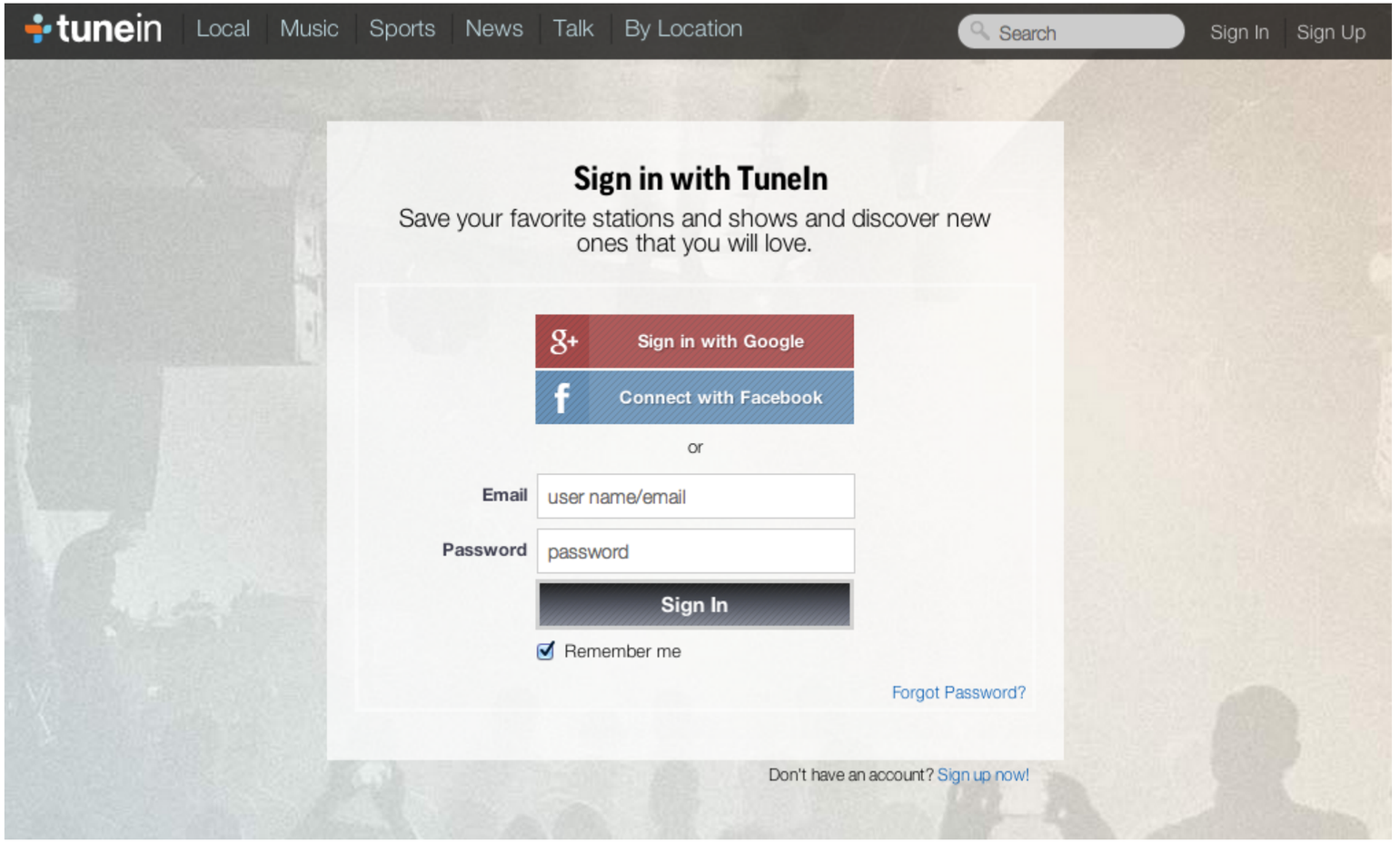
These Sweet and Spicy Ribs are just the recipe to kick-off the grilling season! Sweet, spicy, and as with all good BBQ, sticky! http://kraft.us/162ZnKN
May 7, 2013

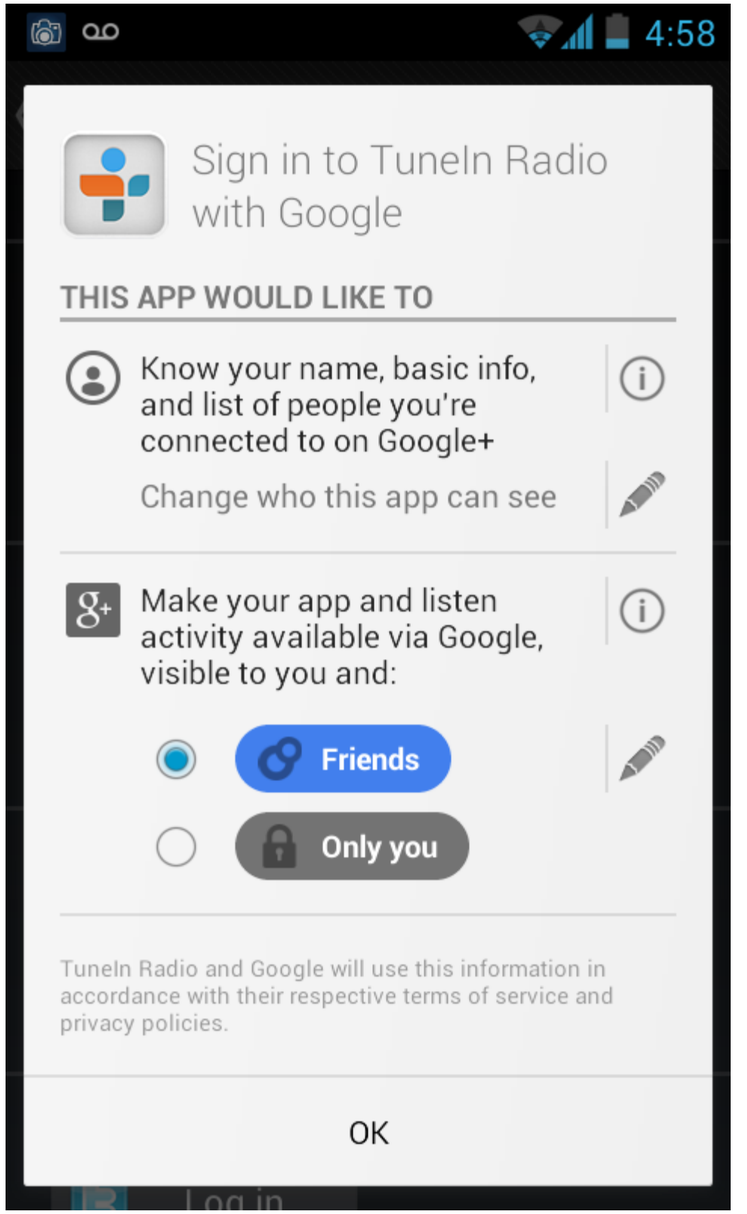
It's time to fire up the BBQ! This delicious kabob recipe is a better-for-you version of a grilled favorite and combines the sweet and savory flavors of summer. Apr 23, 2013

Popular with your users

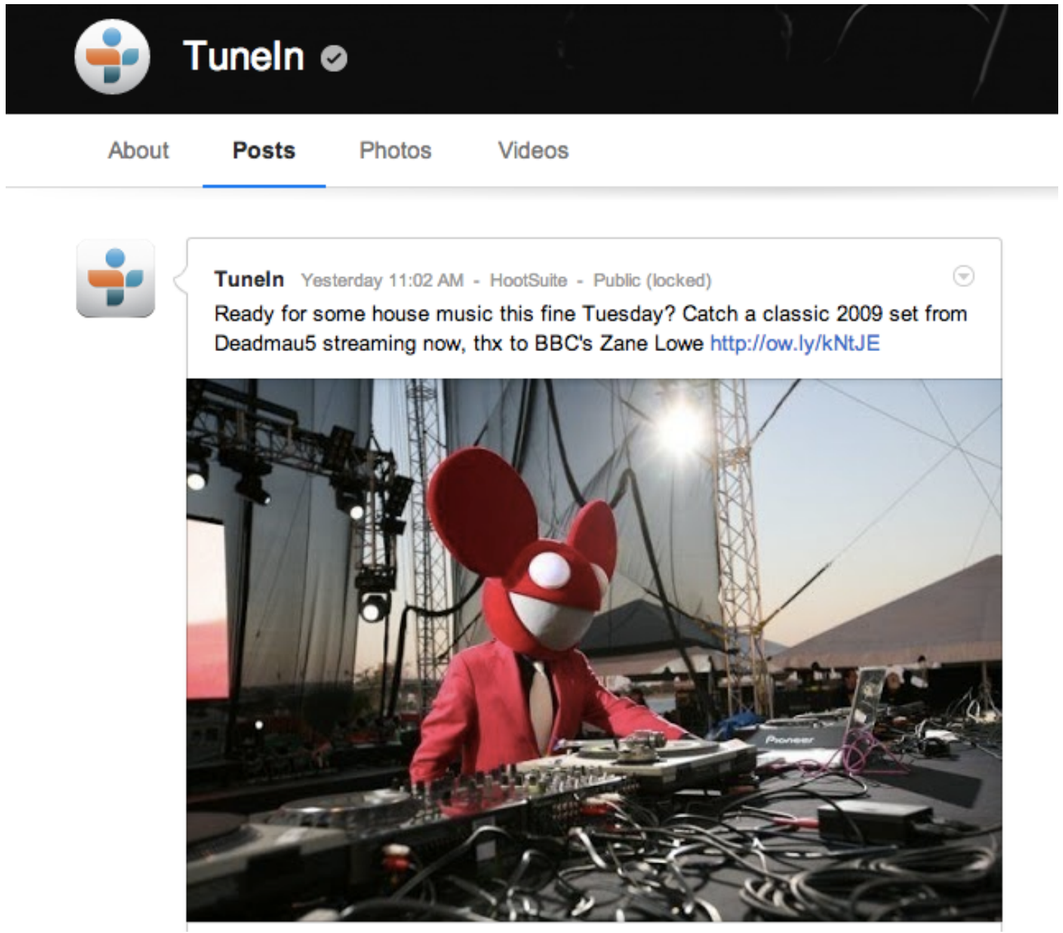


Sign in with Google



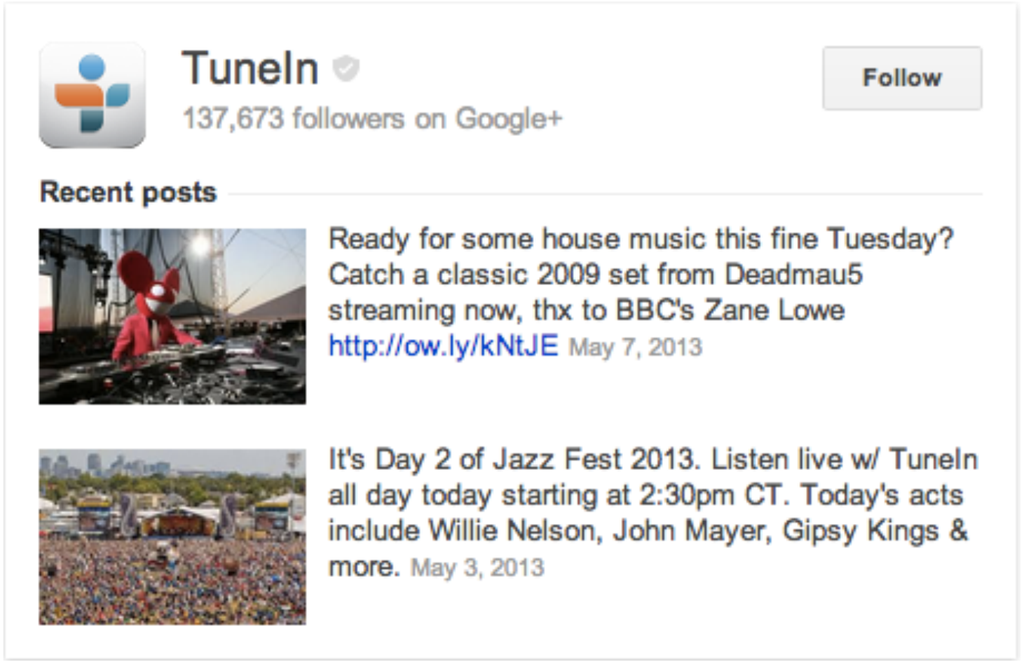


Basic Integration: +Page (Brand, Followers, Posts)



Requirements

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



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

Requirements

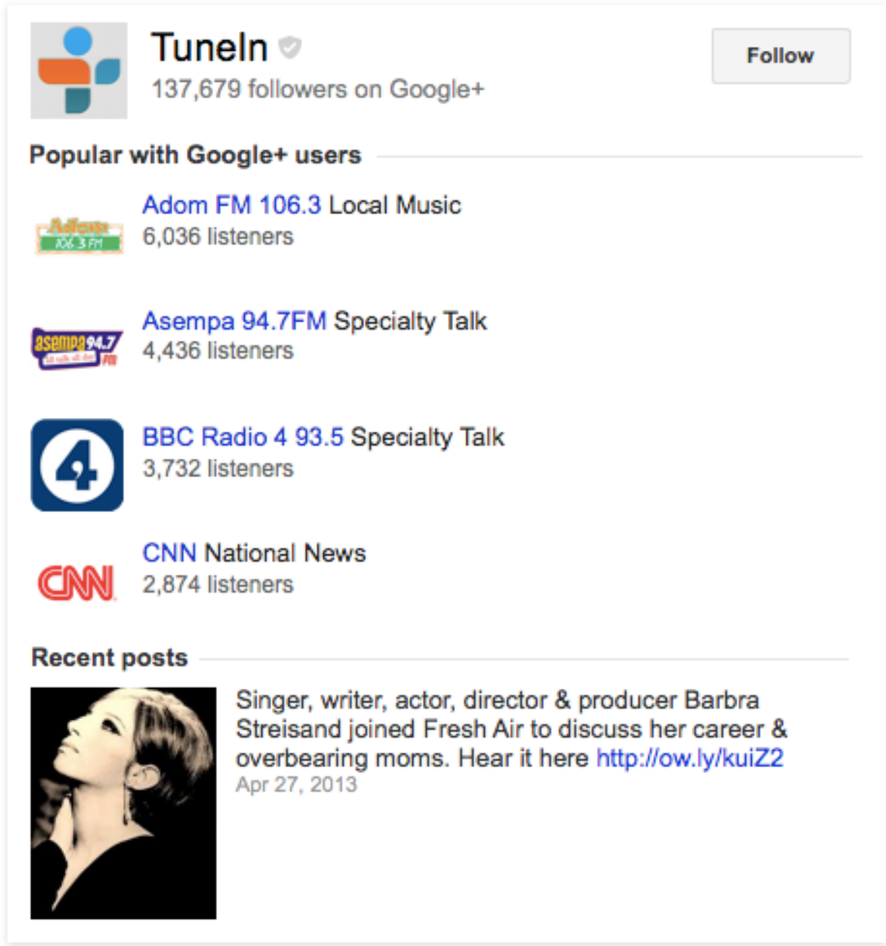
- Integrate Sign In to your App/Website
- Send App Activities to Google
- Mark up your Website with Schema.org

+

App Activities

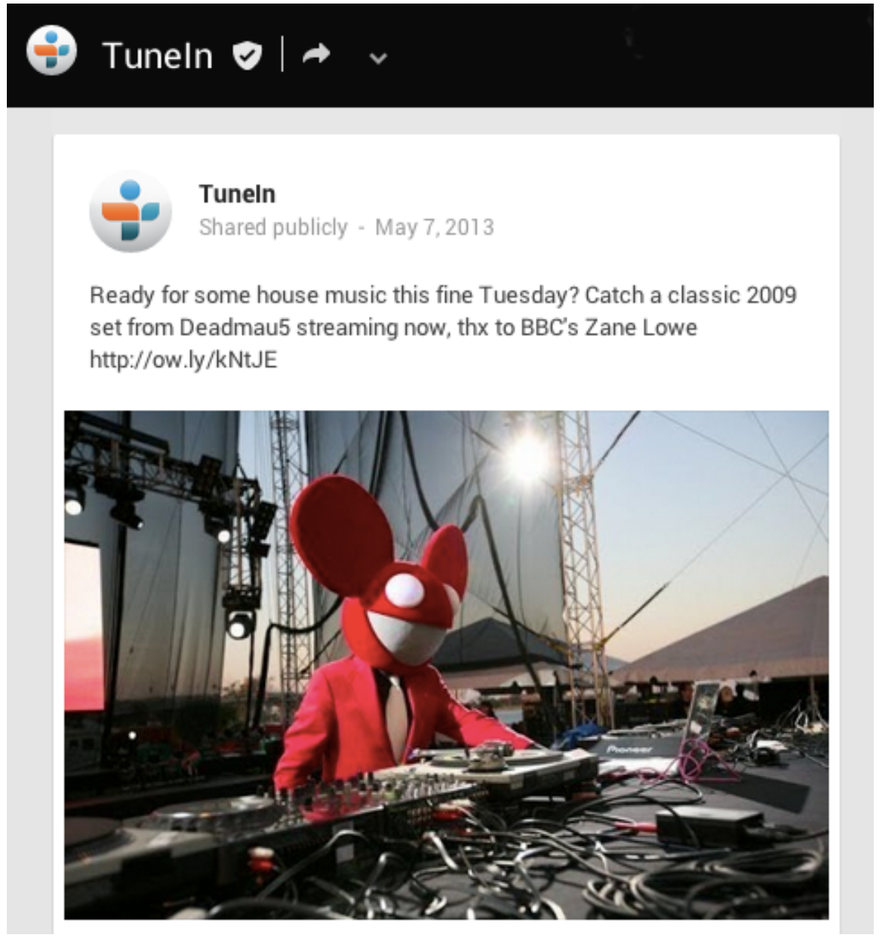
+

schema.org



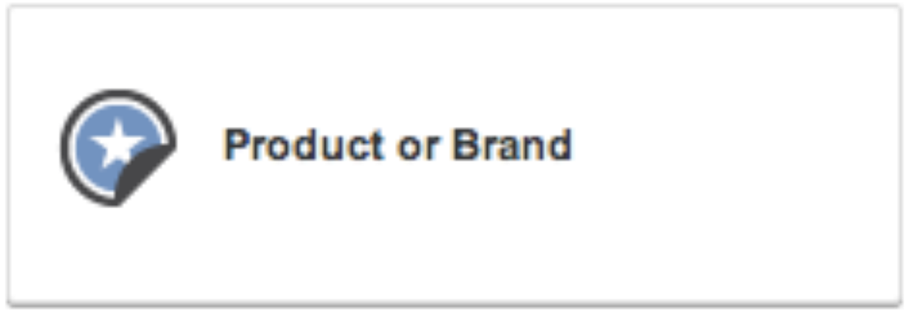
Basic Integration

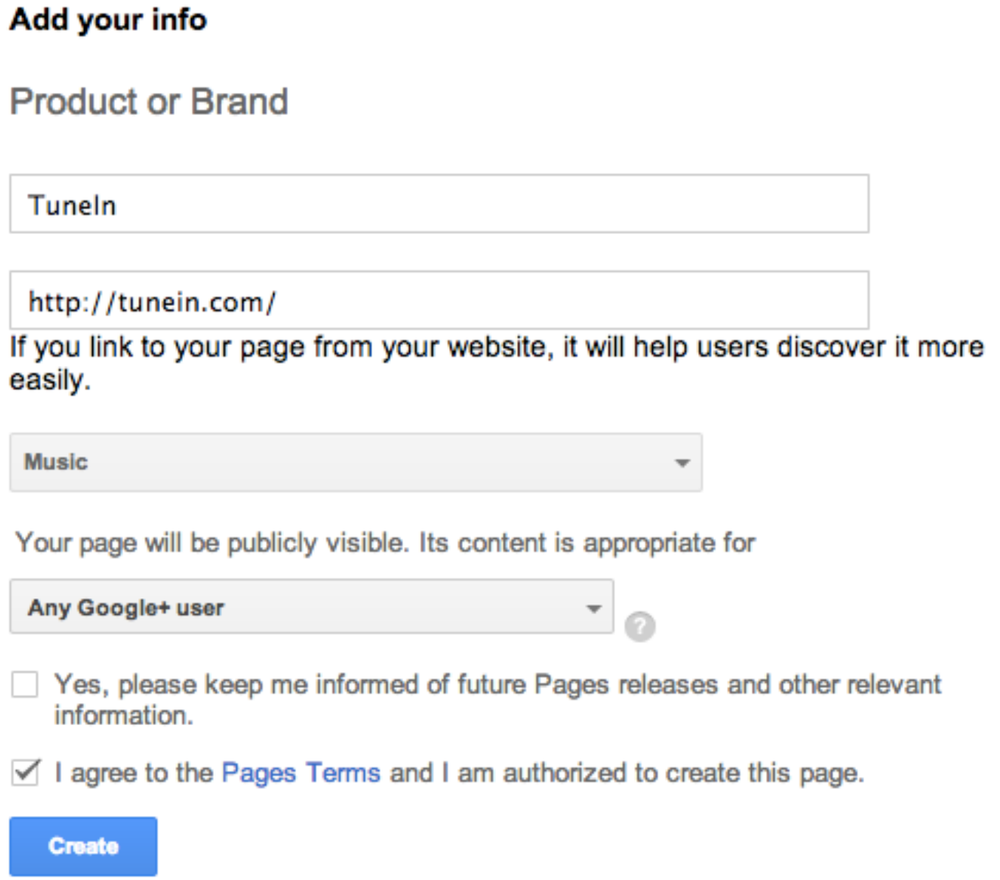
Setting up your +Page



Basic Integration

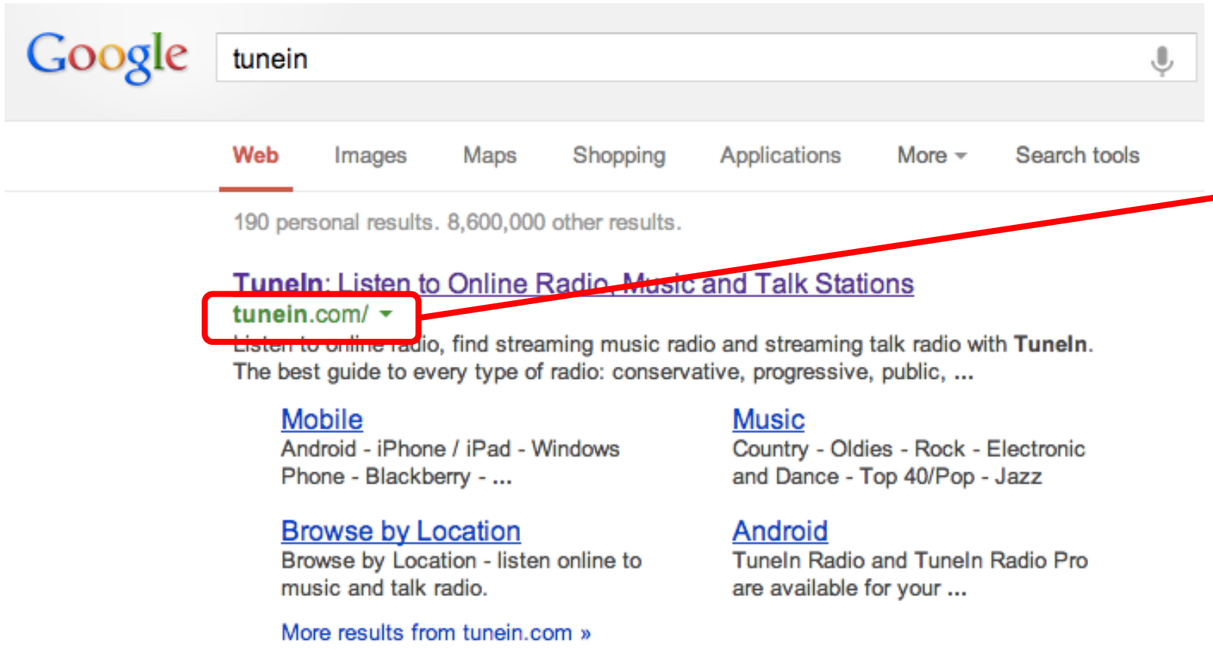
Setting up your +Page

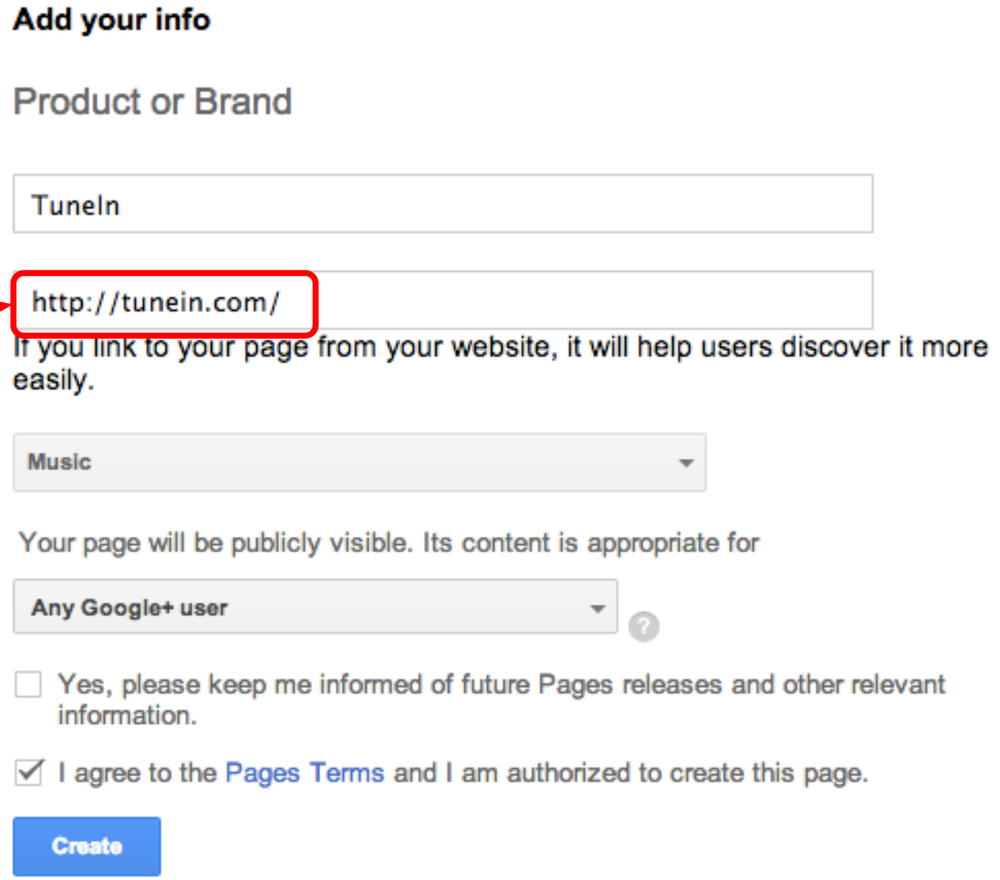




Basic Integration

Claiming your Brand Website





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

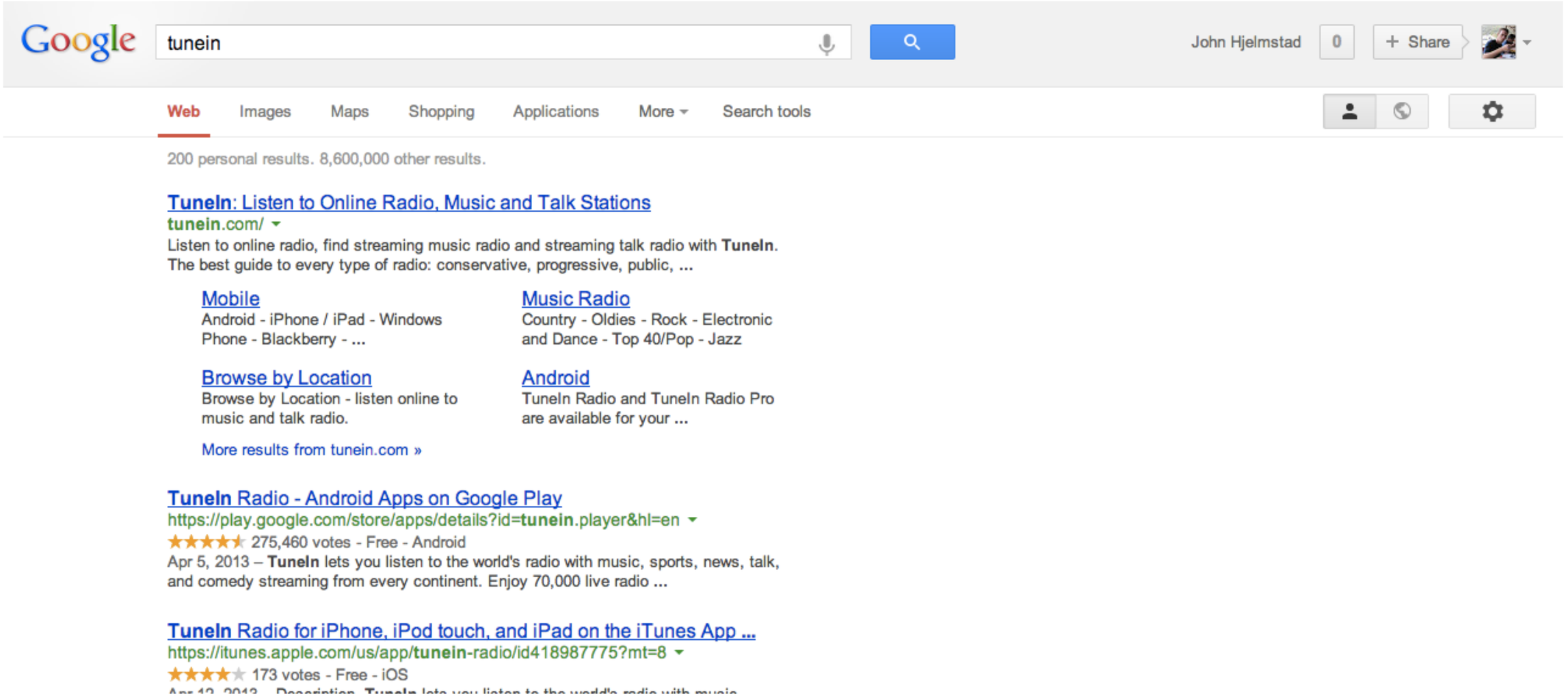
Required

Text
~1/week

Optimal

Images
Links

Before


Google
tunein
John Hjelmstad
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+ Share
Web
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Maps
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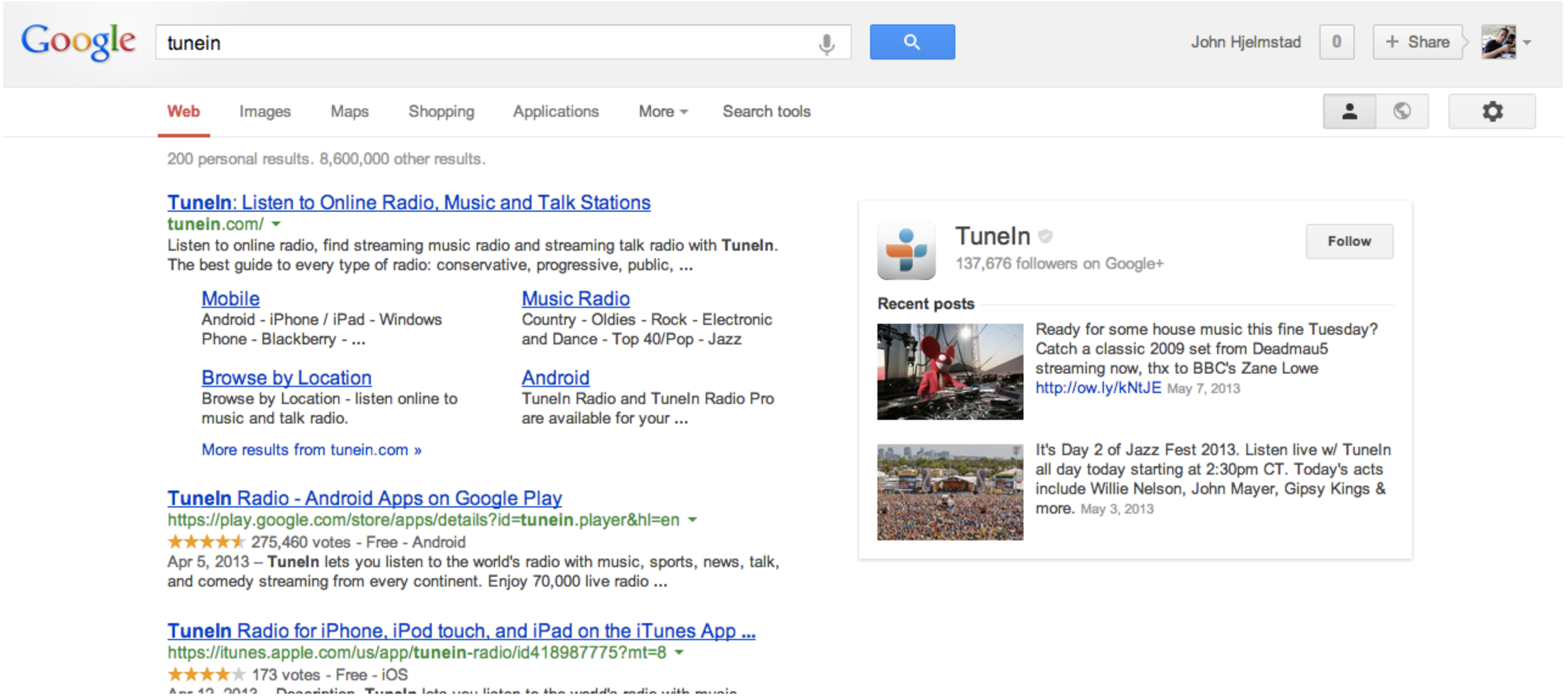
Applications
More
Search tools
200 personal results. 8,600,000 other results.
TuneIn: Listen to Online Radio, Music and Talk Stations
tunein.com/
Listen to online radio, find streaming music radio and streaming talk radio with TuneIn. The best guide to every type of radio: conservative, progressive, 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

After a few minutes of work



Deeper Integration: Popular on Google+

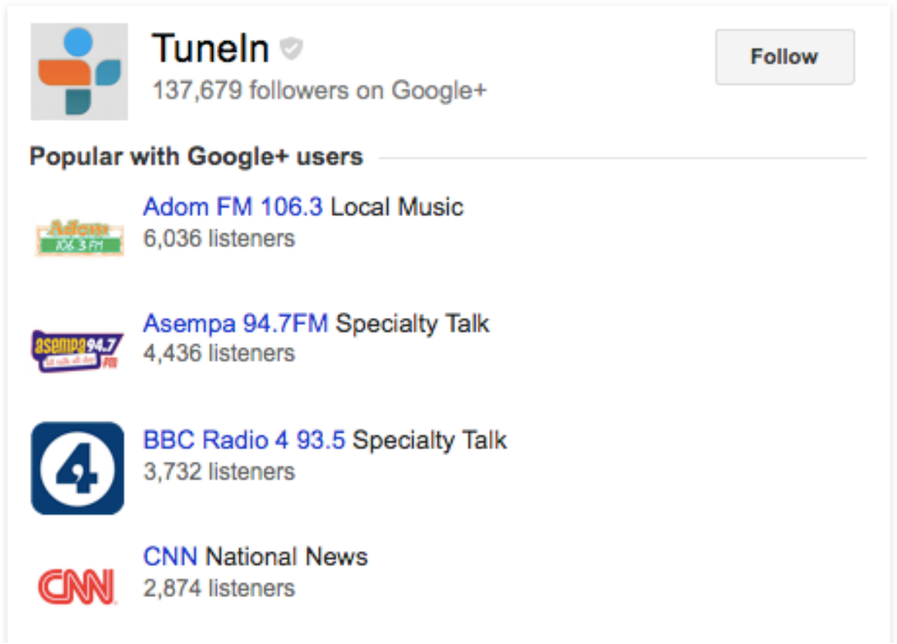
Who

+

What App Activities

+

Content schema.org



Implementing Popular on Google+

Who: Integrate Google+ Sign In

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

Implementing Popular on Google+

Who: Google+ Sign In Sessions

Web

Google+ Sign-In for Web Apps

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

Android

Google+ Sign-In for Android Developers

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

iOS

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>
```

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

Sign In Button: Auth Callback

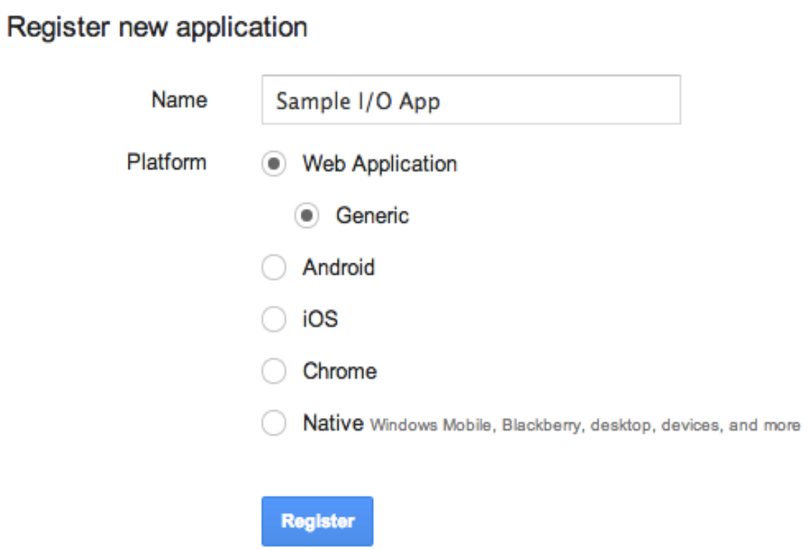
```
<script type=‘text/javascript’>
  function handleAuthResult(result) {
    if (result['access_token']) {
      document.getElementById('signin').style.display = 'none';
      canMakeGoogleApiRequests = true;
    } else if (result['error']) {
      console.log(result['error']);
    }
  }
</script>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

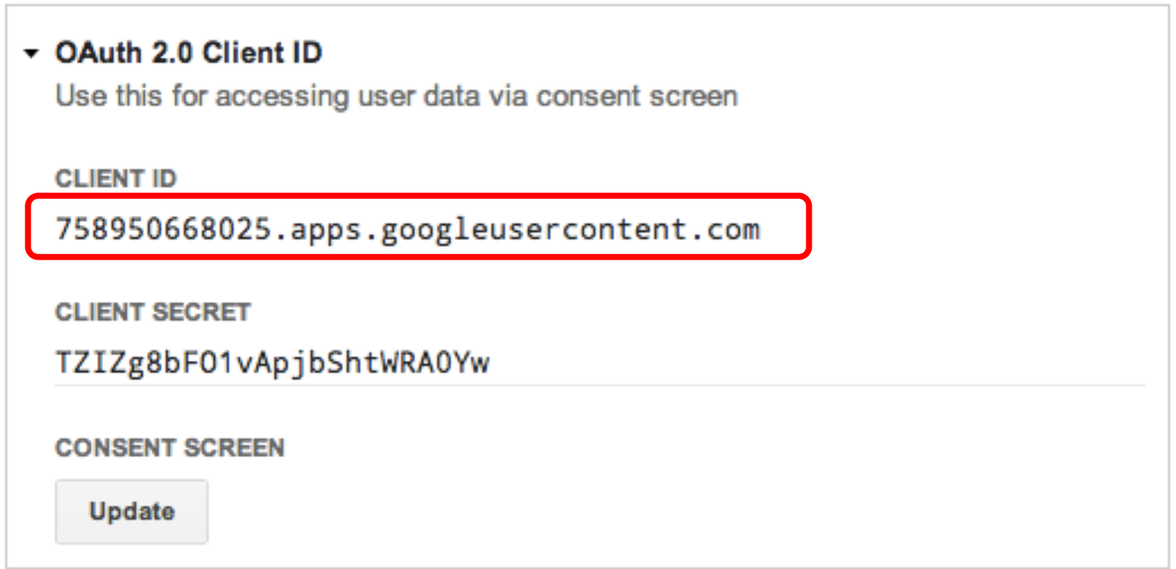
Who: Integrate Google+ Sign In

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





http://cloud.google.com/console

REGISTER APP

Who: Integrate Google+ Sign In

Sign In Button: 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>
```

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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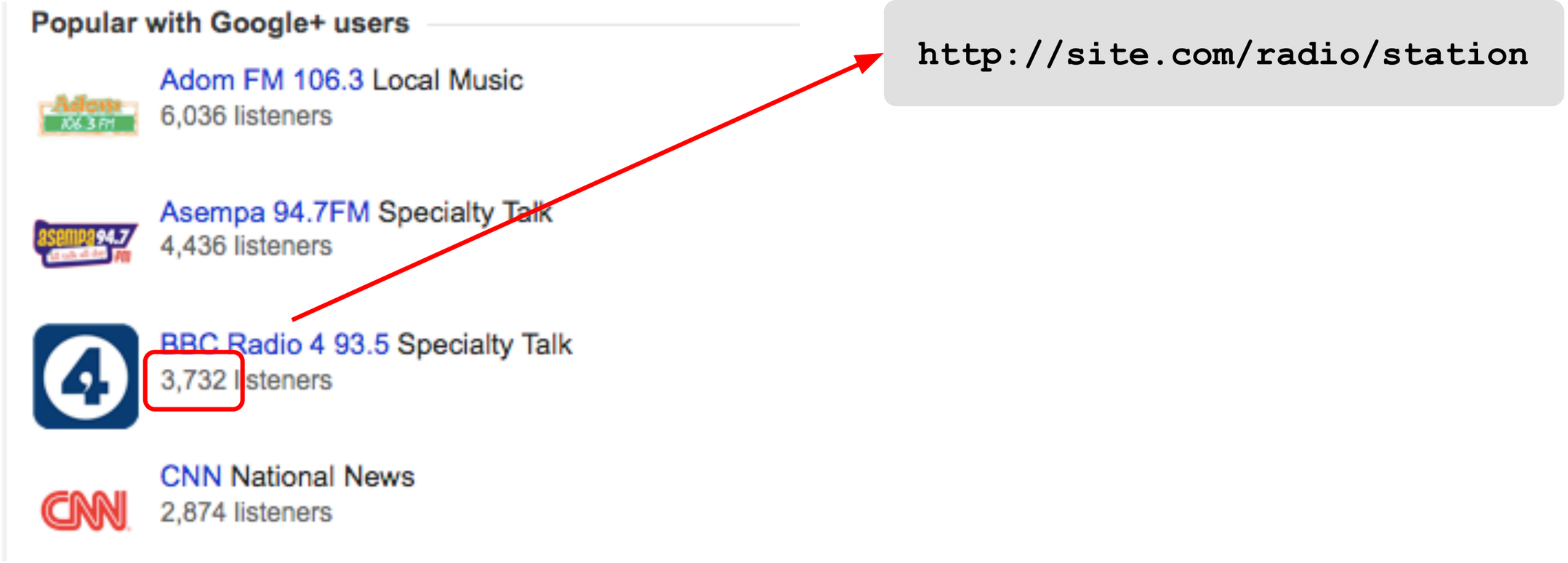
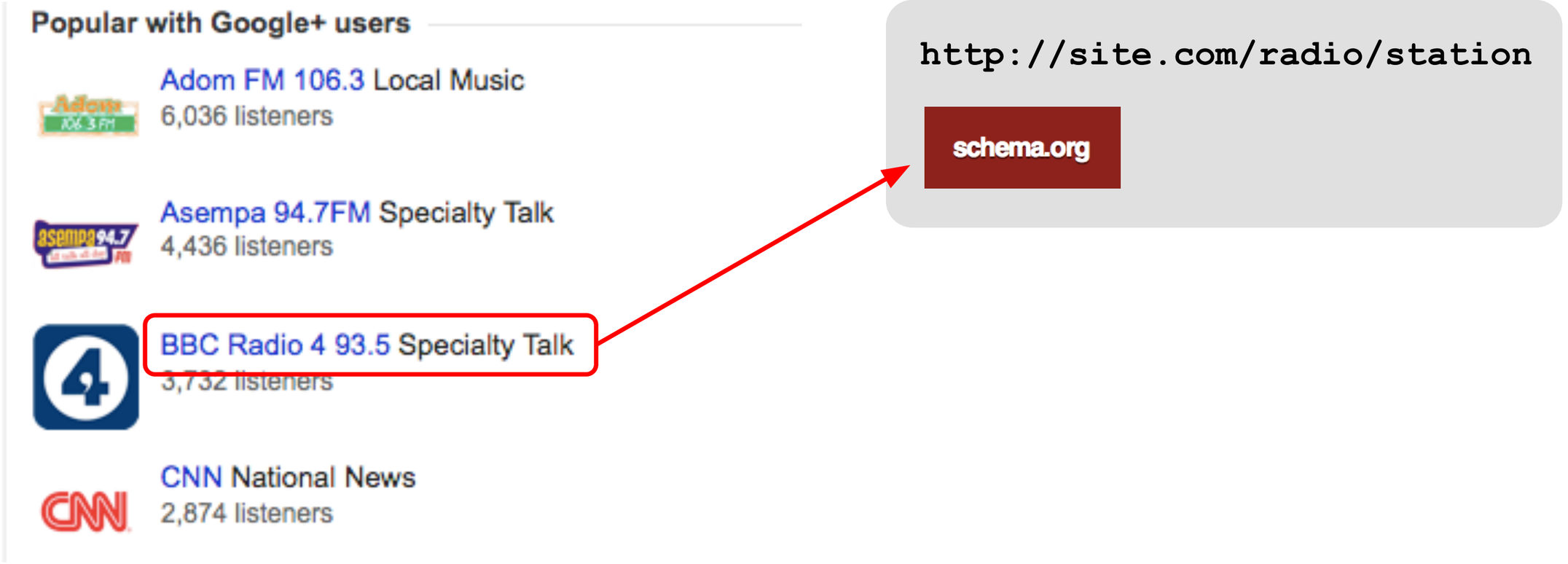
Popular on Google+



Popular on Google+



Schema.org

```
<div>
  <img src="bbc93-5.png"></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 src="bbc93-5.png"></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 src="bbc93-5.png"></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 itemprop="image" src="bbc93-5.png"></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+

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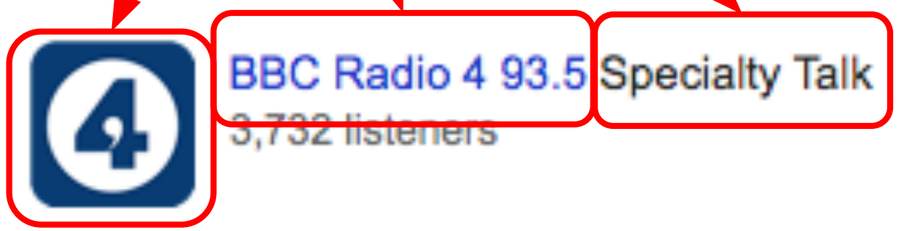

Popular on Google+

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