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# An introduction to the +1 button

Timothy Jordan  
May 11th, 2011



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## Today's menu

- What's now: The +1 button on search
- What's next: The +1 button on your site
  - Getting started
  - Advanced options
  - Optimization
- Questions and Answers

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Developer Advocate, Google

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2 minutes ago



**CamiCrepe** The toast-o-matic is the best toaster oven ever!  
3 minutes ago



**BarnyBacon** Rob's concert on Friday was rad! He's a machine!  
10 minutes ago



**SamSpaghetti** Going to Belize in March, any suggestions for things to do?  
12 minutes ago



**TedTaco** Happiness is what you make of it, don't you think?  
3 minutes ago



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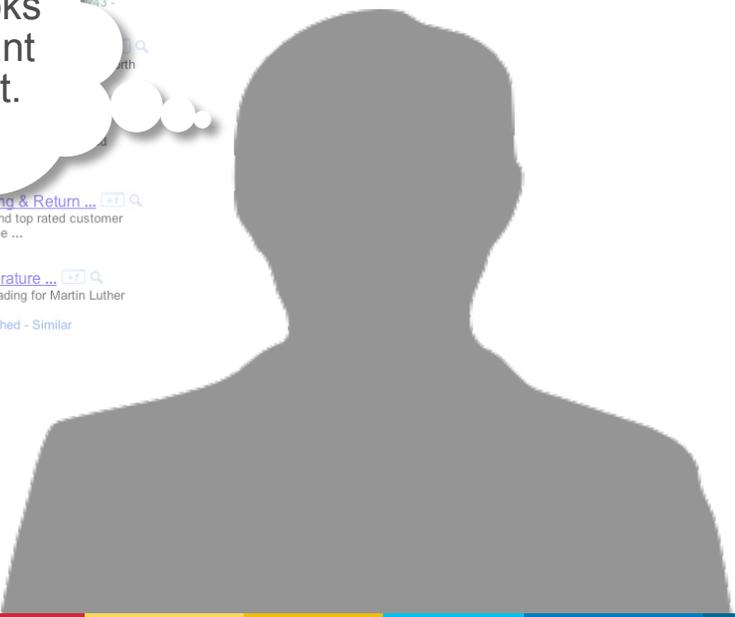
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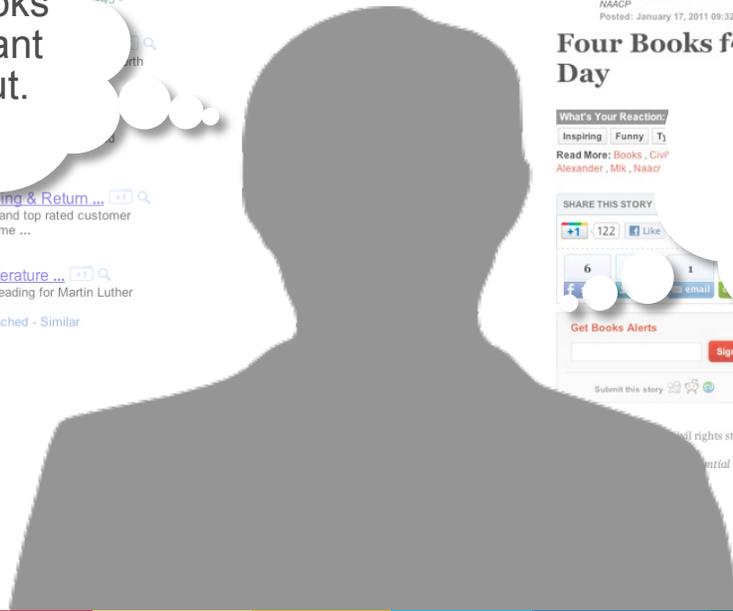
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**Benjamin Todd Jealous**  
President and Chief Executive Officer of the NAACP  
Posted: January 17, 2011 09:32 AM

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Here are... during the MLK Day holiday:  
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# Getting started



+1 button snippet

```
<script type="text/javascript"  
  src="http://apis.google.com/js/plusone.js">  
</script>  
<g:plusone></g:plusone>
```

+1 button snippet

```
<script type="text/javascript"  
  src="http://apis.google.com/js/plusone.js">  
</script>  
<g:plusone></g:plusone>
```

+1 button snippet

```
<script type="text/javascript"  
  src="http://apis.google.com/js/plusone.js">  
</script>  
<g:plusone></g:plusone>
```

## Basic page

```
<html>
  <head>
    <title>+1 demo page: Basic</title>
    <link rel="canonical" href="http://www.example.com/" />
  </head>
  <body>
    <script type="text/javascript"
      src="http://apis.google.com/js/plusone.js">
    </script>
    <g:plusone></g:plusone>
  </body>
</html>
```

## Basic page

```
<html>
  <head>
    <title>+1 demo page: Basic</title>
    <link rel="canonical" href="http://www.example.com/" />
  </head>
  <body>
    <script type="text/javascript"
      src="http://apis.google.com/js/plusone.js">
    </script>
    <g:plusone></g:plusone>
  </body>
</html>
```

## Basic page

```
<html>
  <head>
    <title>+1 demo page: Basic</title>
    <link rel="canonical" href="http://www.example.com/" />
  </head>
  <body>
    <script type="text/javascript"
      src="http://apis.google.com/js/plusone.js">
    </script>
    <g:plusone></g:plusone>
  </body>
</html>
```

# Advanced options



## +1s are for URLs

- It must be a public URL
- URL determined by:
  - The href attribute  
`<g:plusone href="http://www.example.com"></g:plusone>`
  - The value of the `link rel="canonical"` tag  
`<link rel="canonical" href="http://www.example.com" />`
  - The URL of the page as defined in `document.location.href`

## Button sizes

	Button	Width (px)	Height (px)
<b>Small without count</b>		24	15
<b>Small with count</b>		62	15
<b>Medium without count</b>		32	20
<b>Medium with count</b>		82	20
<b>Standard without count</b>		38	24
<b>Standard with count</b>		98	24
<b>Tall</b>	 	50	65

## Parameters for the magic tag

	Value	Default
<b>size</b>	small, medium, standard, tall	standard
<b>count</b>	true, false	true
<b>callback</b>	The identifier for a function in the global namespace	No function
<b>href</b>	URL of page to +1	URL of enclosing page

## Parameters for the script tag

	Value	Default
<b>lang</b>	{pt-BR, en-US, ...}	en-US
<b>parsetags</b>	{explicit, onload}	onload

## Parameters for the magic tag

	Description
<pre>gapi.plusone.go(container);</pre>	This renders all magic tags/classes in the specified container, which may be either an element (by value) or a string element ID.
<pre>gapi.plusone.render(container, {'size': 'standard', 'count': true});</pre>	This renders a +1 button widget within the specified container element, which may be either an element (by value) or a string element ID.

# Explicit load

```
<html>
  <head>
    <title>+1 demo page: Explicit load</title>
    <link rel="canonical" href="http://www.example.com/" />
    <script type='text/javascript' src='http://apis.google.com/js/plusone.js'>
      {'parsetags': 'explicit'}
    </script>
  </head>
  <body>
    <div>
      <b>+1 this explicit load page!</b>
    </div>
    <g:plusone></g:plusone>
    <script type="text/javascript">
      gapi.plusone.go();
    </script>
  </body>
</html>
```

# Explicit load

```
<html>
  <head>
    <title>+1 demo page: Explicit load</title>
    <link rel="canonical" href="http://www.example.com/" />
    <script type='text/javascript' src='http://apis.google.com/js/plusone.js'>
      {'parsetags': 'explicit'}
    </script>
  </head>
  <body>
    <div>
      <b>+1 this explicit load page!</b>
    </div>
    <g:plusone></g:plusone>
    <script type="text/javascript">
      gapi.plusone.go();
    </script>
  </body>
</html>
```

# Explicit render

```
<html>
  <head>
    <title>+1 demo page: Explicit render</title>
    <link rel="canonical" href="http://www.example.com/" />
    <script type='text/javascript' src='http://apis.google.com/js/plusone.js'>
      {'parsetags': 'explicit'}
    </script>
    <script type="text/javascript">
      function renderPlusone() {
        gapi.plusone.render('plusone-div');
      };
    </script>
  </head>
  <body onload="renderPlusone">
    <div>
      <b>+1 this JavaScript API page!</b>
    </div>
    <div id="plusone-div"></div>
  </body>
</html>
```

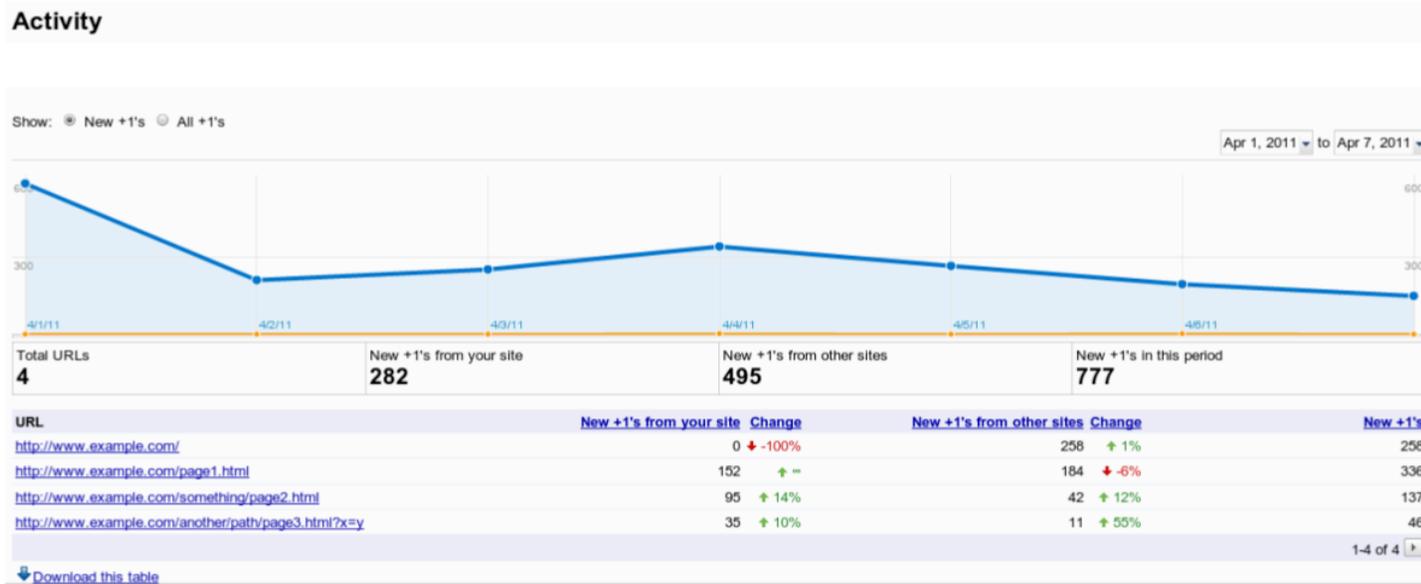
# Explicit render

```
<html>
  <head>
    <title>+1 demo page: Explicit render</title>
    <link rel="canonical" href="http://www.example.com/" />
    <script type='text/javascript' src='http://apis.google.com/js/plusone.js'>
      {'parsetags': 'explicit'}
    </script>
    <script type="text/javascript">
      function renderPlusone() {
        gapi.plusone.render('plusone-div');
      };
    </script>
  </head>
  <body onload="renderPlusone">
    <div>
      <b>+1 this JavaScript API page!</b>
    </div>
    <div id="plusone-div"></div>
  </body>
</html>
```

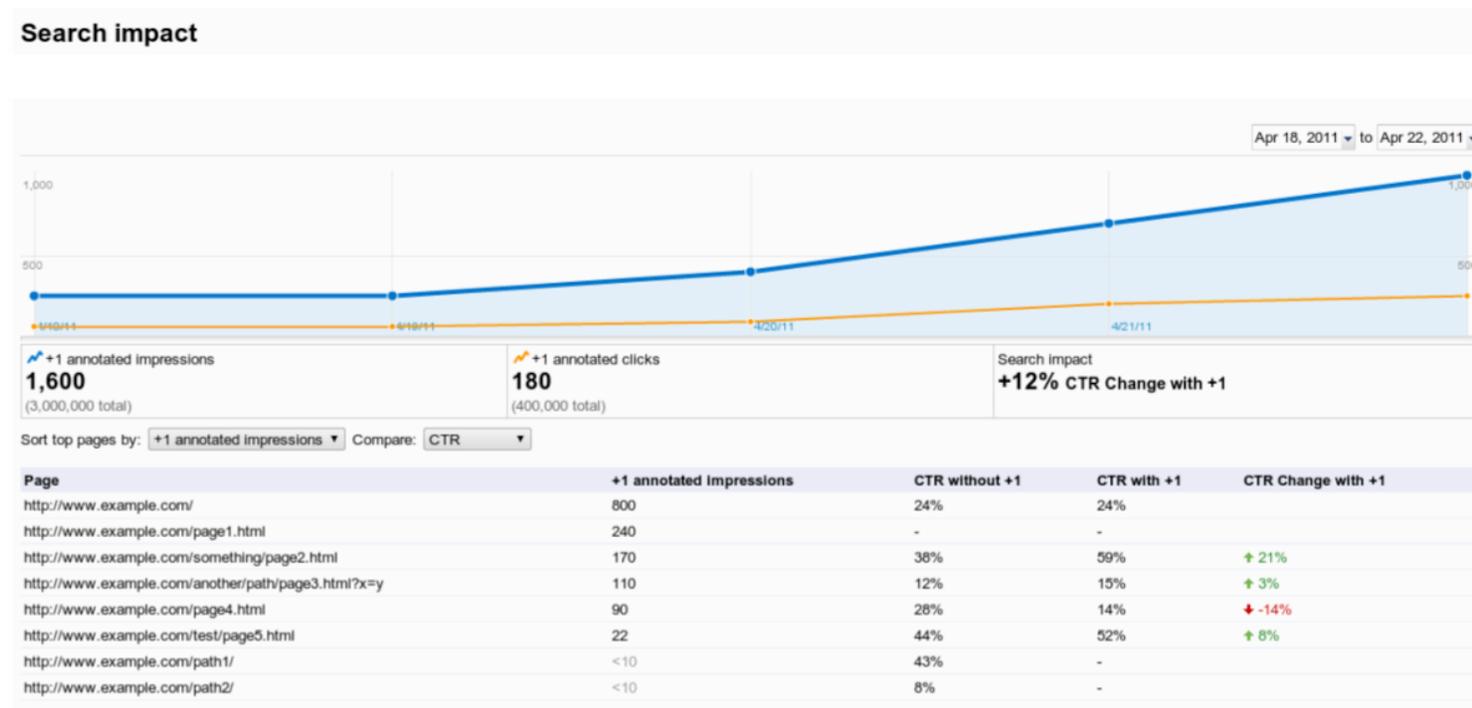
# Optimization



# Data to optimize value



# Data to optimize value



# Data to optimize value

## Audience

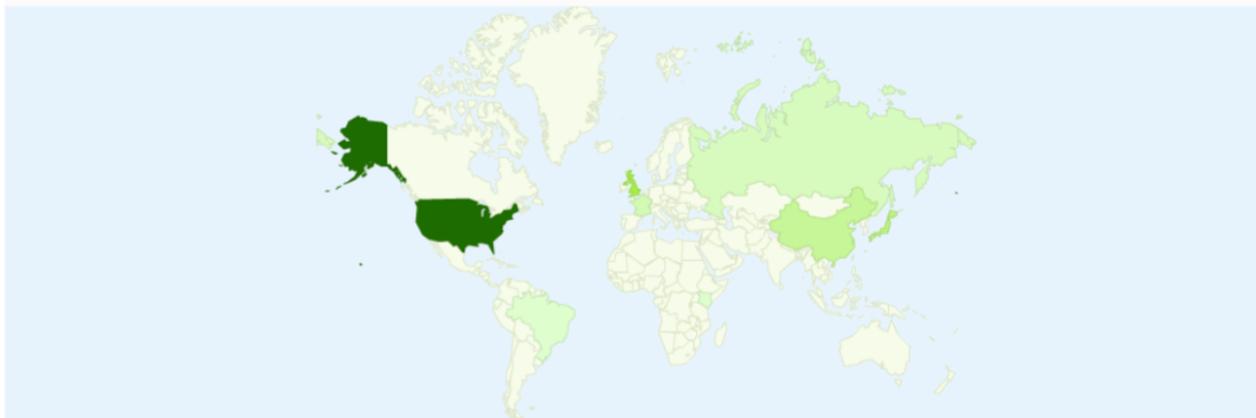


# Data to optimize value

## Audience

1701 users have +1'd a page on your site (Last updated: 4/20/11)

[Who +1'd your site?](#) **Where are they?**



Country	% of Users	City	% of Users	Language	% of Users
United States	52%	New York	0%	English	72%
United Kingdom	17%	Los Angeles	8%	Japanese	8%
Japan	11%	Chicago	6%	French	2%
China	8%	London	4%		
France	4%	Shanghai	2%		
Russia	3%	Tokyo	1%		
Brazil	1%	Moscow	1%		

# Summary



## Summary

- Social connections may increase CTR on paid and organic search listings
- Search traffic is pre-qualified through personal recommendations
- The +1 button on your site gives your users more opportunity to click
- Integration is straight-forward and flexible

## Next steps

Sign up to be notified the moment the +1 button is available for your site: [google.com/webmasters/+1button](https://google.com/webmasters/+1button)

---

Try out the search experiment: [google.com/experimental](https://google.com/experimental)

## Questions and Answers

Hashtags: [#publisher](#) [#io2011](#)

Feedback: [goo.gl/ECgX7](http://goo.gl/ECgX7)

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