Implementing the +1 button Best practices and tips



June 21, 2011



Hello



Timothy Jordan Developer Advocate, Google

timothyjordan.com @timothyjordan



Submit a feedback survey for a chance to win a \$100 Amazon.com gift card







#1button



Today's menu

- Why +1?
- Getting started
- Best practices
- Advanced options
 - Optimization



Why +1?







TinaTamarind Just got back from a 7 mile run! 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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king day books



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K-Gr 2-- When their black classmates Daniel and Janet mention that they are going to march in a parade to honor Martin Luther King, Ben and Amy want to find ... www.amazon.com > ... > Holidays & Festivals > Non-religious - Cached - Similar

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Martin Luther King Day: Best Books About MLK And His Legacy (PHOTOS) -

Jan 17, 2011 ... Since 1986, Americans have officially celebrated the legacy of Martin Luther King Jr., one of the country's greatest Civil and Human Rights ... www.huffingtonpost.com/.../martin-luther-king-day-books n 809261.html - Cached

Martin Luther King Day - BookBag - Kids Books, Teen Fiction and ...

Jan 17, 2011 ... Martin Luther King Day: books for young readers. Today is the birthday of Martin Luther King, Jr. Americans celebrate this day not just as ... bamredbooks.blogspot.com/.../martin-luther-king-day-books-for-young.html - Cached

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Martin Luther King Day Book Processing - EVENT FULL on Detroit ...

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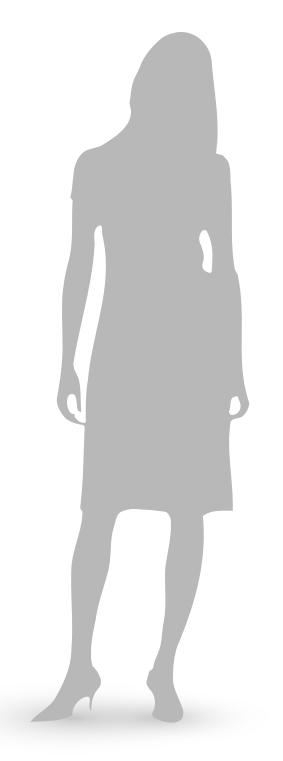
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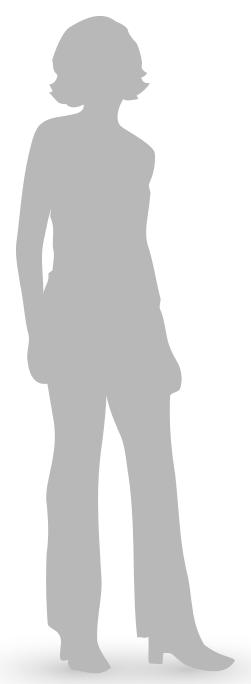


90%

Of consumers online **trust recommendations** from people they know







71%

Say reviews from family members or friends influence purchase decisions







king day books



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Advanced search

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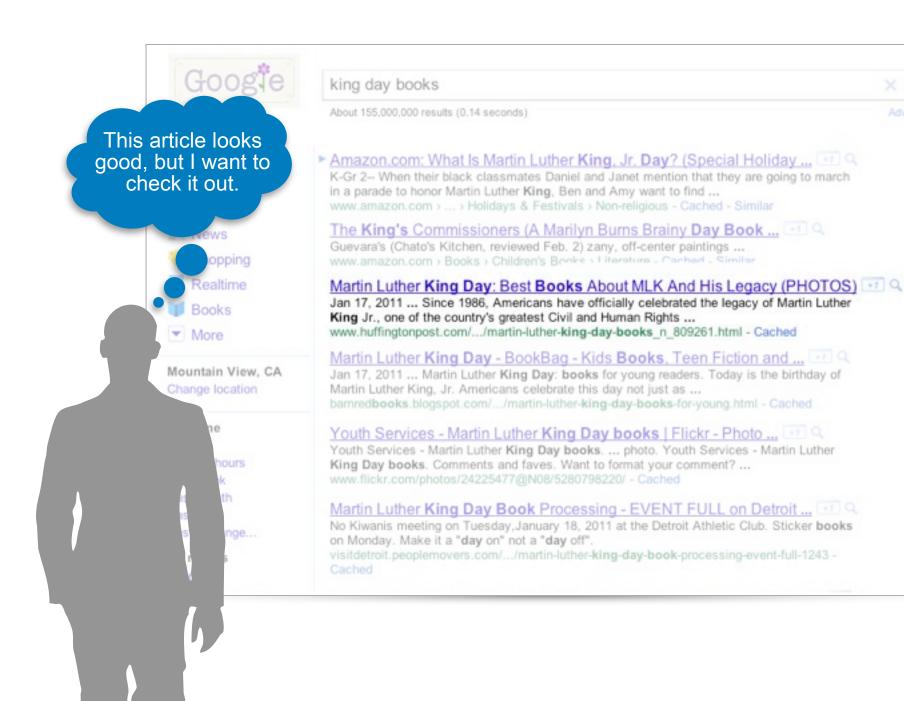
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A close election in New Hampshire! Get breaking news and opinion www.oreilly.com/

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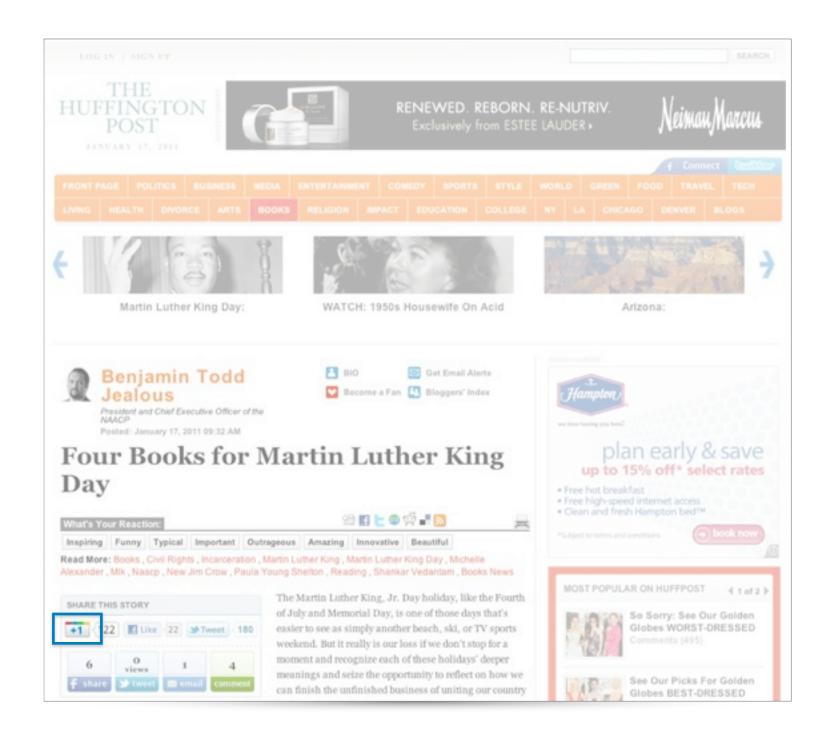




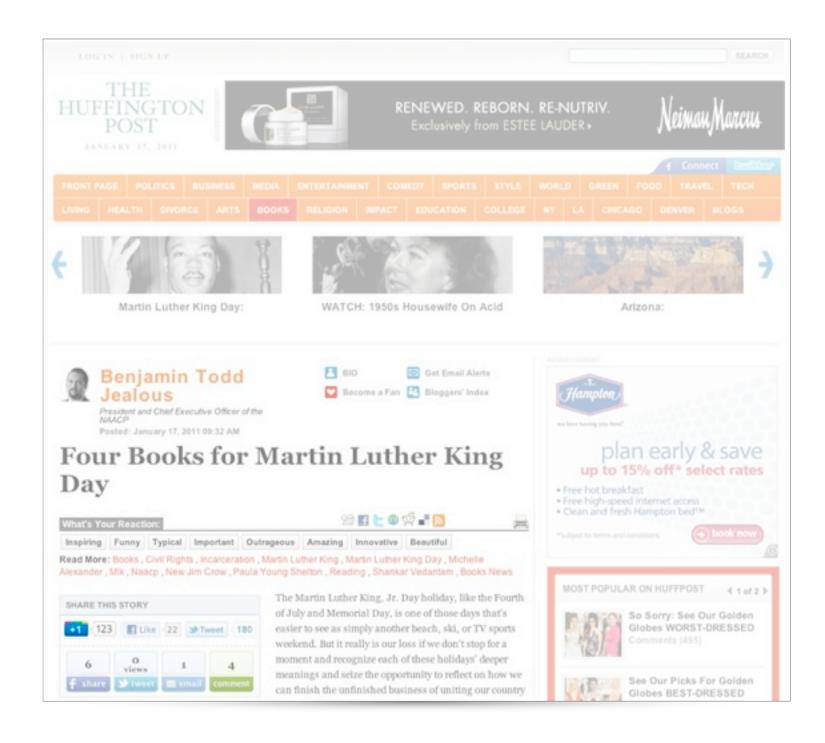
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Amazon.com: What Is Martin Luther King, Jr. Day? (Special Holiday ... See Support of the Second Holiday ... See Second Holiday ... Second Holiday ... See Second Holiday ... See Second Holiday ... Second Holiday ... See Second Holiday ... See Second Holiday ... Second Holiday

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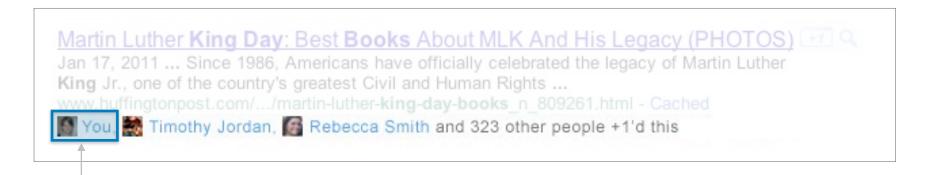
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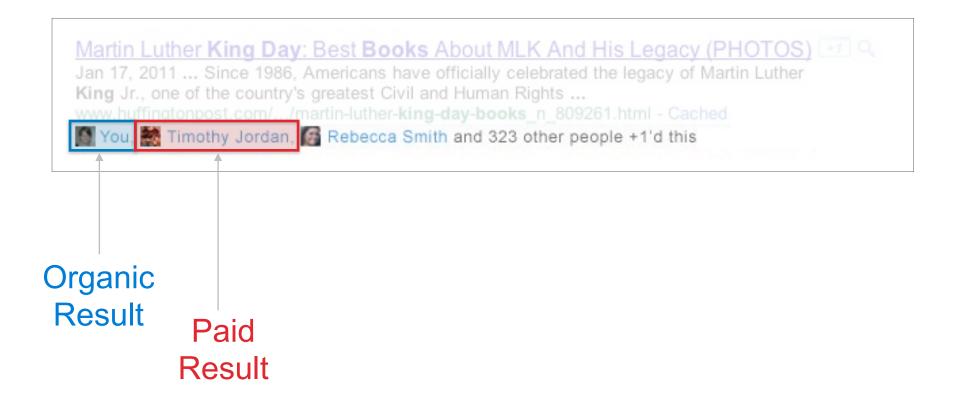
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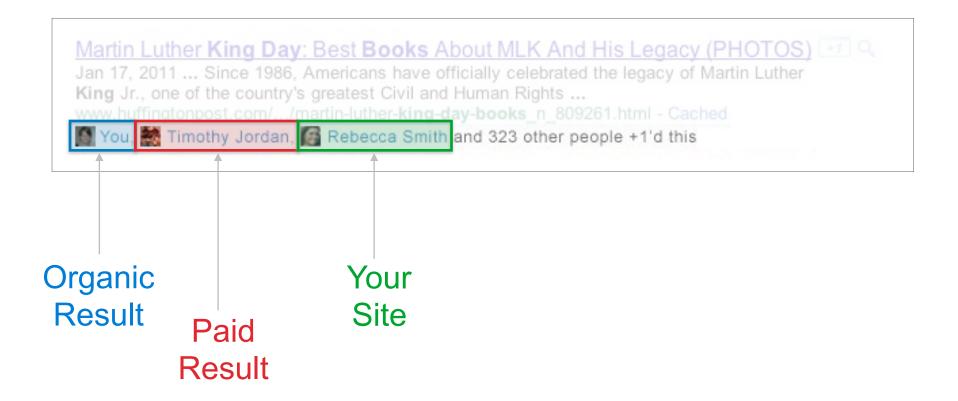


Organic Result











More traffic, better traffic

Amazon.com: What Is Martin Luther King, Jr. Day? (Special Holiday ...

Amazon.com: What Is Martin Luther King, Jr. Day? (Special Holiday Books) (9780516437842): Margaret Friskey: Books.

www.amazon.com > ... > Holidays & Festivals > Non-religious - Cached - Similar

Martin Luther King Day: Best Books About MLK And His Legacy (PHOTOS) [1]

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www.huffingtonpost.com/.../martin-luther-king-day-books_n_809261.html

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Martin Luther King, Jr. Day - Kids Books - Children's Literature ...

Children's literature for Martin Luther King, Jr. Day. Recommended reading for Martin Luther King, Jr. Day ideas, customs, activities, crafts, fun, ...

www.apples4theteacher.com/holidays/...king...day/kids-books/ - Cached - Similar

Book-A-Day Almanac 🗐

An excellent set of materials for teaching the **book** can be found at http://bit.ly/icDrC1. On Martin Luther **King Day** I am so grateful not only for the life ... childrens**book**almanac.com/ - Cached

Martin Luther King Jr. Day: Four Books to Consider - Speakeasy - WSJ

Jan 17, 2011 ... NAACP president and CEO Benjamin Jealous recommends four books worth reading that deal with the life and legacy of the civil rights icon. blogs.wsj.com/.../2011/.../martin-luther-king-jr-day-three-books-to-consider/

The Holiday Zone: Children's Literature for Martin Luther King Jr. Day

Recommended Books for Children ... E-mail it to ideas@theholidayzone.com! Return to the Holiday Zone's Martin Luther King Jr. Day Activities. ... www.theholidayzone.com/mlk/mlkbooks.html - Cached

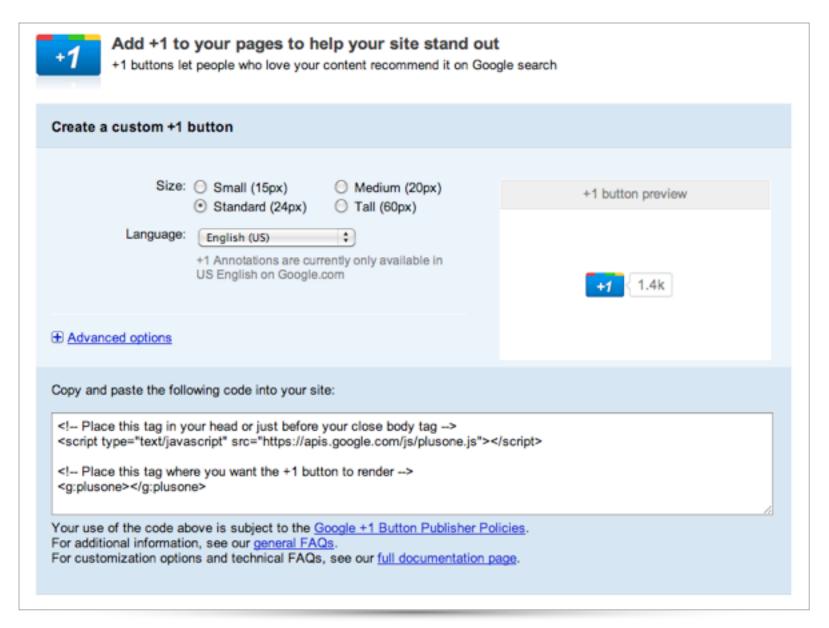
- Social connections may increase CTR on paid and organic search listing
- Search traffic is pre-qualified through personal recommendations



Getting started



google.com/webmasters/+1button





+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"</pre>
      href="http://www.example.com/" />
     <script type="text/javascript"</pre>
       src="http://apis.google.com/js/plusone.js">
     </script>
  </head>
  <body>
    <g:plusone></g:plusone>
  </body>
</html>
```



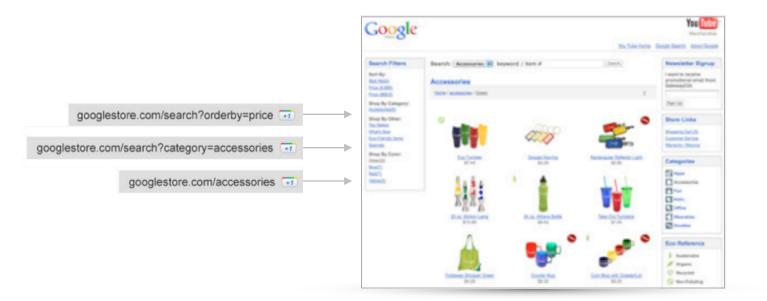
Basic page

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



Using rel=canonical

For multiple URLs pointing to similar content





Using rel=canonical

For multiple URLs pointing to similar content, use rel=canonical, so the page gets the maximum number of +1s



Without rel=canonical



Using rel=canonical

For multiple URLs pointing to similar content, use rel=canonical, so the page gets the maximum number of +1s



With rel=canonical



Basic page

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



Best Practices

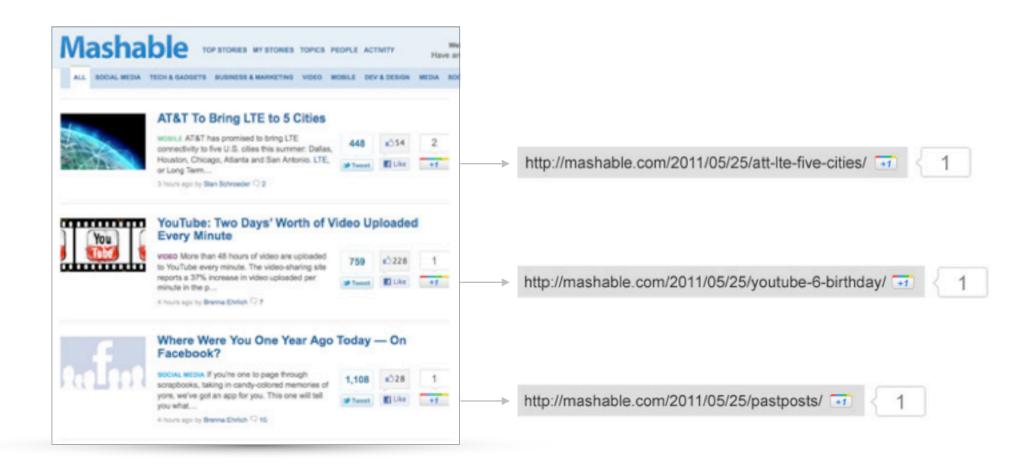


It must be a public, crawlable URL





For multiple +1's on a single page, set the "URL to +1", so each article is counted as it's own +1





For multiple URLs pointing to the same page, use rel="canonical", so the page gets the maximum number of +1s





The URL is determined by:

The href attribute

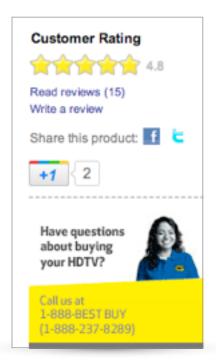
<g:plusone href="http://www.example.com"></g:plusone>

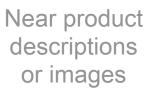
- The value of the link rel="canonical" tag k rel="canonical" href="http://www.example.com" />
- The URL of the page

as defined in document.location.href



Place near sharable content







Beginning and end of articles



Or with other social sharing buttons



Place near sharable content



You can include the following to explain the +1 button to users

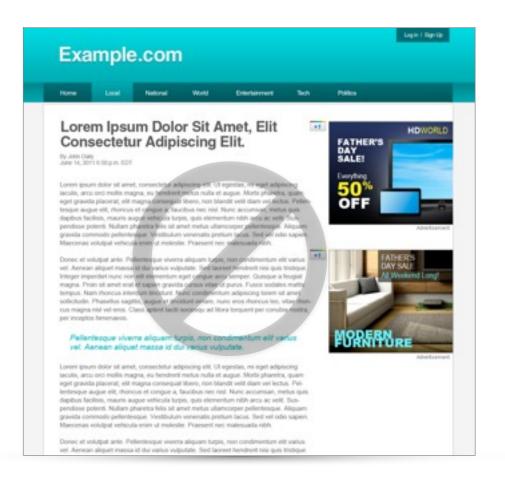
Click +1 to recommend this page in Google search.

OR

+1 is shorthand for "you should check this out." +1 this page to recommend it in Google search.



Be clear what the user will +1



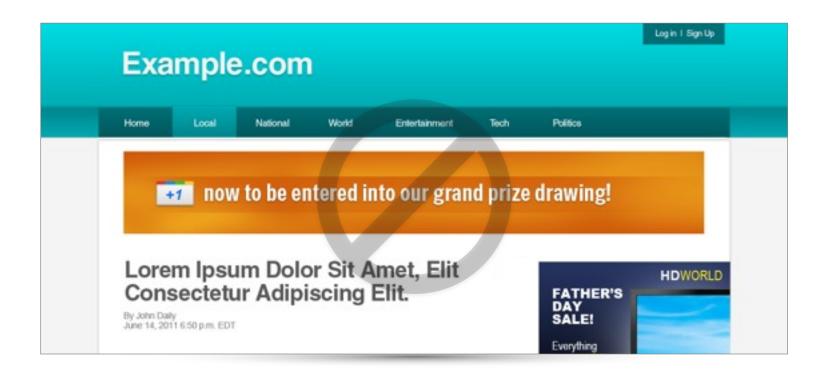


Wrong
What does this +1?

Right
Clear this +1's the movie



Don't try to buy +1's



It's against Google policies to promote prizes for +1 button clicks.

Full policies: goo.gl/U4gl9



Best practices



+1's are for URLs

Place on public pages
Use canonical URLs
Set "URL to +1"



Good user experience

Place near sharable content
Be clear what the user will +1
Don't try to buy +1's



Advanced options



Testing environment

The situation

- You want to test the button in your private environment before deployment
- The URLs in this testing environment are private
- The +1 button requires a public URL
- Clicks on buttons in this private environment will result in an error button



Two solutions

- 1. Verify button render and ignore the error button upon click
- 2. Canonicalize your private URLs to the public counterparts

 http://private.example.com/some/path has a rel=canonical of
 http://www.example.com/some/path



Button sizes

	Button	Width	Max width	Height
Small without count		24	_	15
Small with count	-1 0	_	70	15
Medium without count	+1	32	_	20
Medium with count	+1 0	_	90	20
Standard without count	+1	38	_	24
Standard with count	+1 2	_	106	24
Tall	0	50		60

all sizes are in pixels



Parameters for the +1 tag

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



Parameters for the script tag

	Value	Default
lang	{pt-BR, en-US,}	en-US
parsetags	{explicit, onload}	onload



JavaScript API

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



Explicit load

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



Explicit load

```
<html>
  <head>
    <title>+1 demo: Explicit load</title>
    <link rel="canonical" href="http://www.example.com" />
    <script type="text/javascript"</pre>
      src="https://apis.google.com/js/plusone.js">
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    </script>
  </head>
  <body>
    <div id="content">
      <g:plusone></g:plusone>
    </div>
    <script type="text/javascript">
      gapi.plusone.go("content");
    </script>
  </body>
</html>
```



Explicit render

```
<html>
  <head>
    <title>+1 Demo: Explicit render</title>
    <link rel="canonical" href="http://www.example.com" />
    <script type="text/javascript"</pre>
      src="https://apis.google.com/js/plusone.js">
      {"parsetags": "explicit"}
    </script>
    <script type="text/javascript">
      function renderPlusone() {
        qapi.plusone.render("plusone-div");
    </script>
  </head>
  <body>
    <a href="#" onClick="renderPlusone();">Render the +1
button</a>
    <div id="plusone-div"></div>
  </body>
</html>
```



Explicit render

```
<html>
  <head>
    <title>+1 Demo: Explicit render</title>
    <link rel="canonical" href="http://www.example.com" />
    <script type="text/javascript"</pre>
      src="https://apis.google.com/js/plusone.js">
      {"parsetags": "explicit"}
    </script>
    <script type="text/javascript">
      function renderPlusone() {
        gapi.plusone.render("plusone-div");
    </script>
  </head>
  <body>
    <a href="#" onClick="renderPlusone();">Render the +1
button</a>
    <div id="plusone-div"></div>
  </body>
</html>
```



For large publishers

100 queries per second
of button renders, which is around
900K button renders a day,
please let us know.

goo.gl/1Q3G3



Optimization



Two places for data, available soon

Google webmaster tools

How does +1 affect organic search and ads CTR?

Who +1's my content? (aggregate)

+1 button focus



Two places for data, available soon

Google webmaster tools

How does +1 affect organic search and ads CTR?

Who +1's my content? (aggregate)

+1 button focus

Google Analytics

How do users who use social plug-ins interact with my site?

Compares across social plug-ins

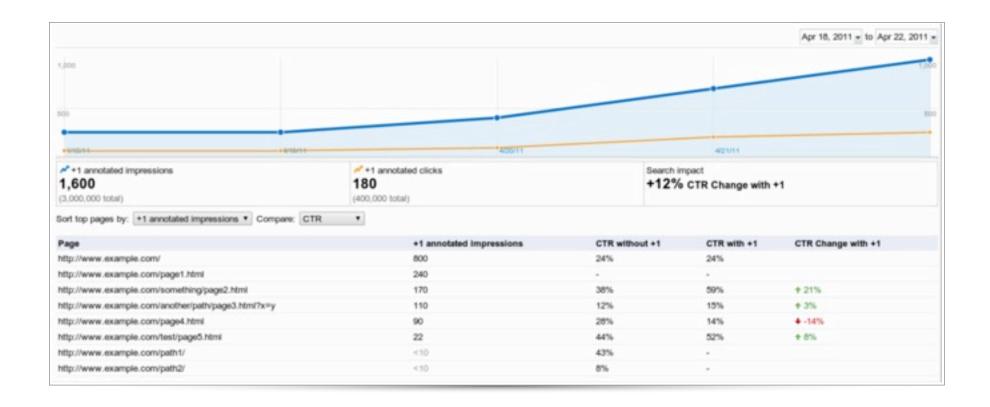


Webmaster tools: Activity Page





Webmaster tools: Search Impact



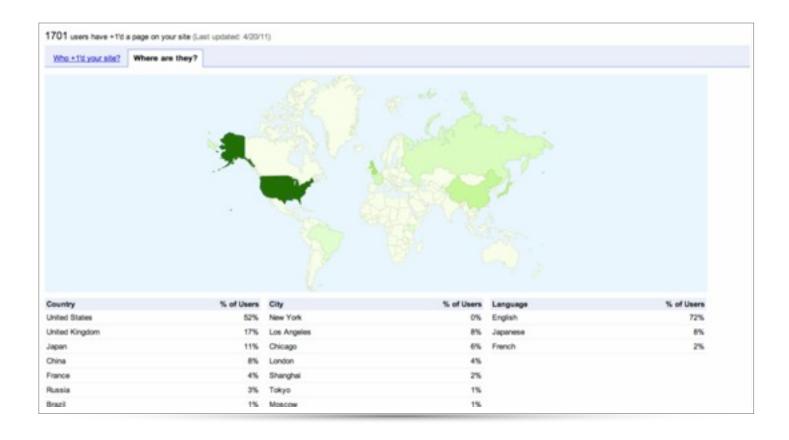


Webmaster tools: Audience



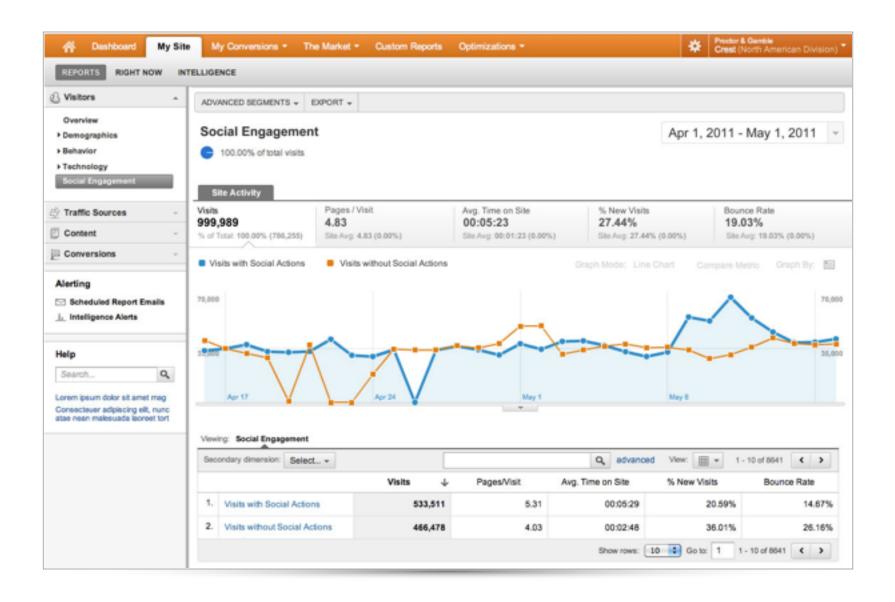


Webmaster tools: Audience



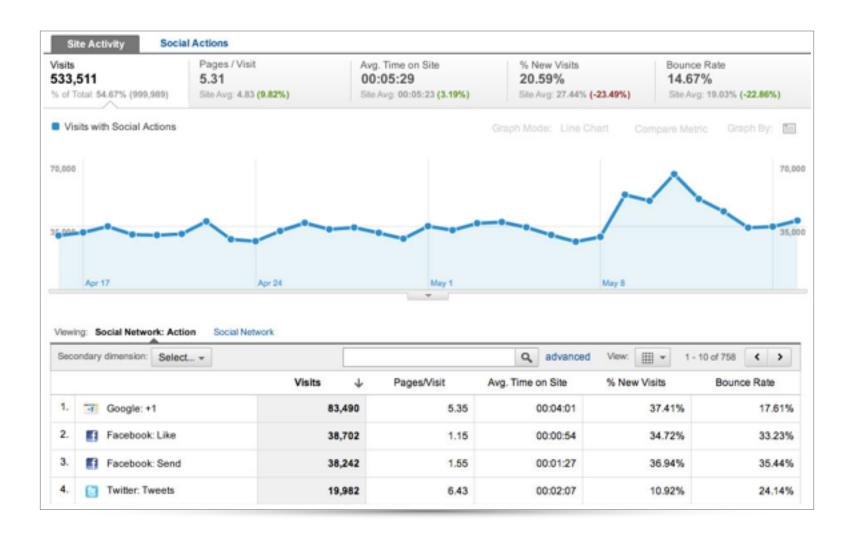


Google Analytics: Social Engagement



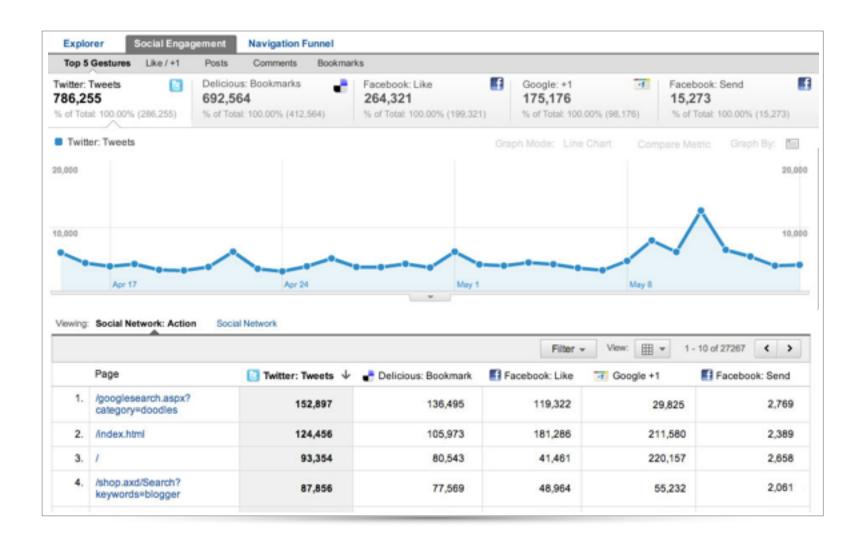


Google Analytics: Social Engagement





Google Analytics: Social Engagement





Google Analytics: Set-up





Data visible within

1 hour of +1 button

implementation



Small change to Analytics tracking code:

_trackSocial(network, action, target_url)

network: social network of the plugin

action: the action taken (e.g. Tweet)

target_url: the URL the action

was taken on



Summary



Summary

- +1 annotations may increase CTR on paid and organic search listings
- The +1 button on your site gives your users more opportunity to click
- Integration is straight-forward and flexible
- Customization can help your +1's show up in search more
- Optimization tools coming soon



Next steps

Get the code for your site: google.com/webmasters/+1button

Try out the search experiment: google.com/experimental

Subscribe to our publisher buttons announce group: http://goo.gl/F8Y2Z



Additional resources

Advanced instructions on Google code site: code.google.com/apis/+1button

Frequently asked questions on Webmaster Central: goo.gl/s8fci



Q & A

