Progressive Web Apps (PWAs)

What is a Custom Search Engine (CSE)?

A Custom Search Engine (CSE) allows you to add a search box to your website to help users find the information they need across your site or a selection of websites. It's powered by Google Search but can be customized with your own branding and features.

Why Use a CSE?

- Limit search results to specific websites or pages.

- Customize the look and feel of search results.

- Add autocomplete, image search, or even prioritize certain results.

- Track user search behavior with analytics.

How to Create a Google Custom Search Engine

1. Visit: https://programmablesearchengine.google.com/

2. Click "Get Started" or "New Search Engine".

3. Enter the websites you want to search (e.g., yourdomain.com).

4. Name your search engine and click "Create".

5. Customize settings, appearance, and language.

6. Copy and embed the generated code snippet into your website.

Basic Example Embed Code

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<!-- Search Box -->

<script async src="https://cse.google.com/cse.js?cx=YOUR_ENGINE_ID"></script>

<div class="gcse-search"></div>

Advanced Tips

- Use schema markup on your pages to enhance search results.

- Enable image search or restrict to specific sections of a site.

- Track usage with Google Analytics by linking it in the CSE control panel.

- Adjust result rankings using the "Promotions" tool in the CSE dashboard.