Latitude varies between -90 and 90. 0 is the value at the equator, positive values are north of the equator, negative values are south of it.

Longitude varies between -180 and 180. Positive values are east, negative values are west.

Prior to v3, google maps api keys were required. Now they are optional.

Still recommended to use an API key.

When picking an API key, the API of interest is Google Maps Javascript API v3