Social Extensions

+1

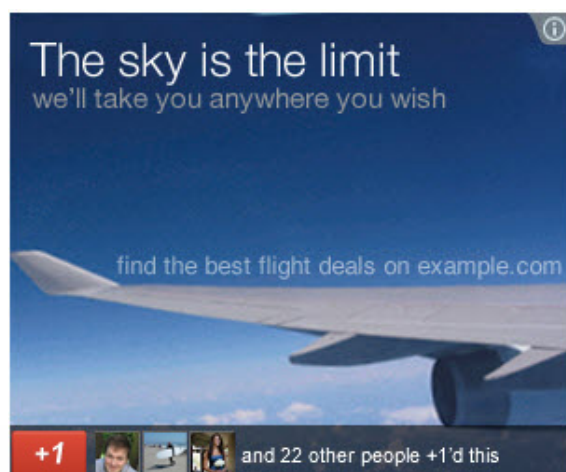**Improve the marketing you do with Google.**

Google+

What are Social Extensions?

People often turn to friends and family for help making decisions. Google+ combines the power of these personal recommendations with power of Google Search and Ads, by showing Google users when someone in their social circles has recommended something related to their search through annotations on ads.

How social extensions work

By default, AdWords ads that appear on Google or the Google Display Network all have a +1 button. A web user +1'ing your ad endorses your specific landing page, and vice versa.

With social extensions, a +1 on your ad will also apply to your website and to your Google+ Page. In return, all +1's from your Google+ Page and website are also applied to your AdWords ads.

This creates a larger social web presence for both your ads and your Google+ Page, making it more likely that someone who sees your ad will see a personal annotation. Annotations make your ads more relevant, thereby increasing your overall ad performance.

On average, **search ads with annotations have a 5-10% uplift in click through rate**, and AdWords Social Extension increases the likelihood that annotations will show up on your ads.

Setting up social extensions

To make this connection between your content, you need to take a few steps to let Google know your AdWords campaigns, your Google+ page, and your website are all associated with one another.

1 Create a Google+

Your Google+ page is your brand's identity on Google+ and a great way to connect with current customers and find new ones.

To create a page, you first need to have a personal profile on Google+. If you don't already have one, it's quick and easy to join at www.google.com/+. Once you have a personal profile, click the pages icon on the navigation ribbon and Google+ will guide you through the simple steps for setting up your page. To learn more about setting up your Google+ page check out The Getting Started Guide.
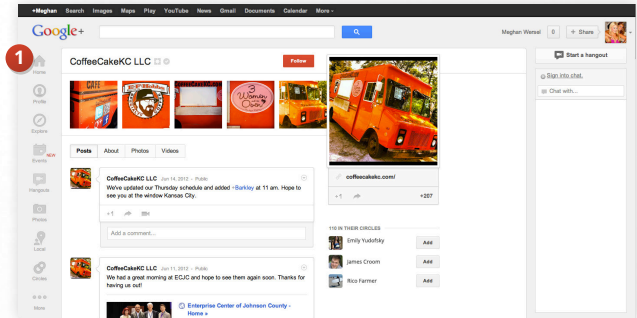
2 Connect your page and website with the Google+ badge

Adding the Google+ badge to your website not only links your site and Google+ page, but it also helps promote your page. In fact, some of our top pages saw a 38% average increase in followers after adding it to their site.

To connect your site and page, go to the "About" section of your Google+ page and make sure you have included your website. Then add a small snippet of code to your website to get the Google+ badge, available at: https://developers.google.com/+/plugins/badge/config

3 Link Your Page and Ads

Linking your Google+ page to your AdWords campaigns combines +1's on your ads, search results, home page, and Google+ page. This increases your number of recommendations across the web, and helps extend the life of +1's beyond any one campaign.

To link your page to your ads, visit the Ad extensions tab in your AdWords account, select Social Extensions from the drop-down box, click New extension and paste the URL of your Google+ page into the entry field. Click save and viola! All your +1s will be tallied together and appear as a single total.

Social Extensions needs to be enabled individually for each AdWords campaign, so make sure to follow step 3 for each of your campaigns.