

Google Maps API



Introduction

Whether searching for the perfect restaurant, checking out the best hotels or finding the nearest bank, millions of people around the world get Google Maps to do the hard work for them.

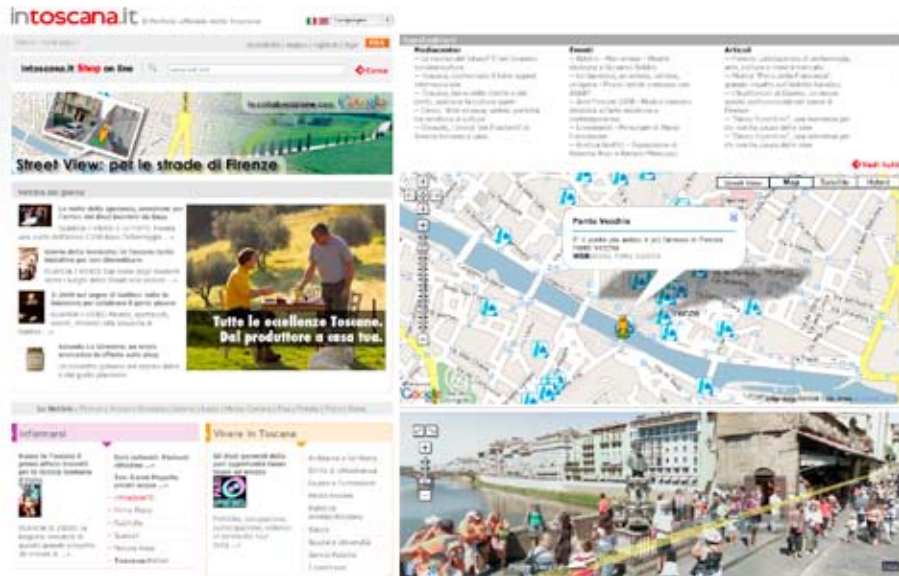
So why not do the same for your own website?

The Google Maps API is one of those clever bits of Google technology that helps you take the power of Google Maps and put it directly on your own site. It lets you add relevant content that is useful to your visitors and customise the look and feel of the map to fit with the style of your site.

With over 150,000 sites already using the Google Maps API, we couldn't fit them all into this booklet so we picked out a few of the most useful and innovative examples to help inspire you.

And if after that you're still hungry for more, check out the back of this booklet for links to more examples and technical information.

— **The Google Maps Team**



Intoscana is Tuscany's official web site and was created to expose the beautiful Tuscany region with its rich history and culture to the rest of the world.

With Google Maps and Street View Intoscana provides an easy way for people to play virtual tourist and walk through the historic city center of Florence (an UNESCO World Heritage Site) and explore world famous landmarks.

Key features: Street View



intoscana.it

“Google is a strategic partner for our innovative web activities. Google Maps and Street View are the ideal platforms to provide a virtual tour of the historical and artistic monuments and places of our cities.”

Mauro Tanzi
President of Fondazione
Sistema Toscana

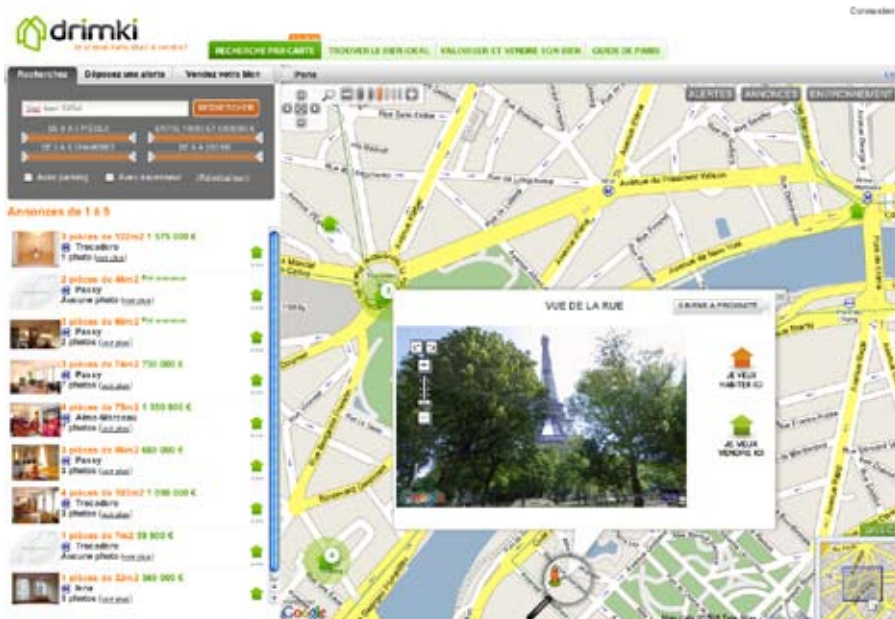
Visitors who use Google Maps with Street View spend on average **30% more time** exploring content on the website.

How to get started and technical documentation: code.google.com/apis/maps

More Google Maps case studies and videos: maps.google.com/casestudies

Drimki

www.drimki.fr



Drimki is a real estate website dedicated to properties located in Paris and uses Google Maps with Street View to provide a better overview of properties. Users can not only view information about a property but they can also explore the surrounding neighborhood by virtually walking through the streets of Paris improving the overall experience of finding a new home in one of the most beautiful cities in the world.

Key features: Street View

drimki

“Google Maps with Street View offers our users a powerful feature which adds value to real estate listings. The potential purchaser can virtually walk in the street in which he wants to buy a flat and view the surroundings of the property described in the listing. This information can be of crucial value to the decision process.”

Thomas Laurentin
CEO of Drimki

After adding Google Maps with Street View Drimki has **doubled the time spent by users** on the map.

How to get started and technical documentation: code.google.com/apis/maps

More Google Maps case studies and videos: maps.google.com/casestudies

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Communauté

843 660 76 km

Équipement et musique

Assistance

Nike

Nike Run London was designed to motivate Londoners who need relief from the strains of living and working in the city. Nike's Route Finder was built to allow users to map their running route, see how long it is and save it to their profiles. The social element of the map means users can share their running routes or browse the library of runs others have created.

The site was initially so successful in London that Nike quickly scaled to 11 supported languages, leveraging Google Maps' global coverage.

Key features:

- ✓ User-generated content
- ✓ Customised map controls

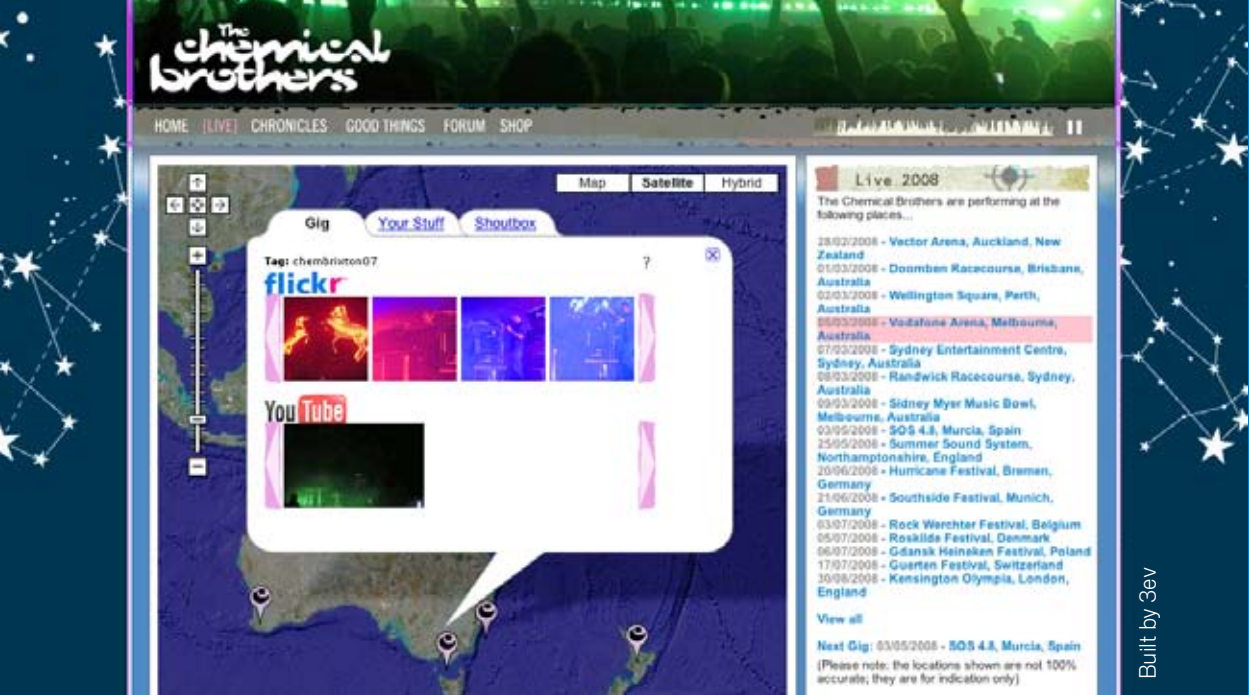
nikeplus.nike.com



“Google Maps provides the ideal solution to an age-old problem for runners: ‘how far have I run?’ Previously people drove round streets or used a piece of string on a map. We were amazed by the consumer uptake of Route Finder.”

Simon Charlesworth
Running Marketing Manager

In the first ten months since launch, **40,000 unique running routes** were created.



The Chemical Brothers

The Chemical Brothers have been making dance music for over a decade. They wanted their website to provide not only useful information but also to involve their fans in something that reflected their world of music.

Their site uses Google Maps to clearly show where all the upcoming gigs are and also integrates user-generated content into the concert placemarks. This allows the fans to tag relevant YouTube videos or Flickr photos and add comments about a concert to its "shoutbox."

Key features:

- ✓ User-generated content
- ✓ Multimedia content

www.thechemicalbrothers.com

The Chemical Brothers logo, featuring the band's name in a stylized, blue, hand-drawn font.

"Google Maps has provided a great platform for getting fans more involved in our live performances. Now they can see footage, pictures and chat about our gigs – even if they couldn't make it there in person – it builds up a real buzz."

Tom Rowlands
The Chemical Brothers

Visitors spend 1min 35s on the site, **86% more time** than the average spent on websites.*

*Nielsen Netratings, Dec 2007



let the journey begin

Travel guides | **EscapeMap™** | Shopping basket | My Opodo | Contact us | Help

- Home
- Flights
- Flight + Hotel
- Hotels
- Cars
- Beach holidays
- Cruise
- Eurostar breaks
- Ski
- Travel extras
- Late deals

Departing from
Please select ...

Continent
Please select ...

It's never been so easy to escape.

EscapeMap™

Select your **departure city** and **continent** you'd like to travel to and EscapeMap™ will show you the best flight prices we've got that match – on the map. Click the price and you're away!

Rome flights from £103.40

Alitalia (LHR)
Departure: Wed, 7 May 08
Return: Wed, 14 May 08

Other flight prices shown on map: £119.10, £141.20, £141.80, £103.40.

Opodo

Opodo is an internet travel site that aims to bring an end to online travel frustrations by providing its users with the tools, information and inspiration they need. When analysing customer experiences, Opodo identified that some users wanted them to act more like a travel agent, advising them on where to go and what to do.

As a result Opodo developed the EscapeMap. Once users submit their price and holiday criteria, they can review various flight options displayed in a clear geographical way.

Key features:

- ✓ Real-time data feed
- ✓ Multimedia content

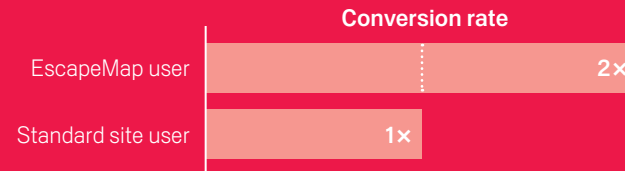
www.opodo.com



“In order to make the EscapeMap a success, we knew the tool would have to be innovative and engaging, but at the same time intuitive and easy to use. Google Maps was the perfect way for us to achieve this; everyone is familiar with its usability and format.”

Paul Treanor
Head of Marketing

Those that use the EscapeMap are **twice as likely** to make a purchase than those that don't.



Deed Number 14:

69 people are raising funds for NSPCC

[Tell me more about this deed](#)



NSPCC

The NSPCC is a UK charity whose purpose is “to end cruelty to children. Full stop.” As part of its campaign objective to mobilise the public to take action, the NSPCC used the Google Maps API as its main activation tool.

By registering on the site, users could locate themselves on the map, pledge deeds to help the campaign and invite friends to join. This connected each user to a national movement of like-minded people, while also connecting them on a local level.

Key features:

- ✓ User-generated content
- ✓ Multiple layers of content

www.bethefullstop.com

NSPCC 
Cruelty to children must stop. FULL STOP.

“The Map has formed the backbone of our campaign for two years now. It’s a powerful illustration of our ability to mobilise society to help end cruelty to children and for our supporters to feel part of something bigger.”

Ian MacArthur
Creative Director and
Head of Brand Marketing

Of the total **35,400** registrants to date, the **conversion rate*** of signing the petition was **54%**.

*The percentage of people who signed the petition to the number of unique visitors.



FON

FON is the largest WiFi community in the world and has made wireless internet universal, secure and free for all its members. The FON community members, called "Foneros," open up their home internet connection to other Foneros and gain global access to every FON WiFi spot in return.

FON uses the Google Maps API to easily connect all its worldwide members. All Foneros list their location on the site's map, enabling visiting Foneros to easily connect to their WiFi, share the location with a friend or find nearby amenities.

Key features:

- ✓ User-generated content
- ✓ Multiple layers of content

www.fon.com

The FON logo is displayed in a large, bold, orange font. It is centered within a white speech bubble that has a drop shadow and a tail pointing towards the bottom left. The background of the entire slide is a solid orange color.

"We decided to use Google Maps because of its advanced technology, its coverage and its easy user interface. Google Maps is one of the core components of our online site and the window to geolocate our FON world."

Martin Varsavsky
Founder and CEO

FON visitors use the mapping function of the website
900,000 times every week.



Nestoria

Nestoria is a real estate search engine that makes finding property in the UK and Spain easy and simple. The Google Map is a core component of the site that goes beyond normal real estate maps by overlaying relevant information such as nearby tube stations, shops and schools.

Ed Freyfogle, one of the co-founders, gives a little more insight into the Maps API: "Google provides a stream of innovative new free tools. Our users frequently remark on how useful they find the seamless integration of so much layered data."

Key features:

- ✓ Real-time data feed
- ✓ Customised map controls
- ✓ Multiple layers of content

www.nestoria.com



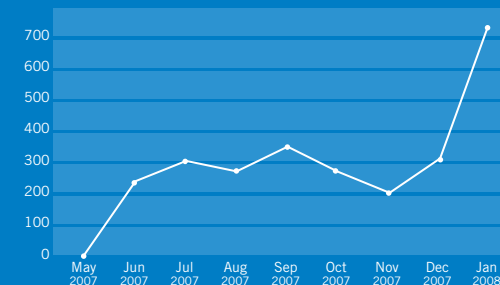
"If you want to go beyond the basics into more complex mapping implementations, it's not only possible with the Google Maps API, but also well documented. Using Google maps helps us move very quickly, which is critical when engineering resources are limited (as they always are) – the API is key to our growth."

Ed Freyfogle
Co-founder Nestoria

18 months after launch, Nestoria already attracts **700,000** unique users a month.*

*comScore, Jan 2008

Total unique visitors (in thousands)





360 Cities

360Cities is a global project which showcases beautiful panoramic, fully-immersive images taken by some of the world's leading virtual reality (VR) photographers. The Google Maps and Earth APIs give contributors a vital tool for adding new content while also providing an intuitive way for users to browse the available images. Since launching last year, 360Cities has grown rapidly to cover locations all around the globe and now has thousands of high quality panoramas of some of the most interesting places on earth.

Key features:

- ✓ Multimedia content
- ✓ Customised map controls
- ✓ Earth API

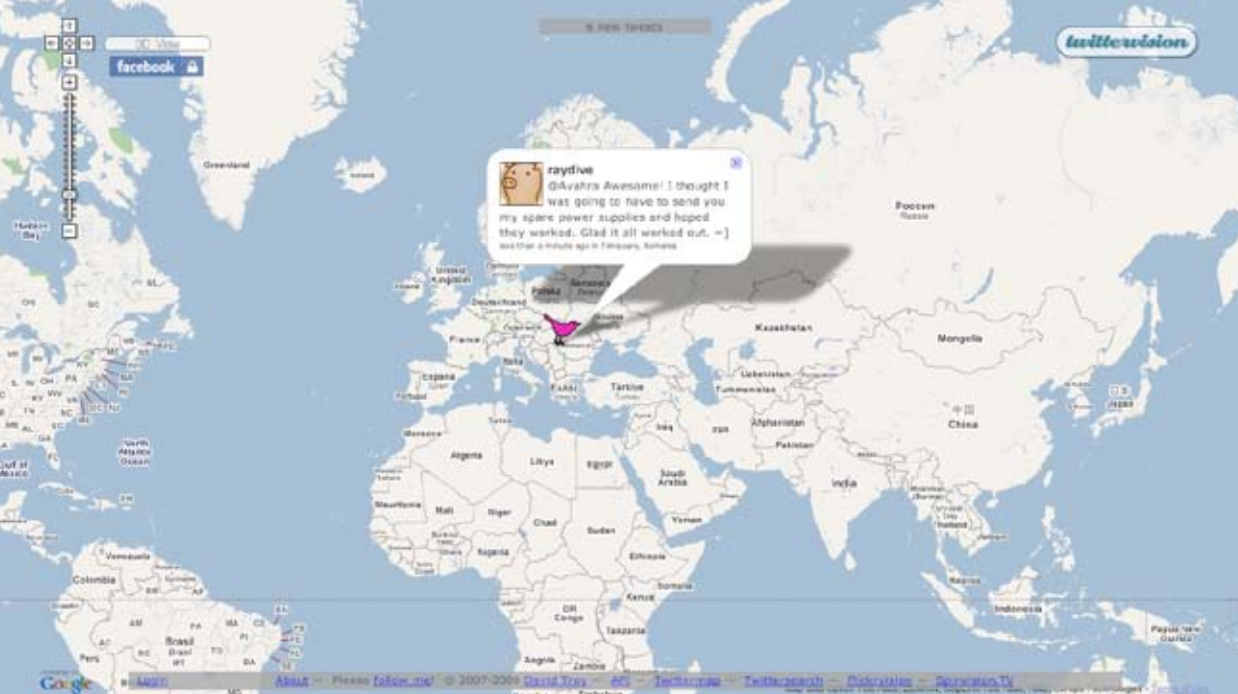
www.360cities.net



“Users’ experience of 360Cities is greatly enhanced with the geographical features offered by the Google Maps and Earth APIs. These are an integral part of our application and have been critical to our fast growth over the past year.”

Jeffrey Martin
Founder and CEO

Users spend **59% more time** viewing panoramas on the map than on other pages.



Twittervision

Twittervision is a real-time geographic visualisation of Twitter, a social networking and microblogging service that allows users to easily make personal updates through SMS, instant messaging and the web.

Dave Troy, the creator of Twittervision, explains a little more: "I wanted a simple answer to a simple question: who is Twittering near me? As a data junkie, I was able to pull this all together very rapidly using standard tools from Twitter and Google Maps."

Key features:

- ✓ User-generated content
- ✓ Real-time data feed

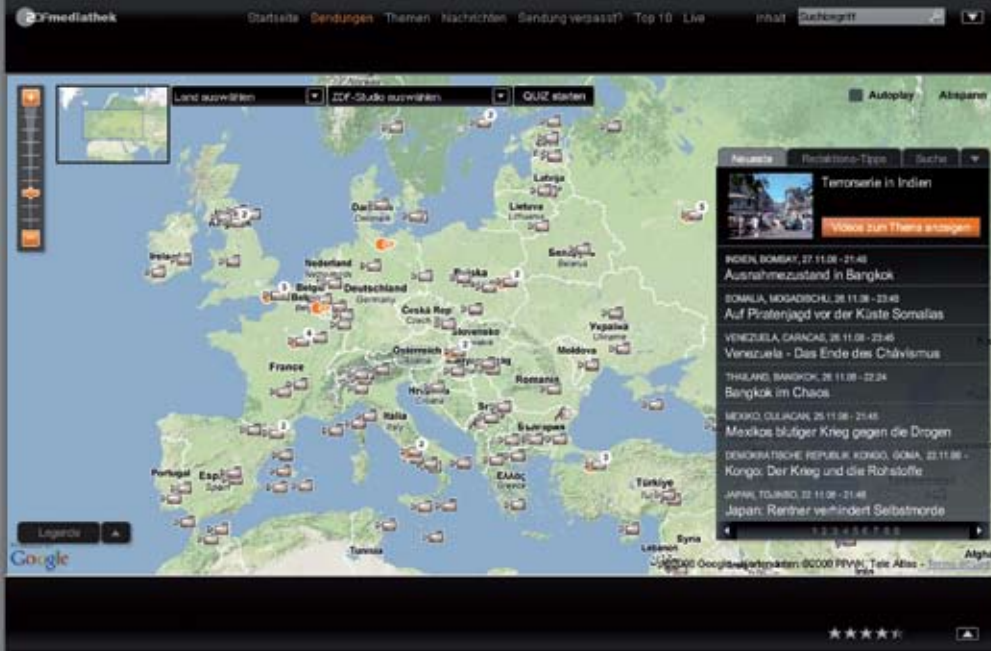
www.twittervision.com



"I initially pulled together what would become Twittervision in about four hours on a Sunday afternoon. The ease of implementing Google Maps was a real factor in deciding to pursue this project - it's a key part of the Web 2.0 landscape and a joy to use."

Dave Troy
Founder Twittervision

50,000 daily visitors to the site translates to more than **50M Twitter posts** a day.



ZDF

As a public German broadcaster ZDF is always looking for ways to enhance and improve accessibility to its content and they were looking for a way to provide easy access to their international news reports.

As a result ZDF created the ZDFgeothek which allows users to explore the news and virtually travel from story to story using a map. ZDF chose to use the Google Maps API for Flash as this allowed them to more easily integrate their existing video material with Google Maps.

Key features:

- ✓ Real-time data feed
- ✓ Multimedia content
- ✓ Customised map controls
- ✓ Flash API

geothek.zdf.de



“The map is the ideal way to organise our international news reports from all over the world. It offers our audience a new way to discover our content: Instead of watching a linear news programme, they decide for themselves what they want to explore.”

Eckart Gaddum
Head of New Media

Google Maps has allowed ZDF to make **hundreds of videos** more accessible and discoverable.

your data, with our mapping technology, on your site



How to get started and technical documentation: code.google.com/apis/maps

More Google Maps case studies and videos: maps.google.com/casestudies

Unofficial blog for more innovative examples: googlemapsmania.blogspot.com