Media Chit Chat

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Host: +Lynette Young
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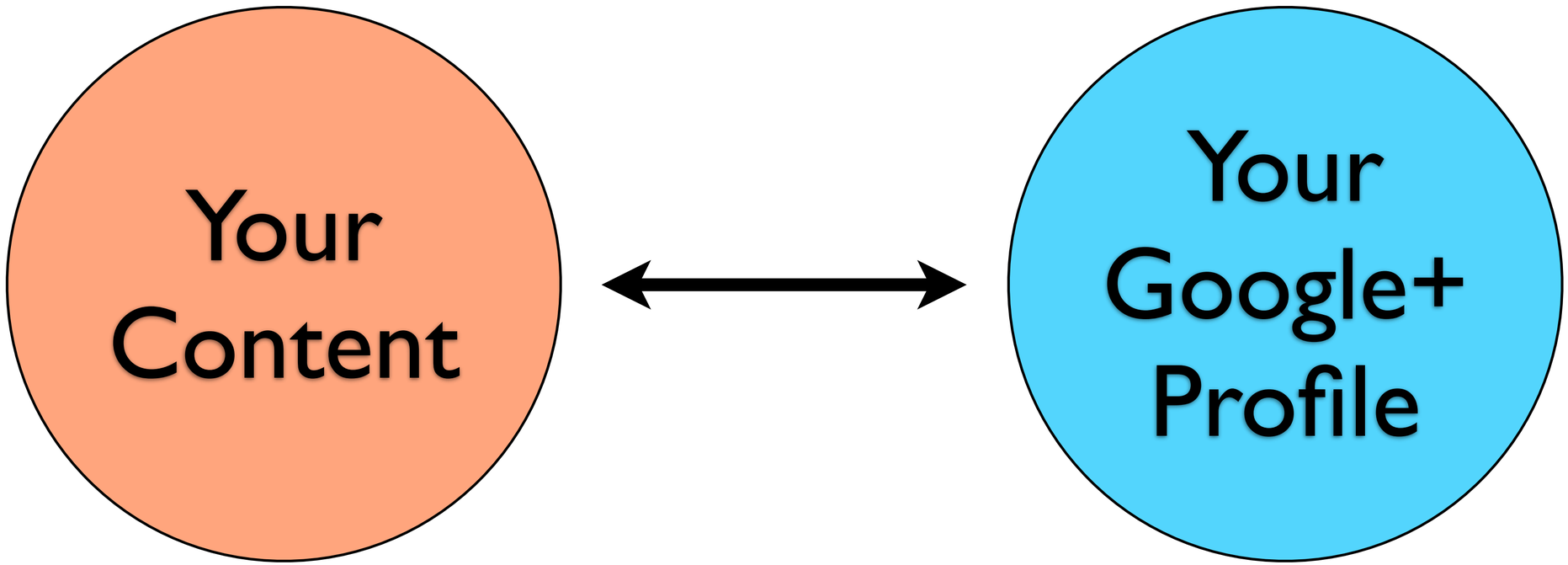
Google Authorship Advantage

What is "Google Authorship"?



What is "Author Rank"?

A ranking system for showing relevant search results based on *how close a query (search) matches* ***authority*** *of content vs. content alone*

(Yes, similar to PageRank)

Patent applied for by Google for "Agent Rank" : *The identity of individual agents responsible for content can be used to influence search ratings.*

Applying For Authorship

- Email Verification: https://plus.google.com/authorship
- 3 Link Verification: rel=me
- 2 Link Verification: rel=author

Tips for Google Authorship

- Clear 'head shot' (think LinkedIn)
- NO logos, cartoons or 'artsy' photos
- Test the results with Google's Rich Snippet Tool

Tips for Google Authorship

Be sure to use your **rel=author** tag in any links you have on 3rd party content you write.

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ME

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THEY

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