



Introduction

Google+ is the hottest thing in social media. In just a few short days, the site gathered hundreds of thousands of users, making it a definite contender in the social media arena. A few weeks after launch, it was up to more than twelve million users! With such explosive growth, it is poised to become a major player very quickly.

There is even some buzz in the world of social marketing that perhaps Google+ might even eventually replace Twitter, because it is so easy to use and integrates so many features into one unique platform.

Obviously, anyone who is serious about promoting their brand should take advantage of emerging technology, and Google+ is at the forefront of new developments in social networking. This is the perfect time to join the game!

In this report, you're going to discover exactly how Google+ can benefit your business. I will also reveal my top 10 tips and tricks you can use to make the most out of Google+ to promote yourself, your business, your website, and your brand. So let's begin.

Benefits of Google+ for business.

5 Ways Google+ Changes Search

Here are a few ways Google+ will influence how you will get traffic from Google's search engine, whether by boosting your position in search results, increasing the chances that people will click into your site, or other factors.

1. Improving Google Search

As a result of Google+, Google will be able to improve its search engine results pages through the enhanced information it will be able to collect from your social circle.

Google+ offers a lot of elements that will allow Google to understand trends and what people are interested faster than ever before. Not only can they see what you share with your friends or what you are reading, but now they can also see which of your friends are most important to you.

In the past, they could have had a broad vision of your followers on Twitter, but now they can directly see exactly how you interact with

those people. For example, do you frequently share links with only a small handful of people?

If you have a very tight relationship with a small network and a broader network that you are less engaged with, Google could know to promote your tight relationships in search results or use ads over the broad network.

Essentially, Google is getting deeper vision into how individual users share and discuss things on the internet. In the past, it had a limited vision of this. Now Google can own the complete picture. When placing recommendations on the results pages or looking for a certain page to promote, Google will now know which of your friends you trust and listen to the most.

Also, Google will have better insight into who your favorite authors are on certain blogs. If a blog has many authors and you tend to prefer a few of them or specific topics that the blog covers, Google can better adjust its rankings to show what you are interested in.

2. Improved Search Results Quality

Another benefit that Google+ brings to search is that results become much harder to cheat. Google can now more easily police who has a real profile and who is a spammer, and watch how they try to influence search results.

It's not for Spammers. But that's a good thing!

When Google sees a profile that only shares and votes for things on one website and nothing else, it knows who target as a spammer. If it sees profiles dominated exclusively by +1s, it might get suspicious. Let's take this one step further.

If profiles are only following other profiles characterized by such behavior, Google might consider them suspect. Less gaming in Google's results is a long-time goal for the search engine giant. Some spam sites are trying to sell +1 votes already, but it is unlikely to be worthwhile- -Google can easily watch for profiles that do nothing but spam votes and discount the value of those votes.

TIP: For that reason, I'd suggest you avoid buying Google+ Like gigs on sites like Fiverr.

3. Changing How You Get Traffic

Google also rolled out its version of the tweet or share button, the +1. These +1 buttons appear in Google's search results and can be embedded on other websites as well. They are tied to a destination page address, just like shares or tweets are.

The +1 count that is displayed on each button is based on the address of the page where it sits. This detail is really important to be aware of, because this may influence how you design your website.

If you're creating landing pages for paid search campaigns, and your pages have several variations, all of the +1 votes that you earn will be broken down separately for each page address.

Also, be aware that the number of +1 votes you have for a specific page can affect its Quality Score, which is critical when working on a budget for your paid ads. This isn't a huge problem, but it's important to be aware of.

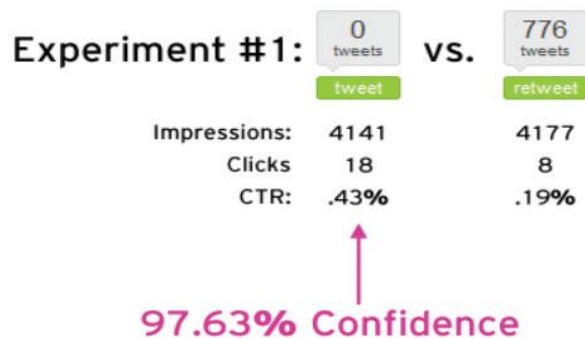
Every time you move a page or change the address of something, you'll be resetting the +1 count for that page.

4. Improved Click-Through Rates

The fourth major factor here, which is an often forgotten attribute to SEO success, is click-through rate, or how often people who see you on their results page actually click on your page in the results.

One of the powerful ideas behind the +1 votes is that if you can see that certain results are extremely popular, or that people found a specific resource particularly helpful, you have that information available without even clicking into the site.

You can see how many people have already found a certain page useful before you ever click or read any other details about it. This is similar to what Twitter and Facebook have given us access to with some of their customized buttons that reveal numbers of times something has been shared.



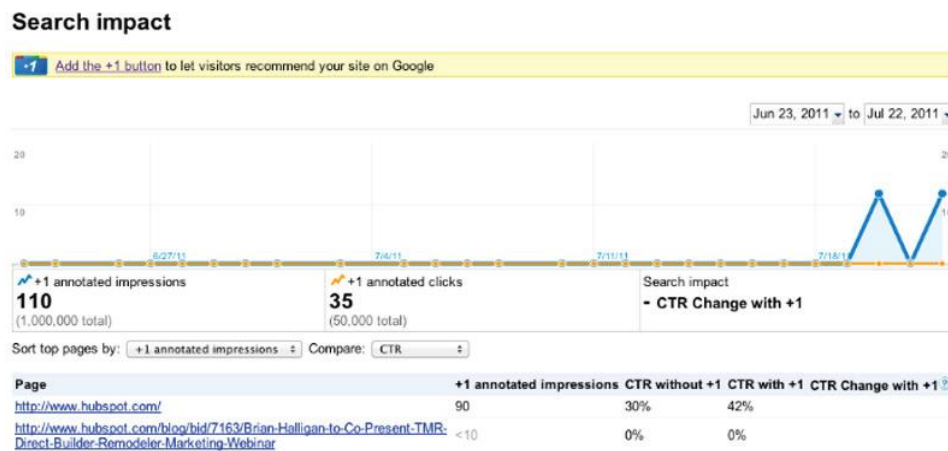
It's still very early but some of the testing I've tried unearthed interesting data around social sharing.

I'd suggest there's a powerful “first post” effect that marketers can leverage. In other words, people might be more willing to share a piece of content if they have a chance to be one of the first people to spread the word. In any case, now Google+ gives us more opportunities to speculate about social proof and its effect on social and viral behaviour online.

The access to this insight will strongly encourage searchers to click on specific “good” pages and ignore ones that are not as popular with their readers. If you'd like to see an example of how this can work, look at your Google Webmaster Tools dashboard. Google

provides a chart to show your click-through rate with and without +1 results in the search results.

For example, in the diagram from Google below, you can see that people who saw a page in the search results with +1 information next to the website's homepage were substantially more likely to click on our link. This is great reinforcement for us to place +1 buttons across our site, so that all of our pages can take advantage of the improved click-through rate!



As you can see, Google+ is not just like any social network out there. It has the power to affect our search habits, and the search engine giant is not afraid to use that to its advantage to penetrate the social media space.

While here we covered most of the important ways in which Google+ will affect search results, there is one more element that needs to be discussed. With the launch of Google+ Business Pages, Google also rolled out an interesting new integration between Google+ and Google search. The name of this integration is Direct Connect, and in the next section, we will discuss what it does and how to set it up.

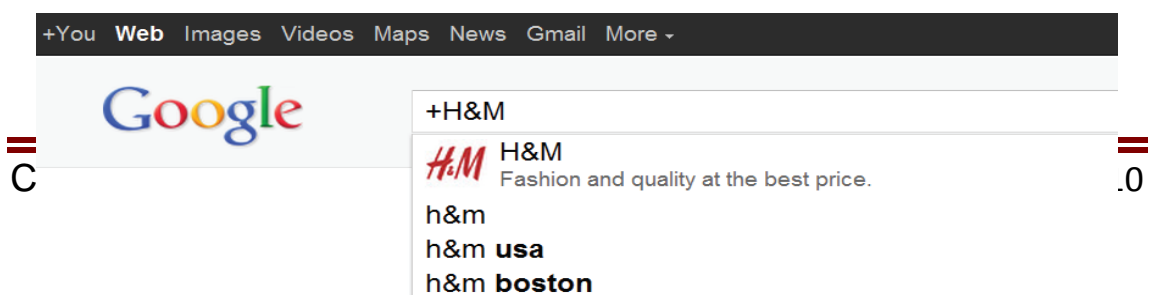
5. Direct Connect +

How to Set Up Google+ Direct Connect

Google have added a feature to Google search in which adding a '+' when searching for a brand will bring up their Google+ business profile. This doesn't yet work for all pages and so might take a while to become fully functional.

Users who want to find a company's Google+ page can now simply add a "+" in front of the company name in Google.com search to go directly to a company's Google+ Page and skip over the traditional search engine results page.

In order to enable this awesome new "+" search operator to work for



your business, you first need to install the Google+ Direct Connect code on your business' website to help verify that your Google+ page is the "official" page for your business.

To do this, go to your Google+ page, and click the "connect your website" link under the "Get Started" section. Once you have done this, you will be taken to a screen that gives you options for six different Google+ buttons.

One of your options is also to display no button and just install the Google+ Direct Connect code on your website. That said, don't you want people to connect with you on Google+? So go ahead and use one of the buttons to turn website visitors into Google+ Page subscribers!

Once you add the code to your website, you will be eligible to be included in Google Direct Connect.

But keep in mind that this doesn't happen automatically. Google has stated it will be using an algorithm to determine which companies get included.

Link your Google+ page to your site

Get more recommendations for your site in Google search and grow your audience on Google+.

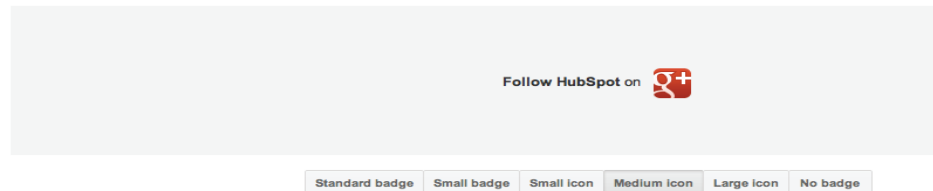
Set your Google+ page link

Link to this Google+ page:

<https://plus.google.com/114124401690420551118>

[Create a new Google+ page](#)

Choose your style and preview



Customize your badge

Customize name:

Get the code

Copy and paste the following code into your site:

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<!-- Place this tag in the <head> of your document -->
<link href="https://plus.google.com/114124401690420551118/" rel="publisher" />

<!-- Place this tag where you want the badge to render -->
<a href="https://plus.google.com/114124401690420551118/?prsrc=3" style="text-decoration: none; color: #333;"> <div style="display: inline-block;"> <span style="float: left; font: bold 13px/16px arial,sans-serif; margin-right: 4px; margin-top: 7px;"> Follow HubSpot </span> <span style="float: left; font: 13px/16px arial,sans-serif; margin-right: 11px; margin-top: 7px;"> on </span> <div style="float: left;">  </div> <div style="clear: both;"> </div> </div> </a>
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Make sure you are promoting your Google+ Page on your website, blog, and other properties off of Google+ in an effort to help influence the Direct Connect algorithm and get your business listed.

TIPS for marketing with Google+

Tip #1: Google+ Viral Marketing

One of the most powerful aspects of Google+ is the +1 function. This function allows individuals to share things they like by using the +1 button. This has the potential to allow your marketing to go viral through Google+ users.

You can add a +1 button to your own blogs and websites, and you can even customize your plus one button. Just visit the following URL to customize your +1 button.

<http://www.google.com/webmasters/+1/button/index.html>

The +1 button is essentially very much like the “Like” feature of Facebook. It will promote the links to your Google+ friends, and the more of your friends who vote for the link with a +1, the more your link will be promoted.

Be careful to share links only occasionally. The less often you share links, the more impact you will have when you do, and the more often people will be willing to add a +1 to those you do share.

Tip #2: Getting Google+ Friends

Obviously, getting contacts is paramount. The more friends you have, the better, but they must also be targeted. It won't do you a lot of good to have a million contacts if they aren't interested in whatever you're offering!

Contact lists on Google+ are known as "Circles". You can have as many circles as you like, and you can divide people into various circles. Your contacts will **not** see which circle you've added them to, so you don't have to worry about offending anyone. You can easily keep your family and friends separate from your business contacts if you'd like to use the same account for both business and personal contacts.

Make sure to check out various Google+ directories to find people who are interested in your niche. You will probably also want to add yourself to the directories, as well. Below you will find a few directories to try.

<http://plus.ftppro.com>

<http://www.findpeopleonplus.com>

<http://www.gphangouts.com>

Tip #3: Moderate your Promotion

One of the biggest mistakes people make with social marketing is spamming their followers. While social marketing is essentially permission-based, you can still spam your followers if you post too often.

Because of the potential viral marketing element, it is especially important to moderate your promotion on Google+, because you want those promotions you make to be impactful. More people will +1 your links if you post them rarely.

I suggest posting no more than 2-3 links each day. This will give you the biggest potential to be seen, while still being respectful to your contacts and not flooding them with promotions.

Don't forget to mix your promotions with useful links from time to time. This will get people to pay attention to everything you post, because they won't want to miss anything important. Make sure you get them used to seeing useful, important links from you!

Tip #4: Streams

A stream is a newsfeed that includes your own posts and updates, as well as those of the contacts in your circles. You can think of it like Google+'s own RSS feed.

You can view your stream simply by logging into your account and visiting the main page. Don't neglect to do this, because you can make great use of it.

Watch your stream carefully. Whenever someone posts something related to your niche, especially if it's a question, be sure to add to their discussion. This will help boost your reputation within your niche, because people will see that you are knowledgeable, and they'll also see how helpful and friendly you are.

Remember, the stream isn't just there for your own updates. Pay attention to the updates of your circle and you'll get a lot of great promotional and branding opportunities out of it.

Tip #5: Hangouts

Hangouts are live, multi-person video conferences between Google+ users. These are great, because they can be used for webinars, and you can get a lot of people together at once.

Hangouts are great for making presentations to your audience. Be sure to put together an outline or script before you begin to eliminate a lot of the “ums” and “uhs” you might get otherwise, and schedule the webinar a day or two in advance to give people plenty of time to clear their schedules.

One major reason you should use Hangouts is because you can get live feedback from the other people who attend the video chat. This allows you to figure out what people want to know without having to ask them upfront.

Additionally, it allows you to make a physical presentation by showing real world examples of what you’re talking about. This could be especially helpful for live how-to demonstrations.

Hangouts offer a level of human contact a standard chat never could, and they can be an excellent marketing tool if used properly.

Tip #6: Sparks

Sparks is a search engine that is based on recommendations. You can use it to share interesting content, including your own, and to seek the content shared by others within your circles.

You can subscribe to live feeds and receive instant updates on content shared around those topics. That also means people will be able to receive the recommendations you make.

You'll be able to share pictures, videos, and links to websites, blog posts, and more with those people who are in your circles, as well as those who add you to their contact list.

This makes it easy to get your information in front of people quickly, to keep them updated in one central location, and to find breaking news and information in your niche that you can share with others.

Tip #7: Huddle

Huddle is a text message service that will let you send text messages instantly to the people you're in contact with. You can send messages to single people or to entire groups of people!

If you've ever wanted to get into mobile marketing but didn't know how, this is the perfect chance for you to give it a try!

You can also sync your Google+ account with almost any mobile device, allowing you to instantly upload photos, tag locations with your phone's GPS, add locations to your updates, and much more.

And don't worry about privacy. You can set permissions on things like photos and locations so only people in specific circles can see them. That way, if you only want family to see your locations, your other contacts won't be able to find out where you are.

This is an extremely important tool, but remember to use it wisely. People will get upset **very** quickly if you abuse this feature, especially if they get charged for the text messages they receive. So use it, but use it only for very important updates.

Tip #8: Your Profile

When you create your Google+ account, don't forget to fill your profile out completely. One of the biggest mistakes people make in social marketing is to treat it like a marketing tool and nothing more. Don't do this!

You see, the thing that makes social marketing effective isn't the "marketing" aspect. It's the "social" aspect. You have to treat it just like you would if you had nothing to market.

Set up your profile completely. Add a photo, fill out your "About" page completely, including an introduction that includes keywords that will make it easy for people to find you.

Don't forget to add a link to your website or blog!

The more thorough your profile, the more "real" you become in the eyes of your contacts. This level of personality is what makes social marketing so incredibly powerful, so don't forget to make use of it!

Tip #9: Avoiding a Ban

While using social marketing is essentially permission-based marketing, it is still possible to get banned if you're not careful. It's important to take precautions to avoid such a fate, because losing your account means losing all the work you've put into building contacts and nurturing them.

The first thing to remember is to be respectful. Don't spam people with endless links. Don't send them marketing through private messages. Don't post links to questionable content.

Most importantly, **never** use those services that use scripts to trick people into sharing your content. This will get you banned very quickly from any service you do it with, including Google+.

Also, don't just indiscriminately add thousands of people. The service is new, but it definitely has the potential to be abused. You will undoubtedly begin seeing people getting banned for adding too many people too quickly in the near future under the assumption that only spammers do this, so be careful! You can always get more contacts by adding your URL to your forum signatures, email signature, blog posts, your blog sidebar, and Google+ directories.

Tip #10: URL Shortening

In order to make it as easy as possible for people to find you on Google+, you might want to use a URL shortening service made specifically for Google+. This will make it easy for you to remember your link when you need to give it out, and it will look much neater when you include it in forum signatures, emails, blog posts, etc.

There are many Google+ shorting tools available. Currently, the most popular tool is at:

<http://www.Gplus.to>

This service will shorten your URL to gplus.to/yourusername, making it extremely to remember and share your link.