

## What is Google Authorship?

Google authorship is the linking of your authored content; in this case, your press release on the 24-7PressRelease.com website and your Google+ account. The results display your Google+ profile image within the natural Google search results.

### How Long Does It Take for My Results to Appear?

Your text results may return within 24-48 hours, however it can take up to 3-5 days for your image to appear in the search results. Once your Google+ account has been set up, you should test your link at:

<http://www.google.com/webmasters/tools/richsnippets>

## Setup Steps

### Steps for You on 24-7 Press Release

1. You must have an active Google+ Account. If you do not, visit (<http://plus.google.com>)
2. When you submit your press release with our \$89 package and up, in the area that is marked "Google Authorship", add your Google+ profile link. This will look something like:  
<https://plus.google.com/105475080021234591210>
3. The day your press release is distributed, log into your 24-7PressRelease account and retrieve the URL that you will use to put into the Link for your Google Authorship box (**see below**). Find the URL in the Share URL button located next to your press release. The URL is also available in the PR Watch Report you receive on the same day.

### Steps for You on Google+

1. Log into or set up your Google+ account.
2. On the left side menu, click on Profile.
3. On the top menu (under your profile header), click on About.
4. In the right column, under "**Links**" part way down on the right, you will see "**Contributor to**". Click on "Edit" at the bottom left of this box.
5. This brings up the Contributor screen box. Under "Contributor to", click on "Add custom link"
6. For the field marked "Label", please put in 24-7PressRelease.com. For the field marked "URL", this would be the link you retrieved from the Share URL button located next to the press release.

## Tips

Once you have inserted your press release link into your Google+ account, it will take anywhere from 3-5 days for your picture to show up beside your press release in search engine results. Use this link to test your account and make sure your picture comes up:

<http://www.google.com/webmasters/tools/richsnippets>

Each time you publish a press release, you will need to submit the URL (find your URL by clicking on the Share URL button next to your press release in Account Manager) to your Google+ account. As far as we are aware, Google does not accept a main domain URL. It has to be individual to each release.