

Social Media Intelligence

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communications

Google introduces more options for Google+ badges

Social media badges are a great way to promote social profiles and gain acquisition from a website or blog. If you have a Google+ Page but haven't yet added that all-important badge to your site, here are some key findings from the social network as to why the task should be on your to-do list.

The top sites using the Google+ badge gained an additional 38% of followers from having the badge visible on their site. Using the Google+ badge on your website gives users a quick and easy way to add your page to their circles, whilst also allowing them to see which of their friends have previously +1'd your site.

Enabling users to share your website within their circles and encouraging them to +1 content has the potential to drive traffic to the site. Not only will you be widely publicising the name of your brand, website URL and Google+ page, with additional features from Google, such as the recent announcement of 'Search, Plus Your World' there is the potential to improve your visibility in organic search.

Google+ has now introduced a number of additional [options for its badges](#), which include:

Configure Width

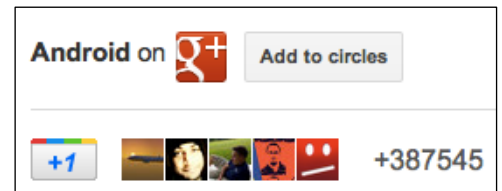
Users are now able to choose a custom width for the badge to better suit their website design.

Colour Options

Options to customise the badge in order to better suit sites with darker backgrounds are now included.

+1 & Circle Count

Badges now include the unified +1 and circle count that is displayed on Google+ profiles.



With the Google+ network recently reaching 90 million users and social content from Google+ also being incorporated into Google.com social search, now is the time for brands to establish a presence on Google+ in order to take full advantage of both the search and social benefits.

For more information, please visit www.punchcomms.com, or visit our social network profiles:

