

# Google Plus

Google Plus has wonderful ways that you can reach lots of people far beyond your usual network, and allows you to tap into the highest ranking search engine itself. Google is #1 place people who search online. When you post, if you use hashtag keywords correctly, you have the potential for your Google Plus social media posts to show up on search engine results. (Google Plus will help you as you type in your hashtag keywords to pick some effective ones.)

Here are content marketing tips for search engine optimization, making connections, and branding for Google Plus:

First set up your Google Plus user profile. Start by using your brand logo or a professional, personal image for the icon photo. Then be sure to use a high-quality resized photo for Google Plus's cover photo. Completely fill out the information on your profile—especially using the opportunity to link to other sites and use keywords in about sections. However, you will also need to create a separate page from your personal account to use for your business, especially for something called Google Local, which is what you see when a business address and photos come up in Google's search results. Creating a local page is easy to do, and just requires waiting a few days for a postcard to come in the mail with a code you plug into your profile to verify that you have a real business address.

Build your network by adding other Google Plus users to your circles. You can start by connecting your Gmail contacts with Google Plus, so it automatically connects your contacts, and then begins to suggest adding to your circles new people you may already know. This is a really effective way to network, because you start with people you already correspond with and know, and building from there. Google circles are Google Plus's version of Facebook friends, but have the ability to be organized by circles of friends, or groupings, so you can target certain groups with different posts.

Because Google Plus is still gaining popularity, you may be one of the first people out there in your field starting a Google Plus Community (the Facebook equivalent to a group). Begin by going to the search engine bar (underlined in orange at the top of the screenshot above), and type in the name of a community or a topic for a group you'd like to start.

Google Plus also offers features like live broadcast and hangout where you can either hold large conference calls, buddy calls, or broadcast talks live to the whole network—no limitations! These are great for integrated content marketing because, when you're done, they automatically upload to your YouTube account! The only downside is that lots of people get their Gmail accounts confused, having multiple—some set up for business pages,



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personal profiles that are in fact business pages gone astray, and so on—so just be sure you select the correct account to be logged into in the upper right hand corner, where your photo is located.