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App Indexing for Google Search

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Berlin DevFest 2014

Overview

- Who we are and what we do
- App Index in Google Search
 - ✓ Web Part
 - ✓ App Part
- Demo
- Tips & Tricks
- Conclusion

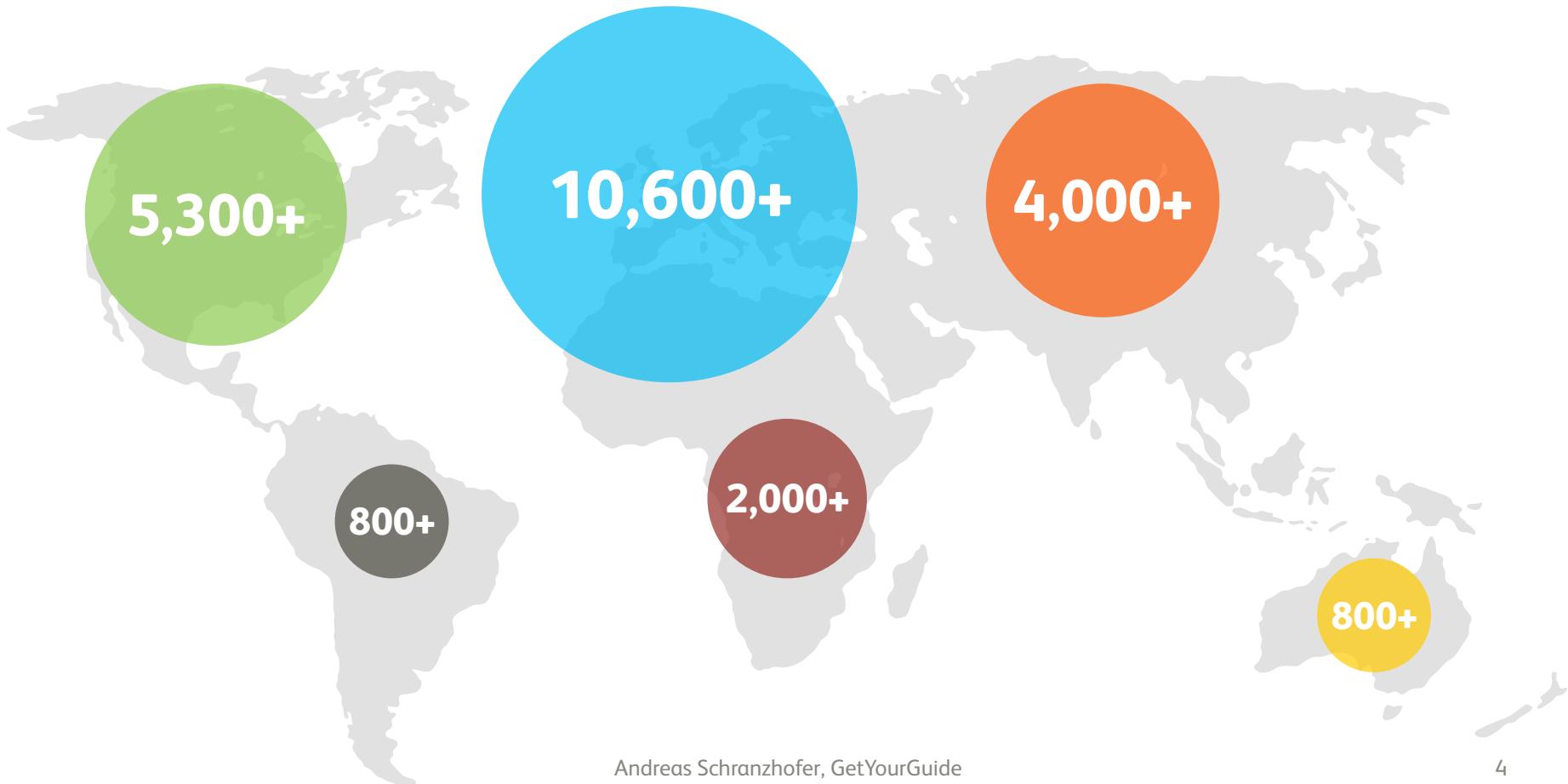


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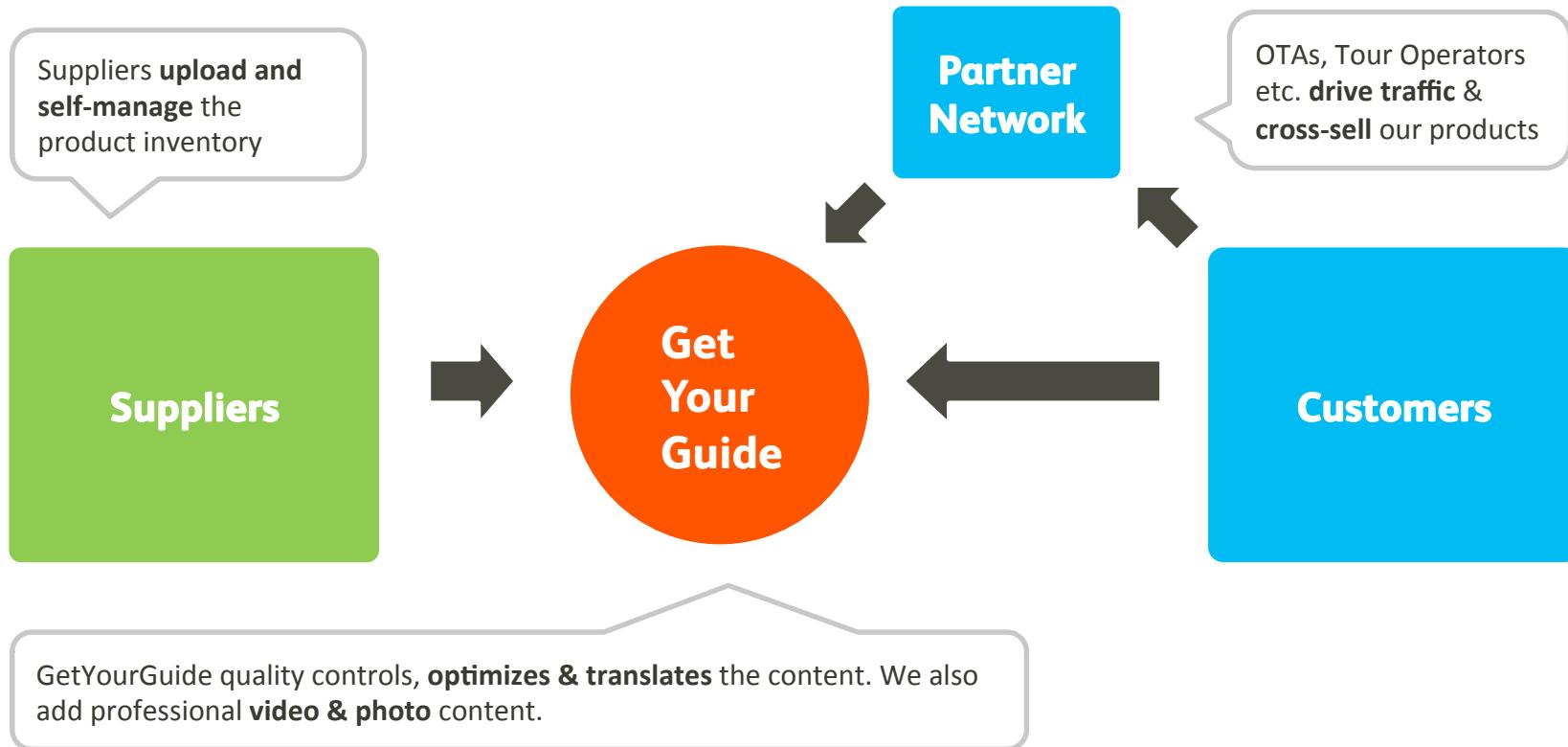
Who we are

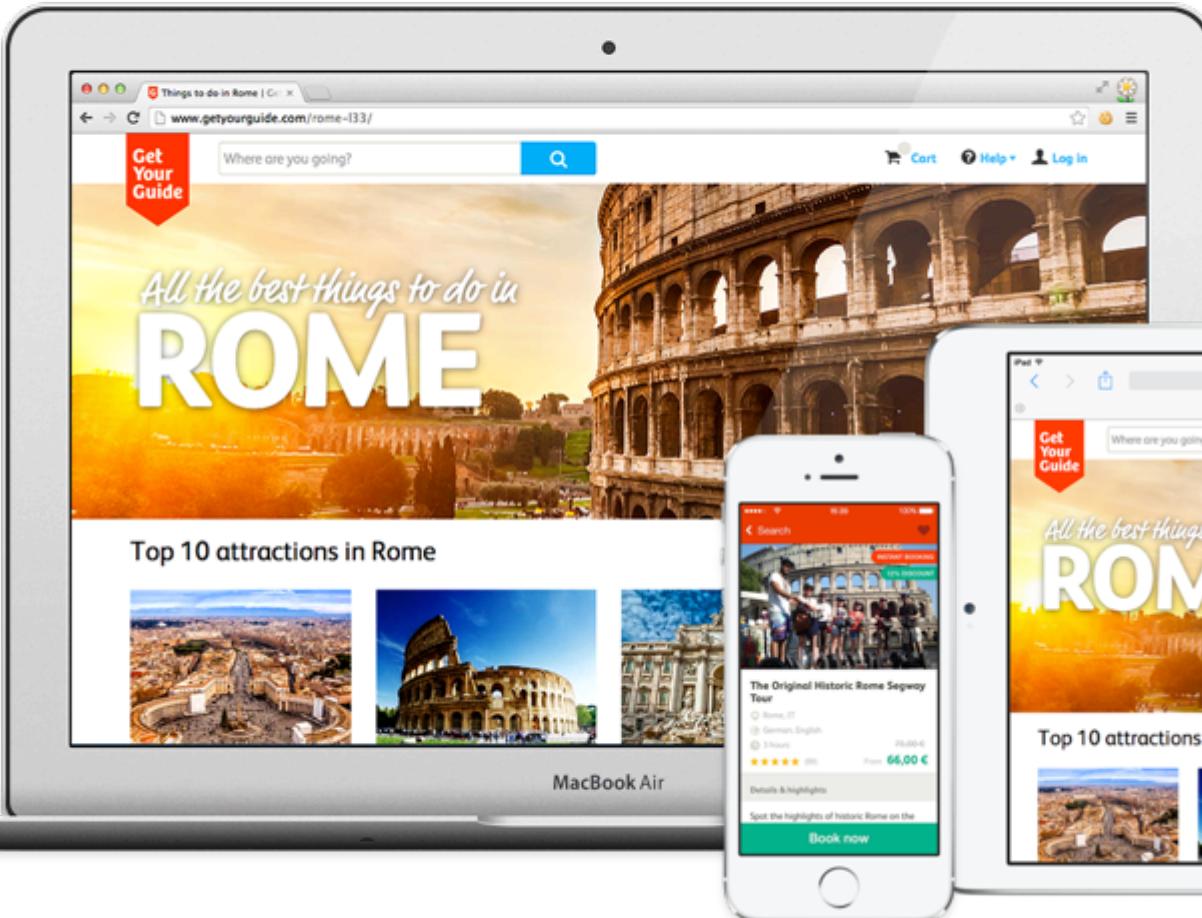
Market, Business Model & Team

GetYourGuide Offers the Largest Travel Activities Inventory Worldwide



GetYourGuide: An Efficient Marketplace for Travel Activities







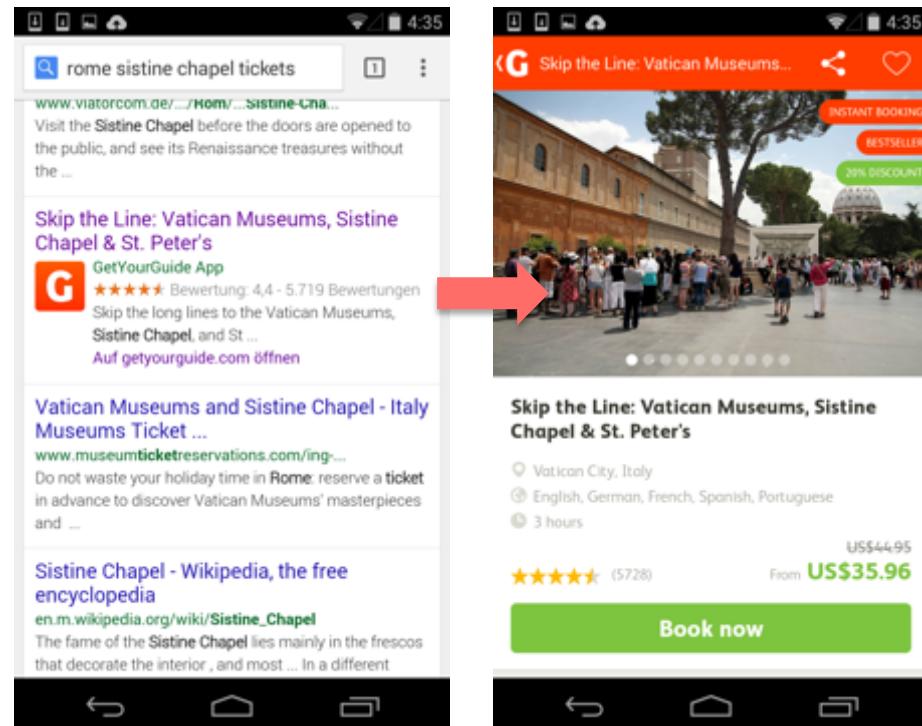
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App Indexing

Web Stuff, App Stuff

What is App Indexing

- Connect App Content and Web Content
- Discoverability in Google
- Search Result opens App
- Boost App Engagement



How does it work – App Part

- In a sentence: Enable Deeplinking in your app
- URL Scheme to access content
 - ✓ RESTful approach
 - ✓ mimicking an API
 - ✓ one entry point (vs. intents)
- Connect Webpage to App in Webconsole

How does it work – App Part

clickable in any webpage

► some more requirements

min SDK = 17

first click free

connect your websites to you

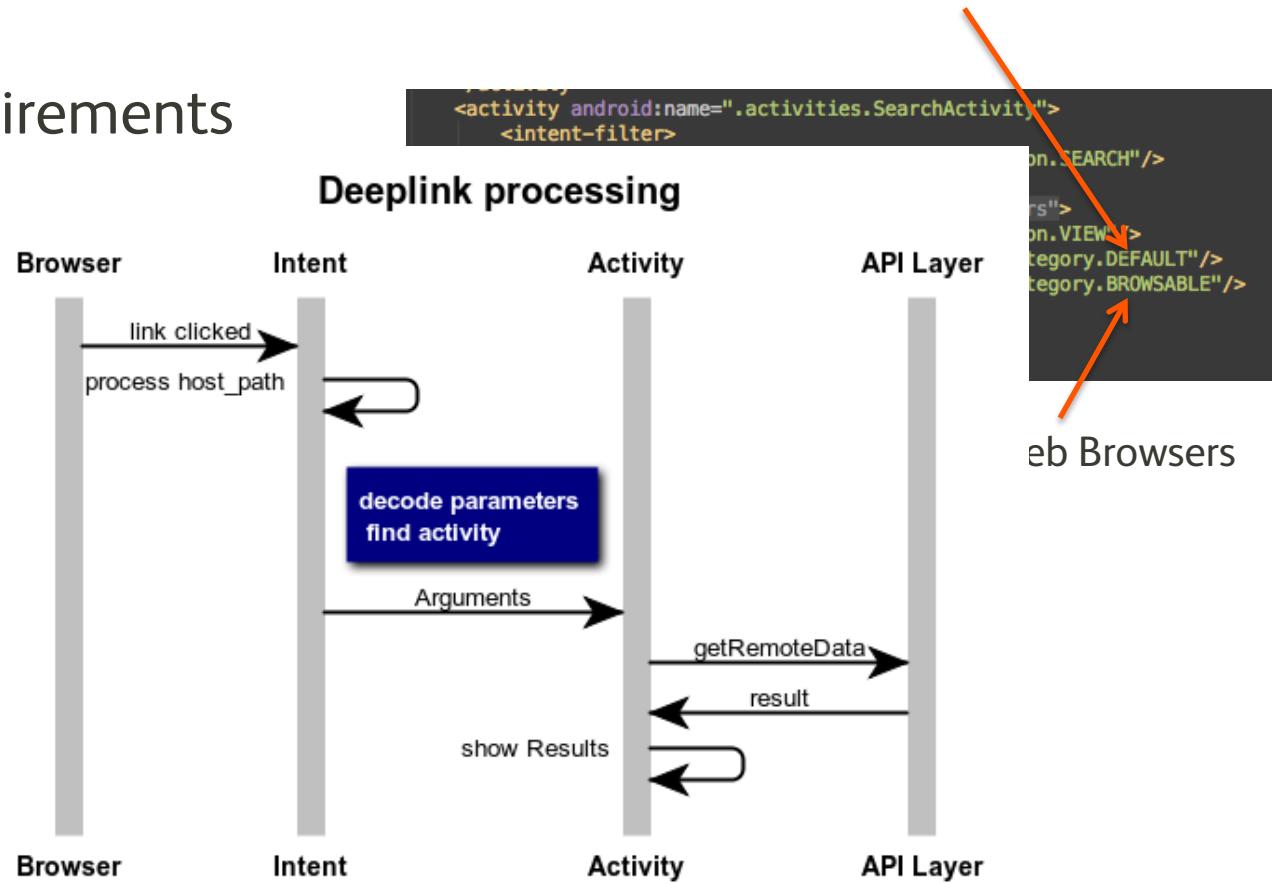
APP INDEXING FROM GOOGLE SEARCH

Deep link into your app from Google search

Through App Indexing, Google will add deep links just like your website, your app needs to be verified by clicking on the link.

Verify website

- http://www.getyourguide.at/
- http://www.getyourguide.ch/
- http://www.getyourguide.com/
- http://www.getyourguide.de/
- http://www.getyourguide.es/
- http://www.getyourguide.fr/
- http://www.getyourguide.it/
- http://www.getyourguide.nl/



How does it work – Web Part

The screenshot shows the homepage of the GetYourGuide website for Amsterdam. The top navigation bar includes links for GYG Calendar, My Drive - Google, Google+ Hangouts, Mobile, Start-ups, BitBucket, JIRA, Mobile Dev Env, Android, Mobile App Cheat Sheet, Pentaho User Console, Dashboard, and Email Notifications. A red 'Get Your Guide' button is visible on the left. The main banner features a photograph of traditional Dutch buildings and the text 'All the best tours & things to do in AMSTERDAM'. Below the banner, there are three promotional boxes: 'GetYourGuide gives you:' (The Best Selection, More than 25100 things to do), 'The Lowest Prices' (We guarantee it!), and 'Fast & Easy Booking' (Book online to lock in your tickets). A search bar at the bottom right says 'Search within Amsterdam'.

The screenshot shows the developer tools (Elements tab) of a browser. The URL bar shows 'www.getyourguide.com/amsterdam-i36/'. The network tab displays several requests, including one for 'android-app://com.getyourguide.android/gyg/search?q=Amsterdam'. The resources tab shows a file named 'gyg://search?q=Amsterdam'. The bottom of the screen shows the generated HTML code:

```
<link rel="alternate" media="screen and (os: android)" href="android-app://com.getyourguide.android/gyg/search?q=Amsterdam">
<link rel="alternate" media="screen and (os: ios)" href="ios-app://705079381/gyg/search?q=Amsterdam">
<meta property="al:ios:url" content="gyg://search?q=Amsterdam">
```

A red arrow points from the text 'generated by' in the previous slide to the 'generated' part of the URL in the browser's address bar.

How does it work – Web Part

- › Generate Header in every Page:

android-app://{{package_id}}/{{scheme}}/{{host_path}}

android-app://com.getyourguide.android/gyg/search?q=Amsterdam

- › Google is checking that content matches !!

Matching Content

Content mismatch

The content of the app page should be the same as the content of the web page. Determine whether you need to fix the content discrepancies or the web-to-app mapping.

Recommended actions:

- 1 Open your web page to have it ready.
- 2 Use the Android debug bridge to open the app page.
- 3 Make sure both your web page and your app page have equivalent content.
- 4 If needed, change the content on your app or correct the link between the web URL and the app URI.
- 5 If you couldn't find a mismatch, it may be due to several resources on the app page which are blocked by robots.txt directives. Check this [list of blocked resources](#) and update the robots.txt file where relevant.

Search URL: <http://www.getyourguide.at/hurghada-i403/>

App URI: android-app://com.getyourguide.android/gyg/search?q=Hurghada

Web crawled: 11/18/14

App crawled: 11/14/14

[Mark as fixed](#)

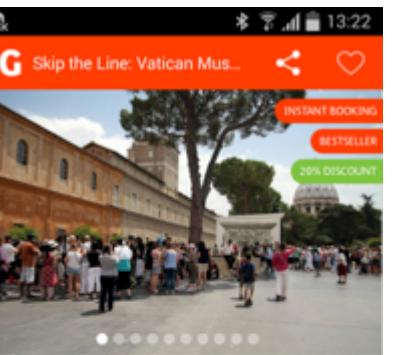
[Cancel](#)

VS.

Matching Content

► Match Content by addressing resources (RESTful)

```
<link rel="alternate" media="screen and (os: android)" href="android-app://com.getyourguide.android/gyg/tours/1103">
```



Skip the Line: Vatican Museums, Sistine Chapel & St. Peter's

3 hours

US\$44.95

★★★★★ (5725)

From US\$35.96

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Details & highlights

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SOFORTIGE BESTÄTIGUNG
BESTSELLER
20% SONDERANGEBOT

Ohne Anstehen: Vatikanmuseen, Sixtinische Kapelle, Petersdom

Rom, Vatikanstadt, Sixtinische Kapelle, Vatikanische Museen

English, Deutsch, Französisch, Spanisch, Portugiesisch

Ab CHF 34,40

★★★★★ (5726)

Jetzt buchen

Details und Highlights

Faszination Vatikan: die Luft schwint vom großen Glanz vergangener Tage, zwischen Petersdom und Sixtinischer Kapelle schwiebt die Aura von Jahrhunderten der göttlichen Stellvertretung auf Erden. Welche Geheimnisse hüten diese heiligen Mauern?

- Entdecken Sie die Vatikanischen Museen, die Sixtinische Kapelle und den Petersdom ohne Anstehen
- Profitieren Sie von einer kleinen Gruppe mit maximal 25 Personen
- Sehen Sie die wichtigsten Attraktionen des Vatikan
- Bewundern Sie Kunstwerke der alten Meister wie Michelangelo und Raphael
- Erkunden Sie weiterführende Sehenswürdigkeiten wie das Museo Pio-Clementino, die Galerie der Kandelaber und der Belvedere

► Vollständige Beschreibung lesen

Kundenbewertungen

★★★★★ (5726) 4.5 von 5 Sternen

more possibilities

➤ App Indexing API (optional)

- ✓ **App notifies Google about linkable content**
- ✓ **makes content available in Auto-Complete**
- ✓ **also available for app only content**

A photograph of a person from behind, looking up at a massive, multi-tiered stone pyramid under a clear blue sky. The pyramid has a series of steps and architectural details. The person is wearing a black tank top.

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Demo
Stay Curious!

Tips & Tricks

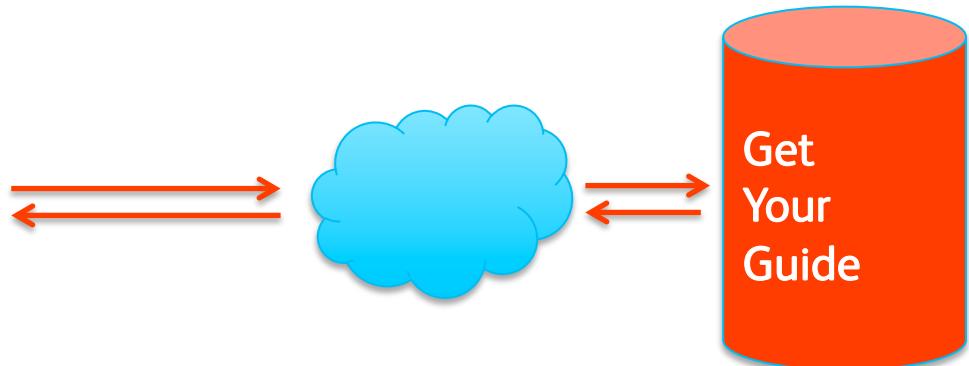
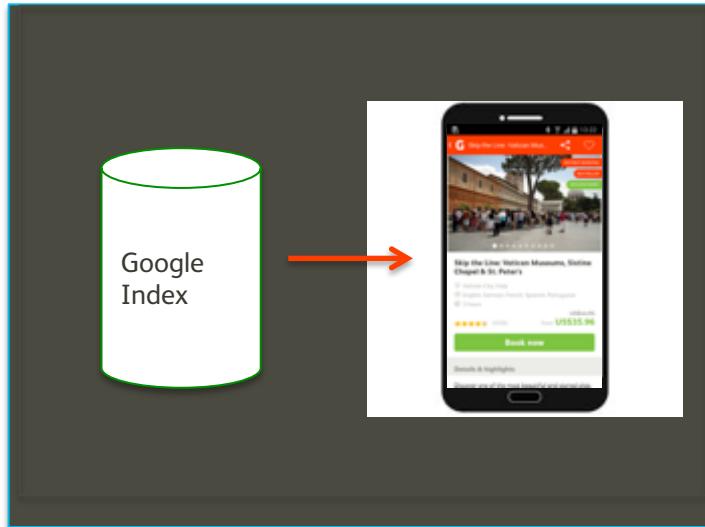
› Content Matching

- ✓ **make sure content is matching**
- ✓ **monitor Webmaster Console**
- ✓ **resolve Issues – be active**

› Google Crawler

› In-App Tracking

Google Crawler



Implications:

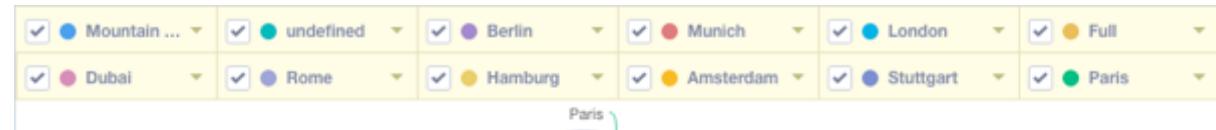
- lots of additional traffic on your API
- make sure to enable crawling by putting the corresponding robots.txt

```
User-Agent: Googlebot
Allow: /
```

In-App Traffic

➤ Crawler In-App Traffic vs. ‘legit’ In-App Traffic

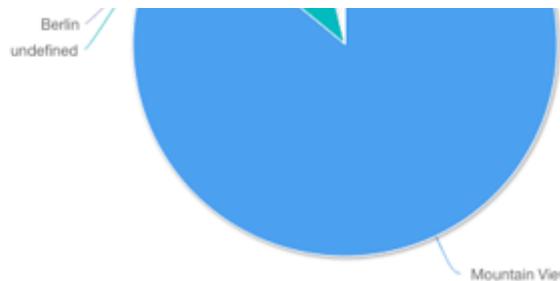
- ✓ App (emulator) is triggered for every deeplink in the index



Wow – we are really popular in Mountain View



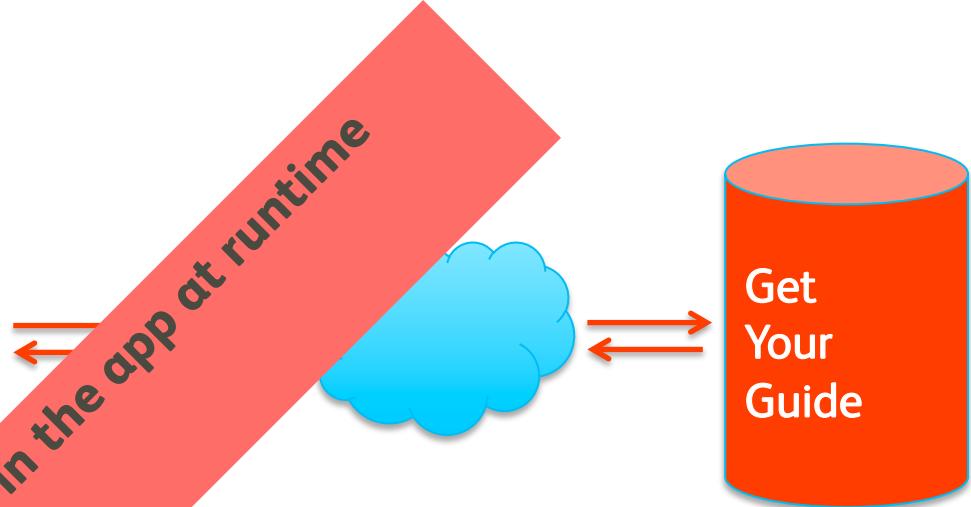
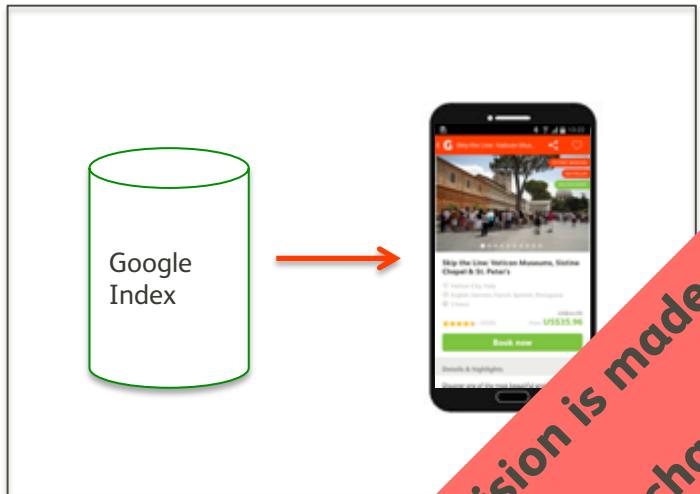
But not among humans ...



In-App Traffic



In-App Traffic



*tracking decision is made in the app at runtime
if FINGERPRINT changes....*

Solution 2:

- detect if deeplink comes from the crawler
- Build.FINGERPRINT
- empirical results show, it's something like 'generic' / 'generic_x86'

Conclusion

- Great to bridge the Gap between App and Web
- some pitfalls:
 - ✓ **Content Matching**
 - ✓ **Your Tracking Setup**
- expandable to app only use-cases

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Thanks for your time

Stay Curious!