



**BUILDING REPUTATION  
WITH GOOGLE SOCIAL**

“After Page Authority, a URL’s number of Google +1s is more highly correlated with search rankings than any other factor.”

# WHO USES G+ AND RELATED PRODUCTS



# WHAT IS REALLY AT STAKE?

Google

About 44,000,000 results (0.04 seconds) [Go to Google.com](#) [Advanced search](#)

Everything  
Images  
Videos  
News  
Shopping  
More

Brisbane QLD  
Change location

The web  
Pages from Australia

Any time  
Latest  
Past 24 hours  
Past 2 days  
Past week  
Past month  
Past year  
Custom range...

More search tools

Something different  
click through rate  
center  
cardiothoracic ratio

Clickthrough rate - Wikipedia, the free encyclopedia Clickthrough rate or CTR is a way of measuring the success of an online advertising campaign. A CTR is obtained by dividing the number of users who clicked ... en.wikipedia.org/wiki/Clickthrough_rate - Cached - Similar	43.2 %
CTR - Wikipedia, the free encyclopedia CTR may stand for: Institutions, Computing Tabulating Recording Corporation ... en.wikipedia.org/wiki/CTR - Cached - Similar	30.7 %
Choose the right - Wikipedia, the free encyclopedia "Choose the right" is a saying or motto among members of The Church of Jesus ... en.wikipedia.org/wiki/Choose_the_right - Cached - Similar + Show more results from wikipedia.org	23.3 %
CTR - What does CTR stand for? Acronyms and abbreviations by the ... Acronym, Definition CTR, Center, CTR, Centre, CTR, Contractor, CTR, Click Through Rate, CTR, Cooperative Threat Reduction ... acronyms.thefreedictionary.com/CTR - Cached - Similar	19.7 %
CTR Photos - Adelaide Wedding and Portrait Photography Adelaide Wedding and Portrait Photography. Affordable packages for all occasions. www.ctrphotos.com/ - Cached - Similar	15.1 %
CTR Pacific Pty Ltd - Commercial Bricklayers CTR Pacific is Canberra's premier commercial block and bricklaying company. www.ctrpacific.com.au/ - Cached - Similar	14.3 %
What is CTR in google adsense? - Web Development Blog 10 Mar 2007 ... I was asked the following question this morning by an adsense publisher and I thought some of you might also find it useful so I am sharing ... essabainyo.net > Web Development > Google - Cached - Similar	11.4 %
Christ The Redeemer Launieton Anglican Church - Parish of Camdem Haven. www.ctr.org.au/ - Cached - Similar	10.1 %
CTR Truck Sales - Trucks for Sale, Refrigerated Vans for Sale and ... Quality used trucks for sale, at realistic prices. We own and operate our own linehaul fleet, so we understand the needs of truck buyers. www.ctrucks.com.au/ - Cached - Similar	8.9 %
Map of Canlon Ctr, Perth, WA   whereis.com Map of Canlon Ctr, Perth, WA, Maps of Australian cities, towns and travel destinations with driving directions and traveller information. www.whereis.com / WA / Perth - Cached	8.3 %

# KEY OPPORTUNITIES

Understand trends and insights to deliver the right messages to the most critical audiences on the best social platforms

Deploy the newest social SEO tools, like Authorship, to shift perceptions and align search results with your business goals

Optimize your content and your copy to distance yourself from the competition and increase clicks

# MORE OPTIONS, MORE USERS?

**Facebook Acquires Instagram For A Reported One Billion Dollars**

Yahoo buys Tumblr, promises to not 'screw it up'

**Twitter Acquires Vine, Launches iOS App For Sharing 6-Second Videos**

# CAPTURING SHIFTING ATTENTION



More than **70%** of respondents to a Pew survey stated that they've changed their opinion based on something they've read online.

By some estimates average reach of organic posts on Facebook has declined from

**12.05%** in October 2013 to



**6.15%** in February 2014.



Each "pin" that a user collects on one of his or her (usually her) **Pinterest boards** is worth, on average, **78 cents** in additional sales to the brand whose merchandise is featured.

# SOCIAL CONTENT: 3 CHANCES TO MAKE A FIRST IMPRESSION

**1. BRAND**

**2. TAG**

**3. ASK**



# BRAND

## MAXIMIZING ENGINE LIFE: EXPERT OPINIONS

According to a recent PwC survey, the average age of vehicles on the road is a record 10.8 years. Shell surveyed auto mechanics on a number of topics, including how to maximize engine life.



### ACCORDING TO MECHANICS, HIGH QUALITY GASOLINES:



Protect intake valves and fuel injectors from carbon build-up



Increase the overall engine performance



Prevent most fuel system repairs

## MECHANICS' TOP TIPS

A majority of mechanics say the average customer foregoes preventative maintenance to save money in the short term. Here are some great tips that mechanics agree will help keep your vehicle healthy and on the road longer.



1 Replace fluids regularly



2 Change oil at manufacturer-suggested intervals



3 Fill up with high quality gasolines



4 Rotate and align tires regularly



# TAG



## Social Media Optimizer

Enter your website URL and we'll check to see if your page's HTML code is optimized for sharing via Social Media. The Social Media Optimization (SMO) tool will analyze your markup code for Facebook's Open Graph protocol, Google+ Authorship, LinkedIn, and Twitter's Summary card data. The results represent a rough approximation of what your site will look when shared via Social Media buttons.

walmart.com [Check it →](#)

[Tweet](#) 403 [Like](#) 282 [Share](#) 86 [Pin it](#) 30 [tumblr](#) [+1](#) 314

[All SMO Markup](#) [Facebook](#) [Google+](#) [LinkedIn](#) [Twitter](#) [Standard SEO](#) [Geo/Local](#) [Semantic](#)

### Google+ Authorship/Optimization Score: 60%

You've optimized for a total of 3 out of 5 of the minimum required tags for Google+ and Google Authorship (rel=author, rel=publisher, Google+ Author Profile, title, and description).

Walmart.com: Save money. Live better.

Walmart Store:



Missing rel="author" Code

From Google: 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.

### What does this mean?

You can control what users post to their Google+ Stream when they press the "share" button on your website by defining your [Open Graph tags](#). (Please note, Google+ still [prefers](#) the [Schema.org microdata](#) format, but most users find the Open Graph tags easier to incorporate). This way you can define what image and text appears in the image, author, title, and description codes. The above example uses the rel=author tag to check your Google+ Profile to determine the image which will appear in search results showing authorship. Please note Google+ [requires](#) images that are at least 120px in size, and if the width is greater than 100px then the aspect ratio must be no greater than 3.0.

Also note that this tool only checks for the existence of the rel="author" and rel="publisher" tags which link directly to your Google+ Profile. You can also use domain/email verification for authorship, but they don't use tags so we can't detect them. Google [explains both](#)

# ASK

**Fancy** Shared publicly · Feb 26, 2013 #SHADES

This low top sneaker from Filling Pieces features the perfect color for this fall.

**Low Top Burgundy Leather Trainer by Filling Pieces**

[Buy](#)

+7 [Add a comment...](#)

**Greg Trujillo** Aug 7, 2013  
Awesome!  
[Add a comment...](#)

**Mike Arnesen** 10:59 PM · SwellPath - Limited

Stand for Children's mission is to ensure that all children, regardless of their background, graduate from high school prepared for, and with access to, a college education.

**STAND** for children

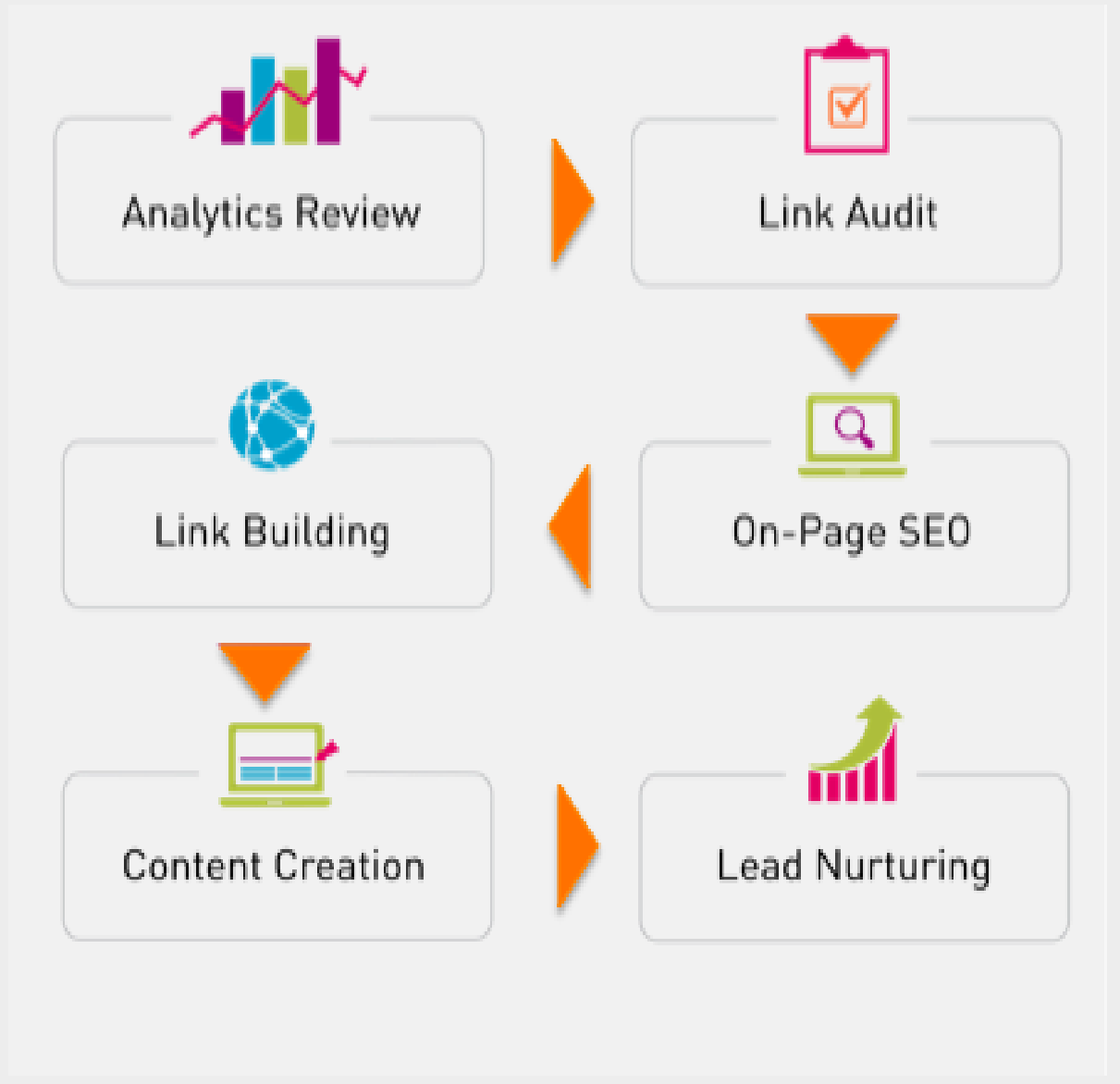
**Action »**  
Stand works to facilitate parent involvement in education, educational collaboration, and legislative change. Act today!

[Donate](#)

+1 [Share](#)

[Add a comment...](#)

# MAKE CONTENT PART OF THE SEARCH PROCESS



# CONVERSATION CAN BE CONTENT, TOO

# USE HANGOUTS TO HUMANIZE & SHOW EXPERTISE

**MWW TALKS + CONSUMERS**

Topic of this hangout:  
DECODING THE CONSUMER MIND: THE PSYCHOLOGY OF TODAY'S SHOPPER

**+ MWW TALKS + CONSUMERS**  
**LIVE**  
THURSDAY, JULY 10<sup>TH</sup>,  
@3PM EST

Join us as we sit down with Kit Yarrow, award-winning psychologist and author of *Decoding the New Consumer Mind: How and Why We Shop and Buy*, for an in-depth discussion on the new psychology of today's consumer. This session will focus on how marketers can tap

**Add to Calendar**

Join the conversation.  
Tweet at #MWWTalksConsumers

**#MWWTalksConsumers**

**John Digles** @JohnDigles 7h  
TOMORROW @ 3pm ET: I'll be on with @GenBuy to discuss the psychology of how we shop and buy [mww.pr/MWWtalks](#) #MWWTalksConsumers  
Retweeted by Kit Yarrow  
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**MWW** Join us #MWW @JohnDigles @JohnDigles mww.pr/MWWTalksConsumers  
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**Previous Episodes**

- PLANNING AHEAD: AGING AND THE LGBT COMMUNITY**  
June 18, 2014
- HOW HEALTH AND WELLNESS BRANDS CAN BUILD TRUST**  
June 12, 2014
- HOW ARE LGBT BUSINESSPEOPLE AND ENTREPRENEURS BUILDING OPPORTUNITIES AND OVERCOMING CHALLENGES?**  
May 20, 2014
- HOW ARE LGBT CULTURAL AND LEGAL VICTORIES CHANGING HOW BUSINESSES REACH LGBT CONSUMERS?**  
April 29, 2014

# BUILD CREDIBILITY AND OWN YOUR BRAND STORY

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About 63,200,000 results (0.56 seconds)

**3 Things to Love About Baby's First Halloween | Disney B...**  
[www.disneybaby.com/blog/3-things-to-love-about-babys-first-halloween/](http://www.disneybaby.com/blog/3-things-to-love-about-babys-first-halloween/) ▾  
by Erin Loechner - Oct 31, 2012 - Happy Halloween, friends! In the land of trick-or-treating, it's easy to feel like babies are getting the shaft. After all, they can't marvel over their ...

**Baby First Halloween on Pinterest**  
[www.pinterest.com/explore/baby-first-halloween/](http://www.pinterest.com/explore/baby-first-halloween/) ▾  
See more about babys first thanksgiving, baby pumpkin costume and first ... This is perfect for her first Halloween. Now could I get Griffin to be Andy...probably not. Baby love ... Babys First Halloween Outfit " Mommys Little Witch " - Girls Tutu Bodysuit and Headband Set - Size 3-6 Months on Etsy, \$38.00 ... Things I NEED.

**Baby's First Halloween on Pinterest**  
[www.pinterest.com/allisongewing/baby-s-first-halloween/](http://www.pinterest.com/allisongewing/baby-s-first-halloween/) ▾  
Pins about Baby's First Halloween hand-picked by Pinner Allison Ewing | See ... This is probably the cutest thing I've ever seen. ... Baby's first pumpkin - love this!

**Your Baby's First Halloween Fun | Baby Preppers**  
[babypreppers.com/babys-first-halloween-fun/](http://babypreppers.com/babys-first-halloween-fun/) ▾  
Sep 19, 2013 - How to your baby's first Halloween fun and memorable: Halloween photo ... There are just so many things to love about it: the change of seasons, the ... you can showcase your little one in two or three different costumes this ...

**HOW MUCH DO YOU THINK  
AUTHORSHIP IS WORTH?**



# SUCCESS LOOKS LIKE...INTEGRATION!

 **National Geographic**  
Shared publicly - Jul 7, 2014 #BalticSea

For 450 years, no one knew where the Swedish warship Mars sank in the Baltic Sea. Now, researchers are uncovering the secrets of the well preserved ship.



Cursed Warship Revealed With Treasure Onboard  
[news.nationalgeographic.com](http://news.nationalgeographic.com)

Divers discover a remarkably well preserved warship, stumble onto treasure, and thwart a curse.

+1019    ↻ 144



 **National Geographic**  
Shared publicly - Yesterday 1:25 PM #Apollo45

Where were you when Apollo 11 landed on the Moon? **#Apollo45**



#Apollo45 Where were you when Apollo 11 Landed on ...

**Sir Richard Branson**  
Entrepreneur, Founder of Virgin Group incl. Virgin Galactic

© Buzz Aldrin Enterprises, LLC 2014

+210    ↻ 17



# TAKEAWAYS

- Try new tools and optimize as you go
- Use unique features that make Google platforms special
- Put people first and think about technology second