

Power SERP Authorship Checklist



Lisa Allen

Using Authorship Markup to Get More Clicks

#1. Link Blog Posts to About Me on Domain

- Create a link from all your blog posts to your about me page on the same domain.
- You can use a simple sidebar text widget for this, or something fancier if you prefer.
- Make sure this link includes the markup **rel="author"** inside the <a> tag.

#2. Link the About Me Page to Google+ Profile

- From the About Me or Author Profile page you just linked to in step one, create a link to your Google+ Profile using the markup **rel="me"** inside the <a> tag.

#3. Link Google+ Profile back to your Domain

- Login to your Google+ account and click on Edit Profile.
- Scroll down to Other Profiles and click on the label to add another profile.
- Add a link to your domain, and then save.
- Then click on Done Editing.

Now your Blog posts are linked to you as an Author, and your Authorship has been linked and verified from your Google+ profile back to your domain.

Test your work by going to the [Google Rich Snippets Testing Tool](#) and entering the URL of your blog post.

If you missed it, Part #1 of this series, my [SERP Power Click-through Titles & Snippets Checklist](#), is also available at Ebizhacker.com.

Best Wishes,
Lisa Allen