

# AN INTRODUCTION TO GOOGLE+ FOR BUSINESS.

A Setup & Strategy Guide for Marketers



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## AN INTRODUCTION TO GOOGLE+ FOR BUSINESS.



WRITTEN BY JAY ACUNZO

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## Introduction.

Since its inception 18 months ago, nearly 50% of companies rate Google+ as important to their business. And just last year **15% of marketers acquired a customer from this social channel.**

But it's no wonder why. Google+ has attracted 500 million registered users, growing into the second largest social network [as of January 2013](#). With its various redesigns, feature add-ons, and integrations with other Google products, it's growing into a hub of marketing value.

When Google+ was first rolled out to businesses in November 2011, its VP of Product Brad Horowitz told the *New York Times*, "I expect brands will notice this and will build marketing plans around it." His statement reinforces the business potential of Google's social network.

This ebook will cover the basics of how to setup and manage your own Google+ Page. We'll shed light on Google's personalization capabilities, and even provide a brief glossary of all there is to know about Google+.



# CHAPTER 1

## HOW TO SET UP & MANAGE YOUR GOOGLE+ BUSINESS PAGE

“I EXPECT BRANDS WILL NOTICE THIS AND WILL BUILD MARKETING PLANS AROUND IT.”

Bradley Horowitz, VP of Product, Google

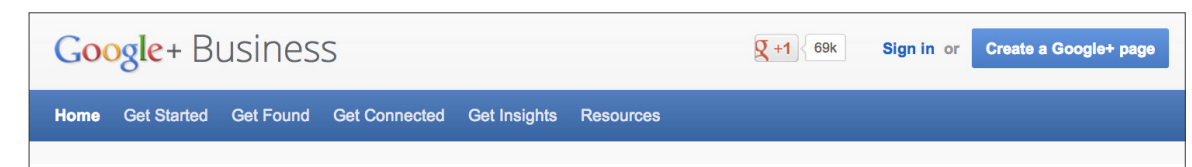
## 5 Steps to Building a Google+ Business Page

Google+ Business Pages allow brands to gracefully interact with a growing audience, but the benefits extend well beyond [plus.google.com](https://plus.google.com). Unlike Facebook today, Google+ pages and posts can help you reach people beyond a social network. Its integration with various Google products and technologies, including Google Search and YouTube, make it a highly attractive business tool.

With that in mind, here's a visual guide to getting set up on Google+ for those who have yet to build their presence.

### 1 Create a Google+ Page

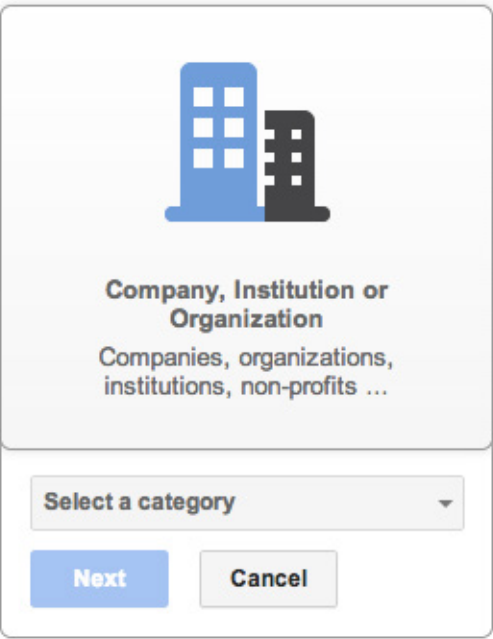
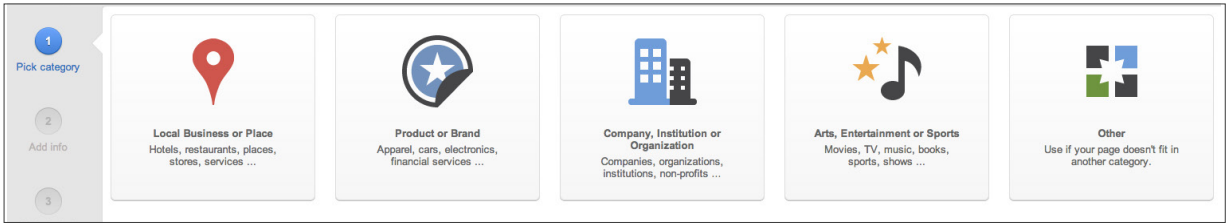
To create your business page, navigate to [www.google.com/+/business](https://www.google.com/+/business) and click the button to the upper right reading, “Create a Google+ page.”




Google will prompt you to sign in with your email address. Simply sign in with your personal or work address. Google+ allows you to manage your page just like a Facebook Page — through your own account, with the ability to add other managers. We'll cover how to do so later in this chapter.

## 2 Pick a Category

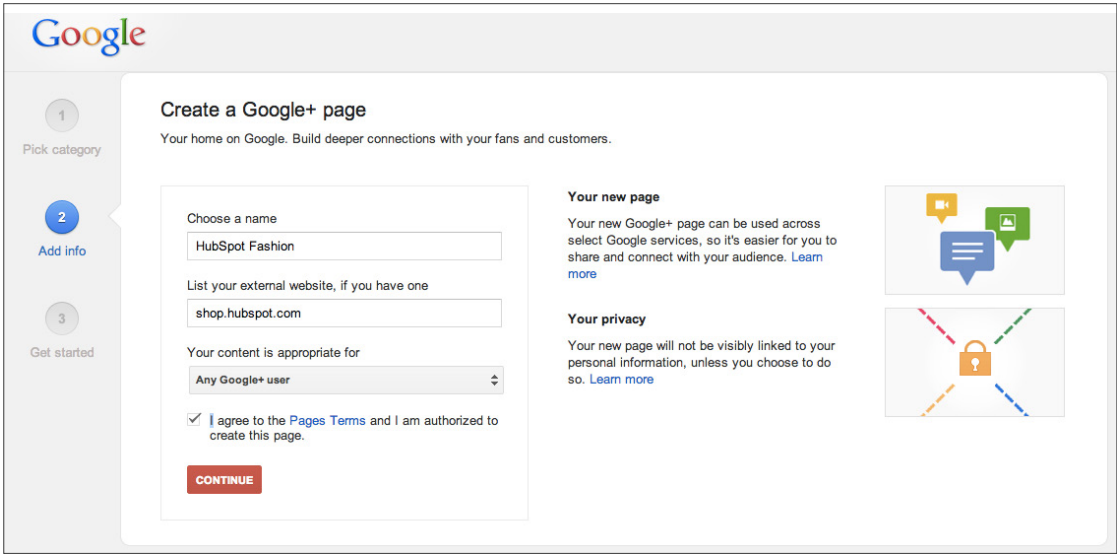
Select the category your business or organization falls under from the five main options. Clicking on one of the five options will then prompt you to select a subcategory within your industry.



 Selecting the proper category helps Google understand basic information about your business. This then helps Google surface the right content from a business or organization for various search queries by your potential customers.

## 3 Add Basic Information

Next you'll need to add the basic information about your business or organization. This includes your company name, website, and the age range appropriate to interact with your page.

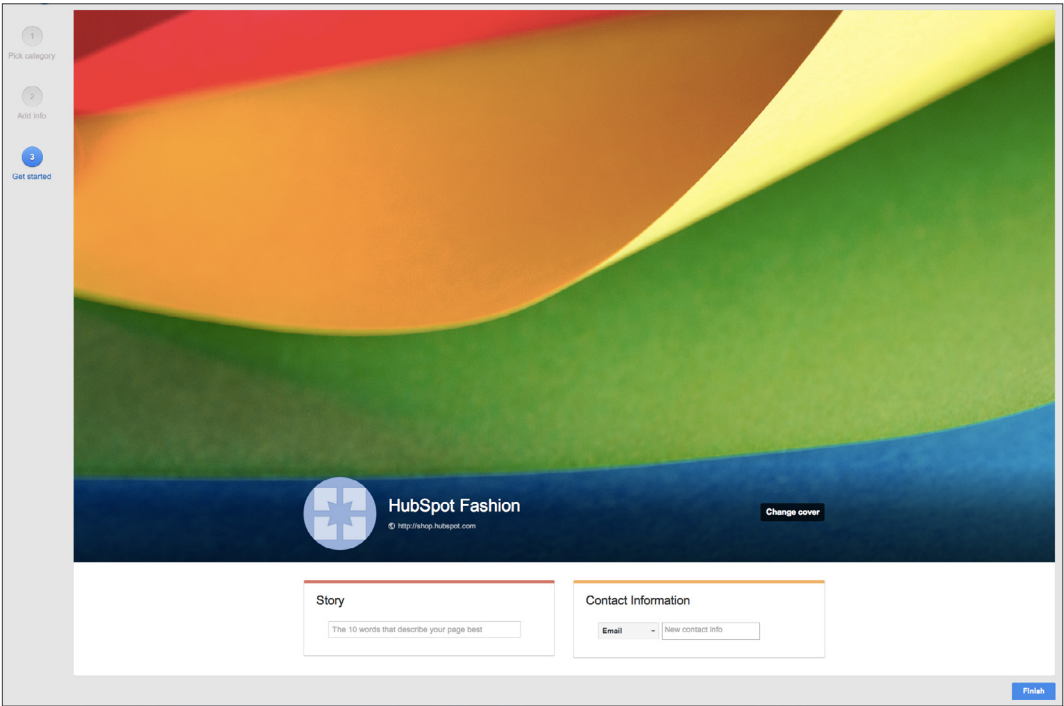




## 4 Customize Your Public Profile

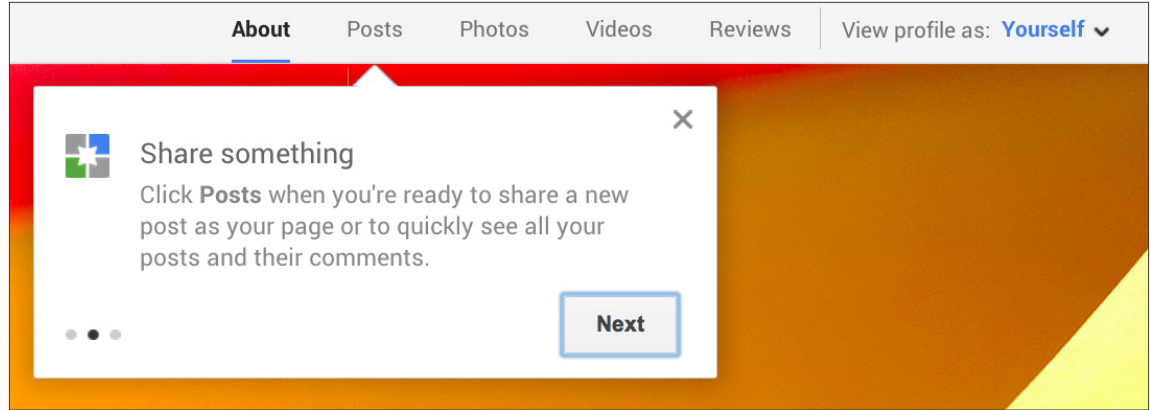
While basic information will help a user identify your business page, you'll want to include richer detail about your brand. This includes:

- Your “story,” which Google defines as the 10 words that describe your page best. This is essentially your tagline, displayed as the description in search for anyone who discovers your page.
- Public contact information that will help users reach out to your business.
- Profile image that will appear every time you interact on Google+ with +1s or comments.
- Cover photo that appears boldly as the main entrance to your

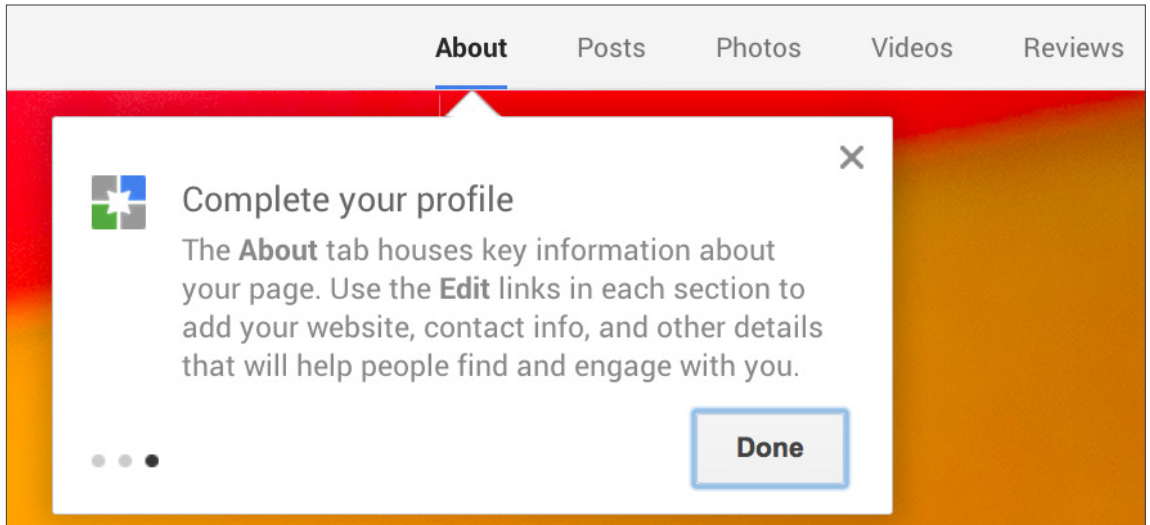


## 5 Share Content and Complete Your Profile

Once you're ready to share content, simply click on the “Posts” option in the top navigation of your page.



By clicking the “About” option in the top navigation, you can edit your profile to include key information that helps users discover your page through search, and understand more about your brand.



# CHAPTER 2

## 5 QUICK TIPS FOR MANAGING YOUR GOOGLE+ BUSINESS PAGE

“WE WANT TO HELP YOU MAKE THE SAME KINDS OF LASTING CONNECTIONS WITH YOUR CUSTOMERS ONLINE THE WAY YOU CAN IN REAL LIFE.”

Dennis Troper, Product Management Director, Google+ Pages

## 5 Quick Tips for Managing Your Google+ Business Page

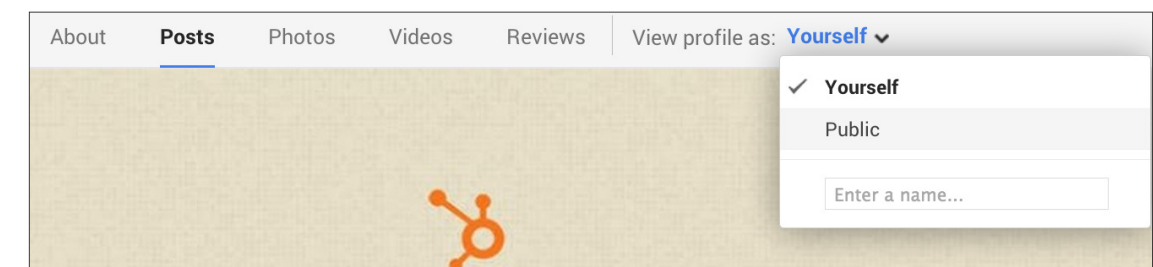
At the most basic level, the preceding five steps for building your business page are all you need to do to get your page launched. But as any smart marketers know, the “basics” aren’t typically enough.

Intelligent marketers understand the importance of optimizing their page to make it not only more engaging but also more valuable and effective for your fans and customers.

With that in mind, here are five tips for helping you manage your Google+ Business Page.

### 1 Preview Page As Customers Would

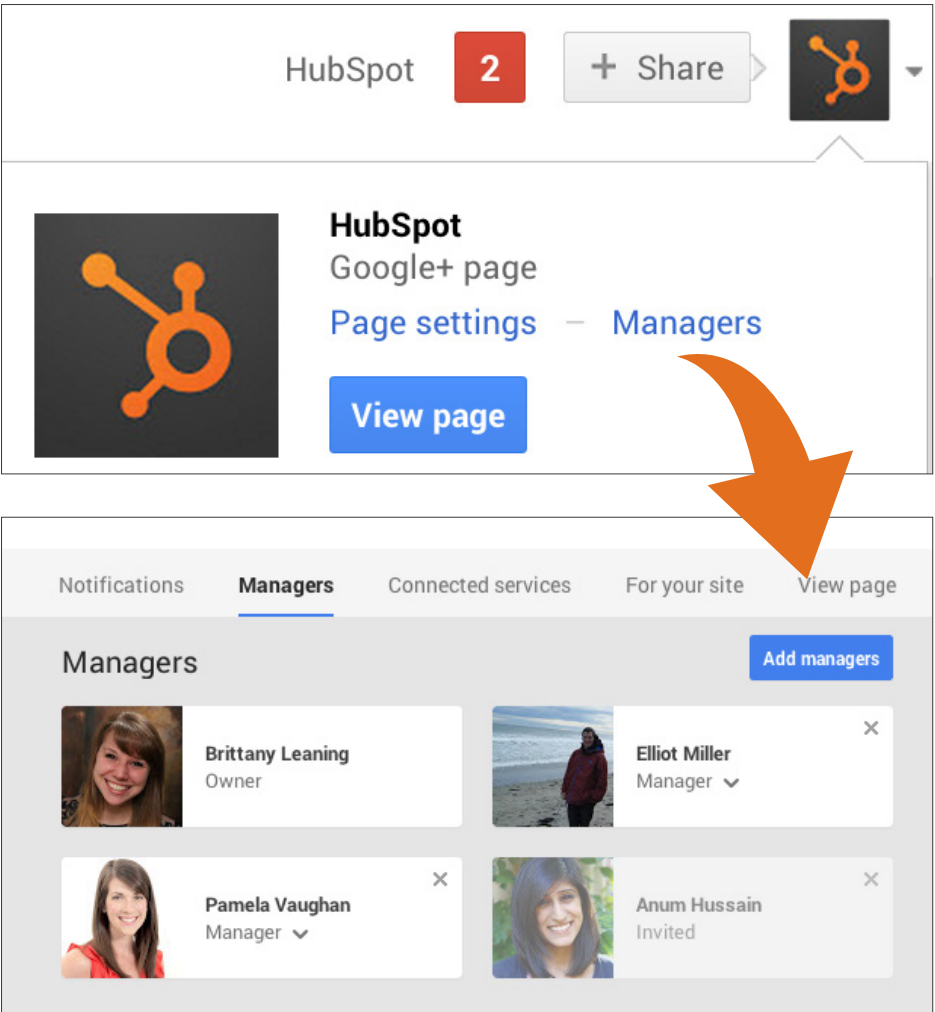
To see how your Google+ Page appears to the public, toggle your view using the “View profile as” feature in the top navigation of your page. You can also type in a specific user’s name to see how your page appears for that user.



## 2 Invite Others to Help Manage Your Page

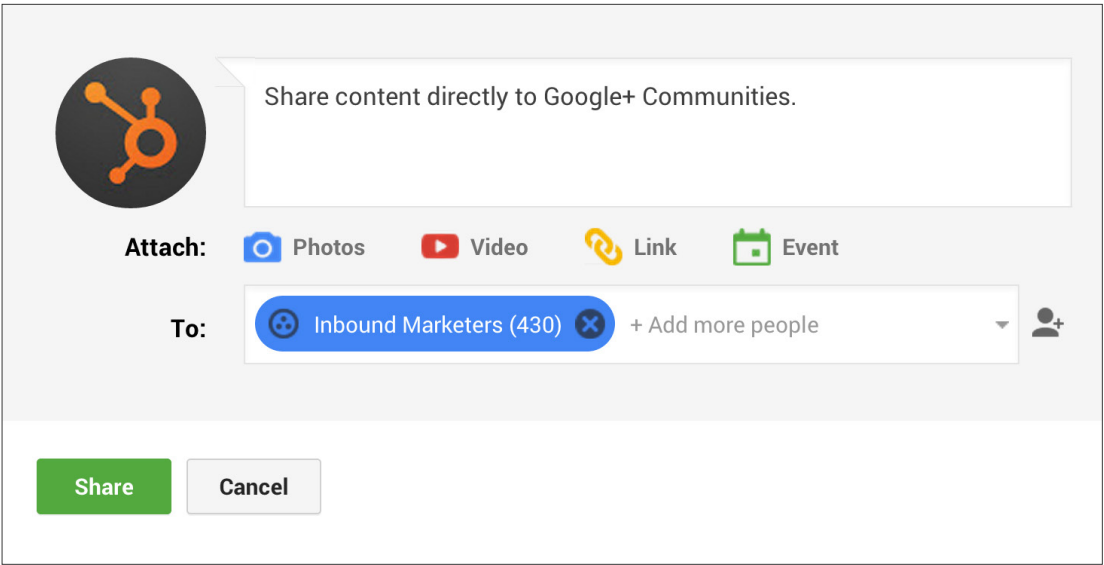
Invite team members to help manage your Google+ Page. Anyone who can help answer questions, share content, or monitor should be welcomed.

For example at HubSpot, in addition to our social media team, members from our content team are invited to manage the page for when they need to research and write more content about Google+.



## 3 Share Content Directly to Communities

Google Communities are an active and engaging place for sharing content. They work just like LinkedIn Groups. You can share content into these communities right from your Google+ Page by adding them via the plus (+) feature in a status update.

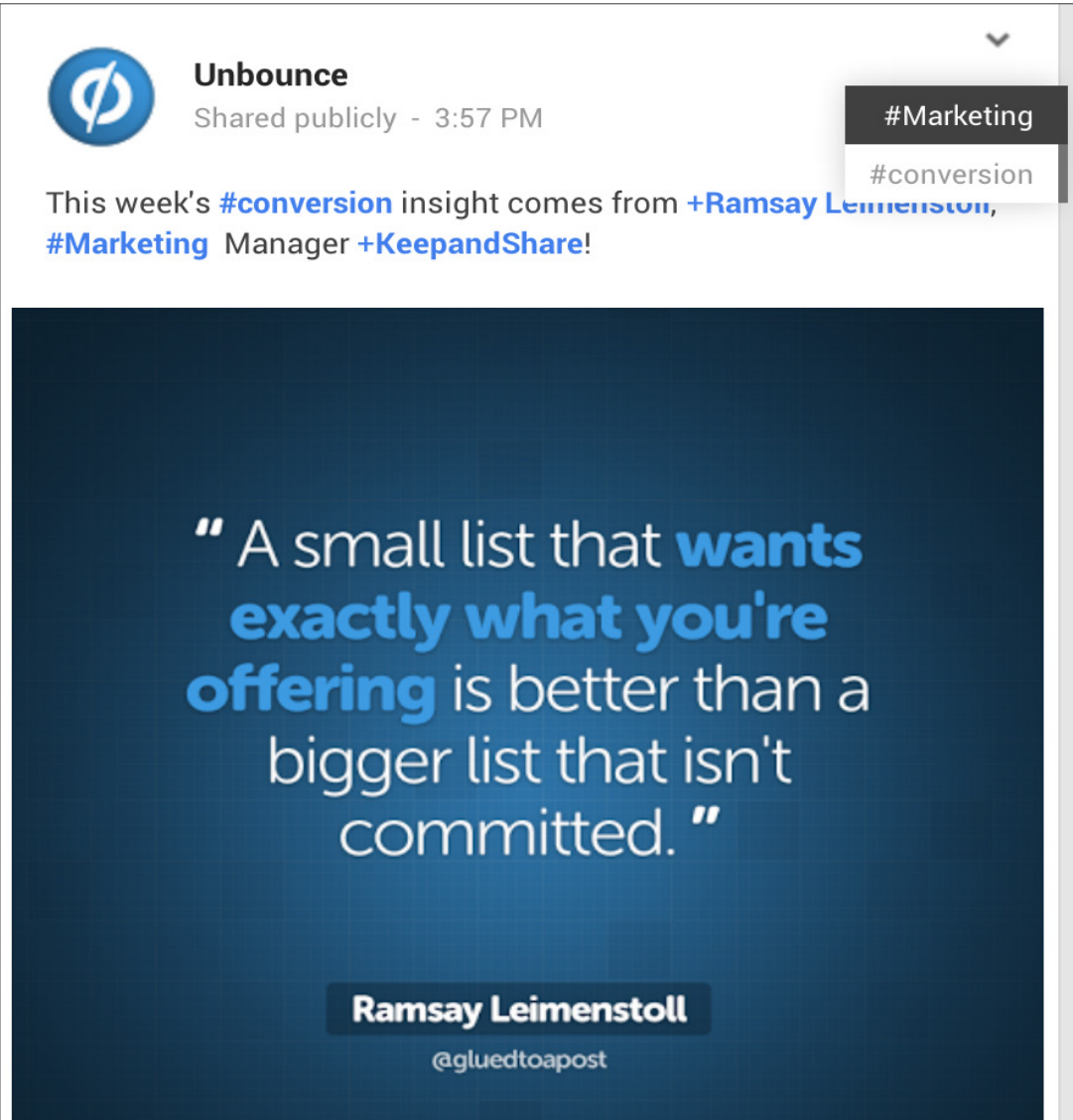


**i** While communities are an important and engaging place to share content, be sure you don't use this feature to spam these communities. Only share what is truly relevant and beneficial to these communities. Even better, try starting back and forth discussion. Social is perfect for interacting like you would face-to-face.



4 Include Hashtags to Make Posts Discoverable

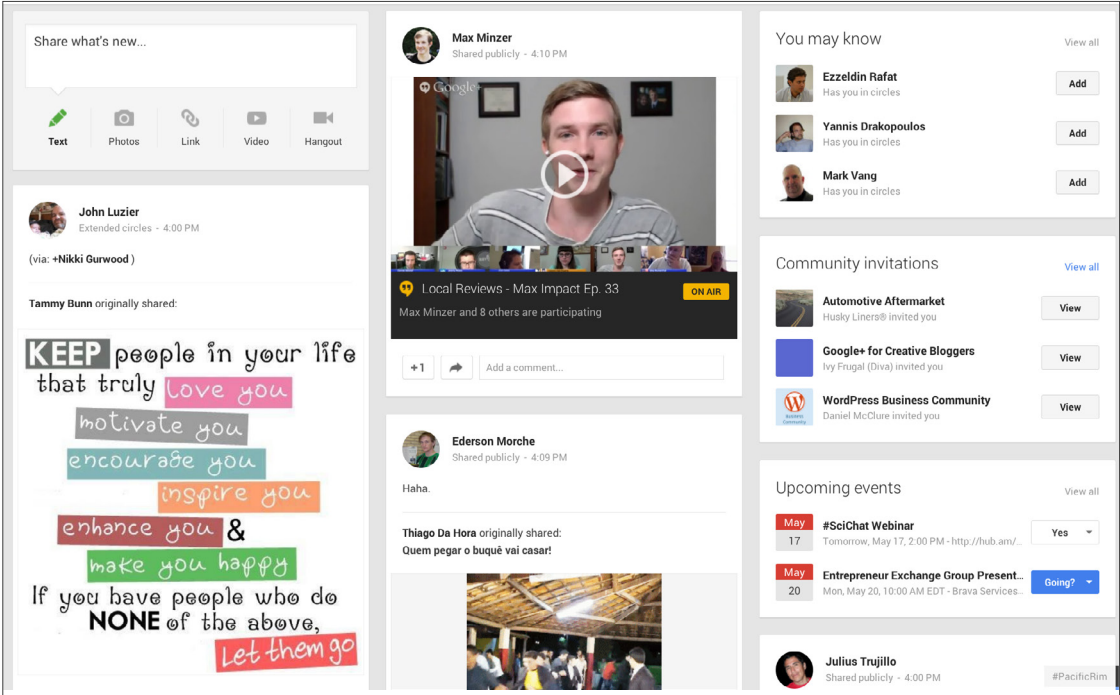
Google+ automatically adds hashtags to posts based on the content of the update. You can also include your own hashtags (or choose to remove those added for you) to help bucket your content into conversations happening in the Google+ space around that same topic.



5 Employ Visuals in Your Content Sharing

Google+ is a highly visual network. Aside from the colossal cover image on your business page, it allows you to share images of varying formats, sizes, and styles. The Google+ algorithm then goes to work to present content in a multi-column design that adapts visual presentation based on screen size and orientation.

Vic Gundotra, senior vice president of engineering at Google, told TechCrunch, "We're fixing a long-standing problem with these feeds, they're flat. Other sites let you scroll through posts that have been shared with you. You can't go through and read on more topics. You can't go deeper on an interest on topic."



# CHAPTER 3

## HOW GOOGLE SEARCH GETS MORE PERSONAL (& MORE POWERFUL)

“LINKS MAY BE THE FOUNDATION ON WHICH THE INTERNET WAS BUILT, BUT THEY ARE NOT ITS FUTURE. “LIKES” HAVE BECOME THE NEW LINKS THAT DRIVE OUR CONNECTIONS ONLINE.”

Edward J. Black, President and CEO of the Computer and Communications Industry Association

## Google+ and the Quest for Relevancy

Vic Gundotra, Google Senior Vice President of Engineering and the lead on all things social at the company, has long held that Google+ is not about creating a new social network but about pivoting all of Google (a giant company with dozens of products) around people. That's a tall task, but it's all in the name of something us marketers know quite well: relevancy!

Relevancy starts and ends with having context about the person, place, object, or situation. What's relevant to you, after all, is not necessarily relevant to your colleague. You each have distinct sets of interests, biases, perspectives, and desires. But without the Google+ features that tie into search results, Google search was more about the coding of an algorithm than the nuances of a searcher.

So, how can you make your business and your content appear in more relevant, human ways to your prospects, leads, and customers? We've created this list in order from quickest and easiest to the most involved and advanced.

# 5 Ways to Personalize Your Business with Google+

So, how can you make your business and your content appear in more relevant, human ways to your prospects, leads, and customers? We've created this list in order from quickest and easiest to the most involved.

## 1 Open a Google+ Page

This tip might be worthy of an eye roll for two reasons: It requires opening yet another social media account, and it's perhaps the most obvious statement to make when this entire ebook is about using Google+. But there's a reason we wrote out the steps for starting a Google+ Page in this ebook!


Just by opening a Google+ profile, you are claiming more precious real estate on the Google search result page for your brand name. And because this is a Google product, the search result is beautifully optimized to reflect the profile information that, again, you control. Simply edit your Google+ profile under the "Tagline" section of the About page, and you can dictate in two seconds what appears on Google search results.


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## 2 Set Up Google Authorship

Google Authorship is a “must have” feature of Google+ for any inbound marketer, as we discussed back when it rolled in 2011. Since so much of the success behind inbound involves blogging, think of Authorship as a way to make Google search results reflect not only your blog’s actual text, but you, the author and marketer.

Authorship, at its core, links your name and byline on your blog to your Google+ personal profile. When the feature is enabled in your Google+ account, search results relevant to your blog posts will append your profile photo and name.

[How does Google Plus Affect SEO? - SEO Hacker](#)  
 [seo-hacker.com/google-affect-seo/](#) ▼  
by Sean Patrick Si - in 952 Google+ circles  
As we all well know, **Google Plus** has now been launched albeit in testing phase. Even so, the search giant has now taken up arms against the social network ...

[How Google+ Affecting Your Site Search Engine Optimization ...](#)  
 [www.210consulting.com/seo/google-plus-seo/](#) ▼  
by Jeremy Blanton - in 2,888 Google+ circles  
Mar 6, 2013 – **How Google+** and Google Authorship helped a brand new domain get over 750 pages of content indexed in less than two weeks.

[How does Google+ impact SEO performance? | Econsultancy](#)  
 [econsultancy.com/.../9972-how-does-google-impact-seo-perfor...](#) ▼  
by Kevin Gibbons - in 4,079 Google+ circles  
May 24, 2012 – Last week I presented at SMX London on a **Google+** panel which looked at research I had done on the **impact Google+** has to organic search.



There are myriad benefits to setting up Authorship:

- Improve clickthrough rates by standing out in the search results with your thumbnail and byline.
- Strengthen awareness of your brand (an alternative to expensive, tough-to-track “branding” campaigns like banners or billboards).
- Support existing customers and leads while enticing new visitors. Those who recognize you will immediately gravitate towards something they know because it’s more relevant than a faceless link. Those who do not will appreciate the more human approach to business in today’s consumer-led world.
- Establish authority in the industry for certain keywords and topics.
- And of course, protect your content. Whether you’ve established your expertise or you’re putting yourself out there for the first time, the content will be undeniably yours because it’s tied to your profile.

To get started on Authorship in a matter of minutes, [follow the step-by-step instructions in our blog post here](#).

### 3 Add the +1 Button to Your Site

Ah, the +1 button. If you’re an avid blog reader, you’ve likely seen a +1 button or two sitting along the row of usual suspects next to every online article. You know the drill: Facebook Likes and tweets each get lots of action; LinkedIn shares come next; maybe email after that; and, tucked away on the Island of Misfit Social Toys, the +1 button sits with StumbleUpon and a few logos you don’t quite recognize.

But here’s where that all-important idea of “context” matters again. Google would love to tell you which articles are popular among all online users when they serve you a search results page. They’d love to point out the absolute best and most popular how-to post whenever you search for “get more blog subscribers” on Google. And you’d love to find that article and consume it, since, after all, that’s the best of the best.

However, Google won’t tell you the total number of shares an article receives on every social network. It doesn’t tell you what’s trending on Twitter under “get more blog subscribers,” and Lord knows, Google will never, ever partner with Facebook to tell you how many Likes various articles receive.

[NBA.com](#)  
[www.nba.com/](#) ▼  
The official site of the **National Basketball Association**. Includes news, feature multimedia, player profiles, chat transcripts, schedules and statistics.  
[Standings](#) - [Scores and Schedules](#) - [Los Angeles Lakers](#) - [News](#)  
31,280 people +1'd this



So the +1 button is Google search’s ultimate litmus test for what is trending among a general audience. In addition to showing you whether any of your personal Google+ connections +1’d an article (if you use Google+), the results page will flag which articles - regardless of rank - have been popular and +1’d the most.

This is about showcasing stamps of approval, using humans (not robots) as the deciding factor. Furthermore, our analysis of over 5,000 websites revealed that websites using Google’s +1 button get 3.5x the Google+ visits.

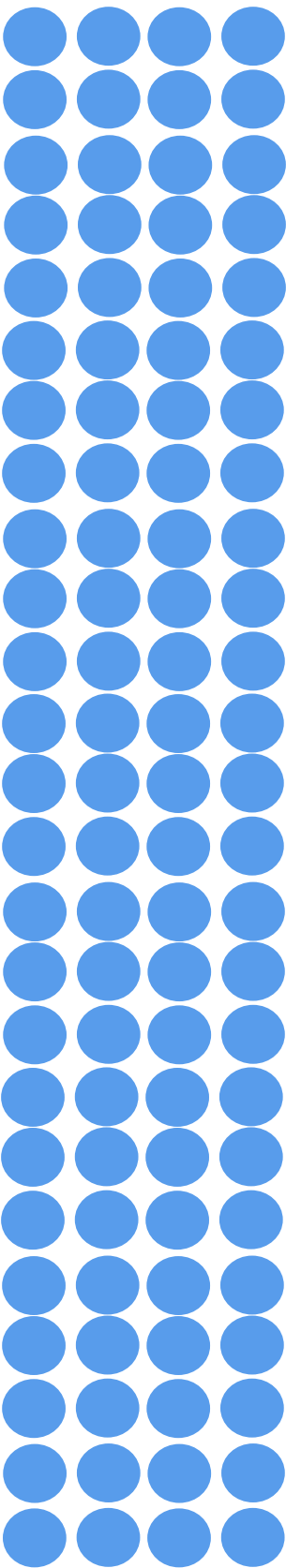
To add the +1 button to your site, [see Google’s instructions here](#). We recommend sending this to someone who is familiar with the code of your site. For a more marketer-friendly approach, rely on your current blog’s social sharing app and switch on the +1. You can also use a third-party social sharing widget from companies like AddThis, ShareThis, or Shareaholic.

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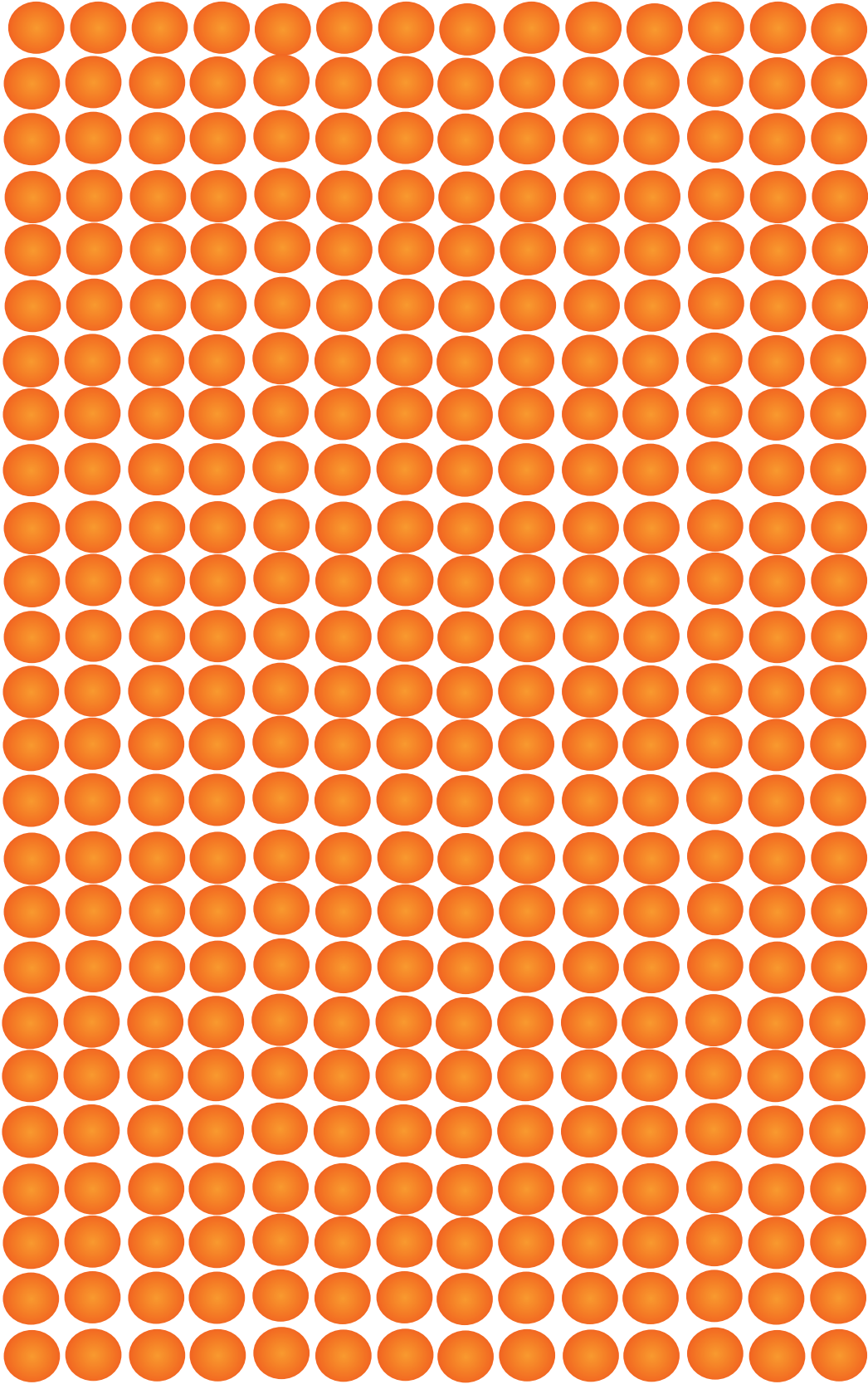
# WEBSITES USING GOOGLE’S +1 BUTTON GET 3.5X THE GOOGLE+ VISITS.

*Based on an analysis of 5,000 HubSpot customers.*

NO +1 BUTTON



WITH +1 BUTTON



## 4 Start Posting (Not Spamming) on Google+

Let's tear the band-aid off fast here: Google wants you to post to Google+. Google is a business and, while they can be a business that's easy to admire, they ultimately have agendas to push.

But before we start knocking down the doors of the Googleplex (and demanding free food — which is exactly what anyone knocking down Google's doors SHOULD do, of course), let's take a step back and understand something beautiful.

Google treats Google+ links just like links to other websites.

We as marketers should all be celebrating this. We control our own destiny for how we rank on Google *that* much more. SEO centers on two main ideas: relevancy and authority. Relevancy can be boiled down to whether or not your page and content relates to the user's search term.

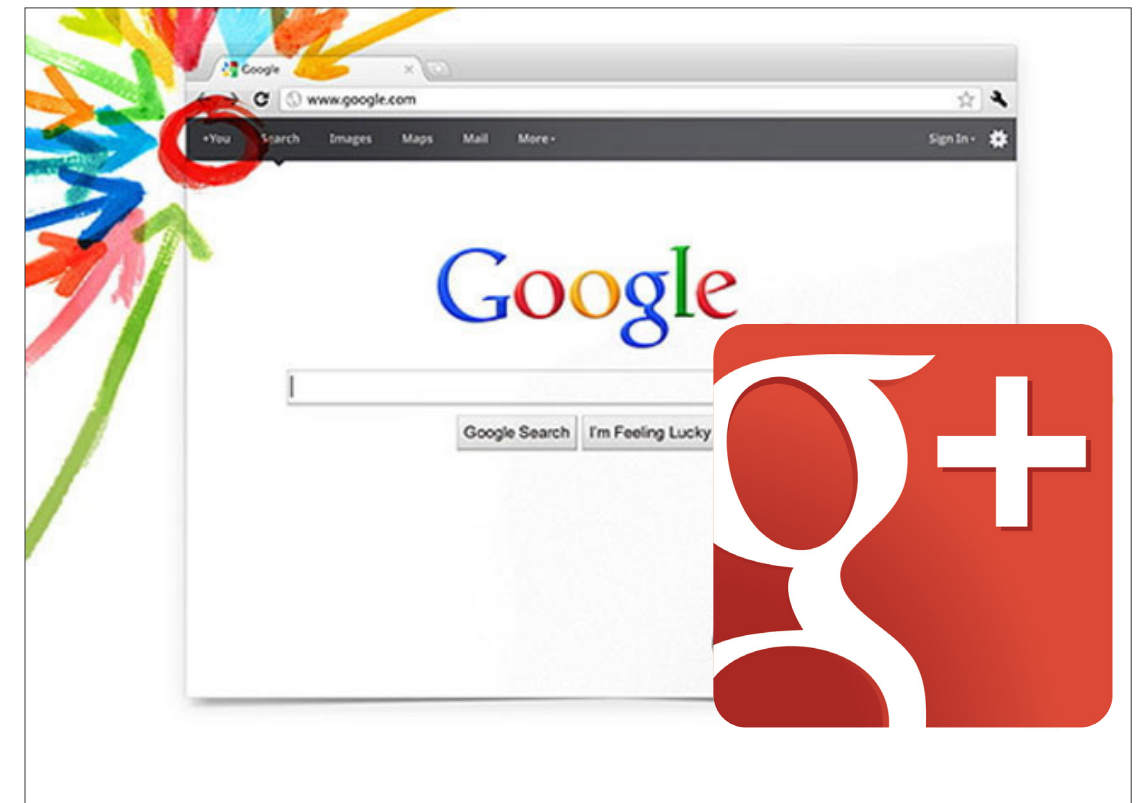
But authority can be tricky. Authority typically means PageRank, Google's legendary method for understanding which links matter most to rank near the top. If other sites link often to your page, that page is more likely to rank well on Google.com results.

Back to Google+ for a second: don't just start posting everything you create to Google+, as Google's algorithm is much smarter than to count blatant attempts like this. Instead, Google is giving bonus points (so to speak) to Google+ profiles that post often, share and connect with active, influential Google+ profiles, and generally use Google+ as a bona fide social network.

The good news is the principles of sound SEO strategy apply to Google+, so you won't need to reinvent the wheel necessarily. In other words, backlinks matter a great deal. On Google+, this means that providing an audience cause to share and link back to your content can help elevate your Google+ profile.

## Search On

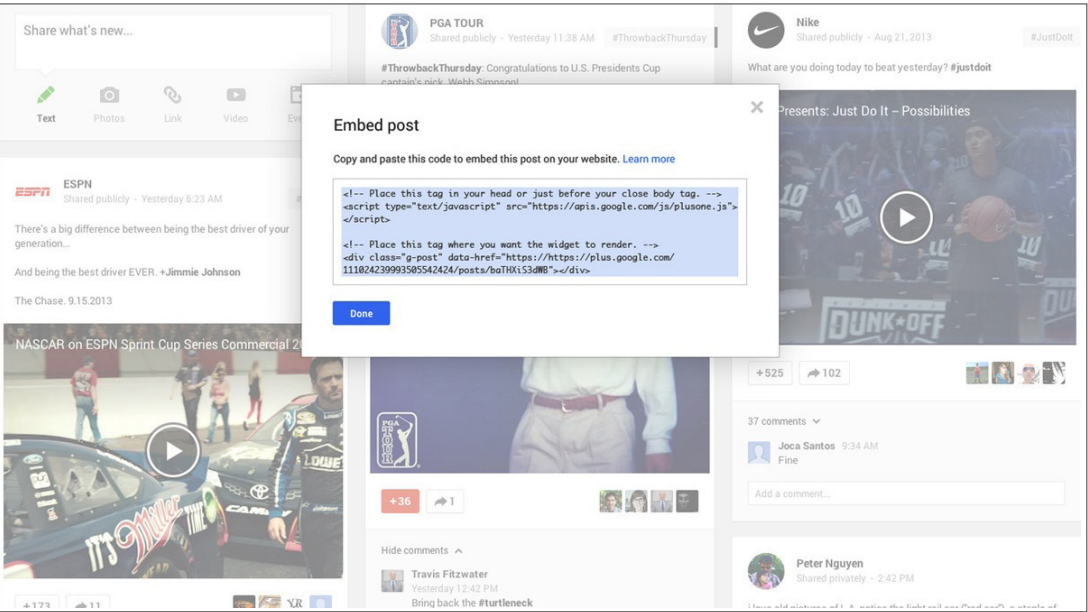
Despite the cries of so many misguided pundits, search is far from "dead." In fact, search has a better pulse on the land of living than it ever has before. Rather than being run by robots or giant teams of SEO specialists from big organizations, it's run by context, people, and personalized, powerful results.



# 5 Embed Google+ Posts

Google+ allows users to embed content posted to the social network right onto a website or blog (or any online site really).

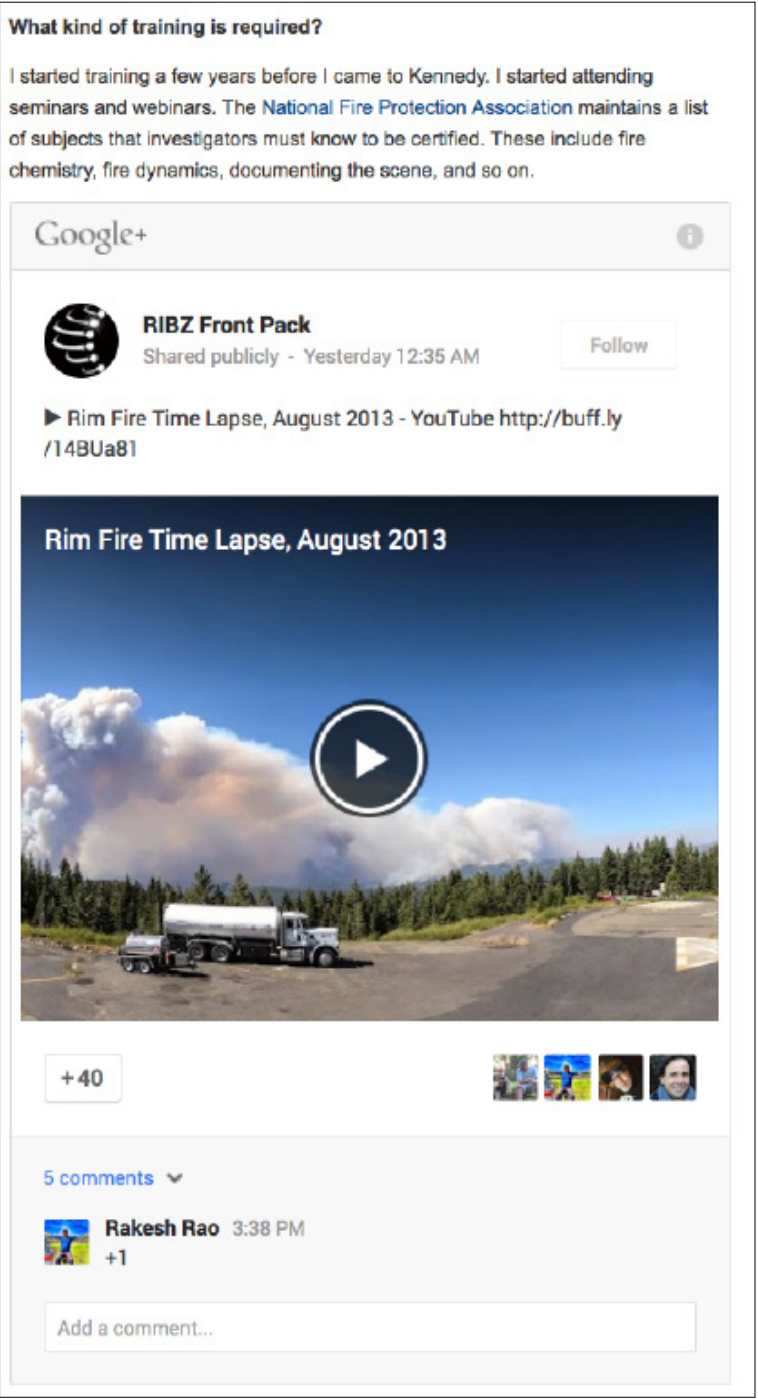
According to the [Google+ blog](#), “With embedded posts, site owners can now add your public Google+ posts to their web pages — as a primary source, for example, or to highlight your point of view. Text, photo and media posts are all supported, and the embeds are fully interactive, so visitors can +1, comment and follow you inline.”



Embedding posts is simple, just follow these steps:

- 1. Find a public post on Google+.
- 2. Select ‘Embed post’ from the drop-down menu.
- 3. Copy the code that appears on the screen.
- 4. Paste the code into the HTML of your site.

And voila! You can embed posts galore. You can see an example of how this looks on National Geographic to your right.





# CHAPTER 4

## GOOGLE+ VOCABULARY: A QUICK REFERENCE GLOSSARY

“DON'T THINK OF GOOGLE+ AS YET ANOTHER SOCIAL SITE TO DEAL WITH. THINK OF IT AS THE ONLY SOCIAL SITE YOU HAVE TO DEAL WITH.”

Mike Elgan, Founder, Writer, Columnist, and Blogger at Elgan Media

## Google+ Glossary

Mike Elgan, a writer, columnist, and blogger with over two million followers on Google+, explains the social network as follows:

“Instead of saying, “I’m going to write a blog post now,” or “I’m going to send an email” or “I think I’ll tweet something” you simply say what you have to say, then decide who you’re going to say it to.

“If you address it to ‘Public,’ it’s a blog post.

If you address it to ‘Your Circles,’ it’s a tweet.

If you address it to your ‘My Customers’ Circle, it’s a business newsletter.

If you address it to a single person, it can be a letter to your mother.

“I’d say this is pretty revolutionary.”

With that perspective in mind, let’s dive into some of the terms he references, as well as others, to help you understand the various features available on Google+



# GOOGLE+ KEY TERMS & FEATURES

**+1 Button:** The equivalent of the Facebook Like button for Google+ and Google Search. A user can +1 an item shared on Google+ as well as a search engine result link returned by a Google search.

**Chat:** A method for sending short messages to other Google+ members who are also signed in to Google+.

**Circle:** The method of organizing connections into groups for more targeted sharing and better privacy.

**Comment:** A response to a user's Google+ post.

**Community:** Environments on Google+ where users can gather and discuss shared interests (similar to LinkedIn Groups).

**Event:** Fully customizable Google+ pages for inviting Google+ users and community members to a particular the event. Google+ automatically adds these events to attendee Google Calendars.

**Google+ Page:** A digital platform for a business or organization to share content related to their brand.

**Google Profile:** Your personal home on Google+, which allows you to share interesting work experiences, personal information, and much more.

**Hangout:** A platform for group video chatting and collaboration that is used by Google+ members, with a max participation allowance of 10 users. Hangouts can also be broadcasted live to a public audience and automatically recorded to YouTube.

**Share:** Allows you to share a message that someone else created with your followers (similar to a retweet on Twitter).

**Stream:** The list of real-time messages that are displayed on the Google+ home screen and for each Circle of contacts. Google+ streams are responsive, adapting to the screen size and orientation of browsers.

## Conclusion.

These were the basics. Ultimately, any social media marketing involves staying up-to-date with the various features released, and it all comes back to building actual relationships with actual people. Google+ offers another forum to share relevant content and conversation.

Google's version of a social network lets you tap into a community-based site like LinkedIn with a visual, share-happy angle like Facebook.

Unfortunately for marketers stuck in the past, the internet has become an increasingly crowded cocktail party of people milling around, distracted, interacting with friends and brands alike. There's just no room for a marketer to be lazy and stand on a soapbox in the corner shouting about his or her business. You can't simply push content or push agendas into a place like Google+ and expect any success at all.

But fortunately, you know how to work a room. You understand the need to add value by sharing helpful content, by asking questions and responding to them, and by generally being a good person to others you encounter on social networks.

As for Google+ specifically, between a growing community of potential visitors to your site, a strong tie to SEO on Google.com, and a platform to publish, share, and interact based on shared interests, it's easy to see more and more marketers developing strategies around this network.

And their success will come not because of the simple presence of a page, but because they'll know that practicing inbound strategies means adding value and helping customers find what they're truly seeking when buying: a business — YOUR business — which makes their lives better.

And to that we give a big ol' +1!

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