

# GEOPAGE MAP TECHNICAL API OVERVIEW

## The GeoPage Map™

Technical Documentation

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## ABOUT THIS DOCUMENT

The GeoPage Map is an easy mechanism for embedding a GeoPage Map widget into a website. Using this system, you can customize a GeoPage Map and include it on your public or internal website.

This document gives a detailed overview of the technical procedures for configuring and embedding a GeoPage Map widget. Note that some specific features referenced in this document may not be available for all accounts. Refer to your license agreement or contact your GeoPage support representative if you have detailed questions.

## OVERVIEW OF THE EMBEDDING PROCEDURE

The basic procedure for embedding a GeoPage Map widget is very simple:

- (1) Sign up for a GeoPage account. You may use an existing account if you have one.
- (2) Obtain an API Key for your embedded GeoPage Map by requesting one via email to your GeoPage support representative. Include which business (name, address) you want the map's to show as the Info Balloon default of that business and the radius (i.e. how close up to the business you want the map to zoom in). If the requested default location is not a business, let us know the longitude & latitude coordinates.
- (3) Configure your API Key using the online configuration tools at GeoPage.com.
- (4) Embed your configured GeoPage Map widget into your website by including an iframe tag in your website's HTML.

The following sections explain these steps and concepts in more detail.

## EMBEDDED GEOPAGE MAP WIDGET

The GeoPage Map is a powerful tool combining the latest online mapping technology with a high-quality venue database and many tools for searching and interacting with venues. The map is confined to a specifically-sized rectangle on your page, and can be customized in a variety of ways. These configurations control:

- \* The size and layout of the map's widgets.
- \* Initial location and zoom level for the map.
- \* Optional social features such as the GeoPage venue score, GeoBlogs, and recommenders.
- \* Limiting the venues available on the map to certain categories or geographic regions.
- \* An optional central venue used as a starting point for searching and exploration.
- \* Availability of advanced search and filter capabilities.
- \* Many other options.

You configure your map online using tools available on the GeoPage.com website. You may then display the map on your own website by including an iframe tag in your website's html.

## API KEYS

A GeoPage Map API Key is a 40-character string, beginning with the letter "m", that is assigned to you to identify your embedded map. This API Key identifies a particular map configuration. Depending on your license agreement with GeoPage, you may have several API Keys that can be configured independently, used for different locations or

use cases on your website. When you actually embed a GeoPage Map into your website, you will specify which map configuration to use by including the API Key in the html.

To obtain an API Key, contact your GeoPage sales or support representative. GeoPage will set up your API Key so that you can access it when you log in to GeoPage.com. (Therefore, you will need a valid GeoPage account in order to obtain an API Key.)

You may view the API Keys that are assigned to you by logging into GeoPage.com, and navigating to the "Special" sub-tab under the "Settings" tab. You may use the tools under this tab to view and configure your API Keys, as well as to preview your GeoPage Map connected to each API Key.

To configure your GeoPage Map, click the "Edit Key" link next to the API Key you wish to edit. This link navigates to a form which you may use to configure that key. Note that you will likely not be able to edit every configuration field; only certain fields are self-serviceable, depending on your license agreement with GeoPage. If you need to change a field that is not editable in your configuration dashboard, contact your GeoPage support representative.

GeoPage provides a simple preview page for each of your API Keys. This page displays a preview of your map as it would appear when embedded in your website, so you can test its functionality and appearance. It also displays the URLs and sample HTML needed to embed your GeoPage Map into your website. To reach the preview page, click the "Preview" link, either on the list of API Keys under your GeoPage account, or on the edit form for a particular API Key.

## MAP CONFIGURATION FIELDS

Here are special notes on some of the configuration fields.

- \* The Key Name is for your own use and can have any string value. You may use it, for example, to identify one API Key out of several that you may have.

- \* The Width and Height fields are in pixels and denote the ENTIRE width and height of the GeoPage Map. This includes (if they are present) the detail pane across the bottom, the list view on the right side, and the filters on the left side. The map itself will therefore probably be smaller than the width and height you specify.

- \* Hidden Categories is a comma-delimited list of category codes for venues to omit from the map. Some common codes include the following. (Omit the quotes when you specify these codes.)

- \* "hotel" for hotels, motels, and other lodging establishments.
- \* "restar" for restaurants.
- \* "coffee" for coffee and tea houses.
- \* "night" for bars, clubs, casinos and other nightlife establishments.
- \* "art" for arts and performance establishments.
- \* "rec" for parks and recreation establishments.
- \* "cinema" for movie theaters and box office.

For example, to omit all hotels and movie theaters, set this field to "hotel,cinema" (without the quotes). Many codes are available in addition to the above; contact your GeoPage support representative if you have specific requirements.

- \* Filter Regions denote a set of geographic areas that delimit the venues displayed on the map. Venues not located within any of the Filter Regions will not appear on the map. This field is a comma-delimited list of region codes, which come in one of two forms. An entire state can be specified by including its two-character abbreviation. A metropolitan area can be specified by including its parent state's two-character abbreviation, followed by a colon, and the US Census CBSA code for the metropolitan area. Not all CBSA codes are available; currently only those codes associated with a Metropolitan Statistical Area are available, although Micropolitan Areas are being added. Furthermore, if a Metropolitan Statistical Area is subdivided into Metropolitan Divisions, you must specify the division codes individually. A list of CBSA and metropolitan division codes can be obtained online from the US Census. For further assistance, please contact your GeoPage support representative. If this field is left blank, no region filtering is done; venues will appear regardless of where they are located.

For example, you may include all of the state of Oregon, plus the Seattle/Tacoma metropolitan area, by setting this field to "OR,WA:42644,WA:45104". Note that in this case you must use the Seattle/Bellevue/Everett metropolitan

division code, 42644, and the Tacoma division code, 45104, individually. You cannot use the greater Seattle CBSA code, 42660.

\* Initial Venue is the venue that will be centered and highlighted by default when the map opens. The venue should be identified in the field by its GeoPage Venue Code. This code is a 26-character code beginning with the letter "y". It can be found in the URL of the venue's detail page on GeoPage.com. Alternatively, your GeoPage support representative can look up the proper code for a venue that you specify. If you do not wish to center and highlight a venue when the map opens, leave this field blank.

\* Initial Latitude, Longitude, and Radius denote the initial position and zoom level of the map when it first opens. Latitude and Longitude are the values in degrees of the center of the map. The given Radius in meters denotes the size of a circle that is guaranteed to be shown in its entirety on the map. That is, the map's initial zoom state will not be too far "in" to display the circle in its entirety, but it may be further "out" such that a margin around the circle is available. If any of these values are left blank, a default will be used. Note that if an Initial Venue is provided, it will OVERRIDE the Initial Latitude, Longitude, and Radius.

\* Auto-Reset Timeout is a time value (in seconds) denoting the maximum amount of idle time the GeoPage Map will tolerate. If the map is left idle for longer than this time, the map will reset to its default state (the default location/zoom, and central venue, if any.) This is useful for kiosks, where the map should generally reset to a central location for the next customer. Other use cases may not wish to include this auto-reset behavior. To disable auto-reset, this value should be set to 0.

## EMBEDDING THE GEOPAGE MAP IN HTML

To embed the map in your website, you will include an `<iframe>` tag in your website, pointing to a special GeoPage URL that references your configured map. This URL is:

`http://www.geopage.com/api/maps/frame/<APIKEY>`

where `<APIKEY>` is your 40-character API Key. You can also find this URL on the preview page for your API Key.

When you construct the `iframe` tag, we recommend that you explicitly provide size and scrolling parameters to set the proper size and eliminate scroll bars from the `iframe`. GeoPage will populate your `iframe` with a document that conforms to the pixel width and height specified by your API Key configuration. However, it is your responsibility to size the enclosing `iframe` appropriately to contain that document.

For example, suppose your API Key was "m0xx", and you sized it to a width of 800 and a height of 640. Then we recommend the following `iframe` tag:

```
<iframe src="http://www.geopage.com/api/maps/frame/m0xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx"
width="800" height="640" frameborder="0" marginheight="0" marginwidth="0" scrolling="no">
</iframe>
```

Depending on your license agreement, you may also be able to perform limited customization at render time by passing parameters to the `iframe` URL. For example, if your agreement allows you to dynamically resize the map on your website, you should pass width and height as URL parameters:

```
<iframe
src="http://www.geopage.com/api/maps/frame/m0xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx?width=800&amp;he
ight=640"
width="800" height="640" frameborder="0" marginheight="0" marginwidth="0" scrolling="no">
</iframe>
```

Such parameters will work only if your API Key supports it, based on your license agreement with GeoPage. Most keys will not provide this capability; under most circumstances you should use the online configuration form to configure your embedded GeoPage Map.

## SUPPORT

For support, contact your sales representative at GeoPage, or the GeoPage Support address: [support@geopage.com](mailto:support@geopage.com)