

# Google Books for Publisher Websites



There are two complementary ways to add a customized Google Books search to your website:

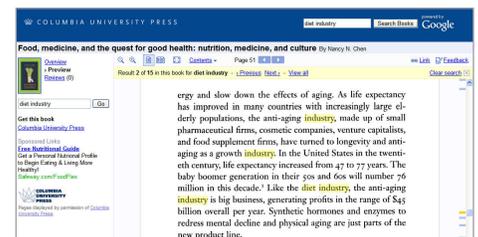
1. Custom Book Search: a search box that allows users to conduct full-text searches across your complete catalog.
2. Google Preview: a button that is placed on each book's catalog page and, when clicked, displays a limited preview of the book.

Note that both of these tools are different from the regular search box you have on your website - while a traditional search tool indexes the contents of your website, Custom Book Search and Google Preview search the content of your books themselves. As a result, the Google Books search tools should be used in addition to your regular search box.

## Custom Book Search

Custom Book Search (also known as Co-branded Search) is a Google Books search engine for your catalog, on your own website. Implementing Custom Book Search enables visitors to your website to conduct full-text searches right from your site; when your visitors type a term into the Custom Book Search box, they are searching the full text of all the books you have in Google Books. They can then browse the relevant titles using Google's secure limited preview and easily purchase the books that they browse.

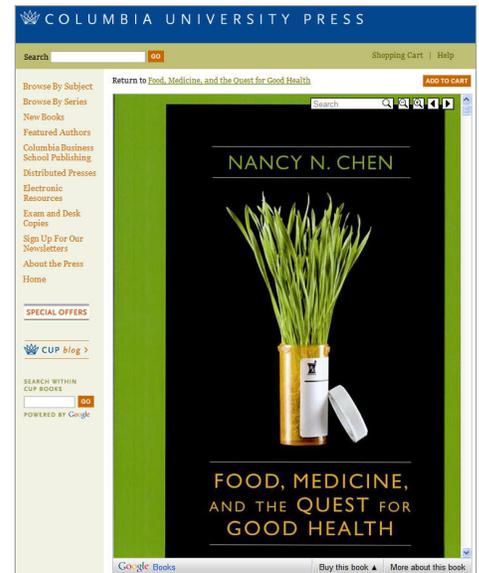
Setup is easy; go to the Product Setup tab of your Partner Center and click "Co-branded Book Search" in the green bar up top, then click "Add new co-branded site". From there you can fill in your site's basic information, upload your logo, and decide what you want the search box and search results page to look like. Google then outputs the proper code (a few lines of HTML), which you paste onto your homepage.



Once you're done, visitors to your site can search the text of your books from your own site. In order to make the Custom Book Search as effective as it can be, you should have at least 75% of your titles in Google Books. Your account manager can help you determine if you qualify.

## Google Preview

While Custom Book Search helps consumers search across your catalog, Google Preview allows them to browse and search within a particular book right on the book's product page on your website. This represents a free, easy way to enhance your website and promote your titles. Just as YouTube videos can be embedded into websites, now the same can be done with book previews!



Just go to [books.google.com/preview-wizard](http://books.google.com/preview-wizard), decide what you want the preview to look like (whether it should be a pop-up or appear right at the bottom of your catalog page, how large the preview window should be, etc), and Google will generate the proper code. Once you paste the code onto your site, the Google Preview button appears on each book product page. Because the button only appears when the title is live in Google Books, you can add the code to all your product pages at once, regardless of a title's current status in Google Books.

When a visitor to your site clicks the Google Preview button, the preview appears in the manner that you have designed, allowing the visitor to search the full text of the book, zoom in and out, and browse a limited percentage of the book. You choose whether to leave the purchase links on the previews (directing consumers to online retailers) or whether you'd like them turned off so that your visitors make their purchase through your website's shopping cart. Because the preview is hosted on Google servers, and Google servers the previews onto your site, security is the same as it is for Google Books. Users can't copy, print or paste the content, and they have the same limited browsing experience as through Google Books.

For more information on implementing these search tools, please contact your account manager.

