

Google+ mobbed after doors opened, experts tell

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Online traffic to Google's nascent social network rocketed 1,269 percent on Wednesday, a day after the Internet titan removed the need to be invited in order to join, according to Hitwise research director Heather Dougherty.

The number of visits to Google+ tallied nearly 15 million for the week in a leap from the approximately 1.1 million logged in the prior week, Hitwise analysts concluded.

The Hitwise data did not include traffic from [mobile gadgets](#).

"In just one week, Google+ went from ranking as 54th most visited site in our [Social Networking](#) and Forums category to 8th place," Dougherty said in a blog post.

Google on Sept. 20th opened google.com/+ to the public as it ramped up its challenge to leading social network [Facebook](#).

The announcement came as part of a list of improvements Google is making to the social network it launched in an invitation-only test format on June 28.

Zynga on Monday added its most popular title -- CityVille -- to games that can be played at the Google+.

"It's no secret we're big fans of Google+ here at Zynga," the San Francisco-based startup said in a blog post.

"Last month we announced that we partnered with Google to bring Zynga Poker to Google+, and today we're excited to add [CityVille+](#) to the new [game platform](#)," the message continued.

In August, Google+ opened a gaming zone at the fast-growing social network vying with Facebook to be the hub for people's online lives.

Along with global game sensation Angry Birds, the initial array of offerings available at [Google+](#) included Bejeweled Blitz, Zynga Poker, and Dragon Age Legends.

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