Add Google+ Authorship to Your Website Search Result

1. Go to your Google+ Page, copy the URL, and paste this tag into the header of your website.

<link rel="author" href="your_google_+_url" />

Example: This is mine...
<link rel="author" href="https://plus.google.com/u/0/116330641961287637835/posts" />

2. Select Profile on the left hand column. Choose the About tab. Click Edit Profile in the top right corner. Scroll down to "Contributor to:" Click Add custom link. Add the Title (label) and the URL to your website.

3. Go to: http://www.google.com/webmasters/tools/richsnippets#. Type in your URL. You should see something like this:

Team Momentum - Building Great Communities Through Teamwork
teammomentum.net/
by John Sam Wallace - More by John Sam Wallace
The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

4. This will not necessarily improve your Search Engine results but it will likely improve your click through rates.

Establish Value:

The only think that will get your client to purchase your good or service.