



- The +1 button allows people to recommend your site to their friends and contacts
- Add +1 buttons to your site to give users more chances to +1 your content:  
<http://google.com/webmasters/+1button>

## How to Add +1 Buttons to Your Site

The +1 button combines word of mouth with the power of Google search by incorporating personal recommendations right into search results and ads on Google.com. By putting the +1 button on your pages you can help your site stand out, bringing you more, better qualified traffic from organic search results and search ads.

### Getting started

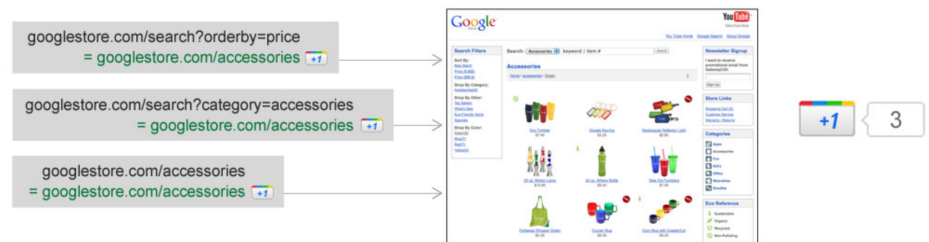
The following code is all you will need to get up and running. If you'd like to quickly configure a +1 button to your specifications, please visit our **configuration tool** (<http://www.google.com/webmasters/+1button>).

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

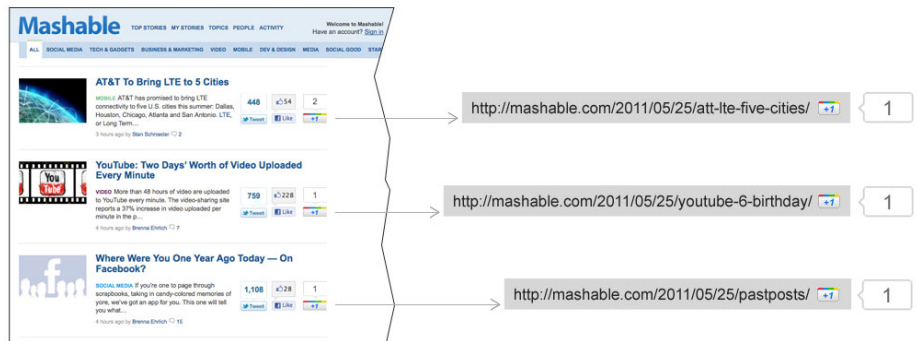
### Implementation Strategies

To make sure your +1 annotations appear as often as possible in Google search, we recommend customizing your button.

- **Setting the correct +1 target for multiple URLs with the same content**  
If your site uses multiple URLs for the same content for tracking purposes, define the canonical URL for each page to ensure that Google search and +1 use the same URL for your content. For information on canonical URLs see **Webmaster Tools Help** ([goo.gl/WNtm4](http://goo.gl/WNtm4)).



- **Adding +1 buttons for multiple URLs on a single page**  
To include multiple +1 buttons, matched to multiple URLs on the same page, such as a blog's homepage or page linking to other product pages, use the "URL to +1" Advanced option to match the +1 button to the correct URL for each. For more info visit the **Google code site** ([goo.gl/guGBb](http://goo.gl/guGBb)).



Our **configuration tool** (<http://www.google.com/webmasters/+1button>) allows you to quickly create a custom +1 button for your site.

- **Size:** The button is available in the following sizes: 62x15, 82x20, 98x20, 50x60
- **Language:** Set the language for the +1 button, including the alt text and sign-up flow for users who click the button for the first time. The +1 button is available in 44 languages, but +1 annotations currently appear only on English results on Google.com.
- **URL to +1:** Use this tag when you want the button to +1 a page other than the current one. More info on the **Google code site** ([goo.gl/guGBb](http://goo.gl/guGBb))
- **Parse:** If you have content that you want to load before the +1 button, use Explicit Load to control when your +1 button is visible to your users.
- **Callback:** Use the callback option to trigger an action, such as unlocking additional content, on your website after someone +1's your content.

### Best Practices

- Make it clear for users what they are +1'ing - whether it is the page they are on or content linked from the page.
- Make sure the +1 URL matches the URL that shows up in search. Use the `<link rel=canonical>` tag in the html header or explicitly set the URL to +1. This is the likely culprit if your +1's are not appearing in search.
- Place the +1 button near content users want to share, such as after articles, near product descriptions or images, or with your other social sharing buttons.
- Add the +1 button only to public pages. The +1 is a public action.
- Don't abuse +1's. It is against **Google policies** ([goo.gl/U4gI9](http://goo.gl/U4gI9)) to promote prizes or monetary equivalents in exchange for +1 button clicks.
- Note that the +1 button is designed for modern browsers such as Chrome, Firefox 3.6 and above, and IE8 and above. We don't plan to support older browsers in the future.

### Resources

- Advanced button customization instructions on **Google code site** (<http://code.google.com/apis/+1button>).
- Frequently asked questions on **Webmaster central** ([goo.gl/s8fci](http://goo.gl/s8fci)).
- For more questions, ask in our **Webmaster Help Forum** ([goo.gl/QA9eS](http://goo.gl/QA9eS)).