

Google+ Explained

Quick Guide To Using Google+

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What Is Google+?

"If Facebook and Twitter had a baby, they'd call it Google+" - Olaf Wempe

There's major buzz in the marketing space regarding Google's newest addition to the social media madness, "**Google Plus (+)**".

Some believe Google Plus will quickly replace Twitter, as it provides an easier way to manage and communicate with friends.

Others believe that Google Plus will be a valuable addition to their personal connections, and for marketers, it offers a whole new way of reaching out and networking with other entrepreneurs in your niche market.

In just a few weeks of beta launch, Google+ has amassed more than 12 million users, with over a billion pieces of content being posted throughout Google+ every single day.

While Google Plus hasn't officially launched to the public, you can still join the new network through invitation. This means that if you know someone who is already on Google Plus, you can request that they send you an invite, allowing you to begin using Google Plus during its pre-launch, beta phase.

While Google+ has rolled out its services to focus on the average user and individual, they have plans to create extensions within Google+ primarily for businesses.

Still, thousands of Internet Marketers and entrepreneurs have already started using Google+ to further their outreach, connect with their target audience and

develop relationships with new partners and networking opportunities.

Within this report, we'll take a closer look at how Google+ works, what it can do for your business and how you can further customize your Google Plus account.

Let's begin.

Getting Started With Google+

Google+ was developed on a very simple foundation. Rather than adding friends into one community base, you can segment your contacts by adding them into **"circles"**.

You can call your circles anything you wish, such as "Friends", "Network Partners", or even "Customers". You can also have as many circles as you wish. The best thing about your circles is that they are kept private, so that even when you add someone to your circle, they only see that you've added them as a connection, not what circle you added them into.

When I first joined Google+, I set up 4 circles. One for friends, partners, family, customers and "warriors" where I added everyone I knew, and communicated with from the Warrior Forum.

By doing this, I can post content that goes out only to specific circles, allowing me to "tailor" my content and updates based on segmented groups of contacts.

This is VERY powerful, because instead of posting an update as you would on Facebook or Twitter, and your entire following base being able to see it, you can create content around specific audiences, which gives you the opportunity to connect in a very different, and far more personalized way.

You could create a circle around existing customers and post updates about various niche markets, or even run a newsletter straight through your Google+ contacts!

Accessing Google+

To access Google Plus, visit <http://plus.google.com> , or if you are logged into an existing gmail account, you will see the option to connect at the top left corner of your email administration page.

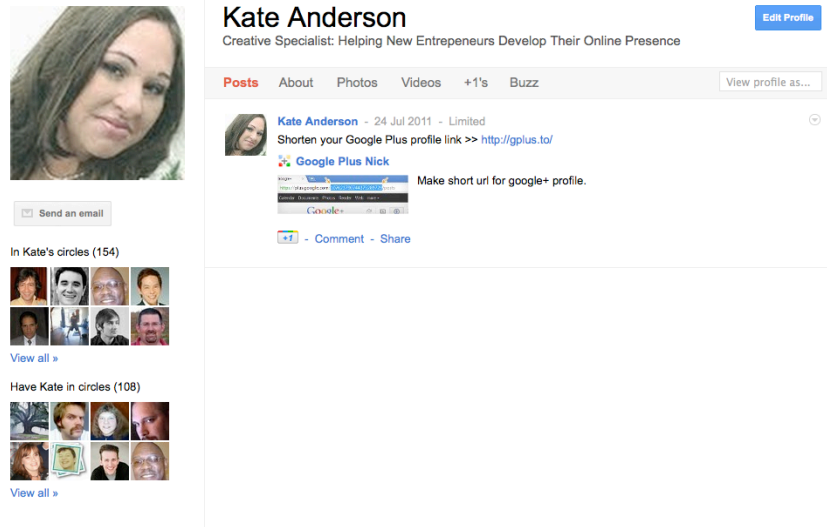
You can also access Google+ through the menu items on the top right hand of your gmail account.

Whenever you receive a new alert, such as someone adding you into their circles, or posting a comment or update, the notification box will appear in red, along with the number of updates that have taken place.



This makes it exceptionally easy for you to stay on top of new alerts and updates, right from your gmail account!

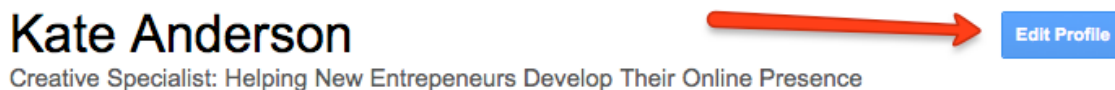
Here's a quick overview of what Google+ looks like from your administrative dashboard:



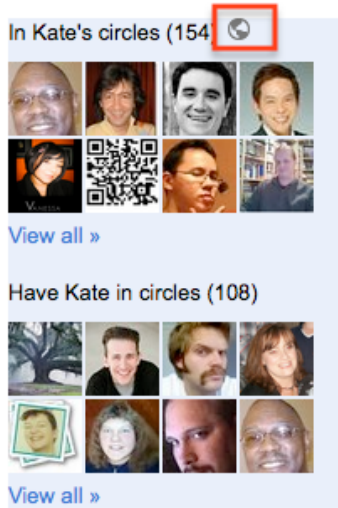
You will find the number of people who have added you into circles on the left hand side of your profile's main page, with the people you've chosen to add in circles below that.

Keep in mind that you can decide to allow everyone who visits your profile page to see the number of people you have in circles, as well as who has added you – or you can choose to block visibility.

To customize this option, click on the “Edit” link from the main page of your profile as shown below:



Next, click on the globe icon that appears right next to your circles as shown below.



When you do this, an option table will appear, as shown below. You can now choose to allow anyone on the web to see the people in your circles, or choose to allow only people within your circles to be able to see it.

In your circles

Show people in

All circles ▼

Who can see this?

Anyone on the web

your circles

Have you in circles

Show people who have added you to circles

Save **Cancel**

Click “***Finished Editing***” at the top of your profile page when you have finished customizing your profile visibility and options.

There are other parts of your profile page and Google+ account that you should optimize. Let's take a quick look at how you can 'tweak' your profile for both the search engines, and those who land on your profile and add you into their circles.

Customizing Your Google+ Account For Maximum Exposure

You want to take the time to customize your Google+ account, so that you are able to tweak your search engine ranking data.

For example, when your Google+ profile becomes visible in the search engines, it may look something like this:

[Kate Anderson - Google+](#)

Kate Anderson - Creative Specialist: Helping New Entrepreneurs Develop Their Online Presence - Creative Specialist - eCommerce - Marketing - Mainstream ...

<https://plus.google.com/107498636047877145197/about>

Your Google+ profile is very important as it helps Google identify you as a content developer, and author, as well as website visitors who view your profile listing within search results.

The first thing that you want to pay attention to is the actual headline/title of your profile page, as it becomes a part of your search engine listing.

Consider important keywords that will capture attention and speak directly to your target audience. Keep in mind that Google+ only displays a few characters from your link so make sure that you choose keywords carefully so they aren't truncated.

You should also customize your Google+ profile to include direct links to your website or blog.

You can add links to your profile by clicking on "Edit Profile" and clicking the

globe icon as shown below:



One thing to keep in mind that you should create an “About Me” page on your website or blog that you can then feature inside of your Google+ profile.

When adding links to your Google+ profile page, you’ll be given the opportunity to choose a single link that represents who you are, and provides more information about you.

The screenshot shows the "Links" management interface in Google+. At the top, the word "Links" is displayed in bold. Below it, there are three existing links: "Twitter" with a blue bird icon, "My Sites" with a document icon, and a "Label" link with a globe icon. Each link has a pencil icon for editing and an "x" icon for deletion. Below the links, there are two input fields for "Label" and "URL". A checkbox is present with the text "This page is specifically about me. Learn more." Below the input fields, there is a dashed border around the text "Add custom link" and a link for "Manage connected accounts". At the bottom, there is a dropdown menu set to "Anyone on the web" and two buttons: "Save" (blue) and "Cancel" (grey).

This link will appear inside of your search engine listing for your Google profile and again, helps to determine who you are, and what you're all about.

In addition, Google+ brings a new way of recommending content and highlighting material on the web. Once you have activated your Google+ account, you will notice a "+1" featured next to every search listing, as shown below:

When you click the +1 icon, you essentially store this website as part of your Google Profile, and all recommended web links appear under the +1 section of your Google account. If you "+1" your own content, or Google detects it as yours, they will list that content on the +1 tab of your profile.

This takes place automatically, as soon as you have added at least one page of content to your +1 listing!

You can also choose to add a link to your Google Profile on content pages, websites and blogs that you own, further encouraging interaction and helping Google to identify your content.

You can easily create a Google+ button at:

<http://www.google.com/webmasters/profilebutton/>

Creating Circles

With Google+, you can create an unlimited number of circles. Circles house different groups, or segments of people, so if you wanted to communicate with family members, you could create a circle primarily for members of your family. The same goes for Networking, Partners, Customers, and Friends.

Each time you create content, you can choose which circles can view it, making it easier than ever to tailor your content, and updates towards specific groups of people! Consider just how much easier it will be to target your content around your market, partners and customer base.



When you create a circle, no one but you can see what that circle's name (or title) is, even those you choose to add into it. All they can see is that you added them into a circle, not what that circle is called.

This makes it easy for you to organize your contacts, so that you are able to identify groups of people based on your circle names.

Identifying Your Content Within The Google+ Community

An easy way of featuring your content within the Google+ community, and to help Google begin to identify your content throughout the web is by adding a link to your Google profile page within your content posts.

You do this by using 'rel' anchor text in this format:

You can use anchor text that includes your full name or website URL and hyperlink to your Google profile as well.

If you run a Wordpress based blog, you can use byline with an author URL allowing you to add rel= into your post byline. You can also create an "About Me" page on your bog and link to your Google Profile using "rel=author".

Google will check for a connection between your content pages (websites, blogs and articles) to an author page (about me) and your Google Profile as a way of identifying you as a content developer and author.

By placing a link to your Google profile, and by using the "rel=author" anchor text to hyperlink to your Google+ account, you will simply make it easier for Google to confirm authorship.

Just make sure that you place a link TO and FROM your Google Profile on your content pages or About Me page. Google looks for a 2-way link structure in order to confirm that it's really you!

Last Minute Tips & Tricks

You can choose to mention people within your content and updates in the same way that you would twitter, using the @ symbol like this:

"@username is a true inspiration".

You can also mention someone with the plus (+) symbol like this:

"+username is a true inspiration".

In addition, if you find that someone is posting too regularly, or you aren't interested in all of their updates, you can choose to "Mute" the conversation so that it no longer appears in your stream.

With Google+, a "stream" is like the timeline on Twitter, or a wall on Facebook with all of your circles' updates appearing within a single stream. You can choose to browse through streams from all of your circles, or by each circle at a time, filtering your streams to display only content from specific circles. This makes it easy to discover new content and updates from segmented groups!

You can also customize your content, updates and posts within the Google+ network, so that it appears in bold, italic or even underlined!

Here are the custom codes to use when writing new content for your circles:

Bold your text: ***word*** - wrapping your text in star asterisks will bold that part of your text. For example, if I enter in ***hello***, the word hello will appear in bold.

word will make your word italic. Just add underscores around the words that

you would like to *italicize*.

~~-word-~~ will create a strikethrough, changing this into ~~this~~.

These are just a few quick ways that you can enhance your content while making certain words or titles stand out to your readers.

You can also create a **“Hangout”** within Google+, which is a place for you and your circles to connect. You can call your Hangout anything you choose, and allow only certain circles to access this communication channel. You will need to install the Google Voice and Video plugin in order to create or access hangout.

Click “Start Hangout” from your profile page as shown below to begin:

Hangouts

Have fun with all your circles
using your live webcam.

[Start a hangout](#)

Go mobile



Get Google+ for your
mobile device

Send invitations



Invite people to join
Google+

Another quick tip is to shorten your Google+ profile link so that you can easily share with others on your blog, website or within your emails. Plus, it simply makes the link far more memorable.

There are many different "Google+" link shorteners popping up on the scene, with the most popular one being <http://www.Gplus.to>

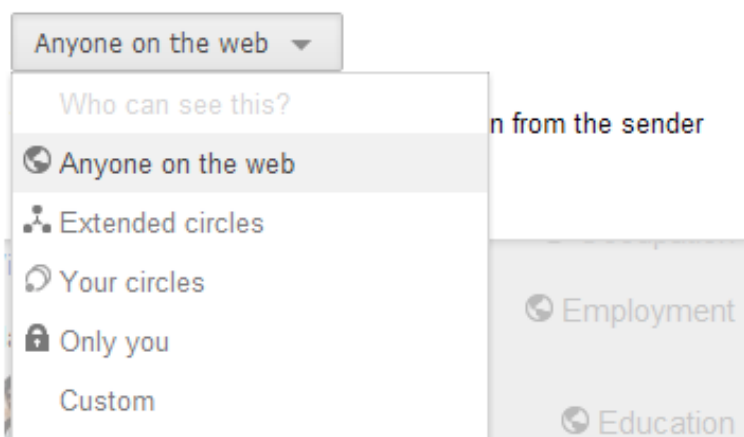
With Gplus, you can turn a long link into a gplus.to/your-username in minutes. This service is absolutely free.

Email Option:

By default, everyone who is part of your circles can send you email directly through gmail. You can disable this by clicking on "Profile & Privacy" – and "Edit Visibility" on your profile page as shown below:

Who can send me an email?

Allow people to email me from a link on my profile



Google+ is constantly evolving and has already introduced new features while in beta mode. It's an exciting time to get involved, so if you haven't yet received an invitation to join, keep an eye out for the public launch. It's coming soon!

Feel free to add me to your circle!

Kate's Google+ = <http://gplus.to/kateanderson>

Warmest Regards,

Kate Anderson

<http://www.MainstreamVentures.com>