

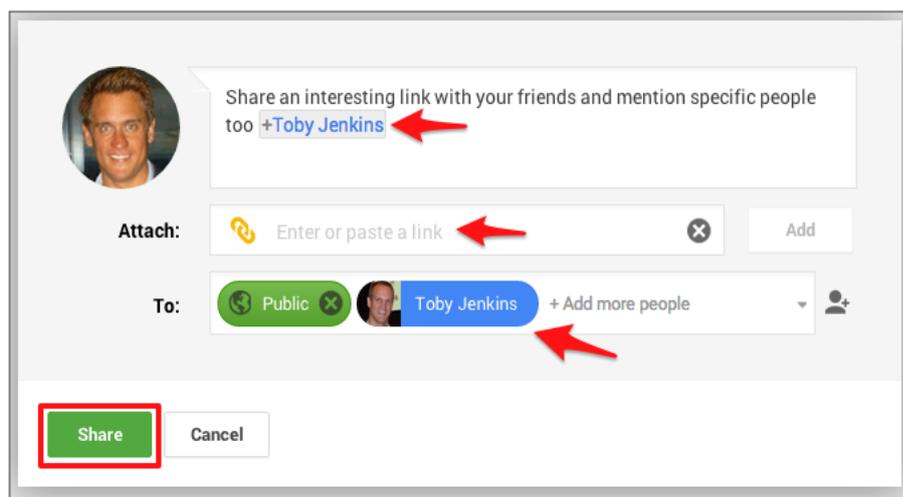
Google+: 5 Minute Daily Marketing Plan

>> BEGINNER

> 2 minutes: Share a link to a blog

Share a link to an interesting blog post, preferably one you have written or that you like.

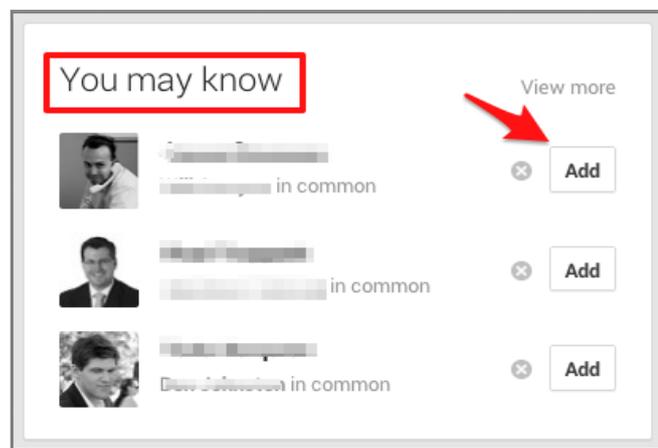
Also +mention specific people who are in the blog post or who may be interested in it. Share this publicly. You can do this from your personal profile, your company page, or both. The process is the same.



> 3 minutes: Add people to your circles

Add a few people you may know to your circles to help grow your network.

Just add a few people each day rather than go on a rampage as soon you open your account. This is done from your personal profile.

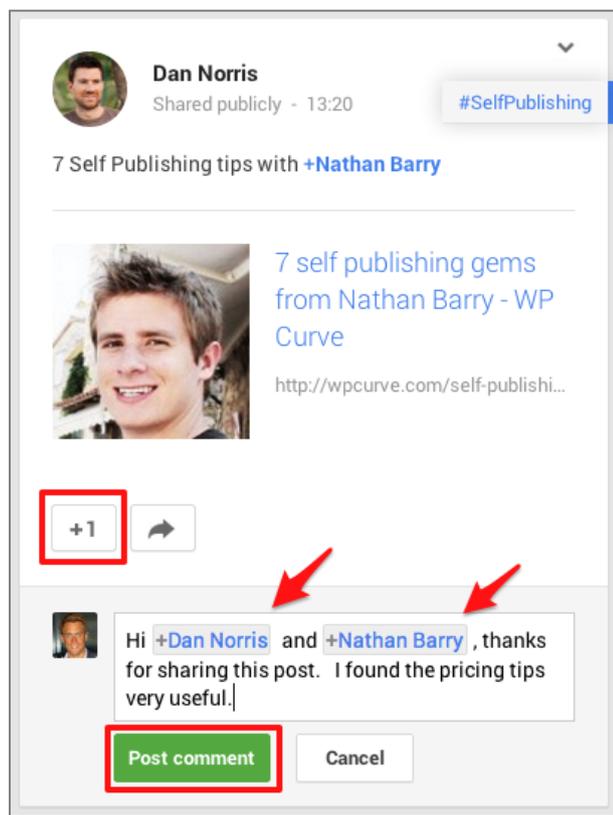


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>> INTERMEDIATE

5 minutes: Interact

Read other people's posts, +1 them and leave a comment. This can be done from your personal profile.



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>> ADVANCED

> 2 minutes: Google authorship

Setup Google authorship so that Google knows which web pages and blog posts you have published. This boosts your authority. Your profile pic will also appear in search results which will attract a much higher click through rate.

Add the suffix **?rel=author** in the link to your Google+ profile. For example, it should look like this (but with your name instead of Adam's):

For full instructions, read <http://blog.kissmetrics.com/google-authorship/>

> 2 minutes: Provide a list of blogs you contribute to

Then add in details of the blogs you contribute to (In Profile > About) so that Google can validate that you are truly the author of the articles that you claim.

Contributor to Public

- Startup Smart - current contributor
- Bluewire Media - current contributor
- Digital Ministry - past contributor
- Adam Franklin - current contributor
- Business2Community - current contributor
- Sydney Morning Herald - past contributor
- Dynamic Business - past contributor
- Orbit Media - past contributor
- Smart Company - current contributor

Label

URL

Current contributor ▼

> 1 minute: Use Google Webmaster Tools

Finally, use Google Webmaster Tools test to make sure your profile pics appear in Google results. Use www.google.com/webmasters/tools/richsnippets

http://www.bluewiremedia.com.au/web-strategy-planning-template PREVIEW Examples

Select the HTML tab to view the retrieved HTML and experiment with adjusting it.

Google search results Google Custom Search

Preview

Web Strategy Planning Template (Online Digital Marketing Strategy)
www.bluewiremedia.com.au/web-strategy-planning-template
by Adam Franklin
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.

Authorship Testing Result

Authorship is working for this webpage.

Google+ profile link: <https://plus.google.com/109317219004864473850>
Google+ profile name: Adam Franklin
Your authorship setup is finished. Congratulations! However, please note that Google will only show your author portrait in search results when we think it will be useful to the user. [Learn more](#)