



Blinkered Top Tips Series – **GOOGLE+**

1. Create your Google+ Business About profile using an appropriate photograph/logo and easy-to-read, up-to-date information containing specific, targeted keywords to best enhance search results on your company. It is possible to run both your personal and business profiles from the same account thanks to Circles, but if you are running a company with more than three people involved, it makes better sense to open a separate account and invite your team members to join.
2. Consider your tag line carefully as this is the first contact that prospective clients and associates will have with you. It needs to be original, punchy and portray the gist of your individual business. Make sure the About tab covers all bases by describing your company, listing list products and services, contact details and links to your website. Then list the About page link on the recommended page section of the Business or Personal Google+ page. Ensure to add the 'public' (green) button to share this with everyone.
3. Use your stream to interact with your followers by regularly posting announcements, photographs and special offers. You can customize the visibility of each of these posts by grouping customers in Circles (see no. 4), but remember if you want your content to be available on search engines then you must make these posts 'public' rather than 'limited'. Take care also not to overuse the 'limited' option because otherwise newcomers to your profile will see only an empty page.
4. On the Business Page, there are already some default Circles including VIP, Acquaintances, and Clients. Modifying this to fit your company needs is your opportunity to exploit this so far unique feature by choosing which content to share with whom. Circles provides an easy way of managing special offers for new clients, reward systems for existing clients, and announcements for industry or personnel only. Make sure to keep on top of which contacts are placed within which Circle as your following grows.
5. Engage directly with your customers by using Hangouts. This revolutionary feature allows you to set up an instant video chat with an individual or group of your contacts at the click of a button. The possibilities for resolving issues of customer service are obvious, and it is also a far more personal way of developing business relationships with direct face-to-face conversation. Because the service is already on Google+, readily available in one place, colleagues working miles apart may be more encouraged to chat in real time over the web instead of using a third party website such as Skype. It is also possible to share documents in real time using the Google Docs feature.



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6. For each and every website, blog or post you create, make sure to add Google+ Badges to all of them, then encourage contacts to add you in their Circles. This is invaluable promotion and an easy, effective way to share content, grow your audience and thus show more recommendations in Google search by letting people add you to their Circles and +1 your page, all without leaving your site.
7. Include the Google+ logo or link to your specific site in your email signature, especially if your company engages in email marketing. As you are unable to view others' pages and they cannot view yours unless you are in each other's Circles, email signature promotion will help spread the word quickly, especially for those with a substantial contact list.
8. Download the Google+ apps that have been developed for both iPhone and Android. If you are often on the move this is a much quicker method of posting comments and staying in touch. As the apps are further developed it is reasonable to expect features like photo sharing to be added, which would be a wonderfully instant way to visually enhance your stream by uploading directly from your phone's camera. Incidentally, if you click on one of your photographs on the website, you can access some Picasa-lite image editing tools to help with all-round presentation.
9. As with your email signature, embed the Google+ Business Page link in any images or videos you publish publically – yet another method to encourage more visitors to your site and welcome potential customers.
10. Keep your page active and up-to-date by posting regular updates or newsletters on your wall. Google+ is still very new so you already hold an advantage over your competitors by starting your Business Page early. Keep on posting comments, blog links, images, offers, company information, YouTube videos, and articles on Twitter and engage, engage, engage.

These Google+ tips are part of our series of Top Tips to help you improve your Digital Marketing. We hope you've found this useful and we'd be delighted to help you with any other questions you may have.