

# Google Buzz: What, Where, When, Why and How



It has been two months to the day since Google Buzz was released. While many others released their free Buzz reports very early on, I decided to wait and see how Buzz matured — and it has matured well.

When Google launched Buzz, there was a large backlash against the application, most of it unfounded. Let's go back in time just a little bit to take a look at the so-called privacy concerns around Google Buzz.

It was no surprise to me that Buzz was based on a user's Google contacts and it was absolutely no surprise to my readers and followers. I have been showing everyone since August 2008 how to create Google profiles, use Google Reader for networking and how your Gmail contacts would be used as your Google Social Networking friends list.

If you bought GWave Secrets from Howie Schwartz, this was no surprise to you, either. If you had been listening to Jack Humphrey and I talk about this on his Friday Traffic Report on Blog Talk Radio since early 2009, you also weren't surprised.

In August 2008, we were very deeply into Digg and were seeing how Google found positive indicators of document quality from social bookmarking sites. I had just read Scoble's prediction that Google Reader would make a really great social bookmarking platform. He wrote that in 2005.

So while looking deeper into how sharing on Google Reader worked, I noticed my next-door neighbor, a fellow Digg.com addict, was showing up in "Friends you share with" in Google Reader. How could Google know that we are friends and that we would want to share Blog posts through Google Reader?

We quickly realized it was our Gmail contacts list. You see, we were both in each other's Gmail contact list because we had emailed back and forth and used Gchat for IM.

Remember this is 2008 and Google Friend Connect is still only on 6 sites with zero functionality and had no public release date yet.

That was what opened the floodgates and over the next few months, I and my neighbor, John, were able to sketch out the coming Google Social Network. I began teaching a select few how to get ready for a much larger network and richer applications. We now see those live as GWave and Google Buzz.

Outlook had always saved people you email to your Outlook contacts list and that Google had always saved two way relationships via email to your Gmail contacts was not new. Remember, Google Wave starts out based on your Google contacts as well.

Just like we explained in September 2008, Google Friend Connect friends would be based on Gmail contacts. We also predicted at the time that the Followers gadget in Blogger would become the Google Friend Connect app for Blogger sites. That turned out to be so.

In short, this is why Howie and Jack Humphrey call me the Nostradamus of Google. We have been talking about this for 2 years now and have been helping everyone we could to understand how to profit from this change in Google's thinking.

Google is not going to launch its own social site. See, Google — all of Google — *is* a social site. Buzz is just the latest outcrop that's easy to see apart from the mountain that is Google.

But, apparently, for the average Joe who does not want anyone to know who he is or who he emails, this came as a big surprise and sparked impassioned debate. The fact that Google Buzz was something you had to enable was not taken into account; nor was the fact that you could turn it off easily in a link at the bottom of Gmail, from day one.

So, I guess, the moral of the story is that if you have your ex-girlfriend's email in your Gmail contacts, you might want to adjust that before she shows up in your Google Buzz friends list. (Same thing for ex-boyfriends.) You also might not want your current significant other following links to his or her profile and leaving flaming hot comments all day long.

Or, if you have a very competitive micro niche business, you might not want to show your list of followers to your competitor.

The only thing Buzz followers lists revealed was the public Google profile the user created. No different than Twitter or Facebook friend lists and there are settings to control showing your following.

## **Google heard complaints and responded fast**

In a Blog post, Google product manager Todd Jackson apologized for Buzz's sloppy debut. "Shortly after introducing Google Buzz, we quickly realized we did not get everything in order and moved as fast as possible to improve the Buzz experience."

"We made a number of modifications to the getting started experience based on your feedback, the most significant of which was replacing auto-following with suggestions for people to follow," Jackson wrote.

He then described modifications made to enhance the Buzz experience:

"Rather than automatically setting you up to follow the people you e-mail and chat with most, Google Buzz now indicates people for you to follow instead. This way, Buzz is still simple to set up, but you are not set up to follow anyone until you choose to do so," Jackson wrote.
















So, the next time you log into Buzz you will see this screen if you have not already (this was Google's own mock up):

### Confirm your Buzz setup X

Please double-check that Buzz is set up just the way you like it. And if you missed it, [check out the Buzz video](#).

**You're following 126 people**

People you follow will see that you're following them and may display their followers on their public profile.

|  |   |
|--|---|
|  <b>Ed Ho</b><br>example@gmail.com <a href="#">Unfollow</a>             |  <b>Ken Norton</b><br>example@gmail.com <a href="#">Unfollow</a>       |
|  <b>Arielle Reinstein</b><br>example@gmail.com <a href="#">Unfollow</a> |  <b>Matt Steiner</b><br>example@gmail.com <a href="#">Unfollow</a>     |
|  <b>Brian Stoler</b><br>example@gmail.com <a href="#">Unfollow</a>      |  <b>Bruce DiBello</b><br>example@gmail.com <a href="#">Unfollow</a>    |
|  <b>Keith Coleman</b><br>example@gmail.com <a href="#">Unfollow</a>     |  <b>Joey Rozier</b><br>example@gmail.com <a href="#">Unfollow</a>      |
|  <b>Bradley Horowitz</b><br>example@gmail.com <a href="#">Unfollow</a>  |  <b>Matt Waddell</b><br>example@gmail.com <a href="#">Unfollow</a>     |
|  <b>Sam Schillace</b><br>example@gmail.com <a href="#">Unfollow</a>     |  <b>Niranjan Tulpule</b><br>example@gmail.com <a href="#">Unfollow</a> |
|  <b>Sean McBride</b><br>example@gmail.com <a href="#">Unfollow</a>      |  <b>Dave Cohen</b><br>example@gmail.com <a href="#">Unfollow</a>       |
|  <b>Punit Soni</b><br>example@gmail.com <a href="#">Unfollow</a>       | <a href="#">Previous</a> <b>1 - 15 of 126</b> <a href="#">Next</a>  |

**252 people are following you** [View and edit](#)

These people get your public Buzz posts. You choose who can see private Buzz posts.

**These relationships are shown on your public profile**

Your profile can include the people you follow and people following you, making it easier for people to find each other.

Show the list of people I'm following and the list of people following me on [my public Google profile](#)

**You have 3 connected sites creating new posts in Buzz** [View and edit](#)

Okay, looks good
[Turn off Buzz](#)

Google Buzz heard you and responded fast to cure any misconceptions about your privacy.

One thing to keep in mind when you use a URL in Google profiles that is based on your Google Gmail handle. That's great for branding, but does reveal your Gmail username. If you do not want your Google Gmail address public, I

suggest using the 16 character numeric version of your Google profile URL available as an option when you edit your Google profile.

Finally, I want to make it clear, there was no sudden privacy hole in Google exposing your Google contacts. Google had been testing this since before I discovered that Google was building and storing a social network based on your Gmail contacts in August 2008.

What Google did with Buzz had to be done. They had to publicly say that their networking applications were based on your Google contacts. Until then, only me (Chris Lang), Jack Humphrey and Howie Schwartz had said this was true.

Google simply took the next step and confirmed what I had been saying and predicted was true. They had to take this next step, make this public themselves and bear the backlash or praise.

We see this as one of the final steps to something Google has been working on since late 2005 with the start of Google Reader sharing and the vision of Google Wave in 2006. Buzz is no hacked-together app in response to Twitter or Facebook.

Google Buzz is just one more step towards Google's vision of what a social network can and will be.

## **What Google Buzz Will Do For You**

I just finished writing this report on Google Buzz for you, and 4 things really stuck out about what you should know before you read more on how Buzz can benefit you in oh SO many ways.

The first big thing that just smacked me right between the eyes is that it gets to Gmail users in their Gmail inbox, and that is where our newsletters land. Anything that gets a Gmail user over to their Inbox (actually just next door) is good for us Internet marketers.

Secondly, when you have commented on a Buzz item, you get an alert in Gmail letting you know when someone else has commented or added to the conversation. Again, this will get many more people into a Gmail inbox more often and that is still where our prime conversion occurs in almost any market.

I myself just realized how much more I had been in my Gmail this weekend because I was using Buzz. Alerts and updates in Gmail will also allow us to get back to our Buzz conversations more easily. I like that.

Third: Is your market the 20-something generation? If you are targeting that demographic then you should be paying WAY more attention to Facebook, Twitter and, now, Buzz.

The 20-somethings just do not use e-mail like we do. We shall see how they embrace Google Buzz, as most colleges and 3 million U.S. students are moving to Gmail, Google Wave and Google Docs as a platform instead of maintaining their own Microsoft Exchange servers and data center.

Fourth: Your Google Contacts are Google's front-line spam filter. By finding two-way relationships through social networking applications Google can eliminate spam at the final destination, your Inbox — but at the same time, make sure you get the email you want, from the friends in your contact list.

How many times have you emailed a friend and they said, "Sorry, never got it..."? Well those problems we all experienced with Yahoo and Hotmail are long gone. Gmail gets it to the Inbox because they know who you want to get mail from, even though you did not manually whitelist them. They are your Google Buzz, Google Wave, Google Friend Connect and Google Reader friends. Cool huh?

Buzz is only two months old so we just will have to see how this 3-way race between Facebook, Twitter and Google pans out. With that said, let's take a look at Google Buzz and how it can benefit your marketing and save you time, shall we?

## **What is Google Buzz?**

Google Buzz is Google's solution to keeping up with your real friends, easily and quickly, without having to take any extra steps.

Google Buzz is a social aggregator. Just like an RSS reader where you can choose what sites you want to follow and get updates from. Google Buzz does the same thing with your real friends online.

In an RSS reader, when a site publishes a new blog post, you get a small alert and you can easily see what is new there. Google has taken the same thinking and applied it to social networking sites with Google Buzz.

- They can link to all their sites, thereby creating a mashup of all their content.
- They can link to all or just some of their social sites, thereby creating a mashup of their selected social content.
- Or, like me, your friends could use the platform and a forum-style platform where you could discuss subjects with your following.

## **Why Google Buzz?**

Just like everything else I teach about Google. Buzz saves you time, it makes you money and it can drive traffic back to your site.

Don't get me wrong, I want to know what movie you can't wait to tell me about, what kind of cookies you are making or the latest affiliate program I can make a few bucks with, BUT not unless I know you.

Buzz saves you time because it strains out the cookie makers, movie watchers, MLM pushers, hot opportunity hawkers, those with only their self-interest at heart and flat out spammers and lets you just get what you want from your real online friends.

Buzz operates on a NEW level of trust. The fact that we have exchanged emails and I added you to my Gmail contacts list. So when I opened Buzz for the first time all I saw were my real online friends I have known for years now.

So the first thing that hit me as I scrolled down the page is that the posts aggregated were from my REAL friends online.

Not the 20,000 that follow me online in Twitter, Facebook, Plaxo, or on five other platforms. Nor the thousands I follow.

The people I saw in Buzz (notice I said people, not followers, big difference) were people I know and know me.

Jack Humphrey, Andy Beard, Ange Recchia, Katty Geltemeyer, Alex Perez-Prat, Bill Bauer and Valeriu Popescu were the first I saw. These are social friends, business contacts and real people whom I have made friends with over the last two years. Real people, not followers, I cannot stress that enough. Real Friends.

We already know we don't need another Facebook or Twitter. But Buzz is neither because Buzz is a threaded conversation, where all the comments are in one place, on one page. Buzz also, as far as I can see, is not limited to any number of characters.

Also Buzz does not require you to be following me to comment on my posts or be able to see my posts. All you need is a Google account.

Jack Humphrey and I discussed Buzz on his Friday Traffic Report radio show yesterday. Both of us agreed on two important things:

First, when we first logged into Buzz for the first time we saw nothing but posts from our REAL friends online, not the thousands of followers either of us has, but REAL friends.

Second, we both agreed we were not going to change a thing within Buzz, this would remain special and a place just for real, valued friends.

I use Twitter and Facebook for lead generators for business. Buzz is for my real friends, JV partners, and online friends I have built up over years. And yes I want these people in my Gmail because that is where my real friends belong.

## **Why Buzz Instead of Twitter?**

Google Buzz is Google's answer to the mess that is currently social networking. For one thing, you have to make friends to have friends and build a following in any social site.

You and I are a little different than most people using social sites. We Are **MARKETERS**, who no matter what we are doing always look to put a money making spin on things online. It's what we do, we can't help it. So when we use social sites it is to further our business whatever that may be. Am I right?

So when I am on Twitter I see it as a distribution channel and I want to get a few hundred thousand following me so I can brand myself, Chris Lang, and I want to be able to drive traffic with my Tweets.

This is where the problem occurs. The misconception that you can build a whitehat Twitter profile that allows you to tweet your own stuff and drive enough traffic to your own sites to make the time spent on this worthwhile.

This is not how I teach my clients to use social marketing sites.

Most Twitter users now use robotic software that will automatically follow 100 new peeps per day on Twitter. Now, if your robotic software does not auto-follow them back, then their robots un-follow you, usually within 3 days.

It's easy to spot a robotic Twitter account. The followers and following are usually about 100 peeps apart. I never follow accounts like this and real Twitter users don't either.

So to build a Twitter following, I HAVE to follow everyone that follows me with software in return, or anyone I follow will robotically un-friend me 3 days later. Are you with me here?

Now, my Twitter account is worthless. So I spam my followers and they spam me, now both accounts are worthless and how can you manage to use Twitter with 20,000 followers and 100,000 plus Tweets coming in each day? How can you find your friends and hold conversations in that kind of disaster?

## **So Why Buzz? Well, in short....**

Other Buzz users can follow you, comment even if they don't follow you and you don't have to worry about robots that un-follow you. Google is already on to this crap. One guy tried following every Buzz user he could find the first day (over 30,000) and quickly found his Google profile disabled.

Take a look at how robotic software will not work on Google profiles. Log out of Google and take a look at a Google Buzz profile. The links to who I follow and who I follows me can't be seen. This makes most robotic friend software like what is used on Twitter useless.

Buzz allows you to engage top influencers in your market whom you would otherwise never be able to get to on Twitter or Facebook. Buzz is not as busy a

place because it is relatively new. Starting conversations and asking top authorities questions is relatively easy.

Buzz also is not the spam cannon that other sites turned into and, for now, Buzz seems to be more about the open exchange of information. Some are seeing it as just a distribution channel, you just have to draw them out to get the attention of top personalities.

## **Where is Google Buzz?**

Google Buzz is something you must enable in Gmail.

It is not forced on you; you must opt in and it adds a folder to your Gmail list.

You also can get alerts in Gmail to your comments made in Buzz posts and get alerts to Buzz posts you commented on. But Buzz is not dependent on Gmail. You don't have to use Gmail to use Buzz. Yes you need a Google account, but that is no different than needing a Facebook login or a Twitter profile.

I love the idea of Gmail being my social communication headquarters. I don't want social alerts in my business email that I run off my domain. I want to segregate my serious work activity from my social interaction.

I have been suggesting this for years now, move all your social activity to a Gmail address, brand that address with your name and keep real work separate from social site activity.

Then make a little time each day to increase your social reach but don't try to mix the two.



## Go beyond status messages

Share updates, photos, videos, and more.  
Start conversations about the things you find interesting.

[Try Buzz in Gmail](#)

[Watch a video](#)



### No setup needed

Automatically follow the people you email and chat with the most in Gmail.



### Share publicly or privately

Publish your ideas to the world or just to your closest friends.



### Inbox integration

Comments get sent right to your inbox so it's easy to keep the conversation going.



### Photo friendly

See thumbnails with each post, and browse full-screen photos from popular sites.



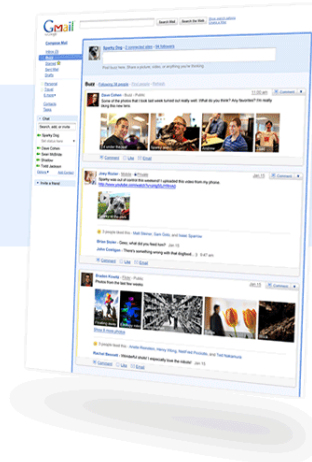
### Connect sites you already use

Import your stuff from Twitter, Picasa, Flickr, and Google Reader.



### See updates in real time

New posts and comments pop in as they happen. No refresh required.



### Buzz from your phone

See buzz around you and tag posts with your location.

Point your phone's browser to:  
[buzz.google.com](http://buzz.google.com)

[Get Buzz on your phone](#)

# How to Google Buzz

If you are new to Google's social networking features I suggest that you take my [free Google course delivered](#) via email. This is a fully featured, 7 chapter course from my Gwave Mastery members site. The very first chapter covers how to properly set up a Google profile for the best results. You can get that instantly from the link above.

If you already have a Google profile set up Go To [Google Buzz](#) and click the "Try Buzz in Gmail" button.

So I enable Google Buzz in my Gmail. Here's my first big hit on this. You need to decide whether or not to show the people you follow in Google Buzz links on your Google profile.



If you choose to check this box, your profile will show who you follow by linking to their public Google profiles.

This seems natural to me as this is the norm with all social sites. But if you do not want this shown, then disable it from the start.



# Chris Lang

Google Analyst at Key Web Data LLC; Student at Google Wave  
Mesa, AZ

- Your location has not been updated recently. Update it using Google Latitude.
- Buzz me <http://www.google.com/profiles/chrislang> (only visible to your chat buddies)



[Chris has 293 followers](#)  
[Chris is following 98](#)

[Send a message](#)



[About me](#) **Buzz** [Contact info](#)

[Edit profile](#)



**Chris Lang** - Google Reader - Public

Feb 18 ▾

Testing my new Google Buzz Button code out. Cool huh?

[Add a Google Buzz Button to Your Blog](#) - null [Delete](#)

- [FREE Google Training](#)
- [Google Friend Connect Wave](#)
- [YouTube - iamchrislang](#)
- [Social Marketing Tactics](#)
- [Email Delivery Jedi](#)
- [Gwave Mastery](#)
- [Tweet Me](#)
- [Google Reader Shared Items](#)
- [Chris Lang on Facebook](#)

Also notice that in the first day, I pulled 293 followers.

Also under the "Settings" link in Gmail and or Buzz you can change, remove and delete a buzz account.

Search Mail Search the Web [Show search options](#)  
[Create a filter](#)



**Settings**

[General](#) [Accounts and Import](#) [Labels](#) [Filters](#) [Forwarding and POP/IMAP](#) [Chat](#) [Web Clips](#) [Labs](#) [Offline](#) [Themes](#) **Buzz**

**Display following lists:**

- Show the list of people I'm following and the list of people following me on my public Google profile [Learn more](#)
- Do not show these lists on my public Google profile.

**Buzz choices:**

- Show Google Buzz in Gmail
- Do not show Google Buzz in Gmail  
This will only hide the Buzz tab in Gmail. You'll still be able to use Buzz on your phone. Your connected sites will continue to create new posts Buzz.

**⚠ Disable Google Buzz**  
This will disable Google Buzz in Gmail and delete your Google Profile and Buzz posts. It will also disconnect any connected sites and unfollow anyone you are following.

[Save Changes](#) [Cancel](#)

Use [Google Desktop](#) to access your Gmail messages even when you're offline.  
Storage:  0.1 GB (0%) of 207.3 GB - [Manage](#) or [Upgrade](#)

So not that we have Buzz set up, let's get to learn how to use it.

It adds a folder to Gmail

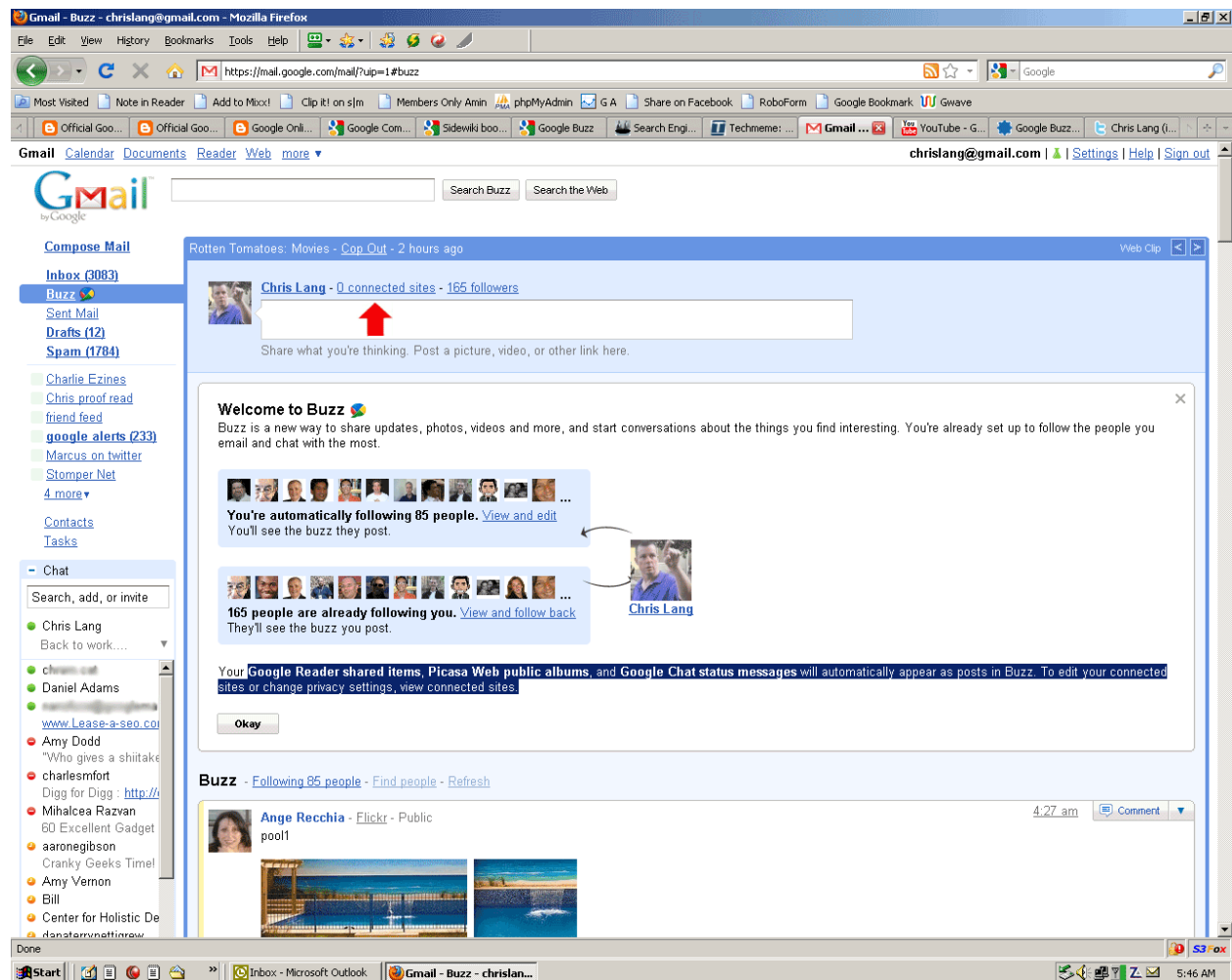
It shows my friends in Google Contacts as Followers

Buzz has an RSS feed

I can choose what sites to aggregate

I can choose who to follow

Buzz is based on Google Profiles



You will notice the “Connected sites” link denoted above by the red arrow.

This link will return an overlay of the sites you want to receive updates from.

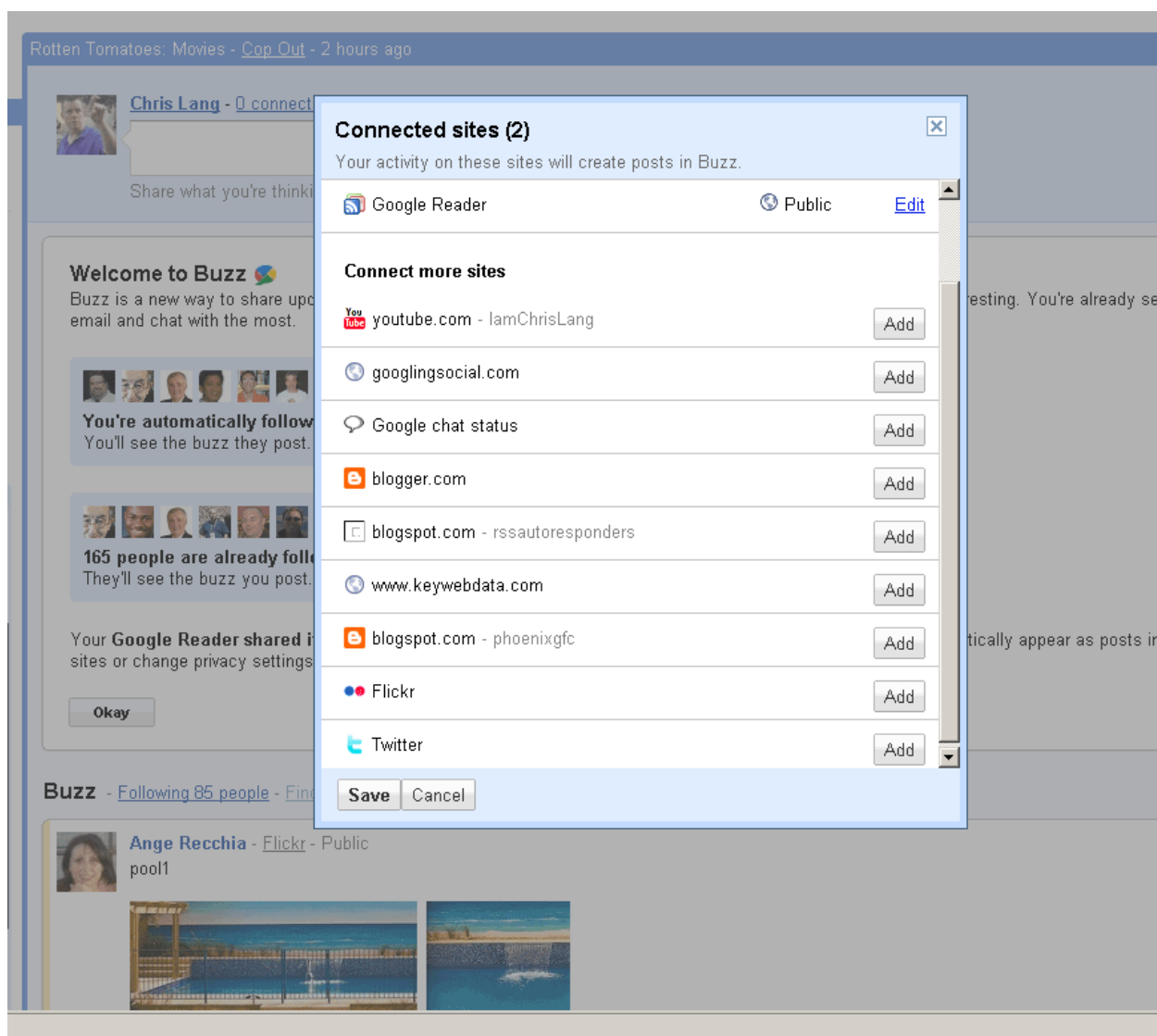
## I Suggest You Unlink All Accounts and Craft Content Just For Buzz

I can show you a hundred Internet marketing gurus that did nothing but add Twitter to their Buzz linked sites that think that is how it works. This is wrong if you want to build a responsive Buzz following.

I unlinked all accounts and I craft content just for Buzz. I only post things to Buzz that I want to blog about but don't have time to write a well-written, full blog post.

I only post links to things that bring extreme value to my Buzz followers' day. I don't post high-end SEO articles that most normal people can't understand or ever use.

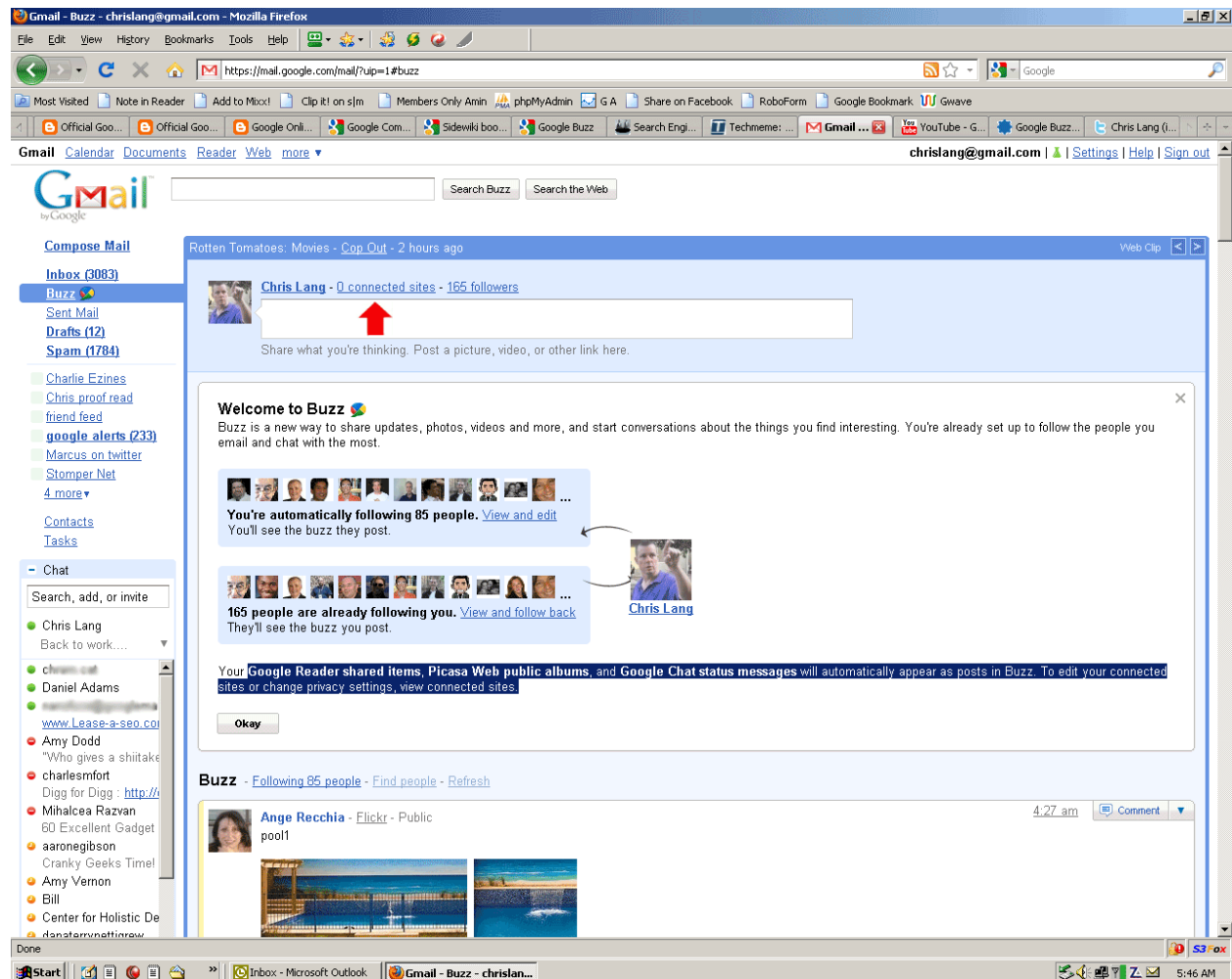
I use Buzz to interact with my followers. I ask questions. I ask for opinions. Because everyone wants to build their own Buzz following they seem more apt to respond.



Now, from the “Followers” link, you can see who you are following and decide who you follow or want to un-follow.

Below, you can see the basic functionality you will need to get started using Google Buzz.

You can see 2 of my real social friends who go back years. Patrick Kitano and Alex Perez-Prat.



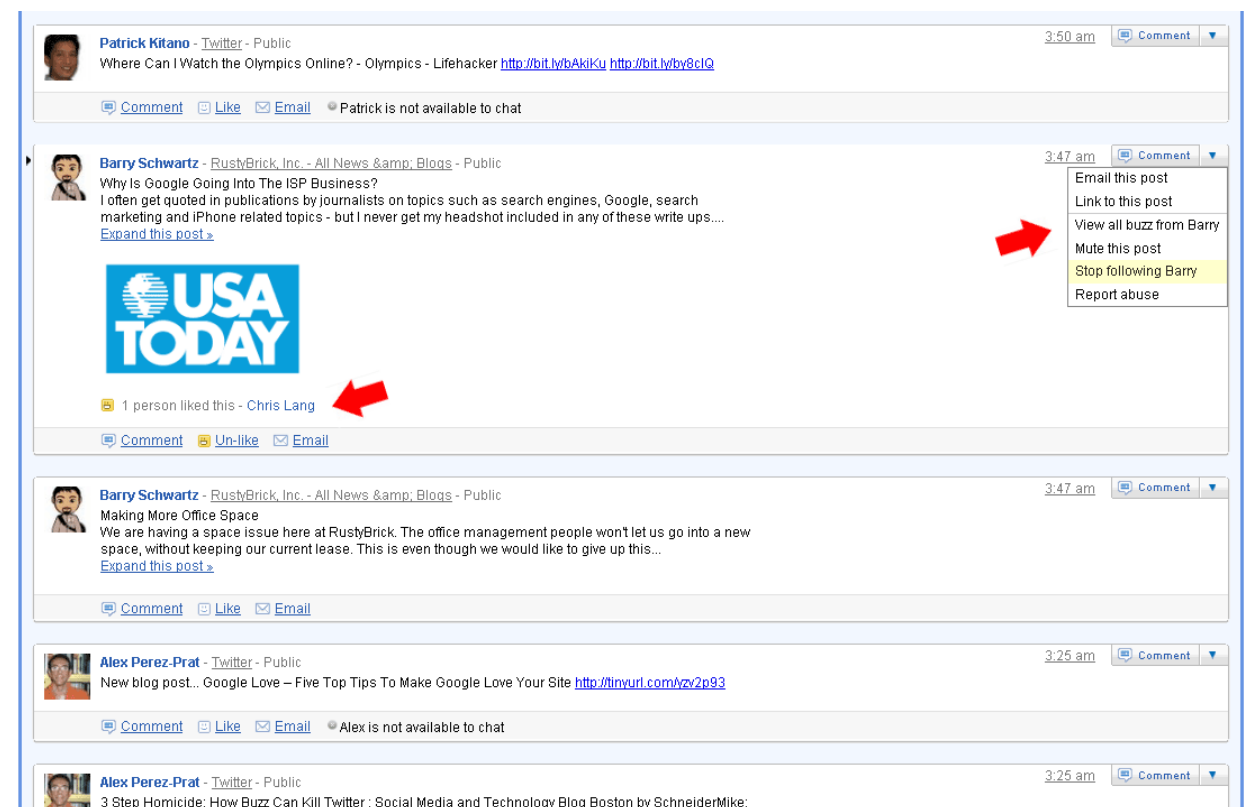
You can also see a guru I am targeting, Barry Schwartz, an SEO expert and contributor to SEO Round Table and other major SEO publications.

So we have two examples of how you can use Buzz right here:

One: To keep up with your real friends online who are willing to support you by Digging your Digg submissions, re-Tweeting your Tweets and commenting actively and participating in discussions you start online.

Two: You can follow and target a guru in your market whom you otherwise might not be able to get access to. Why does this work in Buzz better than Twitter or Facebook?

Look below, no one else has commented on his Buzz posts. That means I get all the attention he will give in Buzz. I have no competition to discussing the topic with Barry. Try that in Facebook or Twitter when it comes to a top influencer in the marketplace. Make that your marketplace now....



You can see above that I can email my friends, post that I like or do not like the item and comment on it directly.

When you post you “Like” something it links to your profile. You know, your Google Profile where there are links to your own sites and blogs?

On the drop-down on the left you can see I can easily un-follow a person and I won’t see them in Buzz anymore.

How can people easily follow you in Google Buzz? Right from [your Google Profile](#).

Now when you are logged into Google for the profile you are using for Google Wave, Google Reader, Google Friend Connect and now Google Buzz you can go to any Google profile and follow that person.

Don't know where their Google profile is? Just search their name in Google and it should rank top 10 for the name search. Mine does and yours should too.

If you have not already created a Google profile do so at:

<http://www.google.com/profiles/me>

## Frequently Asked Buzz Questions

Q: "I have heard there are privacy concerns in Google Buzz, what about that?"

A: "First off, try logging out of your Google account. When you are not logged into Google you can't see who anyone follows or who is following them.

You will see then that your Google profile only shows links to the profiles of those that follow you, not their Gmail addresses. And it only shows that if you so choose in your Gmail settings on the buzz tab.

There is no more of a difference showing the public picture and a link to the public Google profiles of your followers than showing your friends list on Digg, Twitter or Facebook.

You might also notice that your Google profile is public. But it does not reveal your Gmail address except to your friends. Your friends already know your Gmail address — it is in their Gmail contacts list :]

Q: "So what is the difference between Wave, Twitter and Buzz?"

A: "Wave is for discussion and collaboration, it will be used highly by businesses and college classrooms and can be a closed loop. Twitter is great for many things and Facebook is great for keeping up with friends, it is not good for businesses for many reasons.

Google Buzz is more of a discussion platform, or a micro-blog or even a forum. Buzz is easy to use and open to all where as Google Wave is quite a bit more closed and can be locked down to read only for some users.

Also the fact that my Buzz is located on my Google profile, or (as I like to call it) my “Google Business Card,” I see the conversion of followers to email subscribers occurring much more often.

**Q: “Is this the beginning of the end for Twitter and Facebook? How long before Google buys Twitter and Facebook”**

**A: Google is smarter than that, they don’t need to compete with Facebook and Twitter, they just need to fill the void left by these giants. What we need and crave is the need to connect and that takes more than 140 characters and it needs to be threaded with the entire conversation in one place. Buzz does that and more.**

**Q: “I don’t like Google Buzz, how can I turn it off?”**

**A: “Easy, go to the bottom of your buzz page and click “Turn Buzz off.” Or, you can go to Gmail and click settings on the top right, then the Buzz tab.**

**Q: Andy Beard asked “I am still wondering the ramifications of following lots of people here compared to other services?”**

**A: “In Google Buzz you are following your REAL friends, not your social following. Everyone in my page I know for real. I am in no hurry to change that, Andy. I like just following the top dogs in my market and my real friends all in one place, Google Buzz.”**

## **So How Do I Build a Following in Google Buzz?**

Well that is what I teach, how to build a Google following. Notice I said Google following, not Google Buzz following.

Since Google Buzz is based on your Google Contacts, your Google Buzz following is also your Google Reader following. Your Google Reader is also your Google Friend Connect following. Your Google Friend Connect following is also your Google Wave following. Your Google Wave following is also your Google Buzz following.

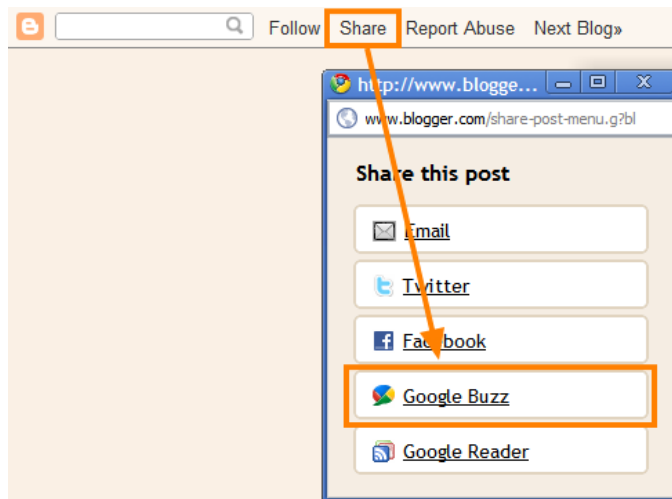
And it goes way deeper than that; this is just the tip of the iceberg. But before I suggest you get the full scoop on what Google is doing, check out just a little of what you get. Here's my lowdown on the Buzz button. My members have known this for quite a while now. But you are hearing it here first....

## Add Google Buzz buttons to your site

Until now, you had to hack the Buzz submission process through Google Reader. Basically, you were submitting the blog post to Google Reader.

But when Buzz released its new version of Buzz security, Google Reader no longer came linked by default. So submitting to Google Reader now does not necessarily mean your visitors sharing will show up in their buzz.

**This alone makes all old Buzz buttons obsolete.** Remove any Buzz buttons from your sites and replace them with Google's own versions now based on the Google Buzz API.



Blogger now has sharing built right in but only for Blogger members that are logged in. So what about the rest of us?

Use the HTML gadget in Blogger to add the JavaScript below to Blogger.

And now YouTube offers Google Buzz sharing right from any video.



Google has just released the first real Google Buzz buttons, you can get yours here, [right from Google](#)



### [Post to Buzz](#)

Help people post your content on Google Buzz.



### [Follow on Buzz](#)

Allow users to follow you on Buzz right from your website.

## So, What's next?

Well, first of all, if this is the first you have seen and heard of Google's Secret Social Network then the very next thing you should do is get my FREE Google

Training. It is a 7 step process delivered by email, no strings attached, 100% free. Google Buzz is just one small piece of the puzzle.

[Click here for my FREE Google Training](#)

**Want to get right to the heart of Google**, pull back the curtains and see the Google wizards are really doing? Would you like to generate more traffic than you ever imagined, discover how Google is really ranking sites and easily get hundreds of thousands of viewers to your YouTube videos?



[Click here to Master Google](#)

See ya on Google Buzz,

*Chris Lang*

Chris Lang

<http://www.google.com/profiles/chrislang>

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