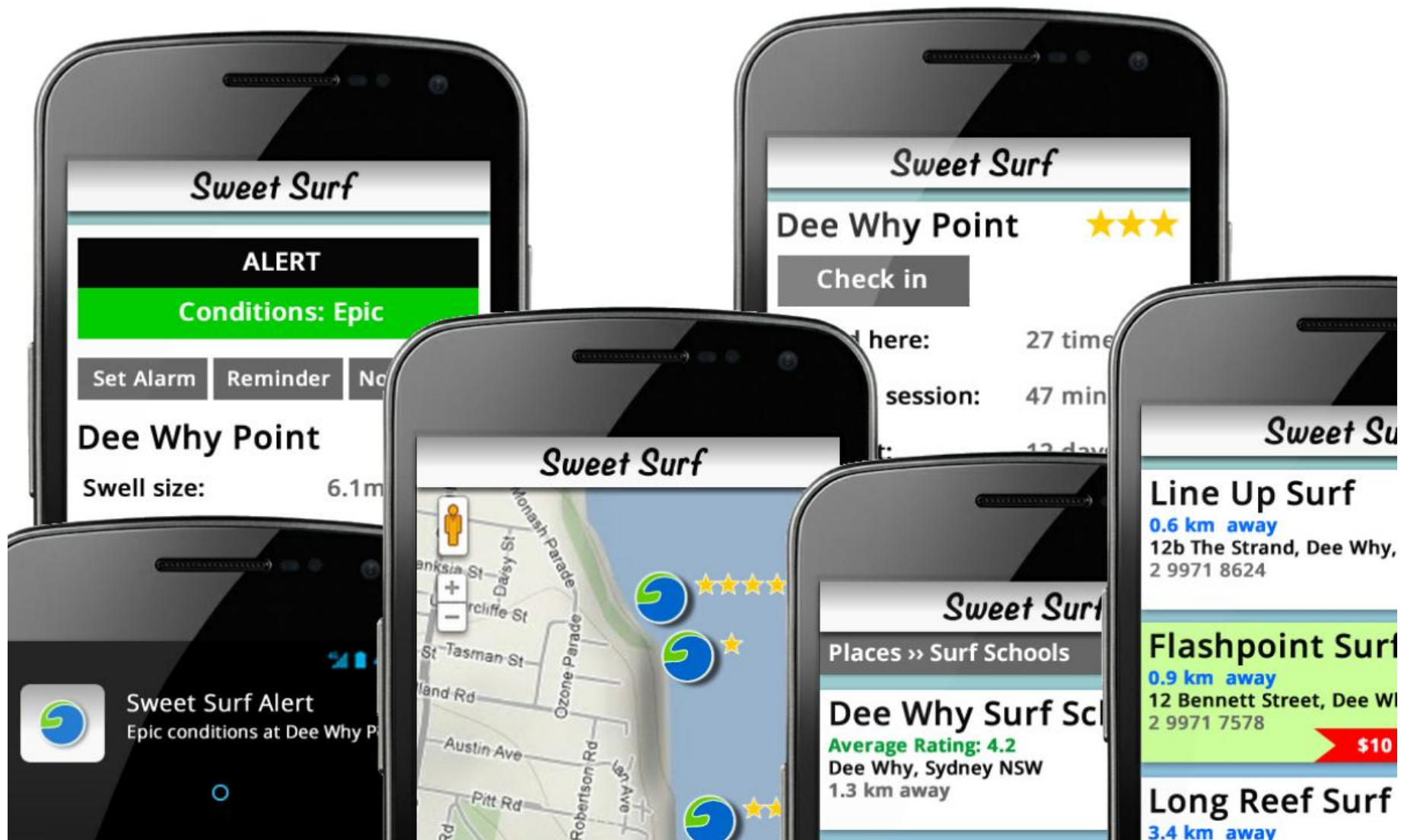




Building a Business around the Google Places API

Marcelo Camelo - Senior Software Engineer, Google
Andres Ferrate - Developer Relations, Google





Anatomy of the Google Places API

PLACES API

**JAVASCRIPT
LIBRARY**

**WEB
SERVICE**

**JAVASCRIPT
LIBRARY**

**WEB
SERVICE**

Autocomplete

Search

Details

**JAVASCRIPT
LIBRARY**

**WEB
SERVICE**

Autocomplete

Search

Details

Reviews

New

Paging

New

Text Search

New

**JAVASCRIPT
LIBRARY**

**WEB
SERVICE**

JSON

XML

Place Reports

Events

Check ins



Data+

Lots of Places



Lots of Places 80+ MILLION

Dois Irmãos

Marina Palace Hotel

Churrascaria

Ipanema



Extended Details

Churrascaria

Rua Teixeira de Melo
Ipanema, Rio de Janeiro

3.7

+55 21 5555-5255

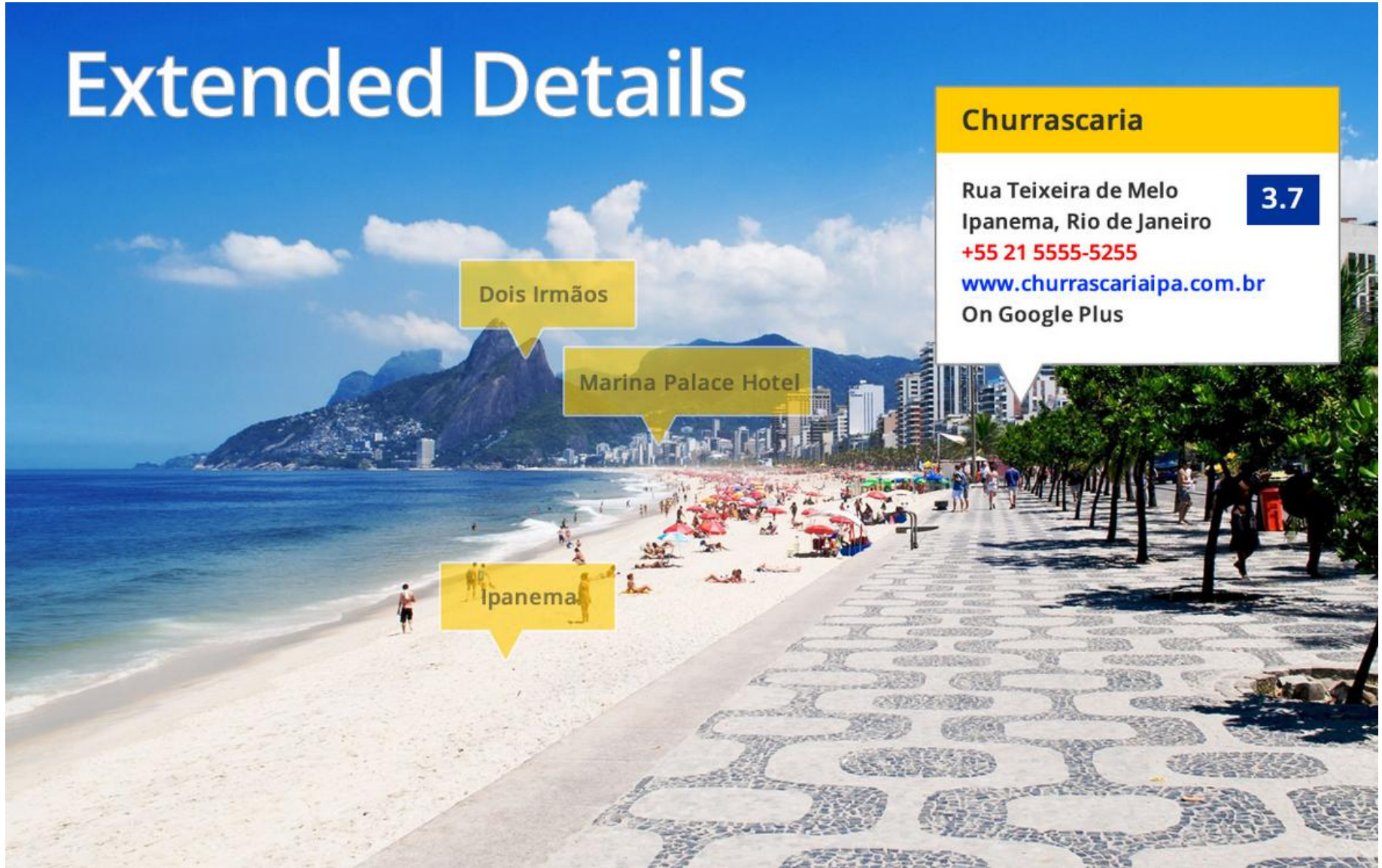
www.churrascariaipa.com.br

On Google Plus

Dois Irmãos

Marina Palace Hotel

Ipanema





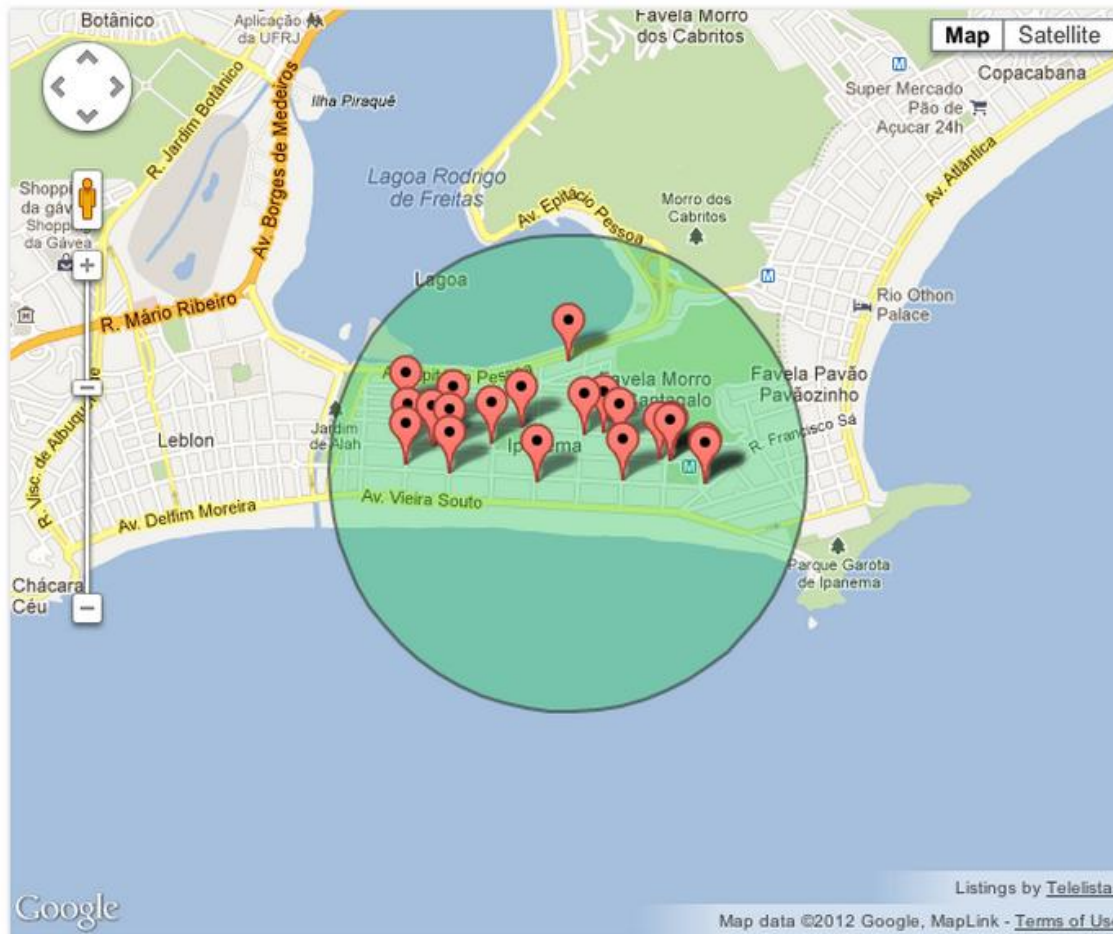
Restaurants
Rio de Janeiro

Book Stores
Portland, Oregon

Gas Stations
Tokyo, Japan

Schools
Bangkok, Thailand

Hotels
Cairo, Egypt



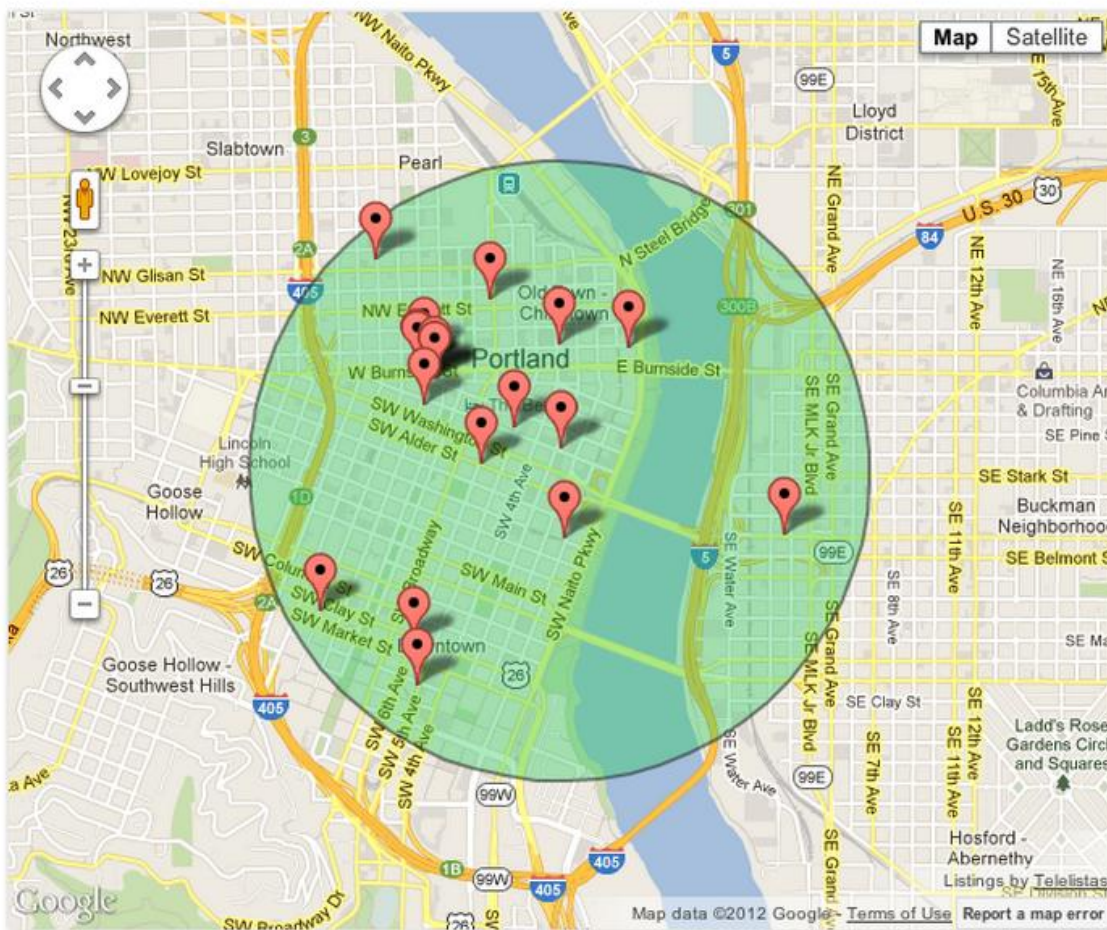
Restaurants
Rio de Janeiro

Book Stores
Portland, Oregon

Gas Stations
Tokyo, Japan

Schools
Bangkok, Thailand

Hotels
Cairo, Egypt



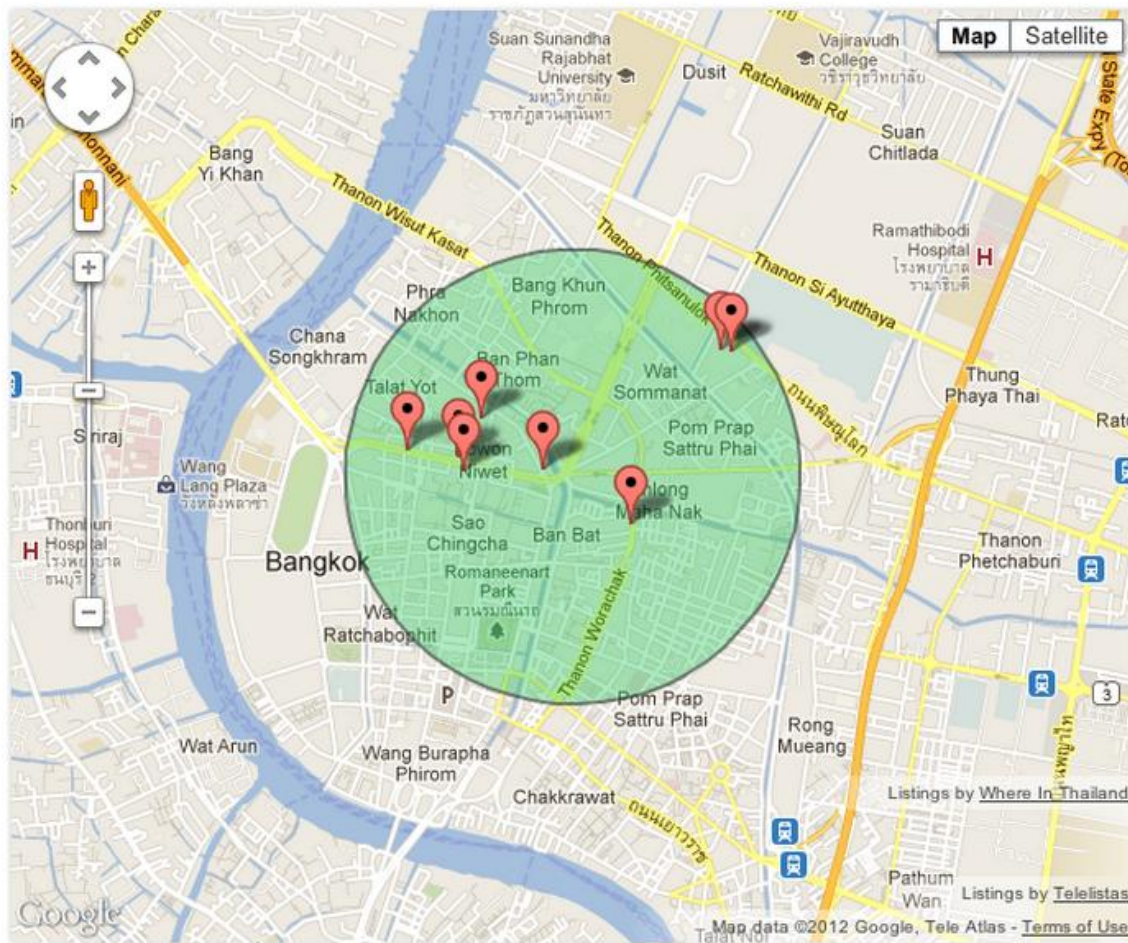
Restaurants
Rio de Janeiro

Book Stores
Portland, Oregon

Gas Stations
Tokyo, Japan

Schools
Bangkok, Thailand

Hotels
Cairo, Egypt



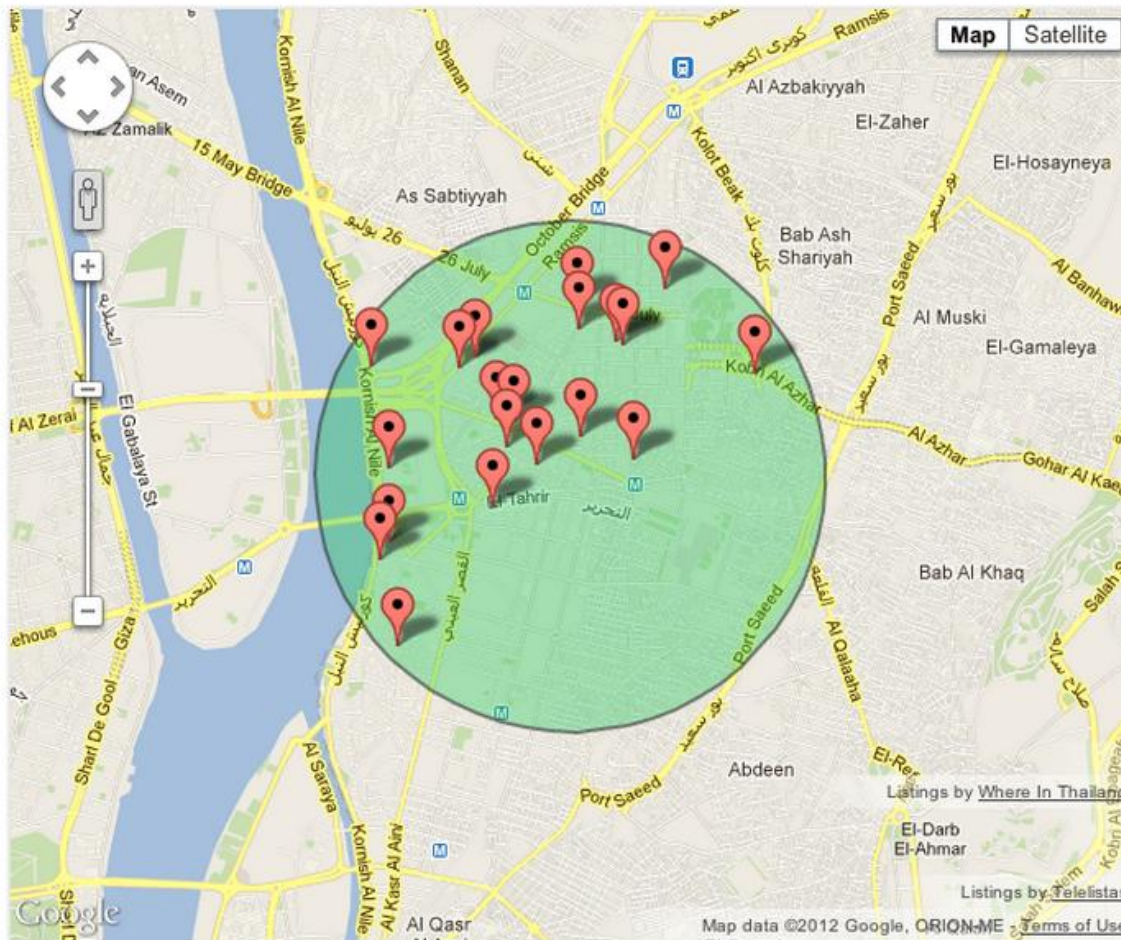
Restaurants
Rio de Janeiro

Book Stores
Portland, Oregon

Gas Stations
Tokyo, Japan

Schools
Bangkok, Thailand

Hotels
Cairo, Egypt



Restaurants
Rio de Janeiro

Book Stores
Portland, Oregon

Gas Stations
Tokyo, Japan

Schools
Bangkok, Thailand

Hotels
Cairo, Egypt

Pain-free online address form

Enter your address

Street address

City

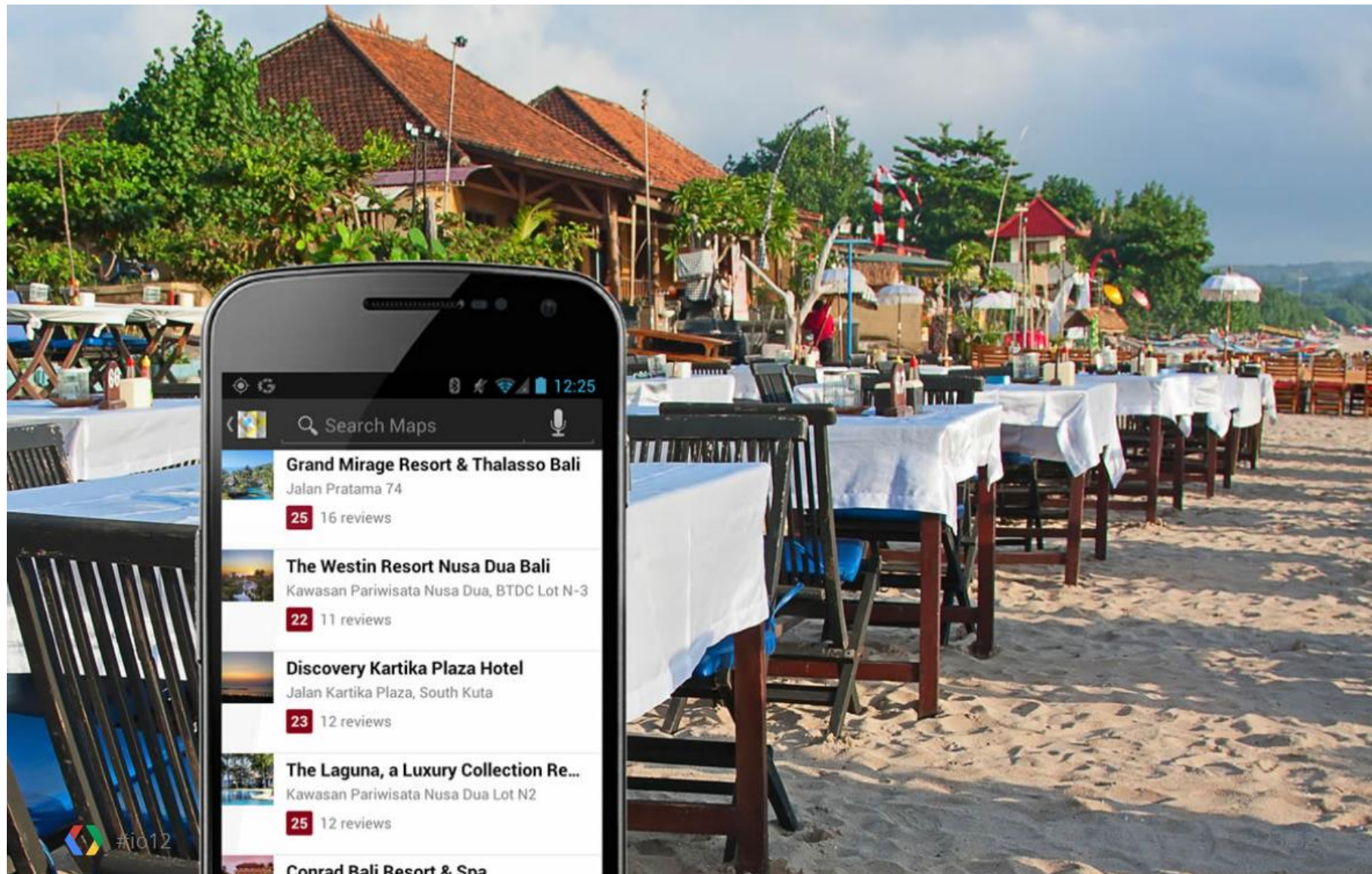
State

Postal code

Country



Vision



12:25



Search Maps



Grand Mirage Resort & Thalasso Bali

Jalan Pratama 74

25 16 reviews



The Westin Resort Nusa Dua Bali

Kawasan Pariwisata Nusa Dua, BTDC Lot N-3

22 11 reviews



Discovery Kartika Plaza Hotel

Jalan Kartika Plaza, South Kuta

23 12 reviews



The Laguna, a Luxury Collection Re...

Kawasan Pariwisata Nusa Dua Lot N2

25 12 reviews



Conrad Bali Resort & Spa

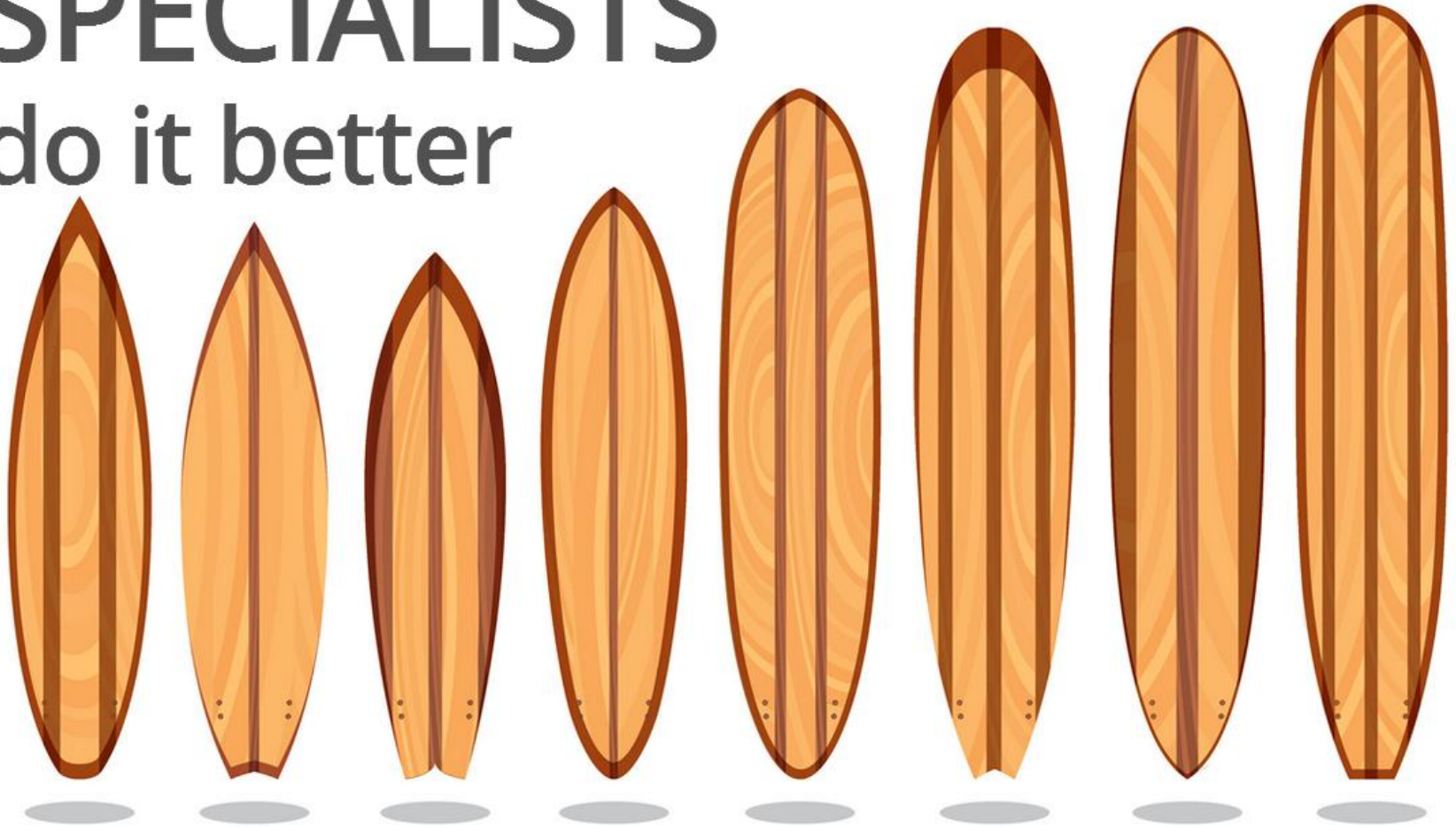
#ic12



First Principles

SPECIALISTS

do it better



BASE DATA
is not enough



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FINDING
> searching





A photograph of a beach scene. In the foreground, a row of surfboards is propped up on the sand. The surfboards have various designs: some are solid green, some have a red and white floral pattern, and one has a blue and orange floral pattern. The number '18' is visible on the side of the surfboard with the blue and orange pattern. In the background, there is a sandy beach with several yellow beach umbrellas and people swimming in the ocean under a clear blue sky.

MERCHANTS

are a key part of the
ecosystem



#1012

30/62



Building our Surf App

Key requirements

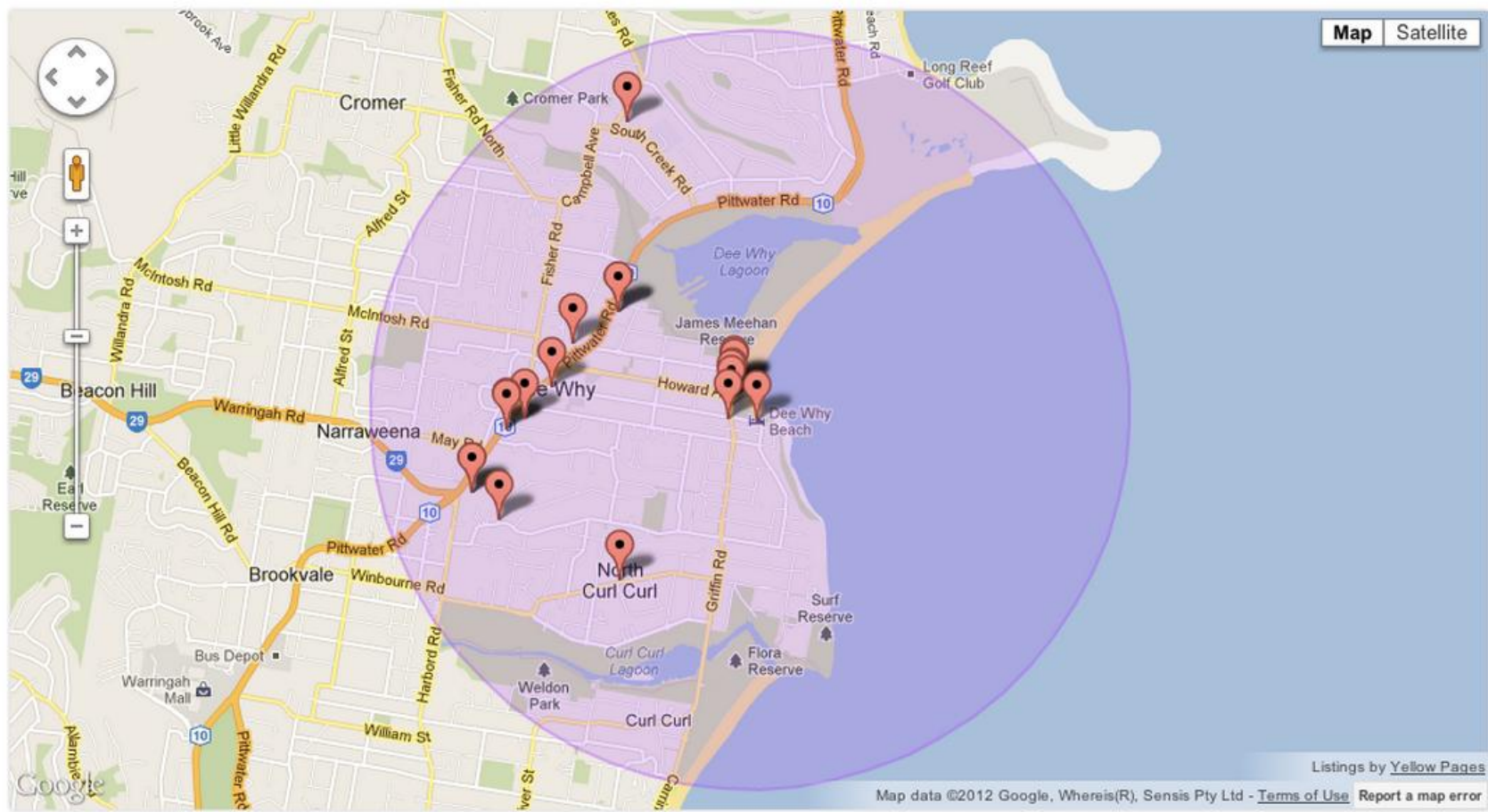
- Find nearby surf spots
- Surf report and forecast
- Magic
- Profit

Listing Nearby Surf Spots

maps.googleapis.com/maps/api/place/nearbysearch

```
https://maps.googleapis.com/maps/api/place/nearbysearch/json  
?location=-33.7546,151.2974  
&radius=2000  
&sensor=true  
&key=ABCDEF
```

GET



Adding Surf Spots

Surf Breaks Data

CSV

```
Dee Why Point, -33.75471, 151.29968  
Kid's Corner, -33.75407, 151.29805  
Club House, -33.75262, 151.29833  
The Beach, -33.75116, 151.29893  
The Pole, -33.74977, 151.30056  
No Man's Land, -33.74818, 151.30281  
Long Reef, -33.74643, 151.30541  
Long Reef Bombie, -33.74727, 151.30980
```

Adding Surf Spots

maps.googleapis.com/maps/api/place/add

PYTHON

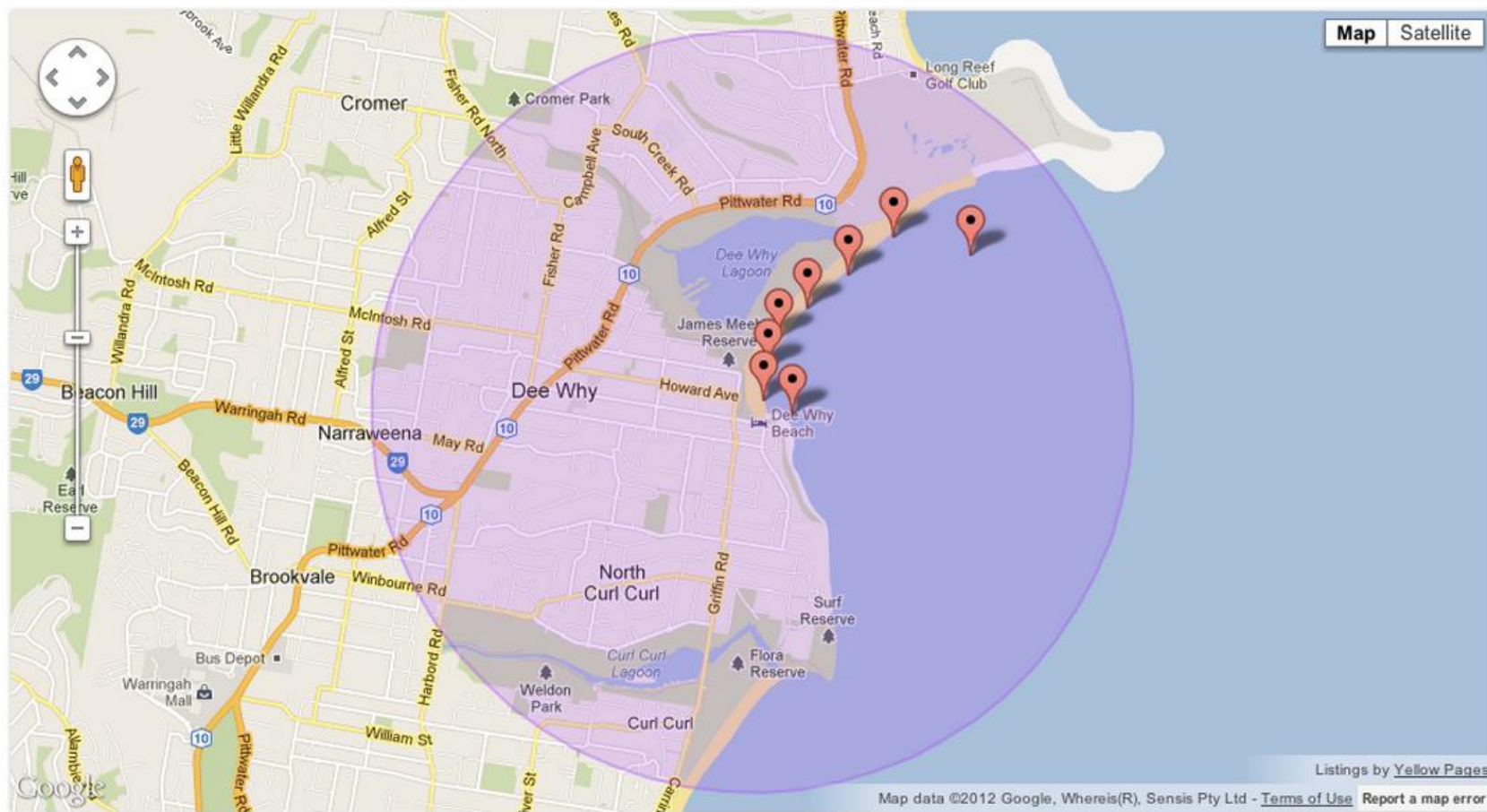
```
URL = 'https://maps.googleapis.com/maps/api/place/add/json?sensor=false&key=ABCDEF'
with open("surfspots.csv") as csv_file:
    for (name, lat, lng) in csv.reader(csv_file, delimiter=','):
        data = '''{
            location: { lat: %s, lng: %s },
            name: "%s",
            types: ["other"],
        }''' % (lat, lng, name)
        request = urllib2.Request(URL, data, {'Content-Type': 'application/json'})
        f = urllib2.urlopen(request)
        response = f.read()
```


Listing Nearby Surf Spots

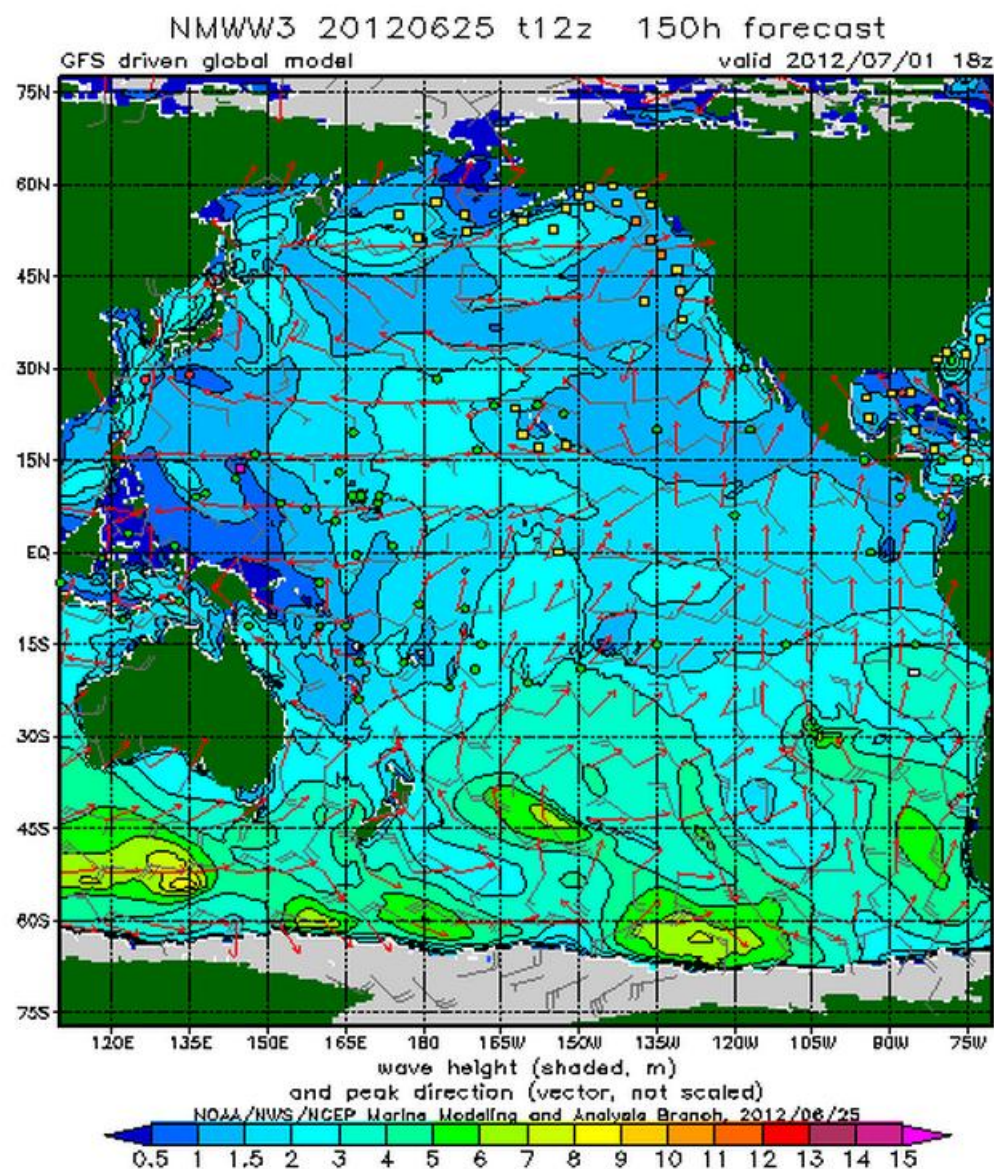
maps.googleapis.com/maps/api/place/nearbysearch

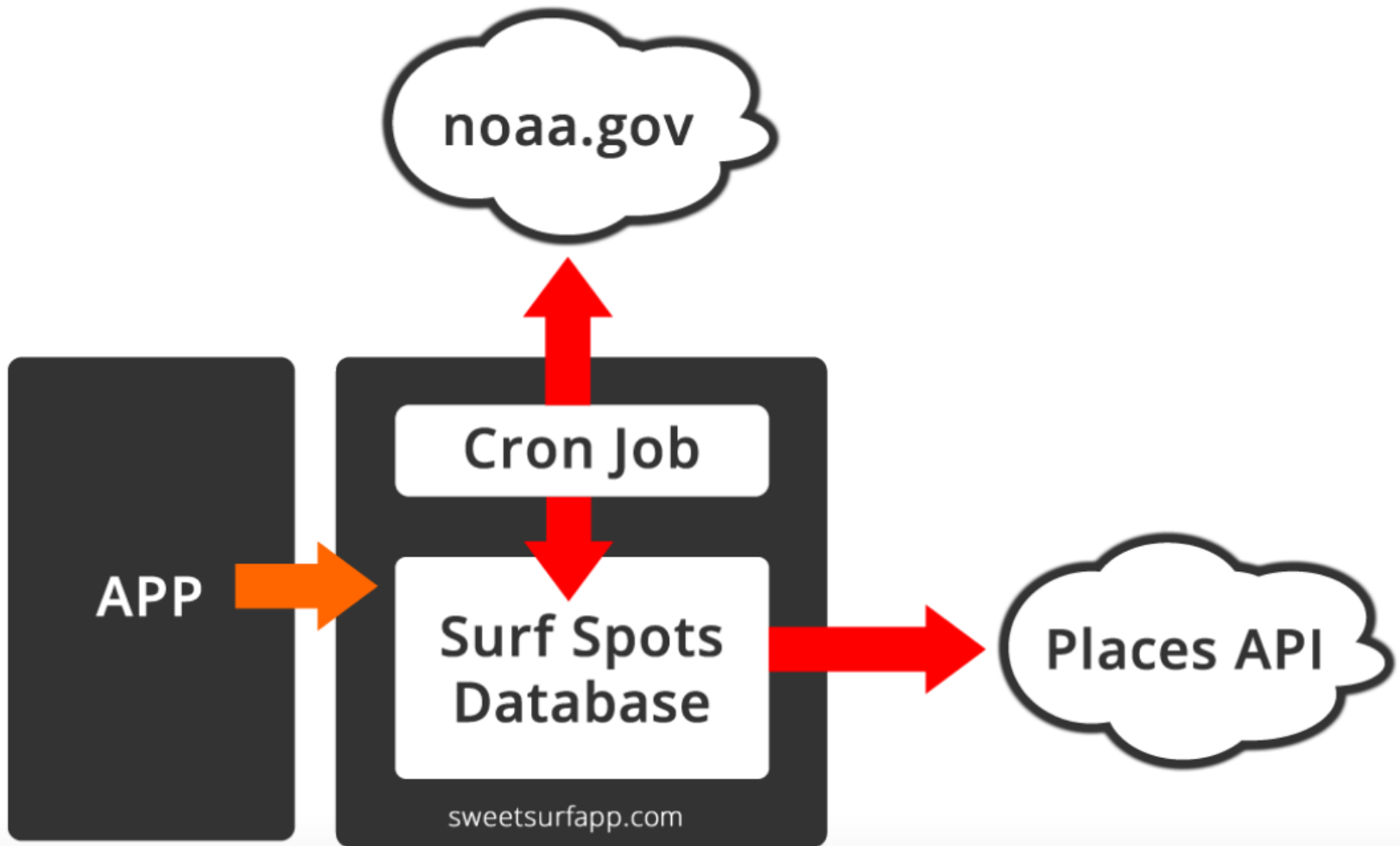
```
https://maps.googleapis.com/maps/api/place/nearbysearch/json  
?location=-33.7546,151.2974  
&radius=2000  
&types=other  
&sensor=true  
&key=ABCDEF
```

GET



Conditions





Surf Conditions

maps.googleapis.com/maps/api/place/event/add

```
https://maps.googleapis.com/maps/api/place/event/add/json
?sensor=true
&key=ABCDEF
```

POST

```
{
  reference=a3T3vbnf1kjsdf89asdfASDF234AS...
  summary: "3.5|3.5|3.6|3.7|3.8|4.0|4.0",
  duration: 21600
}
```

POST DATA

Surf Conditions

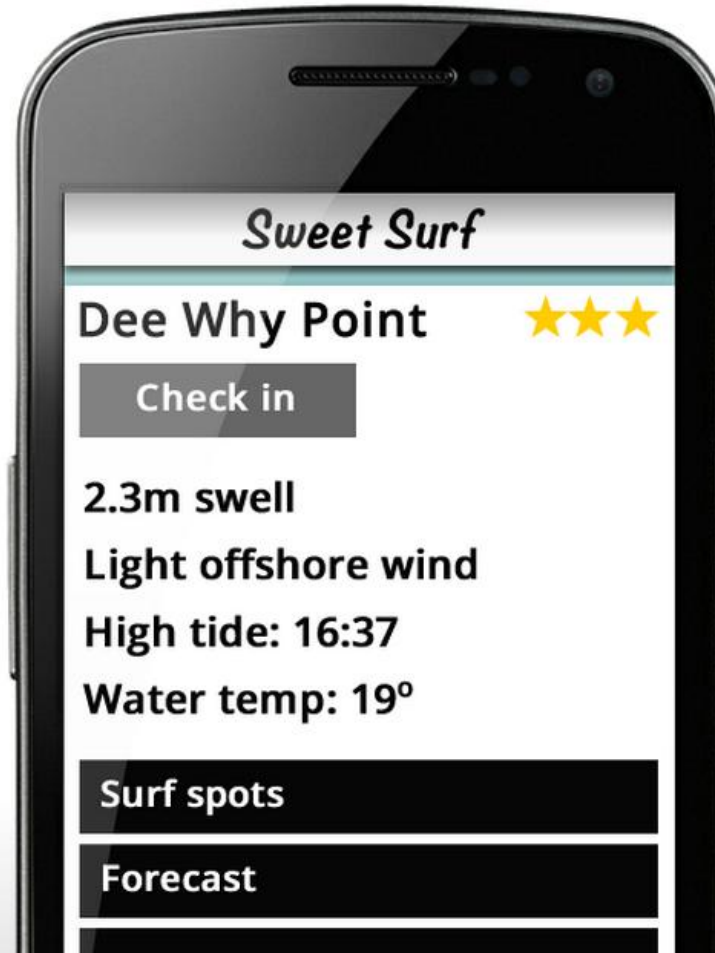
Events on Search Response

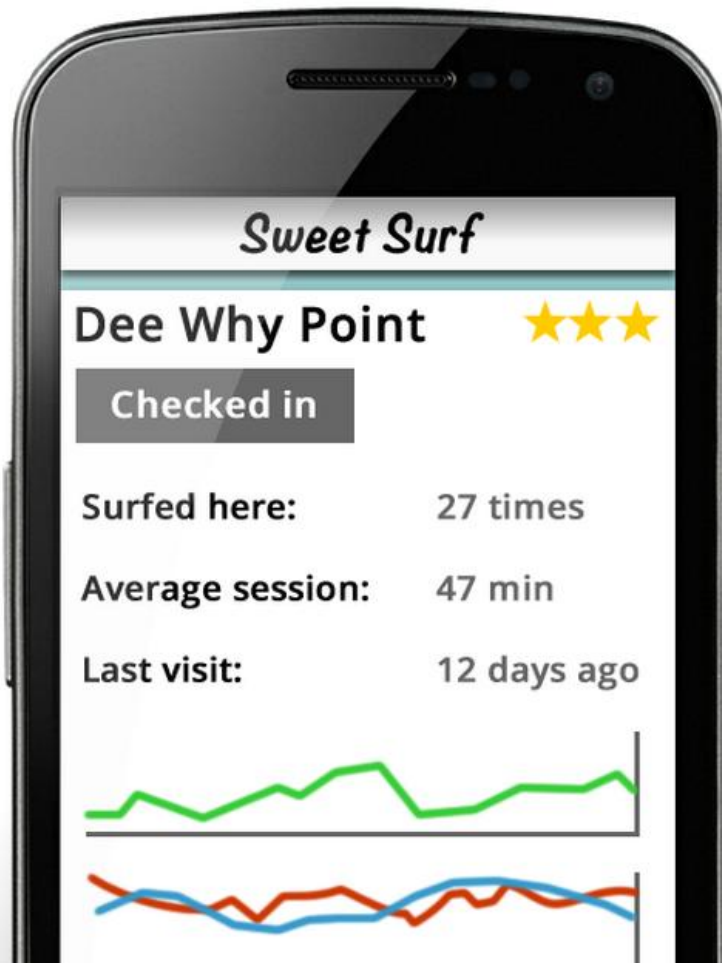
JSON

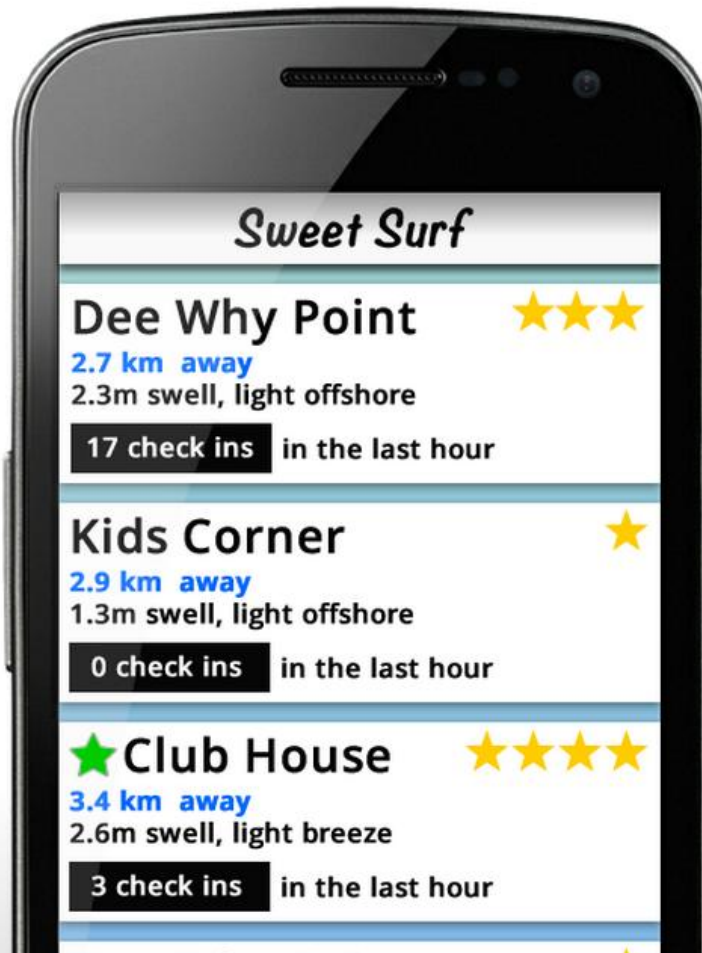
```
{
  status: "OK",
  results: [{
    name: "Dee Why Point",
    events: [{
      summary: "3.5|3.5|3.6|3.7|3.8|4.0|4.0",
      ...
    }],
    name: "Kid's Corner",
    events: [{
      summary: "2.5|2.5|2.6|2.6|2.7|2.7|2.7",
      ...
    }],
    ...
  }]
}
```

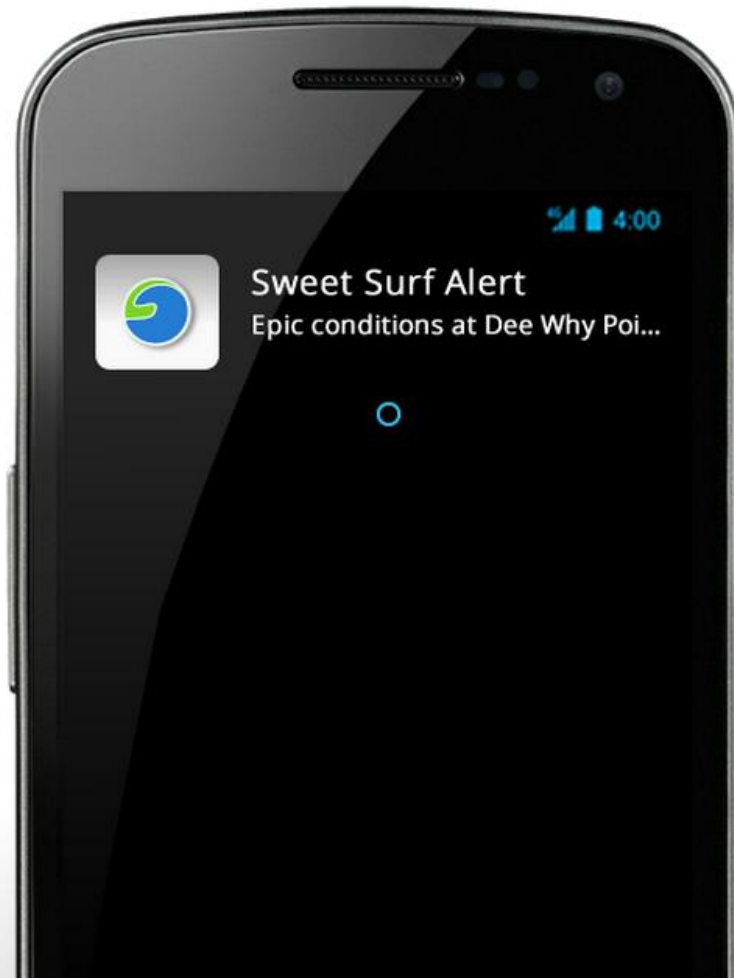


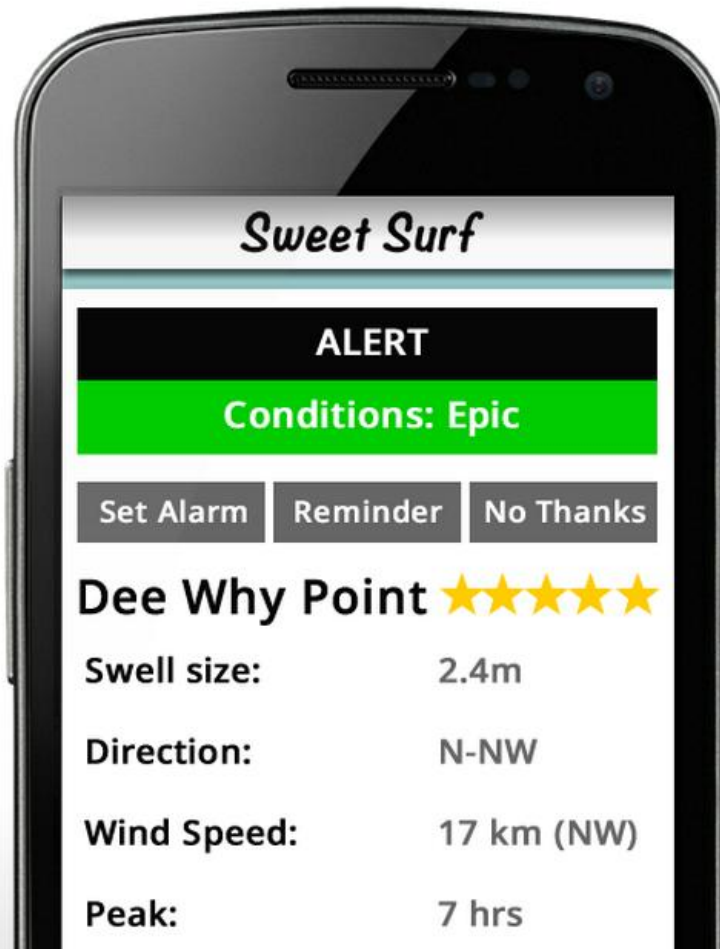
Magic











Incorporate Commerce

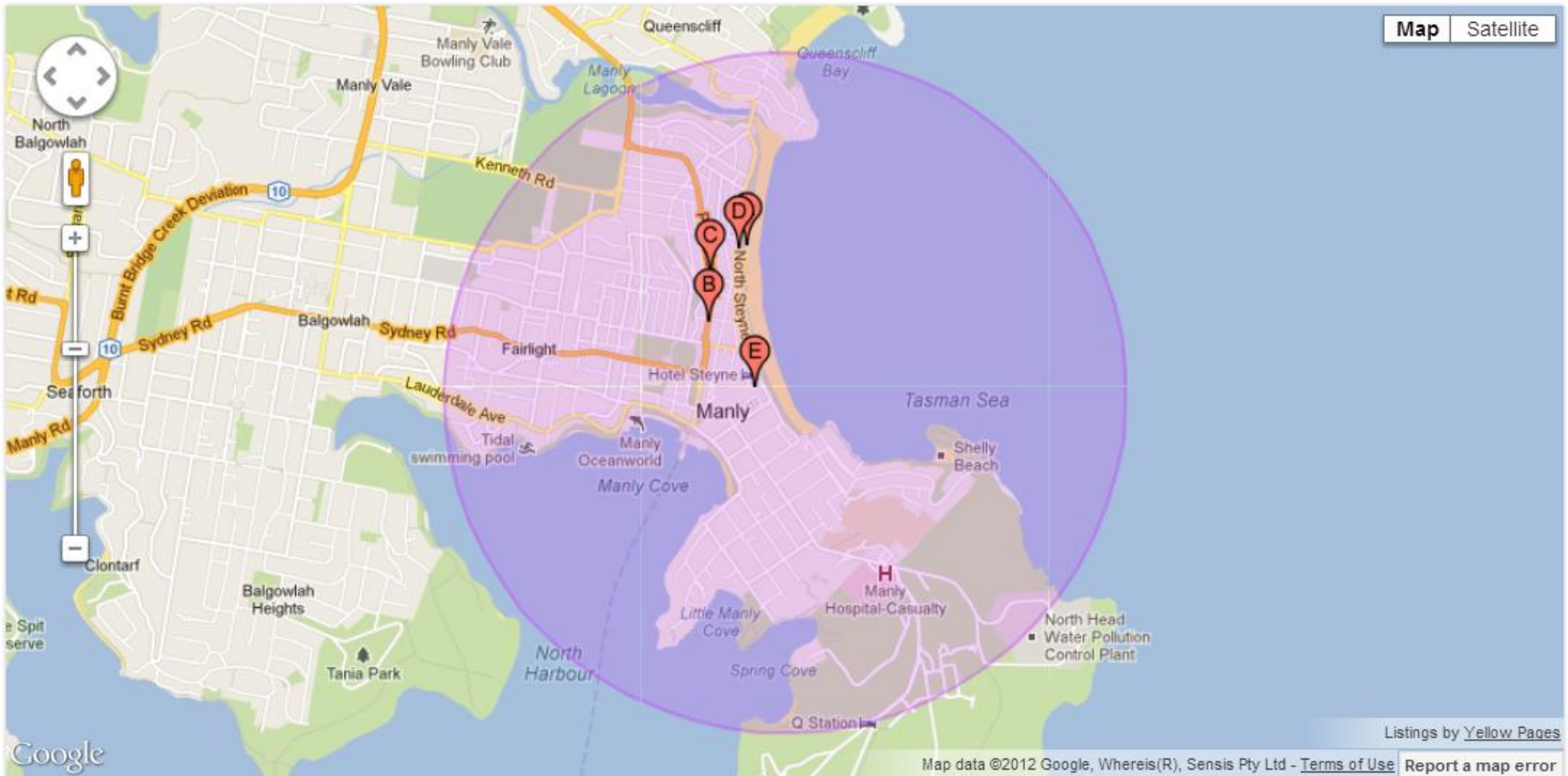


Finding the Closest Surf Shop

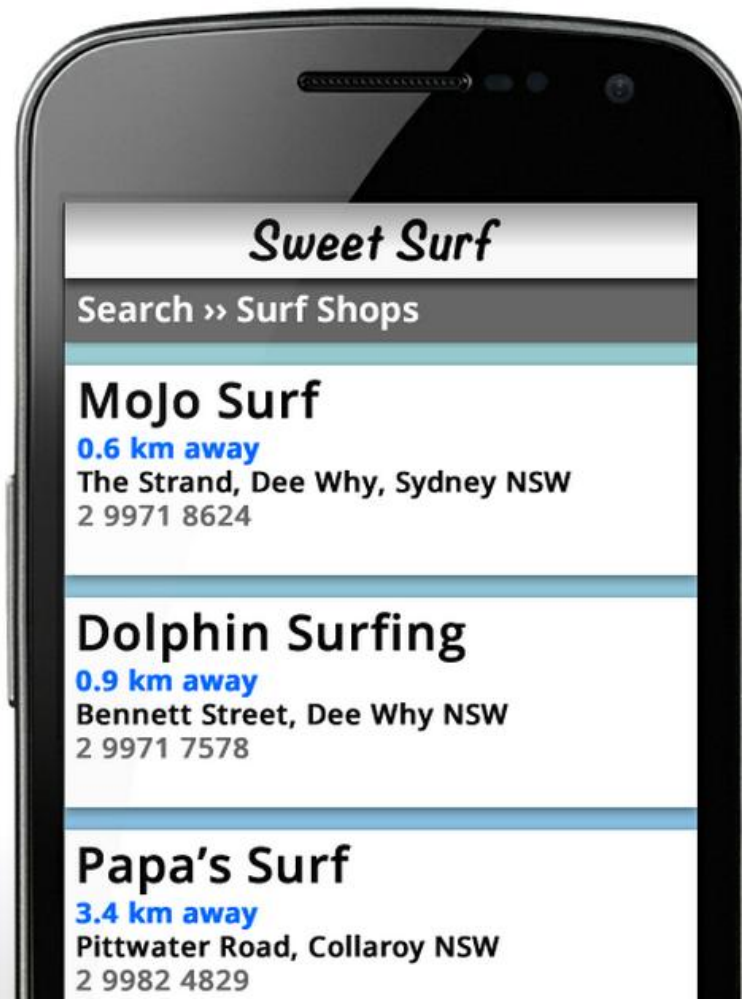
&keyword= &rankby=

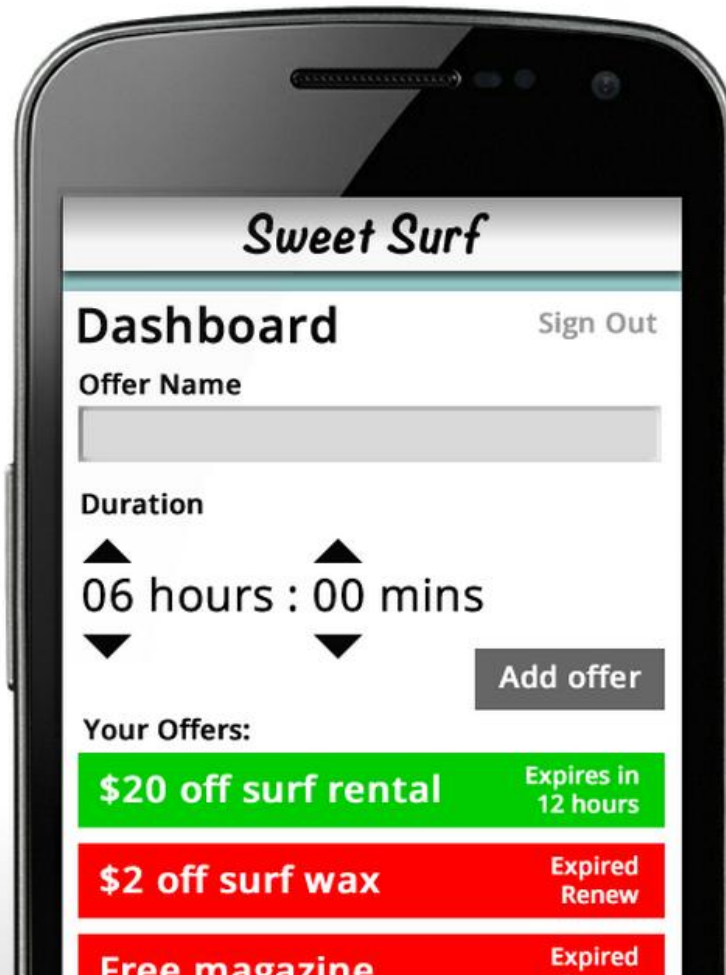
```
https://maps.googleapis.com/maps/api/place/nearbysearch  
?location=-33.7546,151.2974  
&keyword=surf+shop  
&rankby=distance  
&sensor=true  
&key=ABCDEF
```

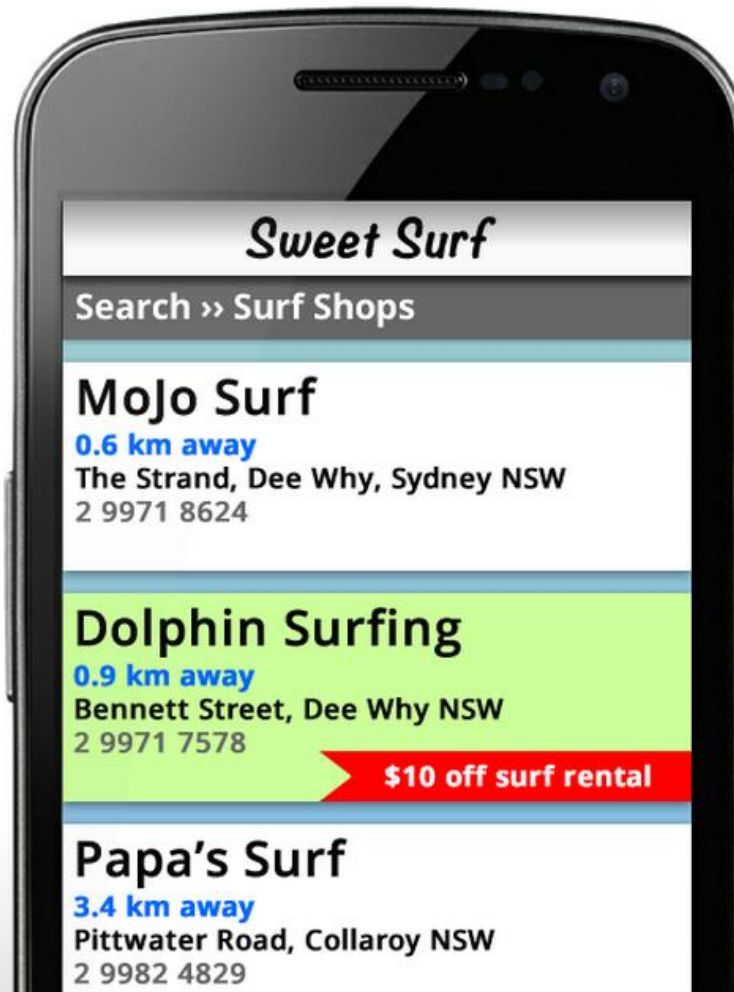
GET



Rank by Distance







Finding the Best Surf School

Reviews on Details Response

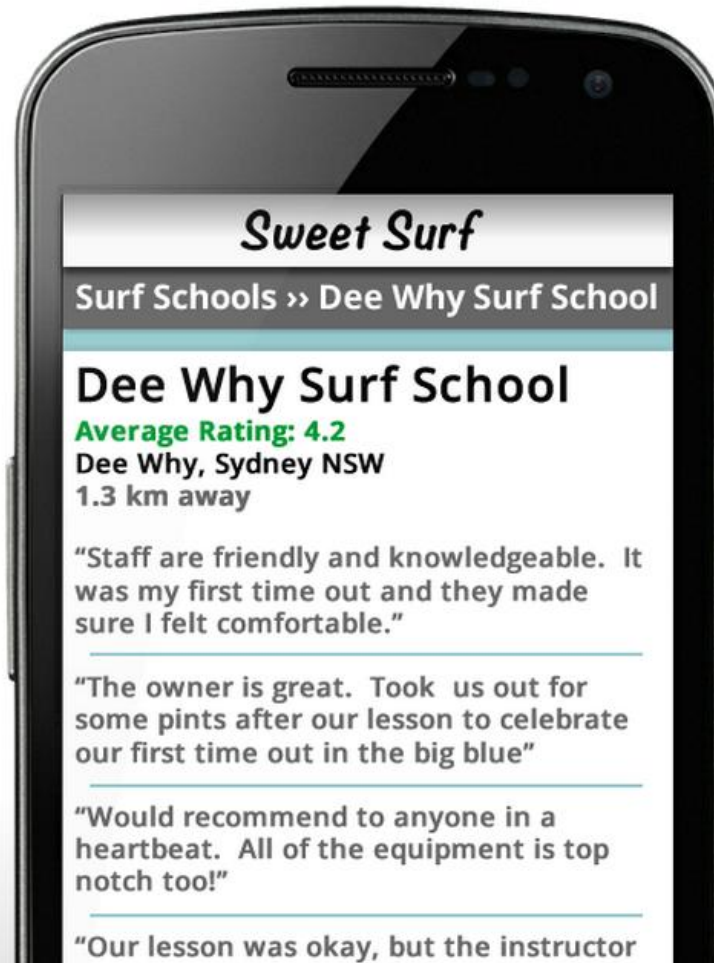
```
https://maps.googleapis.com/maps/api/place/details/json
?reference=CnRvAAAAuHjisXbvgitJ0vdNK3aczyL...
&sensor=true
&key=ABCDEF
```

GET

```
{
  "result" : [{
    "name" : "Manly Surf Lessons",
    "reviews" : [{
      "text" : "The best surf school in NSW.",
      "aspects" : [ { "type": "overall", "rating": 3 } ],
    },
    ...
  ]
}
```

JSON







<Thank You!>

More information:

goo.gl/bUUn2



