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Creating and Using a Google Custom Search Engine in Your
Library Pathfinders

Google Custom Search Engine: The Basics

Creating a Google Custom Search Engine

The Google Custom Search feature allows you to create a service that searches through only the sites you specify, versus the general open Web. This makes it an excellent addition to traditional library pathfinders. With a Google Custom Search Engine (CSE), you can direct your library users to high-quality, authoritative information resources for school projects and business research.

Prerequisites and Pre-work

- A Google account is required to use the CSE feature.
- If you have an account through your company or organization, check with your system administrator to make sure that CSE is enabled for your account.
- Pre-work: While sites can be added to the CSE one at a time, it is advisable to prepare a list of URLs in advance. The list should be unnumbered and un-bulleted, with a single URL on each line.

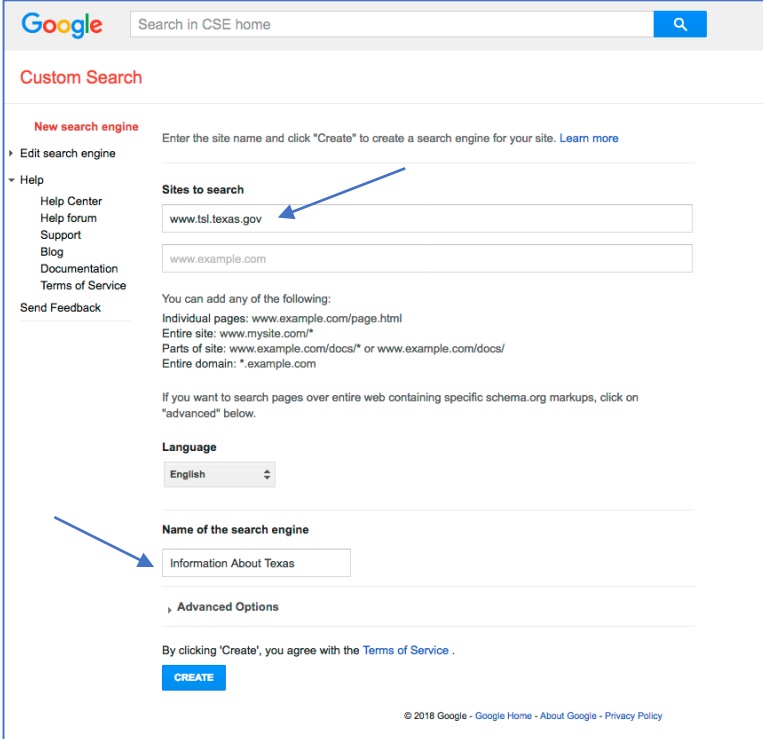
URLS for Google Custom Search Engine

```
http://www.bidc.state.tx.us
http://governor.state.tx.us/ecodev/business_research/texas_economy
http://www.sos.state.tx.us/corp/index.shtml
http://www.tracer2.com
http://www.twc.state.tx.us/customers/bemp/bempsub9.html
http://www.texasonline.com/portal/tol/en/gov/9
http://www.cpa.state.tx.us/m23taxes.html
http://www.statelocalgov.net/state-tx.cfm
http://www.county.org/about-texas-counties/county-websites/Pages/default.aspx
http://www.cdcatexas.com/Directory/Clerks
http://window.state.tx.us/propertytax/references/directory/tac
http://www.tsl.texas.gov/ref/abouttx/countieshonoringdisabled.html
http://www.tshaonline.org/handbook/online/
http://www.traveltex.com
http://governor.state.tx.us/ecodev/business_research/texas_economy
http://www.capitol.state.tx.us
http://www.tpwd.state.tx.us
http://www.governor.state.tx.us
http://www.governor.state.tx.us/contact
http://www.texasalmanac.com
http://www.texasbeyondhistory.net
http://www.texasheritageonline.org
http://www.txindependence.org
```

Creating a Topic-Specific CSE

To create your Google Custom Search Engine:

1. Go to the CSE Control Panel at <https://cse.google.com/cse> and sign in to your account.
2. Click on “New Search Engine” on the left side menu bar.
3. Enter at least one initial URL to start your site and then enter the name of your search engine. Choose something descriptive. This is the name that will appear on the search page.

A screenshot of the Google Custom Search Engine (CSE) creation interface. The page has a Google logo at the top left and a search bar labeled "Search in CSE home" at the top right. Below the logo is the "Custom Search" heading. On the left side, there is a "New search engine" section with a "Create" button. Below this is a "Help" section with links to "Help Center", "Help forum", "Support", "Blog", "Documentation", and "Terms of Service". The main content area is titled "Sites to search" and contains two input fields. The first field contains "www.tsl.texas.gov" and the second field contains "www.example.com". Below these fields, there is a list of options to search: "Individual pages: www.example.com/page.html", "Entire site: www.mysite.com/*", "Parts of site: www.example.com/docs/* or www.example.com/docs/", and "Entire domain: *.example.com". There is also a note about searching for specific schema.org markups. Below this is a "Language" dropdown menu set to "English". The "Name of the search engine" field contains "Information About Texas". Below this is an "Advanced Options" section. At the bottom, there is a "CREATE" button and a note: "By clicking 'Create', you agree with the Terms of Service".

4. Click the “Create” button, and then you will see a “Congratulations” message at the next screen. You have successfully created your Custom Search Engine and will now need to populate it with sites to be searched.

Adding Sites to Your CSE

To create your Google Custom Search Engine:

1. From the “Congratulations” screen, click on the “Control Panel” button. This will bring you to the main interface for managing and editing your CSE.

Please note that there are several advanced features of CSE that can be accessed from the Control Panel, but **these are outside of the scope of this particular training.**

2. In the “Sites to Search” section toward the bottom of the screen, click on “Add.”
3. A pop-up window will open that gives you the choice to add sites individually or to include sites in bulk. If you have already prepared your list of URLs you can choose the Include sites in bulk option.
4. Copy the URLs from your list and paste them into the text window. Be sure that only one site is listed per line.
5. You will also choose whether to include all pages at the sites in your searches or just the particular page at each specific URL.

The screenshot shows a pop-up window titled "Include sites in bulk" with a close button (X) in the top right corner. At the top, there are two tabs: "Include site individually" (which is selected and underlined in blue) and "Include sites in bulk". Below the tabs, the text "Enter a list of sites, one per line." is displayed. A text area contains the following URLs, one per line: `http://www.sos.state.tx.us/corp/index.shtml`, `http://www.tracer2.com`, `http://www.texasonline.com/portal/tol/en/gov/9`, `http://www.cpa.state.tx.us/m23taxes.html`, `http://www.statelocalgov.net/state-tx.cfm`, and `http://www.county.org/about-texas-counties/county-websites/Pages/default.aspx`. Below the text area, the text "What to include:" is followed by two radio button options: "Include all pages on these sites" (which is selected) and "Include just the specific pages I have entered." At the bottom of the window are two buttons: "Save" (in blue) and "Cancel" (in grey). Below the pop-up window, there is a link: "removal requests via [Google Search Console. Learn more](#)".

6. Click “Save.” You will be returned to the Control Panel and will now see all of the URLs you added in the “Sites to search” section.

Your Custom Search Engine is now ready for use!

Accessing and Using Your CSE

There are two options for accessing and using your Custom Search Engine:

1. Accessing the CSE through the Google-hosted homepage—
 - a. Locate the “Details” section of the Basics tab on the CSE Control Panel. Click on the “Public URL” button.
 - b. In the pop-up window, verify that the “Enable Public URL” is turned on. Then click on the hyperlink that is provided. This will open your new CSE in a new browser tab.

When you enter search terms and click the search button on this page, Google will search the sites that you added to your CSE. (Please note that this is an ad-supported service, so sponsored listings will appear at the top of the results list.)

- c. To make the new CSE available to your users, simply add the Public URL to your pathfinder Web Pages, PDFs, printouts, brochures, etc.

I'm a Pathfinder! Doing a Report on Texas



To do an online search of these sources, go to the Custom Search Engine at:

https://cse.google.com/cse/publicurl?cx=006202260242204103545:scyeginfp_w

- [Handbook of Texas Online](https://tshaonline.org/handbook/online)
<https://tshaonline.org/handbook/online>
Encyclopedia of Texas information! Articles on people, places, events and trends in Texas history
- [TravelTex](https://www.traveltexas.com)
<https://www.traveltexas.com>
Travel information, Texas electronic postcards, screensavers and the Texas State Travel Guide
- [Texas economy](https://gov.texas.gov/organization/ecodev)
<https://gov.texas.gov/organization/ecodev>
All about the Texas economy
- [Texas Legislature Online](http://www.capitol.state.tx.us/)
<http://www.capitol.state.tx.us/>
Learn how Texas Government works! Look here for information on laws, the Constitution and members of the Legislature
- [Texas Parks and Wildlife](https://tpwd.texas.gov)
<https://tpwd.texas.gov>
Information about animals, plants, fishing, hunting, boating and state parks

Your users now have the ability to not only browse through the high-quality sources you have curated for them but also actively search through them with the familiar, simple, user-friendly Google search interface!

2. Advanced option: Accessing the CSE through code for an embedded search box—
 - a. In the “Details” section on the Control Panel, click the “Get code” button. This will bring you to a page with the code that will need to be pasted into your HTML.

Custom Search

New search engine

Edit search engine

Information About ▾

Setup

Look and feel

Search features

Statistics and Logs

Help

Help Center

Help forum

Support

Blog

Documentation

Terms of Service

Send Feedback

Get code

See HTML example

Copy the following code, and paste it into a <div> element in your site's <body> section, where you want both of the search box and the search results to render.

Note: For the most cross-browser compatibility, it is recommended that your HTML pages use a supported doctype such as <!DOCTYPE html>. CSS hover effects require a supported doctype.

```
<script>
(function() {
  var cx = '006202260242204103545:obq0fzk5wuc';
  var gcse = document.createElement('script');
  gcse.type = 'text/javascript';
  gcse.async = true;
  gcse.src = 'https://cse.google.com/cse.js?cx=' + cx;
  var s = document.getElementsByTagName('script')[0];
  s.parentNode.insertBefore(gcse, s);
})();
</script>
<gcse:search></gcse:search>
```

You can customize the Search UI even more, or add per page customization by following the [full documentation on CSE element](#).

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PLEASE NOTE: This is a more advanced option and you will need to be comfortable with HTML and CSS. Please work with your organization's Web master or Web developer.