



# Google+ Your Business



**What is Google+?** Google+ is a social network created by Google with integrations across numerous Google platforms, including Google Mail, Google Buzz and more. Google+'s main focus is on sharing content, photos and more within subsets of your social group, which are commonly referred to as Circles.

## Common Google+ Terms:

**Google+ Circles:** Circles are groups of people that you can share certain content and information with that fall into different groups such as, family, friends and co-workers. Having the option to share and separate these connections give you control over which circles see what information. For example, with Google+ circles you could send your family content only they should see and separately send your co-workers content specifically related to work.

**Google+ Hangouts:** Hangouts are the group chat feature within Google+.

**Google+ Stream:** The Google+ stream is referred to as your newsfeed. This is where you will see everything being shared by people within your circles.

**+1 Button:** With the +1 button you are able to share, comment and add to circles in just a few clicks. The next time your Google contacts are searching, they could see your +1's directly in their search results, helping them find your recommendations when they're most useful.

## How to set up a Google+ Business Page:

1. Choose an accessible Gmail Account.
2. Visit [www.google.com/+/business](http://www.google.com/+/business).
3. Create a Page by choosing the most appropriate category for your business.
4. Customize your Page's public profile.
5. Promote your profile.

## How Can Google+ Benefit Your Business?



As Google continues to place emphasis on social signals within search engine rankings, it is very important to integrate Google+ share options within your website, email templates and more.

**You're sharing fresh content.** Sharing lots of indexable content through Google+ including full text of public posts, photos, links to people within your circle and everything you have ever +1'd, will increase your chances of being found within search.

**Creates valuable links.** Google allows Google+ links to pass page rank and value; therefore, sharing content through your circles makes for a great internal linking strategy. The more content that is shared within Google+, the more likely it is that your content is indexed within the search result pages. Also, when posting to your Google+ stream, make sure that you connect your Google Profile to the page you are sharing. This author profile page will serve as a link to all of the content that you have shared, giving you credit for the content being streamed. These personal author tags increase the likelihood that your content will be clicked within search.

Take advantage of being ahead of the curve. Embrace Google+ before your competitors do! Make sure that your Google+ profile is set up correctly and let it start working for you.

Google+ is visited mostly by adults of age between 25-34.



Websites using Google's +1 button get 3.5X the Google+ visits.



The Google+ platform is fast growing, with more than 40 million users!

