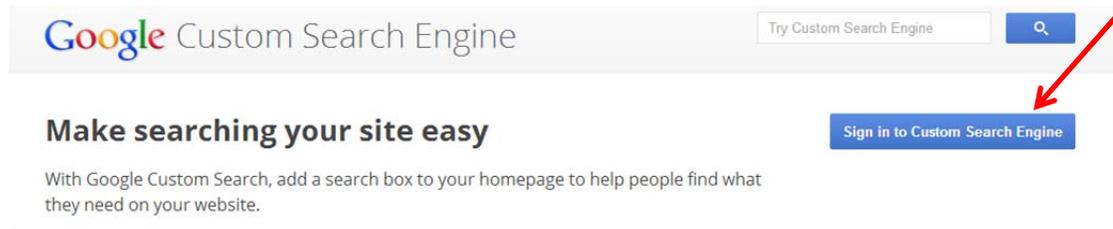


# GOOGLE CUSTOM SEARCH ENGINE: GUIDE TO THE SET UP AND MANAGEMENT OF A CUSTOMISED SEARCH ENGINE

## Getting Started

To begin, you must sign into a Google account. If you do not have a Google account, please visit: <https://accounts.google.com/SignUp>

To sign into your account for the purposes of creating Google Custom Search Engine (GCSE), please visit: <http://www.google.com/cse/> and click the “Sign into Custom Search Engine” button.



## Set up, Customisation and Management

To set up your GCSE, there are four steps to follow, but only 1 and 2 are required:

- 1) Enter the sites to search
- 2) Preview
- 3) Get the code (very useful for a library or collection-specific website)
- 4) Managing, adding and changing settings

### 1) Set up your search engine

- a. Provide basic details about your search engine – title, keywords

**Custom Search**

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New search engine

▼ Edit search engine

Selected high-level ↕

**Setup**

Look and feel

Search features

Statistics and Logs

Business

► Help

Send Feedback

**Basics**

Provide basic details and preferences for your search engine. [Learn more](#)

**Search engine name**

Selected high-level EBM resources

**Search engine keywords** ⓘ

Search engine keywords, e.g. climate 'global warming' 'greenhouse gases'

**Edition**

Free, with ads. Upgrade to Site Search (ads optional)

**Details**

Search engine ID   Public URL   Get code

**Sites to search**

Search only included sites ↕

Add   Delete   Filter   Label ▼   1-4 of 4   < >

<input type="checkbox"/> Site	<input type="checkbox"/> Label
<input type="checkbox"/> www.nice.org.uk/*	
<input type="checkbox"/> http://www.sign.ac.uk/guidelines/pub...	
<input type="checkbox"/> http://*.ahrq.gov	
<input type="checkbox"/> www.cadth.ca/en/products/rapid-resp...	

Make money

Admin

Indexing

Advanced

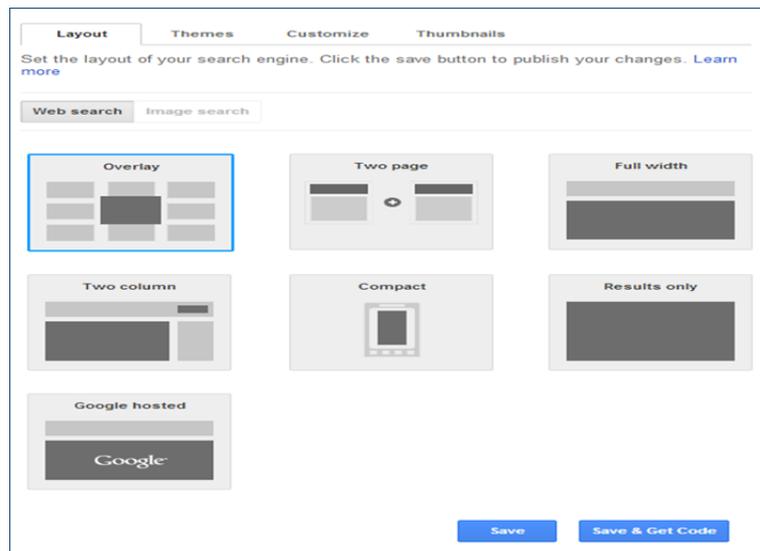
- b. Enter URLs you would like to search as part of your engine – only one per line. Examples:
  1. To search full site: [http://www.nice.org.uk/\\*](http://www.nice.org.uk/*)
  2. To search section of site: [www.cadth.ca/en/products/rapid-response/\\*](http://www.cadth.ca/en/products/rapid-response/*)
  3. To search one page of a site:  
<http://www.sign.ac.uk/guidelines/published/numlist.html>
  4. To search domain: [http://\\*.ahrq.gov](http://*.ahrq.gov)

*Important:* Include **no more than ten sites** (depending on size of the sites) as the free Custom Search is assigned a quota of 200 pages for indexing (large searches are not supported). Costs for indexing more than 200 pages are located here:

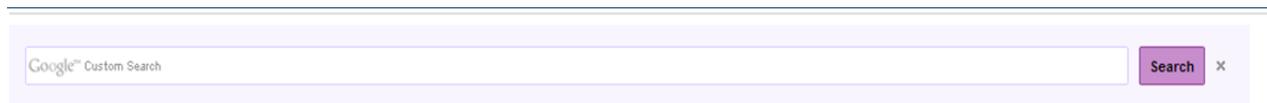
<http://support.google.com/customsearch/bin/answer.py?hl=en&answer=115958>

## 2) Preview and Customisation

- a. Customize look and feel of GCSE element



- b. Validate your chosen URLs by searching for a target document (by either full title or title keywords)
  - If your results are not what you intended (ie – a known title is not found), you can modify the website coding by clicking on the URL



## 3) Get the code

- b. Copy and paste code block into your website's native code to have the GCSE element to appear on your website in the chosen location (this can be further customised by altering the CSS) to allow multiple users access to your engine
  - Getting code is not necessary if your GCSE is for personal or small group use. You have access to your search engine through your Google Account home page:  
Accounts -> products -> custom search -> my search engines

## 4) Managing, adding and changing search features

- Add refinements, search synonyms and autocompletions
- Access search statistics, log of administrative changes and Google Analytics (fee-based)