

# 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 50,000 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**

Restez connecté à votre pratique de la course à pied. Revivez vos entraînements. Suivez vos progrès.

UTILISATEURS NIKE+ :  
+ Se connecter

Mes Courses

Challenges

Communauté

84,366,076 km

Équipement et musique

Assistance

## Nike

Nike Run London was designed to activate 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
  - Real-time data feed
  - Multimedia content
- ✓ Customised map controls
  - Multiple layers of content

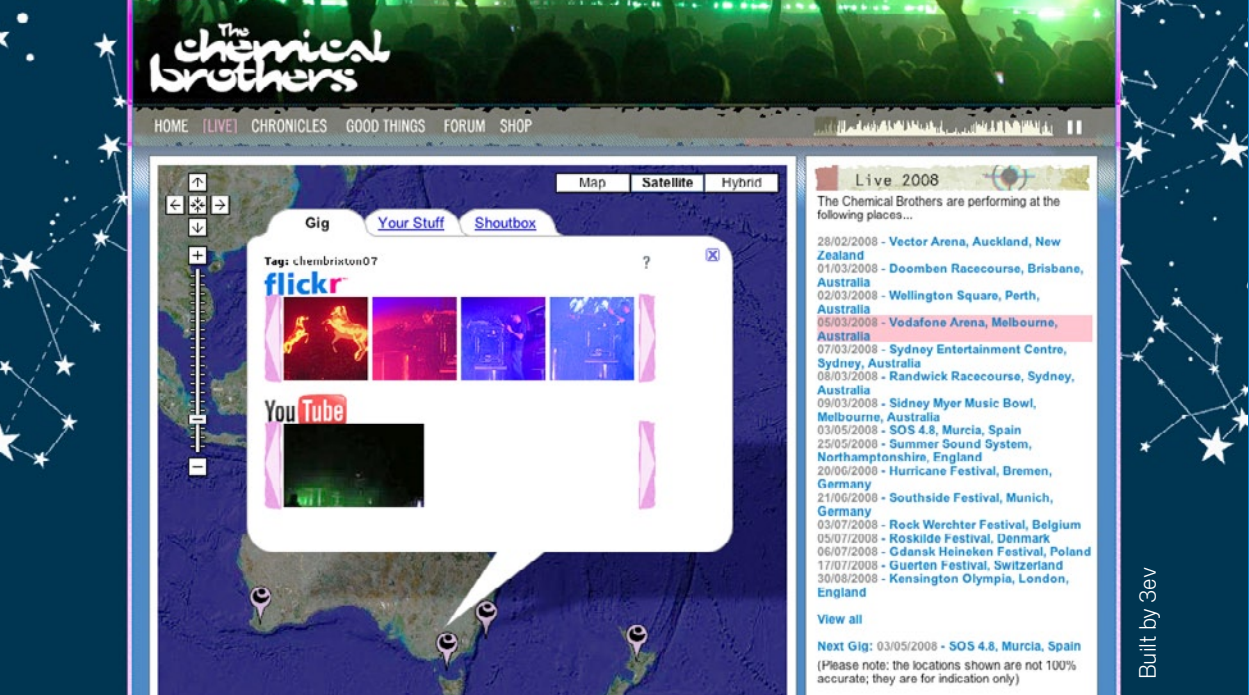
[nikeplus.nike.com](http://nikeplus.nike.com)



"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 the A-Z. 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."

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[www.thechemicalbrothers.com](http://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

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.

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[www.nspcc.org.uk](http://www.nspcc.org.uk)

**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.



Departing from  
Please select ...

Continent  
Please select ...

**It's never been so easy to escape.**

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

**Milan £119.10**

**Dubrovnik £141.80**

**Belgrade £141.20**

Map | Satellite | Hybrid

Map data ©2008 AND, Tele Atlas - Terms of Use

## 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.

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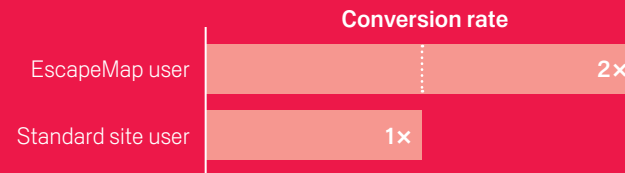
[www.opodo.com](http://www.opodo.com)



“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.





## 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.

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

"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.**

The screenshot shows the Nestoria website interface. At the top, there's a search bar with 'Eixample' entered and a 'Busca localidad' button. Below it, a navigation bar indicates 'Casas para: COMPRAR ALQUILAR' and '3317 pisos - 0.13 seg.'. The main content area is divided into a list of properties on the left and a map on the right. The property list includes details such as price (e.g., 420,000 €), area (e.g., 76 m²), and number of bedrooms (e.g., 2). The map shows the Eixample district in Barcelona with several property markers labeled A through F.

## 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."

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



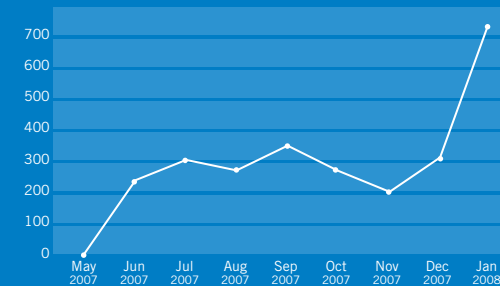
"If you want to go beyond the basics into more complex mapping implementations, it's not only possible with the Google Maps API, but also well documented. Using Google maps helps us move very quickly which is critical when engineering resources are limited (as they always are) – the API is key to our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

**Ed Freyfogle**  
Co-founder Nestoria

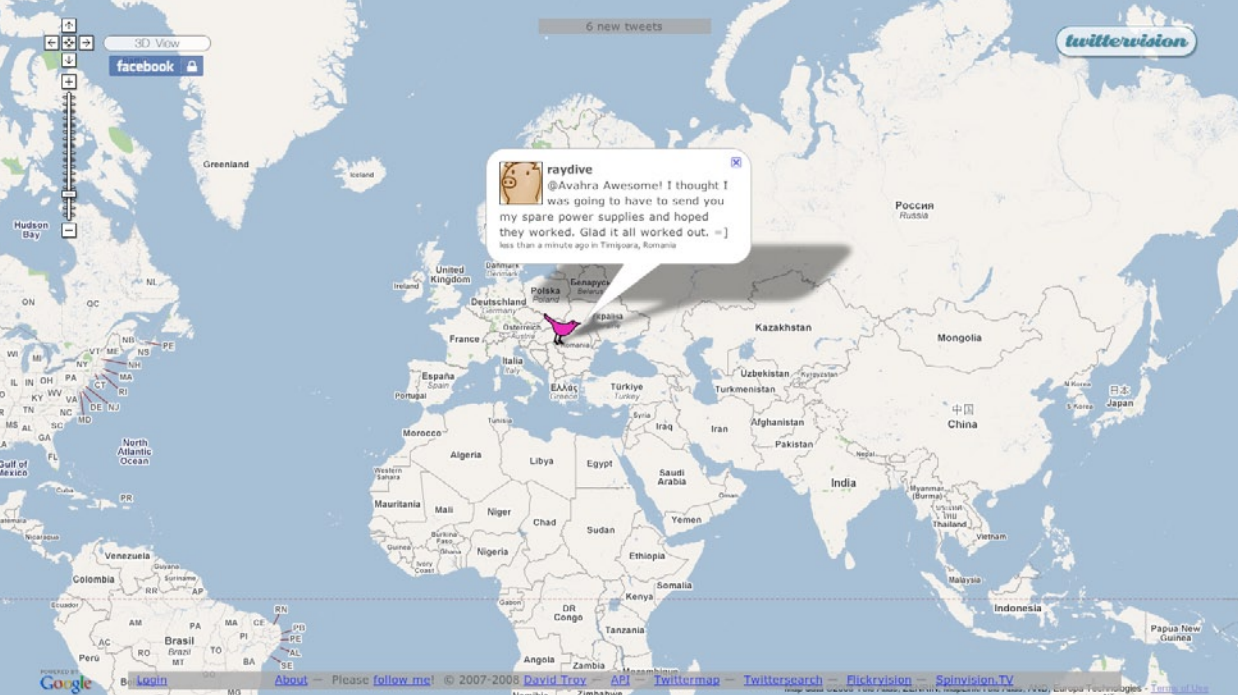
18 months after launch, Nestoria already attracts **700,000** unique users a month.\*

\*comScore, Jan 2008

Total unique visitors (in thousands)







## 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."

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[www.twittervision.com](http://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."

**David Troy**  
Founder Twittervision

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

your data, with our mapping technology, on your site



How to get started and technical documentation: [code.google.com/apis/maps](http://code.google.com/apis/maps)

Unofficial blog for more innovative examples: [googlemapsmania.blogspot.com](http://googlemapsmania.blogspot.com)

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