




+1 Traffic Wave

*How To Get Free & Endless Traffic
Through Google +1*



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Introduction: What is Google +1 and How Does It Work?

The +1 feature is an innovation by Google that focuses on sharing website content and recommendations to social connections through Gmail or Gtalk chat lists, Google Contacts, Google+ and other Google platforms that has a social networking capability.

It streamlines content and search results to give you the most relevant websites based on recommendations or +1 from your contacts.

It can be compared to its predecessor – Google Buzz. Unlike Google Buzz however, the +1 feature does not aim to start conversations and discussions about the content, it just simply recommends and encourages users to visit a certain website or webpage.

The +1 feature is akin to Facebook’s “Like” or Digg’s “Digg It” button. Not only will your Google social connections see your online activities and favorites, the content will also show how many people “+1’d” which can help you in sifting through search results by going with the more popular sites or the sites with most +1’s.

Google +1 is also a way to show your contacts that you like something that you saw on the internet and that they should go and check it out too.



A website, an article, information and even advertisements and Google search results can be +1'd. In order to +1 content, you first need a Google account. As long as your chosen content, advertisement or website has a +1 button, you'll be able to recommend and promote it to your Google contacts by clicking on it.

Google's +1's ability to recommend a specific search result or advertisement sets it apart from other social bookmarking and website recommendation platforms. The benefits of this feature will be discussed in the next chapters.

It will also increase a website's search ranking depending on how many +1's it receives, complementing its relevance to a user's search topic.

This feature is also a way for Google to respond to website and topic searches by presenting the websites that your contacts have seen and recommended before other available websites of the same topic.

Your +1'd content will be visible to your social networks on Google once they log in to their own Google accounts. They can access your +1 list through your profile, activity stream, and the +1 tab on Google+ or when they make a relevant Google search.

Google search results can also show the number of users that has +1'd a website or advertisement. Depending on a user's security settings, the names and profile photo thumbnails of the people who +1'd the content may be visible as well as long as they are in your social network.



Google recently released html/css codes that would allow web owners, developers and designers to install the distinctly simple white +1 button on their sites.

When clicked, the +1 button turns blue and the website link and snippet would automatically be posted on your Google stream. Add-ons for web browsers like Firefox and Chrome are available to make the experience more convenient.

In keeping with Google's simple yet effective personality, the +1 feature operates silently yet efficiently, building a website's popularity based on recommendations by social connections.

Although websites are only beginning to jump into the +1 bandwagon, the benefits are slowly and steadily becoming more evident and will continue to be beneficial to more websites in the future.



How Does +1 Benefit A Website?

In order to reap the full benefits of this feature, one must be logged on to their Google account and have a wide network of social contacts. This is equally important for websites in order to effectively promote their content and to improve visibility on the internet.

The +1 feature can greatly and vastly improve a website's Google search ranking. An experiment conducted by SEO Effect – a Dutch company specializing in developing tools to increase website traffic – noted that there was a 20% increase in search rankings when they placed a +1 button on all three of their websites which in turn also increased their site traffic.

As of the moment, Google has not explicitly announced that the +1 feature directly affects search results if the search is done outside of a user's Google profile. They have indicated however that +1 ratings *can* influence a search result since it improves topic and content relevance.

Increased Google search rankings through +1 will improve your Clickthrough rate (CTR). Bear in mind that people would most likely visit a website if it is more accessible and visible when a related topic or content is searched and since you can +1 search results on Google, that will also play a big role on how Google will determine how high up the list your website should be.

The quality of your site traffic can also be improved and refined. People with similar interests or purposes can be introduced to your website by their Google social contacts once they +1 your content.



You can also be sure that the visitors of your site didn't just enter by accident. The visitors of your site will be staying for an extended duration of time, allowing more of your content to be explored.

Google's +1 can also be applied to AdWords. Generating traffic and having better search result rankings for advertisements can be attained through +1. This enhancement will help users determine whether your ads and search results are relevant to what they're looking for.

This will help your website gain more revenue by improving the ads present on your site, making it more relevant to your content based on the +1 feedback.

The pages, articles, images or content will be more conveniently reached through +1 whenever possible. The +1 was designed to bring a user to the landing page directly without having to navigate from the homepage to reach the desired page. This convenience will enable you to promote your pages or content individually depending on the topic.

Google is slowly increasing its reliance on social signals for its search results and rankings with the +1 feature. If you have a vast social network on Google, this can be used to your advantage.

The dependence of websites to overall popularity in order to have a higher search ranking will be slowly edited to accommodate social recommendations making searching for websites and content more personalized.



For website owners, this could shift the focus of the marketing and promotions that they do for their sites. Instead of simply “putting the name out,” you could aim to make your site more social or communal to make it more conducive to sharing content and making recommendations.

This feature may also affect the content that websites have. Instead of posting articles and other content was designed and produced to be more appealing to search engines, website owners will now have to appeal to users directly and have them +1 it to improve the site’s search rankings.

How To Get Started With Google +1

As mentioned in the previous chapters, before you could +1 content you will need to have a Google account if you don’t have one yet.

You may also choose to upgrade an existing Google account. You’ll need to be logged on to your account in order to see your social connection’s +1’d content.

To include the +1 button to your website, simply grab the code publicly released by Google found in <http://www.google.com/webmasters/+1button>. From there you will be able to customize the button to complement your site’s design. After choosing your preferred settings, just copy the codes shown on the page and paste it on your website’s coding.

Currently, the customizations are only limited to box sizes and language. You may however, edit and create your own website



snippet that will appear on users' Google profiles once they +1 your site.

You can include your page type – whether it's an article, a blog entry or an event among other choices – your page title and a short description of what the content is all about.

You may place the +1 button anywhere on your website, again depending on your web design and personal preferences. Remember that the +1 button will stream and link that particular webpage or article so be sure to place it on “crawlable” pages (pages that are easily accessible without dead-ends and redirects) that has an applicable page title and content snippets that Google can stream on your profile or on search results.

Again, you may have more than one +1 buttons on a webpage, subject to editing on the button code that you'll be lifting from the URL indicated above. The edits are simple and quick to do. There are also instructions on how to properly edit the code on Google's help pages that are publically accessible.

How To Increase Website Traffic and Social Buzz Using +1

There are two ways to improve your website traffic with Google's +1. The first is through an improved search ranking. Basically, the more +1's your website or webpages receive, the higher it will be placed on Google search results when a user makes a relevant search.



Improved search rankings are especially evident between social connections. If one or some of your individual connections have +1'd a page and you search for relevant topics, that +1'd page will appear higher on your search results.

The annotations or numbers of +1's a website receives is shown in the search results page. Depending on a user's security settings, the names of the people who +1'd the website will also be shown.

This increases the visibility of a site and is made more compelling by the number of people who recommend it, improving the chances of your website being visited by users.

Imagine looking for reviews for a movie that you're interested in seeing. You are most likely to value the opinion of a friend or contact that has similar tastes than a movie critic whom you've never met. Google's +1 operates under that rationale.

The second way to increase site traffic is through Google social connections. The websites that users +1's are streamed in real time on their Google profiles, increasing your visibility and social buzz through direct personal connections.

Again, promoting your website with like-minded people can be accomplished through Google's +1 feature.

Similar to the "word of mouth" concept of advertising, the +1 feature can help a website have more unique and returning visitors through a recommendation campaign that they can start with their own social circles. Simply urge your own social connections to click the +1 button on your website or webpage so that your content will be made available on their streams.



You can also have your contacts search for your website on Google and have them +1 your result from there. They may in turn ask their social connections to do the same and so on and so forth.

Having a big number of social connections would further help your website's visibility. Remember that everything you +1 on the internet will be streamed on your Google profile and will also appear on your connections' relevant search results.

The same happens to your social circles when they do the same. People who +1 your website, webpages or specific articles will be showing the link on their own stream.

Be sure that you write and use a unique, witty and concise snippet for your website. This provides a short preview of what visitors can expect on your website. This could entice them to actually visit your site based on their social connections' recommendations.

It also acts like an advertisement for your website so make it catchy and appealing.

When adding a +1 button on a webpage or content, ensure that it is clearly visible for visitors. Place it strategically depending on what kind of content you're promoting. You may put it at the top, bottom or fold on the page. The discretion is yours.



Conclusion

Google continually develops and delivers more ways to make its search engine function more socially and the +1 function may be the most effective way for recommending content yet.

The concept of the +1 button is simple. It may be compared to other social networking platforms' methods of recommending websites but +1 goes over and beyond their capabilities.

Google's +1 function can affect a website's search ranking based on recommendations from users. With the right strategy and a wide social network, a website can generate site traffic just by simply adding a +1 button on a webpage or specific content.

The +1 functionality is now being included in Google's algorithm to determine a website's search ranking although in a limited capacity. In time, +1 stats will be more extensively included in the signals that Google uses in ranking a webpage's relevance and ranking. It's interesting to note that +1 was rolled out just a few weeks after the Farmers/Panda algorithm update.

The +1 feature can also increase a website's visibility through the internet's version of the "word of mouth" concept. By clicking on the +1 button, the website is instantly recommended to connections via streaming on their Google profiles or in the +1 tab on Google+.

Google is also looking for ways to improve the +1 functionality and direct relation to Google search rankings. Being a relatively new feature, +1 is still being observed and studied by not only the developers but by website owners as well. The feedback has been positive as far as traffic generation goes.



It is encouraging to note that more and more websites are now opting to apply the +1 button more than Twitter's Tweet. This shows that there is a growing positive response and inclination towards +1 as a social, website recommendation tool.

The growing popularity of Google social platforms can directly help with a website's potential traffic and social buzz generation and it begins with the +1 feature.

In order to remain competitive in an already saturated internet environment, you must adapt the change and shifting trends accordingly. The Google +1 is but one of many functionalities and platforms that will be released in the coming months that may directly affect your website traffic, social buzz and over-all well-being of your website.

Google however, is making these shifts slowly and relatively easy to understand, making adaptation painless and convenient. It may take some time researching about the inner-workings of their functionalities but once you start understanding the rationale behind them, you'll be able to adapt and stay ahead of the curve, improving your website's performance and metrics in the process.

Expect many more benefits to come with the +1 feature as Google develops more ways to streamline content between social connections and through Google search.

Websites and users alike will experience a new internet experience with Google +1. It may seem too simple to have any lasting impact on your website but as time goes by, best believe that you can take advantage of its simplicity to increase your website's internet presence and visibility.

