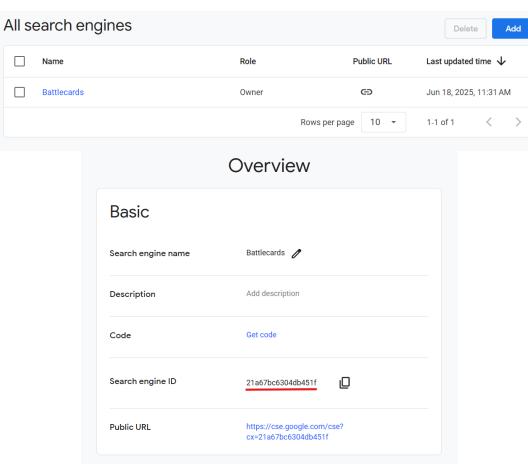# Battlecards Google Search API Experimentation

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06/23/2025

Programmable Search Engine | Custom Search JSON API

Steps to setup the search API functionality

- Create a new search engine - Visit https://programmablesearchengine.google.com/controlpanel/all (Sign-in required) - Click on **Add** - Enter your search engine name, specific sites you wish to search OR entire web, safe search requirement, and click on **create**

- Then, go back to the control panel (link above) and click on your newly created search engine - Search for **Search engine ID** under the **Basic** section - copy and save it

- Finally, go to https://developers.google.com/custom-search/v1/overview - scroll to API key and click on **Get a Key** - copy and save it

- Now you are ready to use the custom search API in python

Battlecard Generation

- Search the web using the API key and custom search engine we just created to find - Leadership Changes, Mergers & Acquisitions, Recent News, and Company Overview, given a company name and its website (optional)
  - If provided, search the company website first
  - If sufficient results are not found OR company website not provided, search the entire web
- Pass the search results of each section to an LLM (Groq Llama-70B) to summarize and extract the most relevant findings along with links
- Finally, pass the full output to an LLM again to remove duplicates and consolidate the output
- Sample battlecards generated are available here - https://github.com/kamatameya9/battlecard-generator/tree/main along with the code
- Site to create a new battlecard - https://battlecard-generator-ocgysivvpnc4ju7dh9yppn.streamlit.app/
- **Note:** The free version of the search API only allows 100 queries per day - about 5-6 companies

Thankyou