

BuiltWith.com Technology Profile API

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Introduction

The BuiltWith.com API provides XML and JSON access to the technology information of a website which includes all technical information as found on lookups at BuiltWith.com.

Exclusions

The API does not include any information that is shown from third party lookups on the builtwith.com site, such as Compete.com metrics or WhoIsHostingThis.com metrics. Lookups are not available for sites that have been removed from the index by request (about 30 domains a year are added to the removal list).

Caching

API calls are cached for 14 days. If you do not want cached lookups use the CACHE=false parameter explained in the technical section below. Cached calls are significantly faster than non-cached calls. We recommend using cached calls for better performance.

Unique Key

We provide you with a unique key to use for lookups which identifies you to our system once you purchase / setup your account.

Our Architecture

BuiltWith operates on dedicated xeon servers from the fastest computer network in the UK.

Technical

It is recommended you use server side calls for accessing the API to keep your KEY secret.

API Parameters

The BuiltWith API is accessible at the following endpoints

<http://api.builtwith.com/api.xml>

<http://api.builtwith.com/api.json>

The following GET parameters can be added to the query to retrieve specific data -

Parameter	Examples	Comments
KEY	00000000-0000-0000-0000-000000000000	Your unique API key which will be emailed to you on purchase.
LOOKUP	cnn.com http%3A//example.com%3Ftest%3D1%26param%3D2	The address of the page you want to look up. Escape this string if it contains parameters.
CACHE optional	false	If false the lookup will visit the URL to get a new profile. This is slower than using the cache which is no more than 14 days old.

An example URL lookup for a non-cached report for cnn.com (change the key to your own)

<http://api.builtwith.com/api.xml?KEY=00000000-0000-0000-0000-000000000000&LOOKUP=cnn.com&CACHE=false>

An example URL lookup for a cached report for amazon.com

<http://api.builtwith.com/api.xml?KEY=00000000-0000-0000-0000-000000000000&LOOKUP=amazon.com>

API Response

Successful Response

Non-error responses will provide an XML/JSON document with the following structure –

Element Name	Example	Comments
Url	twitlinks.com	The URL you entered without http://
Title	Latest Tech News from Twitter	Title of the page from the page's <title> element
Domain	twitlinks.com	The domain of the URL
Technologies		This includes the technologies builtwith finds and lists them as sub items 'Technology'.
ProfileURL	http://builtwith.com/?twitlinks.com	The original location for the profile.
Technology/Name	Google Analytics	The title of the technology
Technology/Description	Google Analytics offers ...	Contains a short description of the technology which may include links.
Technology/Link	http://google.com/analytics	The link to the site
Technology/Tag	analytics	All technologies are grouped under different tags. See the table below for more information about the tag groups.

Examples of the response are shown at the end of the document.

Error Response

Error responses will return an XML document in the form <Error>message</Error> or a JSON encoded error message in the form {"Error": "message"}.

Tags

That tags in the Technology objects related to specific groups which are listed below. Visit <http://trends.builtwith.com> for more information on what items are stored in each tag group.

Title	Description
ads	Advertisements
analytics	Analytical and Statistical Software
blog	Blog software (wordpress etc.)
cdn	Content Delivery Networks
cms	Content Management Systems
encoding	Encoding Systems (UTF-8 etc.)
feeds	Syndication Systems (RSS, Feedburner)
framework	Frameworks (ASP.NET, Ruby on Rails)
javascript	Javascript systems (jQuery)
media	Audio Video Media (YouTube, Vimeo)
server	Software (Apache)
widgets	Widgets (Google Custom Search, AddThis)
seo_title	Has a title tag
seo_headers	Has H1 and H2 tag
seo_meta	Has meta tags keywords/description

The following tags are also used to denote technologies that do not necessary fit into the tag structure above –

Apache Module	Hosting	Web Accelerator
App Acceleration	Interent Communication Server	Web Host
CDN	J2EE Server	Web Master
Compression	Logger	Web Server
Content Delivery	Privacy	Web Server Plugin
Database	Security	Web Technology
Deprecated	Server	

Examples

These examples perform a lookup on amazon.com and show two of the technologies returned. The real query returns many more found technologies not shown here for clarity.

XML

```
<?xml version="1.0" encoding="utf-8"?>
<Api xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xmlns:xsd="http://www.w3.org/2001/XMLSchema">
  <Title>Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs &amp;
more</Title>
  <Domain>amazon.com</Domain>
  <FullUrl>amazon.com</FullUrl>
  <ProfileUrl>http://builtwith.com/?amazon.com</FullUrl>
  <Technologies>
    <Technology>
      <Name>DoubleClick.Net</Name>
      <Description>DoubleClick enables agencies, marketers and publishers to work together successfully and
profit from their digital marketing investments.</Description>
      <Link>http://www.doubleclick.com</Link>
      <Tag>ads</Tag>
    </Technology>
    <Technology>
      <Name>SEO_H2</Name>
      <Description>SEO H2</Description>
      <Link />
      <Tag>seo_headers</Tag>
    </Technology>
  </Technologies>
</Api>
```

JSON

```
{"Domain":"amazon.com","FullUrl":"amazon.com",,"ProfileUrl":"http://builtwith.com?amazon.com","Technologies":[{"Description":"DoubleClick enables agencies, marketers and publishers to work together successfully and profit from their digital marketing investments.", "Link":"http://www.doubleclick.com", "Name":"DoubleClick.Net", "Tag":"ads"}, {"Description":"SEO H2", "Link":"","Name":"SEO_H2", "Tag":"seo_headers"}], "Title":"Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more"}
```

Pricing

If your requirements do not fit into this structure please contact us.

	Free	Basic	Premium	Enterprise
Lookups P/CM	500	500	100,000	1,000,000
Link to original profile	Required*	Optional	Optional	Optional
Price in \$USD Yearly payments are discounted	\$0	\$9 p/cm or \$99 year	\$79 p/cm or \$779 year	\$749 p/cm or \$7,499 year

* The lookup must include a hyper link back to the original BuiltWith profile page from the ProfileUrl property. The hyperlink must not include a rel="nofollow" attribute. The hyperlink must be on an internet facing, search engine index-able page.

P/CM = Per Calendar Month

Buyer Protection

All payments for services are performed via PayPal. Subscriptions can be cancelled at any time.

How to signup

Visit <http://api.builtwith.com> for information on how to sign up.

API Agreement

This API Agreement ("agreement") is made by and between BuiltWith.com and you. The Effective Date of this agreement shall be the date that you complete the BuiltWith.com API registration process.

To complete the API registration process, you must read this entire agreement and agree to be bound by all the terms and conditions. Since you are an existing user of BuiltWith.com website you are also bound by the BuiltWith.com Terms and Conditions (<http://builtwith.com/TermsAndConditions.aspx>) and Privacy Policy (<http://builtwith.com/PrivacyPolicy.aspx>).

The BuiltWith.com API is owned by BuiltWith.com and is licensed to you on a worldwide, non-exclusive, non-sublicense-able and non-transferable basis for non-commercial and commercial use with restrictions on the terms and conditions set forth in this agreement. These terms define legal use of the API, all updates, revisions, substitutions, and any copies of the API made by or for you.

UNAUTHORIZED/RESTRICTED USE

You shall not:

1. use the API for any application that replicates or attempts to replace the essential user experience of BuiltWith.com.
2. attempt to cloak or conceal your identity or your application's identity when requesting authorization to use the API by signing up for an API key.
3. use the API with any application that constitutes, promotes or is used in connection with spyware, adware, or other malicious programs or code.
4. use the API in any manner or for any purpose that violates any law or regulation, any right of any person, including but not limited to intellectual property rights, rights of privacy, or rights of personality.
5. use the API in a manner that adversely impacts the stability of BuiltWith.com servers or adversely impacts the behavior of other applications using the API.
6. sell, lease or sublicense the API or access thereto or derive revenue from the use or provisions of the API, except as provided in this agreement under COMMERCIAL USES

COMMERCIAL USE

A. Free API

You cannot use the free API for commercial use without our explicit agreement. Contact us for more information.

You must link back to BuiltWith.com via the URL provided within the ProfileUrl attribute of the API response call within an HTML hyperlink.

You must use the API on an internet facing search engine indexable website.

Your link must not include a rel="nofollow" attribute.

B. Non-Free API (Basic/Premium/Enterprise)

You are entitled to use the API for commercial use providing your usage does not contravene any of the terms under UNAUTHORIZED/RESTRICTED USE of this agreement.

REPRESENTATION AND WARRANTIES

You warrant that all information provided by you as part of the registration process is complete and accurate. You also warrant that each transaction you make is being done in good faith and that you have no knowledge of it infringing upon or conflicting with the legal rights of a third party or a third party's rights, trademark or trade name.

TERMINATION

Either party may terminate this agreement for a material breach of contract by the other party that has not been cured within 10 days. Either party must notify the other of such material breach in writing. Or, either party may terminate this agreement for convenience with 30 days written notice. Upon termination, the access key will be canceled.

MODIFICATION

This agreement is subject to change. You may be notified of such changes as they occur via email. However, BuiltWith.com reserves the right to modify the agreement and the service at any time, without notice.

SEVERABILITY

If any of the conditions of this agreement and the policies, rules and guidelines incorporated by reference shall be deemed invalid, void, or for any reason unenforceable, that condition shall be deemed severable and shall not affect the validity and enforceability of any remaining condition.

COMPLETE AGREEMENT

This agreement as well as any additional BuiltWith.com policies, together with all modifications thereto, constitute the complete and exclusive agreement between you and BuiltWith.com concerning your use of BuiltWith.com's Software and Services, and supercede and govern all prior proposals or other communications. All BuiltWith.com policies and agreements specific to particular Software, Products and Services are incorporated herein and made part of this agreement by reference. By registering and using BuiltWith.com's Software or Services, you acknowledge that you have read, understood, and agree to be bound by all terms and conditions of this agreement and any other policies or agreements made part of this agreement by reference, including the BuiltWith.com Terms and Conditions as well as any new, different or additional terms, conditions or policies which BuiltWith.com may establish from time to time, and any agreements that BuiltWith.com is currently bound by or will be bound by in the future.

CONTACT

If you have any questions about terms and conditions, please write to us by email at support@builtwith.com or write to us at -

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