



Google Custom Search API

[Google search in **your hands**]

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www.google.com/cse

code.google.com/apis/customsearch



Our mission and history

Google Custom Search allows **anybody** to leverage the Google **search platform** and create a **customized search experience** on their **own web site**, targeted towards their content and **audience**.

- Major partners: **NY Times, About.com, Adobe, Kosmix, IDG, Macworld, UK Parliament...**
- More than **1 million** total Custom Search Engines (CSEs) created
- Launched October 2006, traffic has grown **100x** since Jan 2007
- Used extensively within Google (Help Center, Blogger, etc.)



What does a Search API mean to us?

- Define the **set of pages** to be searched over
- Customize the **ranking** of search results
- Customize the **presentation** of search results
- Customize the **navigation** of search results
- Do all this **programmatically** via an XML configuration standard
- Choose the **monetization** model that's right for you



Custom Search API features

- Customized sets of pages/sites to search over:
 - [URL patterns](#) for thousands of sites or subsites
 - Include/exclude patterns
 - Custom [on-demand indexing](#) with Sitemaps to maximize coverage
 - Make a CSE from a [dynamic](#) set of links
- Customized ranking:
 - [Boost](#) or demote selected sets of pages
 - User-defined [synonyms](#) and domain keywords
 - Date biasing
 - [Custom results](#) with completely custom text + images
- Customized presentation:
 - Colors, branding customizable in HTML output
 - [XML and JSON](#) output available for total control
 - Integrates fully with [AJAX API](#) search controls

Even more Custom Search API features



- Customized navigation
 - [Refinement labels](#) for faceted search and drill-down
 - Coming soon: [automatic transliteration](#)
- Programmatic search engine definition
 - Upload/download CSEs in XML
 - Same definition format and APIs used internally and externally
 - Use [Linked CSEs](#) for dynamically updated definitions
 - [Google Services for Websites](#): create CSEs for your customers
- Monetization/payment options
 - [Make money with AdSense](#) from your custom search!
 - Topical ads - targeted based on domain keywords
 - [Google Site Search](#): licensed option for ads-optional results



A peek at the future

- More presentation options and tools
- Easier creation of custom results
- Even better monetization
- Structured data support: PageMaps, microformats...
- Want to know more? Come to [Google I/O](#) May 27-28!



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Thank You

Questions