

### Chapter 1 : What is Google Plus? A Complete User Guide. (Videos and Blog) - Plus Your Business

*The Ultimate Google Plus Business Guide is filled with full featured techniques to quickly gain any business the advantage of additional income on one of the fastest growing social networks, Google Plus (Google+).*

This guide was updated to reflect this change. See how Google Ripples looked here. Why is Google Plus Important Google Plus is unique because it functions as a micro-blogging, video-conferencing and community-based forum all at once. Consequently, it offers multiple ways to share your content with an interested audience. Features such as Circles and Communities enable users to take control of whom they interact with by allowing them to organize and sort their connections. Further, a feature such as Google Plus Local allows local businesses to improve their brand visibility and interact with their customers on a social level. The greatest advantage of being on Google Plus is perhaps that it is backed by a powerful brand like Google. While there is no proven evidence of a direct correlation between social signals on this network and search engine result page SERP rankings YET, the Hummingbird update has made it clear that authority and reputation play a powerful role while ranking websites. Google Plus posts are indexed by search engines, and its Profiles and Pages are treated much like any other website and given a PageRank by Google. Overall, Google Plus offers several versatile, cost-effective and easy-to-use tools that will position you as an expert in your industry and considerably strengthen your brand. Clearly, this social network is poised for explosive growth. But, like with most products and services, becoming an early adopter of Google Plus will give you the much needed edge over your competitors. With its abundance of free tools and connection opportunities, Google Plus is the ideal platform to become known as a thought leader for your industry. Getting in early will allow you to establish authority and trust with other pioneers. Now is the right time for you to join this fun, friendly and favorable community. Otherwise, click here to be taken to a screen like this: From there, Google will ask you to add people from your address book and show you how to get started. The absolute worst thing you can do is leave your profile photo the default bluehead. Updating your cover photo will increase interest in you, interest in your profile and interest in your content. In social media, interest, which leads to networking, is everything! Why do I need them? Think of Google Circles as categories. You likely have many interests in life and finding people to fit those interests on Google Plus is easy and fun with a quick Google Plus search. With Circles, you can categorize people by your interests. Create many circle groups around your interests, business es , and more. In my example here, I chose to share it to Public but you can share a post to a community or share the post privately to whatever circle groups you have. Content shared with your extended circles will be visible on your posts tab to people who have access. Some communities have categories within them that you would need to select from before you can share to that community. How to Increase Engagement Google Plus is a social networking platform and, because of that, engagement is your key to success. This platform was founded on the principles of learning, sharing, caring and growing as a community. In other words, knowledge-hoarding has no place on Google Plus. They act as wonderful networking tools because appreciating the content of others will get more people to check out YOUR profile and posts. As a side note, when social signals gain more prominence in search engine ranking, these features will become even more crucial to improve your online visibility and build authority. You can choose to display your selections to others by modifying your Google Settings. A notification will be sent to the person whose post you are sharing. The more you share, the more people will notice you. It is, therefore, one of the most effective techniques to build connections in this community. Instead, add your own comments and thoughts to the original post while sharing , so you will be looked upon as an independent thinker. As your reputation grows and you build a network of interested followers, you can then start posting your own content along with sharing other content that interests you. With appropriate content and connections, your posts will soon start getting engaged with, including shares, plusses, and comments. This unique give-and-take relationship on Google Plus is one of its strongest differentiating qualities and cannot be found on any other social media platform. What is a Mention? It acts like an alarm by grabbing the attention of the person being mentioned. A notification is immediately sent to that person who will then, hopefully, return the favor by acknowledging

you. That is, a simple plus sign has the potential to result in another beautiful and beneficial connection! Tagging someone is also a way of expressing gratitude on this platform, and is particularly powerful while sharing a post. If you are re-sharing a shared post, mention the original author and the person who shared that original post. If a post has been shared multiple times, mention the original author and one or two other people who shared that post.

### Google Plus Reshare Etiquette

One of the strange ways Google Plus works is if you reshare a share, the middle-man will not be credited or shown in your post. Lets say you came across this post on the left in Google Plus. You find it valuable and want to share it on to your audience in Google Plus. His post was a share of Jason T. When you come across a post you want to share and it was already shared by someone else Scott Buehler in this case , you should: Click the share button and type your description. In the description, you should include: This is telling your audience that you found this original post from a share that Scott Buehler posted on his stream and you are thanking Scott for helping you discover the content.

### Google Plus Formatting Options

As you can see in the screenshot above, there are three ways to format text for your Google Plus posts. I posted the above rich text demo to a private post to show the outcome of the above post. As you can see to the left, once posted to Google Plus, the text has the intended bold, italics, and strike-through effects we wanted. Use formatting as much as possible to create attention-grabbing headlines and to make the text flow better for the average reader. An entity could include a brand, product, organization, local business, cause or other categories. However, much like Google Profiles, Pages too are ideal to position you as a thought leader. These are excellent opportunities for entities to showcase themselves in a manner that is unique, fun and memorable. You can manage up to 50 business pages using a single Google account, and each page can have up to 50 managers. With the prevalence of Internet in our lives, it has almost become a norm to search for businesses online before deciding whether to connect with them. Google Pages makes it easy for customers to find your business on different channels, such as Search, Mobile, Google Plus or Maps, using any device. Take care to fill the About section of your Page completely because this will enable current and potential clients to get in touch with you at the right time and right place. Google Plus Pages allow you to engage in an interactive dialogue with your audience and build a loyal following. For instance, features such as Reviews help you immediately understand how the world perceives you. A well-maintained Google Plus Page will be responsive and proactively address any issues. By consistently keeping in touch with customers, a business can give rise to brand advocates who will happily recommend and share your content across the web. Bottom line, customers want to feel like they matter and Google Plus Pages guide entities towards achieving this goal!

### Introduction to Creating Google Pages

Google Plus Pages allow entities, such as brands, organizations and causes, to have an engaging public presence online and especially on Google Plus. With similar interactivity and privacy features as a Google Plus Profile, Google Plus Pages has the potential to strengthen your brand considerably. The various types of pages allowed are: But before creating a Local Business or Place page, it has to first be verified by Google. They do this by sending a verification pin either via phone or mail. It should be noted that this pin is valid only for 30 days. Once you verify your page using the pin, you are allowed to create a Local Business or Place page. Apart from the additional verification step for the Local Business or Place page, most of the remaining steps are the same for the rest of the pages. You will be asked to select a Category this step is not there for the Others page , select a Page name, provide a link to an external website, select the appropriate audience and accept the terms and conditions. Voila you have created a page! By default, the Google Plus Pages settings are public. But you can control the visibility for many profile features and posts, adjust notification settings and choose your audience. Google Plus provides you with an effective, feature-rich platform and a user-friendly interface to vitalize the online presence of entities. Take advantage of this opportunity to create an enviable brand perception and reputation in the minds of your audience. This is your chance to communicate your personality, values and accomplishments by striking a balance between brevity and detail. As depicted in the following screenshot, there are four sub-sections in the About tab: People, Story, Contact Information and Links. Let us look at each separately: People Gives you an immediate insight into your Circle counts Story This is the most important sub-section because it allows you to convey the essence of your entity. Use a clear and concise tagline with the appropriate keywords that quickly tells your audience who you are. This tagline is displayed in

your hovercard, which is like your Google Plus business card and comes up every time somebody hovers the mouse over your Profile Picture. Hence, extra care must be taken to depict your company in the best possible way. On the other hand, the Description section is the place to get imaginative! One of the best features of Google Plus is that it offers unlimited space for the Description. Hence, utilize this opportunity to position your entity as imaginative, innovative and interactive. Again, sprinkle the most important keywords without coming off as spammy. Contact Information Filling out your contact information thoroughly makes it easy for others to find you.

### Chapter 2 : Get started with Google My Business - Google My Business Help

*Google My Business uses Search, Maps, and Google Plus to make your brand more visible in local search results. For example, when I search "coffee shops Seattle," Google Plus listings are at the top of my search with all the relevant information.*

This includes potentially ranking higher on search results, integration with relevant Google for Business services, and the ability to draw customers in by providing key business information – such as location and directions, phone number, photos, reviews and more – right on search pages. With this small change, a business will be more likely to rise to the top during location-based searches. When setting up a page for the first time businesses with a brick- and-mortar store should keep in mind to select Local Business or Place as their business type. In general, users will feel much more secure in working with your business online if they can see where you are located and what your offices and employees actually look like. Searchers can then view information about your page and follow it, right from search results. Include images in your postings that are attention-grabbing. Add people to your circles in the hopes that they will add you to theirs. I like focusing on people in my same industry, as well as potential customers and professional acquaintances. Once you reach a certain number of followers, that number will appear next to your link when you show up in an organic search result on Google. Additionally, a high number of followers in your circles boosts your authority with Google, which also improves your search rankings. Target your audience It might seem simple, but doing your homework can go a long way in ensuring your content is reaching the appropriate audience. What do consumers of your product like? What are they discussing? Are they largely male or female? Are they located on the East Coast or West Coast? For example, I am the marketing manager of a managed service provider. Our ideal clients are local companies, so I created a community specifically for businesses in our county. We also belong to a managed service providers community where we can ask questions and have discussions with others in our industry who are on the same level as us when it comes to social media. There are so many communities that have not been created yet, get in there and be ahead of the game! This could lead to potential business opportunities down the line or just keep you abreast of relevant industry news and updates. Then, if you are a local type business, make sure you verify the address. Make sure to use keywords you want to rank for and keywords your customers are using to find your business when filling out your profile. These will help with your online visibility. Use video and images as much as possible as customers are more likely to interact with profiles that have media. This can let you drip more targeted content and have a better chance of engaging your audience. All are great for Facebook or Pinterest, etc. It should be a complementary effort. After graduating from UC Irvine, she worked as a copywriter and blogger for nonprofit organizations, tech labs and lifestyle companies. She started freelancing in and joined Business News Daily in You May Also Like.

### Chapter 3 : Google+: Do's and Don'ts for Small Businesses

*Is your business led by a veteran? If so, let your customers know by adding a "Veteran-Led" attribute to your listing on Google Search & Maps through Google My Business.*

With Google Plus you have the opportunity to both create and effectively track how well your content is getting engagement. The key is in trying different things. The look and the message of your posts matter very much, but there are other variables too which you should be mindful of. Here are a few suggestions on the practical elements as well as the psychology of posting on Google Plus.

**Introduction** A central feature to Google Plus, as the social destination, is the ability for content to be shared to individuals, circles, or public. There are also tips on how to use Google Plus for social search engine optimization below as well.

**The different types of posts** There are two types of post on Google Plus: Private – who see this depends on with whom you share it with e. You could just use text in the box, but adding an image gives the post a little more life. From there you may like to look at using Google Plus as a way to write a fuller blog post. The video below covers the main points and process I follow. Following this process you can still edit after the event but this way you a make sure the people you want receive the post and b you have the image on it exactly as you want. Here you go

1. Otherwise, a post could be accidentally sent and you may well not be able to add in a photo afterwards. Add in hashtags as well. Here is the way to give the post some texture as well: Also, this extension is likely to reduce the space for people to fill in the first comments, until they click the box and it expands. This may alter engagement. You can also use hashtags as a way of indexing your own posts so you can find them later on more easily. Google now selects hashtags automatically that it thinks could be relevant for that post. It even selects hashtags based upon the image e. Sometimes this is welcome, other times it will be seen as an intrusion. Especially if you notify people by email as well. This is a very important part of Google Plus as it can really help to build up your audience on e. If you are a blogger you will want to consider using embedded links from your site as above within Google Plus posts. What else can you embed as a link? Well, you can add in content from Google Drive as well. Presentation, Good Docs, Spreadsheets, Google Forms

As you can see below, here is a Google Form I shared and received a great amount of engagement, including the aim of people relating enough to fill it in. This is the great thing: To find out how to do this yourself, here is an article on how to use Google Forms to increase engagement. To do this by clicking on the drop down in the upper corner of a post

Also, as you can see from the drop down, you can edit, delete, link to the post and even disable comments as well. Then take that code and add it to your website. For full instructions on this, check out this blog post. How to dramatically increase engagement on Google Plus

Ok, so you are now posting on Google Plus but you want more engagement? Here are some of the key hints and tips: This is a community based on mutual support and this is one way to show appreciation

**Editing your posts for spelling, grammar and formatting.** With many variables at play, you may like to consider some of the following

**Experiment:** This builds the relationship and people appreciate it as well. You may also like to add people to circles where relevant as well. This is a great way to find the engagers on a topic. You may find that some posts may fall into these categories below. You can tell this has happened i. The content on this list will also usually makes its way into your stream, depending upon the settings. But for our purposes now, we want to consider how a Google Plus post can get onto this list and what happens when it does. So, putting this simply: Well, the post steps out of your network and into the wider world. This means it gets more views that you would be able to give the post otherwise. How does this happen? This is true for the non-hot list posts as well i. Maybe not a perfect science yet but better than guesswork! Choosing keywords when sharing content

The words at the top of the post will act as a title on the post. The content below it will act as a micro blog. Both of these will get indexed by Google Search. As such, you may like to think about the keywords you are using in the title and the post itself. This is an integral part to looking at each post as having the potential for them to appear in Google Search, i. Check out his article on Google Authorship here. You can see an example in the Google Search results below where one of my articles appears with my image alongside. This applies the same to Google Plus posts as well. It has a new URL that relates to your profile and your picture will

appear alongside it. As such, this content, with you as the new author can appear in Google Search as well. And know that the same principle will apply when you are re-sharing your own content but with different keywords. This can be a useful tactic to gain a web presence for a multitude of Google Keywords related directly to the content in the post itself, including the embedded link. Below is the alternative approach. As you can see, the person sharing has added their own title and text, whilst using an embedded link. This way, if they are deemed to be an authority the subject, their post may well find itself indexed well within Google Search. Want to understand comments in other languages? Conclusion As you can now see, there is a lot more to Google Plus posts than first meets the eye.

### Chapter 4 : G Suite – Gmail, Docs, Drive, Google Kalender und mehr für Unternehmen

*The complete guide to Google Plus will give you everything you need to use it as an individual or for business, including a free 90 minute video course. Introduction Since its launch in , Google Plus has been gradually moving towards being one of the most active social networks with hundreds of millions of people having active accounts.*

Screenshot via Google Plus. If you want people to physically come into your business and buy products, this option is for you. In search results, your Google Plus Page will show location, hours, or other contact info. Follow these tips to ensure your business profile stands out and receives more engagement: Give a visual taste of your brand. Double check that the information is correct. All of the information you provide needs to be percent accurate. If you misspell your address or add the wrong hours, that can seriously damage the customer experience. Use relevant keywords in your description. Use simple, human language that includes relevant keywords that describe your business. Create a custom URL. A custom URL gives you a short, easily recognizable web address for your brand. Google offers tips on how to set one up. There is a way to see your existing profiles and connect them to your account. Click the three dash menu in the top left-hand corner of your screen. Click Connect a different page. Find and delete old pages In order to keep a consistent brand voice, you should make sure to check for any duplicate Google Plus accounts and delete them. To find duplicate listings: Type in your business name in the text box. For detailed instructions on how to remove old pages, you can follow these instructions. In order to maximize the opportunities that it offers, you should aim to stay active and take advantage of the following: Circles You can organize your People into different Circles, such as customers or influencers, which let you target your messaging to the right people. A fashion retailer, for example, might create a circle of fashion bloggers and then share updates on their seasonal lines with them. Communities and Collections In November , Google Plus was redesigned to make it easier for people to discover unique and interesting things related to their interests. The redesign focused the product on two major features, Collections and Communities. Communities make it easy to connect with people who are interested in the same things you are. Recently, that new experience became the default for all Google Plus users. This means that all Google Plus users can: Try it free today.

### Chapter 5 : Google My Business

*The Ultimate Guide to Google Plus Posts Social media is a moving target, quickly evolving. With Google Plus you have the opportunity to both create and effectively track how well your content is getting engagement.*

Let us begin at the beginning and show you just about everything you will need to enjoy and apply Google Plus for personal and business reasons. If you are super keen to build your network here is an article with some more hints and tips: Want to know where I create most of my images? Here are some of the reasons why: You are not restricted to short posts of e. Google Plus and YouTube are not only linked but also the principles of circles applies here as well – as such, if can post a video just to certain circles You can see the activity on the post in a new way as well. The ripples from a video: Google Plus is Google – the social layer explained This is a powerful tool for seeing who are the influencers when it comes to sharing certain content. You can also pull up the same kind of ripple page for content that has been shared from YouTube, or even a webpage when that webpage has been linked to Google Plus. Google Search and Google Authorship When you use an appropriate head shot for your Profile picture on Google Plus your content posted there can not only appear in Google Search but it can also appear with the same image next to the search results. Click here for a Complete Article on Google Authorship. Which would you rather click? Also, it has been suggested that by using Google Plus you can gain a lot of traction in Google Search as well. Personalised Search Results Now we have touched on the idea of posts and Google Search as well we can bring these together a little more. In other words, the circles to whom you share the content can use Google Search to find such content. This is great for giving the chance of your information having the furthest reach. Google Circles You will also post different content to different circles, based upon the nature of content you are looking to share. Increase and decrease circle size relates to the physical size, not to the number of people in the circle. You will find communities on the tab on the side bar. Google Plus Communities are the place you will find like-minded people, talking about the things you love. The video below covers all the details you need about Circles and Communities: Once you understand how vibrant Google Plus is already, you may like to explore communities further and even consider setting up your own. Want to get organized? Well below if the system I use and people seem to love it too: How to search, filter and deepen your experience Now you are really rolling with Google Plus you will want to find even more content to which you relate. You can even save searches and they will be stored, just a click away, ready for the next time you want to access that stream of content. The video below walks you through, step-by-step. Google Hangouts Google Hangouts are a new way to communicate. Since their launch in May they are an aspect of Google Plus you will want to explore for yourself. They are simply awesome for human communication. As such, the video below will now help you understand the different aspects of hangouts – text and video calls. From there you can see all of the details of how to get started, invite people to join you. How about Google Plus for Business? Complete Guide to Google Local You may be looking at setting up a community and bringing people including potential customers together too, in which case check out: It is free and we are here to help. Are you a content creator? Or would you like to be? Conclusion You should now have a good idea how Google Plus works, as well as how it extends far beyond being a social destination alone.



### Chapter 6 : Google Plus for Business: How to Put the Platform to Work For Your Brand

*Viewed as a potential marketing channel for your website, Google Plus for Business should not be ignored and if you do not currently have a Google Plus business page, now is the time to seriously consider the development of a Google Plus Social Media Marketing Strategy for your business.*

This will make your company more accessible when users are searching on a Google page locally. And just like the other social media channels offering business pages for their entrepreneurs, with a Google page, it means you can also do the same. The Google Plus community is growing in numbers and you can take advantage of when you create a Google Plus page to grow and promote your business. Just like Facebook, you will need a personal profile on Google Plus to get started. You can only create that Google page for your business once your profile has been created. If you have a Google Plus personal profile, follow these steps to create a Google Plus page for your business. Pick the right category that perfectly describes your business or organization. You can choose from local business or place; product or brand; company, institution or organization; arts, entertainment or sports and other if the specific choices mentioned do not apply to your business. Depending on the main category you select, you will be presented with subcategories that go into greater detail describing what you do. Select your subcategory and click next. Add Basic Information 3. If you have successfully selected the best category for your business, you can then add basic information for your brand, product or business page at the add info page. Begin by choosing a name for your page and a link to an external website, if you have one. Then select the kind of Google Plus user your content is appropriate for. Begin customizing your Google Plus by adding a cover and profile photo. Click on the icon in the default profile picture and add a profile picture. Select a profile picture from your computer or photos you have already uploaded on your personal profile. Google allows you to select from images on Picasa if you already have a Picasa account and your preferred image is hosted on the photo sharing service. Use the same procedure to change the cover picture. Cover pictures are larger than profile pictures. If you have an image of your product, company or brand that can promote and enhance your business, the cover photo works best for that purpose. Under story, add the ten words that best describe your business. Your tagline must be consistent with other taglines you have used for branding purposes on other sites. Finally fill in your contact information including phone, mobile, email, fax, pager, chat and address. When you complete the basic information, you can begin using your administration dashboard to manage your new Google Plus page. Under People, you will be able to determine how Google Plus users see your business page. For example, you can group your page fans once you have them under customers, following, team members, VIPs. You can also see who has added your new business page to their circles and then follow them back to their pages and follow them in return. Edit your Story to add an introduction to your page. You should complete the introduction with a description of your business and what you do. Keep in mind important keywords related to your business. You can still make changes to your contact information if you like. You can also add links to other pages that interest you or that are related to your business. Finally, you can add links to your other social networks such as Facebook and Twitter. Start Sharing Content 8. Once your Google Plus business page is ready, you can start posting to your page by sharing links, photos and videos just like you do on your personal Google Plus profile or Facebook page. Make your posts interactive and engaging by adding photos, videos or links. And you can share your posts with people in different circles. To make it easy for your fans to interact and engage on your page, Google has provided navigation tabs just below your Google Plus business page name: About, Posts, Photos, Videos and Reviews. All the tabs are shown to visitors so be sure to upload content to give visitors information and updates when they visit your Google Plus page. Share relevant information your fans will find most useful. Do not just promote your products, educate your fans as well. One of the issues is that most businesses do not understand that their listing at Google is a search result. And that Google gives the business the privilege of adding some trusted data to that listing from either the Places Dashboard or from Google Plus. Do you have any suggestions for how to improve your Google Plus business page? What have been your experiences with Google Plus for business thus far?

### Chapter 7 : How to Create a Google Plus Page for Your Small Business - Small Business Trends

*If you choose to use Google plus for business, you need to first create a personal google plus account and then a google plus business page for your business. Google plus uses the same concepts as all other social networks, in other words you need to share interesting posts on your profile so that more and more people will follow you and.*

### Chapter 8 : Beginner's Guide to Understanding Google Plus

*A Google Page for Your Small Business. I want to take you through the process of creating a Google Plus page for your business or organization. Just like Facebook, you will need a personal profile on Google Plus to get started.*

### Chapter 9 : Write reviews and add ratings of places - Computer - Google Maps Help

*Google+ isn't just another social network a small business can use to boost its online presence, but it's also the ultimate resource to maximize visibility on Google search pages.*