



I strongly suggest that if you add Google Free to your site, you go the whole route with Web and Site Search, fully customized for your site. The ability to search your own domain and present search results in the color scheme of your site (complete with logo) distinguishes Google Free from other ways of initiating a Web search from your site. Without those features, Google Free is a less compelling way of searching than using the Google Toolbar, which offers your visitors one-click searching from your site and any non-Google site.

Getting Your Code

With a bit of HTML savvy (just the ability to cut, paste, and upload HTML documents to your site's server), you can be hosting Google searches in minutes. Registration is not required for basic Google Free, but if you want to customize the search results, Google needs to know who you are and where your domain is.

Google Free is installed on your page by means of a small chunk of HTML code. No JavaScript is involved. The snippet is a simple form, comprising the Google logo (which is called from a Google server, not stored on yours), a keyword entry box, a search button, and (in the case of Web and Site Search) radio buttons that toggle between search domains. (See Figure 5-1.)



Figure 5-1:
Google's
Web and
Site Search
is free and
easy to
install.