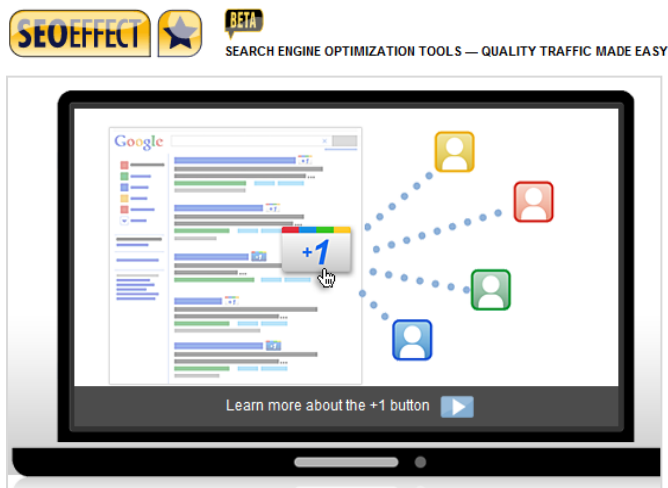


Whitepaper

“The SEO Effect Google +1 experiment”



About the influence on rankings, CTR and visits of the new Google +1 button

Wednesday, June 01, 2011

www.seoeffect.com

Gerard Klein & Keesjan Deelstra

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Summary

In April 2011 SEO Effect tools conducted an investigation into the behavior of Google's +1 button. This +1 button is the answer to Facebook's 'like' and appears to be the start of the rollout of the Google social network.

SEO Effect tools called upon the readers to 'plusone' three pages in the Google search results and to tweet their action. 72 people responded and SEO Effect monitored the impact on ranking, traffic and visibility.

Based on this qualitative experiment (on a Google experiment), the following careful conclusions are drawn.

- +1 markings seem to have a positive effect on the number of impressions in search results because they rank higher when the same person re-visits the same search or rank higher results in the social circle of those who marked the link.
- A +1 mark also has a higher visibility in a search result, which could raise the click through rate to the website.

All in all, this increased visibility and CTR can raise traffic to a website's substantially. We measured an increase of 20% with our limited experiment. Be sure to read the tips at the end of this document about how you can add the +1 button to your website and increase +1 marks.

Introduction

At March 31 th, 2011 Google introduced its variant of the Facebook like button: the Google +1. Pronounced as “Google plus one”.

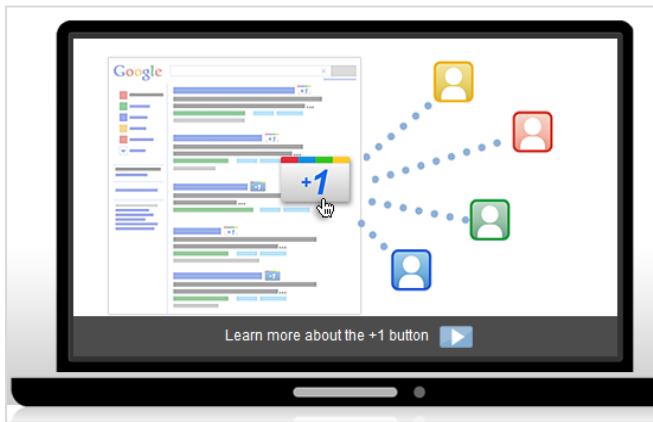


Image 1: Announcement of the +1 button in the search results at March 30, 2011

We, from SEO Effect tools, decided to perform an experiment to learn more about the effects this button has on rankings, traffic and other benefits it might have for its users. However, the Google +1 is still in a bright new and experimental stage, so we could only do an exploratory experiment. It would be nice if we could come up with some proper hypotheses about the algorithms that drive this +1 button. Like throwing a stone in a pond to see if something stirs and affects traffic, ranking and visibility. In this whitepaper

we discuss our findings of our +1 experiment. But before we begin: what is the +1 button anyway?

What is Google +1?

After the complete rollout, the Google +1 will have two incarnations:

- A button to vote on a web page,
- A button in the Google search results.



Image 2: mockup of the integration of a +1 button on a web page. Source: searchengineland, Google I/O conference May 10, 2011

The first application is a voting button that can be placed on web pages, resembling the Facebook like button or the Tweet button. Besides that – and this is already live as an experiment – you can find the +1 buttons directly in the search results.

This +1 button in the search results allows you to like or recommend a search result within your on-line circle of friends. Google announced at the Google I/O conference on May 10 th, that a similar button will become available for on your website. Via Danny Sullivan from Searchengineland.com, some pictures are available from that presentation about the website version of the +1 button

The way it works is not unlike the Facebook like button. In webmaster tools, statistics will become available about the demographic profile of the visitors that 'plusoned' your site, along with other interesting data.



Image 3: prototype +1 rapport demographics in Google webmaster tools.

Source: searchengineland, Google I/O conference May 10, 2011

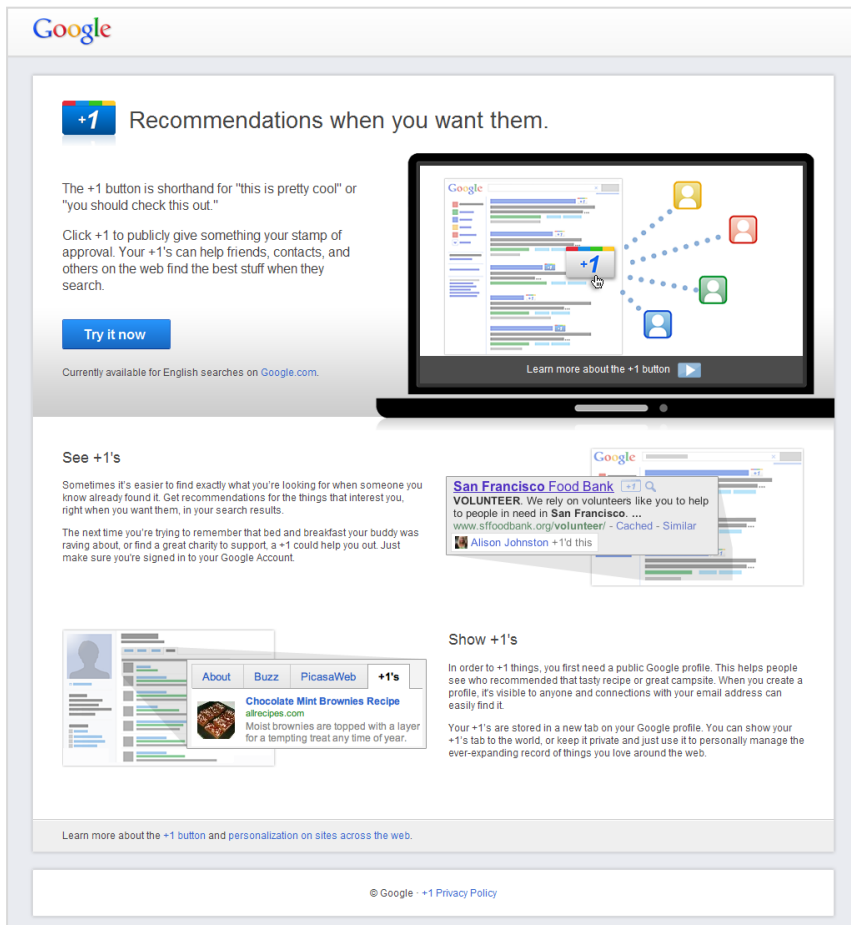


Image 4: Explanation Google +1 from Google

Instead of following Bing's lead and integrate Facebook's 'like' button in the search results, Google chose to do this with their own +1 button.



Image 7: You and others in your "social circle" will see if you marked this search result.

Where do I find the +1 results?

For now you can only see the webpages marked with +1 in Google.com *if* you are logged in with your Google account. In Google.nl for example, you will find the +1-ed pages annotated with a star. See image 30 for an example.

In Google.com, both organic and paid search result have a +1 button. Till June 1 you had to enter a Google experiment to see the +1 button. From that date on the +1 button is available to every logged in searcher on Google.com. So if you applied for the Google experiment, you could +1 an Adwords advertisement or an organic search result.

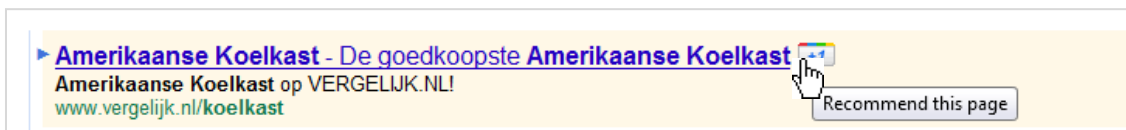


Image 8: Dutch Adwords result with a +1 button

If people from your social circle clicked a +1 button on your web page's search result or your website page itself, you'll see their profile next to the +1 annotation. If the +1 clicks do not include anyone from your social circle, you will only see the total number of +1's in the annotation.



Image 9: Google result with +1 annotation

How does +1 influence the Google search?

Showing +1 votes from the searcher's social circle in the search results, influences two things:

1. The search engine rankings themselves; Google indicates that social recommendations with the +1 button could be used to influence search results, since they improve the relevancy of a result. But Google also notes that there are many indicators for a ranking and that they are very cautious applying this new type of parameters.

2. The click troughs form the search results; social recommendations from a circle of friends are often even more convincing than expert reviews. It's an equivalent of word of mouth, directly in the search results presented at the moment that the searcher needs it. Also the annotations are a visual clue that will make a result stick out and that will also increase traffic to your site from that search result.

A picture from a presentation from the 2011 Google I/O conference shows that URL's with a +1 have a higher CTR than from a search result to a webpage than a URL without + 1 votes. This feature is not live yet.



Image 10: Prototype Google Webmaster tools annotated impressions and CTR Source: searchengineland, Google I/O conference 10 may 2011

Who can see the personalized annotations of the +1 buttons?

If you join the Google experiment, you can see the recommendations from your Google social circle, which consists of:

- People in your Google Gmail or Google Talk chat list
- People from your Google contact Group (my contacts group)
- People you follow via Google Reader or Google Buzz

Are +1 votes public?

Yes, your Google +1 votes are public. Every (logged in) Google user can see your votes and if they are in your social circle, they will also see who voted. Your votes are also in your Google public profile, unless you disallow that in your profile settings.

Can you see who +1'd your web pages?

No, personal information is not made public. However, Google announced that aggregated demographic data about the group that 'plusoned' your page will become available. For example data like: "20% of the visitors that voted via the +1 button is from New York". Also, there will be information via Google Webmaster Tools. When and how is still unknown.

How to add the +1 button to your site?

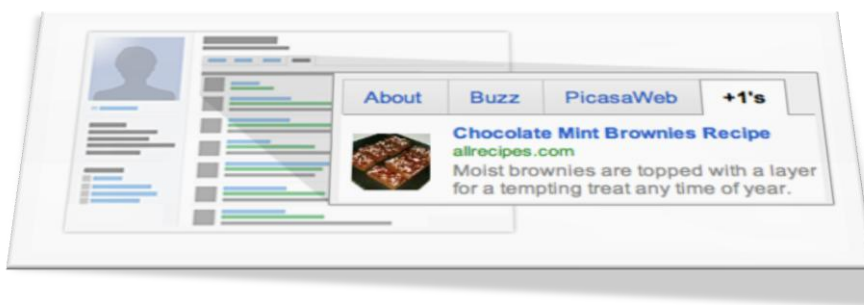
Next to marking your webpages in a Google search result, there will also be a +1 button that can be placed on your website. This will be done via a "code snippet". You can go here and choose the size and language of your choice: <http://www.google.com/webmasters/+1/button/>

What is the influence of a +1 button on indexation?

Google states that if a +1 button is clicked or even gets an impression on your webpage, that it will trigger a visit from the Google bot to (re)crawl and index this page. So refrain from putting a +1 button on a non-public page!

What is the difference between a +1 button and a Google Buzz button on a web page??

A Google Buzz button is meant as a conversation starter, where the +1 button is solely a recommendation.



Figuur 11: Openbaar Google profiel met +1's tab

Try the Google +1 button yourselves?

At the time this piece was written, the functionality was only available at the Google.com site, To see it in action, follow these steps:

1. Login to your Google account
2. Not necessary anymore: Go to <http://www.google.com/experimental/index.html> and participate in the +1 button experiment

Your selected experiment: You have joined the [+1 button](#) experiment. Note that you can only join ONE experiment at a time.

+1 button

This is your selected experiment. [Leave](#)



Use +1 to give something your public stamp of approval, so friends, contacts, and others can find the best stuff when they search. Get recommendations for the things that interest you, right when you want them, in your search results.

To participate in this experiment:

1. Make sure you're signed into your [Google Account](#) (required)
2. Click 'Join this experiment'
3. Search for something you love on [Google.com](#)
4. Click the new +1 button, and make your mark on the web

Your +1's are public. They can appear in Google search results, on ads, and sites across the web. You'll always be able to see your own +1's in a new tab on your [Google Profile](#), and if you want, you can [share this tab](#) with the world.

Please note, this experiment is browser-specific. From within each browser that you want to +1 from, you will need to repeat steps 1-2. Also, it may take a while before you see the button in search results, and it may occasionally disappear as we make improvements. Your [feedback](#) will help us make it better!

[Learn more about +1](#)

Image 12: If you join the +1 experiment via <http://www.google.com/experimental/index.html> you see the [+1](#) button near each search result, From June 1 on this step is not necessary anymore.

3. Proceed to <http://www.google.com/> the US Google site.
 - a. For non English Google users, please note: If you just surf to Google.com, Google will intelligently think ahead and switch to your own language. The +1 button will not work in that case. You might want to click the [Google.com in English](#) link to go to the English version of Google.com. You can find that link at the bottom right of the search field.



Image 13: For non USA readers. Use the [Google.com in English](#) link to really got to the English US site

- If you do a search in Google.com, you will find the +1 button next to the search results.

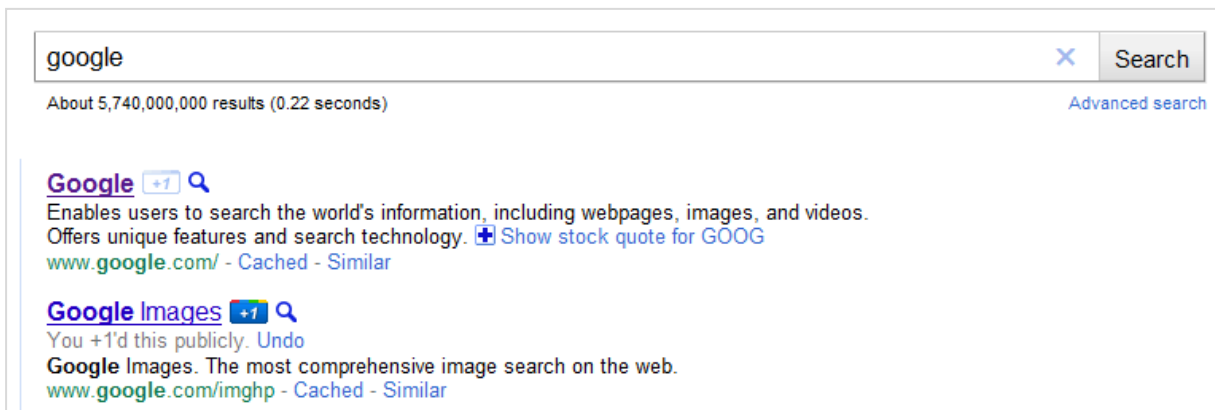


Image 14: A search for 'google' with the top 2 organic search results. Number two – Google images – got a +1 vote form this visitor. The first one did not.

The Google +1 experiment from SEO Effect

Soon after the announcement from Google about the +1 button experiment, SEO effect started their own experiment. We wanted to investigate how the search results were influenced if a number of people voted for a certain page via the +1 button.

We made three pages of our own site available for this experiment. Our own site was the best fit for this experiment because; we had access to all the data; it was an international site and we had the freedom to make mistakes. And yes, if any extra attention for our tools would derive from it, we wouldn't mind...

The three pages that participants were asked to 'plusone' were:

- <http://www.seoeffect.com/>
- <http://www.seoeffect.com/demo-and-specs/keyword-research-tool.php>
- <http://www.seoeffect.com/blog/Participate-in-the-SEO-Effect-Google-plus1-button-experiment-/>

We asked people to participate via our newsletter and social media (Facebook, LinkedIn and Twitter). As a token of gratitude they received this whitepaper 1 SEO Effect credit with a value of \$9,-.

People were asked to confirm their participation via Twitter, which helped to spread the word and made it easy to reach the (self imposed) minimum of 50 participants.



So the word about this experiment was spread via:

- The blogpost
- An e-mail newsletter to SEO Effect subscribers
- The tweets from participants

A detailed explanation on how to participate was posted on:

<http://www.seoeffect.com/blog/Participate-in-the-SEO-Effect-Google-plus1-button-experiment-/>

How to participate in four steps

Follow these steps to participate in this SEO Effect +1 button experiment. The links in each step will lead you to the right page or search result.

1. Make sure you're signed into your [Google Account](#) (required)
2. Click '[Join this experiment](#)' on Google
3. Mark three +1 Google buttons as follows:
 1. Click here to search for [SEO Effect](#) on Google.com (for our non US clients, make sure that Google is not redirecting you to your local Google like google.fr or google.nl. Tip: on the Google homepage, in the footer there is usually a link that takes you to google.com)
 1. Click the new +1 button near the first result for "www.seoeffect.com" (the first time you click the +1 button in a session you have to confirm it in a second screen)
 2. Do this again for the search '[SEO Effect Participate in the Google +1 button experiment](#)' and click on the first URL.
 3. Do this again for the search '[SEO effect keyword research tool for search engine promotion](#)' and click on the first result URL.
4. Retweet this post using the tweet button below, to let us know you participated. We will review your public Google profile to check if you correctly +1'd the 3 URLs. We'll also use your Twitter account to contact you about the free credit. So please follow SEO Effect on twitter. It will allow us to send a direct message.

Please note: **Only when we reach at least 50 participants** the free credits will be awarded. And of course we 'd like more data: the maximum number of reward-credits is set at 150. There is no limit to getting the white paper. So alert others if you think this is also useful to them.

We will review your public Google profile if you correctly +1'd the 3 URLs.



Image 16: part of the blog post with an explanation on all the required steps

Qualitative experiment

We were conducting an experiment (ours) on an experiment (Google's). It was the first step in understanding the ins and outs of Google's +1 button. With this qualitative experiment we were just observing its behavior, hoping to get to a few hypotheses on which to do more (quantitative) research.

We noticed some unexpected behavior. Some people were unable to get the +1 button to show up (even though all steps were followed correctly). Also – especially in the first few days – the results were inconsistent. Which Google may have caused by still tweaking the algorithms that drive the +1 buttons behavior.

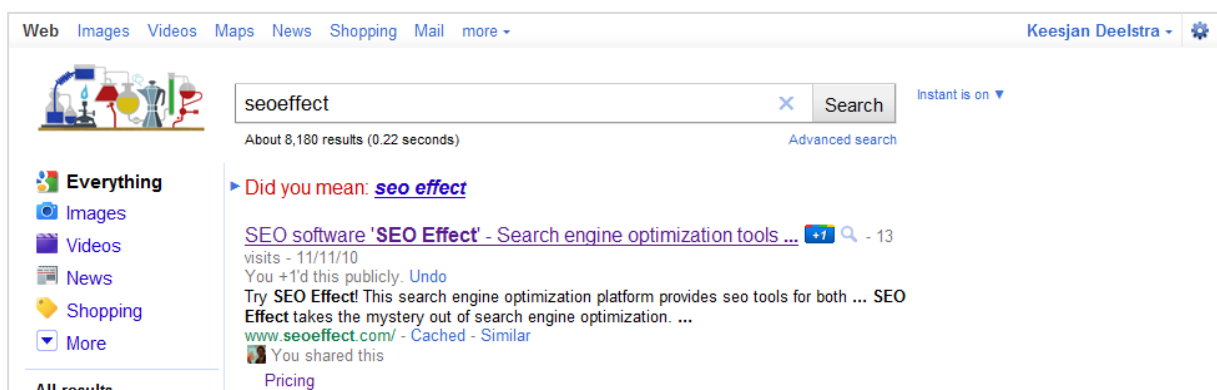
Participating in Google's +1 button experiment depended on an individual browser, as if it was stored in a cookie. So you not only had to be logged in, but you also had to manage participation on each individual computer and on each individual browser.

In the Opera browser the Google experiment did not seem to work.

The experiment: what did we see, what did we measure:

Via Google webmaster tools we measured the influence of our experiment on the views and click troughs. In SEO Effect we measured traffic share. 'Traffic share' is a metric that's is based on the slice of the "search pie" your site receives for a specific keyword. The bigger you traffic share, the bigger your piece of the pie (and the smaller your competitor's). We also monitored the SERPS in Google.com.

How the search results were affected.



Figuur 17: Google.com resultaat zonder +1

Normally a search result in Google.com looks like this. The 'you shared this annotation' is from Google Buzz social sharing.

After 10 participants had marked the three URL's with the +1 button, the search result for keyword 'seo effect' looked like this:

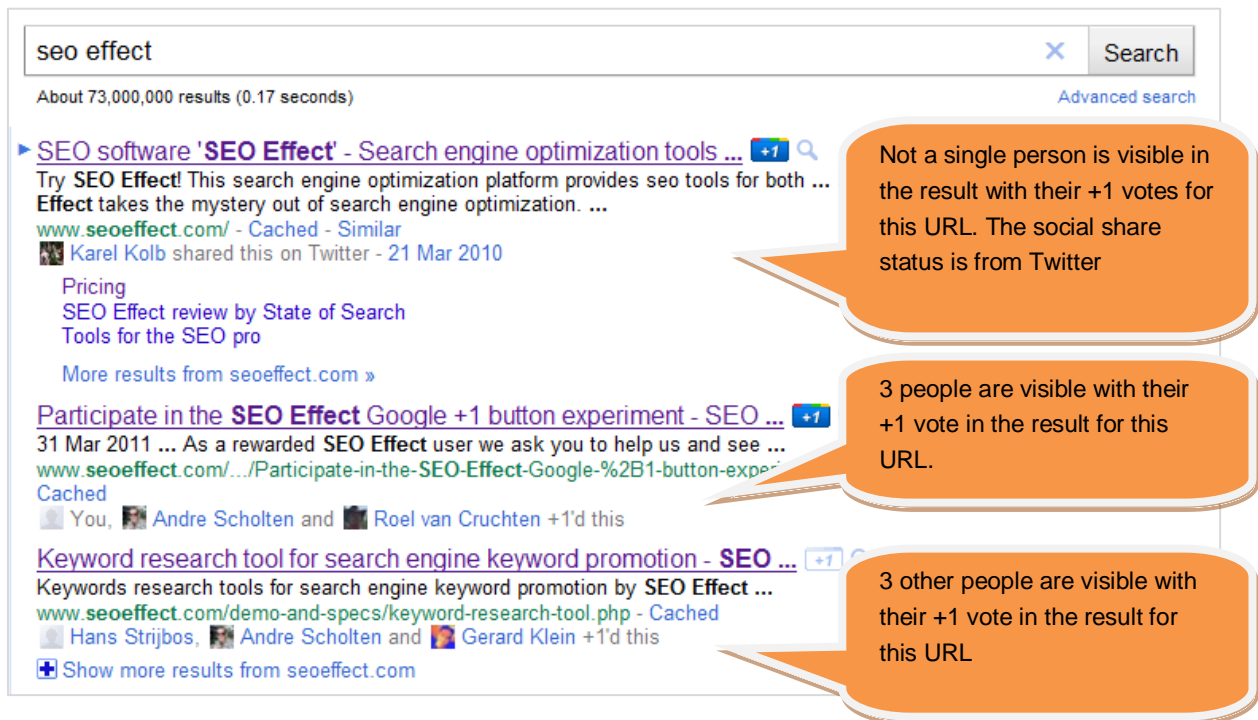


Image 18: after 10 participants, the first +1 annotations appear for two URL's

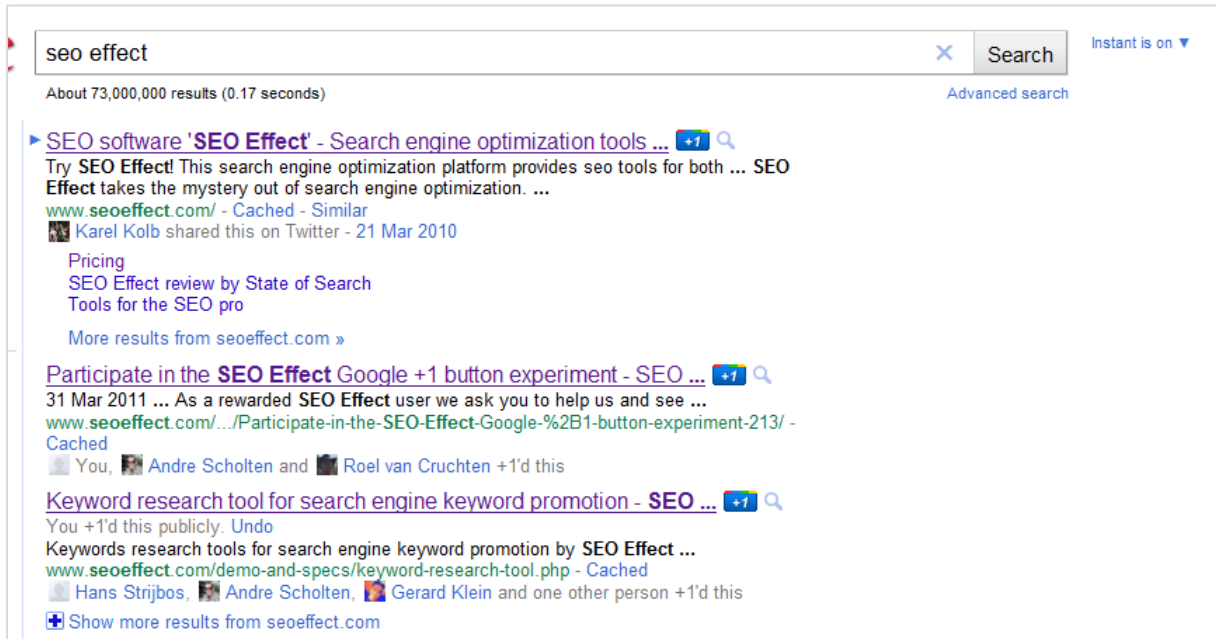


Image 19: after 25 participants: no change...

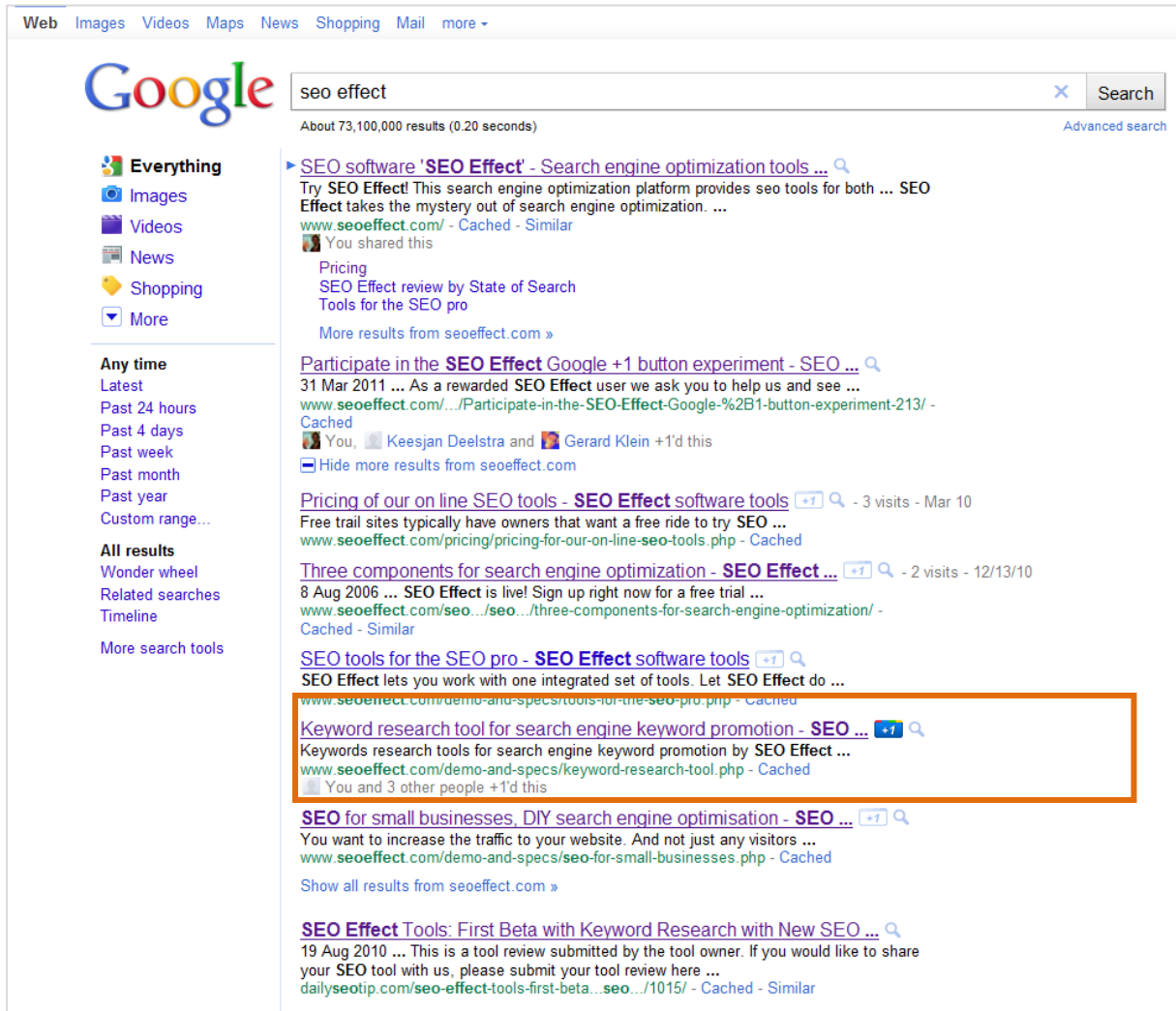


Image 20: after 29 participants: the 'keyword' URL drops form the first three search results and re-appears below the "Show more" results, with four "votes".

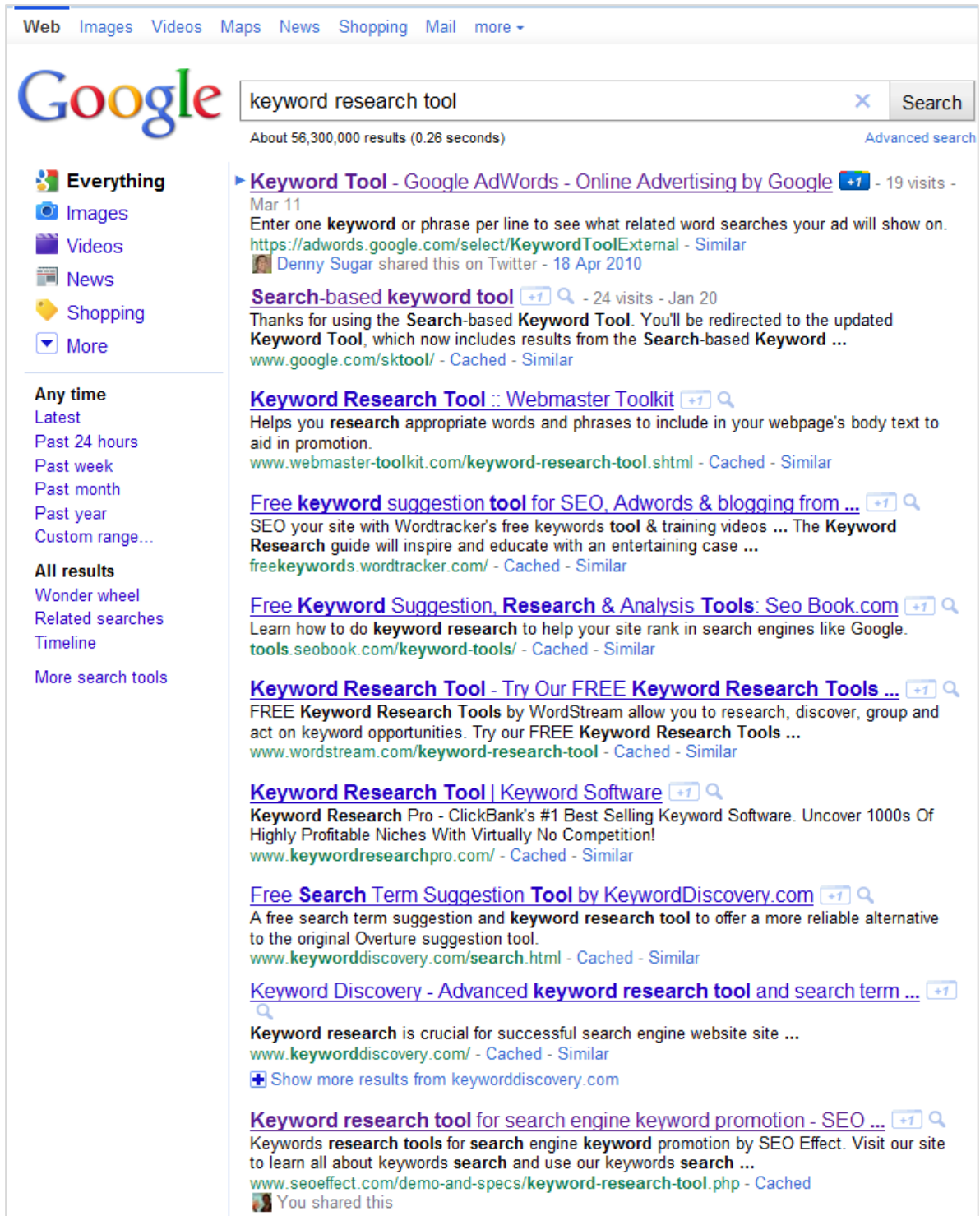


Image 21: after 29 participants. A query for 'keyword research tool' shows a result at the bottom of the page, caused by the Google Buzz. The +1 votes do not seem to have an influence.

Google

seo effect

About 72,800,000 results (0.14 seconds)

Advanced search

Everything
Images
Videos
News
Shopping
More

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

All results
Wonder wheel
Related searches
Timeline
More search tools

SEO software 'SEO Effect' - Search engine optimization tools ... - 13 visits - 11/11/10
Try SEO Effect! This search engine optimization platform provides seo tools for both ... SEO Effect takes the mystery out of search engine optimization. ...
www.seoeffect.com/ - Cached - Similar
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Pricing
SEO Effect review by State of Search
Tools for the SEO pro
More results from seoeffect.com »

Participate in the SEO Effect Google +1 button experiment - SEO ...
4 Apr 2011 ... It is a little "social experiment" of the SEO Effect ...
www.seoeffect.com/.../Participate-in-the-SEO-Effect-Google-plus1-button-experiment/

Keyword research tool for search engine keyword promotion - SEO ...
Keywords research tools for search engine keyword promotion by SEO Effect ...
www.seoeffect.com/demo-and-specs/keyword-research-tool.php - Cached
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Hide more results from seoeffect.com

Pricing of our on line SEO tools - SEO Effect software tools - 3 visits - Mar 10
Free trail sites typically have owners that want a free ride to try SEO ...
www.seoeffect.com/pricing/pricing-for-our-on-line-seo-tools.php - Cached

Three components for search engine optimization - SEO Effect ... - 2 visits - 12/13/10
8 Aug 2006 ... SEO Effect is live! Sign up right now for a free trial ...
www.seoeffect.com/seoeffect.com/three-components-for-search-engine-optimization/ - Cached - Similar

SEO tools for the SEO pro - SEO Effect software tools
SEO Effect lets you work with one integrated set of tools. Let SEO Effect do ...
www.seoeffect.com/demo-and-specs/tools-for-the-seo-pro.php - Cached

SEO for small businesses, DIY search engine optimisation - SEO ...
You want to increase the traffic to your website. And not just any visitors ...
www.seoeffect.com/demo-and-specs/seo-for-small-businesses.php - Cached

SEO Effect Memberzone -
SEO Effect: SEO software tools for quality traffic. Create your SEO Effect ...
<https://memberzone.seoeffect.com/register> - Cached
Show all results from seoeffect.com »

SEO Effect Tools: First Beta with Keyword Research with New SEO ... - 3 visits - Mar 31
19 Aug 2010 ... This is a tool review submitted by the tool owner. If you would like to share your SEO tool with us, please submit your tool review here ...
dailyseotip.com/seo-effect-tools-first-beta...seo.../1015/ - Cached - Similar

SEO Software: Zoekmachine Optimalisatie Software SEO Effect - [Translate this page]
SEO Effect tools is een SEO software platform om uw zoekmachine optimalisatie te verbeteren. Nu live in eerste beta release met zoekwoordonderzoek.
www.interneteffect.com > seo-software > index - Cached - Similar
 You shared this

SEO Effect | LinkedIn
Welcome to the company profile of SEO Effect on LinkedIn. SEO Effect is an easy to use set of search engine optimisation tools. Get more quality traffic...
www.linkedin.com/company/seo-effect - Cached

SEO Effect tools - Product/Service | Facebook
Welcome to a Facebook Page about SEO Effect tools. Join Facebook to start connecting with SEO Effect tools.
www.facebook.com/SEO.Effect.Tools - Cached - Similar
 You shared this

Review: SEO Effect - Tools - State of Search
23 Jul 2010 ... SEO Effect Review: SEO Effect SEO Effect is a new suite of search engine optimization tools that's currently under development by a team ...
www.stateofsearch.com/review-seo-effect/ - Cached
 You and Gerard Klein +1'd this

Seo Effect software (SeoEffect) on Twitter - 3 visits - Apr 4
Seo Effect software (SeoEffect) is on Twitter. Sign up for Twitter to follow Seo Effect software (SeoEffect) and get their latest updates.
twitter.com/SeoEffect - Cached
 You +1'd this

Image 22: after 40 participants, it looks as if Google has reset the +1 markings for the three test URL's. Some other pages at the still have the +1 annotations.

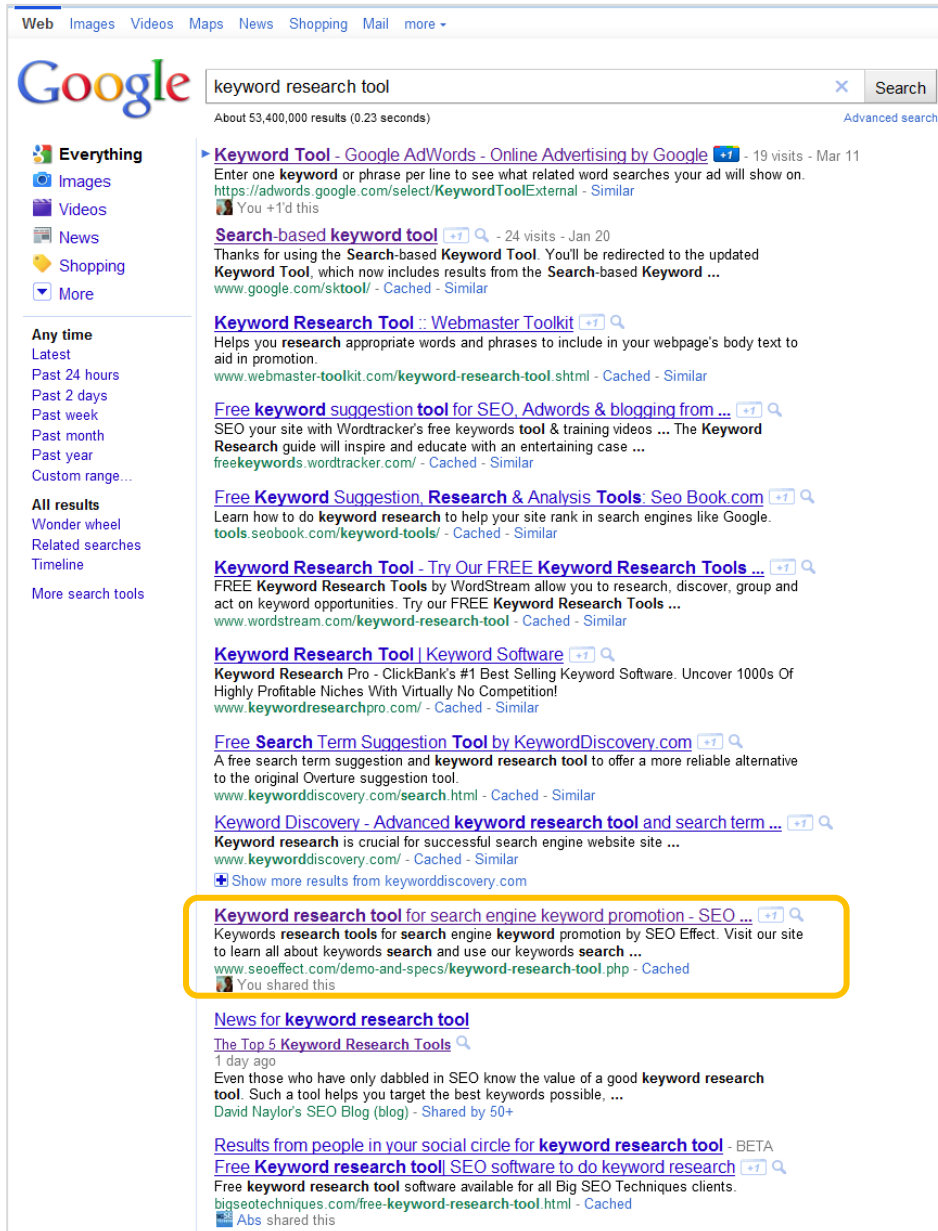


Image 23: after 60 participants, day 3 of the experiment. A query for ‘keyword research tool’ shows a result at the bottom because of the Google Buzz entry. The +1 markings for the three test ULR’s to not seem to have any effect. The +1 vote for the Google adwords tool is shown though.

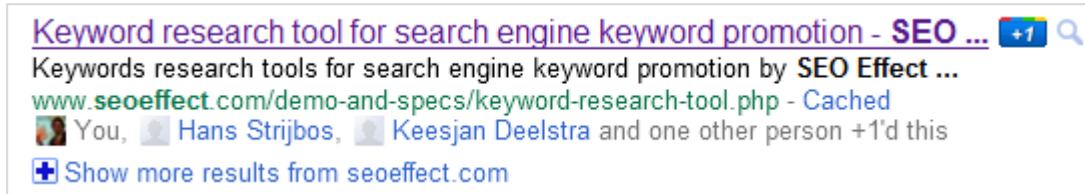


Image 24: After 60 participants the query 'seo effect' shows this result at position number one. Only four of the 60 participants are mentioned.

Other search results do not show a +1, ever!

One thing that struck us as odd is that we never ever saw another +1 result in a search query that was not related to our experiment. This might be because too few people in our social network were using the button for anything other than our experiment. But even more obvious queries like "+1 button" didn't show any 'plusones', only some results from Twitter.

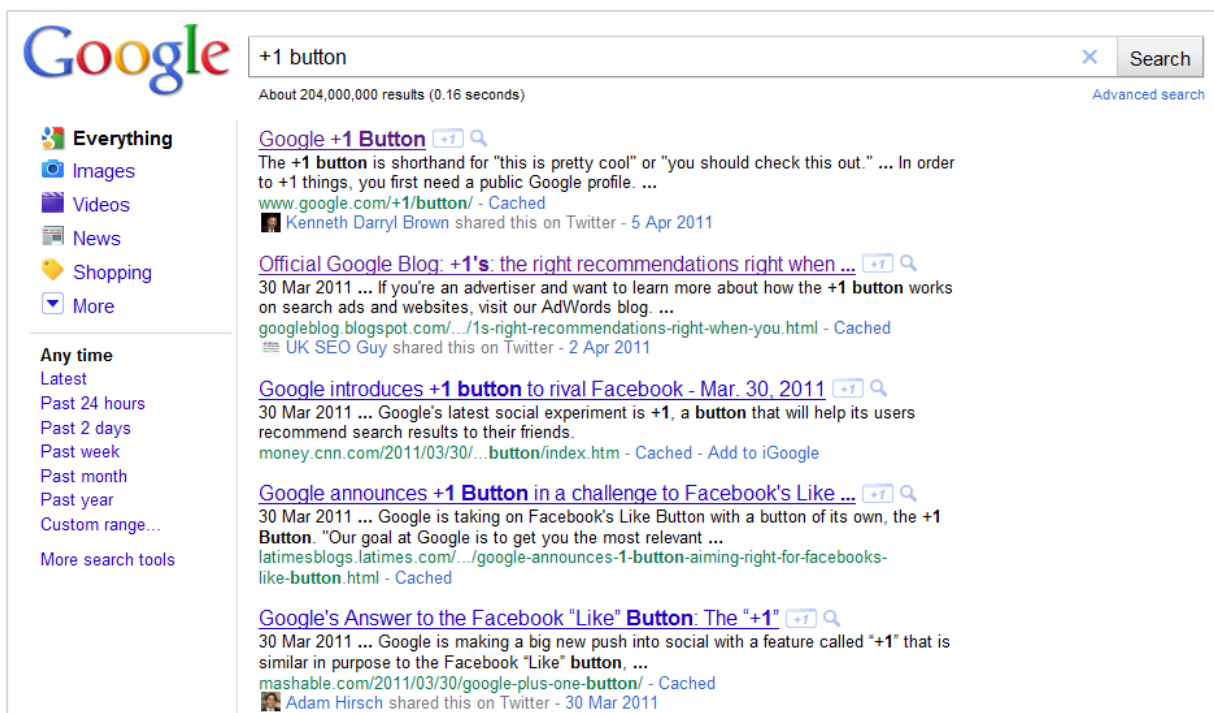


Image 25: Search results for '+1 button' did not show any +1 result, which is odd.

How +1 affects SERPS en CTR

To circumvent the effect of personal search results, we tracked a number of pages with Webmaster Tools from Google. That tells the average position during a chosen time interval. This data is available for keywords and pages over the last 30 days. We will provide the relative data to give you an impression on how things were affected.

Search queries

Top queries [Top pages](#)

Filters...

Apr 4, 2011 to Apr 30, 2011

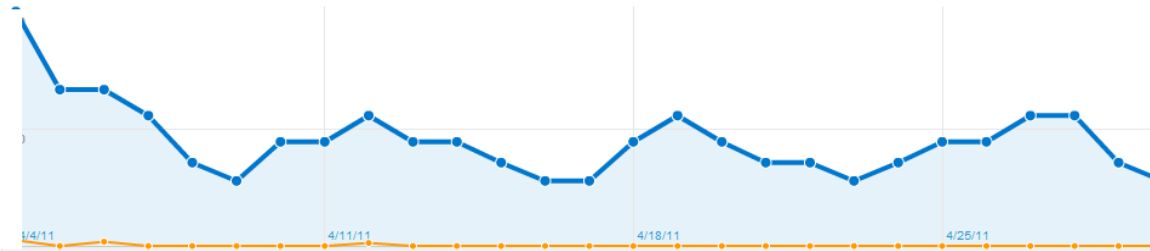


Image 26: Webmaster tools data 30 days from the start of the experiment. The effect from the SEO Effect +1 experiment on the impressions and click through rates from search results to the site is short lived.

Before and after: the differences lined up

Based on the differences over 30 days before and after the experiment form April 4th we noticed the following effects:

- The homepage of SEO Effect did not receive more impressions but the average position for a number of keywords did rise with 24%.
- The page about keyword research did receive more clicks and also the average position did rise with 20%.
- The blog post also received more traffic but that is only logical since it was new. Also Google's +1 experiment was announced shortly before, so it makes sense that people only started to search for that word after March 30th, 2011.

URL	Impressions Indexed op 100		Clicks		CTR %		Avg. position	
	before	after	before	after	before	after	before	after
homepage	100	100	100	100	100	100	100	76
/keyword research-tool.php	100	120	100	1600	100	150	100	80
blog/Participate...Google-plus-1-button-experiment		1600	0	35	-	2	-	30

Image 27: the differences for the website www.seoeffect.com before and after the experiment, indexed to 100 as a baseline. The average position for a number of keywords has improved by 20%.

Of course these percentages have a low significance, given the investigative and qualitative nature of our experiment.

Traffic share

SEO Effect's 'monitor trends' taught us that the traffic share for the three pages has risen from 100 to 103 percent. The weighted overall traffic share rose from 100 to 102 percent. De overall weighted traffic share has risen from 100 to 102%. Of course also this rise is not significant but marks a direction. The +1 marks seems to raise the 'traffic share'.

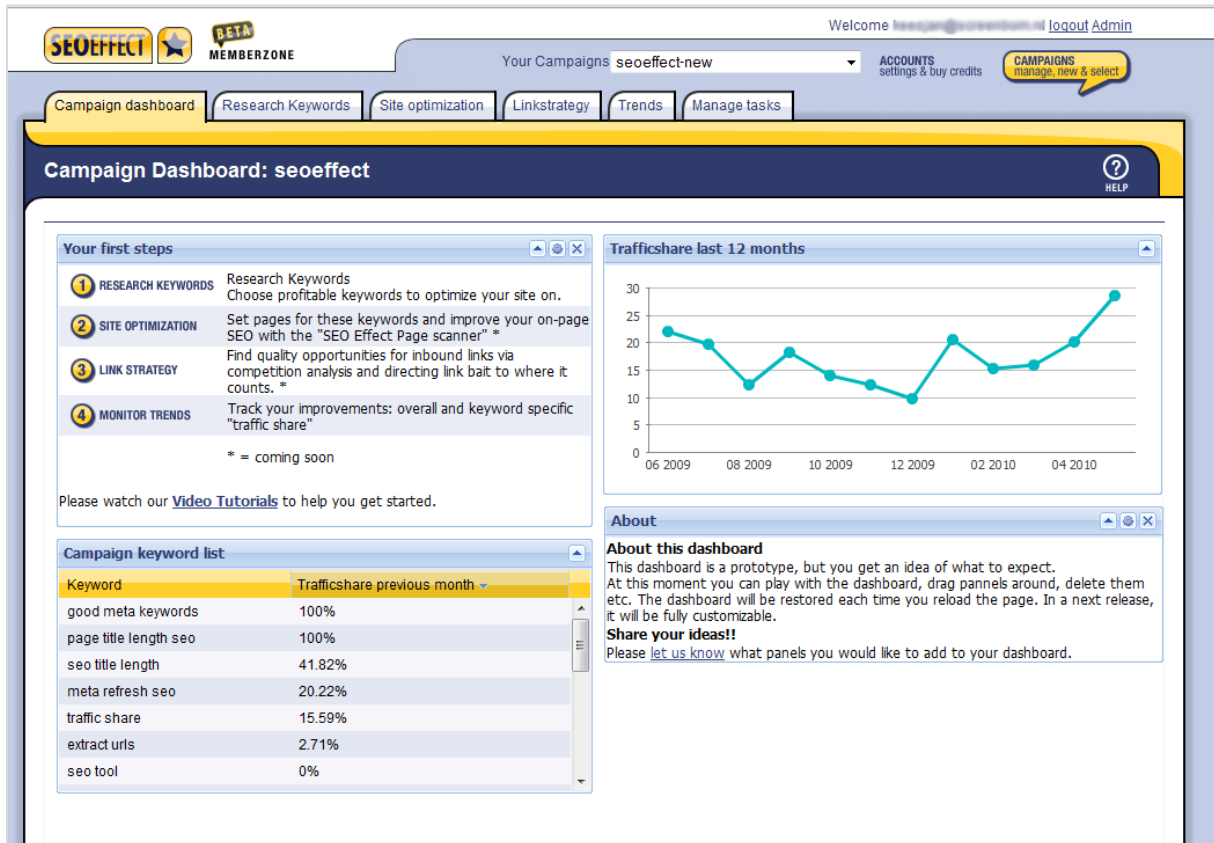


Image 28: In SEO Effect a raise in traffic share of 3 points was measured for the experiment pages

301 redirects and +1 votes do not mix?

At the start of the experiment we accidentally created a not very elegant URL for the blog post. This inspired us to also test the influence of a 301 redirect. After the first +1 votes, we renamed the URL and redirected the old URL to the new URL. After this, we noticed that the first +1 votes were no longer shown as soon as the new URL was indexed. So it seems that Google's +1 algorithms do not take 301 redirects into account. We hope this will be resolved in the future because 301 redirects are often used during site migration, maintenance or in case of errors such as ours. On the other hand: it might make sense not to allow a +1 vote to be transferred to another page. It could be misused, for example to redirect recommendations from a well-liked product to another product with a better margin. But if the link juice can be transferred from one page to another, it would be logical to allow the same thing for +1 votes. For bona fide websites, it would be a shame if the +1 history would be lost if a 301 is used. Hence this issue will remain on our watch list.

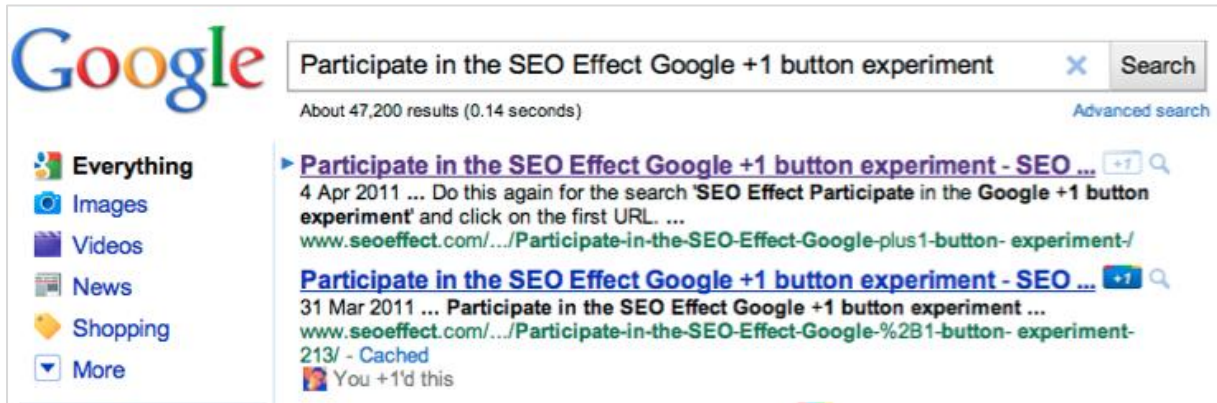


Image 29: The ‘handover’ of the two URL’s. The old URL (at the bottom) is still in the Google index and has the =1 marking. The improved URL is also detected by Google and has no +1 mark.

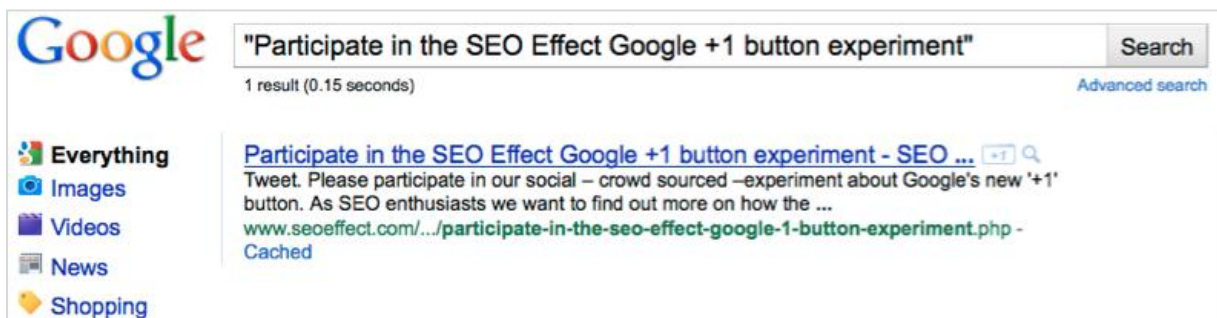


Image 30: 5 days later, due to the 301 has made the old URL disappear and with it the +1 mark.

Observation affects reality...

Alas, on the Internet there is no such thing as a lab-test. So it is impossible to measure the effect of the +1 votes on rankings in isolation.

We have to take into account factors like:

- Seasonal trends and weather; maybe some seasonal effect or not so nice weather caused a change in search behavior.
- Spreading the experiment via Twitter; the tweets and retweets may have influenced the rankings.
- A too rapid increase of +1 votes; most of the votes took place within 48 hours. This could have triggered Google's damping factor, which would weaken the ranking improvements that would have been caused by the +1's.
- Geographical differences; most of the 73 participants lived in the Netherlands, whereas we measured the before- and after effects in WMT worldwide. Google does mark the +1's with a star in the Netherlands, but does not show the social aspect with every search.
- Google indicated that they reset the +1 results several times.
- The +1 votes were only displayed when logged in to your own account. Because of this, other personal information also became part of the experiment. For example search results that were pushed to the top because of earlier visits or because of retweets.
- The amount of participants; because there were only 73, this experiment is definitely not a quantitative trial nor a scientific experiment The numbers en influence on ranking, traffic share, visits and search engine visibility are indicative and very temporary. The conclusions are more testable hypotheses than 95% significant conclusions.



Image 31: In Google.nl self-made URLs were temporarily marked with a star. Thirty days after the experiment it seems like Google has reset the data and the stars have disappeared.

Conclusions of the +1 experiment

Because of the many distorting factors and the fact that it wasn't a quantitative trial, the conclusions we can draw are very preliminary and bring up more questions than they can answer. When the +1 button becomes a permanent Google feature and the data stops being reset regularly, more definite tests can be done.

These are our very preliminary conclusions:

- We saw a 20% increase in rankings and corresponding increases in CTR and visits.
- +1 markings seem to have a positive effect on the number of impressions in the search results because they:
 - have a higher ranking when people re-visit earlier searches.
 - end up higher in the social circle of the person that casted the +1 vote.
- +1 markings also have a positive effect on the visibility of a search result.
- A URL marked with a +1 button, subsequently appears in one's own search results and also in local versions of Google outside Google.com – with a star.

So our hypothesis is that the +1 button does have an effect on your rankings. Further research needs to be done to figure out if that is correct and how strong that influence is and what each parameter mentioned above influences.

- Google resets its data regularly OR the influence of a +1 marking deteriorates with time.
- The search results never showed: more than three people's names and avatar with their +1 marking.
- We have never seen more than 4 markings on 1 URL, even though there were more than 60 at that particular moment.
- +1 markings on URLs that are afterwards redirected via a 301 do not keep their +1 marking. This could be changed or this could be on purpose because otherwise the positive feedback on one page can be channeled to another URL. On the other hand: linkjuice can be redirected through a 301, so why not +1's as well?

Tips to maximize positive +1 results

- Place a +1 button on each page of your web site, its available now from May 31 2011..
- Go to <http://www.google.com/webmasters/+1/button/> to grab your +1 button.
 - Tip: there are seven sizes of +1 buttons, with and without number of votes, varying from 24 x15 pixels to 50 x 65 pixels (see appendix) Also don't forget to choose your language. This language choice is used on the mouse over tooltip.
- It will become important to not just pay attention to your Facebook and Twitter circle, but also to your social circle on Google. Expand your Google circle by adding contacts to;
 - Google Gmail;

- Google Talk;
- Google contact group (my contacts group)
 - Import your Outlook contacts
 - And even better: try to become part of someone else's contact list

Also get people to follow you on Google Reader or Google Buzz.

- Don't start any big campaigns or enable any clickfarms to gain massive amounts of +1's for your webpages. Too fast or unlikely increases in +1's will most likely activate a damping algorithm, which will subdue the effects. Furthermore are +1's only able to higher your visibility within one's own social circle, so an Indian who recommends your webpage is absolutely useless to you.
- Consider experimenting with an Adwords add that encourages viewers to +1 your webpage. But wait to do so until the +1 tool becomes available in your country's version of Google as well. If you do not wait, the advertisement will also be shown to people who will not be able to use the +1 button.
- Consider writing a description meta tag which will be shown in Google, that recommends clicking the +1 button. The home page's description tag is regularly shown in Google search results as a description of a search result. Again: wait to do this until the +1 tool has passed its experimental phase.

Thank you for your interest in this whitepaper. We'd love to here your thoughts, comments, questions and idea's.

About SEOEffect.com

SEO Effect Tools is a SEO suite which helps you with your search engine optimization in a step by step workflow. The tools are integrated with your Google analytics data, which allows you to make the best decisions.

[SEO Effect](#) consists of a small team that will support you with their SEO knowledge and tools. Keesjan Deelstra is our leading SEO specialist and is known as the author of “[The Handbook for Search Engine Marketing](#)”. Read more about the [SEO effect team](#).



The screenshot shows the homepage of SEOEffect.com. At the top, there is a navigation bar with the SEOEffect logo, a star icon, a BETA badge, and the tagline "SEARCH ENGINE OPTIMIZATION TOOLS — QUALITY TRAFFIC MADE EASY". On the right, there are links for "SIGN UP/LOG IN" and a search bar. Below the navigation bar, there are tabs for "HOME", "DEMO & SPECS", "FREE TRIAL", "PRICING", "SUPPORT & KNOWLEDGE", and "BLOG". The main content area features a large yellow banner with the text "NOW LIVE: RELEASE 2.0 SITE OPTIMIZATION AND PAGE SCAN" and "Search engine optimization tools - SEO Effect". Below this, there is a description of the platform and a list of features: "Safe time with integrated SEO tools", "Measure effectiveness of keywords", "Optimize your site and each individual page", and "Turn visitors into customers". A "FREE TRIAL SIGN UP NOW" button is prominently displayed. To the right, there is a "FOLLOW US / SHARE THIS" section with social media icons for Twitter, Facebook, LinkedIn, RSS, and Email. A small inset image shows a Google search result for "SEO Effect" with a cartoon character overlaying it.

Try SEO Effect now for free. Go to www.SEOEffect.com and create a free account.

Appendixes

Accountability experiment

We posted our blogpost on Monday 3 th April, 2011.

emails sent: 3213
 blog post: 3 april 2011
 amount of retweets: 78
 amount of +1 marks: 3*76

Sizes of the Google +1 buttons for websites








Button type	Example	Width (px)	Max width (px)	Height (px)
Small without count		24	—	15
Small with count		—	70	15
Medium without count		32	—	20
Medium with count		—	90	20
Standard without count		38	—	24
Standard with count		—	106	24
Tall		50	—	60

Image 32: sizes of the Google +1 buttons for web pages. Source: searchengineland, Google I/O conference 10 May 2011