



Google  
Developers

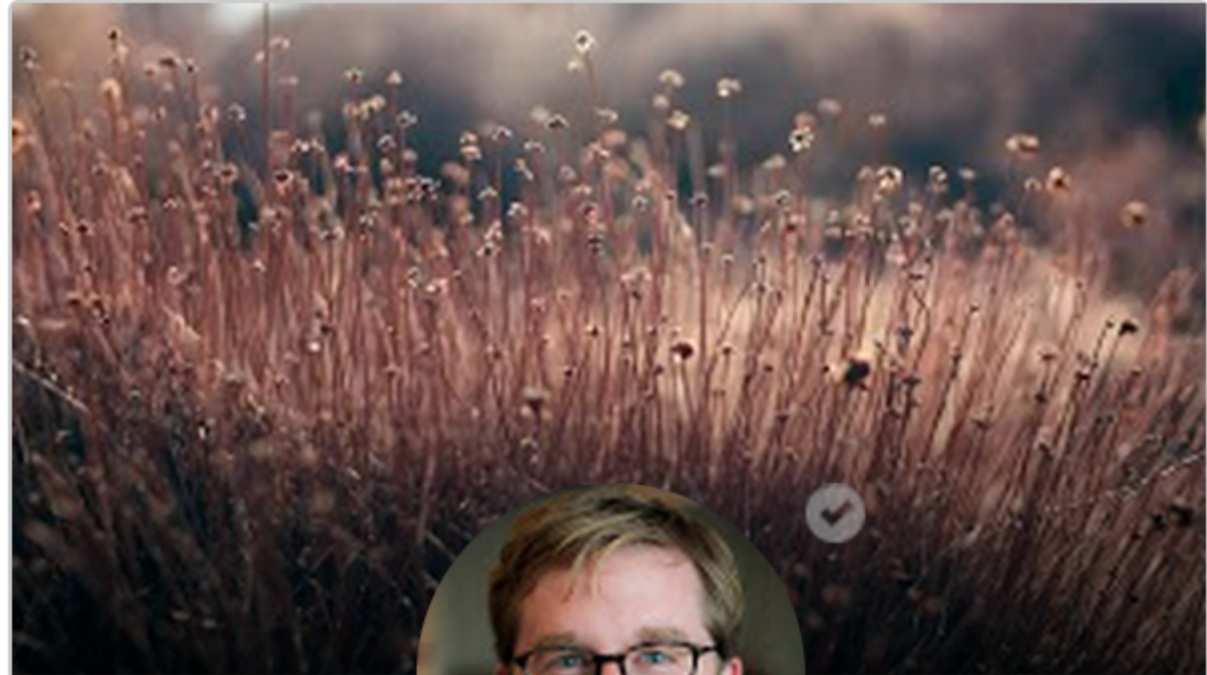


# Google+ for Publishers

Driving Discovery and Engagement

Chris Messina  
Paul Lindner





## Chris Messina


[google.com/+ChrisMessina](https://google.com/+ChrisMessina)

Agent of free will. Not the actor.


 1 circle

98,138 followers





**Paul Lindner**  
Making the Internet better since 1990

 1 circle

15,203 followers



# Google+ for Publishers

**easy:** you can do this

**meaningful:** valuable today,  
and an investment in the future

**look good across Google:**  
never waste a chance to make a great first impression



Paul and Chris

are the:

# ViewSorcerers

## NEWS

- Appearing at Google I/O!
- Check out our new Pics!
- New Track [Like an H6](#)

## Contact Us



[Paul](#) or [Chris](#)

**6493111** It will look like this soon if you keep on coming!!

The official ViewSorcerers Website was last updated

3/28/99

[CLICK HERE FOR FRAMES](#)

# +1 Button



+2491921



# plusone.js

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

HTML

```
<script type="text/javascript">
```

```
  (function() {
```

```
    var po = document.createElement("script"); po.type = "text/javascript"; po.async = true;
```

```
    po.src = "https://apis.google.com/js/plusone.js";
```

```
    var s = document.getElementsByTagName("script")[0]; s.parentNode.insertBefore(po, s);
```

```
  })();
```

```
</script>
```





# Add a +1 Button

HTML

```
<a href="http://www.websitegoodies.com/guestbook.php?a=view&id=930308">GuestBook</a>
```

```
<div class="g-plusone" data-annotation="bubble" data-width="200" data-size="medium">
</div>
```



# Make +1 Count

024210

[http://viewso~~ur~~cerers.com/h6.html](http://viewso<del>ur</del>cerers.com/h6.html)  


<http://viewSORcerers.com/h6.html>  

HTML

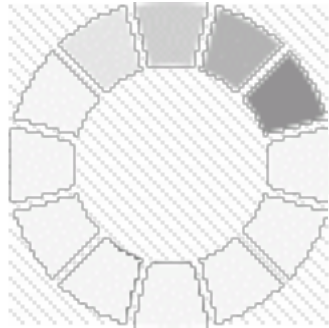
```
<head>  
  <link rel="canonical" href="http://viewSORcerers.com/h6.html" />  
</head>
```




# Get in the Stream







Would you share this?



viewsorcerers.com  
<http://viewsorcerers.com/lyrics/like-an-h...>

 Remove

To:  Public  + Add more people  



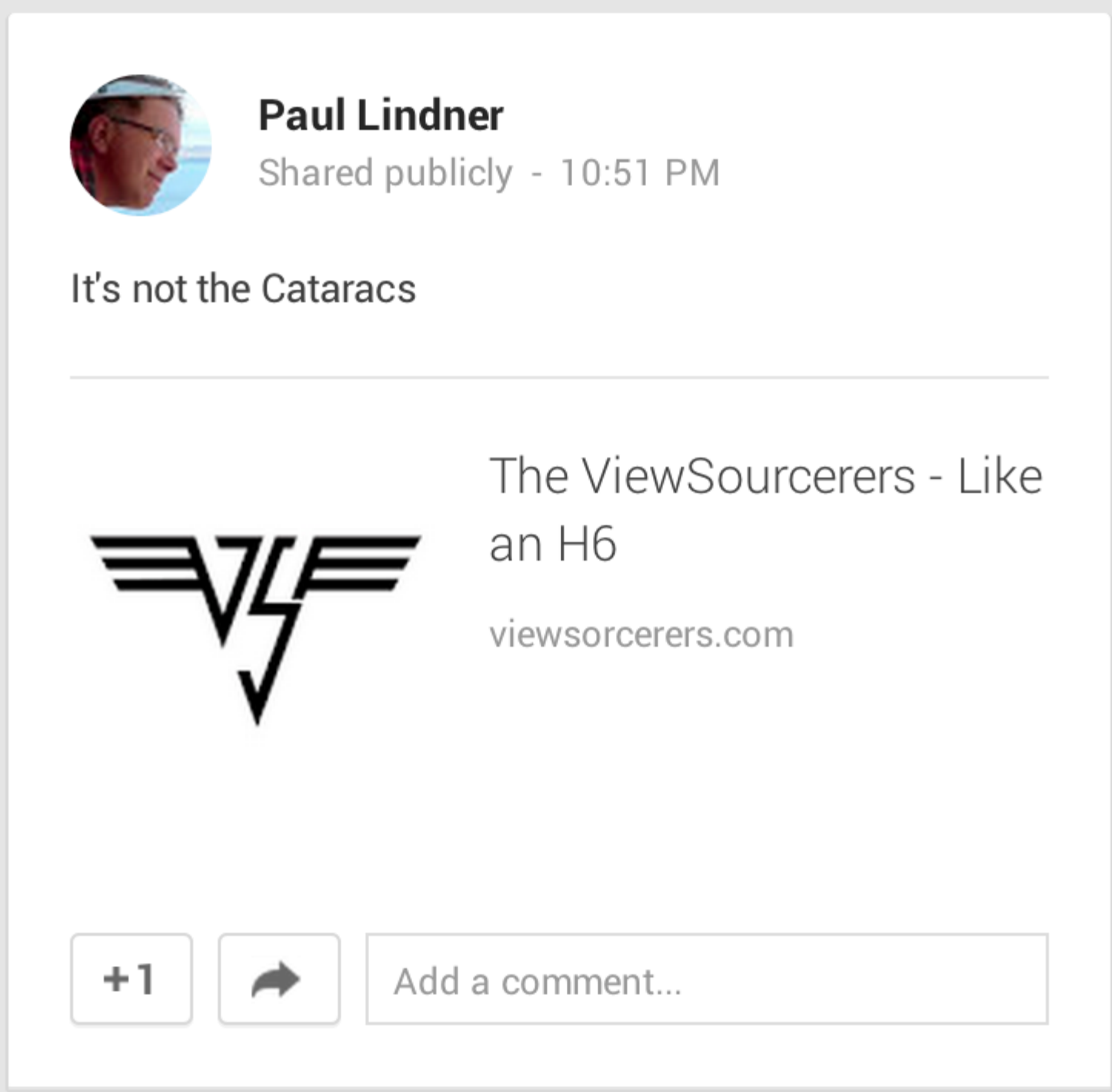
# Better Sharing

## Maximize Pixels

- Scaled to 125x125
- Consider 250x250 to support hdpi
- Also a background image on mobile.

## Maximize the Title

- Include Site name



A screenshot of a social media post. At the top left is a circular profile picture of Paul Lindner. To its right, the name "Paul Lindner" is displayed in bold, followed by "Shared publicly - 10:51 PM". Below this is the text "It's not the Cataracs". A horizontal line separates the text from the shared content. The shared content features a logo on the left, which is a stylized "V" with wings and a lightning bolt. To the right of the logo, the text reads "The ViewSourcerers - Like an H6" and "viewsorcerers.com". At the bottom of the post are three interactive elements: a "+1" button, a share icon button, and a text input field with the placeholder "Add a comment..."



# Better Sharing

schema.org

HTML

```
<body itemscope itemtype="http://schema.org/WebPage">
```

```
.....
```

```
<h1 itemprop="name">The ViewSorcerers - Like an H6</h1>
```

```

```

```
<span itemprop="description">
```

```
  Hey Hey we're the ViewSorcerers, and people say we're coding around!
```

```
</span>
```

```
.....
```

```
</body>
```



# Better Sharing

Advanced schema.org

HTML

```
<div itemscope itemtype="http://schema.org/MusicAlbum">
  <h1 itemprop="name">ViewSorcerers Mix Tape</h1>
  <meta content="1" itemprop="numTracks"/>
  <h2 itemprop="byArtist" itemscope="itemscope" itemtype="http://schema.org/MusicGroup">
    <div itemprop="name">ViewSorcerers</div>
    <meta content="http://viewsorcerers.com/" itemprop="url"/>
  </h2>
  <div itemprop="tracks" itemscope itemtype="http://schema.org/MusicRecording">
    <span itemprop="name">Like an H6</span>
  </div>
  . . . . .
```



# Structured Data Testing Tool

URL

HTML

```
<div itemscope='itemscope' itemtype='http://schema.org/MusicAlbum'>
  <h1 itemprop='name'>ViewSorcerers Mix Tape</h1>
  <meta content='11' itemprop='numTracks' />
  <h2 itemprop='byArtist' itemscope='itemscope'
itemtype='http://schema.org/MusicGroup'>
  <div itemprop='name'>ViewSorcerers</div>
  <meta content='http://viewsorcerers.com/' itemprop='url' />
</h2>
<div itemprop='tracks' itemscope='itemscope'
itemtype='http://schema.org/MusicRecording'>
  <span itemprop='name'>Like an H6</span>
</div>
```

PREVIEW

Maximum 1500 characters allowed. Over-length text will be truncated.



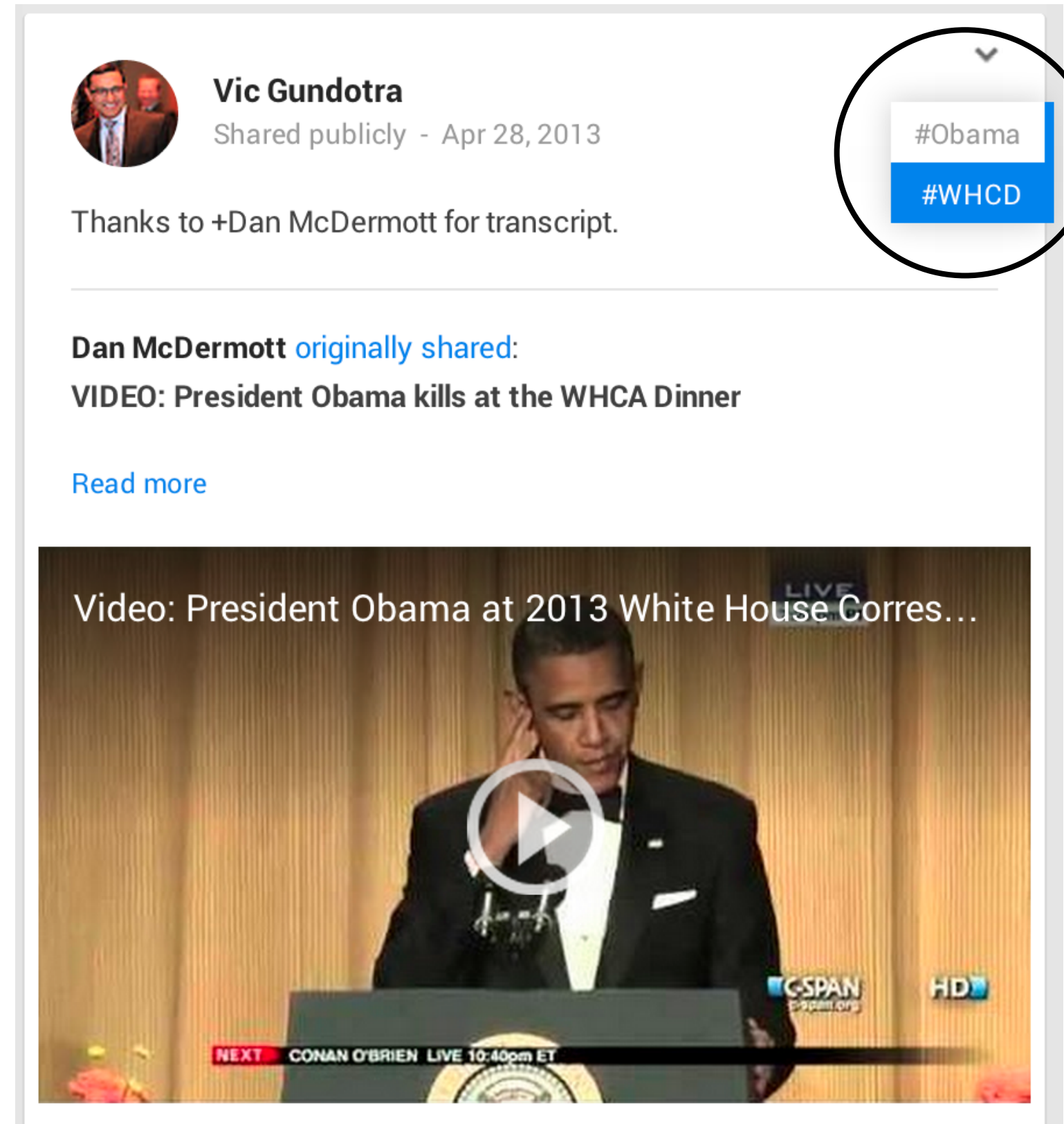
# Related Hashtags

Get Your Related Content in:

- Google+ Posts
- Permalink Pages

Based on content of the post **and** your content.

You **can** Influence them.



The image shows a social media post interface. At the top left is a circular profile picture of Vic Gundotra, followed by his name and the text "Shared publicly - Apr 28, 2013". To the right is a dropdown menu with a downward arrow, containing two hashtag options: "#Obama" and "#WHCD", with "#WHCD" highlighted in blue. Below the profile information is the text "Thanks to +Dan McDermott for transcript." A horizontal line separates this from the main content, which reads "Dan McDermott originally shared: VIDEO: President Obama kills at the WHCA Dinner". Below this is a "Read more" link. The bottom half of the image is a video player showing President Obama at a podium. The video title is "Video: President Obama at 2013 White House Corres...". The video player includes a play button icon, a "LIVE" indicator, and a "GSPAN" logo. A red banner at the bottom of the video player reads "NEXT CONAN O'BRIEN LIVE 10:40pm ET".





# Related Hashtags

```
<body itemscope itemtype="http://schema.org/CreativeWork">
  <h1 itemprop="name">Like an H6</h1>
  <div itemprop="about">
    <link itemprop="sameAs" href="http://www.freebase.com/m/015f7"/>
    Cover of
    <a itemprop="sameAs" href="http://en.wikipedia.org/wiki/Like_A_G6">
      Like a G6.
    </a>
  </div>
<p>Popping nodes in the dom, like a blizzard<br/>
  When we code we do it right gettin slizzard<br/>
```



# Creating Relationships with Users



# Google+ Pages



**Local Business or Place**  
Hotels, restaurants, places,  
stores, services ...



**Product or Brand**  
Apparel, cars, electronics,  
financial services ...



**Company, Institution or  
Organization**  
Companies, organizations,  
institutions, non-profits ...



**Arts, Entertainment or Sports**  
Movies, TV, music, books,  
sports, shows ...



**Other**  
Use if your page doesn't fit in  
another category.





ViewSorcerers | → ▾

<http://viewsorcerers.com>

Follow

+35



ViewSorcerers | → ▾

<http://viewsorcerers.com> ✓

Follow

+35

## Cover Photos

- Bigger is Better (up to 2120 x 1192)
- 16x9
- Responsive, optimize the bottom 12%
- Profile photo overlaid on left, and on center.
- Animation supported

## Profile Photos

- Bigger is Better (at least 250x250)
- Circle for your content
- Square when seen on other peoples content. (Comments, etc.)
- Animation supported



# More Ways to Grow your Audience

Grow Your Audience with Google+

Room 11

Thursday, 3:30pm



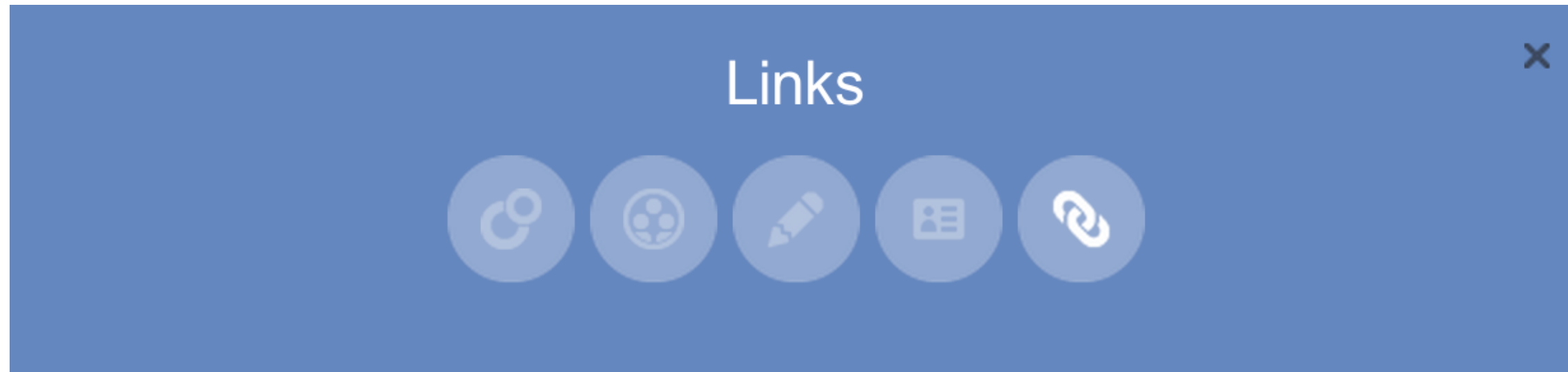
Amy Walgenbach

 **Follow**


12,551 followers



# Link Google+ Page to Site



**Website**

 Public

<http://viewSORCERERS.com>

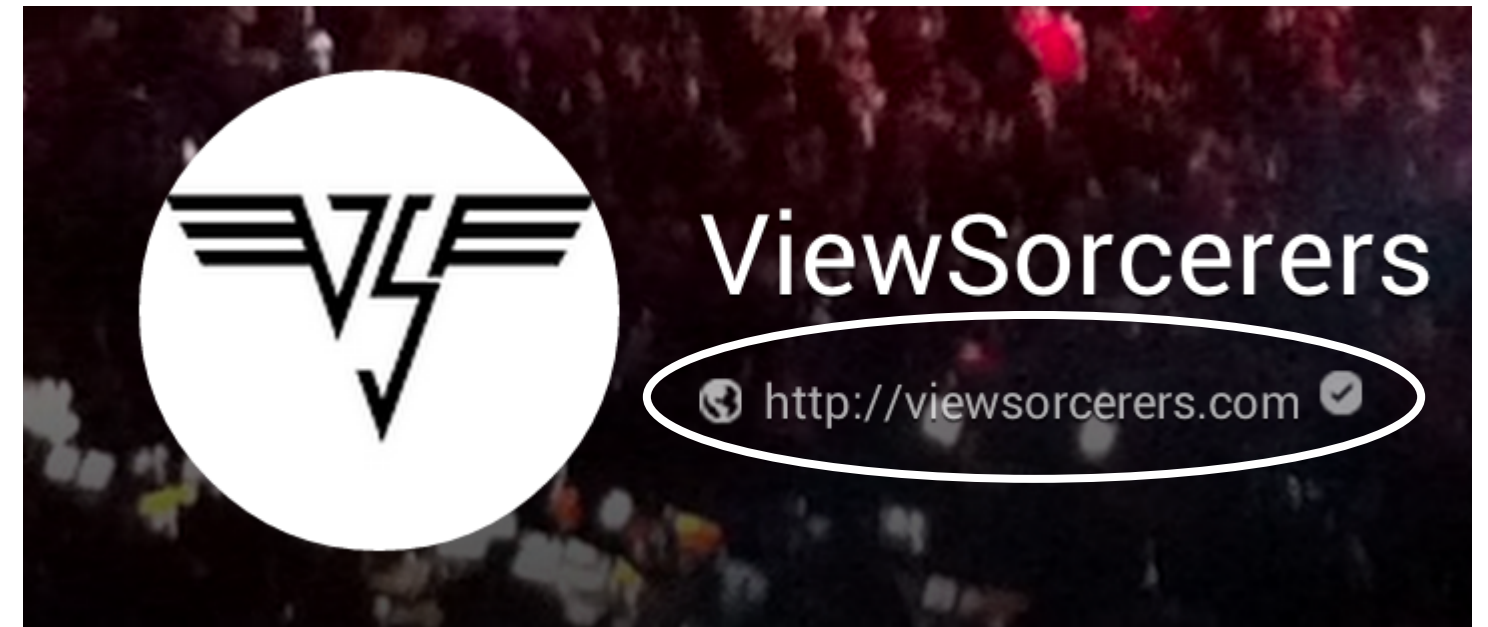


# Verify the Google+ Page

Creates a bidirectional link.

Verify with Testing Tool

Verifications in a day or two



```
<head>  
  <link rel="publisher"  
        href="https://plus.google.com/117741825876254094419" />  
</head>
```

HTML



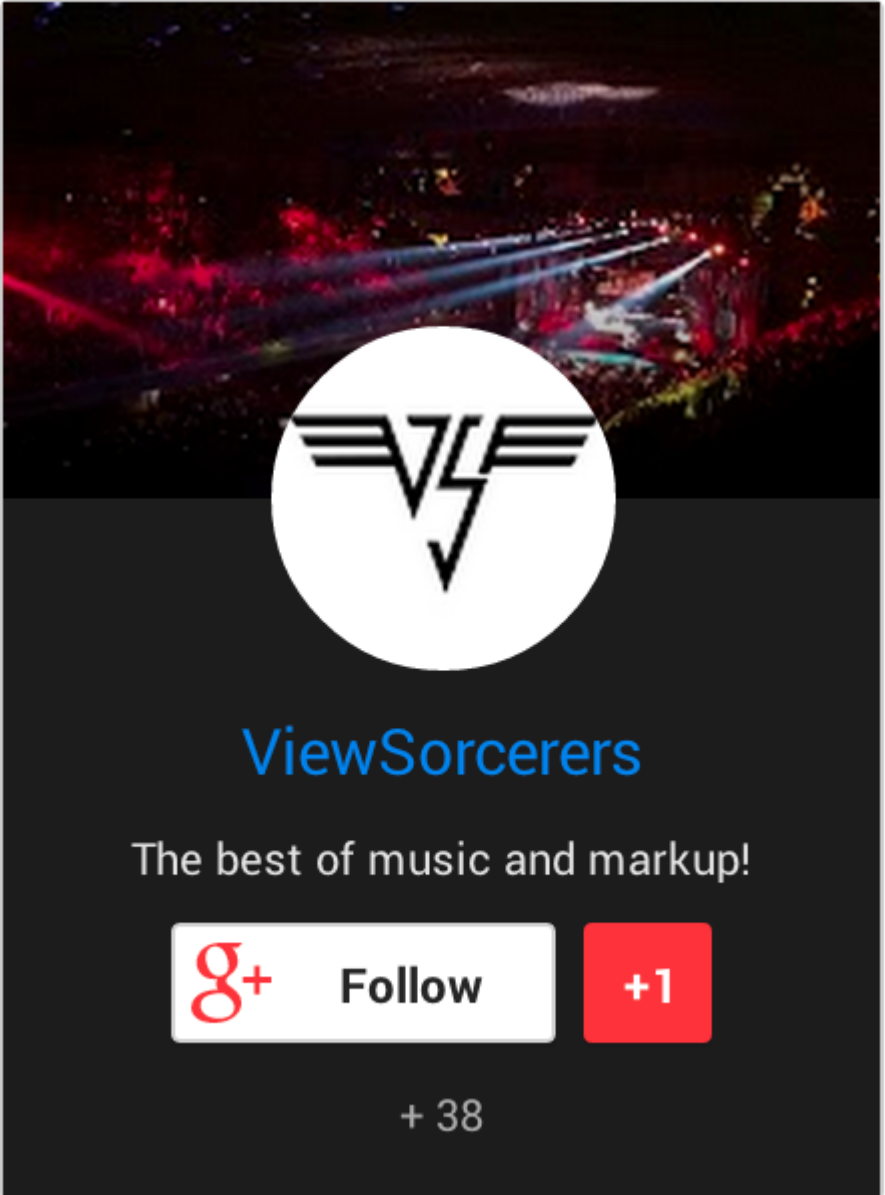
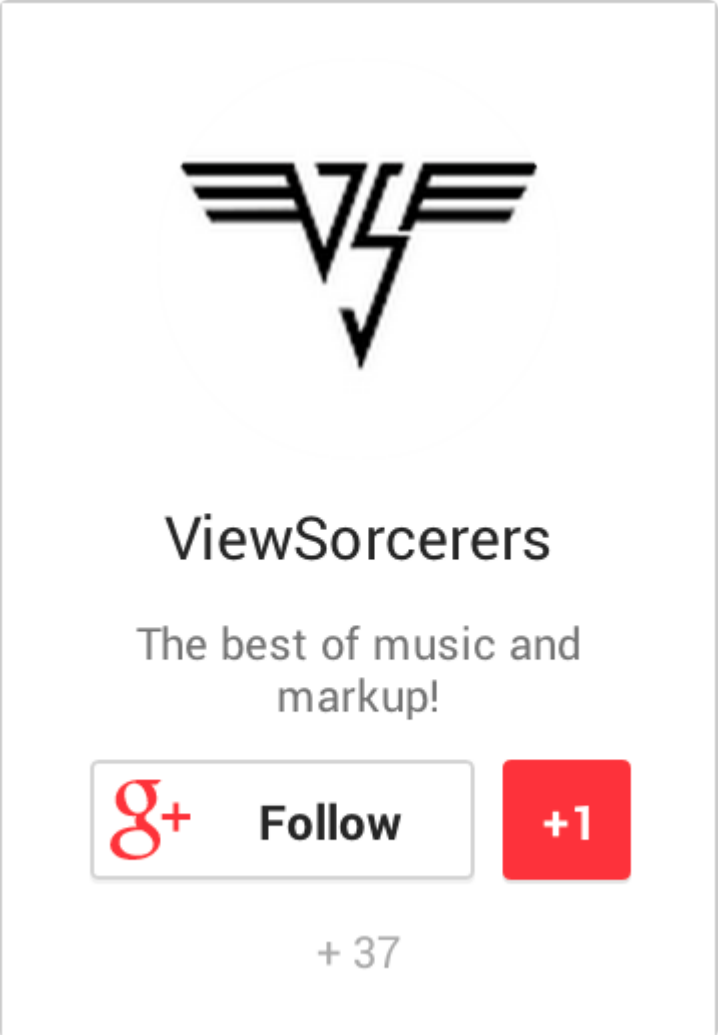
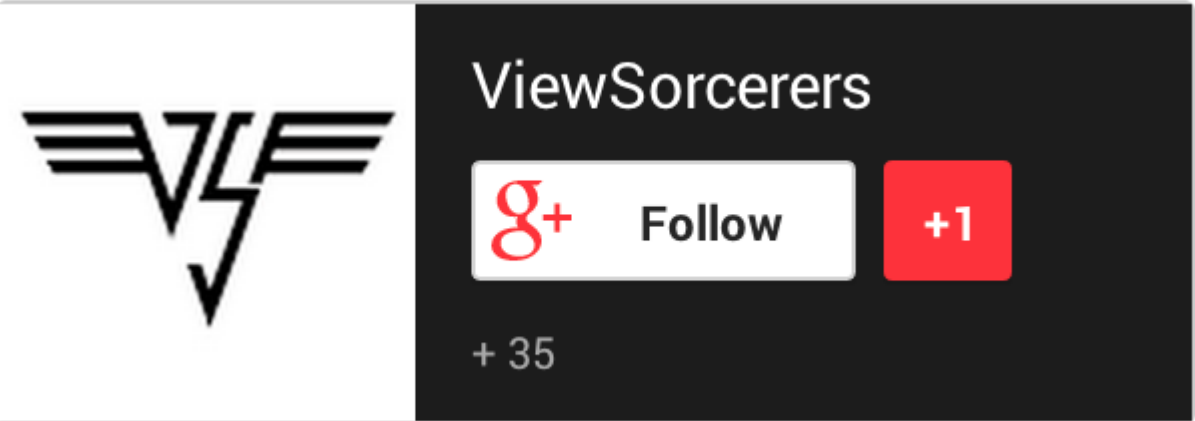


# Badges Preview

Build your followers. With beauty.

Dark/Light theme

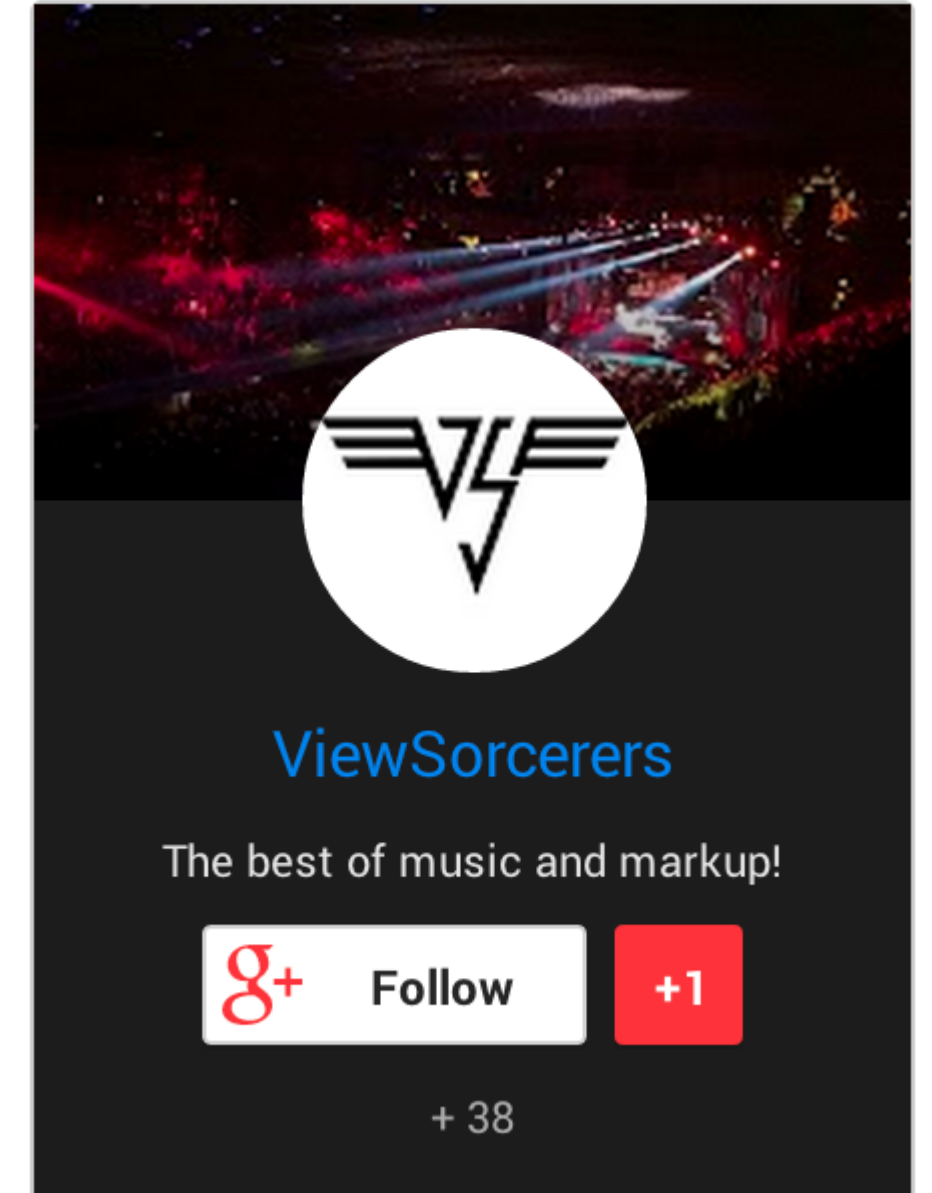
Portrait/Landscape



# Badges Preview

```
<div class="g-page"  
  data-width="220"  
  data-rel="publisher"  
  data-theme="dark"  
  data-href="https://plus.google.com/117741825876254094419">  
</div>
```

HTML



# Follow Button Preview



```
<div class="g-follow"  
  data-annotation="bubble"  
  data-height="24"  
  data-href="https://plus.google.com/102034052532213921839"  
  data-rel="author">  
</div>
```

HTML



# Follow Button

Follow in Page

Pages or People

**Like an H6**  
by [Paul Lindner](#) Follow 15k

In the style of [Like an H6](#)  
Popping nodes in  
When we code w  
Sippin sizzurp i  
Now I'm feeling  
Like a H6, Like  
Now I'm feeling  
Like a H6, Like  
Now I'm feeling  
Gimme that See  
Gimme that Duk  
Browsers love my style, and my tables gonna wild  
Get them browsers scaling, we get that class and that prop  
Now give me 2 more nodes cause you know it don't stop  
....



Follow **Paul Lindner** on Google+

<input type="checkbox"/> Following	49
<input type="checkbox"/> Friends	1
<input type="checkbox"/> Family	0
<input type="checkbox"/> Acquaintances	1
<input type="checkbox"/> Googlers	260
<input type="checkbox"/> Music	27

[Create new circle](#)



# Authorship

**Web** Images Maps Shopping More ▾ Search tools

About 67 results (0.29 seconds)

## [The ViewSorcerers](#)

[viewsorcerers.com/](https://viewsorcerers.com/) ▾

Contact Us. Paul or Chris. It will look like this soon if you keep on coming!! The official **ViewSorcerers** Website was last updated. 3/28/99 ...

## [lindner/viewsorcerers · GitHub](#)



<https://github.com/lindner/viewsorcerers> ▾

by Paul Lindner in 15,281 Google+ circles

View Sorcerers Site. Contribute to viewsorcerers development by creating an account on GitHub.



# Authorship

Profile Links

Verified Email Addresses

Sites you Contribute to

Good Headshot

## Other profiles

 LinkedIn (plindner)

 Livejournal (lindner)

 Twitter (lindner)

 Facebook (plindner)

 Identica (lindner)

 Stackoverflow

 Soundcloud (plindner)

 github (lindner)

 Slashdot (lindner)

 Myspace Profile

**Email** lindner@inuus.com ✓  
lindner@apache.org ✓  
pmlindner@gmail.com ✓

## Contributor to

 1500 Word MTU (current)

 Google Developers (current)

 ViewSorcerers (current)



# Authorship

In the <head>, in a badge, in a byline link

```
<head>
```

```
  <link rel="author" href="https://plus.google.com/102034052532213921839" />
```

```
</head>
```

```
<div class="g-person" data-rel="author"
```

```
  data-ref="https://plus.google.com/102034052532213921839"
```

```
<p>by <a href="https://plus.google.com/102034052532213921839" rel="author">
```

```
  Paul Lindner</a></p>
```



# What Else?

## Ads

[Paul Lindner - +1's - Google+](#)

<https://plus.google.com/117259934788907243749/plusones> ▼

by Paul Lindner - in 15,281 Google+ circles

May 7, 2013 – **ViewSorcerers** (current). All photos from all posts. All profile photos.

1234 Go On 880 Plow 2013-02-03 2012-08-25 Google I/O After Hours with ...

Ad related to **viewsorcerers** ⓘ

[Join us at ViewSorcerers](#)

[www.viewsorcerers.com/](http://www.viewsorcerers.com/)

Increasing Discovery and Engagement for Publishers

ViewSorcerers has 139 followers on Google+





# Ads

## Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour.](#)

Location  [?](#)  Extend my ads with location information

Sitelinks  [?](#)  Extend my ads with links to sections of my site

Call  [?](#)  Extend my ads with a phone number

Social  [?](#)  Increase the social relevance of my ads by associating them with my Google+ Page

Enter the URL for your Google+ page  [?](#)

Before activating your extension, we'll check that your Google+ page and website are linked. [Learn more](#)



# More on Search and Google+ Pages

G+ and Search: How to Enhance Your Brand Queries on Google

Room 1


Today, 3:50pm




John Hjelmstad

 **Follow**

2,421 followers





Ardan Arac

 **Follow**

120 followers





# Mobile Recommendations

Pulling it all together

# Mobile recommendations

Harness your investments in

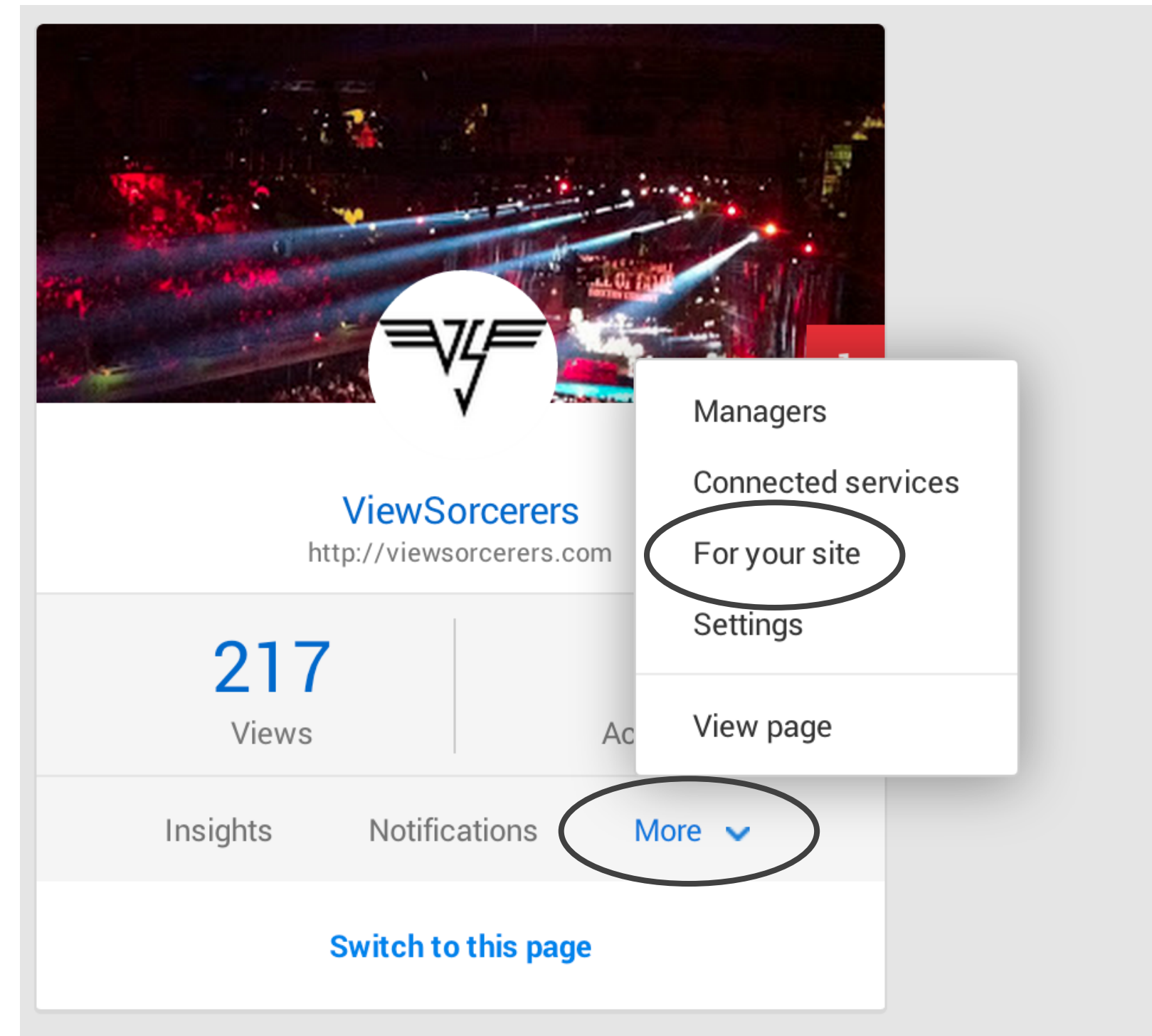
Google+ Pages

Authorship

+1s

On your Mobile site.

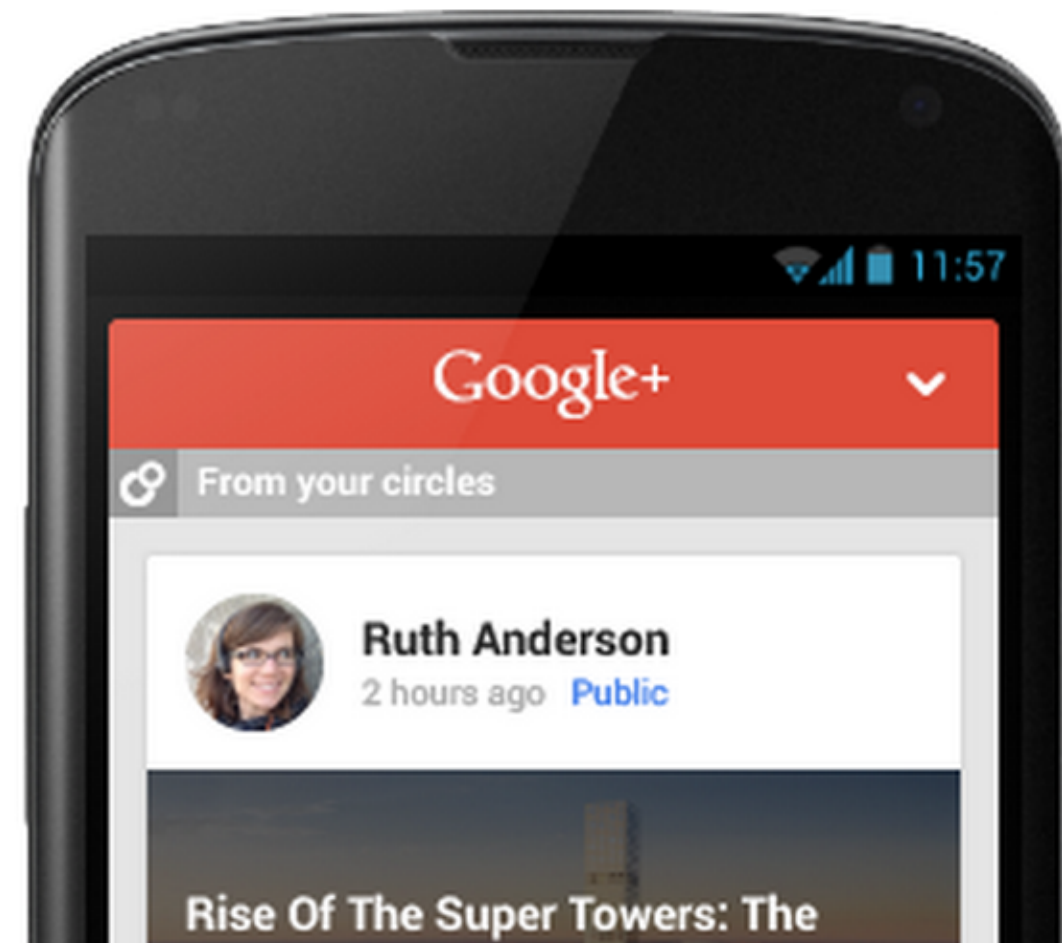
Start on your Dashboard



## Mobile Recommendations

[One time setup](#)

Suggest personalized content from your website to mobile visitors. Keep users on your site longer, while guiding them to more of the content they came for. Learn more at [Google Developers](#).



# plusone.js

Add your publisherid

```
<script type="text/javascript">
  (function() {
    var po = document.createElement("script"); po.type = "text/javascript", po.async = true;
    po.src = "https://apis.google.com/js/plusone.js?publisherid=117741825876254094419";
    var s = document.getElementsByTagName("script")[0]; s.parentNode.insertBefore(po, s);
  })();
</script>
```





Mobile Recommendations

On

[Get setup code](#)

Changes can take up to 30 minutes to propagate. Wait a minute then clear your mobile browser's cache to see changes sooner. [Learn more](#)

### Don't show recommendations on these pages

Apply to all subpages

[Add](#)

### Don't recommend these pages

Apply to all subpages

[Add](#)

### When to display recommendations

Display when user scrolls up

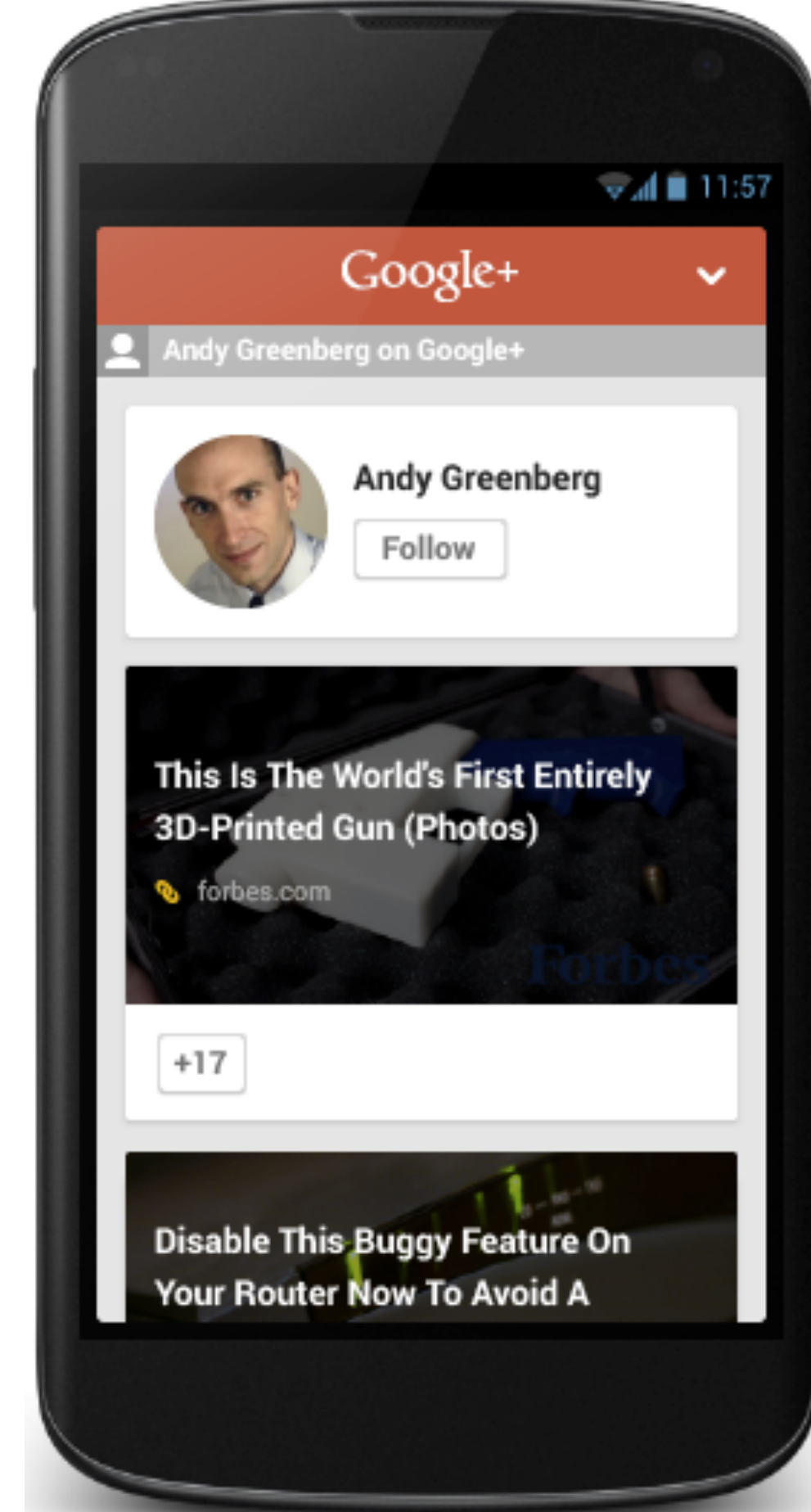
Learn more at [Google Developers](#).

# Authorship

Follow Author

Other articles by Author

... from your authorship markup





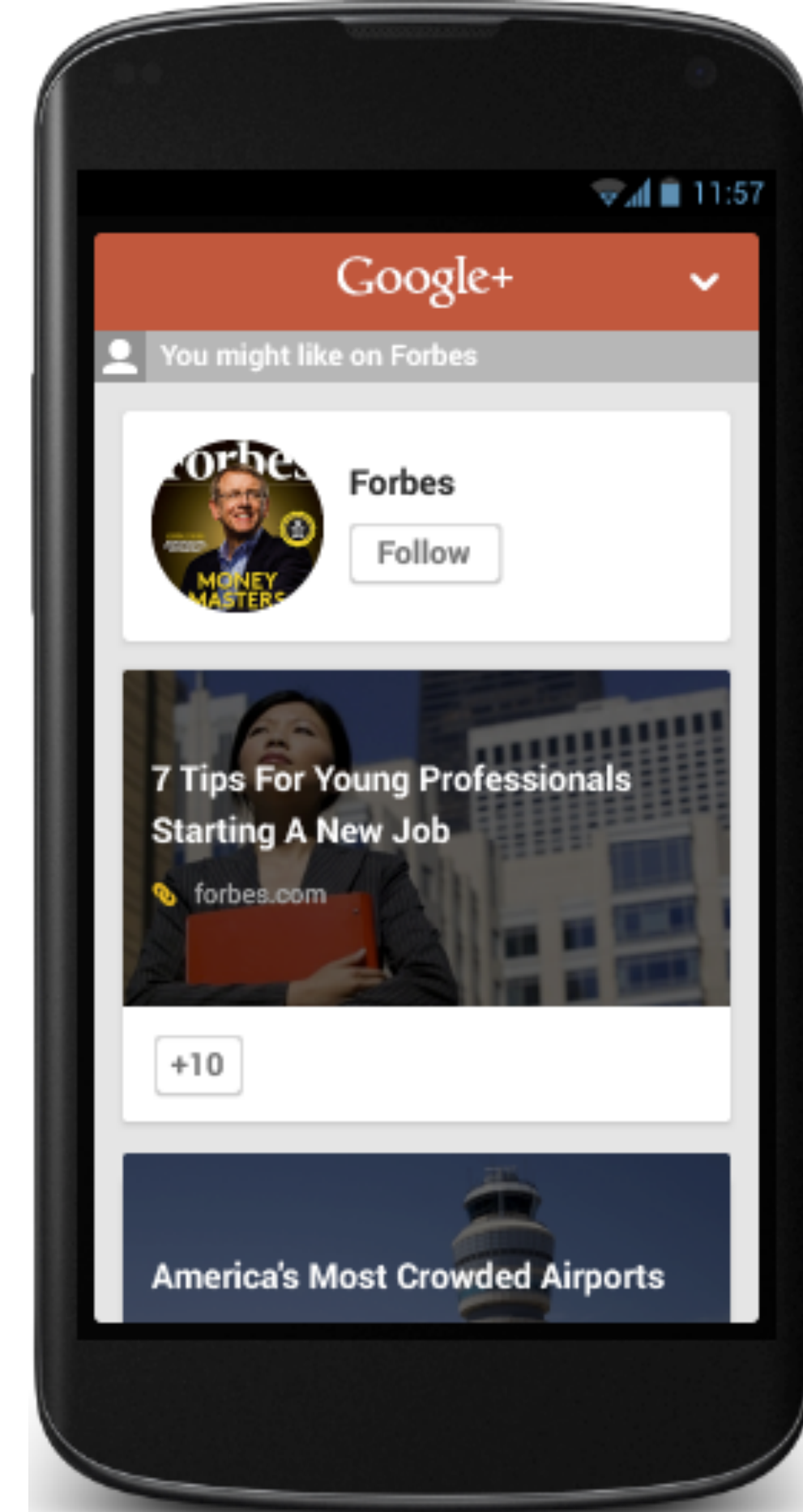
# Publisher and Topics

Follow Publisher (that's you!)

Related Topical Posts

... from

- your linked Google+ Page
- your schema.org markup and,
- your amazing content

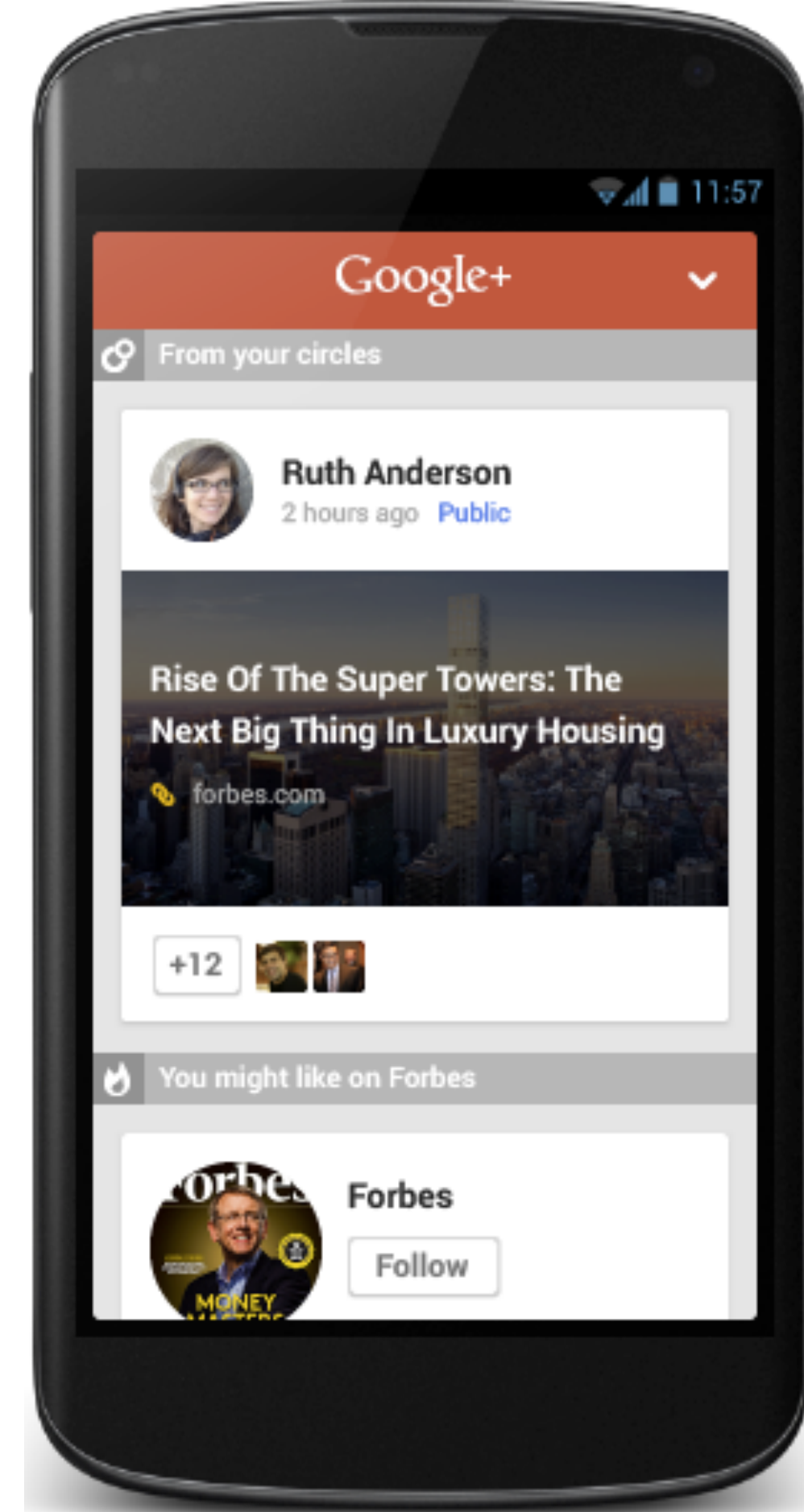


# +1'd Content

Popular content

Relevant +1'd content from your circles

... from +1s and shares by your users



# All Together now

Content into Google

Contextual

Power of Google to your Site

Add your #hashtags

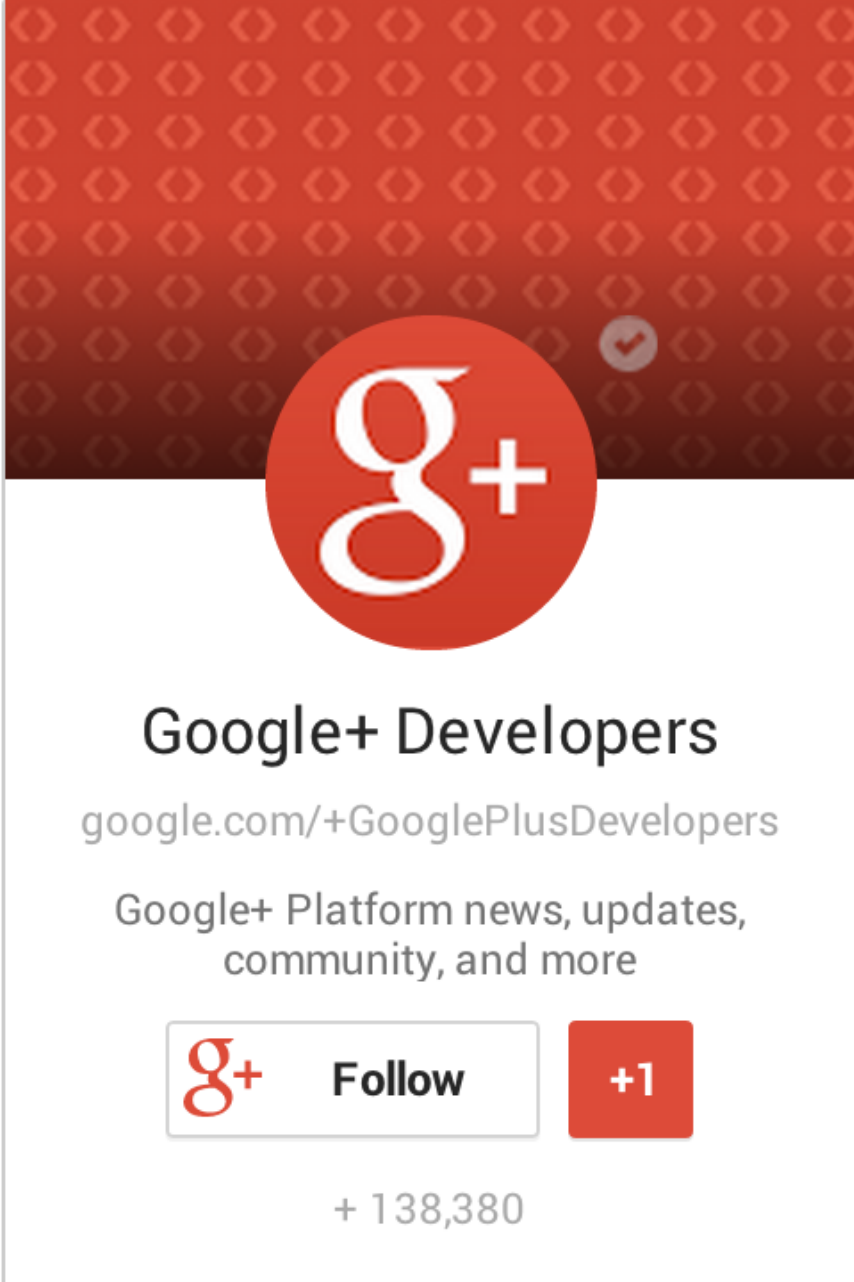


# Beyond I/O

Follow Google+ Developers for updates



Join us in Office Hours

Contact Chris or Paul via their Google+ profile



The image shows a screenshot of the Google+ profile for 'Google+ Developers'. The profile picture is a red circle with a white 'g+' logo. The name 'Google+ Developers' is displayed in bold black text. Below the name is the URL 'google.com/+GooglePlusDevelopers'. The bio reads 'Google+ Platform news, updates, community, and more'. There is a 'Follow' button with a 'g+' icon and a '+1' button. Below these buttons, it shows '+ 138,380' followers. The background of the profile header is a red pattern of small 'g+' logos.

**Google+ Developers**  
google.com/+GooglePlusDevelopers  
Google+ Platform news, updates,  
community, and more

 **Follow** 

+ 138,380



# Q & A

<https://developers.google.com/+/web/>

Chris Messina

Paul Lindner

