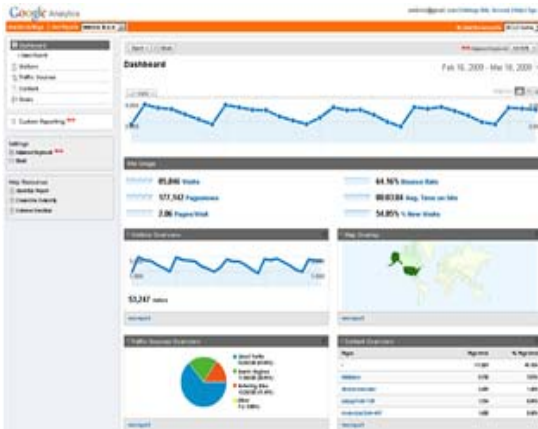


BEYOND GOOGLE

Tools to Optimize Your Library's Web
Presence



Ranjna Das
Web Services Librarian
5 Pioneer Boulevard, Westampton, NJ
rdas@bcls.lib.nj.us



ANALYTICS

Knowing your customers. How do they measure up?



SEARCH

You have the goods. Help customers find them.



MAPS

Customers have found you online. Now, bring them to your front door.

YOUR GOOGLE PASSPORT



Welcome to Gmail

A Google approach to email.

Gmail is a new kind of webmail, built on the idea that email can be more intuitive, efficient, and useful. And maybe even fun. After all, Gmail has:



Less spam

Keep unwanted messages out of your inbox with Google's innovative technology.



Mobile access

Read Gmail on your mobile phone by pointing your phone's web browser to <http://gmail.com/app>.

[Learn more](#)



Lots of space

Over 7306 851574 megabytes (and counting) of free storage so you'll never need to delete another message.

Latest News from the Gmail Blog

[New in Labs: YouTube, Picasa, Flickr and Yelp previews](#)

Wed Mar 18 2009

My email is full of links: my friends send around YouTube videos to try and get a laugh, we ...

[More posts >](#)

Sign in to Gmail with your

Google Account

Username:

Password:

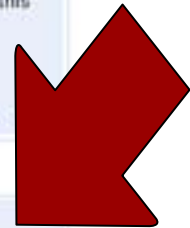
Remember me on this computer.

[I cannot access my account](#)

[Sign up for Gmail](#)

[About Gmail](#)

[New features!](#)



GOOGLE ANALYTICS

<http://www.google.com/analytics/>

What does it do?

Generates statistics & reports about visitors to a website.



How does it do this?

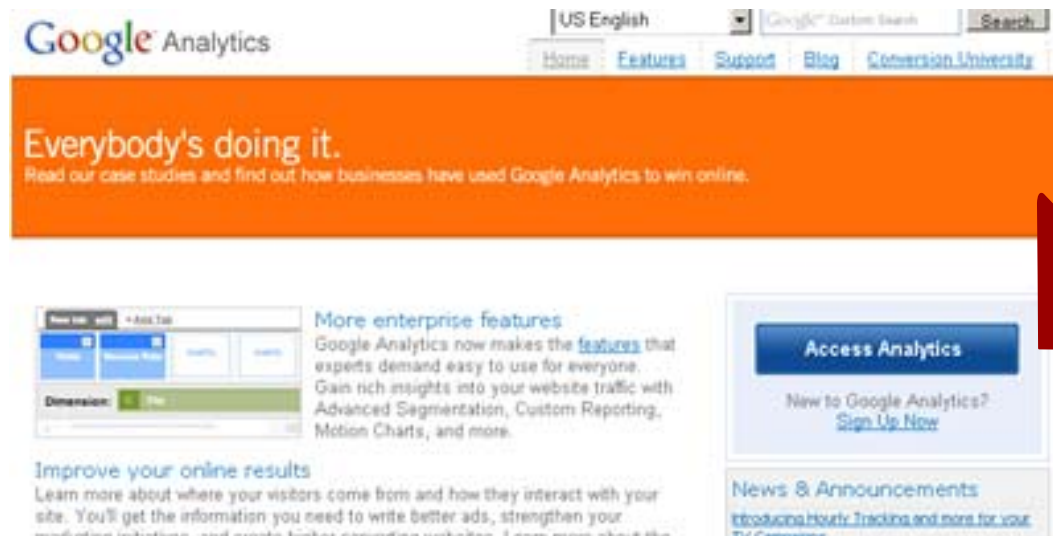
Google Analytics is monitored by tracking code which is a hidden snippet of JavaScript code that is added to every page of a website. This code collects private visitor data and sends it back to Google data collection servers for processing.

Why use Google Analytics to track your visitors?

- It's free.
- It provides individual reports on different metrics.
- Those reports used together can provide valuable insight such as the ability to compare data.

SETTING UP YOUR ACCOUNT

1. Login at www.google.com/analytics
2. Click: Create New Website Profile
3. Click Add a Profile for a new domain
4. Provide the URL of the site you would like to track
5. Click: Finish



The screenshot shows the Google Analytics homepage. At the top left is the "Google Analytics" logo. To the right, there is a language selector set to "US English", a search bar, and navigation links for "Home", "Features", "Support", "Blog", and "Conversion University". Below the navigation is a large orange banner with the text "Everybody's doing it." and a sub-headline "Read our case studies and find out how businesses have used Google Analytics to win online." Below the banner are three main content blocks: "More enterprise features" with a small dashboard preview, "Improve your online results" with a sub-headline, and "Access Analytics" with a blue button and the text "New to Google Analytics? Sign Up Now". A large red arrow points to the "Access Analytics" button. At the bottom right, there is a "News & Announcements" section with a link to "Introducing Hourly Tracking and more for your TV Campaigns".

ANALYTICS CODE

Google Analytics

askbcls@gmail.com

Analytics Settings | View Reports:

My Analytics

Analytics Settings > Tracking Code


Tracking Code

Tracking Status Information

Profile Name: www.bcls.lib.nj.us

Website URL: http://www.bcls.lib.nj.us

Web Property ID:  UA-3525498-6

 **Tracking Not Installed** (Last checked: Mar 19, 2009 11:21:58 AM)
The Google Analytics tracking code has not been detected on your website's home page. For Analytics to function, you or your web administrator must add the code to each page of your website.

Instructions for adding tracking

New Tracking Code (ga.js)

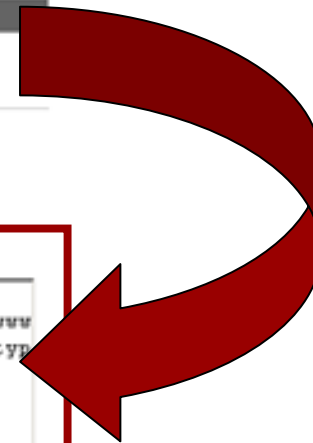
[Legacy Tracking Code \(urchin.js\)](#)

Copy the following code block into every webpage you want to track immediately before the `</body>` tag.

If your site has dynamic content you can use a common include or a template. [Learn More](#)

Use this tracking code to gain access to a wide range of exciting **new features** as they become available.

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/javascript'" + ">"));
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-3525498-6");
pageTracker._trackPageview();
} catch(err) {}</script>
```





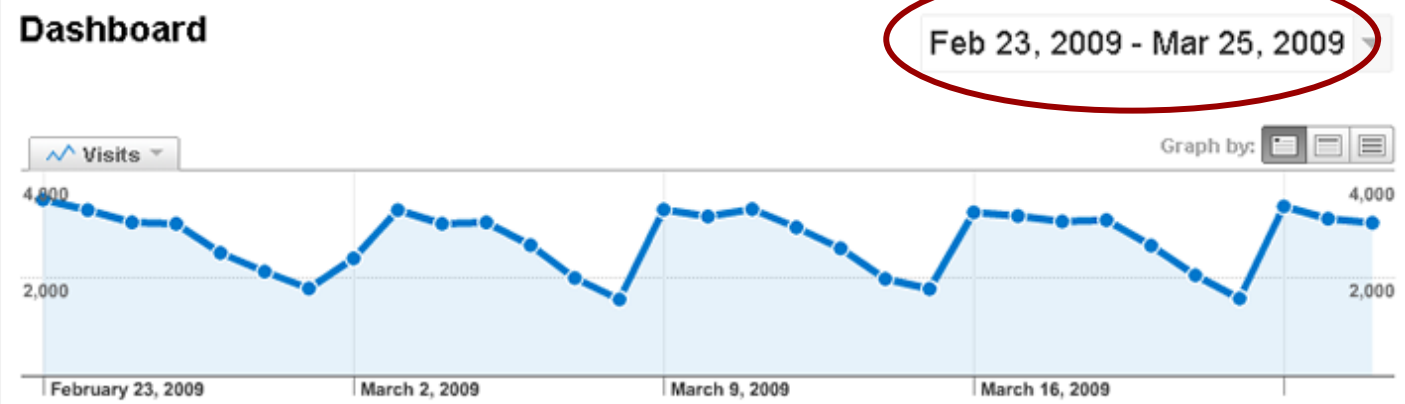
SIT
TIGHT
WHILE
VISITORS
MOVE
AROUND
YOUR
SITE

THE DASHBOARD

Analytics Settings | View Reports: www.bcls.lib.nj.us | My Analytics Accounts: BCLS home

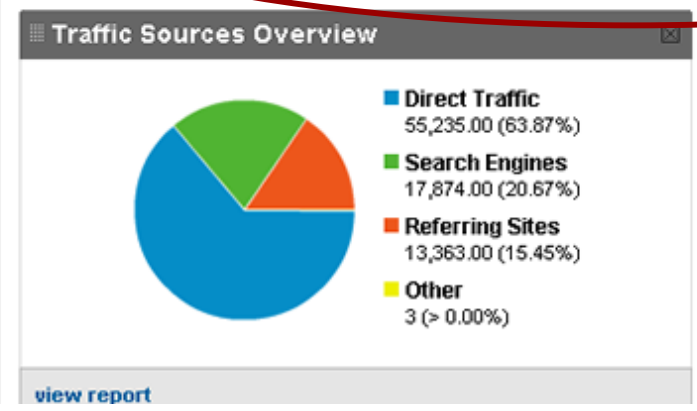
- Dashboard
 - Saved Reports
 - Visitors
 - Traffic Sources
 - Content
 - Goals
- Custom Reporting Beta
- Settings
 - Advanced Segments Beta
 - Email
- Help Resources
 - About this Report
 - Conversion University
 - Common Questions

Export | Email | Beta Advanced Segments: All Visits



Site Usage

- 86,475 Visits
- 178,922 Pageviews
- 2.07 Pages/Visit
- 64.55% Bounce Rate
- 00:03:04 Avg. Time on Site
- 55.06% % New Visits



Content Overview

Pages	Pageviews	% Pageviews
/	118,139	66.03%
/databases	6,796	3.80%
/libraries/evesham/	2,406	1.34%
/cat.php?cid=1126	1,727	0.97%
/libraries/county/	1,575	0.88%

[view report](#)

TRAFFIC SOURCES

Visitors

Traffic Sources

Overview

Direct Traffic

Referring Sites

Search Engines

All Traffic Sources

Keywords

AdWords

Campaigns

Ad Versions

Content

Goals

Custom Reporting Beta

Settings

Advanced Segments Beta

Email

Help Resources

About this Report

Conversion University

Common Questions

Traffic Sources Overview

Feb 23, 2009 - Mar 25, 2009



All traffic sources sent a total of 86,475 visits

-  **63.87%** Direct Traffic
-  **15.45%** Referring Sites
-  **20.67%** Search Engines



- Direct Traffic**
55,235.00 (63.87%)
- Search Engines**
17,874.00 (20.67%)
- Referring Sites**
13,363.00 (15.45%)
- Other**
3 (> 0.00%)

Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))	55,235	63.87%
google (organic)	13,482	15.59%
bcls.lib.nj.us (referral)	4,186	4.84%
hip.bcls.lib.nj.us (referral)	2,748	3.18%
yahoo (organic)	2,059	2.38%

[view full report](#)

Keywords	Visits	% visits
burlington county library	7,461	41.74%
burlington county library system	550	3.08%
bcls	519	2.90%
burlington county library nj	474	2.65%
evesham library	388	2.17%

[view full report](#)

TOP CONTENT

Creation

Top Content

Content by Title

Content Drilldown

Top Landing Pages

Top Exit Pages

Site Overlay

Site Search

Event Tracking

Goals

Custom Reporting Beta

Settings

Advanced Segments Beta

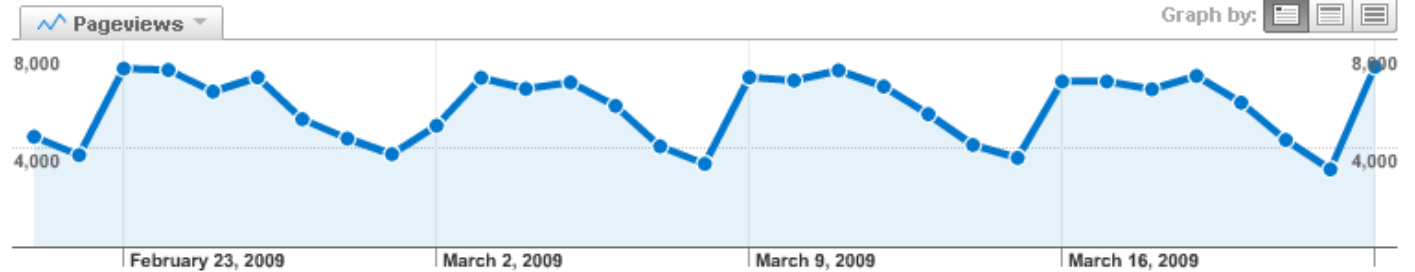
Email

Help Resources

About this Report

Conversion University

Common Questions



2,362 pages were viewed a total of 174,860 times

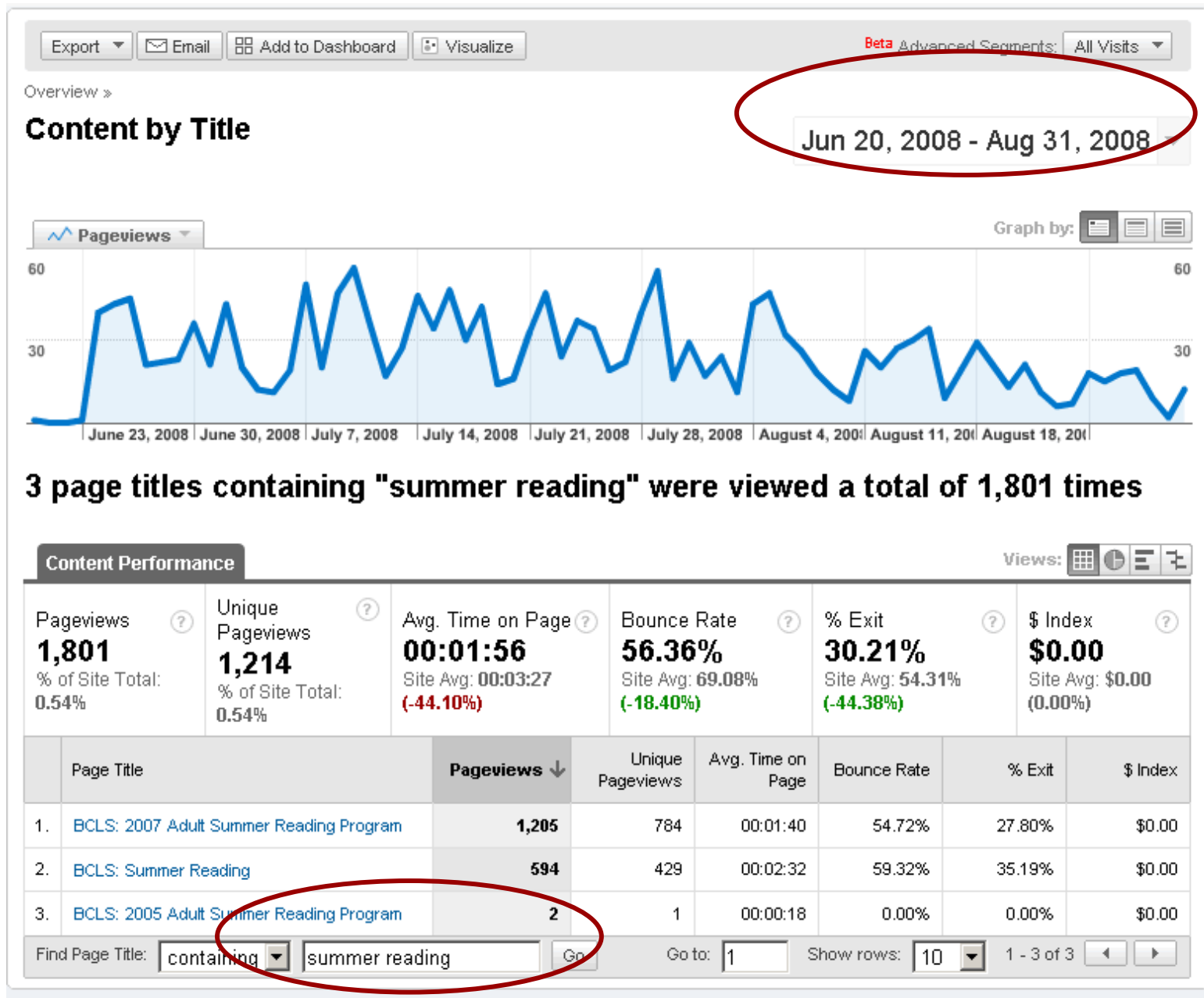
Content Performance

Views: [Table Icon] [List Icon] [Bar Icon] [Refresh Icon]

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
174,860 % of Site Total: 100.00%	103,223 % of Site Total: 100.00%	00:02:51 Site Avg: 00:02:51 (0.00%)	64.11% Site Avg: 64.11% (0.00%)	48.12% Site Avg: 48.12% (0.00%)	\$0.00 Site Avg: \$0.00 (0.00%)	
Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1. /	114,930	72,354	00:04:25	68.71%	58.07%	\$0.00
2. /databases	6,694	2,535	00:01:12	0.56%	30.20%	\$0.00
3. /libraries/evesham/	2,448	2,006	00:02:28	77.85%	68.79%	\$0.00
4. /cat.php?cid=1126	1,684	608	00:00:19	0.65%	17.52%	\$0.00
5. /libraries/counry/	1,567	1,268	00:02:14	65.89%	55.78%	\$0.00
6. /content.php?pid=4657	1,476	558	00:00:38	1.09%	21.88%	\$0.00
7. /download.shtml	1,347	1,000	00:03:42	59.57%	52.04%	\$0.00
8. /genealogy	1,302	509	00:01:21	0.93%	25.81%	\$0.00
9. /libraries/bordentown/	1,288	1,003	00:03:04	72.20%	59.47%	\$0.00
10. /libraries/cinnaminson/	1,146	941	00:02:26	78.73%	64.57%	\$0.00

Find Page: Go to: Show rows: 1 - 10 of 2,362

CONTENT BY TITLE & TIME PERIOD



A FEW THINGS TO REMEMBER

- Don't read too much into all the numbers.
- Use web metrics with other metrics to create a comprehensive assessment of your services. Clicks don't tell the whole story. (ex: your interlibrary loan page generates "n" pageviews in "x time" period. Should you compare that number to the overall ill requests for that same period?)
- Compare two different time periods and chart them. What was usage like in September of last year compared to this year?
- Track usage of a specific page. How many visits to your guide to African-American resources during Black History month? Does online interest warrant posting the guide this year? Should you tweak the content and see if the numbers improve this year?
- Email reports to key personnel.

GOOGLE CUSTOM SEARCH

<http://www.google.com/coop/cse/>

What can you use it for?

Create a search function for your site or use it to create a meta-search with sites that you choose to include.

- For non-profit groups, the search results page is ad-free.
- Include one website, multiple websites.
- Host the search box
- Customize the colors and branding to match your existing webpages



Custom Search Engine

Have a website or collection of sites you'd like to search over? With Custom Search Engine, you can harness the power of Google to create a search engine tailored to your needs.

Create a search engine tailored to your needs

- Include one website, multiple websites, or specific webpages
- Host the search box and results on your own website
- Customize the colors and branding to match your existing webpages
- Learn more with our [featured examples](#), [developer documentation](#), and [FAQs](#)

[Create a Custom Search Engine](#)

Or, [manage your existing search engines](#).

CREATE A CUSTOM SEARCH ENGINE

askbols@gmail.com | [My Account](#) | [Sign out](#)

Google
Custom Search BETA

Create a Custom Search Engine

1. Set up your search engine 2. Try it out

Basic information

Give your search engine a name and provide a brief description.

Search engine name:
for example, Real Climate Search Engine

Search engine description:
for example, Climate Science from Climate Scientists

Search engine language:

What do you want to search?

Only sites I select.
 The entire web, but emphasize sites I select.
 The entire web.

Select some sites

Specify a list of websites to search. You'll be able to [add and edit more sites later](#). [Tips on formatting URLs](#).

Sites to search:
One URL per line

Select an edition

Select the edition you'd like to create. [Learn more](#).

Editions: Standard edition - Free, ads are required on results pages.
 Business edition - Starts at \$100 per year, no ads on results pages.

I have read and agree to the [Terms of Service](#).

YOUR SEARCH ENGINES



Custom Search

[Overview](#)

[New search engine...](#)

[My search engines](#)

[My profile](#)

Resources

[Featured examples](#)

[Documentation](#)

[Google Marker](#)

[Blog](#)

[Discussion group](#)

[Support](#)

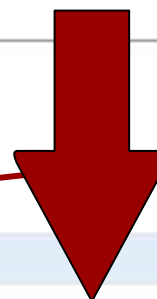
My search engines

Search engines I've created

Burlington County Library System [homepage](#) [control panel](#) [statistics](#) [delete](#)

Additional tools

- [Manage your email preferences](#)
- Add the Developer Gadget to your iGoogle homepage for easy access to all your C



BASICS: ABOUT YOUR SITE

[Overview](#)

[New search engine...](#)

[My search engines](#)

Control panel

Basics

[Sites](#)

[Indexing](#)

[Refinements](#)

[Look and feel](#)

[Code](#)

[Collaboration](#)

[Make money](#)

[Business account](#)

[Advanced](#)

[Preview](#)

[Statistics](#)

[My profile](#)

Control panel - Basics: Burlington County Library System

Basic information

Your search engine's name and description will be shown on its Google [homepage](#).

Search engine name:

Search engine description:

Keywords describe the content or subject of your search engine. These keywords are used to tune your search engine results. [Learn more](#).

Search engine keywords:
e.g. climate "global warming" "greenhouse gases"

Search engine language:

Search engine encoding:

Preferences

ADD YOUR SITES (& EXCLUDED SITES)

Control panel - Sites: Burlington County Library System

Included sites Viewing 1 - 6 of 6

Show label: URL contains:

<input type="checkbox"/>	http://ebooks.bcls.lib.nj.us Search Ebooks Catalog
<input type="checkbox"/>	http://www.bcls.lib.nj.us
<input type="checkbox"/>	http://explore.bcls.lib.nj.us/ Information & Research Resources
<input type="checkbox"/>	http://www.co.burlington.nj.us/ Search only Local Resources
<input type="checkbox"/>	http://bcopportunities.wordpress.com/ Search Volunteer Opportunities
<input type="checkbox"/>	http://host7.evanced.info/burlington/evanced/eventcalendar.asp?lib=ALL Search Calendar of Events

Excluded sites Viewing 1 - 4 of 4

URL contains:

<input type="checkbox"/>	http://www.bcls.lib.nj.us/test/new/research/ *
<input type="checkbox"/>	http://www.bcls.lib.nj.us/sql/event/ *
<input type="checkbox"/>	http://www.bcls.lib.nj.us/bcls/ *
<input type="checkbox"/>	www.bcls.lib.nj.us/ReadyReference/ *

REFINEMENTS!



Custom Search

- [Overview](#)
- [New search engine...](#)
- [My search engines](#)

Control panel

- [Basics](#)
- [Sites](#)
- [Indexing](#)

[Refinements](#)

- [Look and feel](#)
- [Code](#)
- [Collaboration](#)
- [Make money](#)
- [Business account](#)
- [Advanced](#)
- [Preview](#)

Control panel - Refinements: Burlington County Library System

Manage refinements

Viewing 1 - 5 of 5

Search Volunteer Opportunities	edit delete
Search Ebooks Catalog	edit delete
Information & Research Resources	edit delete
Search Calendar of Events	edit delete
Search only Local Resources	edit delete

Using search refinements

Refinements are labels that you apply to websites. They appear as a list of links above search results, offering users a way to narrow their search. When a user clicks a refinement label, the sites that you have labeled are given priority in the results. In addition to labeling sites, you can also specify additional words that are added to users' queries when they click a label, providing even more targeted results.

Google maintains a [list](#) of existing refinement labels. If you create a label with the same name as one of these, or with the same name as a label in another search engine that you or someone who is collaborating with you has created, users will also have the benefit of seeing relevant sites from these sources in their search results. [Learn more.](#)

For example, the [Curriculum Search Engine](#) below has refinement labels for Lectures, Assignments, Reference, and Papers.

EXAMPLE OF SEARCH REFINEMENTS

burlington county library system 
📍 Burlington County Library System 🔍 Web Search

Results 1 - 10 for **knitting**.

Refine results for **knitting**:

[Search Volunteer Opportunities](#) [Information & Research Resources](#) [Search Calendar of Events](#) [Search only Local Resources](#)
[Search Ebooks Catalog](#)

[Burlington County Library System](#)

6:30 PM-Adult **Knitting** & Crocheting Class ... 7:00 PM-Knitting for Tweens & Teens ... 6:00 PM- KIDS SPRING ADVANCED **KNITTING** (9 years and older) ...
host7.evanced.info/burlington/evanced/eventcalendar.asp?lib=ALL
Labeled [Search](#) ...

[\(PDF\) For Ellen March 2009 I.pub](#)

File Format: PDF/Adobe Acrobat - [View as HTML](#)

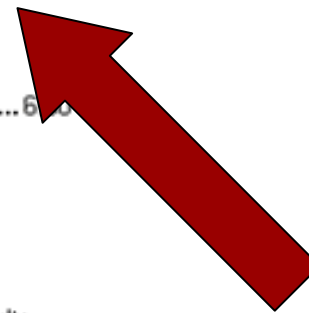
Learn the basics of **knitting** and use what you learn to create scarves or blankets. Adults meet on the second Tuesday of every month unless otherwise noted. ...
www.bcls.lib.nj.us/libraries/pemberton/newsletter.pdf

[Burlington County Library System - Knitting for Dummies®](#)

Now updated and better than ever—the bestselling guide to **knitting** ... **Knitting** For Dummies consistently ranks among our top-selling Dummies titles since it ...
ebooks.bcls.lib.nj.us/00000016-0000-0000-0000-000000000001/10/237/en/ContentDetails.htm?id=%7BB67FC0AA-D80D-422A-98C2...
Labeled [Search](#) ...

[Burlington County Library System - The Friday Night Knitting Club](#)

Its Friday Night **Knitting** Club is improvised by some of Georgia's regulars, who stroll into the shop looking for tips on **knitting** and end up finding much, ...
ebooks.bcls.lib.nj.us/00000016-0000-0000-0000-000000000001/10/237/en/ContentDetails.htm?id=23E399C8-D53C-4FFE-BB6C...
Labeled [Search](#) ...



Click to limit results to just the calendar of events.

REFINEMENT LABELS

Control panel - Sites: ~~Burlington County Library System~~

Included sites

Viewing 1 - 6 of 6

Show label: URL contains:

<input type="checkbox"/>	<input type="button" value="Add Sites"/> <input type="button" value="Delete"/>	Label actions...
<input checked="" type="checkbox"/>	http://ebooks.bcls.lib.nj.us	Label actions... Add label Search Volunteer Opportunities Search Ebooks Catalog Information & Research Resources Search Calendar of Events Search only Local Resources
<input type="checkbox"/>	http://www.bcls.lib.nj.us	
<input type="checkbox"/>	http://explore.bcls.lib.nj.us	
<input type="checkbox"/>	http://www.co.burlington.nj.us	
<input type="checkbox"/>	http://bcopportunities.worcs.edu	
<input type="checkbox"/>	http://host7.evanced.info/b	Remove label Search Ebooks Catalog

Excluded sites

Viewing 1 - 4 of 4

URL contains:

<input type="checkbox"/>	<input type="button" value="Add Sites"/> <input type="button" value="Delete"/>
<input type="checkbox"/>	http://www.bcls.lib.nj.us/test/new/research/
<input type="checkbox"/>	http://www.bcls.lib.nj.us/sql/event/
<input type="checkbox"/>	http://www.bcls.lib.nj.us/bcls/
<input type="checkbox"/>	www.bcls.lib.nj.us/ReadyReference/

CUSTOMIZE YOUR RESULTS PAGE

Control panel - Look and feel: [Burlington County Library System](#)

Customize your search box

Select a branding style for your search box.

Sample



Google™ Custom Search
Note: Watermark requires JavaScript

 Custom Search

 Google™ Custom Search

 Custom Search

 Google™ Custom Search

 Custom Search

 Google™ Custom Search

Customize your search results

Customize the style of your search results pages to match your site.

Sample

[First Result Title](#)
This is the first result text.
[www.r11.com/ - 12k - CACHED](#)

[Second Result Title](#)
This is the second result text.
[www.r12.com/ - 12k - CACHED](#)

Border # 

Title # 

Background # 

Text # 

Links # 

Visited Links # 

Cached Link # 

Customize your Google-hosted search results

Add a logo to your search engine's Google-hosted results page.

Sample



Image URL:
(optional) JPG, PNG or GIF; max: 100px height

Link logo to URL:
(optional) e.g., http://www.google.com/coop

THE CODE

Control panel - Code: [Burlington County Library System](#)

Search results hosting options

- Host the result on a Google page
- Host results on your website:
 - iframe – requires two pages: one for the search box and another for the results
 - overlay – requires one page, but presents results in a modal overlay

Search box code

Paste this code in the page where you'd like your search box to appear.

```
<style type="text/css">
@import url(http://www.google.com/cse/api/branding.css);
</style>
<div class="cse-branding-right" style="background-color:#FFFFFF;c
  <div class="cse-branding-form">
    <form action="http://www.google.com/cse" id="cse-search-box">
      <div>
        <input type="hidden" name="cx" value="0154640137393921357
        <input type="hidden" name="ie" value="UTF-8" />
        <input type="text" name="q" size="31" />
```



GOOGLE MAPS

maps.google.com



23 West Union Street 08016

Search Maps

[Show search options](#)

Find businesses, addresses and places of interest. [Learn more.](#)

[Get Directions](#) [My Maps](#)

[Print](#) [Send](#) [Link](#)

23 W Union St
Burlington, NJ 08016

Selected businesses at this address:

[Library Co of Burlington](#)

[All businesses at this address »](#)

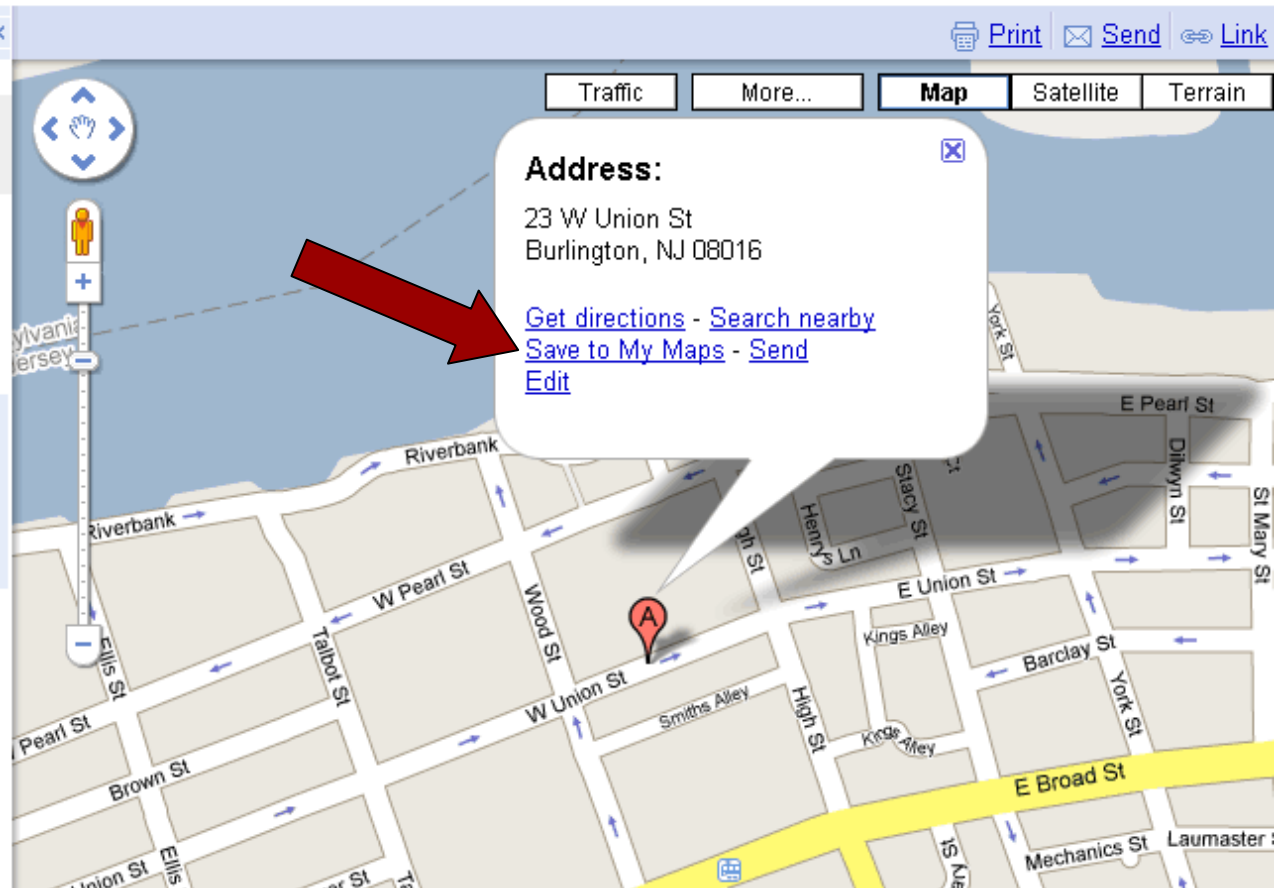
Sponsored Links

[Local Public Libraries](#)

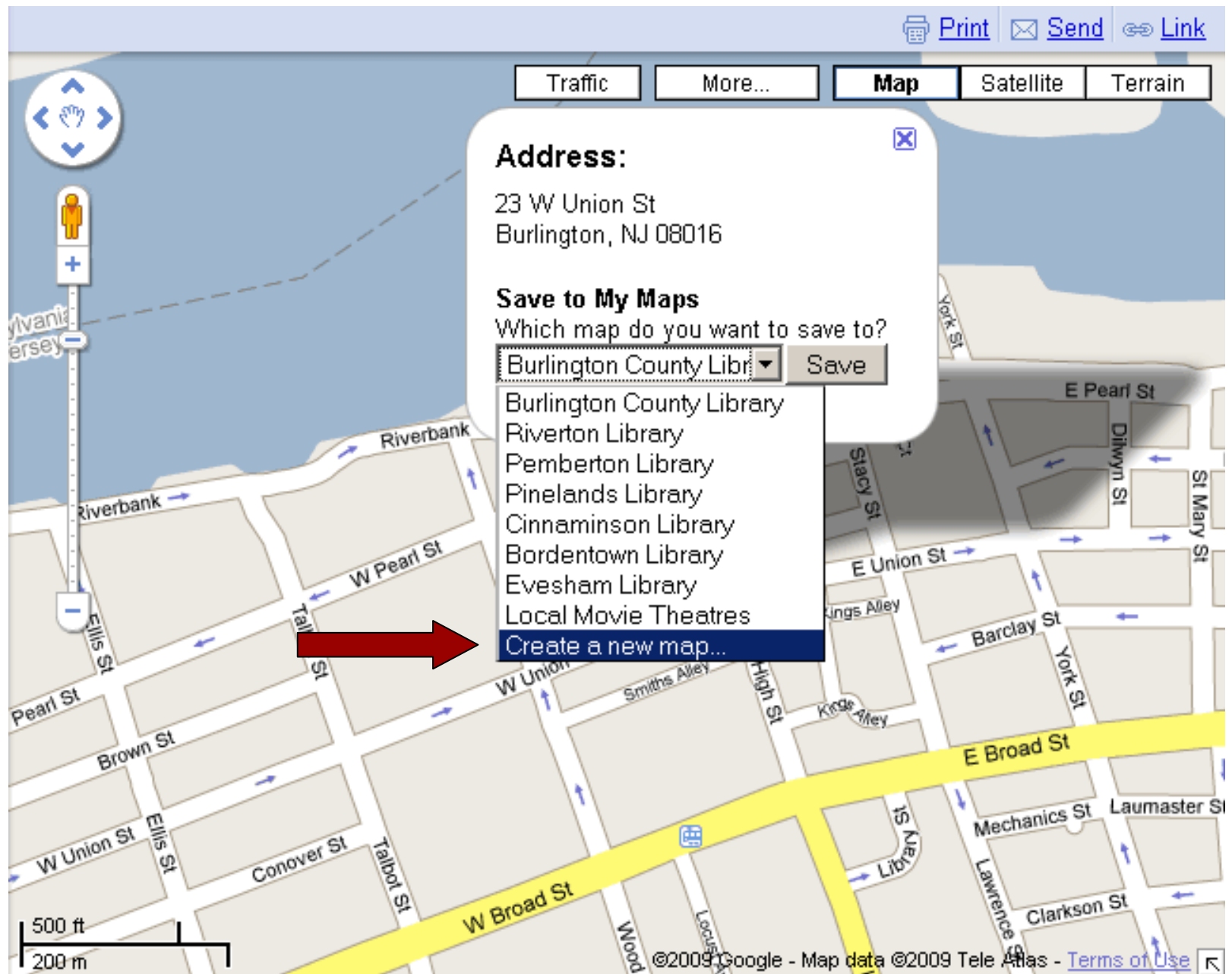
Find Listings for Local Public

Libraries at YellowPages.com ®

[Libraries.YellowPages.com](#)



CREATE NEW MAP



MAKE FINAL EDITS

[Web](#) [Images](#) [Maps](#) [News](#) [Video](#) [Gmail](#) [more](#) ▾

[askbcls@gmail.com](#) | [My Profile](#) | [Help](#) | [Web History](#) | [My Account](#) | [Sign out](#)



Find businesses, addresses and places of interest. [Learn more.](#)

Search Maps

[Show search options](#)

[Get Directions](#) **My Maps**

[Create new map](#) - [Browse the directory](#)

Created by me

- Burlington City Library**
- [Burlington County Library](#) Public
- [Riverton Library](#) Public
- [Pemberton Library](#) Public
- [Pinelands Library](#) Public

[Collaborate](#) [Import](#)

Title

Burlington City Library

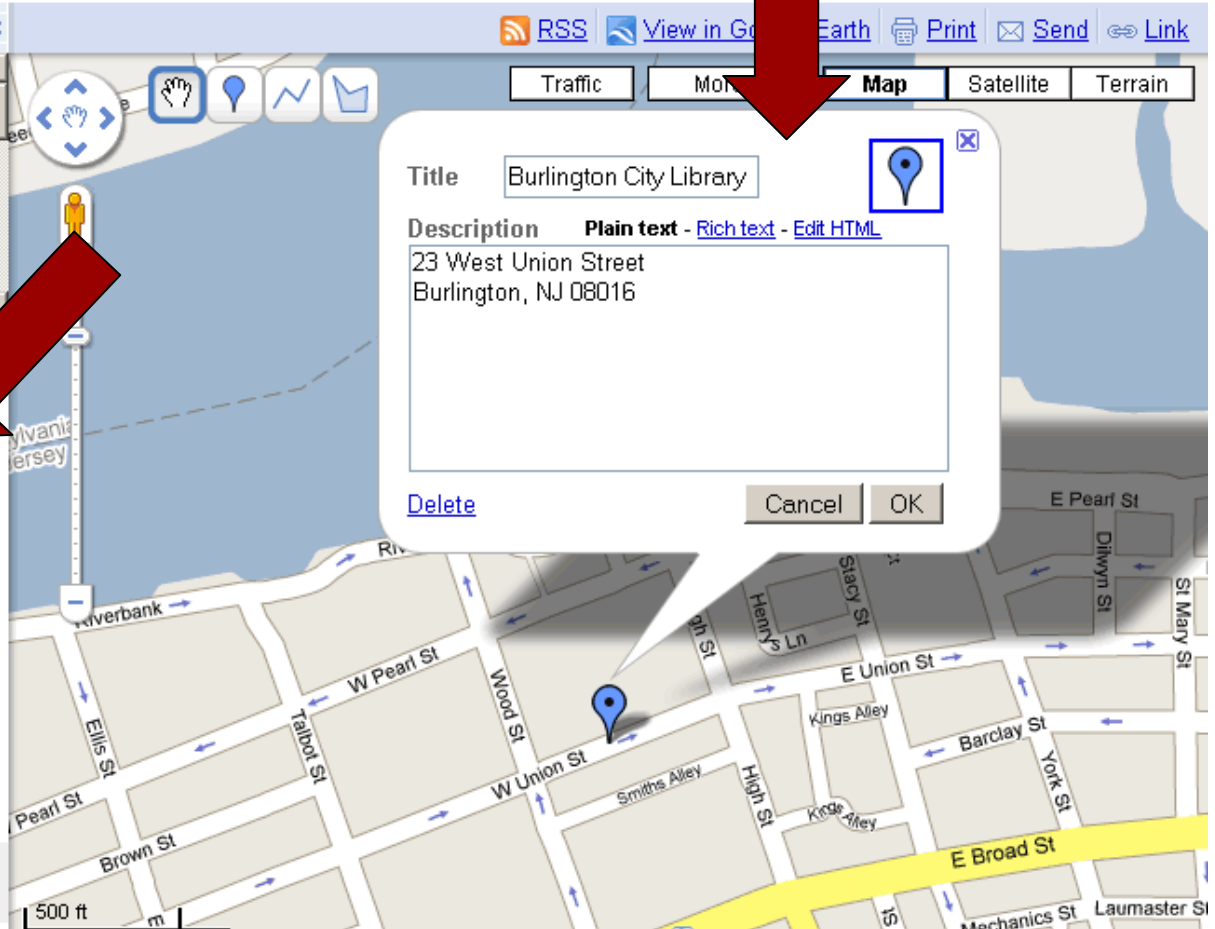
Description

books dvds magazines information articles
movies databases

Privacy and sharing settings [Learn more](#)

- Public** - Shared with everyone. This map will be published in search results and user profiles.
- Unlisted** - Shared only with selected people who have this map's URL.

[Burlington City Library](#)
23 West Union Street Burlington, NJ 08016



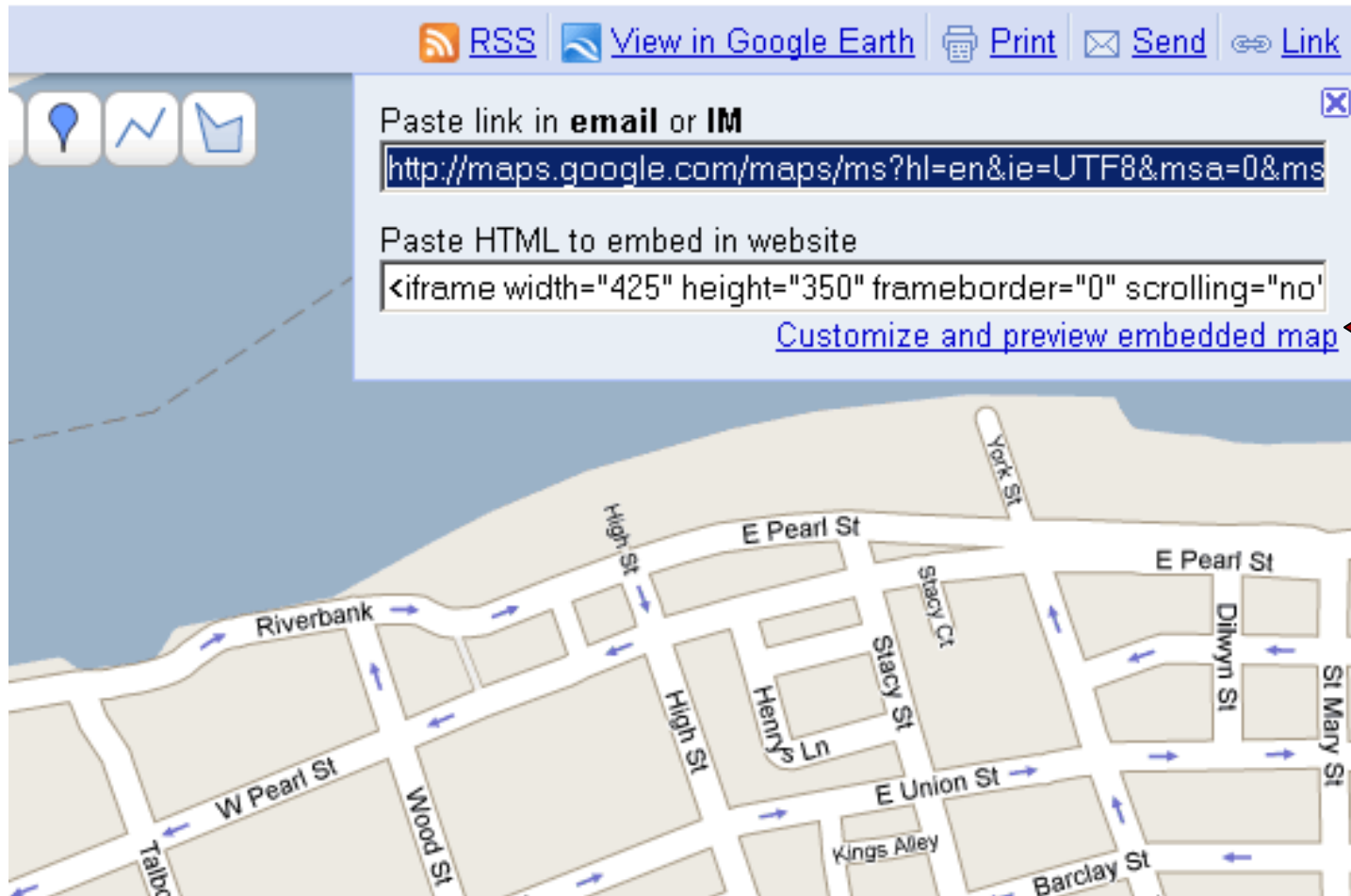
Title Burlington City Library

Description Plain text - Rich text - Edit HTML

23 West Union Street
Burlington, NJ 08016

[Delete](#) [Cancel](#) [OK](#)

EMBED MAP IN YOUR PAGE



RSS View in Google Earth Print Send Link

Paste link in **email** or **IM**

<http://maps.google.com/maps/ms?hl=en&ie=UTF8&msa=0&ms>

Paste HTML to embed in website

```
<iframe width="425" height="350" frameborder="0" scrolling="no"
```

[Customize and preview embedded map](#)

Riverbank High St E Pearl St York St
W Pearl St Wood St High St Henry Ln Stacy Ct Stacy Ct Diwyn St St Mary St
Talbot Kings Alley E Union St Barclay St

CUSTOMIZE & PREVIEW

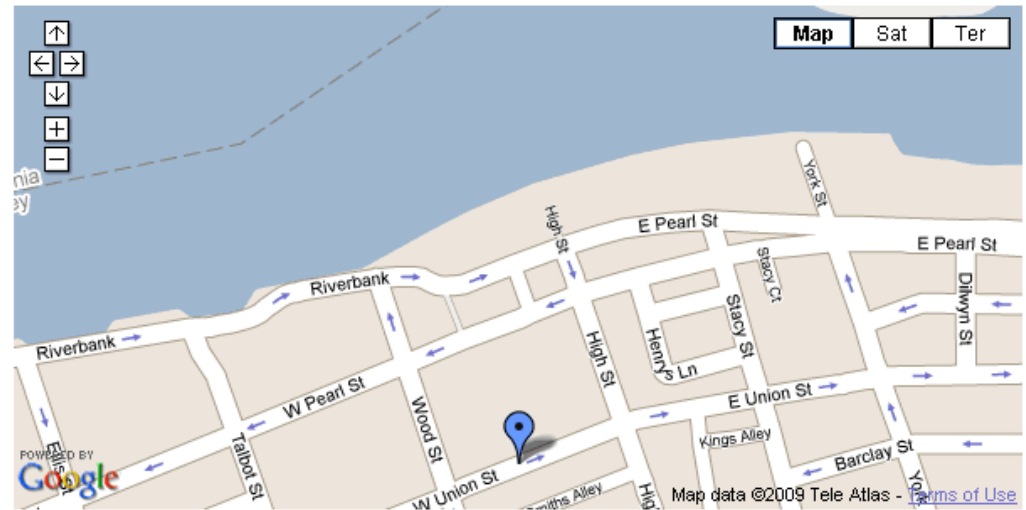
1. Customize

Map size

- Small
- Medium
- Large
- Custom

Width Height

2. Preview



[View Larger Map](#)

3. Copy and paste this HTML to embed in your website

```
<iframe width="600" height="300" frameborder="0"
scrolling="no" marginheight="0" marginwidth="0"
src="http://maps.google.com/maps/ms?hl=en&
amp;ie=UTF8&msa=0&
amp;msid=102797576577400683559.000467b11cfedd9ff42
amp;ll=40.081092,-74.860282&
amp;spn=0.004925,0.012875& z=16&
amp;output=embed"></iframe><br /><small>View <a
```

EXAMPLE: BURLINGTON COUNTY LIBRARY

burlington county library system

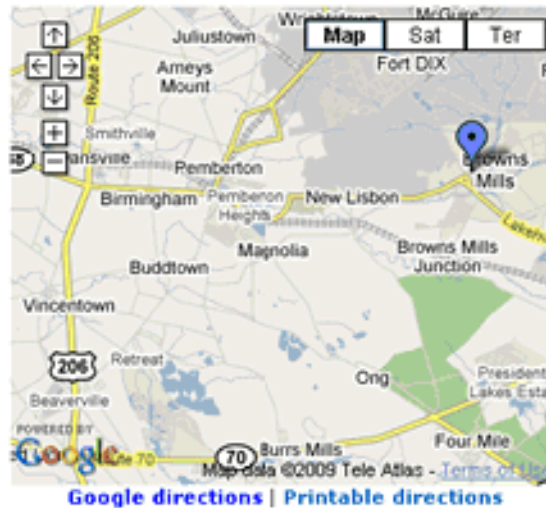
HOME | My Account | Ask us | About BCLS | Books, Movies & Music | Events | Locations | Research & Learning | Topics...

pemberton library



Sunday	1 pm - 5 pm	▶ 16 Broadway
Monday	10 am - 8:30 pm	▶ Browns Mills NJ 08015
Tuesday	10 am - 8:30 pm	▶ Phone: (605) 893-8262
Wednesday	10 am - 8:30 pm	▶ Fax: (609) 893-7547
Thursday	10 am - 8:30 pm	▶ Email (Fom)
Friday	10 am - 5 pm	▶ Pemberton Chapter: March 2009
Saturday	10 am - 5 pm*	

*July through Labor Day: Saturday 10 am - 1 pm, closed Sundays



Simple map incorporated on a branch library page.

library services

FACILITY

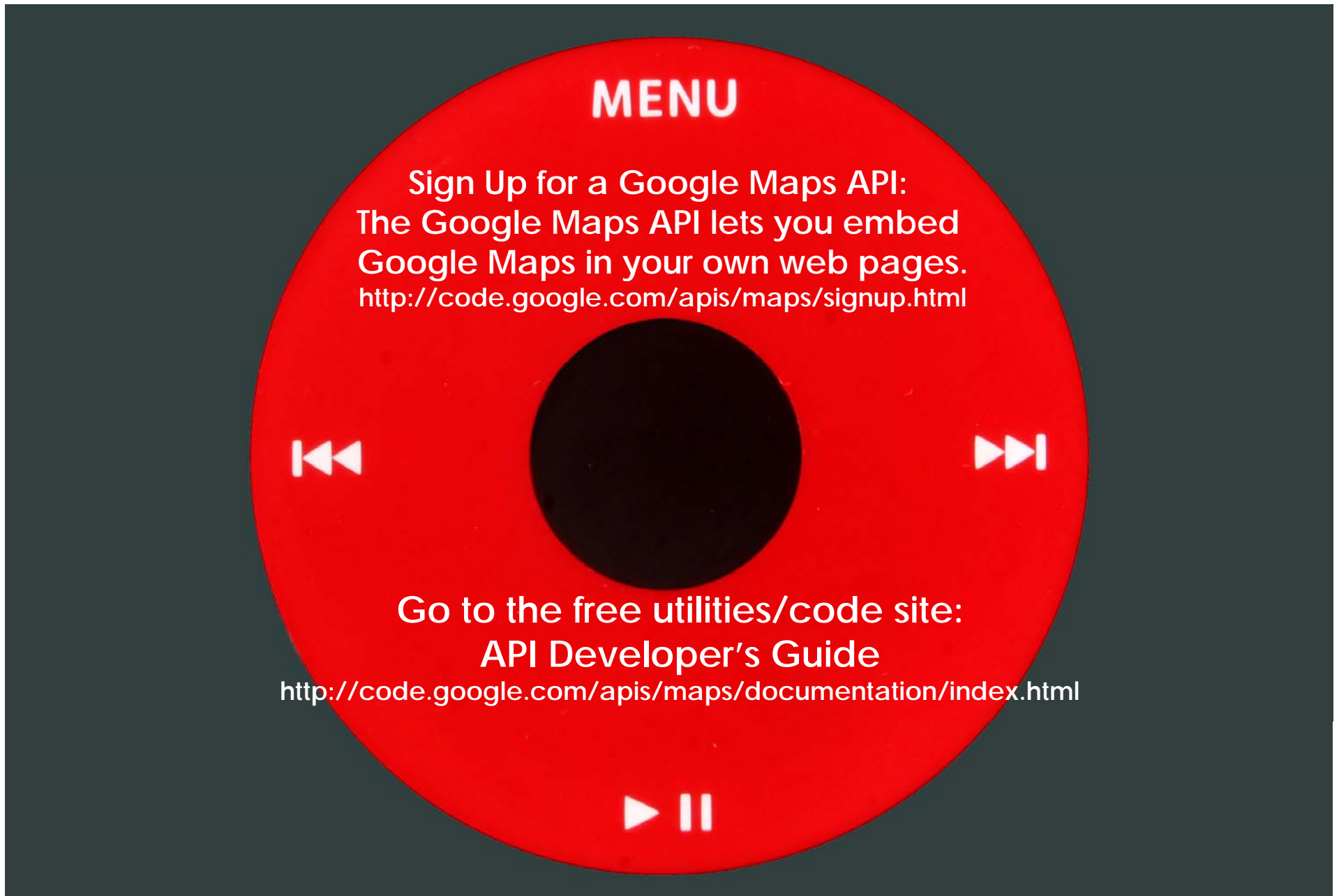
- New 18,000 sq. ft. building in the Arts & Crafts style
- Spacious adult & children's service areas
- Quiet Study/small group meeting rooms
- Large meeting room for educational & community-oriented programs - accommodates up to 124 people
- New Jersey Room
- Relaxing reading areas
- Separate Young Adult Room
- Star Field Dome in children's fun area
- Cafe offering drinks & snacks
- Art Display areas throughout the library
- Computer Center with twelve PCs
- PCs with Internet and Microsoft applications
- **Periodicals, business and subject databases for research**
- Job Search PCs
- **Wireless Hotspot**

ADULT SERVICES

UPCOMING EVENTS

- **Adult Book Discussion**
When: Tuesday, April 21, 2009 - 6:00 PM Where: Pemberton...
- **Toddler Time**
When: Wednesday, April 22, 2009 - 10:30 AM Where: Pemberton...
- **Earth Day Craft**
When: Wednesday, April 22, 2009 - 4:00 PM Where: Pemberton...
- **Toddler Time**
When: Thursday, April 23, 2009 - 10:30 AM Where: Pemberton...
- **Preschool Story Time**
When: Thursday, April 23, 2009 - 11:30 AM Where: Pemberton...
- **Parachute Play**
When: Friday, April 24, 2009 - 10:30 AM Where: Pemberton...
- **Movie Time: Tinkerbell**

GOOGLE MAPS WITH MORE CONTROLS



EXAMPLE: BURLINGTON COUNTY LIBRARY

The screenshot displays the website for the Burlington County Library System. At the top, there is a blue header with the text "burlington county library system" and a tree icon. Below this is a navigation menu with links: HOME, My Account, Ask us, About BCLS, Books, Movies & Music, Events, Locations, Research & Learning, and Topics... A green banner below the menu reads "libraries in system".

On the left side, there is a sidebar with the following sections:

- Libraries in System
 - County Library/HQ
 - Bookmobile
- BRANCH LIBRARIES
 - Bordentown
 - Cinnaminson
 - Evesham
 - Maple Shade
 - Pinelands/Medford
 - Pemberton
 - Riverton
- MEMBER LIBRARIES
 - Beverly
 - Burlington
 - Crosswicks
 - Delanco
 - Florence
 - Mount Holly
 - New Gretna
 - Riverside
 - Vincentown

The main content area features a map of Burlington County, NJ, with red location markers for various libraries. A white information window is open over the "HEADQUARTERS: County Library" marker, displaying the address: "5 Pioneer Boulevard, Westampton, NJ 08060". The map includes standard Google Maps controls: a zoom slider on the left, a search bar at the bottom, and map style options (Map, Satellite, Hybrid) at the top right. Two red circles are drawn on the image: one around the zoom slider and another around the search bar.

1. Add markers for each library location
2. Add an Info Window with location details.
3. Add a search bar to find an address.

EXAMPLE : PIERCE COUNTY LIBRARY

Add tabs to the Info Window for more types of information.

The screenshot displays the Pierce County Library website's 'BRANCHES' section. At the top, a navigation bar includes links for HOME, SERVICES, READING/BOOKS, CALENDAR, BRANCHES (highlighted), KIDS/TEENS, and ABOUT US. A blue button with a right-pointing arrow says 'FIND BOOKS, MUSIC, MOVIES AND MORE'. On the left, a sidebar under 'BRANCHES' lists 'Bookmobiles', 'Branch listing', 'Branch Map' (highlighted in blue), and 'Other Library Systems'. The main content area, titled 'Branches', features a 'Select a Location' dropdown menu, a checked 'Show All Locations' checkbox, and a 'Reset Map' button. Below this is a Google Map of Pierce County with several red location pins. An info window for 'PEN Hotline' is open, showing a 'Connecting to meebo...' status and a 'get meebo' logo. The info window has tabs for 'Branch', 'Building', and 'Ask Us'. A note at the bottom of the map area reads: 'Note: To expand any portion of the map prior to printing use the +- zoom control.'

EXAMPLE: BOOKMOBILE SCHEDULE

burlington county library system



[HOME](#) [My Account](#) [Ask us](#) [About BCLS](#) [Books, Movies & Music](#) [Events](#) [Locations](#) [Research & Learning](#) [Topics...](#)

libraries in system

Bookmobile Stop: Mondays 1B

October 2008-June 2009.

Sept. 29;
Oct. 27;
Nov. 10, 24;
Dec. 8, 22;
Jan. 5;
Feb. 2;
Mar. 2, 16, 30;
Apr. 13, 27;
May 11;
June 8, 22

Hollybush
Last Updated by [ask](#) 15 minutes ago
Stop: 2:50 pm - 3: 20 pm
Get directions: [To here](#) - [From here](#)
[Search nearby](#)

View **Bookmobile, Mondays 1B** in a larger map

BUT WAIT. THERE'S MORE!



→ Kids' Home → Search the Catalog → Need Help? Ask Us → Program Calendar



Assignments under control!
4 Homework Center Kids

TumbleBooks
 e-books for e-Kids™

3rdgrade fun art
 1stgrade & games
 4thgrade teachers
 kindergarten trivia
 5thgrade 2ndgrade

National Poetry Month
 Kenn Nesbitt writes poetry books for kids, and his poems have also appeared in magazines, school textbooks, and numerous anthologies of funny poetry.

Keep America Beautiful Month
 The Keep America Beautiful Kids Zone is the trashiest place on the web! Find out how you can take care of your hometown, and take care of the environment.

National Frog Month
 Check out Frogs & Amphibians! Get Fun Frog Facts, dip art, coloring pages, and much more. Also find out how to take care of your own pet frogs.

- Toddlers
- Preschool
- Kindergarten
- 1st & 2nd Grades
- 3rd & 4th Grades
- 5th & 6th Grades
- Homeschoolers
- Teachers
- Parents

PROGRAMS

- **The Wizard of Oz**
 When: Friday, April 24, 2009 - 7:00 PM Where: Burlington...
- **Tiny Tots Time**
 When: Saturday, April 25, 2009 - 10:00 AM Where: Burlington...
- **Evesham Friends Book Sale**
 When: Saturday, April 25, 2009 - 10:00 AM Where: Evesham...
- **Wii FOR TWEENS (8-12 yrs)**



Bookmark & Share

- Email
- Print
- Digg
- MySpace
- Facebook
- Twitter
- Favorites
- Delicious
- Google
- Live
- StumbleUpon
- More ...

SHARE

Add This™
 One button. Your content everywhere.

- **The Wizard of Oz**
 When: Friday, April 24, 2009 - 7:00 PM Where: Burlington...
- **Tiny Tots Time**
 When: Saturday, April 25, 2009 - 10:00 AM Where: Burlington...
- **Evesham Friends Book Sale**
 When: Saturday, April 25, 2009 - 10:00 AM Where: Evesham...
- **Wii FOR TWEENS (8-12 yrs)**
 When: Saturday, April 25, 2009 - 10:30 AM Where: Bordentown...
- **TV Turnoff Week Party**
 When: Saturday, April 25, 2009 - 2:00 PM Where: Riverton...
- **Movie Time:Tinkerbell**
 When: Sunday, April 26, 2009 - 1:00 PM Where: Pemberton...

Subscribe to this Feed

HEADLINES BY FEEDBURNER

WHERE TO GO FOR HELP

Google Analytics:

- **YouTube Google Analytics Channel:** The official channel for all videos about and related to Google Analytics. <http://www.youtube.com/user/googleanalytics>
- **Google Analytics Help Page:** Google's official support site. Search for specific topics or browse popular topics. <http://www.google.com/support/googleanalytics/>

Google Custom Search

- **Google Help Page:** Browse their popular topics or search articles, user discussions, and more. <http://www.google.com/support/customsearch/>

Google Maps

- **API page** for more customized maps <http://code.google.com/apis/maps/>
- **Maps Channel's Instant Map Creator**
<http://www.mapchannels.com/InstantMapCreator.aspx>

Other:

- **Google AJAX API Playground:** For codesters who want to experiment with and customize pre-written Google code. <http://code.google.com/apis/ajax/playground/>