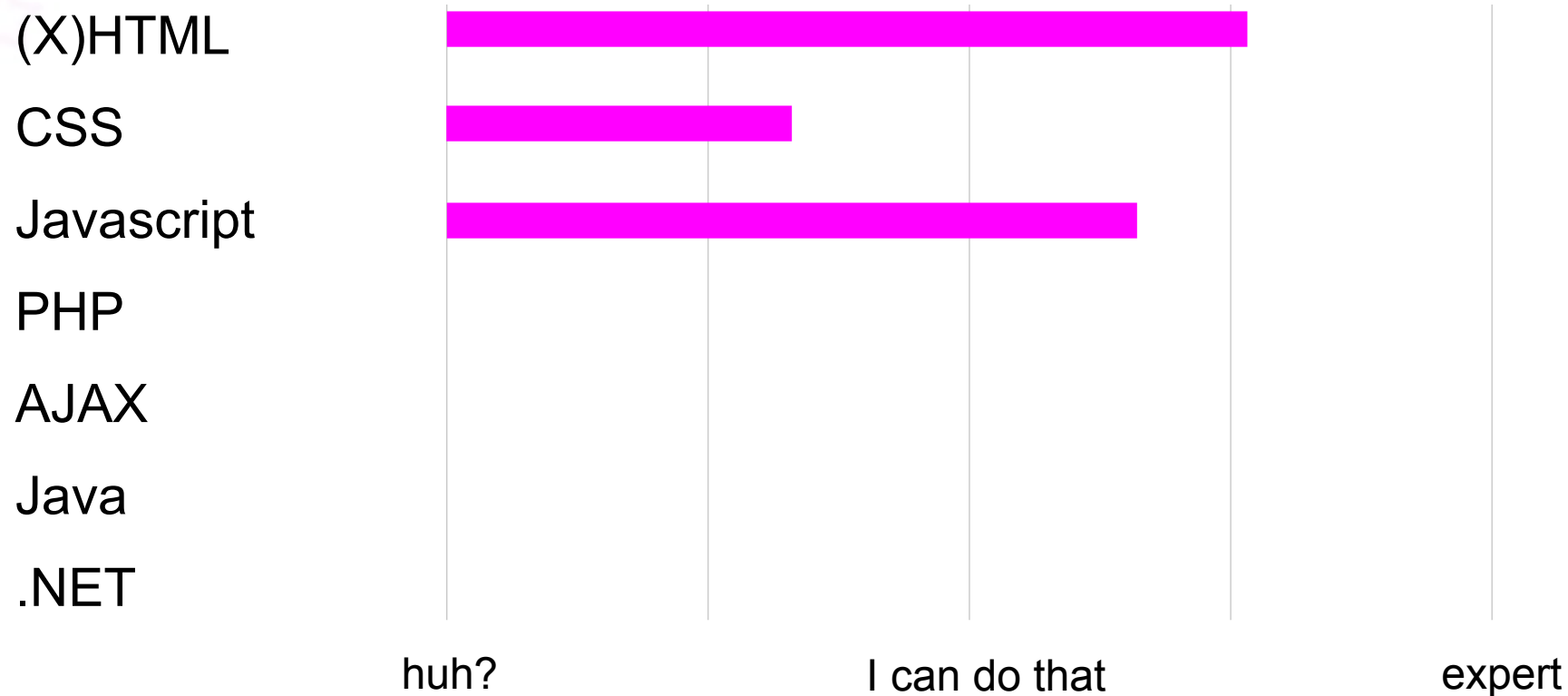




Dimp My Web Page

You twitter? Tweet about this presentation with the hashtag #wvc20!

To understand this presentation



Topics

- Twitter tweets
- YouTube thumbnails
- Flickr thumbnails
- Yahoo! music player
- Google Maps
- Google Calendar
- Google Analytics
- Wordpress blog








Topics

- Twitter tweets **free!**
- YouTube thumbnails **free!**
- Flickr thumbnails **free!**
- Yahoo! music player **free!**
- Google Maps **free!**
- Google Calendar **free!**
- Google Analytics **free!**
- Wordpress blog **free!**






Notes

Apps used in presentation:

-  NeoOffice presentation slides
-  Firefox browse pages
-  Textwrangler edit pages
-  Cyberduck SFTP
-  Firebug (FF ext) inspect HTML and JS

Code tested in:

-  Firefox 3 (mac/pc)
-  Safari 4 public beta (mac)
-  Internet Explorer 6, 7 (pc)

Start and End

- Start: <http://pimpstart.harmonicnw.com>
- Finish: <http://pimpend.harmonicnw.com>
- Finish + blog: <http://pimpedblog.harmonicnw.com>



Accessing Twitter API using JavaScript (simple public API method)



```
<script src="http://twitter.com/...[parameters]..."></script>
```

Accessing Twitter API using JavaScript (simple public API method)



JSON object
status text, status date,
status link, user info, etc.

Accessing Twitter API using JavaScript

(simple public API method)



parse JSON object
with JavaScript
function

Accessing Twitter API using JavaScript

(simple public API method)



add new content
with JavaScript
function



Add Twitter Tweets

Insert in <body>:

```
<div id="tweets"></div>
```

Insert just above </body>:

```
<script type="text/javascript">  
    function showTweets(data) { ... }  
</script>  
<script type="text/javascript"  
src="http://twitter.com/statuses/user_timeline/THE_REAL_SHAQ.json?  
callback=showTweets&count=3"></script>
```


Add Twitter Tweets

Insert in `<body>`:

```
<div id="tweets"></div>
```

Insert just above `</body>`:

A whole bunch of
JavaScript code

```
<script type="text/javascript">  
    function showTweets(data) { ... }  
</script>  
<script type="text/javascript"  
src="http://twitter.com/statuses/user_timeline/THE_REAL_SHAQ.json?  
callback=showTweets&count=3"></script>
```

```

<script type="text/javascript">
// 
function showTweets(data) {
    /** USER SETTINGS *****/
    var targetId="tweets"; // Id of element where twitters will be inserted
    var showUsername = false; // Set to true to show username
    var showTime = true; // Set to true to show time
    var showFollowMe = true; // Set to true to show "follow me on Twitter" link
    /** *****/

    var tweets = data; var targetObj = document.getElementById(targetId); var newUI = document.createElement('ul'); newUI.className = "tweetList";
    for (var i=0; i&lt;tweets.length; i++) {
        var username = tweets[i]['user']['screen_name']; var text = tweets[i]['text']; var tweetId = tweets[i]['id']; var userUrl = "http://www.twitter.com/" + username + "/"; var
        tweetUrl = "http://www.twitter.com/" + username + "/status/" + tweetId;
        var time = ""; var createdAt = tweets[i]['created_at']; var B=createdAt.split(" "); var C=B[1]+" "+B[2]+" "+B[5]+" "+B[3]; var A=Date.parse(C); var
        D=(arguments.length&gt;1)?arguments[1]:new Date(); var E=parseInt((D.getTime()-A)/1000); E=E+(D.getTimezoneOffset()*60);
        if (E&lt;60) {time = "less than a minute ago";} else if (E&lt;120) {time = "about a minute ago";} else if (E&lt;(60*60)) {time = (parseInt(E/60)).toString() + " minutes ago";} else if
        (E&lt;(120*60)) {time = "about an hour ago";} else if (E&lt;(24*60*60)) {time = "about " + (parseInt(E/3600)).toString() + " hours ago";} else if (E&lt;(48*60*60)) {time = "1 day ago";} else {time =
        (parseInt(E/86400)).toString() + " days ago";}
        var newLi = document.createElement('li');
        if (showUsername) {
            var newStrong = document.createElement('strong');
            var newTxtNd = document.createTextNode(username + " ");
            newStrong.appendChild(newTxtNd);
            newLi.appendChild(newStrong);
        }
        var newSpan = document.createElement('span');
        var newTxtNd2 = document.createTextNode(text + " ");
        newSpan.appendChild(newTxtNd2);
        newLi.appendChild(newSpan);
        if (showTime) {
            var newSmall = document.createElement('small');
            var newA = document.createElement('a');
            newA.href = tweetUrl;
            newA.title = username + " Twitter status " + tweetId;
            var newTxtNd3 = document.createTextNode(time);
            newA.appendChild(newTxtNd3);
            newSmall.appendChild(newA);
            newLi.appendChild(newSmall);
        }
        newLi.appendChild(newLi);
    }
    targetObj.appendChild(newUI);
    if (showFollowMe) {
        var newA2 = document.createElement('a');
        newA2.className = "twitterLink";
        newA2.title = "follow " + username + " on Twitter";
        newA2.href = userUrl;
        var newTxtNd4 = document.createTextNode("follow me on Twitter");
        newA2.appendChild(newTxtNd4);
        targetObj.appendChild(newA2);
    }
}
// ]]&gt;
&lt;/script&gt;
&lt;script type="text/javascript" src="http://twitter.com/statuses/user_timeline/THE_REAL_SHAQ.json?callback=showTweets&amp;count=3"&gt;&lt;/script&gt;
</pre>
</div>
```

Add Twitter Tweets

Insert just above `</body>`:

Parses Twitter API response
and inserts Tweets into page
(see next slide)

```
<script type="text/javascript">  
  function showTweets(data) { ... }  
</script>  
<script type="text/javascript"  
src="http://twitter.com/statuses/user_timeline/THE_REAL_SHAQ.json?  
callback=showTweets&count=3"></script>
```

Function used to parse
Twitter's API response
(declared above)

Number of tweets to show

Twitter user ID

Add Twitter Tweets

New content inserted by `showTweets()`:

```

<div id="tweets">
  <ul class="tweetList">
    <li>
      <strong>THE_REAL_SHAQ</strong>
      <span>Hey brett favre, dnt retire bro, retire when I retire in 4 yrs,
and o yea I will sack u , keep playin You are legend</span>
      <small><a
href="http://twitter.com/THE_REAL_SHAQ/status/11727888345">8:16 AM
May 7th</a></small>
    </li>
  </ul>
  <a class="twitterLink" title="follow THE_REAL_SHAQ on Twitter"
href="http://www.twitter.com/THE_REAL_SHAQ/">follow me on Twitter</a>
</div>

```

Add Twitter Tweets

```

<div id="tweets">
  <ul class="tweetList">
    <li>
      <strong>THE_REAL_SHAQ</strong>
      <span>Hey brett favre, dnt retire bro, retire when I retire in 4 yrs,
and o yea I will sack u , keep playin You are legend</span>
      <small><a
href="http://twitter.com/THE_REAL_SHAQ/status/1727888345">8:16 AM
May 7th</a></small>
    </li>
  </ul>
  <a class="twitterLink" title="follow THE_REAL_SHAQ on Twitter"
href="http://www.twitter.com/THE_REAL_SHAQ/">follow me on Twitter</a>
</div>

```

User ID

Status

Date (links
to post)

User ID

Accessing YouTube API using JavaScript (simple public API method)



```
<script src="http://gdata.youtube.com/...[parameters]..."></script>
```


Accessing YouTube API using JavaScript

(simple public API method)



JSON object
video thumbnails, video
urls, user info, etc.

Accessing YouTube API using JavaScript

(simple public API method)



parse JSON object
with JavaScript
function



Accessing YouTube API using JavaScript

(simple public API method)



add new content
with JavaScript
function



Add YouTube Thumbnails

Insert in `<body>`:

```
<div id="videos"></div>
```

Insert just above `</body>`:

```
<script type="text/javascript">  
    function showYouTubeThumbnails(data) { ... }  
</script>  
<script type="text/javascript"  
src="http://gdata.youtube.com/feeds/users/TheFreeBoxShow/uploads?alt=json-  
in-script&format=5&callback=showYouTubeThumbnails&max-  
results=5"></script>
```

Add YouTube Thumbnails

Insert in `<body>`:

```
<div id="videos"></div>
```

Insert just above `</body>`:

```
<script type="text/javascript">  
    function showYouTubeThumbnails(data) { ... }  
</script>  
<script type="text/javascript"  
src="http://gdata.youtube.com/feeds/users/TheFreeBoxShow/uploads?alt=json-  
in-script&format=5&callback=showYouTubeThumbnails&max-  
results=5"></script>
```

A whole bunch of
JavaScript code



```

<script type="text/javascript">
// 
function showYouTubeThumbnails(data) {
    /** USER SETTINGS *****/
    var highResThumbnails = false;           // set to false for normal (120px x 90px), set to true for high-resolution (320px x 240px)
    var targetId = "videos";                 // Id of element where the thumbnails will be inserted
    /***/

    var feed = data.feed;
    var entries = feed.entry || [];
    var targetObj = document.getElementById(targetId);

    for (var i = 0; i &lt; entries.length; i++) {
        var entry = entries[i];
        var link = entry["link"][0]["href"];
        var thumbnailUrl;
        var thumbnailWidth;
        var thumbnailHeight;
        var minimumHighResWidth = 320;      // minimum width for a high-resolution thumbnail

        var thumbnailsObj = entry["media$group"]["media$thumbnail"];
        for (var j = 0; j &lt; thumbnailsObj.length; j++) {
            thumbnailUrl = thumbnailsObj[j]["url"];
            thumbnailWidth = thumbnailsObj[j]["width"];
            thumbnailHeight = thumbnailsObj[j]["height"];
            if (thumbnailsObj[j]["width"] &gt;= minimumHighResWidth &amp;&amp; highResThumbnails || thumbnailsObj[j]["width"] &lt; minimumHighResWidth &amp;&amp; !
highResThumbnails) {
                break;
            }
        }

        var newA = document.createElement('a');
        newA.href = link;
        newA.title = "YouTube video";

        var newImg = document.createElement('img');
        newImg.src = thumbnailUrl;
        newImg.width = thumbnailWidth;
        newImg.height = thumbnailHeight;
        newImg.alt = "YouTube video thumbnail";
        newA.appendChild(newImg);

        targetObj.appendChild(newA);
    }
}
// ]]&gt;
&lt;/script&gt;
&lt;script type="text/javascript" src="http://gdata.youtube.com/feeds/users/TheFreeBoxShow/uploads?alt=json-in-
script&amp;format=5&amp;callback=showYouTubeThumbnails&amp;max-results=5"&gt;&lt;/script&gt;
</pre>
</div>
```

Add YouTube Thumbnails

Insert just above `</body>`:

Parses YouTube API response and inserts thumbnails into page
(see next slide)

YouTube username

```
<script type="text/javascript">  
    function showYouTubeThumbnails(data) { ... }  
</script>  
<script type="text/javascript"  
src="http://gdata.youtube.com/feeds/users/TheFreeBoxShow/uploads?alt=json-in-script&format=5&callback=showYouTubeThumbnails&max-results=5"></script>
```

Number of thumbnails to show

Function used to parse YouTube's API response (declared above)

Other useful parameters:

time:

today, this_week, this_month, all_time

orderby:

relevance, published, viewCount, rating

Example:

...&time=this_month&orderby=rating...

Add YouTube Thumbnails

YouTube API returns 2 sizes of thumbnails:

- 120px by 90px - default
- 320px by 240px - high-resolution

Determine which you want to use in callback function

Add YouTube Thumbnails

Insert just above `</body>`:

```
<div id="videos">
  <a href="http://www.youtube.com/watch?v=yTdW6g02Ar8"
  title="YouTube video">
    
  </a>
  <a href="..." title="YouTube video"><img ... /></a>
  <a href="..." title="YouTube video"><img ... /></a> <!-- etc... -->
</div>
```

Accessing Flickr API using JavaScript (simple badge API method)



flickr™

```
<script src="http://flickr.com/...[parameters]..."></script>
```

Accessing Flickr API using JavaScript (simple badge API method)



flickr™

write HTML

Add Flickr Thumbnails

Insert in empty <div>:

```
<script type="text/javascript"  
src="http://www.flickr.com/badge_code_v2.gne?count=8&display=random  
&size=s&source=user_set&set=72157606336502682"></script>
```

Add Flickr Thumbnails

Number of
thumbnails

Order (random
or latest)

Insert in empty <div>:

```
<script type="text/javascript"  
src="http://www.flickr.com/badge_code_v2.gne?count=8&display=random  
&size=s&source=user_set&set=72157606336502682"></script>
```

Size

- t** longest side 100px
- s** 75px x 75px
- m** longest side 240 px

Source, Source ID

source can be: **user**, **group**, **user_set**
source ID: **user=...** or **group=...** or **set=...**

Examples:

...source=user&user=24491718@N03...
...source=group&group=79221983@N00...
...source=user_set&set=72157606336502682...

Add Flickr Thumbnails

Find source IDs

- User ID
 - from URL: <http://www.flickr.com/photos/24491718@N03/>
 - or submit photostream URL at idgettr.com
- Group ID
 - submit group pool URL at idgettr.com
- Photo Set
 - from URL:
<http://www.flickr.com/photos/80651083@N00/sets/72157606336502682/>

Add Flickr Thumbnails

New content inserted below `</script>`:

```

<script type="text/javascript"
src="http://www.flickr.com/badge_code_v2.gne?count=8&display=random&am
p;size=s&source=user_set&set=72157606336502682"></script>

<a href="http://www.flickr.com/photos/80651083@N00/2740661357/">
  
</a>
<a ...><img ... /></a>
<a ...><img ... /></a> <!-- etc... -->

<span class="flickr_badge_beacon" style="position: absolute; left: -999em; top: -999em;
visibility: hidden;">

```


Add Yahoo! Music Player

Insert in <head>:

```
<script type="text/javascript" src="http://mediaplayer.yahoo.com/js"></script>
```

Insert in <body>:

```
<a title="Nearly" href="media/nearly.mp3">Play 'Nearly'</a>
```

Add Yahoo! Music Player

Insert in <head>:

```
<script type="text/javascript" src="http://mediaplayer.yahoo.com/js"></script>
```

Insert in <body>:

```
<a title="Nearly" href="media/nearly.mp3">Play 'Nearly'</a>
```

**Title displayed in
player** (optional)

Url of mp3

Url of album art
(46px by 46px in current
version of player)

Link text

Add a Google Map

1. Find map at maps.google.com
 2. Click [Link](#) (upper right)
 3. Click [Customize and preview embedded map](#)
 4. Customize and preview
 5. Copy code
 6. Paste into empty `<div>`
- Tip: enter exact address to remove pinpoints
 - See Appendix A for details

Google Map Code

```

<div>
  <iframe width="425" height="350" frameborder="0" scrolling="no"
marginheight="0" marginwidth="0"
src="http://maps.google.com/maps?f=q&source=s_q&hl=en&geocod
e=&q=777+NE+ML+King+Blvd.,+Portland,+OR&sll=45.528907,-
122.661994&sspn=0.00914,0.019526&ie=UTF8&ll=45.535994,-
122.658491&spn=0.021042,0.036478&z=14&output=embed"></ifra
me><br /><small><a
href="http://maps.google.com/maps?f=q&source=embed&hl=en&geo
code=&q=777+NE+ML+King+Blvd.,+Portland,+OR&sll=45.528907,-
122.661994&sspn=0.00914,0.019526&ie=UTF8&ll=45.535994,-
122.658491&spn=0.021042,0.036478&z=14" style="color:#0000FF;text-
align:left">View Larger Map</a></small>
</div>

```


Add a Google Calendar

1. Sign in and find a calendar you want to add
 2. Click “[Calendar settings](#)” from calendar dropdown menu
 3. Click “[Customize the color, size, and other options](#)”
 4. Customize and preview
 5. Copy code
 6. Paste into empty `<div>`
- See Appendix B for details

Google Calendar Code

```
<div>  
  <iframe  
src="http://www.google.com/calendar/embed?showTitle=0&showNav=0&showPrint=0&showTabs=0&showCalendars=0&showTz=0&mode=AGENDA&height=300&wkst=1&bgcolor=%23FFFFFF&src=powellsbooks%40gmail.com&color=%23AB8B00&ctz=America%2FLos_Angeles" style="border-width:0" width="185" height="300"  
frameborder="0" scrolling="no"></iframe>  
</div>
```

The Google Calendar Code

```

<div>
  <iframe
src="http://www.google.com/calendar/embed?showTitle=0&showNav=0&showPrint=0&showTabs=0&showCalendars=0&showTz=0&mode=AGENDA&height=300&wkst=1&bgcolor=%23FFFFFF&src=powellsbooks%40gmail.com&color=%23AB8B00&ctz=America%2FLos_Angeles" style="border-width:0" width="185" height="300"
frameborder="0" scrolling="no"></iframe>
</div>

```

Background
color

Text color
(limited choices)

Width

Height

Track Statistics with Google Analytics

1. Create Google Analytics account (www.google.com/analytics)
 2. Complete signup process, copy the tracking code
 3. Paste code just above `</body>`
- Note: does not necessarily update data quickly
 - See Appendix C for details

Track Statistics with Google Analytics

Paste code just above </body>:

```
<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'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
  try {
    var pageTracker = _gat._getTracker("UA-8759933-1");
    pageTracker._trackPageview();
  } catch(err) {}
</script>
```



Account ID

Tips for W3C Compliance (XHTML 1.0 Strict)

- Surround JavaScripts with CDATA block

```
<script>  
// <br/>    ...<br/>// ]&gt;<br/>&lt;/script&gt;</pre></div><div data-bbox="57 606 771 720" data-label="List-Group"><ul><li>• In your URLs, make sure ampersands are encoded<ul><li>• <code>&amp;amp;</code>; (not <code>&amp;</code>)</li></ul></li></ul></div>
```

About JavaScript Placement

Place scripts in order you want them to load and run. An unresponsive script can halt the loading of the rest of the scripts on the page.

```
<script type="text/javascript" src="http://api1.com?param=1"> </script>
```

```
<script type="text/javascript">  
  function1(myVar);  
</script>
```

```
<script type="text/javascript" src="http://api2.com?param=2"> </script>
```

```
<script type="text/javascript" src="http://api3.com?param=3"> </script> 
```

```
<script type="text/javascript" src="http://api4.com?param=4"> </script>
```

```
<script type="text/javascript" src="http://api5.com?param=5"> </script>
```

```
<script type="text/javascript">  
  function3(myVar);  
</script>
```

WordPress Basics

- Free, flexible blogging framework
- Content stored in MySQL database
- Layout in PHP/HTML files
- Friendly browser-based user interface to edit content
- Change layout without affecting content using “themes”

WordPress Basics

Some hosting companies that auto-install WordPress:

- Dreamhost
- Blue Host
- MediaTemple
- GoDaddy.com
- JustHost

A large, stylized version of the 'Pimp My Web Page' logo is centered on the page. The text is rendered in a bubbly, pink font with a dark pink outline, giving it a 3D effect. The words 'Pimp', 'My', 'Web', and 'Page' are stacked vertically, with 'My' being smaller and positioned between 'Pimp' and 'Web'. The background of the logo is a light pink color.

link to slides at www.webvisionsevent.com

more info on pimping your web page at www.harmonicnw.com

gage@harmonicnw.com

Further Reading

Twitter:

- <http://apiwiki.twitter.com/Twitter-API-Documentation>
- http://twitter.com/widgets/html_widget
- <http://net.tutsplus.com/articles/10-awesome-ways-to-integrate-twitter-with-your-website/>
- <http://meiert.com/en/blog/20071011/twittering/>

YouTube:

- http://code.google.com/apis/youtube/2.0/developers_guide_protocol.html
- <http://code.google.com/apis/youtube/2.0/reference.html>
- http://code.google.com/apis/youtube/2.0/reference.html#Query_parameter_definitions
- http://gdata.ops.demo.googlepages.com/yt_json_codelab.html
- <http://www.google.com/uds/solutions/wizards/videobar.html>
- <http://www.bernzilla.com/item.php?id=848>

Flickr:

- <http://www.flickr.com/services/api/>
- <http://idgettr.com/>
- <http://www.elliotswan.com/2006/08/06/custom-flickr-badge-api-documentation/>
- <http://www.viget.com/inspire/using-the-flickr-api/>
- <http://www.shapeshift.net/2008/05/flickr-thumbs/>
- http://veerle.duoh.com/blog/comments/flickr_badge_w3c_valid/
- <http://www.flickr.com/services/api/misc.urls.html>
- <http://www.flickr.com/badge.gne>

Yahoo! Media Player

- <http://mediaplayer.yahoo.com/>
- http://yahoomediaplayer.wikia.com/wiki/How_to_link

Google Maps

- <http://code.google.com/apis/maps/>

Google Calendar

- <http://google.about.com/od/toolsfortheoffice/ss/embedCalendar.htm>
- <http://code.google.com/apis/calendar/docs/2.0/reference.html>
- http://www.google.com/googlecalendar/event_publisher_guide.html
- <http://code.google.com/apis/gdata/jsdoc/1.9/index.html>
- http://code.google.com/apis/calendar/calendar_gadgets.html
- <http://www.google.com/ig/directory?synd=open&cat=communication&url=http%3A%2F%2Fwww.google.com%2Ffig%2Fmodules%2Fcalendar3.xml>
- <http://www.gmodules.com/ig/creator?synd=open&url=http%3A//www.google.com/ig/modules/calendar-for-your-site.xml&pt=%26context%3Dd%26synd%3Dig%26lang%3Den%26.lang%3Den%26country%3Dus%26.country%3Dus%26cat%3Dall%26num%3D1%26start%3D-1%26cols%3D1%26objs%3D6aZ&sn=6aZ&lang=en>

Google Analytics

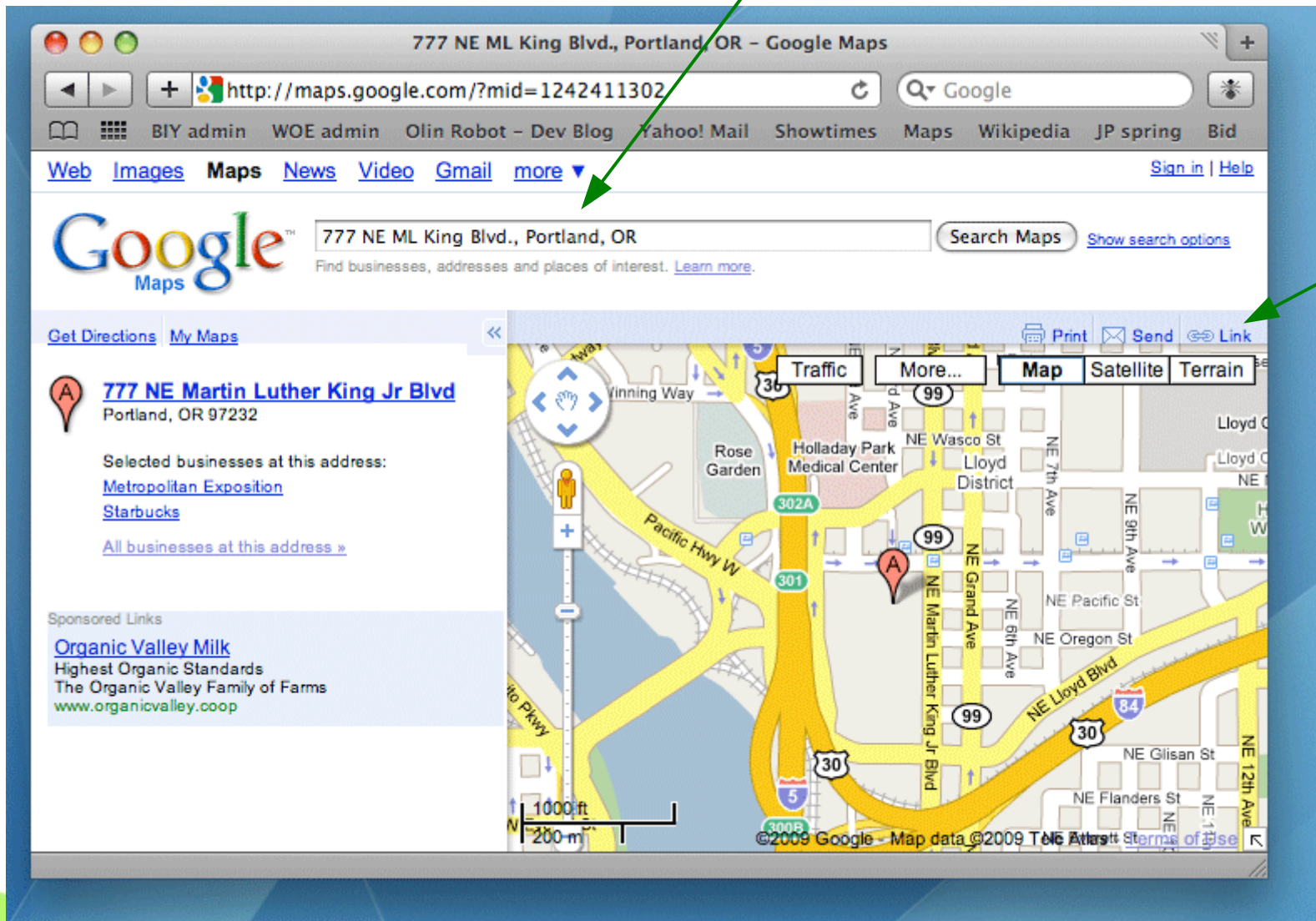
- <http://www.google.com/analytics/>

WordPress

- http://codex.wordpress.org/Main_Page
- http://codex.wordpress.org/Function_Reference
- http://codex.wordpress.org/Theme_Development

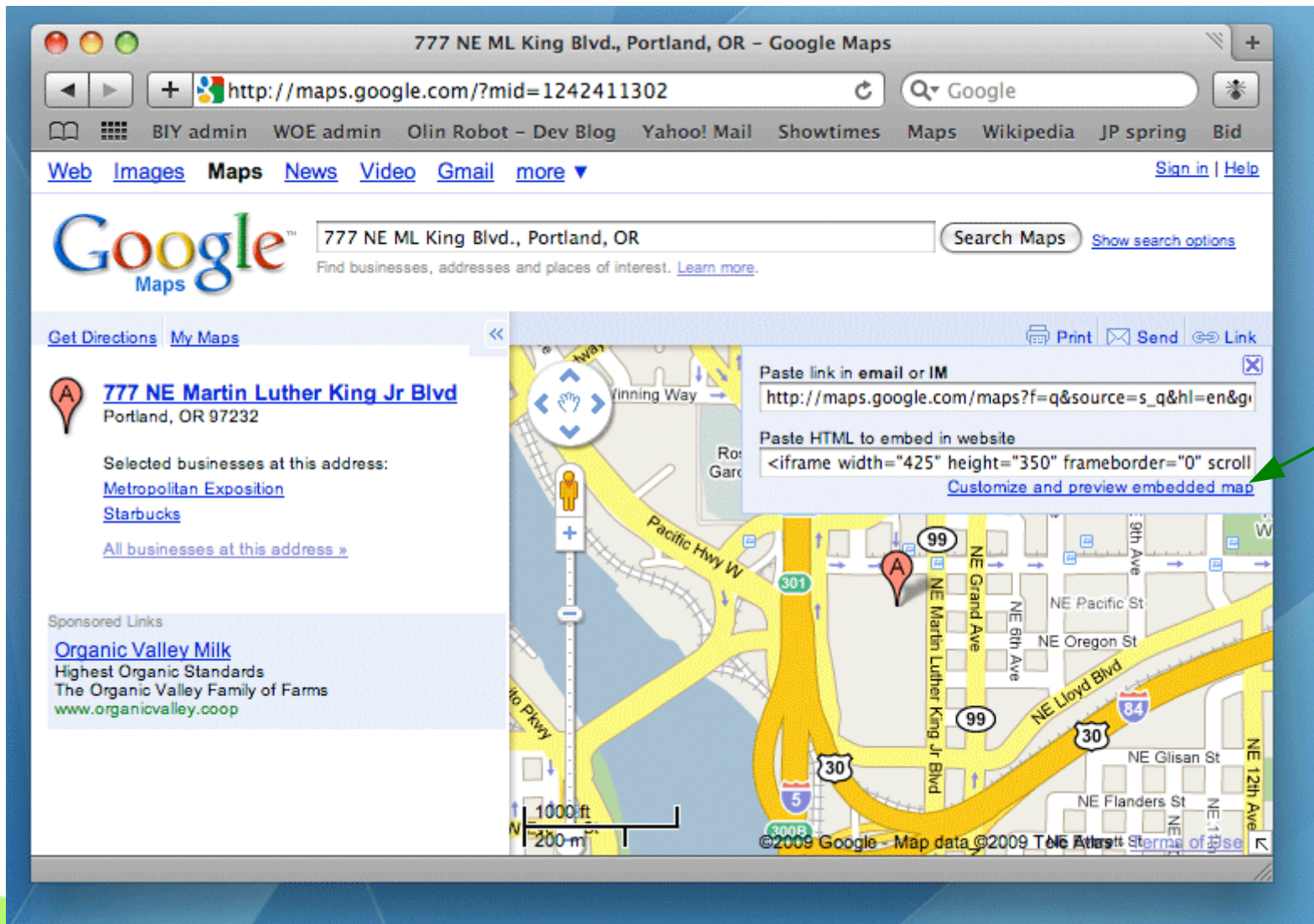
Appendix A – Google Map

1. Find map at maps.google.com
2. Click [Link](#) (upper right)



Appendix A – Google Map

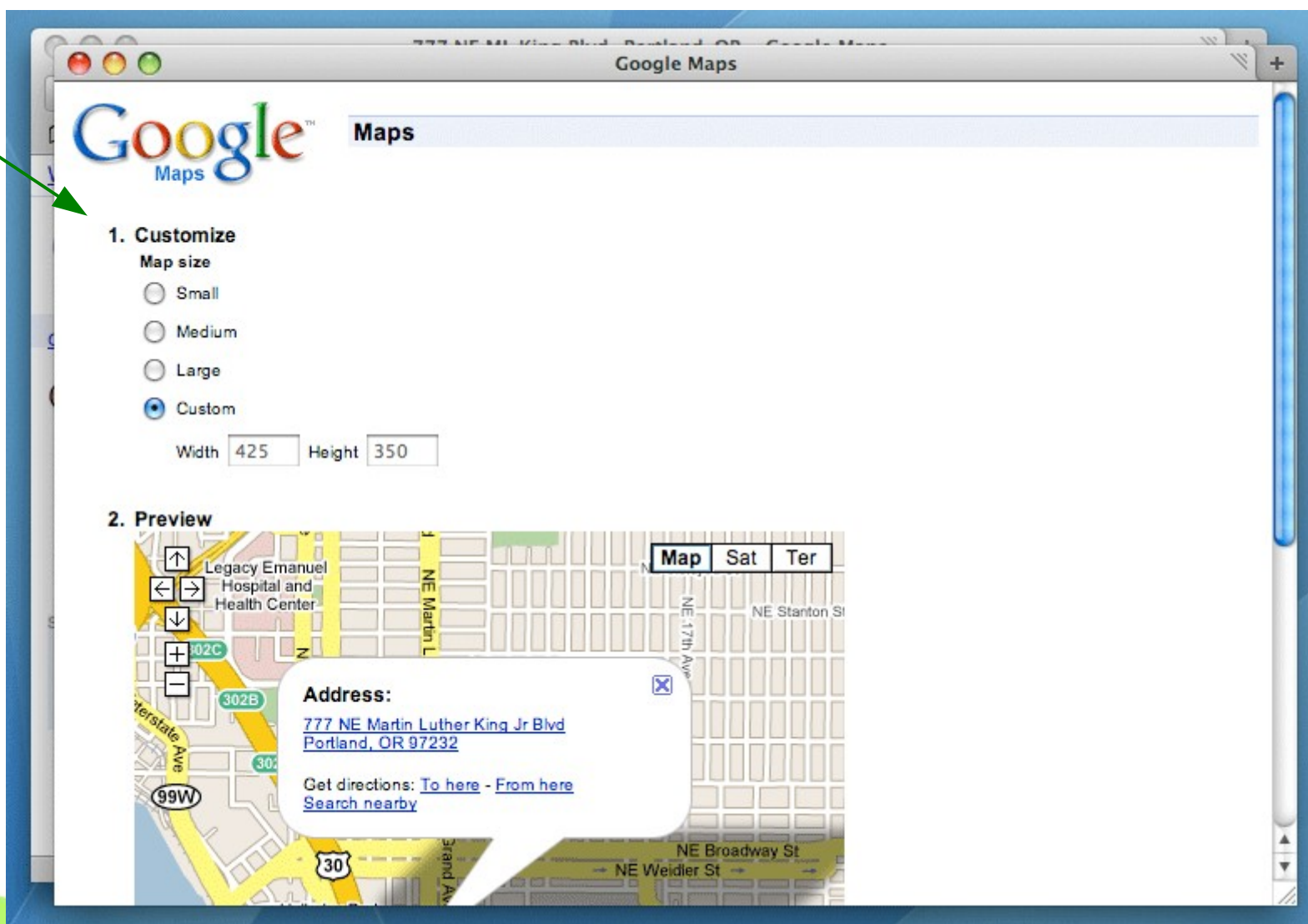
3. Click [Customize and preview embedded map](#)



Appendix A – Google Map

4. Customize and preview

4



Appendix A – Google Map

5. Copy code

Address:
[777 NE Martin Luther King Jr Blvd](#)
[Portland, OR 97232](#)

Get directions: [To here](#) - [From here](#)
[Search nearby](#)

5

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

```
<iframe width="425" height="350" frameborder="0"
scrolling="no" marginheight="0" marginwidth="0"
src="http://maps.google.com/maps?
f=q&source=s_q&hl=en&geocode=&q=777
+NE+ML+King+Blvd.,+Portland,+OR&sl=45.528907,-
122.661994&spn=0.00914,0.019526&ie=UTF8&
;ll=45.535994,-
122.658491&spn=0.021042,0.036478&z=14&iw
```

Appendix A – Google Map

6. Paste into empty <div>

```
<div>
  <iframe width="425" height="350" frameborder="0" scrolling="no"
marginheight="0" marginwidth="0"
src="http://maps.google.com/maps?f=q&source=s_q&hl=en&geocod
e=&q=777+NE+ML+King+Blvd.,+Portland,+OR&sll=45.528907,-
122.661994&sspn=0.00914,0.019526&ie=UTF8&ll=45.535994,-
122.658491&spn=0.021042,0.036478&z=14&output=embed"></ifra
me><br /><small><a
href="http://maps.google.com/maps?f=q&source=embed&hl=en&geo
code=&q=777+NE+ML+King+Blvd.,+Portland,+OR&sll=45.528907,-
122.661994&sspn=0.00914,0.019526&ie=UTF8&ll=45.535994,-
122.658491&spn=0.021042,0.036478&z=14" style="color:#0000FF;text-
align:left">View Larger Map</a></small>
</div>
```


Appendix B – Google Calendar

1. Sign in and find a calendar you want to add

Google Calendar

https://www.google.com/accounts/ServiceLogin?service=cl&passive=

Google

BIY admin WOE admin Olin Robot – Dev Blog Yahoo! Mail Showtimes Maps Wikipedia JP spring Bid

Google
Calendar BETA

Welcome to Google Calendar

Organize your schedule and share events with friends

- Discover new calendars
TV Shows, Concerts & More
- Schedule from anywhere
On-the-go mobile access
- Don't forget! Reminders from SMS & email

Top Calendars

- US Holidays
- Weather for portland

Today May 2009

Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	May 1	2
3	4	5 Cinco de M	6	7	8	9
10 Mother's Da	11	12	13	14	15	16
17	18	19	20	21	22	23

Sign in to Google Calendar with your **Google Account**

Email:

Password:

Remember me on this computer.

[I cannot access my account](#)

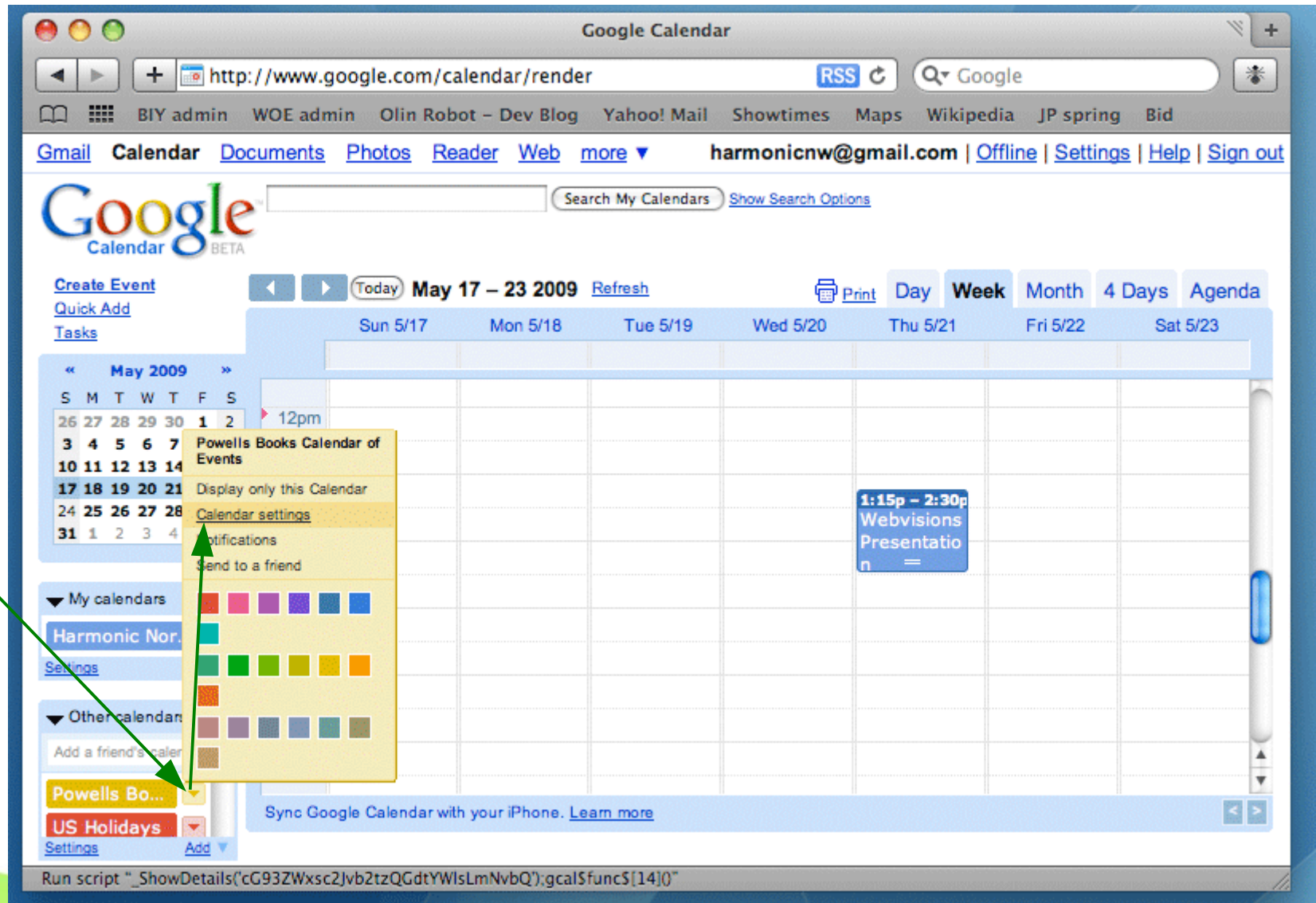
New to Google Calendar?
It's easy to start.

[Take a tour of Google Calendar](#)

Appendix B – Google Calendar

2. Click “Calendar settings” from calendar dropdown menu

2



Appendix B – Google Calendar

3. Click “Customize the color, size, and other options”

The screenshot shows the Google Calendar interface for editing a calendar. The browser window title is "Google Calendar" and the address bar shows "http://www.google.com/calendar/render". The page content includes:

- Calendar Details:**
 - Calendar Name: Powells Books Calendar of Events
 - Calendar Owner: powellsbooks@gmail.com
 - Description: Calendar of Events For Powells Books in Portland, Oregon.
 - Location: Portland, OR
 - Calendar Time Zone: (GMT-08:00) Pacific Time
- Embed This Calendar:**
 - Instructions: Embed this calendar in your website or blog by pasting this code into your web page.
 - Code: `<iframe src="http://www.google.com/calendar/embed?src=powellsbooks%40gmail.com&ctz=America/Los_Angeles" style="border: 0">`
 - Link: [Customize the color, size, and other options](#)
- Calendar Address:** XML ICAL HTML (Calendar ID: powellsbooks@gmail.com)
- Anyone can:** See all event details

A green arrow points to the "Customize the color, size, and other options" link, with the number "3" next to it.

Appendix B – Google Calendar

4. Customize and preview

4

The screenshot shows the 'Google Embeddable Calendar Helper' interface. On the left, there are various customization options:

- Calendar list
- Time zone
- Default View:** Week Month Agenda
- Width:** 800 pixels
- Height:** 600 pixels
- Week Starts On:** Sunday
- Language:** Default
- Background Color:** [Color picker] Border?
- Calendars to Display:**
 - Harmonic Northwest Calendar
 - Powells Books Calendar of Even...
 - US Holidays
- Time Zone:** (GMT-08:00) Pacific Time

On the right, a calendar grid is displayed with events. A green arrow points from the number '4' to the 'Time zone' checkbox. A color palette is also visible at the bottom of the customization panel.

26	27	28	29
7:30pm The Means c	7pm The Horse Boy	7pm Wshington Co.	7pm Classics Book
	7:30pm Cartoonists	7:30pm Laila Lalami	7:30pm J. Robert Le
3	4	5	6
4pm Poets Gary The	7pm Jane Kirkpatric	6:30pm Macintosh U	7pm CFI/Freethinke
7:30pm Chesa Boud	7pm Macintosh User	7pm Craft Circle Bo	7:30pm Shawn Levy
	7:30pm Ben Greenr	7pm How Lincoln Le	7pm
	7:30pm Sarah Water	7:30pm Akashic All-!	7:30p
10	11	12	13
7:30pm Tony Horwit	7pm Will North	7pm Science Fiction	7pm Book Bags Boc
	7:30pm Paleontologi	7pm Tamora Pierce	7pm Gourmet Maga
		7:30pm Tamim Ansa	7:30pm Katherine Di
			7:30p
17	18	19	20
7:30pm George Pele	7pm The Woman be	6:30pm Macintosh U	7pm Jacqueline Woc
	7pm Tom Robbins	7pm Get Gardening	7:30pm Mark Obmas
	7:30pm Jen Lancaste	7:30pm Reza Aslan	7:30p
24	25	26	27
		7pm Thomas Day	7pm Classics Book
		7pm Washington Co	7pm D. J. MacHale
		7:30pm Christopher	7:30pm Eden within
31	Jun 1	2	3

Appendix B – Google Calendar

5. Copy code

5

Google Embeddable Calendar Helper

Copy and paste the HTML below to include this calendar on your webpage [Update HTML](#)

```
<iframe src="http://www.google.com/calendar/embed?height=600&wkst=1&bgcolor=%23FFFFFF&src=powellsbooks%40gmail.com&color=%23AB8B00&ctz=America%2FLos_Angeles" style="border-width:0 " width="800" height="600" frameborder="0" scrolling="no"></iframe>
```

Powells Books Calendar of Events

Today May 2009

Sun	Mon	Tue	Wed	Thu	Fri
26 7:30pm The Means c	27 7pm The Horse Boy 7:30pm Cartoonists	28 7pm Wshington Co. 7:30pm Laila Lalami	29 7pm Classics Book 7:30pm J. Robert Le	30 7:30pm Andrei Codr 7:30pm Penney Peir	May 1 7:30pm Paul Dickson
3 4pm Poets Gary Th 7:30pm Chesa Boud	4 7pm Jane Kirkpatric 7pm Macintosh User 7:30pm Ben Green 7:30pm Sarah Water	5 6:30pm Macintosh U 7pm Craft Circle Bo 7:30pm Akashic All-	6 7pm CFI/Freethinke 7:30pm Shawn Levy	7 6:30pm First Thursd 7pm Greg Rucka 7pm Word to Your M 7:30pm Poets Idra N	8 7:30pm Emily Chenc
10 7:30pm Tony Horwit	11 7pm Will North 7:30pm Balantoloi	12 7pm Science Fiction 7pm Tamara Bisco	13 7pm Book Bags Boc 7pm Gourmet Mapp	14 7pm Deadly Diversi 7pm Melissa Marr	15 7pm Cheeky Pages 7:30pm Kate Maloy

Appendix B – Google Calendar

6. Paste into empty <div>

```
<div>
  <iframe
src="http://www.google.com/calendar/embed?showTitle=0&showNav=0&showPrint=0&showTabs=0&showCalendars=0&showTz=0&mode=AGENDA&height=300&wkst=1&bgcolor=%23FFFFFF&src=powellsbooks%40gmail.com&color=%23AB8B00&ctz=America%2FLos_Angeles" style="border-width:0" width="185" height="300"
frameborder="0" scrolling="no"></iframe>
</div>
```

Appendix C – Google Analytics

Google Analytics

Getting Started

Improve your site and increase marketing ROI.

Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

Sign up now, it's easy -- and free!

(5M pageview cap per month for non AdWords advertisers.)

Sign Up for Google Analytics

You are just a few steps from Google Analytics. Click on the **Sign Up** button to get started.

[Sign Up »](#)



Appendix C – Google Analytics

Google Analytics

Getting Started

Analytics: New Account Signup

[General Information](#) > [Contact Information](#) > [Accept User Agreement](#) > [Add Tracking](#)

Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up. [Learn more.](#)

Website's URL: (e.g. www.mywebsite.com)

Account Name:

Time zone country or territory:

Time zone:

Appendix C – Google Analytics

Google Analytics

Getting Started

Analytics: New Account Signup

General Information > **Contact Information** > Accept User Agreement > Add Tracking

Last Name:

First Name:

Phone Number: (e.g. 123-123-1234)

Country or territory:

[« Back](#)

[Continue »](#)

Appendix C – Google Analytics



Getting Started

Analytics: New Account Signup

General Information > Contact Information > **Accept User Agreement** > Add Tracking

Please carefully read the following terms and conditions, then select the checkbox to accept.

GOOGLE ANALYTICS TERMS OF SERVICE

The following are the terms and conditions for use of the Google Analytics service described herein (the "Service") between Google Inc. and you (either an individual or a legal entity that you represent as an authorized employee or agent) ("You"). Please read them carefully. BY CLICKING THE "I ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS AND/OR USING THE SERVICE, YOU ARE STATING THAT YOU ARE ELIGIBLE FOR AN ACCOUNT AND THAT YOU AGREE TO BE BOUND BY ALL OF THESE TERMS AND CONDITIONS OF THE SERVICE ("AGREEMENT"). The Service is offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein.

1. DEFINITIONS

"Account" refers to the billing account for the Service. All Profiles linked to a single Site will have their Page Views aggregated prior to determining the charge for the Service for that Site.

"Customer Data" means the data concerning the characteristics and activities of visitors to your website that is collected through use of the UTM and then forwarded to the Servers and analyzed by the Processing Software.

"Documentation" means any accompanying proprietary documentation made available to You by Google for use with the Processing Software, including any documentation available online or otherwise.

"Page View" is the unit of measurement for usage of the Service. A Page View is used when the UTM is executed on a web page accessed by a visitor, and processed as part of a Profile. A Page View will be incurred for each instance of the UTM on the web page, and for each Profile receiving information from the UTM for such web page.

"Processing Software" means the proprietary Google Analytics Software and any all upgrades to such, which analyzes the Customer Data and generates the Reports.

"Profile" means the collection of settings that together determine the information to be included in, or excluded from, a particular Report. For example, a Profile could be established to view a small portion of a web site as a unique Report. There can be multiple Profiles established under a single Site.

Yes, I agree to the above terms and conditions.

Data Sharing Settings

Your account is opted in to receiving benchmarking and ad service features which require access to your Google Analytics data.

[Edit Settings](#) | [Learn More](#)

[« Back](#)

[Create New Account »](#)

Appendix C – Google Analytics

Google Analytics

Getting Started

Analytics: Tracking Instructions

General Information > Contact Information > Accept User Agreement > **Add 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'%3E%
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-8759933-1");
pageTracker._trackPageview();
} catch(err) {}</script>
```

 **Note:** We recommend that you do not include both the new and legacy tracking code snippets together on any given page. Doing so might generate inaccurate report data. You can, however, migrate select pages of your site to the new tracking code while the legacy code remains on others.

 **What if I'm not the person who updates the website?** Email the code above and instructions to your technical team or website administrator. Once they have added this tracking code to your website, click 'Check status' from the Analytics Settings page to find out if your website is being tracked and data is being collected.

Continue »