

Google+ Insights

Meaningful metrics to optimize your Google+ strategy

Get the most out of Google+ Insights

Insights lets Google+ page owners better understand their audience and interactions with their content on Google+. This helps marketers better optimize content on Google+ for improved engagement.

Brands can see how follower and +1 counts trend over time, how people discover their Google+ page and posts,

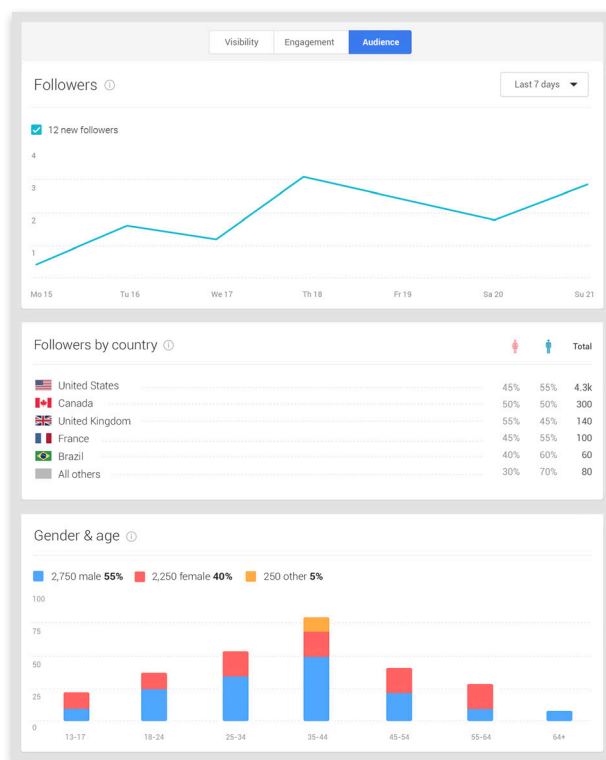
and which types of posts get the most interest from your audience. These metrics can be used to inform how to better optimize content.

Insights for your page are available on desktop and via the Google My Business mobile app. Here's how you can make the most out of these metrics:

Understand your audience on Google+

On the "Audience" view, you'll see a demographic portrait of your followers, with information such as:

- New followers on your +page segmented from the last 7 and 30 days
- Your followers broken down by gender and their age range
- The geographic distribution of your followers, along with a chart that shows follower numbers and gender percentages by country

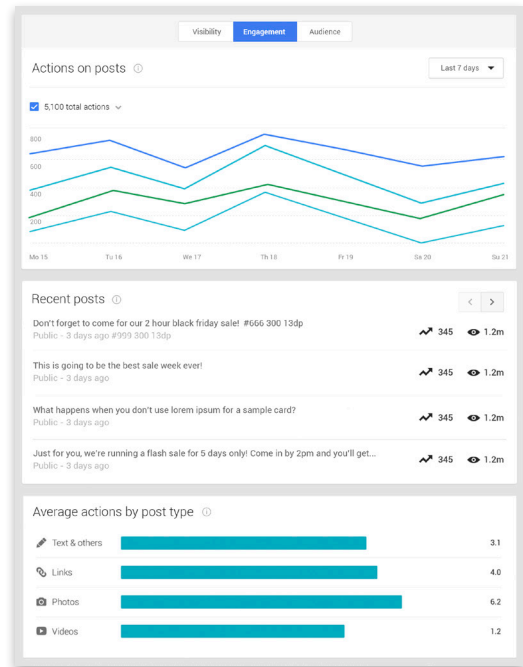


Insights shows you your follower demographics by age, gender, and country.

Trace how your content is performing

Under the “**Engagement**” reports, you’ll see how Google+ posts are performing, and in turn, optimize your content strategy.

- **Actions on posts** will show you the number of times a post was +1’d, commented on, or re-shared
- You’ll also get a list of your **most recent posts**, along with the number of total views and actions per post
 - See “**Stats on posts**” (select first 72 hours when viewing a single post) to see what the shelf life of the post is after publishing
 - View **public post ripples** to identify key influencers per post
- **Average actions by post type** shows what type of media generate the most social actions for your page (text, image, video). See which types of media generate the most engagement



Use this data to identify the most effective ways to further connect with existing audiences and capture new followers.

Gain insight into your page views

The **Visibility** tab will show your page view totals, updated every 24 hours.

- **Views:** Shows total Post Views + Photo & Album Views + Page views (all time*)
- **Photo views:** Views of all photos owned by the page, including those never shown in a Google+ post but surfaced on other Google properties
- **Page views:** Cumulative number of times the Page was displayed to the user on Google+
- **Post views:** Cumulative number of times all page posts were viewed by users

All metrics in the “Visibility” tab can be broken down by 7 days, last 30 days, and all time.*

Optimize your page and posts based on audience insights

Use the data on your page and post performance to help inform how your followers relate to your content and how to optimize your content. For instance, if you see that users interact more with photos and videos, add more media to your page. Or, if your audience is largely based in a specific region, time your posts and tailor your messaging to target that region.

Google+ Insights offers a close-up look at your audience and a clear view of your page and post performance. From tracking the viral spread of a post to documenting your audience demographics, Google+ Insights gives you the tools to uncover trends and optimize your page and posts for improved performance and grow more deeply engaged followers.

*October 2012 onwards

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