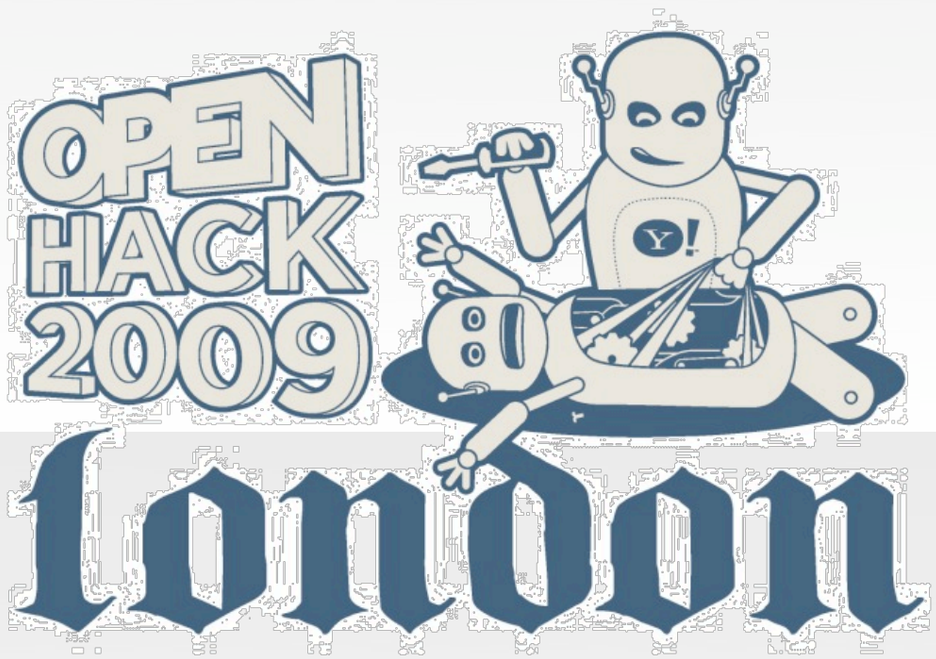
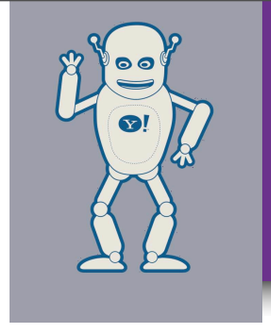


SearchMonkey - A whirlwind tour

Neil Crosby

YAHOO! DEVELOPER NETWORK

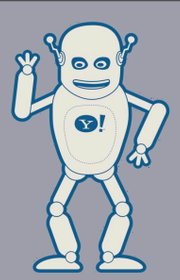


Who am I?

@NeilCrosby

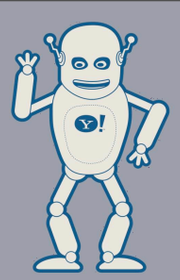
European Frontend Architect for Search at Yahoo!

I work on SearchMonkey.



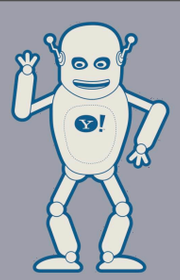
What is SearchMonkey?

- Yahoo! Search's Open Platform.
- Uses structured data to enhance search results.



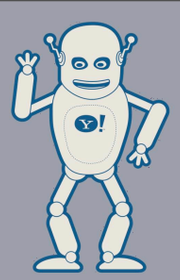
SearchMonkey lets you...

- Style results for certain URL patterns.
- Brand those results.
- Make the results more useful for users.



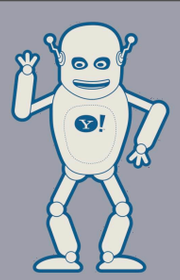
Three ways to change the SERP

- Let us do it for you - just structure your data nicely.
- Enhance a result directly.
- Make an Infobar.



Auto-enhanced Result

PlayCrafter: Make Flash Games
(!) You are viewing a limited version of **PlayCrafter**. Click here to go to the full site. **Matcheroo**. by ForkLiftKid. Matching Game. Three makes a match. **...**
www.**playcrafter.com**/game/**Matcheroo**.html - Cached



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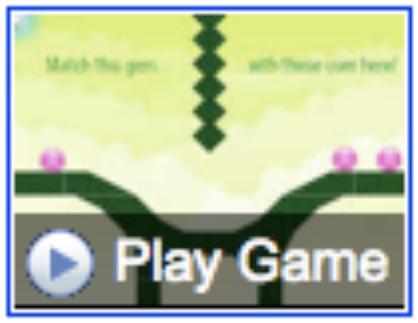
...
www.**playcrafter.com**/game/**Matcheroo**.html - Cached



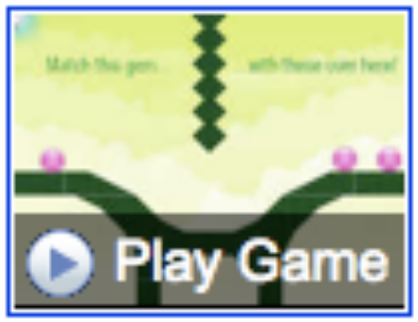
Auto-Enhanced Result

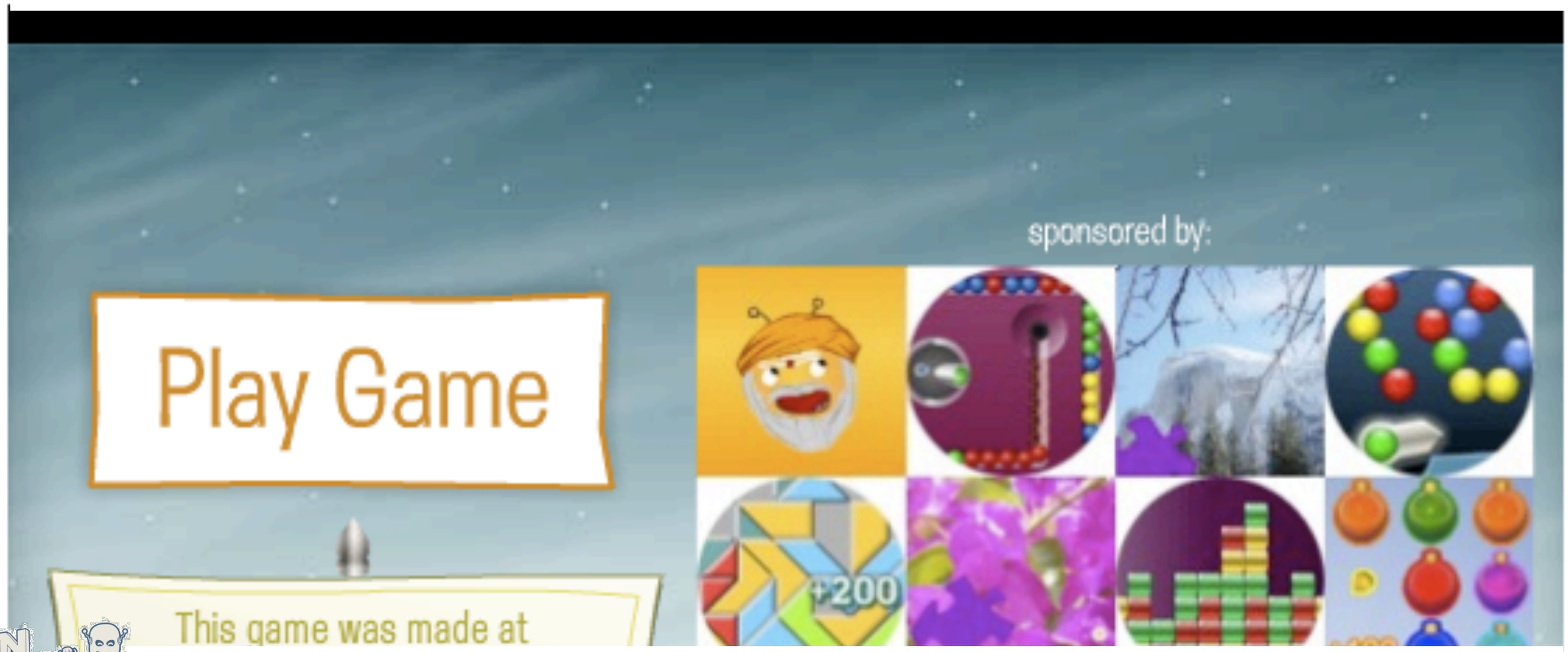
PlayCrafter: Make Flash Games

(!) You are viewing a limited version of **PlayCrafter**. Click here to go to the full site. **Matcheroo**. by ForkLiftKid. Matching Game. Three makes a match.

...

www.playcrafter.com/game/Matcheroo.html - Cached





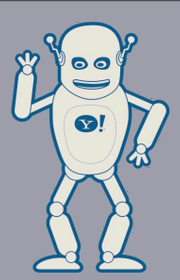
Instructions at http://developer.search.yahoo.com/start

User-Enhanced Result

Neil Crosby - London | Facebook

Neil Crosby (London) is on Facebook. Facebook gives people the power to share ... Not the **Neil Crosby** you were looking for? Search more " ...

www.**facebook.com**/people/**Neil-Crosby**/577716038 - Cached



User-Enhanced Result

Neil Crosby on Facebook

Add friend | Poke | Send message | View friends

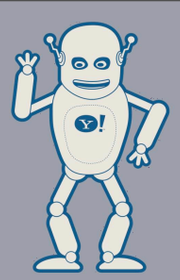
Neil Crosby is on Facebook. Not the **Neil Crosby** you were looking for? Visit Facebook to search for friends, family, coworkers.

www.**facebook.com**/people/**Neil-Crosby**/577716038 - Cached

User-Enhanced Result

Neil Crosby on Facebook
Add friend | Poke | Send message | View friends
Neil Crosby is on Facebook. Not the **Neil Crosby** you were looking for? Visit Facebook to search for friends, family, coworkers.
www.**facebook.com**/people/**Neil-Crosby**/577716038 - Cached

- Change the title and abstract.
- Add image, favicon, quicklinks, key/value pairs.
- Create this at http://developer.search.yahoo.com/



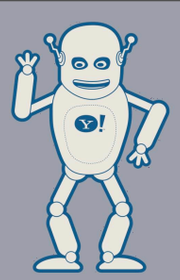
Infobar

Bart Teeuwisse (bartt) on Twitter

Twitter is a free social messaging utility for staying connected in real-time ... Skip past navigation. On a mobile phone? Check out m.**twitter.com**! Skip to navigation ...

twitter.com/bartt - Cached

4 profiles / 36 contacts / 0 cards - FriendNet



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twitter.com/bartt - Cached

4 profiles / 36 contacts / 0 cards - FriendNet

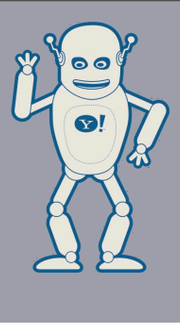
4 profiles / 36 contacts / 0 cards - FriendNet

4 profiles

- thecodemill.biz/
- twitter.com/bartt/friends
- twitter.com/bartt/followers
- twitter.com/bartt

36 contacts

- twitter.com/seldo — contact
- twitter.com/al3x — contact
- twitter.com/iancr — contact
- twitter.com/codepo8 — contact
- twitter.com/mlaaker — contact



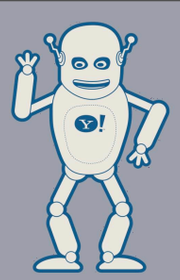
Where's the data from?

- Microformats.
- RDF.
- XSLT.
- Yahoo!'s index.
- Delicious (coming soon).

RDF and µFormats

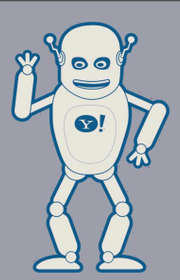
- Use one of these? Then life is easy.

- We index the data and give it back to you.



No machine data?

- No matter.
- Write an XSLT - it isn't hard.



The Developer Tool

Yahoo! | Mail | More | Make Y! Your Home Page | Hi, n_crosby_1980 | Sign out | Help

YAHOO! APPLICATION PLATFORM
SearchMonkey

Search | Web Search

Application Dashboard / IMDB Films

Basic Info | URLs | Data Services | Appearance | Confirmation

Step 4: Map your data services to your presentation layer.

Modify Appearance with PHP:

Use PHP to map data from your data services to different components of your presentation application. Clicking one of the Link to the right inserts a short PHP snippet that retrieves the specified data. Once you have mapped your data, click Save and Refresh to check your work in the Preview Pane at the bottom of the screen.

Presentation PHP

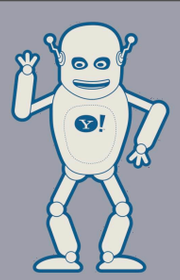
```
1  public static function getOutput() {
2      $ret = array();
3      define("SMDEFAULT", "");
4
5      /* If you leave these blank, the default title and summary will be shown */
6      $ret['title'] = Data::get('smid:C2E/dc:data/dc:title').' - '.Data::get('smi
7      $ret['summary'] = SMDEFAULT;
8
9      /* Now you fill in the rest. Use Data::get and Data::xpath to get data  */
10
11     // Image
12     $ret['image']
13     $ret['image']
```

Data Inputs

Click the link to paste the data into your PHP at the cursor.

- yahoo:index
  - dc:format
  - dc:language
  - media:fileSize
  - dc:identifier
  - rel:Posting

http://developer.search.yahoo.com/



And now for some

funky monkeys...

Expose all known meta-data

Paul Tarjan

webGraphr lets anyone build a graph for any site on the internet. It started because I wanted to know how much flight prices were for my trip to Saint Martin. ...

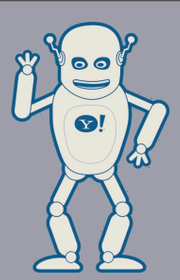
paulisageek.blogspot.com - 63k - Cached

Structured Data Display

Structured Data Display

```
<?xml version="1.0"?>
<adjunctcontainer>
 <adjunct id="com.yahoo.delicious" updated="2009-03-26T17:57:06" version="1.0">
  <meta property="delicious:numTotalSaves" datatype="xsd:integer">2</meta>
  <item rel="stag:tagged">
   <type typeof="stag:ReaderTag">
    <meta property="stag:label">blog</meta>
    <meta property="delicious:numTagSaves" datatype="xsd:integer">2</meta>
   </type>
  </item>
</adjunct>
<adjunct id="com.yahoo.extraction.object.audio" updated="2009-05-02T15:34:28Z" version="1.1">
 <item rel="media:embed media:audio" resource="http://ptarjan.googlepages.com/SearchMonkey.mp3">
```

gallery.search.yahoo.com/application?smid=NAo



Show top Delicious tags

Also try: **flickr** photo, **flickr** bikinis, yahoo **flickr**, More...

Welcome to **Flickr** - Photo Sharing
Tag and browse photos, and upload pictures and short videos with **Flickr**, a digital photography and media file sharing website.
www.flickr.com - Cached

Share & Stay In Touch
Upload & Organize
Crop, Fix, & Edit
Explore
Flickr Blog
Take the Tour
Geotagged
Make Stuff

more results from flickr.com »

65208 saves - delic... | Structured Data...

65208 saves - delicious

Top Tags:
community flickr images photo photography photos pictures sharing social web2.0

gallery.search.yahoo.com/application?smid=zsW.s

Use location data to make a map

Abbey Road Studios - **Abbey Road** Studios
Well known studios in St. John's Wood.
www.abbeyroad.co.uk - Cached

Map Monkey | Map Monkey | 49 saves - deliciou... | More

Map Monkey

Yahoo! Maps
- Larger Map
- Satellite View

gallery.search.yahoo.com/application?smid=rtK

Expose whatever data you want

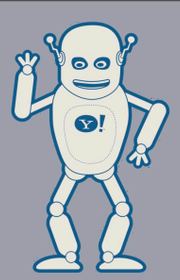
The Alexandra, East Finchley

Info & Reviews | Map & Nearby Places | View Photos | Events

- Tags: ale good jukebox pub real skysports
- Rating: ★★★★★
- Address: 98 Fortis Green Road, London, N2 9EY
- Telephone: +44 871 9844778

www.qype.co.uk/place/131189-The-Alexandra-London - 82k

gallery.search.yahoo.com/application?smid=NAo



Get help

- searchmonkey-developers@yahoogroups.com
- Grab me over the weekend.
- Read my SearchMonkey tutorial.