Google+

How to Use Google+ for Business and Professional Branding

Kristi Hines
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Introduction

**Google+** is Google’s latest foray into the social networking world. Since its invitation-only launch on June 28, 2011 and public launch on September 20, 2011, it has taken off at a fast pace. Now with more than 62 million users, and growing at an average rate of 625,000 new users per day, Google+ has the potential to grow to over 400 million users in 2012 ([source](#)). With numbers like that, it is no doubt that if you haven’t paid attention to Google+ by now, you should.

One of the reasons many people are wary of jumping on board with Google+ is because of Google’s track history with social networks. Orkut, Google Buzz, and Google Wave are examples of Google’s attempts at social networking that never fully panned out, although Orkut is still going strong in Brazil, India and Japan ([source](#)). So how can you tell that Google+ is the real deal and ready for the long haul?

The answer is in how much Google has already embedded Google+ into their network. If you are signed into your Google account, you are greeted by your latest notifications within Gmail, Google Docs, Google Calendar, and other Google products. You can also see Google+ popping up in search results, whether or not you are signed in to Google.

If you are not quite sure whether you are ready to jump into Google+, stay tuned. We will be looking into the pros of having both a Google+ personal profile and page. For those who are ready to start building their personal and professional brand on Google+, or those just looking for best practices, we will share a step-by-step setup guide and tips on how to use Google+.
Why have a Google Plus personal page?

Chapter 1

Before you jump into creating a Google+ page for your business, you will need a Google+ personal profile.
Aside from the ability to create and administer Google+ pages, there are several other great reasons to have a Google+ personal profile. Below, we explain what those reasons are.

**Build your personal brand**

You might think the only reason you want to be on a social network is to promote your business, and you may feel the only way to do that is through a business page. Don’t forget that personal branding is important too! Reputation management needs to start at a personal level - imagine if someone not only searches for your business, but for you personally as an employee, owner, or contractor. What will they find?

Google+ personal profiles tend to rank well in search results. They also include valuable additional links from your profile that help promote your blog or business.

You’ll learn where to add these links in the section about creating your Google+ personal profile.

**Claim authorship of content in search results**

If you contribute content to your own blog or larger industry websites, you will definitely be interested in the potential to have your name listed next to your articles.
Chapter 1 | Why have a Google Plus personal page?

Showing up in search results like this can also help you build your credibility and authority in your industry, especially when people can click on the More by ... link and see your writing portfolio.

**Acquire followers**

According to the latest Google+ Statistics, the top 25 people (personal profiles) on Google+ have a range of 606,000 to 1.2 million followers. In contrast, the top 25 Google+ pages have a range of 91,000 to 314,000 followers. Granted, this trend is probably because of the fact that Google+ pages launched in November 2011.
Chapter 1 | Why have a Google Plus personal page?

Nonetheless, personal profiles are currently trumping pages, so if you are looking to build a following, consider allowing the people who want to follow you personally do so. Thanks to Google+’s contact organization, you can choose who will see each of your updates so you can keep personal updates personal and reserve your business updates to business contacts.

Keep contacts organized

Unlike Facebook, Twitter or other networks, Google+ implemented a great organization system for contacts from day one with their Circles. Circles allow you to add connections to one or more different categories.

This means that when you want to see activity by your connections, you can sort it to only show you people in particular Circles. When you want to share a status update, you can limit the visibility of your updates to people within one or more Circles. You’ll learn more about Circles and how to use them when setting up your Google+ personal profile.

Have the best search engine optimized social network profile

If you like creating online content with great SEO value, then you are going to love Google+ personal profiles. As you can see in the following image, Google+ personal profiles have a lot of SEO value that you can control and customize.
So far, Google+ pages are not showing the same kind of value beyond also offering dofollow links in the introductory content. This makes the Google+ personal profile one of the best SEO optimized social media profiles.

Share the most links

For this part, let’s forget about the fact that they are dofollow links on a Google property. The Google+ personal profile allows you to have three sections of links for your profiles, sites that...
Chapter 1 | Why have a Google Plus personal page?

you contribute content to, and recommended links in addition to allowing you to add links to your introductory content. This makes the Google+ personal profile the perfect social media hub to send people to if you want them to see everything that you are made of. Your links can encompass everything from your professional pursuits to your personal interests.

To compare, Twitter only allows you one link on your profile (two if you stuff it in the bio information). LinkedIn only allows you three links plus your Twitter. Facebook allows you two links. Google+ personal profiles seem to be unlimited, although you should make sure they are to your most important profiles, author pages, and other online properties.

Now that you've read about some great reasons to have a Google+ personal profile, let's learn how to set one up for the best optimization, performance, and networking value!

**Follow Wordtracker’s Google+ page**

You can join the conversation on [Wordtracker’s Google Plus page](https://plus.google.com/wordtracker)
Ready to get started? Let's set up your Google+ profile.
To begin creating your Google+ account, sign in with your Google Account on the [Google+ Start Page](#) If you don’t have a Google Account, you will be directed to create one first.

Before you sign up (if you haven’t already), here are a few things to keep in mind. You want to link your Google+ personal profile to the Google Account you use the most in your personal life. That way you have one login for your YouTube, Gmail, Calendar, Docs, and Google+ profile. This will also mean that you can receive your Google+ notifications while logged in to these other Google applications as well.

On the flip side, what you don’t want to do is use a Google Account that is not permanently or 100% completely yours. If you have a Google Account for your business, for example, you might not want to use that if others have to access that Google Account as well. Or if you have a Google Account that will go away once you leave your job because it is linked to a corporate email address, you will not want to use that either.

### Creating your Profile

The first step to creating your Google+ profile will be to add your profile photo. Be sure to use the same image that you use elsewhere on the internet for strong personal branding. If you want to be recognized easily, you will want to use a consistent photo for Twitter, Facebook, LinkedIn, Google+, and Gravatar (for blog commenting). This way, people will be able to recognize you if they are connected to you elsewhere.

If you don’t use these email providers, you can skip this step and continue on to suggestions.

Next, Google will pull connections you might recognize from your Gmail. You will also be asked to find people you know through Yahoo or Hotmail.
If you continue without searching, Google+ will suggest some celebrities, journalists, photographers, and other public figures for you to follow.

What I would suggest, before you start connecting with others, is to complete your profile first. This way, along with that consistent profile photo mentioned earlier, people will be able to recognize you easily or at least know why they would want to connect with you. Click continue, and then when Google+ warns you that you might be lonely without making connections, click continue anyway.
Basic profile information

Once you are past Google+ recommendations, you can start adding your profile photo and more information to your profile. First Google+ will ask you to upload an image, then enter your employer, school and where you live. Then click finish.

From here, you will need to go directly to your profile to enter the rest of your information. To do so, click on the profile icon on the left hand side of your Google+ home page.

When you do this, you will be prompted to enter basic information that you might have previously skipped, plus your Tagline.
You can add cover photos - these five photos will be shown near the top of your profile, below your name.

The Tagline is especially important as it shows up at the top of your ‘About’ details and is used as part of your profile’s meta description.

If you choose to skip entering your information here, you can continue to your profile. To continue adding information to your profile from here, click on the blue Edit Profile button.

To edit any information on your Google+ personal profile, simply hover over the area you want to add information to and click on it. Whenever you click on an editable section of your profile, a box will pop up for you to fill out the appropriate information. These areas include the following:
Your cover photo

If you did not enter any photos earlier, you will see a space that says “Change cover photo.” Here, you can enter five photos that feel best represent you. Click in this area to start adding photos.

They can be headshots, portraits, examples of your photography, samples of your portfolio, or any other images you choose.

Your Tagline

This is the line first in the ‘About’ tab. If you did not enter it earlier, it will say A brief description of you. Click on that to edit your tagline.

Your Introduction

This is one of my favorite parts of the Google+ personal profiles. It should say something to the effect of Put a little about yourself here so people know they’ve found the correct you. Click on this area to get the rich text editor for this section.
This is a great place to have an extended bio about yourself. Be sure to include your most important links with great anchor text! Also, note that the first 50 or so characters of your introduction shows up as a snippet below your name in Google+ search results, so make them count!

**Additional information**

Continue through the rest of your profile, adding additional information such as your Bragging Rights, Occupation, Employment, Education, Places Lived, Contact Information (Home & Work), and other personal details.
Also, especially with your Home & Work contact information, note the privacy settings and be sure that you set yours to your level of comfort.

**Other Profiles, Contributor To, and Recommended Links**

Below your Google+ profile information are some sections for all of your links, organized by Other profiles, Contributor to and Recommended links.
When you click on each section, you will get the opportunity to add links with your desired anchor text.

Typically, you would include the following types of links per section:

- Other profiles - links to your other social profiles including Twitter, Facebook, LinkedIn, and YouTube. If Google thinks it has found a profile of yours on a social network, it will suggest you add it here.

- Contributor to - links to your author page on websites you write for. This is typically how Google makes the authorship connection with your articles.

- Recommended links - links to any website you choose. This can be for your business, blog, hobby sites, or just sites you enjoy.

One thing I have noticed with regards to the links you add to these sections is that they will sometimes appear in search results next to your name. Google seems to rotate between showing the first three links under your Other profiles or the first three links under your Recommended links.

This is a major factor to consider when choosing which links you will add first and what anchor text/label you will give them as they might appear to searchers before they even make it to your profile!

The final result if you fill everything in should look a little something like this:
Chapter 2 | How to set up a Google Plus personal profile

Kristi Hines

Tagline
Freelance Writer, Professional Blogger, and Social Media Enthusiast

Introduction
I am an online marketing consultant, freelance writer, blogger, and social media enthusiast who offers services for both bloggers and businesses including blog auditing, content development, local search optimization, and social media consulting.

My main blog is Kikioni, which focuses on blog marketing, blogging tips, search engine optimization, and social media strategies. I am also a regular contributor to several sites including Social Media Examiner and KISSmetrics.

When I'm not on the computer, my favorite things to do are photography, hiking, tennis, and salsa dancing.

Blogging rights
I can't find just about anything on Google. Try me!

Occupation
Freelance Writer, Professional Blogger, and Online Marketing Consultant

Employment
Kikioni.com
Freelance Writer, 2009 – present

kikioni.com
Blogger, 2006 – present

Places lived
Scottsdale, AZ
Phoenix, AZ
Jackson, MS
Chtotte, MS
Tupelo, MS

Relationship
Married

Looking for
Networking

Gender
Female

Other names
Kristi Johnson

Other profiles
Freelance Writer
Blogger
Photographer
Facebook Page
Twitter Page
LinkedIn
Flickr
Goo
Youtube
Tumble

Contributor to
Social Media Examiner
Search Engine Watch
KISSmetrics
Wordtracker
SEO360
SEO Group
Kikioni
Photoshop

Recommended links
Blog Marketing
Freelance Writing Portfolio
Photography
Personal Blog
Infographics
Arizona Wedding Photography
Just remember when you fill in each area of your profile that it could be the first impression that someone gets of you. Make sure to put your best information forward!

**Status updates on Google+**

While you might be in the mood to start making connections, there is one more thing you should do before you start adding people to your Circles. Add some public updates to your profile that will show others why they should connect with you. If you plan to connect with other people in the SEO industry, for example, you might want to share a few links to great SEO posts.

To send a status update on Google+, go to your Google+ home page. Then click in the *Share what’s new*... box. This will expand the box so you can choose to add a photo, video, link, or location check-in update.

When you paste in a link, you will get the option to select different thumbnails and enter a comment that will go above your update.
You always have the option on each status update to change the visibility from Public by clicking on the X in the Public button and then adding Circles or people to share with. Keep in mind that Public updates are the only ones that will be visible to people who have not connected with you yet. These are updates that will keep your profile active and make more people want to connect with you.

You also have the option of tagging people in your status updates, regardless of whether you are following them, or vice versa. To tag someone, simply enter @ and then start typing their name right after the @ symbol. While this is a great way to get people’s attention to let them know you are sharing a post by them, be sure not to go overboard on it.

**Connecting with others**

Now that you have completed your Google+ personal profile and made some updates, you are ready to start connecting with others and are in a better position for them to make that connection mutual. To connect with others on Google+, you will add them to Circles.

Circles keep your Google+ contacts organized in a way that you can view only updates from one Circle at a time and you can share updates with one or more Circles instead of publicly. When you are thinking about how to organize the people you connect with, think about the people whose updates you would like to see separate from others and who you would like to share particular types of updates with. If you need a little inspiration, one of the best discussions on Circle organization I have seen on Google+ was started by Mari Smith’s [Google+ Circles Makeover](http://mari-smith.com/2011/03/google-circle-makeover/).

To see Google’s suggestions of who you should connect with based on your Gmail or other Google contacts, click on the Circles icon on the left hand side of your Google+ home page.
Here, you will see suggested people and your Circles. You start off with four basic Circles - Friends, Family, Acquaintances, and Following. You can edit these Circles to change their names or delete them by clicking directly on them.

Once you have suggested connections and custom Circles, it will look a little like this:

By dragging them into “Drop here to create a Circle" you create a new Circle for them. Whenever you add someone to your Circles, they will receive a notification with the option to add you to their Circles. You will also receive similar notifications when people add you to their Circles.

Once you have exhausted your suggested connections, you can find more people by using the Google+ search box. Just enter the names of people you know, company names, particular keywords, or other search criteria.

From here, you can go directly to the pages or profiles in the results, or add people to your Circles by dragging them into your Circles.

You can check the box next to the Circle you want to add them to, or use the Create new Circle link to create a new Circle for them. Remember that Circles will allow you to send updates to specific groups of people and also allow you to see only status updates from specific groups of people, so organize them wisely!
Once you have started connecting with others, don’t stop there. Be sure to interact with them by checking out their latest updates and giving them a +1 or better yet, a comment. Keep in mind you can tag people in comments just like you do in status updates using the @ symbol immediately followed by their name.

More ways to find people to connect with include the following:

Visit other people’s profiles to see who they are following and who is following them.
- Visit your favorite blogs and see if the authors have Google+ profiles.
- Check out the Top People on Google+ list that allows you to see who has the most followers.
- Comment on public updates by others on Google+. This will give your profile public exposure to all of the followers of that user.

**Additional tips and resources**

Want to do more with Google+? Here are some additional things to do to gain exposure on the Google+ network.

- Check Your Settings - When you are logged in to your Google+ personal profile, you can go to your Google+ settings to change your email notifications, who can comment on your public posts, who can message you, and more.

- Claim Google Authorship - If you write content on a blog on your own site (or others), consider following the steps for Google Authorship so that your Google+ profile photo and name will appear in search results next to your articles.

- googleCards for WordPress - If you are running a WordPress site, you can use the googleCards plugin to add a badge to your site so people can connect with your personal profile.

- Start a Hangout - If you’re comfortable with live video and want to connect with up to 10 people in a video chat room, try Google Hangouts.

- Download the App - If you have an Android phone or table, check out the Google+ application from the Android marketplace. For iPhone or iPad users, try this Google+ app from iTunes.
Now that we’ve looked at how to create your Google+ personal profile, let’s enter the world of Google+ pages.

**Follow Wordtracker’s Google+ page**

You can join the conversation on [Wordtracker’s Google Plus page](https://wordtracker.com).
Why have a Google Plus business page?

Chapter 3

Why do you need a Google+ page as well as your personal profile?
Chapter 3 | Why have a Google Plus business page?

After reading about all of the advantages of Google+ personal profiles, you might be asking yourself why you would need a Google+ page in addition to your personal profile. While much of the design and functionality of the Google+ page is similar to personal profiles, there are some additional benefits to having a Google+ page. In this chapter, we’ll explain what they are.

**Google+ personal profiles are for people only**

Google+ is adamant that personal profiles are for people only. Anyone who creates a personal profile for a business, brand, fictional character, or anything else aside from a real person will have their profile removed.

That said, Google+ pages can be created for anything, just like Facebook pages. This includes having pages for not only your brand or business, but also books, albums, and anything else you can think of. See Google’s list of the official differences between Google+ personal profiles and pages.

**Follower Circles & targeted messaging**

One thing that sometimes drives me up the wall with Facebook is the fact that you cannot send targeted messages to your fans, except by location. With Google+, you have the same option to add your followers to Circles as you do on your Google+ personal profile. This means you can target your messages to people based on location, their role with your business (contractor, partner, employee, customer), and much more.

Imagine if you were able to put your VIP customers in a Circle and entice them to become a fan of your page by offering special discounts only available to VIPs. Or imagine segmenting your customers by what departments of your brand they are interested in and sending them messaging just about those departments. The possibilities are endless, and the ability to send targeted messaging could result in higher social media conversions!

**Direct interaction with fans**

Another thing that is impossible to do using Facebook fan pages is directly interact with your fans. Sure you can interact with your fans once they have written on your wall or commented on your wall posts, photos, or videos. But you can’t comment (or even view) public posts on their personal profiles and interact with them from or as your Facebook fan page.
With Google+ pages, once someone has become a follower of your page, your page is able to interact with the Google+ user’s public profile. This means you can engage with them in a way that shows your interest in each of your individual followers as opposed to a generalized post on your own wall. Your followers will even see notifications of your page’s interaction with them.

If you want a particular follower’s attention, you no longer have to worry about whether they might catch your latest post in their news feed. You can now go to that follower’s profile and comment on their posts, reminding them about your brand via your Google+ page!

**Multiple administrators**

Google+ pages can be administered by multiple administrators just like Facebook profiles. If you have been hesitant about starting up a page because you didn’t know who would manage it, you don’t have to worry. You can set up multiple people to manage your page now!

**More real estate in search results**

Want to show people how active your brand is right from search results? Now you can by directly connecting your website to your Google+ page. When someone searches for your brand, they will not only see your website listing, but also your latest Google+ activity.
This can be a huge addition to your brand’s domination of search results as it will push anything past your Google+ listing further down the first page. As an added bonus, searchers who are logged in to their Google+ account can add your brand page to their Circles directly from search results.
Video chat capability

Google+ is improving their Hangouts to include extras such as scrensharing, Google docs integration, and shared notes and sketchpads. This means that business pages can have special video chats on their pages similar to webinars with a small group of their fans.

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<td>Hangouts and Hangouts with Extras give you a simple and easy way to connect with your friends, family and colleagues in the way that works best for you. Hangouts with Extras has additional features that enable easy collaboration in real time.</td>
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This is a much higher level of interaction than other networks like Facebook, Twitter, and LinkedIn offer. It could be used as a great promotional tool to get more followers for the brand page by offering the first people to get into the Hangout a special discount or other incentive.

Now that you have read about some of the advantages of having a Google+ page for your business, let's look at how you can create one.

Follow Wordtracker’s Google+ page

You can join the conversation on Wordtracker’s Google Plus page
How to set up a Google Plus business page

Chapter 4

Let's set up a Google+ page for your business.
Chapter 4 | How to set up a Google Plus business page

Ready to get started with Google+ pages? In this chapter we will help you set up a Google+ page for your business.

**Creating your page**

To create a Google+ page click on More/Pages on the left hand side then look for the Create new page button on the right of your screen, or go to the Create a page area.

First, you will want to select a category for your Google+ page. You can choose from the following:

- **Local Business or Place:** This category is for physical establishments such as hotels, restaurants, places, stores, services, and more. Subcategories range from Home & Construction to Storage. This selection is perfect for local businesses as you can connect to your Google Places page (if applicable) to pull in your information, or you can enter it from scratch. The Local Business or Place Google+ page will show a map of your business on your page, an option that is not available on pages in other categories.

- **Product or Brand:** This category is for apparel, cars, electronics, financial services, and more. Subcategories range from Aerospace and Defence to Website.
• **Company, Institution, or Organization**: This category is for companies, institutions, organizations and more. Subcategories range from Aerospace and Defence to Travel and Leisure.

• **Arts, Entertainment, or Sports**: This category is for movies, TV, music, books, sports, and more. Subcategories range from Album to Website.

Last, but not least, if your page doesn’t seem to fit any of the above main categories and subcategories, you can list it under Other. Once you have chosen your category, fill in the required details - for everything but Local Business or Place, you just need to enter a page name, website, subcategory, and content age level. Click on Create to continue:

![Add your info](Image)

**Basic page information**

The first details Google+ wants for your page are your Tagline and your Profile photo. The Tagline will appear beneath your page’s name, so be sure it succinctly describes your business.
Your profile photo should be something that people will easily recognize, such as a common logo or storefront photo. If you have other profiles for your business on Twitter, Facebook, or LinkedIn, be sure to use the same profile for Google+ so that your connections on other networks will recognize your page easily.

When you click Continue, you will be asked to share your new page with your personal profile as a status update. I would suggest skipping this for now as you can do it later, once your Google+ page is completed. Click Continue to skip this.

For now, you will be using Google+ as your new Google+ page. If you need to switch back to your personal profile, you can do so by clicking on your page’s name or profile photo to the top right of the Google+ home page.
You can switch back to your pages using the same dropdown, or by going to the More/Pages link.

Once you are using Google+ as your page, click on the Profile icon on the left hand side of your Google+ home page.

Then click on the blue Edit Profile button to enter the following information for your Google+ page. Just like your Google+ personal profile, you will click on each section of the page’s profile to edit its information.

**Your Cover Photo**

Here, you can enter five photos that feel best represent your business. Click on the Change cover photo area to start adding photos. These photos could include anything from famous people that represent your brand, your top products, fun around the office pictures, your logo or logos of brands you sell, or anything else you feel would make a great visual impression of your business.

**Your Tagline**

If you skipped entering a tagline during the initial page creation, you can enter it now by clicking on that section of your page’s profile.

Think of this as a shorter version of your Twitter profile’s bio. Something that would easily tell a new visitor to your page exactly what your page and business are about to entice them to connect with it.

**Your Introduction**

Be sure to use your Introduction section to its fullest potential. Consider including information about your business from your company website, and be sure to include links with great anchor text.
Chapter 4 | How to set up a Google Plus business page

Also note that the first 50 or so characters of your introduction will appear in Google+ search results and could mean the difference between someone selecting your business page or another one!

**Your Contact Information**

Here, you can enter the best ways for people to get in touch with your business. Don’t include anything that you will not be able to reply to quickly.

**Recommended links**

Unlike the Google+ personal profile which has three different link sections to choose from, the Google+ pages only have one section of links which they mark as recommended.
This is where you will want to list your links in order of priority - website, blog, social media profiles, and so forth. You could even break down your website into top product or service pages if you want to highlight something most visitors would be interested in. Links in this area (and in the introduction as well) are currently set to dofollow, but keep in mind that your anchor text should not just be designed for search engines. Use anchor text that will entice visitors to click on the links instead!

The final result if you fill in everything should look like this:

Just like your Google+ personal profile, you need to complete your profile in a way that assumes it may be a first impression when someone finds your Google+ page before your website or other profiles!
Status updates on Google+

Before you announce your new Google+ page on your personal profile, be sure to add some public status updates that will give visitors a preview of the kind of content they can expect from your page. To add a status update as your page, be sure you are using Google+ as your page and look for the same Share what’s new ... box on your Google+ home page.

You will then enter a plain text update or use the icons for a photo, video, link, or location check in update. You always have the option on each status update to change the visibility from Public by clicking on the X in the Public button and then adding Circles or people to share with. Keep in mind that Public updates are the only ones that will be visible to people who have not connected with you yet. These are updates that will keep your page active and make more people want to connect with you.

Getting and organizing followers

Google+ is similar to Facebook in the sense that you can’t go out and follow fans in order to gain fans like you can with Twitter followers. With Google+, you have to wait until someone follows you before you can add them to your page’s Circles and start interacting with them.

To get followers for your Google+ page, you will want to start by announcing it on your Google+ personal profile. It’s as easy as sharing the link to your Google+ page as a status update!
Next, you will want to connect your Google+ page to your website. This is what will help get it into search results like the Toyota example shown in the previous segment on the advantages of Google+ pages. You can do this with a simple piece of code or an icon using the code generated by the Google+ badge configuration tool. But if your goal is to gain followers for your page, you will want to use the Standard badge option which allows people to follow your page directly on your website using the Follow button.

Once you have followers of your page, you can start organizing them into Circles the same way you would with people you want to follow on your Google+ personal profile. To start organizing your followers, click on the Circles icon on the left of your Google+ home page while using Google+ as your page.
Then click on the link for People who’ve added you. These are the people you can add to your page’s Circles. Your page starts with four Circles: Following, Customers, VIPs, and Team members.

You can use these Circles, edit them, or add new Circles.

Some great ways for businesses to use Circles include:

- Circles for your employees and send them messages to alert them of new social promotions or other news you would like their help in sharing. It’s a great way to communicate with remote employees, contractors, and freelancers.

- Circles for your partners to let them know of special product sales that they might be interested in sharing with their audience as it involves their products.

- Circles for your top customers or even members of your loyalty program and share special discounts and coupon codes to members only.

- Circles for customers in specific regions and send them geo-location based status messages dependent on their location.

Remember these Circles will allow you to send targeted messages to your followers, so be sure to organize them wisely!

**Additional tips and resources**

The following additional tips and resources should help you further integrate your business, website, and Google+ presence.

- +1 Button - The Google +1 button will help Google+ users recommend your website and its content to their followers. Be sure to use it on your website and blog!
• Owners vs Managers - Choose multiple administrators for your page by using Google+ as your page, then going to the Google+ settings using the Settings wheel icon in the top right of the Google+ toolbar. Then click on Managers in the top menu to add additional administrators. Visit Google for more on the difference between what page owners and managers can do.

• Control Your Posts - Status updates for Google+ pages have additional options to disable comments or lock posts, meaning that the posts cannot be shared by others. Learn more about privacy controls for Google+ pages.

Follow Wordtracker’s Google+ page

You can join the conversation on Wordtracker’s Google Plus page
How to measure your Google+ traffic

Chapter 5

Now that you have set up your Google+ business page, you’ll want to know how to measure its success.
In this chapter we’re going to show you how best to track Google+ and Google+1 button activity for your website.

**View Google+ shares of your website on Topsy**

The first thing many people like to know is whether their website is being shared on Google+ - and by whom. If anyone has shared a link from your website on Google+ publicly, you can see the statistics by visiting the following URL on the social media search engine, Topsy:

http://plus.topsy.com/s/domain.com?window=a

Just replace domain.com with your domain, and you will see the following:

Click on the orange ‘# more’ links next to each post to see the people who shared your website’s pages, along with the comments from each Google+ user.
This is a great way to find out if your audience is active on Google+ and what content on your website is popular amongst Google+ users. You might even catch possible reputation management issues that tend to arise on social networks.

**Find out how much traffic Google+ drives to your website**

Next on the list of [Google+ analytics](https://www.wordtracker.com/google-analytics) is Google Analytics itself and discovering how much traffic Google+ drives to your website.

Under your Traffic Sources>Sources>All Traffic, you will want to find out where the two Google+ referral URLs (plus.google.com and plus.url.google.com) ranks in your overall traffic generators.

Keep in mind the launch dates - June 28, 2011 (beta) and September 20, 2011 (public) when comparing your Google+ traffic referrals to other networks or to view the overall growth in referrals.
If you want to compare your Google+ traffic against other social media referrers, you can create an Advanced Segment.
Chapter 5 | How to measure your Google+ traffic

Now see just those social media referrers and how they stack up against each other:

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Visits</th>
<th>Pageviews</th>
<th>Avg. Visit Duration</th>
<th>Pages/Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Twitter</td>
<td>1,337</td>
<td>3,854</td>
<td>00:04:01</td>
<td>2.88</td>
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<tr>
<td>2. Facebook</td>
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<td>2,644</td>
<td>00:03:07</td>
<td>2.04</td>
</tr>
<tr>
<td>3. StumbleUpon</td>
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<td>816</td>
<td>00:01:46</td>
<td>1.26</td>
</tr>
<tr>
<td>4. LinkedIn</td>
<td>609</td>
<td>1,189</td>
<td>00:05:42</td>
<td>1.95</td>
</tr>
<tr>
<td>5. Blogger</td>
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<tr>
<td>6. Squidoo</td>
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<td>812</td>
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<td>3.22</td>
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<tr>
<td>7. WordPress</td>
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<tr>
<td>8. Yahoo! Answers</td>
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<td>9. Google+</td>
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<td>1.91</td>
</tr>
<tr>
<td>10. YouTube</td>
<td>38</td>
<td>195</td>
<td>00:06:18</td>
<td>5.13</td>
</tr>
</tbody>
</table>

When looking at your data, don’t just think about the number of visits. Look at the pages per visit, average time on site, and bounce rate to determine which social networks are best.

If you have goals set up in Google Analytics, be sure to see how your social media referrals are leading to goal completions by clicking on the ‘Goal Set’ in the Explorer. If Facebook sends you a ton of traffic, but Google+ sends you goal completions, then you will be able to determine which is more valuable.

**Learn how +1’s affect clickthrough rates**

Want to know the power of the Google +1 button on your website and how it impacts search?

Make sure your website is set up in [Google Webmaster Tools](https://developers.google.com/webmasters) to find out. You can add your website to Webmaster Tools and verify it using the Google Analytics code installed on your website. Once some data has been collected, you can go to your website’s Webmaster Tools profile and click on +1 Metrics > Search Impact. Results on the following page:
Chapter 5 | How to measure your Google+ traffic

The chart will show you the number of times your website has been shown in search results with +1 numbers noted, plus the number of clicks the +1 annotated results have received:

Beneath that, you can see individual URLs and the difference in clickthrough rates with and without the +1 annotations.
This will give you an idea about how people clicking the Google +1 on your site affects your website in search results.

**Track +1 activity on your website**

There are two ways you can see the +1 activity on your website, including the specific pages that received +1's in a set period of time.

**In Google Webmaster Tools**

Under +1 Metrics > Activity, you can see the number of +1s you have received from people clicking on the +1 button on your website itself and in search results or ads.

Beneath the chart, you can see specific URLs and their +1 activity, plus the breakdown of +1s from your site vs +1s from search results or ads.
In Google Analytics

You can also see +1 activity from people who click the +1 button on your website in Google Analytics by looking under Audience > Social > Action.

If you click on the ‘Secondary Dimension’ dropdown and select Content > Page, you can see the breakdown of Google +1s for different URLs on your website plus a pie chart showing percentages of +1s from those pages.

Find out more about your +1 audience

If your website has enough +1s, you can view audience demographics in Webmaster Tools by going to +1 Metrics > Audience. This screenshot from Distilled shows the breakdown of age and gender, plus an additional tab for where your audience is located:
See how authorship affects CTR

If your website has a blog or other content, then you should take advantage of setting up authorship in Google by linking your content to your Google+ profile. To see if you have set up your content to link to your Google+ profile correctly, use Google’s Rich Snippets Testing Tool to check one of your URLs.

If you have to check a lot of sites’ authorship settings, you can also install the Rich Snippets bookmarklet on your browser to quickly check any page you are viewing. By enabling authorship from your content to your Google+ profile, your content will appear in search results with your photo next to it.
By using Topsy, Google Analytics and Google Webmaster Tools you can learn even more about how Google+ and the Google +1 Button affects your search and social media marketing.

**Free Trial of Wordtracker’s Keywords Tool**

Don’t forget to include relevant keywords that you rank well for in your social media campaigns. You can start researching keywords today with a free [7-day trial of Wordtracker’s Keywords tool](#).

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