

Google +1

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<http://www.google.com/+1/button>

Background and Purpose

- +1 Introduced in late March
- “We think sharing on the web can be even better--that people might share more recommendations, more often, if they knew their advice would be used to help their friends and contacts right when they’re searching for relevant topics on Google. That’s why we’re introducing the +1 button, an easy way for Google users to recommend your content right from the search results pages (and, soon, from your site).”
- “Content recommended by friends and acquaintances is often more relevant than content from strangers.”



Basic Overview

- What is this +1?


<http://www.youtube.com/watch?v=4RyY2-ofP4g>

Who Can Use +1?

- +1 from 3 user perspectives:
 - No Google account or not signed in: can not add +1, will see aggregated +1 data but no personalized information
 - Google account, signed in, but no Google Profile: can not add +1, can see personalized recommendations and specific +1s
 - Google Profile holder: can add +1, see personalized recommendations and specific +1s

Getting the Power to +1

+1 button Join this experiment



Use +1 to give something your public stamp of approval, so friends, contacts, and others can find the best stuff when they search. Get recommendations for the things that interest you, right when you want them, in your search results.

To participate in this experiment:

1. Make sure you're signed into your [Google Account](#) (required)
2. Click 'Join this experiment'
3. Search for something you love on [Google.com](#)
4. Click the new +1 button, and make your mark on the web

Your +1's are public. They can appear in Google search results, on ads, and sites across the web. You'll always be able to see your own +1's in a new tab on your [Google Profile](#), and if you want, you can [share this tab](#) with the world.

Please note, this experiment is browser-specific. From within each browser that you want to +1 from, you will need to repeat steps 1-2. Also, it may take a while before you see the button in search results, and it may occasionally disappear as we make improvements. Your [feedback](#) will help us make it better!

[Learn more about +1](#)

- Sign into your Google account (you must have a Google Profile)
- Go to Google's Experimental Page at <http://www.google.com/experimental/index.html>
- Click “Join this experiment”

Compatibility

- Not on mobile search results
- “Modern Browsers”
- Browser specific opt-in
- English-language Google results pages only

Website +1

Putting +1 on Your Website

Google +1 your website



Add +1 to your pages to help your site stand out

+1 buttons let people who love your content recommend it on Google search

Create a custom +1 button

Size: Small (15px) Medium (20px)
 Standard (24px) Tall (60px)

Language:

+1 Annotations are currently only available in US English on Google.com

+1 button preview



[Advanced options](#)

Copy and paste the following code into your site:

```
<!-- Place this tag in your head or just before your close body tag -->
<script type="text/javascript" src="https://apis.google.com/js/plusone.js"></script>

<!-- Place this tag where you want the +1 button to render -->
<g:plusone></g:plusone>
```

Your use of the code above is subject to the [Google +1 Button Publisher Policies](#).

For additional information, see our [general FAQs](#).

For customization options and technical FAQs, see our [full documentation page](#).

To stay current on updates to the +1 button, sign up for the [Google Publisher Buttons Announce Group](#).

- www.google.com/webmasters/+1/button/

How +1 Looks on Websites



The screenshot shows a TechCrunch article titled "With 250 Million Downloads Angry Birds Moves Into Magic, Cookbooks, And More" by Erick Schonfeld, published 21 hours ago. The article features a red Angry Bird plush toy on a spring. The page includes a Microsoft Windows Azure banner at the top, a navigation bar with links to various companies, and social media sharing buttons (Like, Send, +1, Tweet, Share) with counts. The article text discusses the game's success and future plans.

TechCrunch Microsoft Windows Azure Windows Azure gives developers their apps to the cloud fast. Try Windows Azure for free now.

What's Hot: Android | Apple | Facebook | Google | Groupon | Microsoft | Twitter | Zynga

With 250 Million Downloads Angry Birds Moves Into Magic, Cookbooks, And More

Erick Schonfeld Like 76 Send +1 27 Tweet 233 Share 154
21 hours ago 6 Comments

Last night at the Webby awards, two little birds told me some interesting news about **Angry Birds**. Okay, it was actually a Mighty Eagle, founder Peter Vestebaca, and one of his product managers, Ramine Darabiha. The Angry Birds games now have been downloaded *250 million times* across all mobile platforms.

So what's next for Angry Birds? Vestebaca says that they are working on a new game called *Wine and Dine* and a cookbook which will feature egg recipes. But the most what piqued my ears the most was Angry Birds Magic, a location-based platform which will be built into all Angry Birds games.



- General suggested practices
 - Above the fold
 - Near other share buttons
 - At the end of articles
- Shows up whether a user has opted in or not.

+1 Website Miscellany

- +1's occur at the page level. This means that +1's on individual webpages on your site do not apply to pages above or below them in your site's hierarchy.
- Recommend only one +1 button per page as best practice, because can only +1 the URL not elements within

SERPs +1


On Google Results Pages

- When a signed-in Google user is searching, a Google search result snippet may be annotated with the names of the user's connections who've +1'd the page. If none of a user's connections has +1'd the page, your snippet may still display the aggregate number of +1's that page has received.
- Everybody can see aggregate annotations. Signed-in users also see personalized annotations from:
 - *People in their Gmail (or Google Talk) chat list.*
 - *People in their My Contacts group in Google Contacts.*
 - *People they're following in Google Reader and Google Buzz.*

Annotations


- The +1 button itself will appear next to a headline on search ads. Personalized annotations will appear beneath the Display URL. For example, Maria +1's a page selling a laptop holder on a website. When a search ad with that same URL appears, her friend Sam might see the ad with the note "Maria and 28 other people +1'd this."

How +1 Looks to Searchers

▶ [Article Submit Software - Excellent Article Submitter Tool.](#) 

50% Discount. Offer Ends Today !

www.quickarticlepro.com

[Article Submission - Don't Be Scammed](#) 

Professional Article Submission Service. USA

www.isellpr.com/article-submission

[Bulk Article Submissions - Outsource Article Submissions.](#) 

Live Reporting, 15¢ with Guarantee

www.articleflicks.com

[Article Submission Best Software and Tools | SEO Link Building ...](#)  

Article Submission Review - Your #1 Source For Reviews On Article Submission Sites.

Software and Networks and Bonus Offers. Article Submission and ...

Linxboss Review - Build My Rank Review - Best Article Submission 2011 - Services

articlesubmissionreview.com/ - Cached - Similar

 You +1'd this

+1



+1 Organic Search Miscellany

- Eventually Google will use +1 as an organic ranking factor
- SERPs (automatic, Google search only) vs your own site pages (code required) vs paid search (automatic, Google search only- no display or partners)

Canonicalization & +1

- Canonical tags: if you don't use them, you can have some of your +1s going to www.website.com/index and some going to www.website.com
- Using a canonical tag on paid search landing pages with a different URL can attribute +1s to “retain your +1 data across pages”
<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=1152938>
- Make sure your PPC ad destination URLs and canonical tags play nice together

PPC +1

PPC Ad Destination URLs

- Changing destination URLs: +1's are associated with individual URLs. If you change the URLs for your site then +1's on your old URLs will not be applied to new URLs.
- You can avoid losing your +1 count if you use appended tracking parameters on your Destination URLs. AdWords looks at the final Destination URL whenever possible for your ad (the page that your URL redirects to) rather than the original referral URL itself.

+1 Paid Search Miscellany

- +1s don't directly impact Quality Score in AdWords, but may increase CTR and do so indirectly
- “plus-ing” (endorsing) an ad will not count as a click to the advertiser
- If you use the same destination URL for paid search as your organic search results: common infrastructure for +1 on both the organic and paid sides. So: pluses in organic SERPs or on sites will impact their appearance in paid search ads. In the future Google wants to cluster URLs so +1 URL and AdWords URL don't have to be identical for +1 to appear in the ad.

+1 Reporting

- Webmasters and advertisers will get +1 data in up to three locations:
 - Google Webmaster Tools
 - Google Analytics
 - Google AdWords (for data related to the impact of +1 on ad CTRs)
- Analytics but soon will have aggregate +1 data in four categories:
 - **Geography:** webmasters will learn where +1 activity is happening
 - **Demographics:** Google will share the age/gender of who's clicking +1 on content when it knows that information
 - **Content:** +1s will be reported on a URL-by-URL basis
 - **Search impact:** webmasters will be able to see +1 impressions, clicks and click-thru rates
- For now, can track info re on-site +1 performance via Event Tracking in Analytics

Search Impact mockup

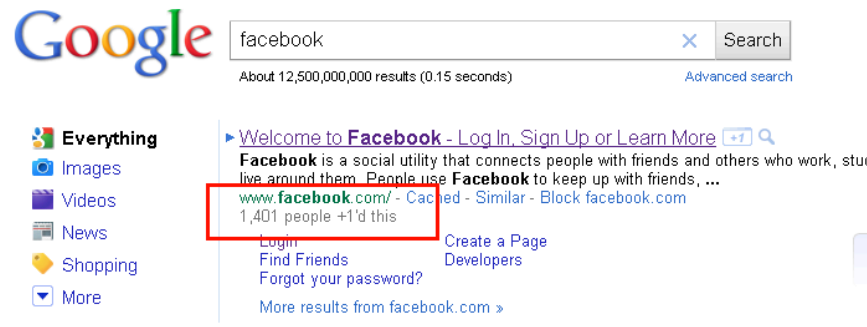


Reception

- Ranting Guy
- <http://www.youtube.com/watch?v=mt0nMju0VPQ>

Does Google +1 Even Work?

For starters, my understanding was that Google was going to roll out Google +1 data in their paid and organic search results in order to help get "Recommendations when you want them," as advertised on the [Google +1 product page](#). Take a look at this screenshot:



The screenshot shows a Google search for 'facebook'. The search bar contains 'facebook' and the search button is labeled 'Search'. Below the search bar, it says 'About 12,500,000,000 results (0.15 seconds)' and 'Advanced search'. The search results are displayed in a list format. The first result is 'Welcome to Facebook - Log In, Sign Up or Learn More' with a '+1' button. Below this, there is a snippet: 'Facebook is a social utility that connects people with friends and others who work, stud... live around them. People use Facebook to keep up with friends, ...'. A red box highlights the text 'www.facebook.com/ - Cached - Similar - Block facebook.com' and '1,401 people +1'd this'. To the left of the search results is a sidebar with navigation options: 'Everything', 'Images', 'Videos', 'News', 'Shopping', and 'More'. Below the search results, there are links for 'Login', 'Find Friends', 'Forgot your password?', and 'More results from facebook.com >'. To the right of the search results, there are links for 'Create a Page' and 'Developers'.

But what I'm seeing is that:

- **The +1 data doesn't get updated very often.** 1,401 people have +1'd Facebook and it's been stuck at that number for nearly a month now. Really? Only 1,401 people in the whole world have +1'd Facebook (they have something like 500 million users). Even when I click the +1 button, the number doesn't increment up the way that the Tweet, Digg or Linked-in buttons do. It just feels broken.
- **Very few Google SERPs or sponsored ads show +1 data.** I did searches on the top 100 websites and almost none of them listed any Google +1 information in the search listings. I started searching on various popular searches and topics and found that it's generally pretty hard to find any listings that display any Google +1 information.

+1 Resources



- <http://www.google.com/webmasters/+1/button/>
- <https://adwords.google.com/support/aw/bin/topic.py?hl=en&topic=1152956>
- <http://searchengineland.com/googles-1-a-potential-boon-to-paid-search-marketers-70836>
- <http://www.google.com/support/webmasters/bin/answer.py?answer=1140194>
- <http://blog.bigmouthmedia.com/2011/04/13/canonical-binds-google-plus-1/>
- <http://yoast.com/plus-one-google-analytics/>
- <http://www.google.com/support/forum/p/Webmasters/label?lid=1f91cc0e87a8ed93&hl=en>