Report Contents:

Why Should You Bother With Google Authorship?

Having an image displayed next to your website listing is still a rarity. Not many websites have Authorship photos being displayed next to them, and those that do, have a proven advantage.

Having a photo next to your listing catches the browsers attention and can massively increase the click through rate from Google to your website. This does 2 main things:

1. Drive you more traffic thanks to a higher click through rate
2. Helps to boost your rankings in Google

Point 1 above is obvious. Having your image next to your search engine listing will catch the users attention and will result in more people clicking on your website link.

What you may not know, is that Google measures the click through rate (CTR) from all websites in it's listings and takes this into account when deciding on where to rank your website.

If the website ranked #7 in Google gets a higher CTR than the website ranked #6, Google takes this as an indication that website #7 is indeed more relevant to what the searcher is searching for and as a result, will boost the ranking of website #7.

Up until now, the main way to catch the searchers attention and get a higher CTR than your competitor has been to write an appealing Title for your website and an appealing Description. By getting a professional domain name you can also increase your appeal and get a higher CTR.

The addition of Author images being displayed next to listings takes this to a new level though, especially right now, as not many websites have implemented Google Author images yet.

In my opinion, it's extremely important that you add an Author image next to your website listings...if you don't do it, you're potentially losing ground on your competitors and missing a big opportunity.

The good news is that it's EASY to have your image displayed in Google next to your website listing...and it doesn't take long to do either!

With that said, lets get started!

Step by Step Instructions

There are a few simple steps that need to be completed to get your image displayed next to your listing:

1. Get a Google+ account and add your photo and website information to it.
2. Link back from your website to your Google+ account (to complete the verification process).
3. Verify that everything has been completed correctly.

I'll now walk you through each of the above steps in detail.

Here are the download links for the step-by-step videos:

Video 1: Right Click Here & Select "Save As" To Download

Video 2: Right Click Here & Select "Save As" To Download

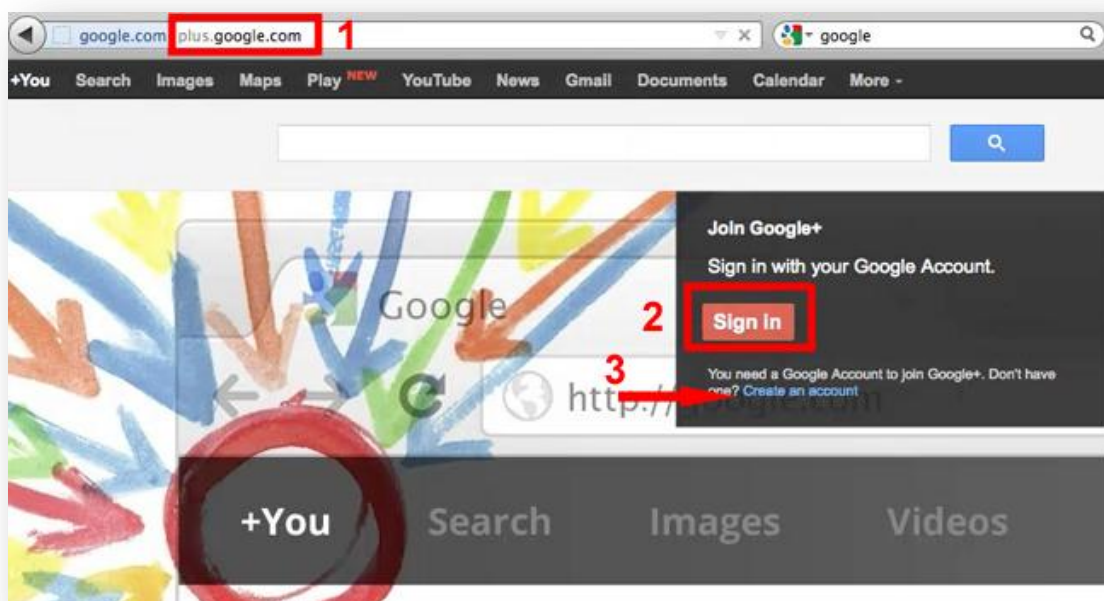**Video 3: Right Click Here & Select "Save As" To Download**

I'll also give you the download links to these 3 videos as you work through the report.
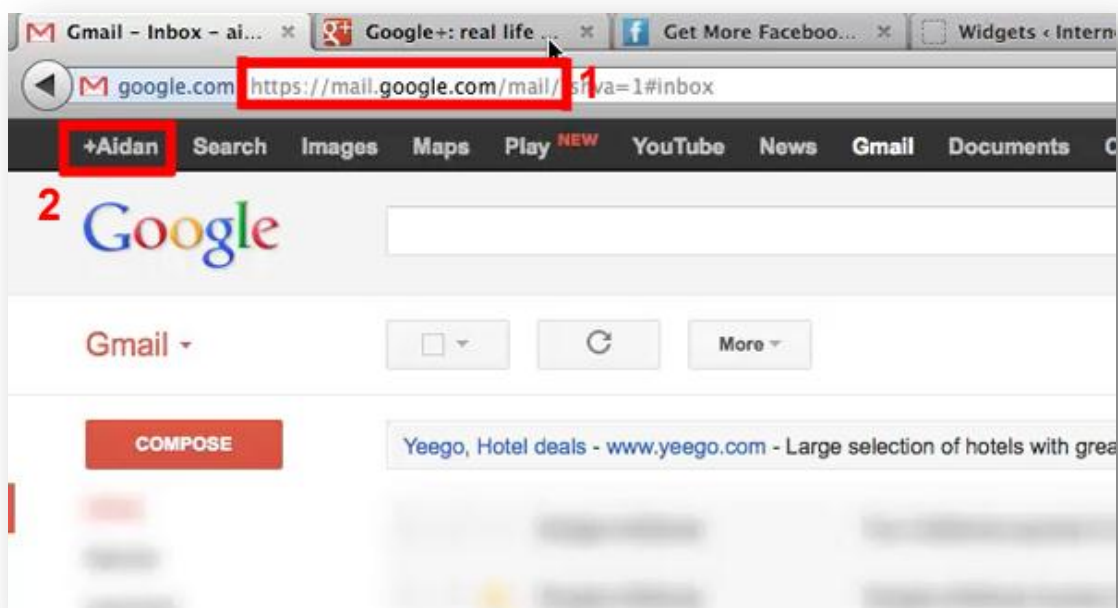
Set Up Your Google+ Profile

Video 1: Right Click Here & Select "Save As" To Download

To get started, sign up for a Google+ account. If you already have a Gmail account, an Adsense account, an Adwords account, or any other Google account, you'll be able to use that.

To get started, go to http://plus.google.com (1). If you already have a Google account, click the "Sign In" button (2), if you don't have any Google account or want to create a new one, click the "Create an account" link (3) as shown below.
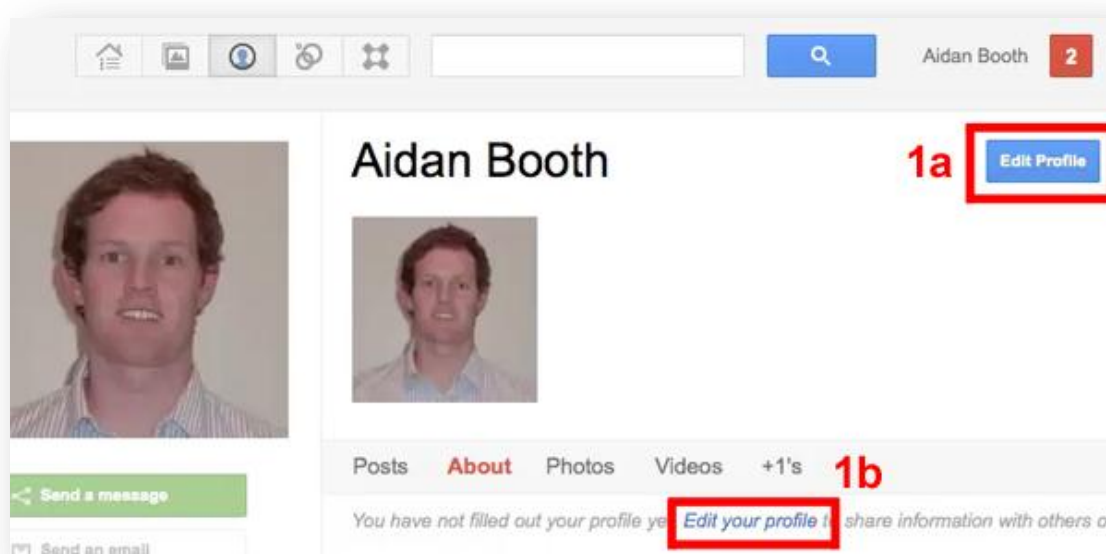
Note, if you currently use Gmail.com as your email service, you can simply login (1) and then click the "+Name" button (2) as shown below. This will take you to the Google+ dashboard.

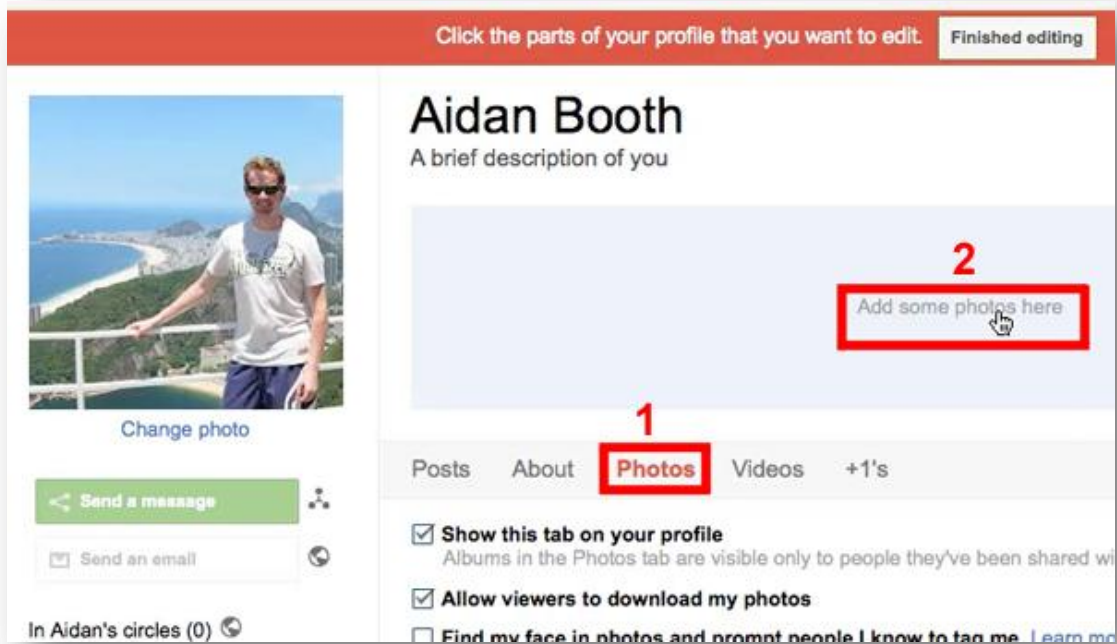Once inside the Google+ dashboard, click on the "Profile" icon (1) as shown below.

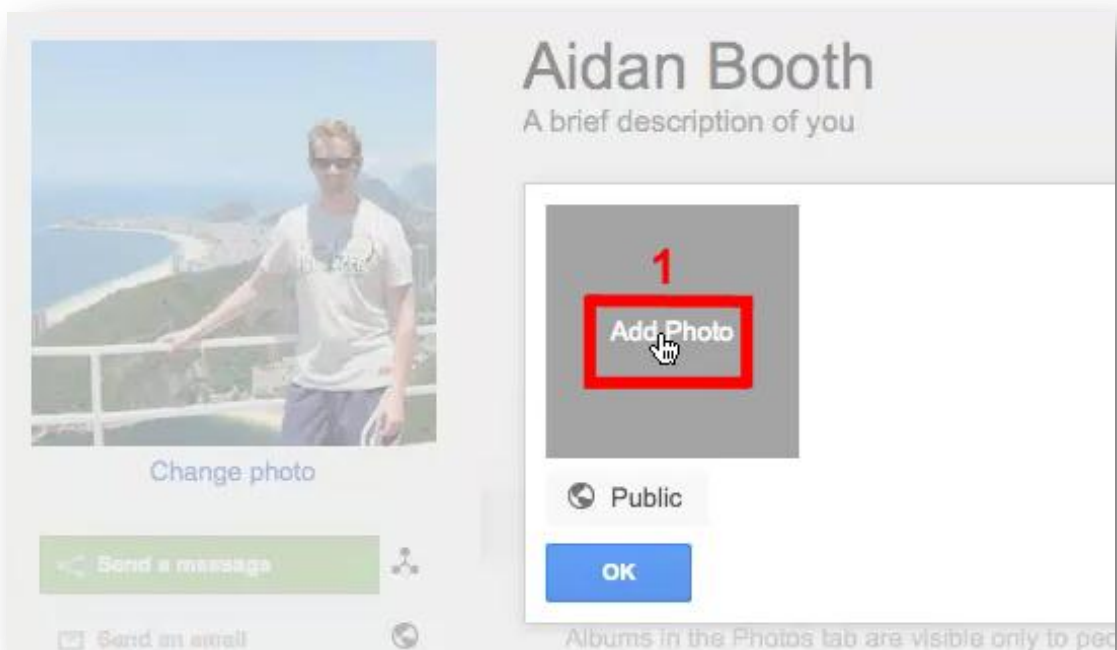Next, click the "Edit Profile" button (either 1a or 1b shown below).

Next, click on the "Photos" tab (1) and then click the "Add some photos here" text (2).
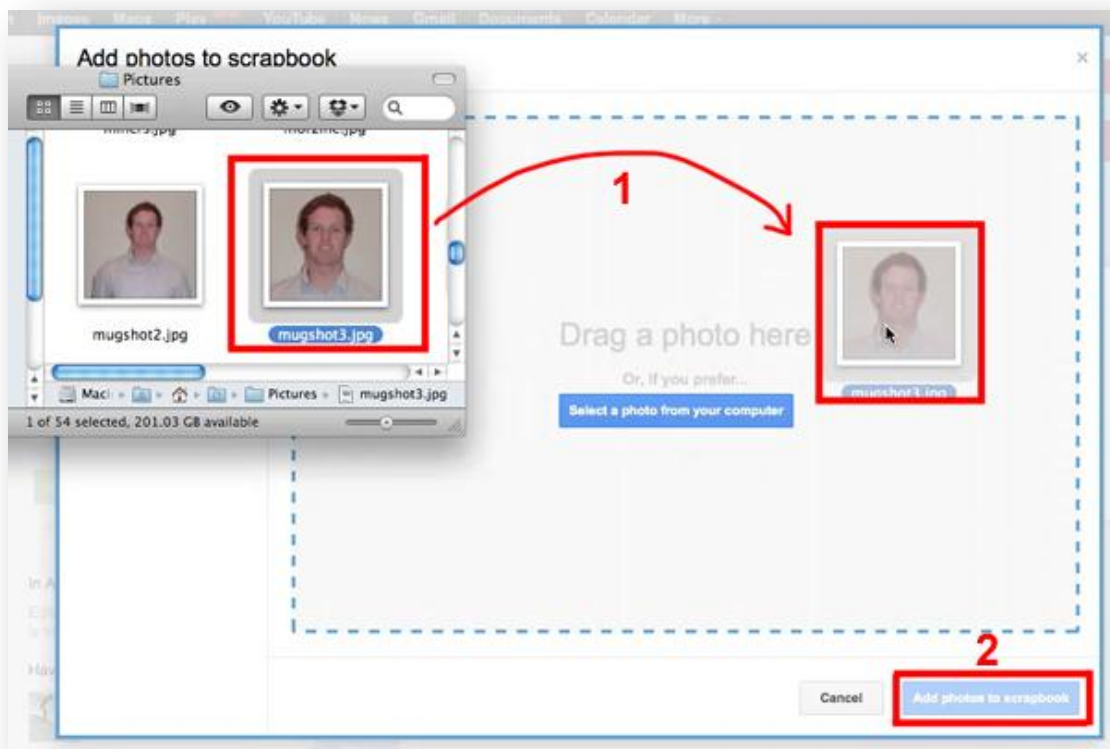
Click the "Add Photo" box (1) as shown below.
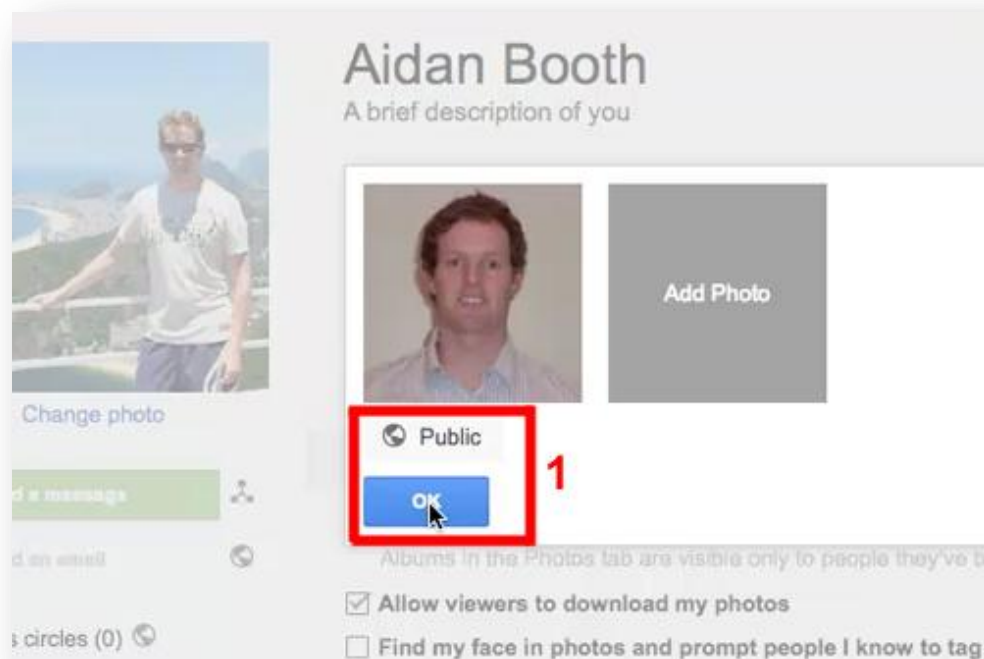

Find a photo on your computer that you want to show alongside your Google search listings and drag it into the photo upload area (1). Next click the "Add photos to scrapbook" button (2).

Note: The photo you use should just show your face. It should be clear and not contain any advertising. You cannot use a cartoon or any other image, it must be a photo showing a human face.
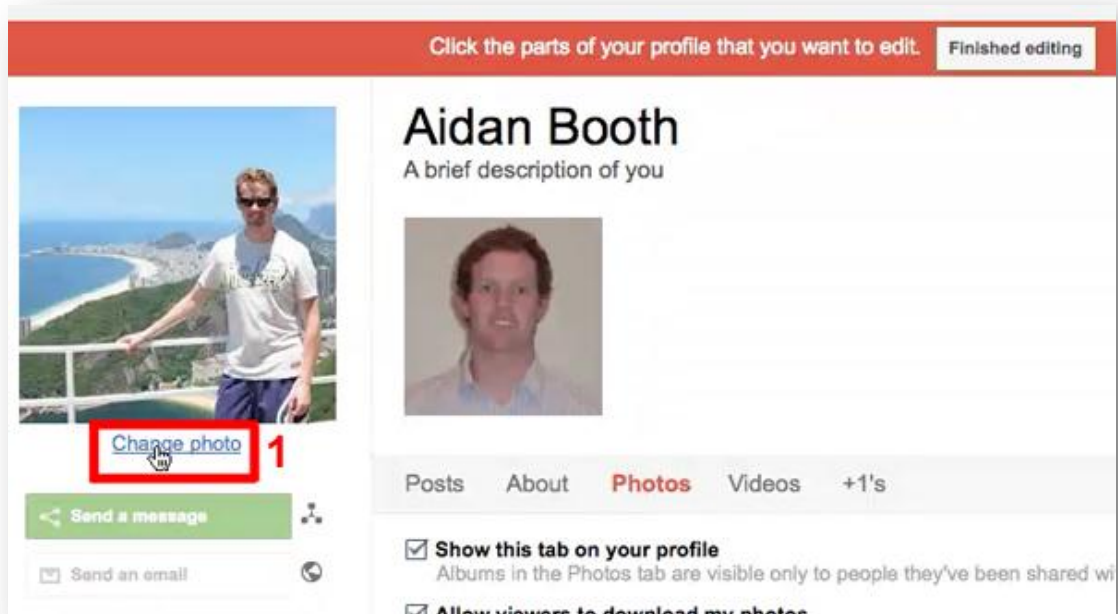
Next ensure the photo setting is set to "Public" and then click the "OK" button (1).

Your photo will now display in your account, but it will not yet be set as the profile picture. To set this, click on the "Change photo" icon (1) shown below.

Choose the "Your photos" tab (1) and select your recently uploaded photo from the "Scrapbook Photos" folder (2). Once you've chosen the photo you want to show next to your Google listings (this is your profile photo), click the "Set as profile photo" button (3).

Next, click the "About" tab (1) and click on the "Contributor to" box (2).

In the popup box, click the "Add custom link" button (1).

Insert your website name and URL (1), choose "Public" from the dropdown menu (2), and then click the "Save" button (3).

Once you done this, you'll see your website name appear in the "Contributor to" box on the right hand side (1). It's now time to add some basic details about yourself. To do this, click the "About" tab and proceed to write a short Introduction and a little information about yourself. The more information you add, the better.

Once you've done this, click the "Finish Editing" button (1) as shown below.

Your Google+ Profile should now be set up. At this stage you should have completed the following:

- Added the photo you want to appear next to the search listings to your profile and chosen it as your profile picture.
- Added your website to the "Contributor to" area.
- Added some basic information about yourself to your profile.

It's now time to add the special Google+ Badge to your website.

Adding The Google+ Badge To Your Website

Video 2: <u>Right Click Here & Select "Save As" To Download</u>

The second major step is to add the Google+ Badge to your website.

By adding the Google+ badge to your website, you're showing Google that you own your website and are linking it to your Google+ account. This is a vital step in getting your image shown next to your listing in the search results.

Before you do anything, go to your Google+ profile, and copy your Google+ ID number (1) – you'll need this in the next step. This number is shown in the URL when you are inside your Google+ account as shown below.

Next, go to www.google.com and do a search for "Google+ badge". To do this, type "Google+ badge" in the search box (1) and then click the search button (2). Click the link that I've shown below (3).

Next, click on the "Profile Config Tool" link in the left hand menu (1). Once you've done that, copy your Google+ ID number into the box next to where it says "Link to this Google+ profile ID" (2). Choose "icon" (3) from the badge type options, add your name in the "Customize Name" box (4), choose the image size your want to use (5) - I chose to use the "medium" badge size. Next, ensure that you see rel="author" within the codes that's been generated (6) – this ensures Google is treating your profile as the author of your content and it's critical that this is

included. Finally, copy the badge code as shown below (7) - this is what you need to insert into your website.

If you're using Authority Pro 2 as your Wordpress theme, jump forward to page 17 now as that gives detailed instructions specifically for that theme.

Login to your Wordpress Dashboard and click on the "Widgets" link (1) in the Appearance menu. Once you're inside the Widget area, drag the "Text" widget into one of the widget positions (2). Next, copy the Google+ badge code you got in the previous step into the text widget (3) and then click the "Save" button (4).

Note: The exact widget position you use doesn't matter – I've chosen to use a Widget in the footer area but could have also placed the code in a widget in the sidebar if I'd wanted to.

Once you've done this, go to your website and check to see that the Google+ Badge is being displayed (1). When you click the Google+ badge it should take you to your Google+ Profile (hovering over the badge may also show you the destination URL (2)).

If you can't see the Google+ Badge on your site, try the following:
1. Refresh your website and check again.
2. If you're using a caching plugin, clear the cache and then reload your website and check again.
3. Ensure that your widget area is being displayed. Some themes allow you to activate or deactivate widget areas – in order for the Google+ Badge to be displayed, the widget area must be active.

Next, go to Google and search for the "Rich Snippets" testing tool. To do this, type "rich snippets" into the search box (1) and then click the search button (2). Next, click the listing shown below (3).

Alternatively, go directly to http://www.google.com/webmasters/richsnippets

Next copy your website URL into the search box and click the "Preview" button (1) as shown below.

If everything is working properly, you should see a green message saying "Verified: Authorship markup is verified for this page". You should also see a link to your "link author profile" and to your "google profile" as shown below (2).

Rich Snippets Testing Tool Beta

Use the Rich Snippets Testing Tool to check that Google can correctly parse your structured data markup and display it in search results.

Test your website

Enter a web page URL to see how it may appear in search results:

http://www.im-blackbook.com (Preview) **1**

Examples: Applications, Authors, Events, Movie, Music, People, Products, Products with many offers, Recipes, Reviews, TV Series

Google search preview **2**

Internet Marketing Strategies Revealed
www.im-blackbook.com - Cached
The excerpt from the page will show up here. The reason we can't show text from your
webpage is because the text depends on the query the user types.

Note that there is no guarantee that a Rich Snippet will be shown for this page on actual search results. For more details, see the FAQ.

Extracted Author/Publisher for this page

author
    linked author profile = https://plus.google.com/100270760809772901153?prsrc=3
    google profile = https://plus.google.com/100270760809772901153?prsrc=3
    Verified: Authorship markup is verified for this page. Learn more.

If everything is looking right, then you can proceed to the "Final Step" section on page 23.

If you haven't correctly received this verification message, then continue using the following guide as it will resolve any remaining problems.

Authority Pro 2 Setting Requirements

This section of the guide is written specifically for the Authority Pro 2 Wordpress theme. I'm including this detailed guide for Authority Pro 2 because it's the theme I use on my websites (it's my personal favorite), and I know a lot of the people reading this report also use the theme.

What AP2 users need to do, is log in to the Wordpress dashboard and navigate to the "Widgets" page by clicking on the "Widgets" link (1) in the Appearance menu. Next, drag the "Text" widget into one of the sidebar positions (2) – I'm using the Footer Widget #2. Next, give the Text widget a title (I used "Google+" as my title but anything is fine) and copy in the Google+ Badge code (3). Finally, click the "Save" button (4).

IMPORTANT: If you intend to put the badge in one of the Footer Widgets like I have done, make sure you have the "Footer Widgets" section ENABLED, otherwise the badge won't show properly and you won't be able to finish the process. If you have any doubts about this, I recommend you simply add the Text Widget to one of the sidebar widget positions which are shown by default.

Next, go to your website and check to see that the Google+ Badge is being displayed. As you can see in the image below (1), my badge is now being displayed. I recommend you click on the badge to ensure that it takes you to your Google+ profile page.
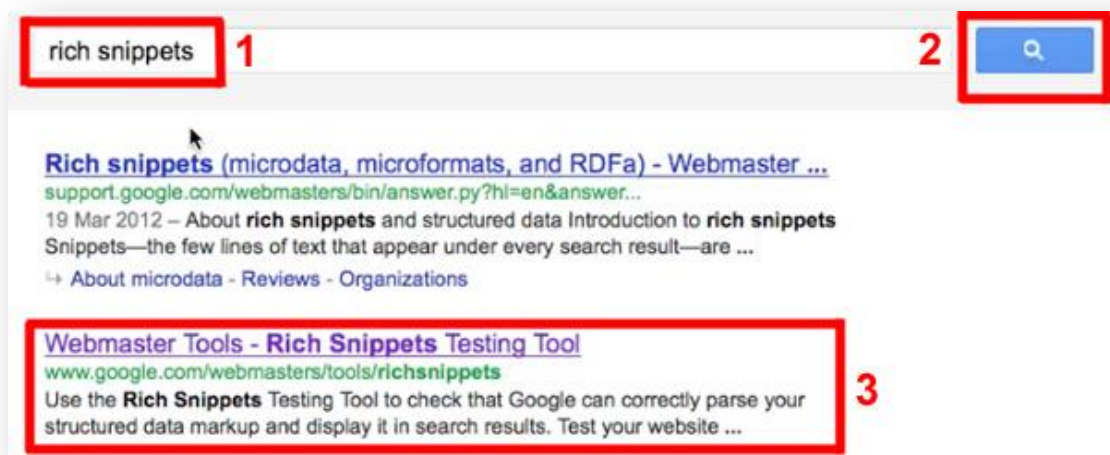
If you can't see the Google+ Badge on your site, try the following:
1. Refresh your website and check again.
2. If you're using a caching plugin, clear the cache and then reload your website and check again.
3. Ensure that your widget area is enabled and being displayed. Authority Pro 2 allows you to activate or deactivate widget areas – in order for the Google+ Badge to be displayed, the widget area must be active.

At this stage, you can go to the Rich Snippets testing tool (http://www.google.com/webmasters/richsnippets) and copy in your website URL and then click the "Preview" button (1) as shown below.

Depending on the way you've customized your Authority Pro 2 theme, you may run into a potential problem (which I'll tell you how to fix in just a second).

The problem shown below (2) is that there are 2 linked author profile pages. This may confuse Googles robots and may result in your image not showing correctly. Ideally you should only have ONE linked author profile and that should be your Google profile.

Using Authority Pro 2, this problem is easy to fix. First, let me explain why the problem is occurring.

On the image below, you can see that my page has the following text on it:

"Posted by Aidan in ..."

In the Authority Pro 2 theme, the post author name (in my case "Aidan"), is a link which goes to a category page showing all my posts.

In order to properly connect my website with my Google+ profile (which is necessary in order for your photo to be displayed next to your Google listing), I'd need to link to my Google profile page from the category page where the author link takes me.

Unfortunately, this is a bit complicated to set up and there are some other problems which arise when doing so. There is however an easier option which I'm about to explain.

If this sounds confusing so far, don't worry, I'm just explaining this in a little more detail for those who want to know why the error is occurring and I'll now explain how to solve the problem.

The easiest way to solve the problem is simply to remove the Author link that is automatically added to the top of each post. Using Authority Pro 2, this is extremely easy to do.

Log in to your Wordpress Dashboard and click on the "Theme Options" link (1) inside the "Theme" menu as shown below.

Next click on the "Global Post Styling" link (1) and scroll down the to section title "Remove Author Name on Posts?". From the dropdown menu, select the "Yes" option. Next click the save button to save your settings.

When you refresh your website you should no longer see the author name at the top of each post. As you can see in the image below, my post now simply says "in Internet Marketing Strategies" (1) (which is the name of the category where the post has been added).

Once you've successfully removed the Author name from your pages, the next step is to return to the Rich Snippets testing tool and copy in your page URL again (1) and then click the "Preview" button again. You shouldn't have any error messages and should be able to see the verification message (2) showing as it is below.

If you still have any errors or duplications of "linked author profiles", I'll recommend a solution in just a second.

NOTE: On some themes it's not necessary to remove the Author link from the top of posts. It just so happens that on some premium themes such as AP2, the author link

users a rel="author" code which confuses Google when trying to assign an Authorship image.

Final Step (To Accelerate The Activation Process)

Video 3: <mark>Right Click Here & Select "Save As" To Download</mark>

The final step is to click the "Google +1" button on your own website.

I like to do this on the homepage, so in the image below I've navigated to my homepage (1). Once you're on your homepage (or the page you want to +1), click the Google +1 button (2).

I've installed the "Slick Social Share Buttons Plugin" on my website which makes it easy for me to do this. If you don't have the Google +1 button on your site, I recommend adding it and the Slick Social Share Buttons plugin is a good option for this. Learn exactly how to install the Slick Social Share Buttons plugin on this page:

http://www.im-blackbook.com/get-more-facebook-likes.php

The process is now complete and it's just a matter of waiting for Google to make the necessary changes. Images can appear is as little as 24 hours, or can take up to 2 weeks. The most important thing is that you have no errors being displayed on the Rich Snippets testing tool and that you're using a clear photo of a human face for your image.

Be patient – if you've done everything correctly your image will get shown, it may just take some time.
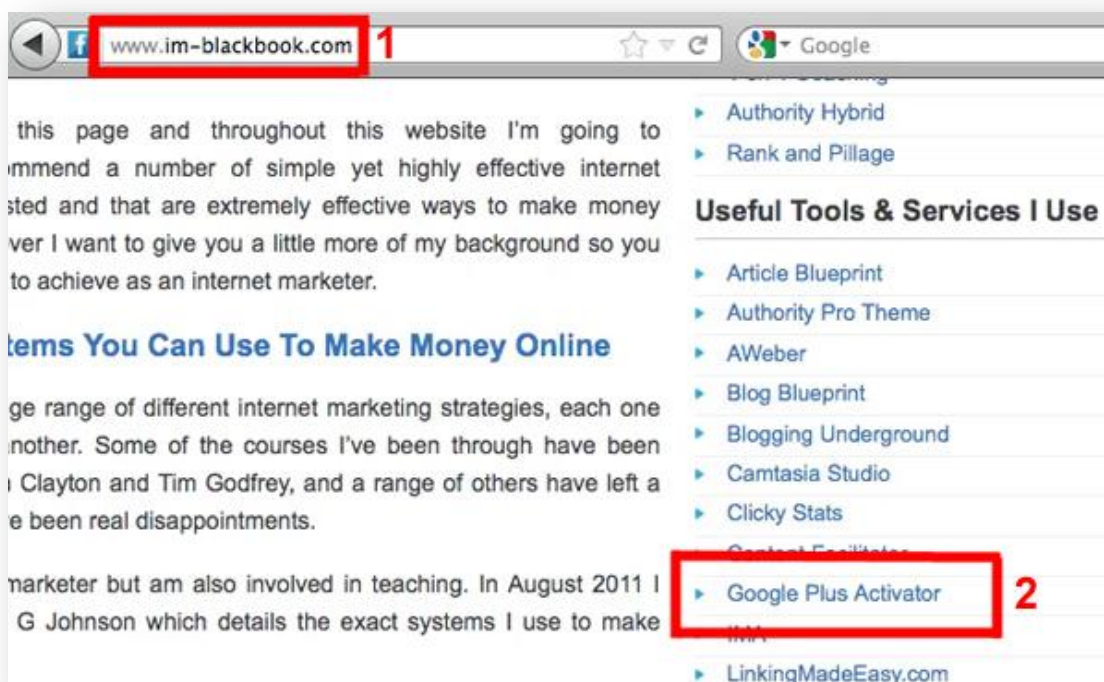
Google+ Activation Problems

If you've done everything recommended in this guide, then it's unlikely that you'll get an error – however, some themes have complex modified code which may stop you from being able to get your Google Authorship photo showing correctly.

If you've double checked that you've done everything correctly and have still been unable to succeed in getting a verified, error free message from the Rich Snippets tool, I recommend you use a paid plugin called the "Google Plus Activator" plugin.

The plugin is extremely well priced and will remove any errors you may have encountered.

To get the plugin, go to http://www.im-blackbook.com and click on the "Google Plus Activator" link shown in the "Useful Tools & Services I Use" menu.

Alternatively, go directly to this link:
http://www.im-blackbook.com/go/gplus

At the time of writing this report, you can buy the plugin for as low as $14.97 for a 10 website license or $24.97 for an unlimited website commercial use license. I've fully tested this plugin and give it my full endorsement.
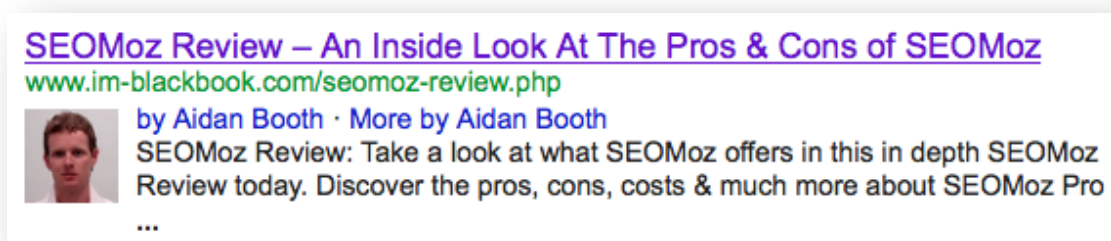
How To Check If Your Image Is Being Displayed

To check whether your image is being displayed yet or not, you can do the following. Go to http://www.google.com and type the following into the search box (as shown below):

site:yourdomain.com

If the process has been completed, you'll see a list of your indexed pages each with an image next to it.

After finishing the steps shown above for www.im-blackbook.com, I needed to wait 5 days for the image to be displayed. Here's what the end result looks like:

Having activated my Google Authorship image, I noticed an immediate boost in traffic, most like due to the fact that my listing now stands out much more than my competitors' websites.

I hope you've found this report useful, follow the simple steps shown in this report and you too will have your photo listed next to your Google listings.

Resources/Useful Links

Example Website: http://www.im-blackbook.com
Google Activator Plugin: http://www.im-blackbook.com/go/gplus
Rich Snippets Tool: http://www.google.com/webmasters/richsnippets
Google+: http://plus.google.com

My Products

COMING SOON - Authority PR Links: Sign up to the Authority Hybrid Waiting List at www.authorityhybrid.com to be notified once this service is available

1 on 1 Coaching: http://www.1on1coaching.com

Authority Hybrid: http://www.authorityhybrid.com

Rank and Pillage: http://www.rankandpillage.com