



Google+ Best Practice Guide

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Build your presence on Google+

Create a personal Google+ profile

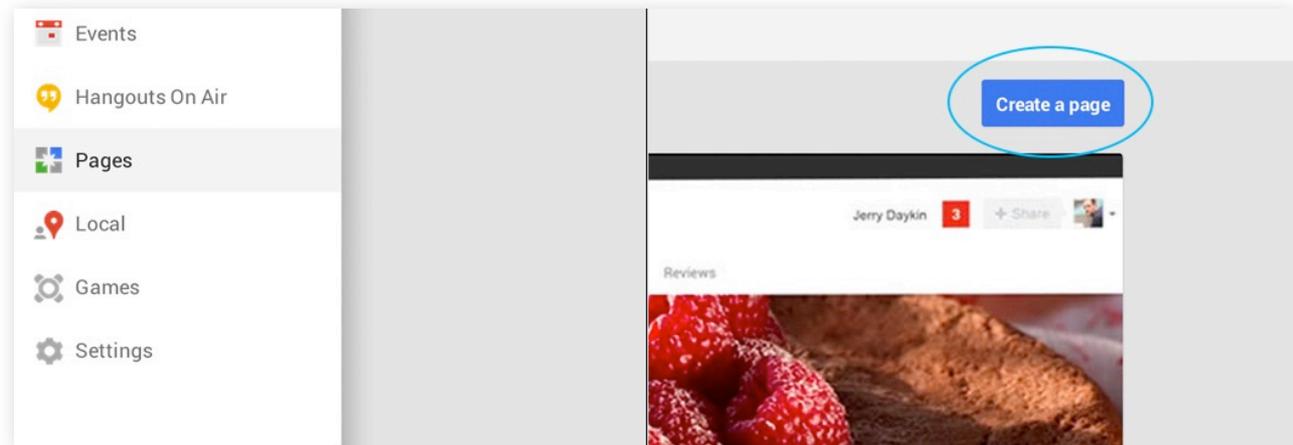


The screenshot shows the Google+ sign-in interface. At the top left, the Google+ logo is displayed in red, followed by the text "Sign in and start sharing with Google+". Below this, a message states: "With Google+, you can share the right things with the right people." A grid of six icons is shown: Circles (a red and grey ring), Games (a grey circle with four colored dots), Stream (a house icon), Hangouts (a green speech bubble), Photos (a blue photo icon), and Events (a calendar icon). On the right side, there is a sign-in form with the following elements: a "Sign in" button in the top right corner, the "Google" logo, an "Email" label above a text input field, a "Password" label above another text input field, a "Sign in" button, a checked "Stay signed in" checkbox, and a link that says "Can't access your account?".

Your business's presence on Google+ starts with a +Page. To act as the owner of the business page, you're going to need a personal profile. [Click here](#) and either sign in with your Google account or click "Create an Account."



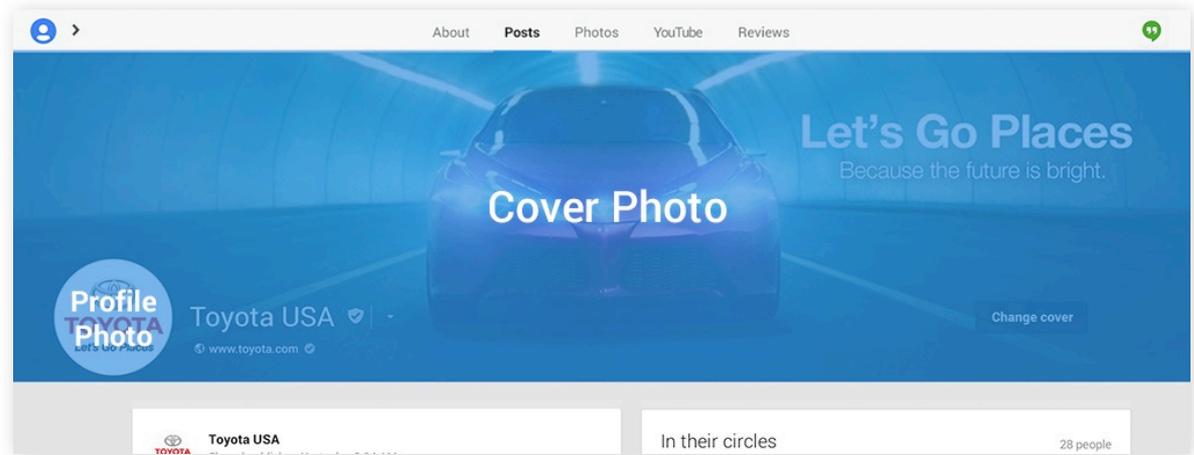
Create a page



Now that you're logged in, **create** a page by clicking on the "Pages" icon on the left hand side of your personal profile, and then click [Create a page](#)



Customize your page



Get customers to engage with your business by customizing your page in a few key steps:

- **Profile Photo:** For best results choose an image that is 500 x 500 in size.
- **Cover Photo:** Make a splash and bolster your brand image. Suggested size is 2120 x 1192.

Customize your page

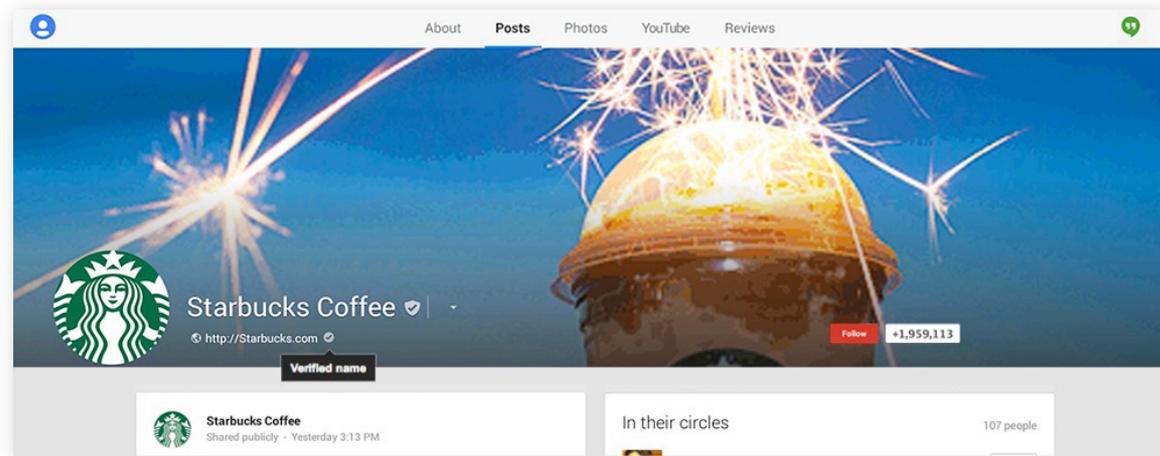


The screenshot displays the Facebook interface for Toyota USA. At the top, navigation tabs for 'About', 'Posts', 'Photos', and 'Videos' are visible. The main content area is titled 'Toyota USA's albums' and shows a grid of ten photo albums, each with a thumbnail image and a caption. To the right, the 'People' section is active, showing 'In their circles' with three entries (ReviewCars, G+ AutoDie, Kelley Blue Book) and 'Have them in circles' with a group of five people. Below this is the 'Story' section, which includes a 'Tagline' and an 'Introduction' paragraph, followed by social media links and a customer service email address.

- **About Section:** Add useful information, including: business URL, contact info and business hours.
- **Photos & Videos:** Add at least five photos or videos to help tell your business' story.



Verify your page

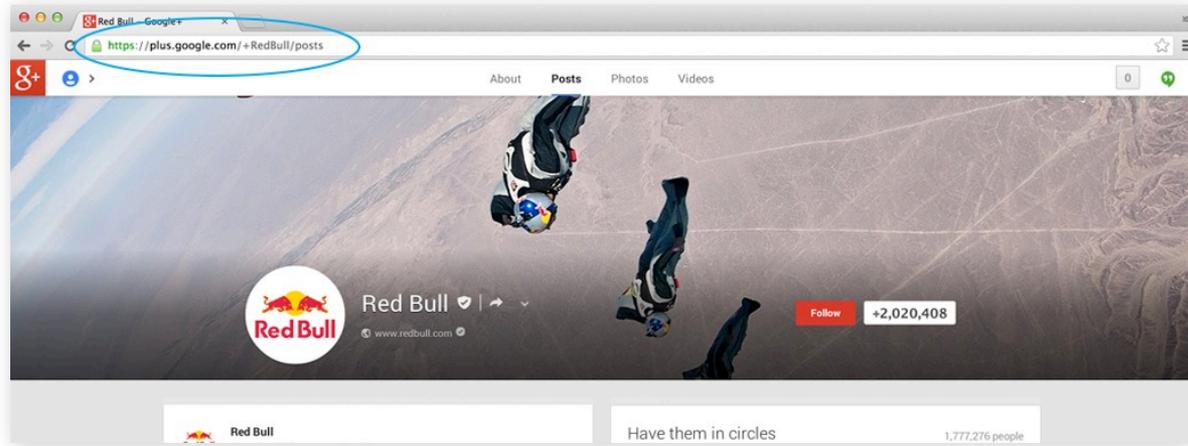


Verification is important because it ensures your official identity across Google and unlocks certain features including visibility in Google search, social extensions and custom URL's.

[Click here](#) to complete the verification process by connecting your website to your Google+ page.



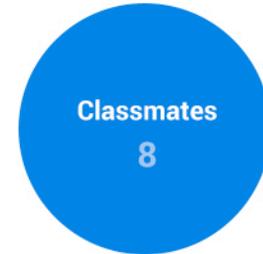
Custom URLs



Claim your Custom URL like +Toyota or +Toyota or +RedBull to enable simple navigation to your Google+ page. Integrate +YourBrand across all your marketing to build your brand both online and offline.



Circles



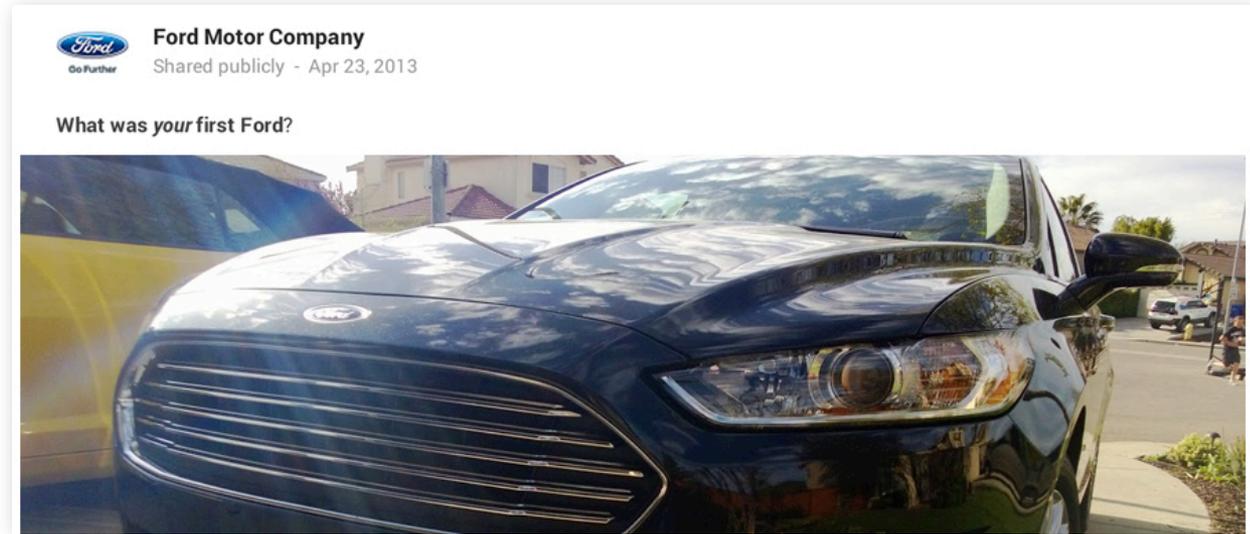
Use Circles to segment your audience. That way you're always saying the right things to the right people.

+1 For example, if you sell sporting equipment you might put bicyclists, swimmers and runners into different Circles and tailor your messages for each group.

Engage with your audience



Posting



Create a posting schedule to post at least once a day.
Ask questions and +Mention your community so they feel the love and share your posts with more people.

The best times to post are from 10:00 a.m. – 1:00 p.m.



Photo sharing



Don't just share any photos — share exclusive photos. You can edit your photos directly in Google+ and post animated GIF photos — a great way to draw attention to your page.



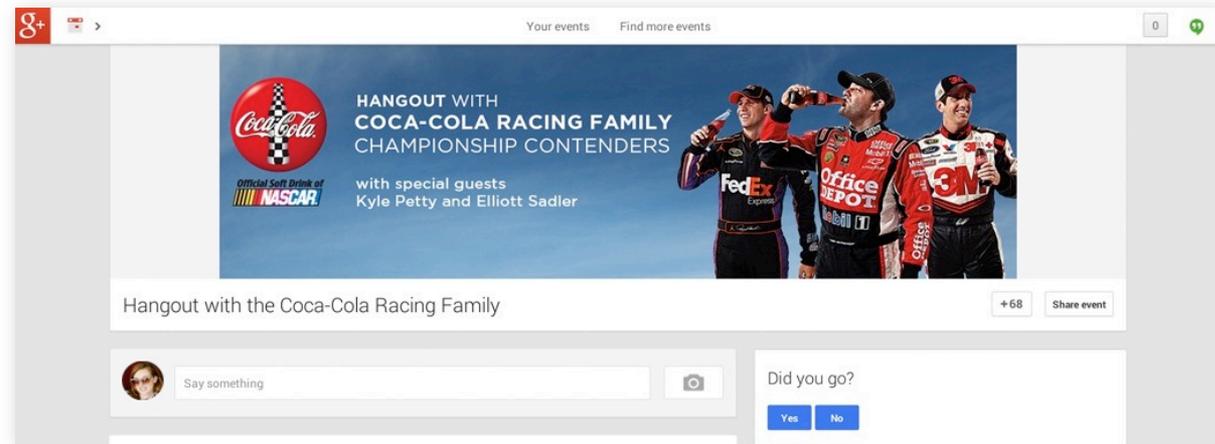
Hangouts



Host regular Hangouts On Air to converse face-to-face-to-face with your followers. Consider behind-the-scenes tours, launch new products in person or simply say thank you to your supporters.



Events



Create an Event to not only launch a new product or drive foot-traffic to a sale, but to also drive attendance to your Hangouts On Air. When followers RSVP to an Event, they'll get reminders as the Event approaches.

Promote your social message
beyond the stream



Let your customers do the promoting

The screenshot shows a Google search for "virgin america". The search bar contains "virgin america" and the search button is visible. Below the search bar, it says "Search" and "About 103,000,000 results (0.21 seconds)". On the left side, there are navigation options: Web, Images, Maps, Videos, and News. The main search result is for "Virgin America Flights | VirginAmerica.com" with the URL "www.virginamerica.com/Official-Site". Below the URL, it says "Fly Virgin America from SFO for WiFi, Movies & Food on Demand." and "950,642 people +1'd or follow Virgin America". At the bottom of the result, there are two columns of links: "Book a Flight", "Current Deals", "Where We Fly" and "Earn Elevate Points for Flights", "Experience Virgin America", "Fleetwide WiFi".

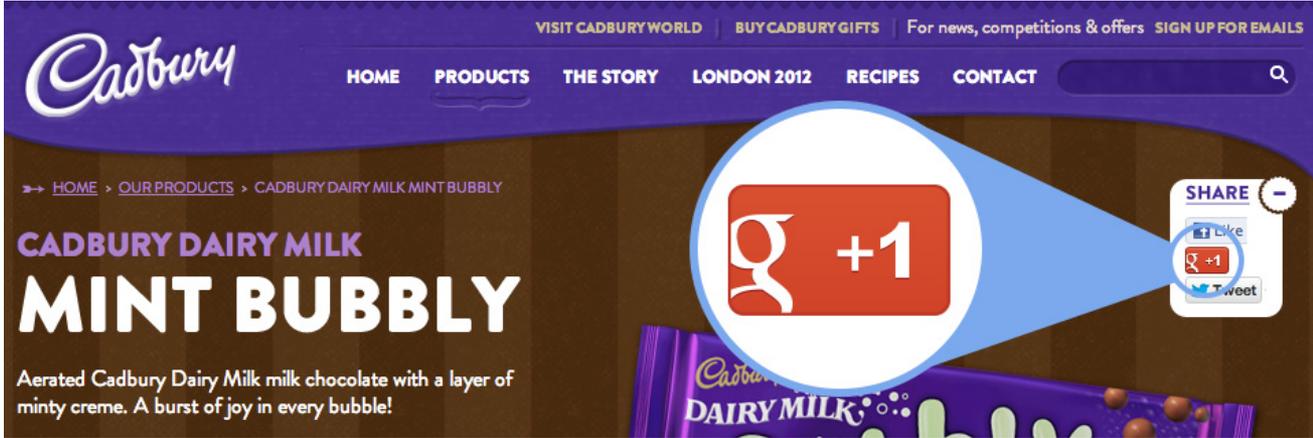
Turn on social extensions to promote your messaging in AdWords and surface endorsements for your brand when it matters most.



Increase the likelihood of social showing up in your ads by combining +1's from your ads, Google+ page and website. This can show an average CTR uplift of 5-10%.



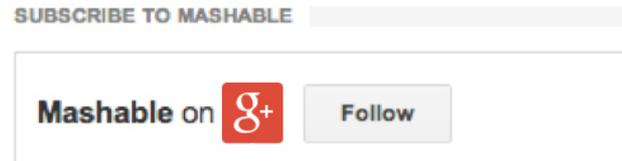
Increase your reach



Encourage customers to endorse your brand and products by making your content shareable on Google+. One click allows visitors to recommend your content on Google Search and share it on Google+. [Click here](#) to learn how to add the +1 button to your site.



The power of the Badge



Add the Google+ badge to your website, blog, email list, receipts, business cards and in-store signage. Including a Google+ badge allows people to +1 and add you to their Circles directly from your website.

[Click here](#) to install the badge and learn more.

Measure impact



Social Reports in Google Analytics



The conversions report in Google Analytics quantifies the value of social marketing. It shows conversion rates and the monetary value of conversions due to referrals from each social network. You choose the most important goals for your business and then view how social is helping you achieve those goals. [Learn more here.](#)

Learn more



Check out the Google+ Business site for additional resources & tips: <http://google.com/+business>

Thank you!