

The page features a decorative graphic consisting of three overlapping blue circles of varying sizes, arranged in a diagonal line from the top right towards the bottom right. The circles are composed of concentric layers of different shades of blue. Additionally, there are thin, light blue lines that intersect the circles and extend across the page, creating a geometric pattern.

How to Create a Google+ Page For Your Business

[and use it to its best advantage]

January 2012

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Action Plan: Google+ Pages

We keep hearing that Google+ will become a huge entity in the social media world and while it hasn't quite happened, enrollment rates are rapidly increasing. It has fewer distractions than Facebook and unlike Twitter, it allows more than 140 characters and is very photo-friendly. As new features are put into place, it will become even more popular, so it's best to be prepared.

Your Google+ Page promises to be a powerful tool in your marketing, but for now, information on making it so seems to be all over the place, as well as changing daily. It's easy to lose track of or miss opportunities, when setting up your Google+ Business Page if you don't keep a few, core steps in mind. This Action Plan will help you make sure no steps are missed, as well as assisting you to set things up quickly and easily.

Setting Up a Google+ Page for your Business

Setting up a Page for your business is simple -- but it has to integrate with your own Google account, so if you are setting one up for a business, ensure that you set up your own profile first.

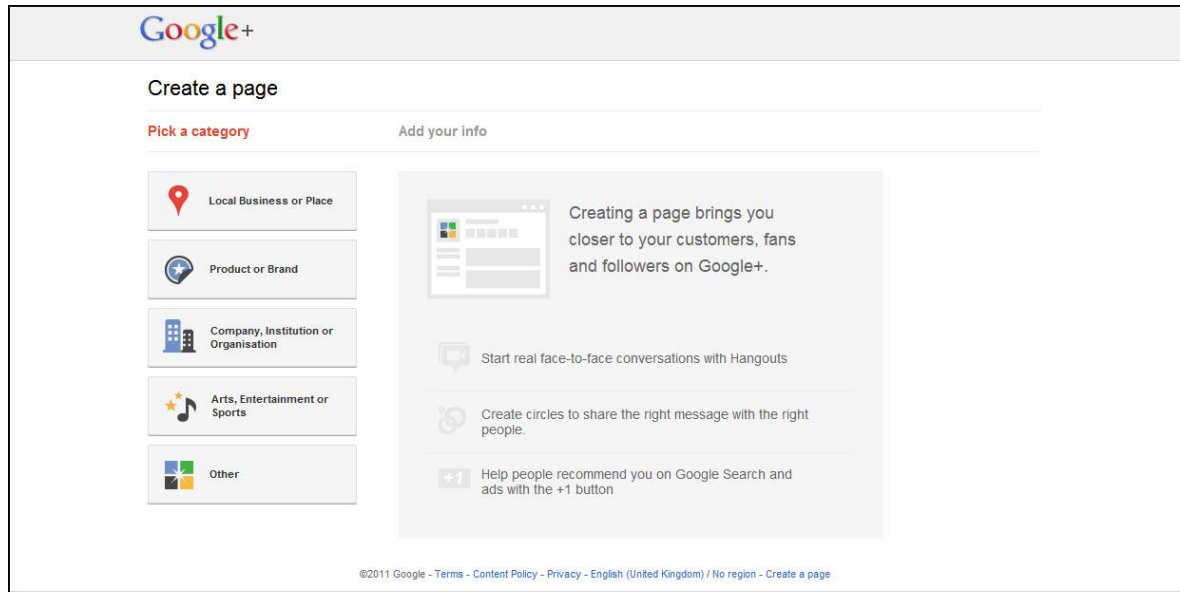
What You Need to Have Ready:

While in the signup process, you will need to enter at least two of these three criteria, depending on the Category you choose:

- A valid phone number
- Your location
- Your profile photo or Logo graphic (preferably square, though Google+ allows you to not only drag and drop but drag and position)

When you're ready...

1. Go to <https://plus.google.com/pages/create>. It will prompt you to log into your account, if you haven't already done so. (If you have already logged into your account, you can simply select the "Create a Google+ page" beside your stream.)



2. Select the category most appropriate to your business. Your choices are:

<i>Category</i>	<i>Description</i>
Local Business or Place	Hotels, restaurants, places, stores, services
Product or Brand	Apparel, cars, electronics, financial services
Company, Institution or Organization	Companies, organizations, institutions, non-profits
Arts, Entertainment or Sports	Films, TV, music, books, sports, shows
Other	Use if your page doesn't fit in

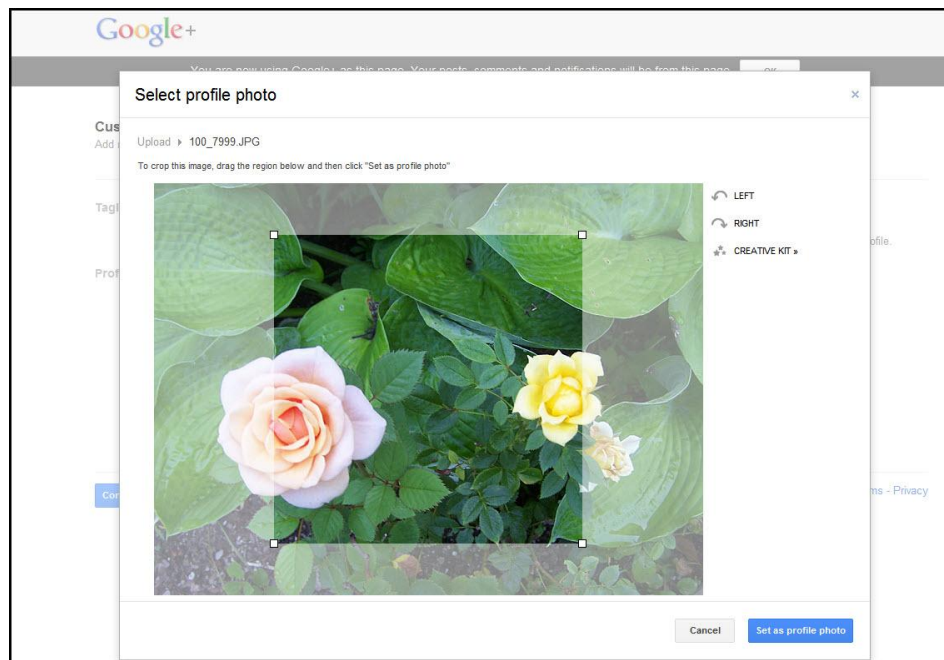
any of the previous categories

(Note you will only need your phone number for "Local Business or Place")

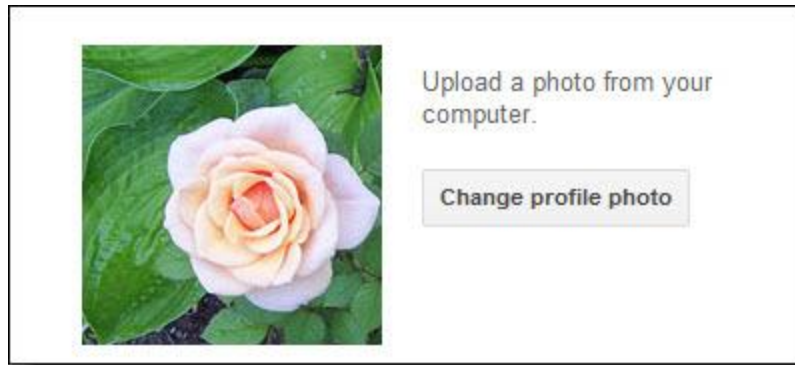
3. Select "Create", and follow the prompts to add:

- A powerful tagline of 10 words that best describes your business
- Your profile photo or graphic

Inserting a photo is even more easy than usual: Not only can you drag and drop your photo directly from your desktop, you can also select the area of the photo you wish to use, much as with re-sizing Facebook thumbnails:



Your end result -- however the shape of the original -- has to be a perfect square...

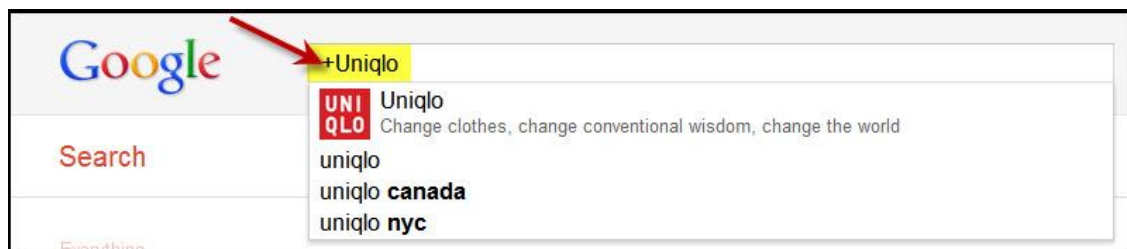


That's all there is to creating your page! (Took you just a few minutes, right?)

"But Wait... There's More..."

If you stop at simply having created your Page, however, you'll be disappointed in the results. Even at this early Beta stage, there are a few vital tips and tricks that can significantly push your sites and Page up through Google search results. Number one you've already taken care of -- you've created the +Page. Now you will need to amplify its power by installing a +1 Button on your site, so people can "vote" for you. This includes not just subscribers and followers, but members of the general public who happen to organically find your site -- helped by your strong Google+ listings, of course.

You see, Google+ Pages with real clout automatically open at the actual Page, if searchers are savvy enough to type "+YourName or Keyword" in the Google search box (Direct Connect)...



You can tell at a glance if a search parameter auto-connect and open up an existing Google+ Page: The Page graphic and tagline will instantly appear in the drop-down Suggestions. If you hit "Enter" on seeing such a result, that Google+ Page opens up.

The flaw? Not all existing Google+ Pages open up or even show up, even if they exist! However, you can weight your newly-created +Page to rise through the ranks and be eligible for Direct Connect by ensuring you employ a few simple strategies...

Step One: Be Ready to Share!

As you finish creating your page, you'll be given the option to share it. Make sure you are prepared and ready to go.

The screenshot shows the Google+ interface for a newly created page. On the left is a navigation menu with options: Stream, Following, Customers, VIPs, Team members, Incoming, and Notifications. The main content area is titled "Congratulations on creating your Google+ page" and contains four sections: "Start the conversation" with a "Post on your page" button; "Connect your website" with a "Get the badge" link; "Tell the world" with a URL input field containing "https://plus.google.com/10"; and "Build your circles" with a "Build your circles" button. On the right, there are sections for "In your circles" (with a "View all" link), "Hangouts" (with a "Start a hangout" button), and "Spread the word" (with a "Spread the word" button).

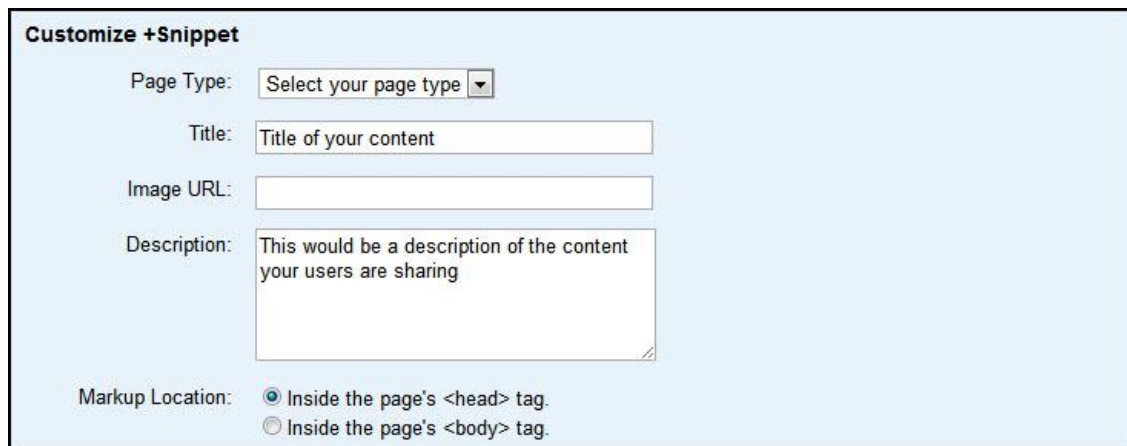
(Google really does make it easy for you to cover many of the bases!)

Step Two: Setting Up your Google +1 Button

The number one key strategy lies in setting up a Google+1 button on all your websites; then publicizing the fact you have one and directing people with a call to action to "like" it.

Setting up your button and choosing the icon size is simple, and you don't need step-by-step instructions. It consists of:

1. Grabbing a snippet of [JavaScript code](#). (Install this anywhere on your site.)
2. Scrolling further down that page and customizing the HTML code generated.
3. Insert the generated code in your web page at the spot you want your +1 button to appear



The image shows a screenshot of the 'Customize +Snippet' form. It has a light blue background and a dark border. The form contains the following fields and options:

- Page Type:** A dropdown menu with the text 'Select your page type' and a downward arrow.
- Title:** A text input field with the placeholder text 'Title of your content'.
- Image URL:** A text input field.
- Description:** A text area with the placeholder text 'This would be a description of the content your users are sharing'.
- Markup Location:** Two radio button options:
 - Inside the page's <head> tag.
 - Inside the page's <body> tag.

What the +1 button actually does is:

- Help people discover "relevant content" (including ads) -- from personal recommendations
- Display your own profile photo, when you "like" a +1 button on someone else's Page, site or Circle. (You can choose to "hide" this, if you prefer.)

- Allows others to recommend your own sites or Page
- Allows others to see which of their own friends and connections has also personally endorsed your listings
- Allows others to see how many +1 ratings you've received. (You can customize this not to show, if your business, website and/or Page is brand new.)
- Increases your sites' relevance and value in Google's eyes, upping your SEO status and rank
- Increase your visibility and prominence in search results

Remember, however, that any page or site you add +1 to will be **public** -- even if your Robots.txt file or WordPress blog settings are set for "nofollow".

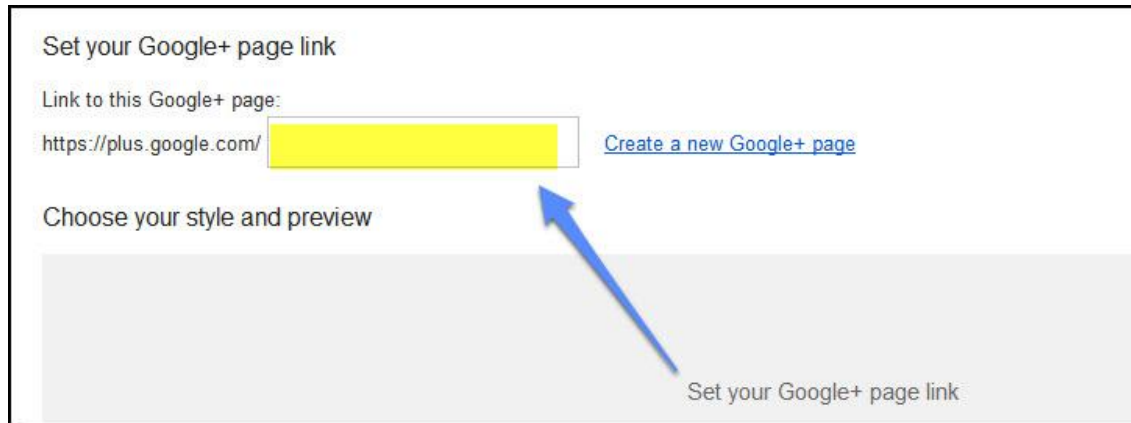
Step Three: Enabling Google+ Circles -- This area of Google+ already plays a big part in Google+ Page engagement and promises to grow in importance, so you might want to adjust your settings to automatically add Pages to your own Circles. Here's how to do it...

1. Click your profile picture in your Google+ menu bar, the black one at the top of your page on the right hand side.
2. Select "Account Settings"
3. Select "Google+"
4. Scroll to the bottom and customize your "Google+ Pages" settings – click on the box that will say “Automatically add a Google+ page to my circles if I search for + followed by the page's name”.

Here is where updating your page with fresh content really becomes part of a vital strategy.

Step Four: Creating a Badge

[Creating a Google+ Badge](#) for your site is not the same as creating a +1 button, so don't confuse the two. You can simultaneously create your badge and your page; or you can copy-paste your page URL into the box provided:



Continuing down the page, you will select the size of badge you prefer...

Standard badge	Small badge	Small icon	Medium icon	Large icon	No badge
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Step Five: Google+ Direct Connect

This is the ultimate goal you are aiming for, when it comes to boosting your Google+ and Google+ Page rankings. Google freely admits eligibility is "determined algorithmically", based on:

- Relevance
- Popularity

The most crucial defining factor is **the number of links between your site and Google+ Page**. If you have followed the previous

steps, you are already well on your way to becoming eligible. All you need to do is:

- Regularly interact with Google+, supplying relevant contact (Links, posts, keywords)
- Pay diligent attention to ensuring your content is not only relevant, but original and valuable too
- Educate your audience (especially those you network with) about Direct Connect and how it works. They'll particularly need to know that the option to sign into Google+ so they can add your page to their Circles is only offered the first time they visit your Page -- after that it has to be added manually, which reduces the chance that they'll do so.

Once Google perceives your value, you stand a much better chance of being admitted to the hallowed halls of Direct Connect.

This brings us to our last step (until Google+ rolls out more features)...

Step Six: Promote Your Page!

Television long ago learned the secret to engaging viewers and netting high conversions: Namely, spelling out the obvious and telling viewers exactly what to do next.

And just as TV ads also employ the principle of repetition, you must realize that promoting your +Page is an ongoing responsibility.

Here's how you can encourage your visitors and subscribers to spread the word:

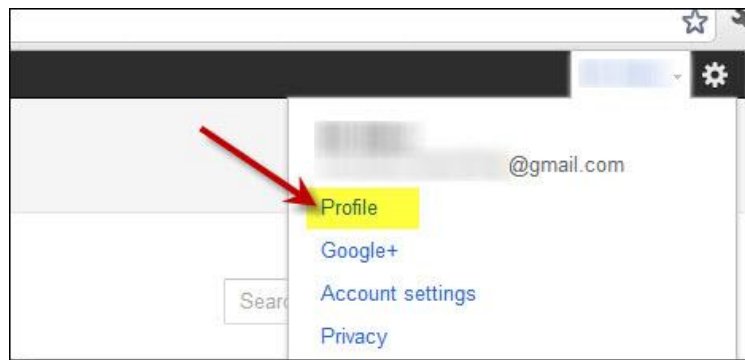
1. **Share your posts** -- but remember, even if you share a post from your Google+ Page, those in your Circle will actually

see it as coming from your Profile.) And keep your content as consistent as your daily involvement: Remember your main area of focus and use your best keywords, as naturally as possible.

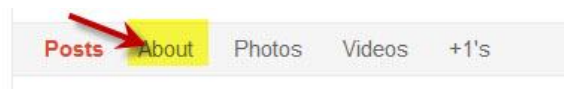
2. **Link your Page** and your website or blog. You may think you've already done this, if you've installed your Google+ Button on your site -- but it's actually a two-step process, to be effective: You also have to **add your site to your Profile!**

Here's how to do it, using a current browser such as Google Chrome...

- In your browser, find your picture and select it (the top right corner)
- Select "Profile"



- In your Profile, select the "About" tab



- Select "Links" and then "Add a Custom Link"
- Enter (a) a Title (b) your URL
- Save

(If you can't see "Links", selecting "Edit Profile" and placing your link in the "Introduction" will work just as well.)

TIP: Don't skip this step -- it's currently the only way to ensure your site becomes eligible for Direct Connect.

- 3. Link your Google+ Page to your AdWords campaigns --**
Do it by making sure you include your +1 button in your ads.
- 4. Post Consistently --** Regular updates and fresh content will add to your Google value. This will help build a firmer foundation for your +Page

Along the way, as you grow more familiar with your Google+ Profile and Page, you'll discover other ways you can help boost your +Page popularity: Enabling Google+ for Mobile (if you have the right type of phone, for example; as well as joining the Preview Platform so you can receive advance improvements ahead of the crowd.

Become familiar with the refinements available through [Google Support Plus](#). Be sure also to actively report bugs and provide feedback to Google+ (as well as remaining true to your business and your branding by being ethical and of value).

The more you engage and bring quality to your Google+ Page, the more directly you will be rewarded in Google SEO. You may want to post photos and interviews of yourself and your employees or share some amusing stories.

Remember that it's not all about you – use concepts and ideas that your community can use to improve their life experiences. For instance, if you own a bike shop, sharing the location of some great riding trails would be helpful.

You can also start a hangout. Hangouts are particularly attractive to writers, artists, musicians and photography buffs.

It's true that "you get out of it what you put in" -- and fortunately with Google+ Pages, these basic steps provide a solid foundation to help you easily and effectively get started.

*On the following four pages, you will find a check-list to help you easily activate your Google + page.

Google+ Page Checklist

- I have a Google+ account already set up/I will create my Google+ account simultaneously, when I set up my +Page
- I have the following pieces of information/resources ready:
 - My business phone number
 - A Profile photo or logo I'd like to use
 - Updated location data (my address), if my business is location-based
- I have selected the best Category for my Google+ Page:
 - Local Business or Place
 - Product or Brand
 - Company, Institution or Organization
 - Arts, Entertainment or Sports
 - Other
- I have put thought into the most powerful 10-word tagline I can create and upload for my business -- one that simply and clearly conveys:
 - What I can do for the reader
 - What I am all about/my mission
 - The biggest benefit I bring
 - Other_____

- My tagline is:
 - _____

- I have selected a profile photo or logo that is consistent with:
 - My other profiles on other networks
 - My brand
 - My "message"
 - Other _____
- I have set up my Google+ button
- I have ensured that it works and that I have inserted into my site:
 - The correct line of JavaScript code
 - Correctly-customized HTML code
- I have corrected any errors (such as adding an "s" to "http" in the generated code, if my site page is a secure one)
- I have enabled Google+ Circles
- I have created my Google+ Badge
- I have put thought into the Badge size that works best for my content display
- I have set my Page and website up to be the most attractive candidate for Direct Connect by consistently:
 - Ensuring these both contain relevant content
 - Promoting my page to build and ensure popularity

- Providing fresh content
- Paying attention to keywords, audience and business goals/focus
- Originality and authenticity of content
- I have placed my badge on my site
- I have placed my +1 button:
 - On my site
 - In my AdWords ads
 - Other _____
- I have educated my audience and my network on how to use the +1 button
- I have added the +1 button to my sites and posts
- I am aware that anything I attach the +1 button to will automatically become public content -- even if my robots.txt file or WordPress blog contains "no follow" commands
- I have educated my audience and my network on how to add my page to their Circle
- I have avoided emotional coercion tactics, when performing the previous two tasks
- I have added my site link to my Google+ Profile
- I am actively promoting my Google+ page via sharing posts in:
 - My linked website or blog

- My other social networks
- Forum interaction, when highly relevant
- Other _____

- I am aware that my Google+ Page posts will currently appear as coming from my profile
- I have actively linked my site to my Google+ Profile, as well as linking my Google+ Page to my site
- I am using a current browser such as Chrome
- I have updated my browser, and will continue to update it regularly
- I have joined the Google+ Preview Platform, so I will be ahead of my peers when Google rolls out updates, new Page features and information
- I will track my results, as best I am able during this early phase of Google+ and +Pages
- Whenever I share content, I will be aware of and use in my content the principles of:
 - Simplicity
 - Clarity
 - Relevance
 - Repetition
- I am committed to actively and consistently investing time in my Google+ networks and Page

About On The Webb Social Media Services

According to PushingSocial.com “Stubborn ‘community managers’ will spend 2012 searching for the link between engagement (in social media) and profit. The good news is that in 2013 they will find it.”

Why not be ahead of the game and launch your social media campaign NOW?

At On The Webb Social Media, we bring your business into the online conversation thereby helping you build strong online connections with literally tens of thousands of current and potential customers. We believe that a combination of fan acquisition accompanied by fan engagement is important to the growth of your business and your return on investment.

In order to simplify your marketing strategy, On the Webb Social Media partners with experts in the field of web development, graphic design, SEO, branding and copywriting. During the time it took you to read this, anywhere between one and a thousand people could have mentioned you, your product or company on a social media site, either in a positive or negative way. And while you may have missed it, their friends and the people they influence did not. That is the power of social media and precisely why you need to get involved immediately.

About Shelley



Shelley Webb is the founder and owner of On The Webb Social Media. She brings her years of hands-on social media experience to help passionate small business owners navigate the oft-times confusing world of social media interaction.

She has mentored with some of the top names in internet marketing, small business ownership and social media and because the world of social media changes almost daily, she continues to do so.

In 2011, Shelley was a finalist in the Shorty Awards which honors the best of Twitter and social media. She was invited to attend the ceremony in New York which featured stars such as Kiefer Sutherland, Stiller and Meara, and Conan O'Brien. She works very hard to keep up with and be educated about the latest social media trends.

Shelley has also been a registered nurse for over 30 years and brings that sense of dedication and commitment to her social media clients, as well.

Having founded The Intentional Caregiver, an online support group for caregivers of aging parents and loved ones in 2008, she dedicates 10% of all her profits to go back to support this important free resource.

She currently resides in the country near beautiful Coeur d'Alene, Idaho with her 2 dogs, 2 tortoises, 1 cat and almost 30 chickens!