



**Figure 15-5:** Amazon.com is not a search engine, but it provides Web search results and related ads through Google.

## Custom WebSearch

In the preceding section I discuss the premium AdSense program for search sites, which delivers Google AdWords on search results pages presented at large sites with search engines. Google's Custom WebSearch is similar, except it provides editorial search results, not ads. Custom WebSearch enables a site with sufficient traffic to become a search destination, with results provided by Google. This program is a premium version of Google's free search, which is described in Chapter 5.

Custom WebSearch is acquired through a licensing arrangement with Google. A company gets started by sending Google an online form located here:

[services.google.com/licensing/request](http://services.google.com/licensing/request)

Custom WebSearch works similarly to Google's free search service: The client site puts a search box on its pages. When users enter a search, the keywords are sent to Google, which returns results to the host site. The host site then presents the results on its site, formatted to look like that site. The results don't necessarily look much like Google (see Figure 15-6), but it is Google.