

# Atomicdust Guide:

## Linking Your Google+ Profile to Your Website

When you link Google+ profiles to a company blog or website, the author's photo will appear alongside the article in organic search results on Google. Search results with author photos alongside of them have seen higher click-thru-rates than search results without.



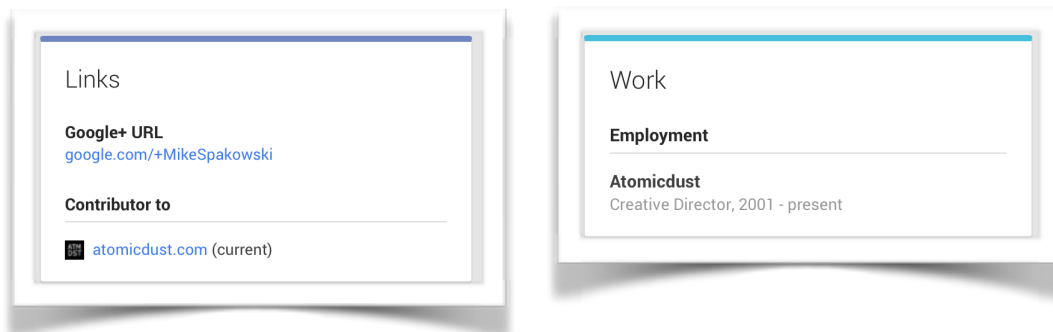
**Create a Google+ profile** by visiting <https://plus.google.com>. We always suggest filling out your profile on new networks completely and consistently.

- Make sure your profile uses the same name as your byline on your company blog
- Make sure your profile has a professional, recognizable headshot
- Be aware that your name, photo and 'Story' information may appear in search results on Google

### Sign up for Authorship

Submit your company email address at <https://plus.google.com/authorship>. No matter how many articles or posts you publish, you only need to do this process once.

Submitting this form will add your company email address to the 'Work' section of your Google+ profile. It should also add a link to your website in the 'Contributor' section of your Google+ profile.



By default, this information is viewable only to those in your circles. You can keep your email private if you wish by adjusting your privacy settings at <https://plus.google.com/settings>.

Note that it may take some time for your photo to start appearing in search results. As long as the connections to your website are appearing in the Work and Contributor sections of your Google+ profile, you set it up correctly.