

Introductory Guide to Google+ Business Pages



What You Should Know About Google+

- **Google+ is young**
There are 90 million users since releasing in June 2011
- **Google+ is directly influencing Google Search**
There are 34,000 Google searches per second
- Pages cannot +1 other pages or web content
- Pages can post or share web content



Creating a Google+ Business Page

1. Create or use a Google account
2. Go to <http://www.google.com/+business/>
3. Choose a page type. Options:
 - Local Business or Place
 - Product or Brand
 - Company, Institution or Organization
 - Arts, Entertainment or Sports
 - Other
4. Submit a tagline and photo

Tips and Warnings

1. Add additional managers as needed
2. Create and use “circles” to segment and target your messaging
3. Invite and promote customers to connect with your page
4. Share images. They are prominent in search result pages.
5. Use Local Business or Place if appropriate to leverage the directions/map
6. Transfer ownership before removing the owner account
7. Apply for **Direct Connect** for inclusion in Google’s special search



Additional Resources

1. “Google+ Your Business” page: <http://bit.ly/GooglePlusYourBusinessPage>
2. “How to Use Google+ for Business”: <http://bit.ly/HubspotGooglePlusforBiz>
3. **+1 button** for your website: <http://www.google.com/webmasters/+1/button/>
4. **Google+ Page Badge**: <https://developers.google.com/+/plugins/badge/config>
5. **Direct Connect** (connect your website with your Google+ page):
<https://developers.google.com/+/plugins/badge/>

Upcoming Web Workshop Topics

- **AdWords and Paid Placement with Katherine Cleland**
Tuesday, February 28, noon-1PM, Corvallis Sports Park
- **Pintrist for Business**
Tuesday, March 27, noon-1PM, Corvallis Sports Park

ProWorks Web Workshops | Every 4th Tuesday of the month, noon to 1 PM | Corvallis Sports Park

Find more topics and cheat sheets by ProWorks at <http://www.proworks.com/blog/social-media-for-business>.

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