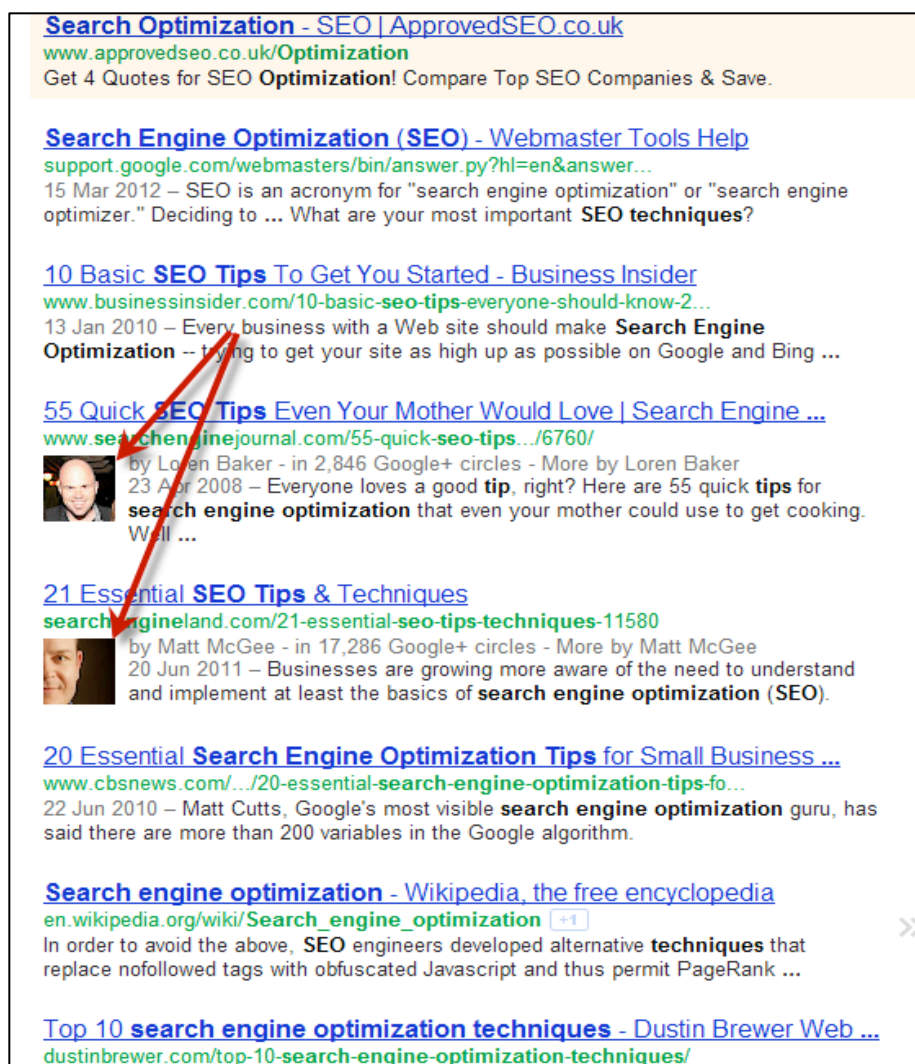


# **How to get More Exposure and Traffic in Google Using This Simple but Effective Method**

**By Ed Akehurst**

# How to Get Your Face in the Google Search Engine Results for More Exposure and Traffic


It probably hasn't escaped your notice that when doing a search in Google, you will see some returned results that have thumbnail images displayed of the authors who wrote the content. It might look something like this:




[Search Optimization - SEO | ApprovedSEO.co.uk](#)  
[www.approvedseo.co.uk/Optimization](http://www.approvedseo.co.uk/Optimization)  
Get 4 Quotes for SEO **Optimization!** Compare Top SEO Companies & Save.

[Search Engine Optimization \(SEO\) - Webmaster Tools Help](#)  
[support.google.com/webmasters/bin/answer.py?hl=en&answer...](http://support.google.com/webmasters/bin/answer.py?hl=en&answer...)  
15 Mar 2012 – SEO is an acronym for "search engine optimization" or "search engine optimizer." Deciding to ... What are your most important **SEO techniques?**

[10 Basic SEO Tips To Get You Started - Business Insider](#)  
[www.businessinsider.com/10-basic-seo-tips-everyone-should-know-2...](http://www.businessinsider.com/10-basic-seo-tips-everyone-should-know-2...)  
13 Jan 2010 – Every business with a Web site should make **Search Engine Optimization** -- trying to get your site as high up as possible on Google and Bing ...

[55 Quick SEO Tips Even Your Mother Would Love | Search Engine ...](#)  
[www.searchenginejournal.com/55-quick-seo-tips.../6760/](http://www.searchenginejournal.com/55-quick-seo-tips.../6760/)  
 by Loren Baker - in 2,846 Google+ circles - More by Loren Baker  
23 Apr 2008 – Everyone loves a good **tip**, right? Here are 55 quick **tips** for **search engine optimization** that even your mother could use to get cooking. Well ...

[21 Essential SEO Tips & Techniques](#)  
[searchengineland.com/21-essential-seo-tips-techniques-11580](http://searchengineland.com/21-essential-seo-tips-techniques-11580)  
 by Matt McGee - in 17,286 Google+ circles - More by Matt McGee  
20 Jun 2011 – Businesses are growing more aware of the need to understand and implement at least the basics of **search engine optimization (SEO)**.

[20 Essential Search Engine Optimization Tips for Small Business ...](#)  
[www.cbsnews.com/.../20-essential-search-engine-optimization-tips-fo...](http://www.cbsnews.com/.../20-essential-search-engine-optimization-tips-fo...)  
22 Jun 2010 – Matt Cutts, Google's most visible **search engine optimization** guru, has said there are more than 200 variables in the Google algorithm.

[Search engine optimization - Wikipedia, the free encyclopedia](#)  
[en.wikipedia.org/wiki/Search\\_engine\\_optimization](http://en.wikipedia.org/wiki/Search_engine_optimization) ⊕1 »  
In order to avoid the above, **SEO** engineers developed alternative **techniques** that replace nofollowed tags with obfuscated Javascript and thus permit PageRank ...

[Top 10 search engine optimization techniques - Dustin Brewer Web ...](#)  
[dustinbrewer.com/top-10-search-engine-optimization-techniques/](http://dustinbrewer.com/top-10-search-engine-optimization-techniques/)

## **Can you see the benefits of this for the Authors?**

Looking at the image above the eye is immediately drawn to the results that have the images displayed. This is a good indication that these listings will attract more click-through traffic because of the image, and listings displayed in this way automatically give the author raised credibility, which again gets more traffic.

Authors taking the steps needed to have their content displayed in this way will also have the added benefit that they're claiming rightful authorship of the original article.

Anybody can set this up for their published content and the way to do this is by using the rel=author tag. It may sound complicated to set-up and were it not for a handy plugin or two created for WordPress then it would be more complicated.

In this guide we will run through the simple steps that anybody can do to set this up within 30 minutes or so. Every step is detailed with images for clarity.

But before we do that, there is just one thing to make you aware of.

You may have already seen your own image listed in the Google search results and could be thinking that there is no need for you to set this up. Well if you have already taken the steps that we detail below then you need read no further other than checking them to see, however if you haven't taken those steps and you see your image then not everyone is seeing what you are.

Let's look at why this is as it's important to understand what is going on here.

## **Google Logged in (Social Search) and Google Logged out Search Results**

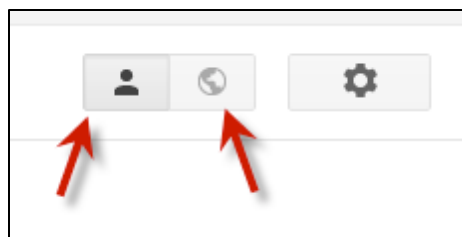
Google recently changed the way that search results are presented to users of its search engine. Basically there are now two sets of Google search engine results. The first is the 'logged in' or 'social search' results; these are defaulted to if you're logged into a Google account.

A Google account would be something like Google Mail. Google now provides information to you, based on your Google+ connections as well. So if you have connections in Google+ with people who happen to have content relating to your search then Google detects this and will prioritize showing you those results higher in the returned results list that it gives to you.

If your own site has articles on that meet your search string then you may well see your image appear in a 'similar' but not the same way to those in the image above.

The second is the Google 'Logged out' results. These are not swayed by the use of the information in your Google+ account, so you won't see your own or any of your connections in Google+ showing up with listings and images when you do searches. To enable this search mode you need to make sure that you are not logged into a Google account.

If you're logged into a Google account a quick way of switching between 'Google social' (logged in) and the 'Google normal' (logged out) results is to look for the icons in the image below once you have completed your search. They are located on the top right of the Google.com search page. Other country specific Google search engines may differ.



Clicking the 'world' icon ignores your Google+ connections whereas clicking the 'person' icon does the opposite and enables 'social search'. Now that we have looked at why your image may already be showing, you should now be aware that

it is 'only' showing for yourself and those already connected to you via Google+. The general public will not see what you and your connections do.

An aside tip here is that if you ever search on your own keywords to see where you rank, be aware that you may be misled into thinking you rank much higher than you actually do.

## **Step-by-Step Set-up of rel=author**

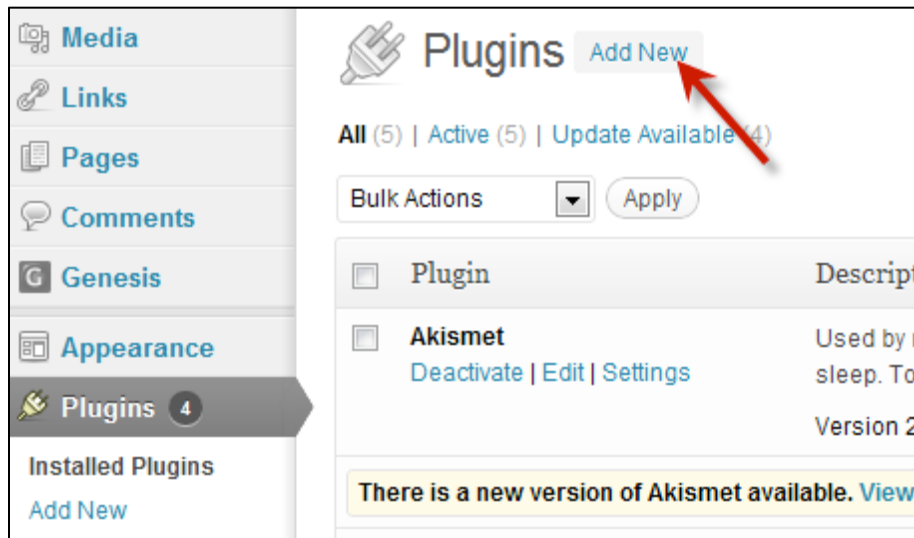
We need to complete just a few simple things now to hook your image and Google+ summary to the Google search engine and at the same time claim ownership of your precious content.

1. Installing a Google Authorship Plugin
2. Get a Google+ Account and Link it to your Author Page
3. Setting up your WordPress Author Profile and Linking to your Google+ Profile
4. Testing
5. Summary

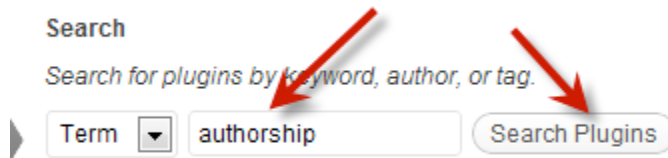
### **1. Installing a Google Authorship Plugin**

First we will install a plugin that will automatically add the rel=author tag to all of your published content. Google uses this to recognise you as the original author and shows that relationship within the search results once the content is indexed.

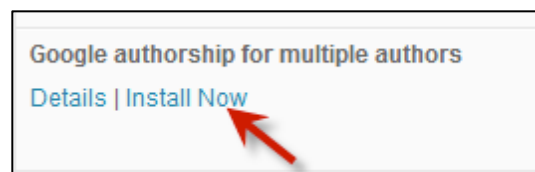
In WordPress go to Plugins/add new:



When the plugin search box appears type in 'authorship' and click 'search plugins'

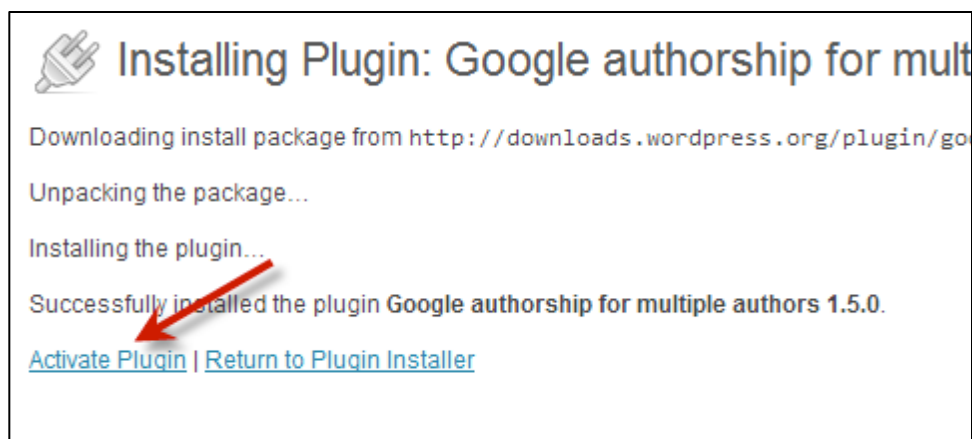


Select the 'Google authorship for multiple authors' from the list of plugins and click 'Install Now'. This plugin does what it says, as in allowing a blog to have many authors each able to use this method to showcase their content using their author image and basic Google+ details in the search results.



There are several plugins coming along now that can be used. This is one of the simplest when set-up correctly.

When it has installed you can activate the plugin by clicking the link as in the image below:



The plugin adds the section below to your 'My Profile' page in Wordpress:

**Google Authorship area**

Google+ profile URL

Link to your Google Plus profile, for example: <https://plus.google.com/104560124403688998123/>

You can find more information about authorship plugin [here](#).

This is where we will add your Google+ profile link in a later step. Before we can do that, we need to set-up Google+ to recognize you as the author or as they call it in Google+ 'contributor'.

In this step we have added the plugin to automatically enable your content with the rel=author tag.

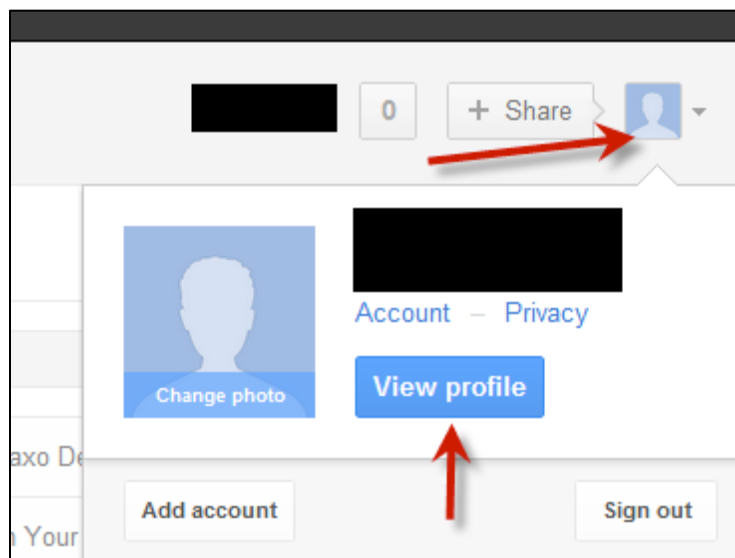
## 2. Get a Google+ Account and Link it to your Author Page

If you don't have a Google account then visit this link to set one up.

<https://accounts.google.com/NewAccount>

Once you have opened your new account the instructions will be the same for you as existing Google account holders.

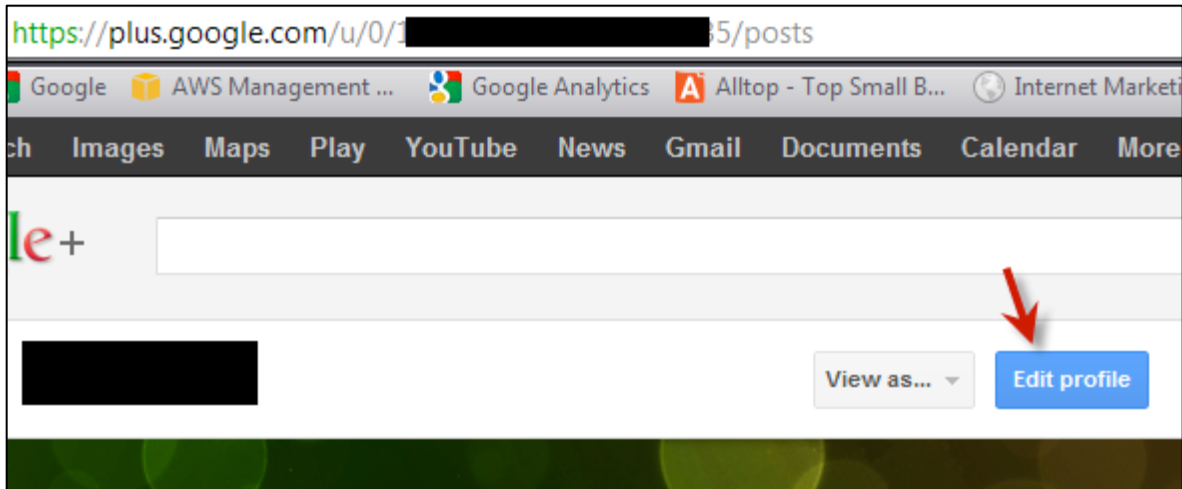
If you do have an account, such as a Google Mail account look for the icon below, found on the top right when logged into the Google Mail account. Click where the top arrow points and then the area below the top arrow appears. Click 'view profile', this takes you to your Google+ account.



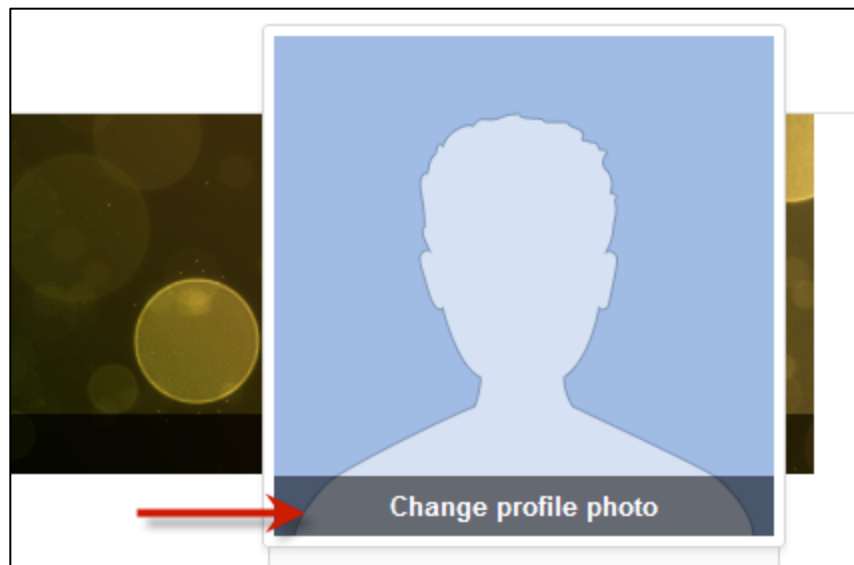
There are several elements to setting up a Google+ account that go beyond the scope of this guide. Most of the steps are very obvious when you start to work



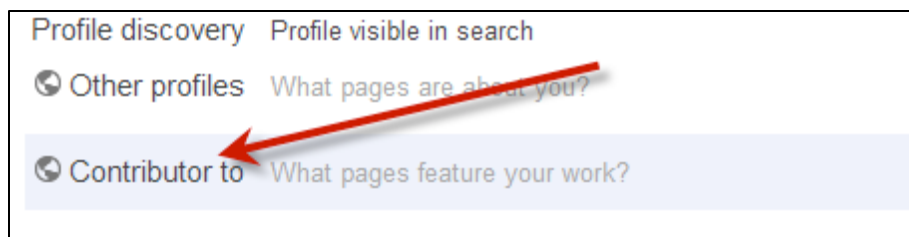
through them. We will concentrate on what you need to do to for the rel=author to work. Click 'edit profile'



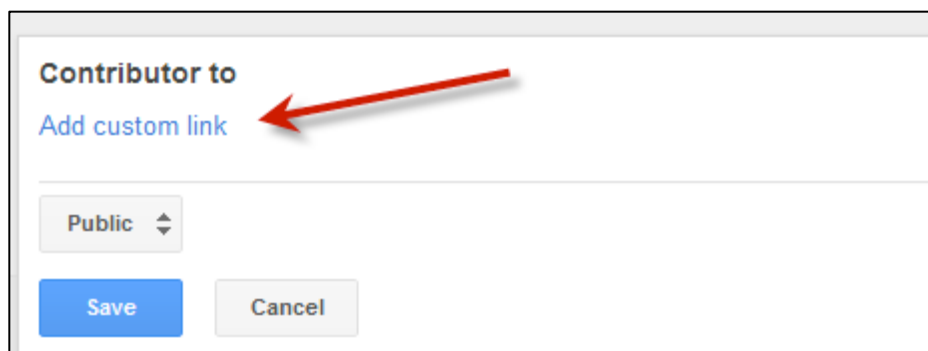
When the profile area opens up you will have the opportunity to add an image of yourself. We will do that step first now.



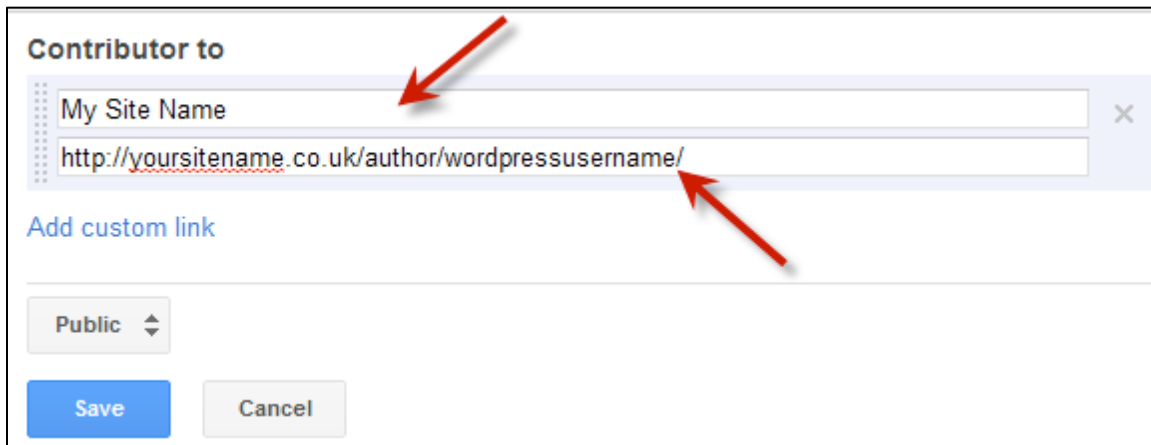
Click 'Change profile photo' and a box will open up to allow you to browse your computer for a suitable image to upload. Once you have done that step scroll down the profile page until you see this section titled 'Contributor to' and click it:



This opens up the area below, click add custom link:



You will then get an expanded area as in the image below:



The image shows a 'Contributor to' form with two input fields. The first field contains 'My Site Name' and the second field contains 'http://yoursitename.co.uk/author/wordpressusername/'. Two red arrows point to these fields. Below the fields is a link 'Add custom link', a dropdown menu set to 'Public', and 'Save' and 'Cancel' buttons.

Firstly enter a meaningful name in the top box, for example your blog name. In the second box enter your author page URL from your blog. It will be similar to the example shown in the second box above.

The first part of the URL will be the domain name, then after the first '/' the word 'author' will appear and then another '/'. Like this... '/author/'. It will depend on your WordPress username what should go after '/author/'.

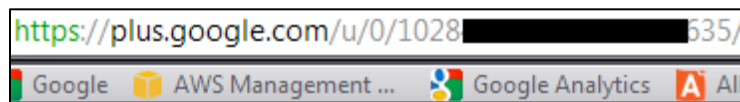
For example if your username is 'admin' then the URL would be yoursite.com/author/admin. If you're not sure what the username is then visit your 'My Profile' in WordPress and look for the 'username' section. It will say in the box at the side of 'username' what it actually is and to the side of the entry that it cannot be changed. Whatever is in that box is the username to enter at the end of the URL where 'admin' is shown above.

You can (and should) test that you have the URL correct by going to a browser and typing in the URL. You should find that a page opens up listing all of the articles written by the author username.

Click the blue 'save' when you have the correct author URL added in the 'contributor to' field. That is the Google+ set-up completed.

Before leaving the page, copy the Google+ profile page URL. Do this by looking in the browser bar; copy all of the link up to and including the last grey number shown below.

*Please note that for privacy purposes some of the numbers have been blocked out in this image.*



We will be entering this in your 'My Profile' of WordPress which is the next step.

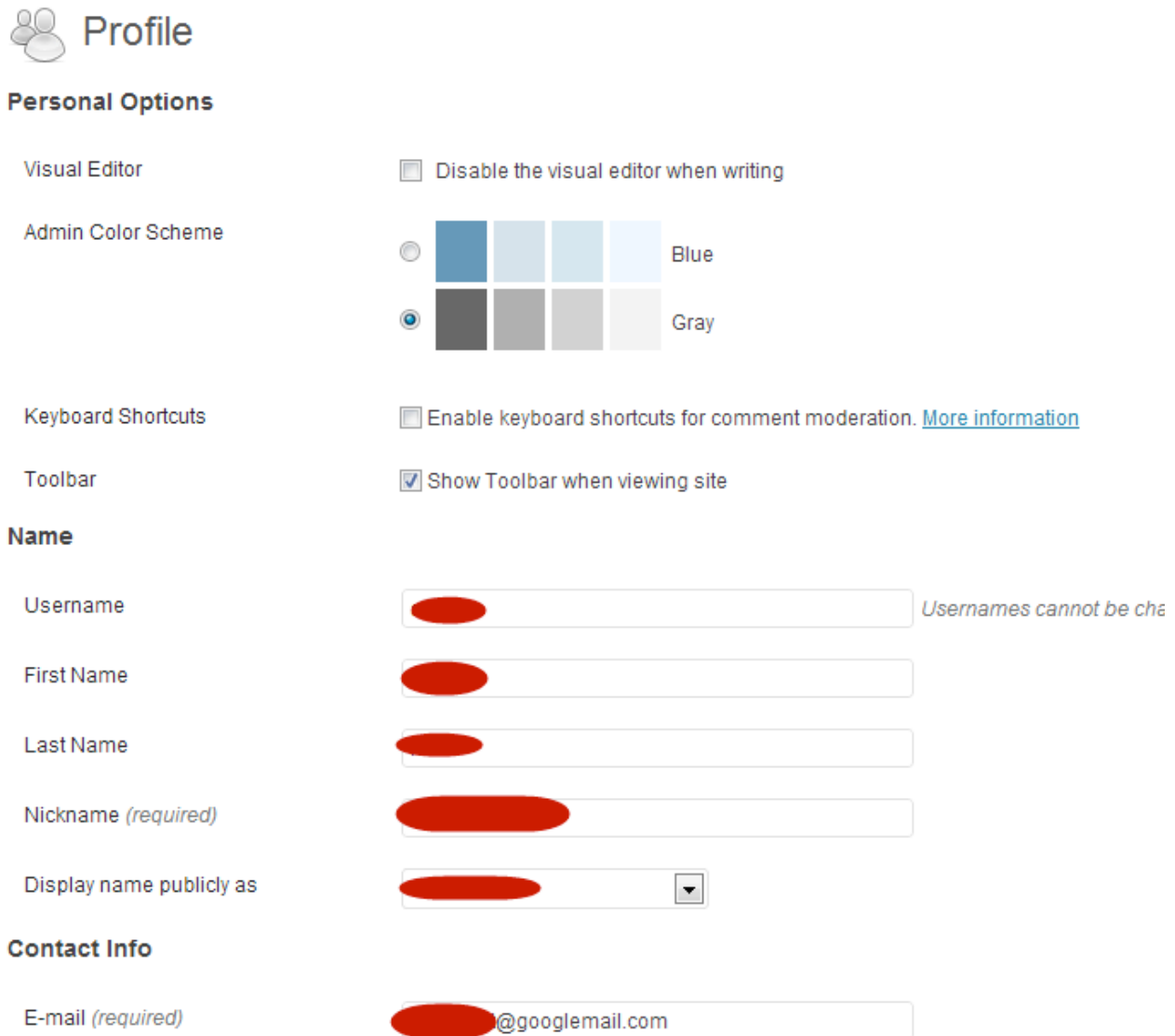
This step has linked your Google+ account to your author page on the blog. In the next step we will link back from the author page to Google+.

### **3. Setting up your WordPress Profile and Linking it to your Google+ Profile**

Login to the Wordpress admin area as you would if you were authoring a post. On the left sidebar you will see the link to your 'My Profile'



This will take you to your author profile page, which will look similar to the image below:



**Profile**

**Personal Options**

Visual Editor  Disable the visual editor when writing

Admin Color Scheme

Blue

Gray

Keyboard Shortcuts  Enable keyboard shortcuts for comment moderation. [More information](#)

Toolbar  Show Toolbar when viewing site

**Name**

Username  *Username cannot be changed*

First Name

Last Name

Nickname *(required)*

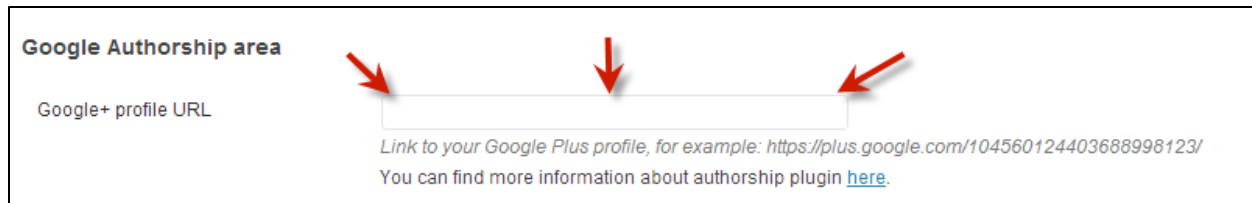
Display name publicly as  ▼

**Contact Info**

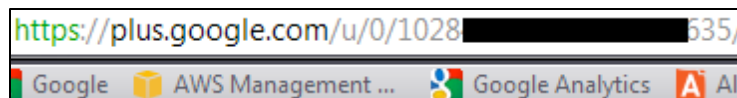
E-mail *(required)*  @googlemail.com

The username will not be editable as it's your login username for WordPress; it also forms part of the URL to your author page as described in the previous section. The other areas should be filled in to suit you.

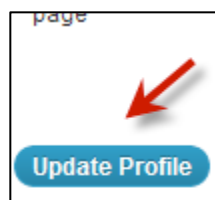
Scroll to the bottom of the author page and locate the area shown below, it's the extra section that the plugin added and looks like this:



Now paste in your Google+ profile URL. That is the one that looks like the image below and was described at the end of the previous section:



Scroll to the bottom of the page and click 'Update Profile':



This step has linked your author page to your Google+ account completing the loop between the author page and Google+. All that remains is to test that the steps completed above are working properly.

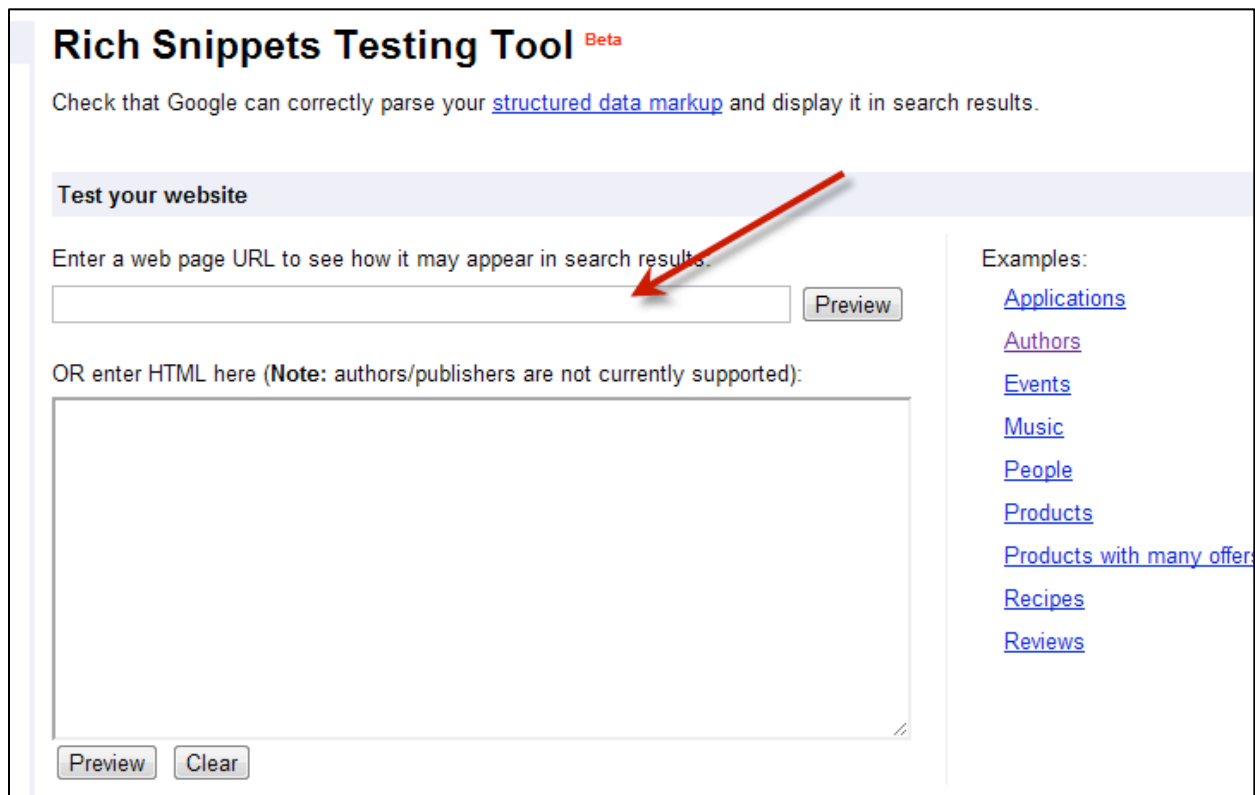
## 4. Testing

In this section we will test a post to see if all of the connections between the author page and Google+ are working properly.

Go to this URL:

<http://www.google.com/webmasters/tools/richsnippets>

Once on that page you will see an image that looks like this:



The screenshot shows the 'Rich Snippets Testing Tool' interface. At the top, it says 'Rich Snippets Testing Tool Beta'. Below this is a sub-header 'Test your website' and a description: 'Check that Google can correctly parse your [structured data markup](#) and display it in search results.' The main area contains two input options: 'Enter a web page URL to see how it may appear in search results.' with a text box and a 'Preview' button, and 'OR enter HTML here (Note: authors/publishers are not currently supported):' with a larger text area and 'Preview' and 'Clear' buttons. A red arrow points to the URL input box. On the right side, there is a list of 'Examples:' with links for Applications, Authors, Events, Music, People, Products, Products with many offers, Recipes, and Reviews.

Copy the URL of one of your blog posts and paste it into the box indicated by the arrow above and then click the 'Preview' button to the right of the box.

If everything has been set-up correctly then you will see an entry pop up below the testing tool window that is similar to the one below:

**Google search preview**

[Thoughts on Google Instant](#)  
[www.mattcutts.com/blog/thoughts-on-google-instant/](http://www.mattcutts.com/blog/thoughts-on-google-instant/) - [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

**Extracted Author/Publisher for this page**

author  
linked author profile = <http://www.mattcutts.com/>

author (extracted from page content)  
author name = Matt Cutts  
Are you the author? If you have an email with **mattcutts.com** and [verified it with Google+](#), please enter your email address in the box below.  
e.g.

author  
linked author profile = <https://plus.google.com/109412257277874861202/posts>  
google profile = <https://plus.google.com/109412257277874861202/posts>  
author name = Matt Cutts  
**Verified: Authorship markup is verified for this page.**  
Please note that this does not guarantee that your profile will be shown in search results. [Learn more.](#)

You can see here that a sample post is showing for Matt Cutts. Also showing is his image and there is a green link showing successful verification near the bottom of the image.

If you have anything other than a screen similar to the above, go over the steps again and check that everything has been entered correctly.

You can then test this in the search results themselves by finding one of your already indexed posts and then pasting the title of the post into the Google search box.



Hopefully you will see your image now appearing alongside the entry in a similar way to those in the first image in this guide.

You may find that there is a delay in seeing this happening that could range from within 24 hours to several weeks. There is nothing more that can be done if the set-up is all correct as indicated by doing the rich snippet test above.

## **5. Summary**

In this guide we have looked at the benefits of using the rel=author tag to claim ownership of your original content and also to show your Google+ image and profile summary at the side of your content that is returned in the Google search results. Ultimately these steps will help to raise your reputation and traffic levels.

We detailed all of the steps required to set this up in a simple way. You can use this method for any number of authors who contribute to a WordPress blog.

## **Additional Resources:**

[Best Free Internet Marketing Tools - a free PDF by Ed Akehurst](#)

[Looking for SEO, Marketing or Reputation Management Services?](#)

[Free Cloud Storage - Get Your Free Account Today](#)

## **About Ed Akehurst**

I have been doing sales and marketing for 25 years, both online and offline. I love it – couldn't think of doing anything else.

I have been a seminar speaker throughout North America, am listed in Who's Who in America (starting 2009), have run numerous successful enterprises and projects, and love to help others do the same and make the most out of their efforts.

I am quite happily married with two grown children. I grew up in the Baltimore area, but now live in rural Southern Pennsylvania. My hobbies? LOL! This is my hobby! I have a total passion for marketing – it is not a job to me, it is something fun that brings in cash. I also love to take my Harley for a spin on warm summer days (not so much in the winter or rain).

I have, like most people in this business (be wary if they tell you otherwise), had my ups and downs, but overall I've been quite successful. I am here to share my experiences and help teach others how to do what I have done. You can learn from my successes, but you can also learn from my mistakes, and I am happy to share both so that you may learn faster.

Please email me if you have any questions, comments or concerns or if you want me to review something for you and help you improve it.

*Ed Akehurst*

Visit [EdAkehurst.com](http://EdAkehurst.com) for more information on marketing.