

wishpond EBOOK

**THE ULTIMATE
GUIDE TO
GOOGLE+
MARKETING**



wishpond.com

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WISHPOND SOCIAL MARKETING SUITE

... is the easiest way to run great marketing campaigns on every channel:

 **Facebook Pages**

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SOCIAL OFFER



PHOTO CONTEST



SWEEPSTAKES



VOTING
CONTEST



PHOTO CAPTION
CONTEST



PINTEREST
CONTEST



VIDEO
CONTEST



ESSAY
CONTEST

CHAPTER 1

**ANOTHER SOCIAL
MEDIA NETWORK?!**

It's almost been two full years since Google+'s official launch, and many people still don't see the benefit of it over Facebook. Many of us have already invested so much into our personal Facebook network, much less our business Facebook pages - so starting all over from square one may sound incredibly unappealing. After all, Google+ is nothing more than a watered down clone of Facebook that no one uses, right?

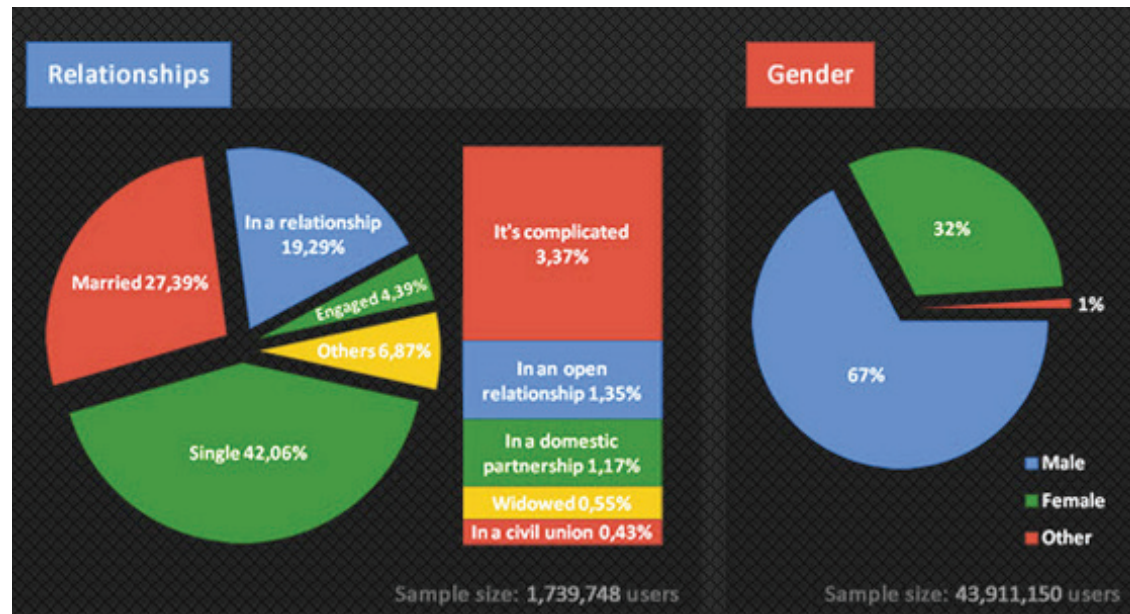
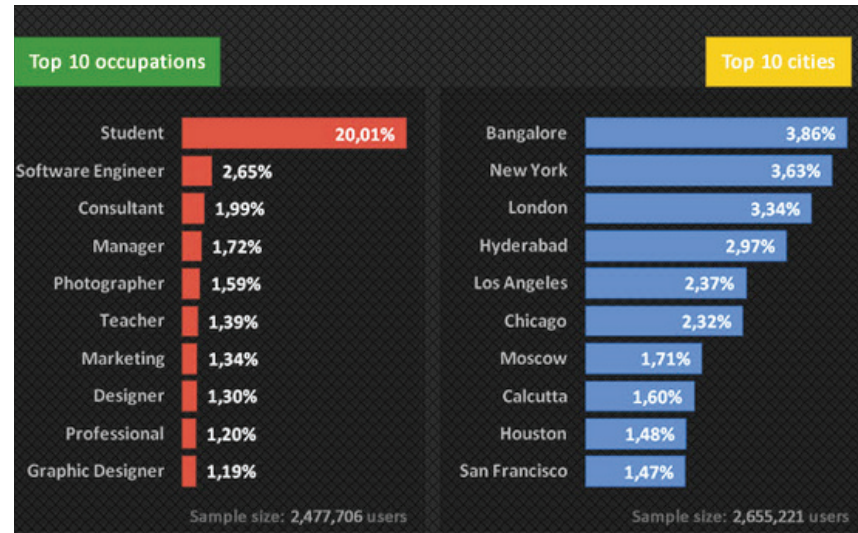
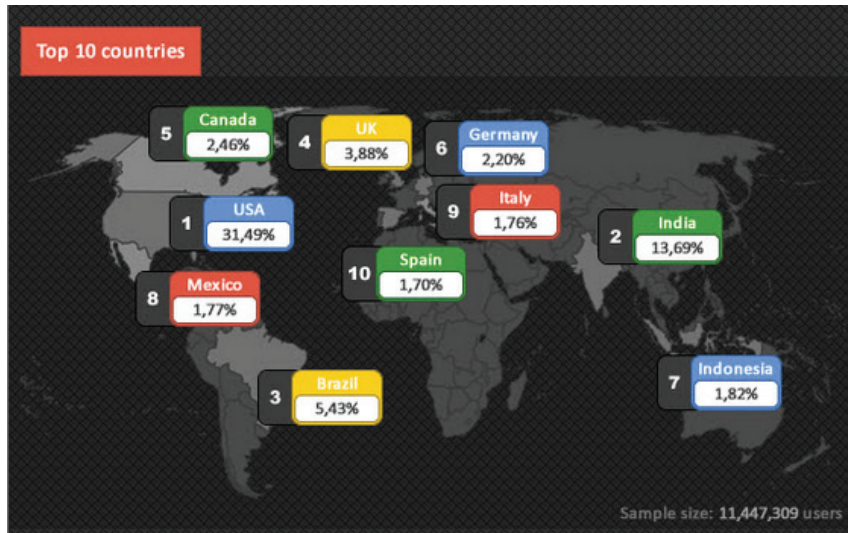
Not quite.

Why Google+ is Worth your Time

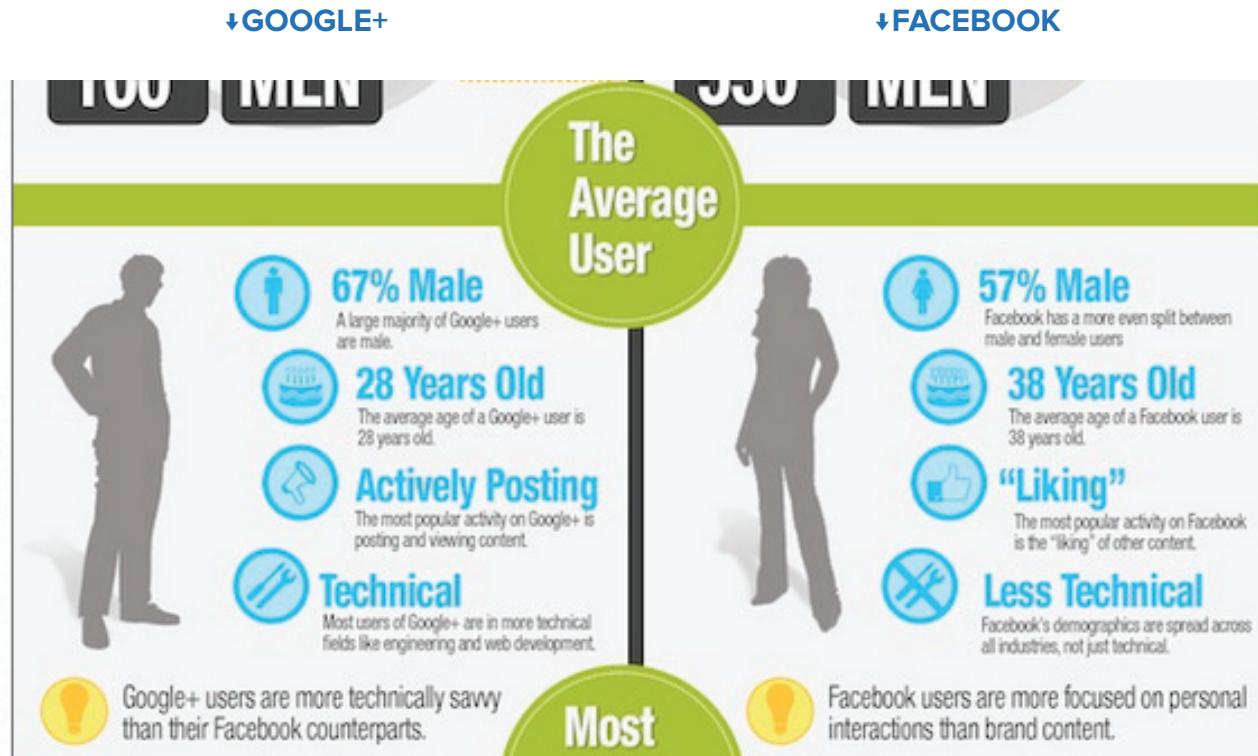
Google+ is loaded with intuitive and innovative features that are unmatched on Facebook or any other social media network. It's true that Google's user-base seems a lot less engaged than on other websites, the infrastructure and groundwork of features like Circles, Hangouts, and others more than make up for its deficiencies. Google+ also boasts incredibly powerful search engine optimization benefits for any businesses or content creators that use its network. If Google+ just seems too empty for your business to consider, isn't this the prime time to join before your competitors can entrench themselves in your market?

The Google+ Demographic

This infographic provided by website-monitoring.com provides some great information about the demographic snapshot of Google+ as of February 2012. The full infographic can be found [here](#).



Another infographic by Pardot looks at many different comparisons between Facebook and Google Plus. We've cut out the relevant demographic information for you below. The full infographic can be found [here](#).



Facebook versus Google+

Which social media site is better? To be honest, any business looking to have a digital presence should be using both of these networks, but it's still a good idea to look at the strengths and weaknesses of each.



THE BENEFITS OF FACEBOOK

Stronger Reach Capabilities

Google+ is rising in terms of its number of users, and is now the world's second largest social media network. However, it still pales in comparison to Facebook in terms of total users and user interaction. Facebook has just been around for longer and has cemented a large number of users into its network.



Better Apps

Similarly, Facebook has a staggering amount of third-party apps, with many of them (like Zynga) becoming multi-million dollar companies just off of app sales. Since Facebook has been around for much longer, it has given them a leading edge on the diverse number (and quality) of apps.

More Effective Promotions

Note that this talks about promotions on the actual site itself. Facebook allows for very easy creation of business promotions like sweepstakes, photo contests, and so on. In fact, Wishpond has an incredible suite of tools and analytics to get you started on any Facebook or Twitter promotions your company may be interested in. Google+, on the other hand, still does not allow contests on brand and business pages.



THE BENEFITS OF GOOGLE+

Pinpoint Targeting Capabilities

Google+ Circles allows companies to isolate and separately target different followers based on their interests. By having clear-cut categorizations, this makes the targeting and distribution of information and promotional materials to market segments incredibly easy.

Complex Analytics

With Google+ Ripples and the ability to use Google Analytics on Brand Pages, Google+ has pulled ahead of Facebook in terms of analytics.

Search Engine Optimization

Since Google owns Google+ (obviously), anything shared through Google+ will be much more optimized in search rankings. The +1 feature is also known to carry more weight than Facebook's "Like" button when it comes to determining popular and trustworthy content.

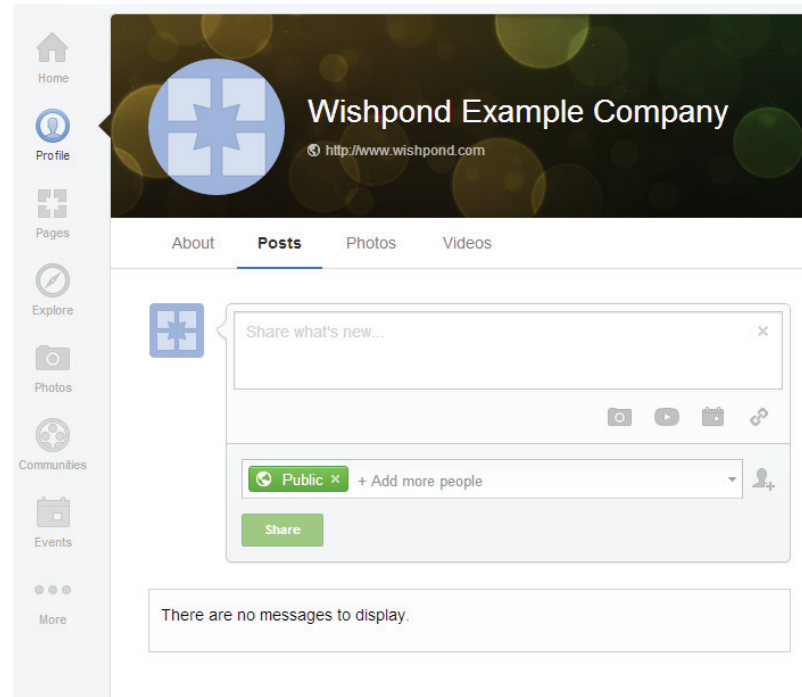
CHAPTER 2

**BUSINESS PAGES -
THE FACE OF
YOUR BUSINESS**

How to Create your Google+ Business Page from Scratch

1. Create your Google account at Google.com if you have not done so already. This will be your Google account for business, not personal use.
2. Go to the Google+ website and log in with your Google Account.
3. From here, on the left side of the screen, highlight the “More” button, and click the “Pages” button.
4. From here, you can choose the category that best fits your organization. The five categories are as follows:
 - a) Local Business or Place
 - b) Product or Brand
 - c) Company, Organization, or Institution
 - d) Art, Entertainment, and Sports
 - e) Other
5. Once you have chosen a category, you have to specify in a little more detail what your business does using a drop-down menu. Make your selection and continue.

The next few steps involves customizing the look and feel of your Google+ Business page.



Note that this is not the official Wishpond Google Plus Page! That can be found [here](#).

1. Add your profile photo and your tagline (ten words that describe your page).
 - a) When adding a cover photo, the maximum size is 940 x 180. Make sure to choose a strong image that suits your company or your products!
 - b) Important: Make sure you don't have anything important on the right side of your cover photo because your profile photo will block that area!
2. Click the Profile icon at the top and go to the About tab. From there, click Edit Profile.
3. Fill this in with as much relevant information about your business as you can. Contact information, blog pages, and some keywords related to your industry are excellent choices

4. Choose five photos that best represent your company for the photostrip by clicking on each individual photo area and uploading.
5. Be sure to add some activity like status updates and photos to your wall so it does not appear so empty.
6. Share your new page to your contacts!



Effectively using your Google Plus Business Page

Merely having a nice-looking business page usually isn't enough to attract followers, so further engagement is necessary. Here are some general tips to increase the effectiveness of your page.

Double Check your Profile is Complete

Nothing looks worse than a lazily completed profile with missing information. Ensure that your brand page has all the required fields completed to project a clean, professional image.

Upload Professional Images for your Cover and Profile Photos

There is no excuse not to properly use the cover and profile photo to your advantage by choosing a powerful image that makes an impression. The profile photo is similarly important, as others can see this when you +1 content or comment on posts, so make sure to choose your best photo.

Keep a Regular Posting Schedule

Keep your page fresh by continuously adding new content for your followers. Blog posts that compliment your brand, as well as other interesting articles will continue to increase your company's SEO ranking, as well as bring new followers to your site. It is a good decision to use Google Plus Analytics to gauge the effectiveness of all your posts and determine which topics are big hitters among your followers.

Keep on Top of Content with More Managers

Having multiple managers is an excellent way to keep on top of content (see above), especially if there are many different followers and communities to keep track of.

#Hashtag your #Topics to Remain Relevant

Like many other social media networks such as Tumblr, Instagram, and Twitter - hashtagging (that is, adding a # before

keywords) is a great way to attract users who are searching for a particular topic.

WHAT SHOULD I TALK ABOUT?

Any topic that is relevant to your company and interesting is a good place to start. Promotional campaigns, new products, and even news events can be used as a springboard for discussion and engagement.

Here are some different types of content and examples on how to properly use them:

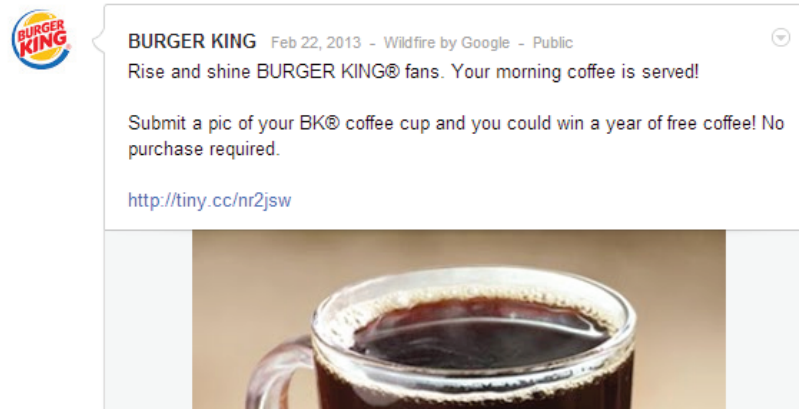
Text Posts

Text Posts are mostly used for short, to-the-point information. Updates to previous posts, as well as quick calls to action are great ways to encourage discussion. Staples occasionally uses text-only posts in a short call-to-action that directly engages their audience.



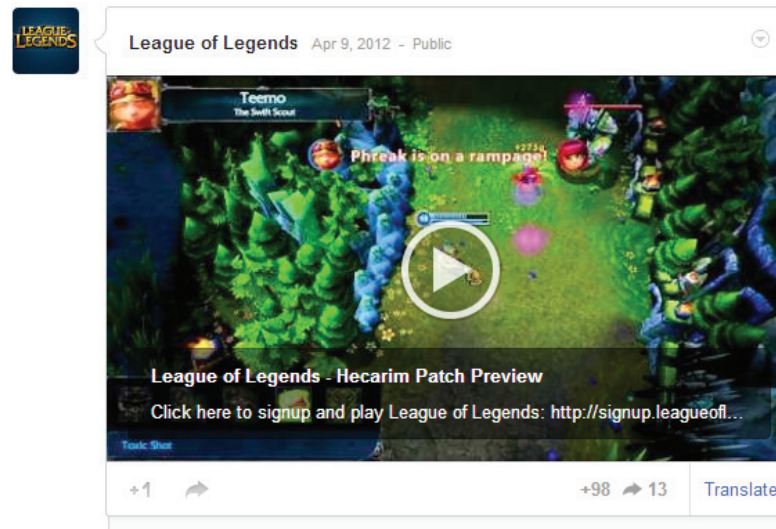
Photo Posts

Photos can be used in combination with text posts as a way to grab your followers' attention. Make sure the picture stands out against the rest of the page and is relevant to the text post at hand. Burger King uses photos to help spread the word about one of their social media promotions, as can be seen below.



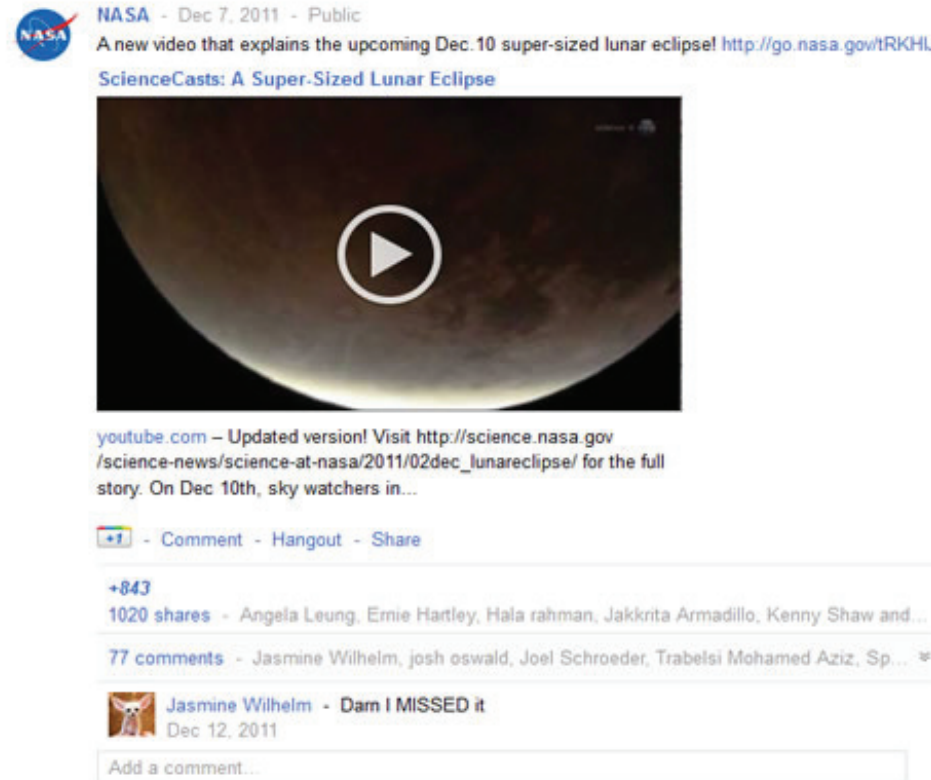
Videos

Google+ is a great way to propagate promotional videos or commercials that relate to your business. However, try to keep them short and to the point. League of Legends, a popular online video game, uses videos on Google+ to highlight new and upcoming content for their fans. .



HOW DO I INCREASE ENGAGEMENT ON MY PAGE?

An article on [Social Media Examiner](#) looked at three of the most popular business and brand pages on Google Plus (Android, NASA, and Funny Pictures and Videos, respectively) and established some key insights that led to increased engagement.



NASA posts incredibly frequently about relevant information in a variety of media formats.

1. Use a wide variety of different media to engage your audience. This helps your page stay unique.
2. Understand what your audience wants and customize your content to please them. Content they like is much more

likely to be shared!

3. Posts based on recent news content. Posting time-sensitive content that is both interesting and relevant to your business will encourage discussion from your followers.
4. Although direct contests and sweepstakes cannot be done through Google Plus, posting information on promotions and deals can still be very effective.
5. Ensure any call to actions on your page are visible to increase campaign success.

VERIFYING YOUR BUSINESS PAGE

Verification is very important in setting up your Google+ Business Page as it means you are the official creator of that page. This boosts your authenticity to Google, increasing your site in it's search rankings and in the future. Verification also allows your business page to get a business badge, which allows people to both +1 your site and join your circles in one click. Furthermore, verification means that your Google+ Business Page may get it's very own custom URL.

A custom URL (or vanity URL) condenses your profile URL into something readable and easily remembered. For example, this is what a normal Google+ URL looks like:



This is our official Wishpond Google+ Page. [Check it out!](https://plus.google.com/116347649936818941112/posts)

And this is the Google+ URL for a celebrity, specifically Hugh Jackman:



Unfortunately, we're not as popular as Hugh Jackman...yet.

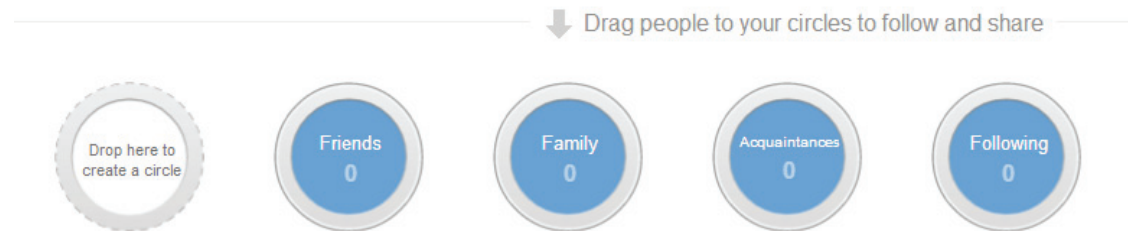
At the moment, not everyone can get their Google+ Vanity URL. Google is still slowly rolling out these special custom URLs in waves, so it is currently unclear as to when regular businesses can get them.

CHAPTER 3

**GOOGLE+ CIRCLES-
A PRECISE
TARGETING TOOL**

Definition and Setup

Google+ lets you organize the people you follow into specific groups, or “Circles”. You can then have specifically communicate with different circles based on what you want them to see. Of course, you also receive information from other members from your circles, and you have the ability to control the flow of information for each separate circle.



The default look of your Circles

Using Circles is also very easy. If you are on a personal account, just drag the name of a contact into one of your circles, and they automatically become a part of your circle. They are not aware that you have been added to a circle, and the process is instant.

For companies and business pages, you are not allowed to add followers to your circles unless they add you first. This heightens the importance of converting visitors into followers so that they can be added to your circles for potential future business prospects.

Practical Use

While it may initially seem like a limitation that followers cannot see which circle they have been added to (for a silly example, a customer might be ecstatic when he sees that he is visibly moved from the “customers” circle to the “valued customer” circle, even though they mean the same thing), this is not the purpose of Circles.

Target Market Segmentation

Circles can be used to distinguish between heavy product users, users that recently switched from a competitor, or users at risk of leaving, as an example. Since these are very different customer groups, businesses may wish to send messages or information to different Circles. This is one of the strongest advantages Google+ has over Facebook in that messages can be selectively distributed.

Hiring and Recruitment

Similarly, followers who have identified themselves as potential recruits can be separated away from the rest of the flock and given information regarding info sessions, new job listings, and so on.

Internal Information Distribution

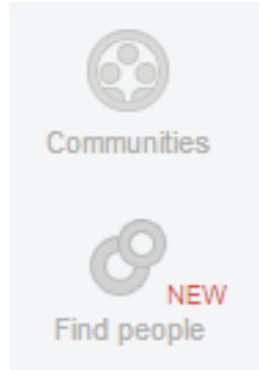
For companies with enough of their members online and a part of Google+, they can use the network as infrastructure. A CEO can choose to send a memo to his entire company, only to executives, or perhaps only for the janitors. Of course, traditional email provides the same benefit, but this provides an alternate channel for distributing information that avoids the clutter of other emails.

CHAPTER 4

GOOGLE+
COMMUNITIES -
REACHING OUT

Communities versus Circles

At first glance, these two terms seem very similar, but they are actually used for very different purposes. Both of these features should be used for any Google+ Businesses as they both add value in their own way.



As a recap of the previous section: Google+ Circles allows you to isolate and segment the people you follow on Google+. The big thing is that your followers have no idea which Google+ Circles you've added them to. In a way, it is just your own personal (or corporate) way of arranging your followers into clean-cut categories, which can provide a lot of value both externally and internally.

Google+ Communities resemble the traditional message boards used by the rest of the internet. They are usually built around a central theme, like "Harry Potter" or "cats". In these communities, followers can interact with other like-minded individuals, and allows the community moderator to post personalized content to that specific Google+ Community.

EFFECTIVELY USING GOOGLE COMMUNITIES FOR BUSINESS

Google+ Communities is a great way for companies to communicate and interact with their customers.



Research and Develop Community Ideas that Match your Followers' Tastes

It is important to build communities that are actually meaningful to your followers. Take some time to research and brainstorm some potential topics that might be associated with your brand and assign a Google+ Community to each of these. If they are interested in your topics, they will automatically sort themselves into the appropriate communities (once they are invited, of course).

Make sure your Brand remains Active

Generally speaking, people join your Google+ Community because they want to see more information about the topic from the perspective of the brand. Make sure to stay on top of each community by providing them with quality content to keep them satisfied.

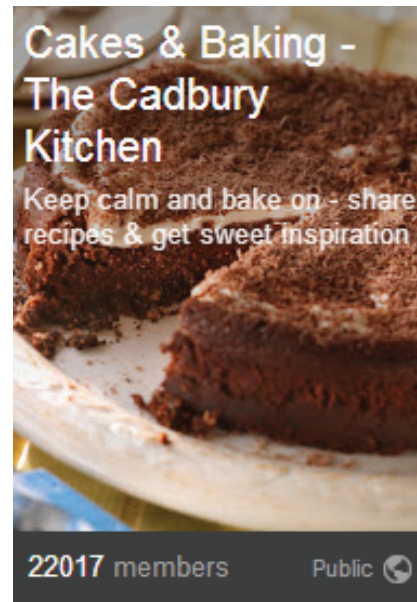
Emphasize a High Level of Responsibility for Managers and Moderators

Moderators are similar to managers except with less privileges - and are typically the person solely in charge of their particular community board. In addition to providing new content to followers, managers will also have to deal with any disputes among community members that may arise. It is important for everyone on the team to realize that a brand community is still a face of the company and the brand, and any moderators or managers who are in charge of a community

must remain professional at all times. How well a community board is governed can have a strong impact on community follower retention. This also gives less skilled moderators a chance to improve their valuable customer relation skills.

Explore other Communities as your Brand

Join other pre-existing Google+ Communities to spread the influence of your board and build up the trust of the community members. While it is standard etiquette on most internet boards not to appear as though you are advertising on the board, it is still possible to introduce your community to members of other communities as long as it is tasteful and you are an established member of the board.



An example of a Google+ Brand Community Page

Expand your Reach to the Rest of the World

Propagate your Google+ Community information everywhere! All Google users can join a community, so make sure you extend the invitation on blog posts, on other social media sites, and so on.

Get Feedback on New Ideas

If it is within your jurisdiction, communities are a great way to see if any new product ideas are viable. There is a good chance that your community followers are heavy product users, and can give some insight into the validity of ideas. One such way to tap into this resource is to ask the community if they have any ideas on a new product direction or the effectiveness of a current promotional campaign.

Trending Topics

Monitor the activity on your different boards. Any trends that arise may be indicative of a larger movement and will be specifically tailored to your brand, so it is important for your moderator team to read as much community content as you can (within reason, of course).

Establish Experts in your Google+ Community

Similar to the last post, if enough consumers become experts in your brand and in the community topic, your Google+ Community could be recognized as the official place to get expert information. If the moderators and managers do a good job in providing information and resolving disputes, this will also increase the authenticity of the Google+ Community.

Google+ Communities as Customer Service Hubs

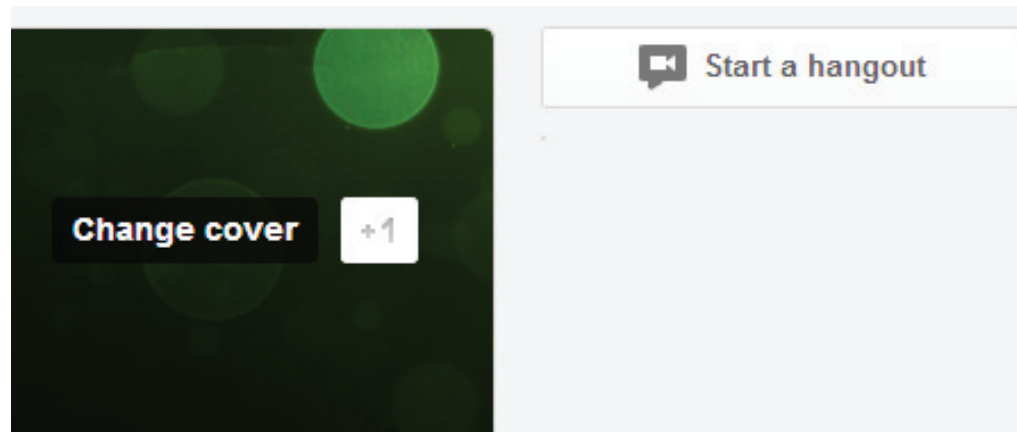
Once your moderator team has enough experience dealing with customers, Google+ communities becomes a valuable customer service channel for your followers. The benefits of tackling customer service in a public setting are twofold. First, any problems that are quickly and effectively resolved by your moderation team are public for all members to see. If you are confident in your team's ability to resolve issues, every successfully solved problem serves as a testament to your exceptional customer service abilities. Second, by giving users an area to post their problems, other users may begin helping and adding their own expertise and experiences. Be sure to keep a watchful eye for consistently helpful individuals so they can be promoted to moderators!

CHAPTER 5

**GOOGLE+
HANGOUTS -
FACE TO FACE
ENGAGEMENT**

Google+ For Business: Google+ Hangouts

Google+ Hangout is a free group video chat that allows up to ten people to have a video conversation with each other. The person who initiates the call is the “host”, and has special privileges. While relatively simple in nature, there are a number of practical ways your company can use Google+ Hangouts both internally and externally.



The “start a hangout” button is just right of your cover photo.

GOOGLE+ HANGOUT’S PRACTICAL APPLICATIONS

Direct Customer Engagement

Like many other video conferencing programs, businesses can use Google+ Hangout to communicate quickly with clients - especially if both parties are accustomed to using Google+. For more visual industries, prototypes can quickly be showcased and explained to prospective clients with instant feedback. Conversely, customers with a problem or defect with their product can use Google+ Hangouts to quickly show your business exactly what the problem is, with instant customer service and directions.



Product Demonstration Sessions

Google+ Hangouts can be used to provide more information or training about new and innovative products that customers may not be familiar with. By doing a live video session, customers can ask questions and receive feedback in real-time.

Internal Meetings and Conferences

There are also many opportunities for using Google+ with your own employees or suppliers. This could be used for large, international companies who want to have a meeting with different geographical departments, or even smaller startup companies who want to meet with different parts of the supply chain.

GOOGLE+ HANGOUTS: NEW FEATURES

While these practical applications have always been present, and are generally benefits of any video conferencing software, Google has released some new technology that really pushes the business applications of Google+ Hangouts to the forefront.

Symphonical

Instead of just being in control of the apps, the host can now set up something called Symphonical. This program puts a virtual wall inside Hangout so that participants can share and collaborate information and projects, which are saved to the Symphonical website for future use.



Google Hangout on Air is good enough for President Obama!

Hangout on Air

As of May 2012, hosts can now use a new feature called Hangouts on Air to to publicly broadcast the hangout to certain circles, allowing the host company to connect to international viewers and customers. Viewers can watch the Hangout from the host's Google+ page, their YouTube channel, or any other site the video can be embedded. This also collects information about the number of viewers and automatically creates a YouTube video to the host's channel.

SHOULD YOU USE SKYPE, FACETIME, OR GOOGLE+ HANGOUTS?

The optimum video conferencing software is highly dependent on the the type of service you are looking for. We've already talked about the benefits of Google Hangout, so we can focus on some of the features and benefits of Skype and FaceTime.



Skype

Skype has the benefit of being the most well-known of the three alternatives. With a strong emphasis on reducing the barriers for entry to users - it is an excellent choice for connecting to participants with questionable computers, connections, or technical knowledge. Additionally, Skype is available for almost any device that allows an internet connection with cross-platform functionality in place. In terms of costs, two-way skype video calls are free, although a subscription is needed by at least one of the members if more participants want to participate. However, Skype often suffers from quality issues, especially if some of the participants are using a cellular connection.



Apple FaceTime

FaceTime is the most restrictive of the three options, only allowing real-time connections for one-on-one - and is only compatible with Apple devices. If on an iPhone and on a wifi connection, the quality is very high. While the ease of use is high if both parties have iPhones, iPads or Macs, the practical uses of Apple FaceTime are casual at best.

CHAPTER 6

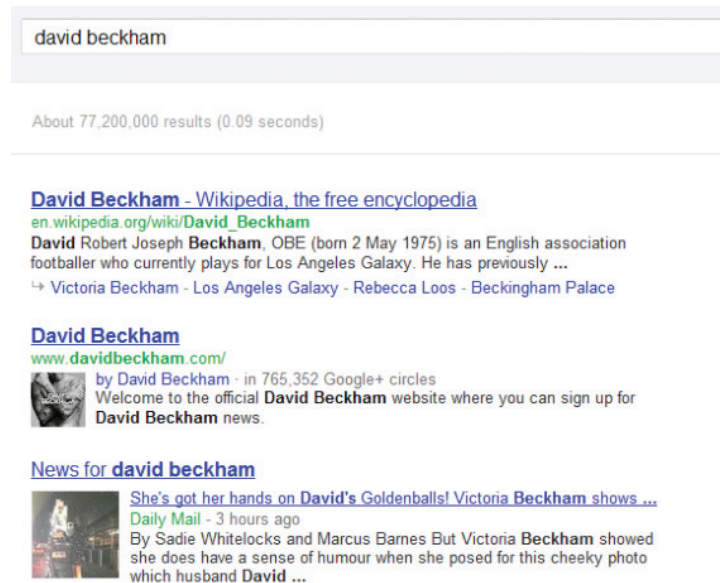
**GOOGLE+, THE KING
OF SEARCH ENGINE
OPTIMIZATION**

Google+ sets itself apart from other social media networks like Facebook and Twitter by having a heavy emphasis on Search Engine Optimization (or SEO). As a short rule of thumb, Google Search favours listings that are more authentic and have received more social credibility from others. For example, sites that are frequently “Liked” through Facebook’s system generally do better than similar sites, all other things held equal. Sharing things on Google+ and encouraging others to +1 your content works in very much the same way, except the impact will be even more pronounced because it is Google’s own system.

Here are some tips to take advantage of this unique situation:

Here is an example by [Smartinsights.com](#) about how using Google Plus can strongly affect search rankings.

The first search is carried out on David Beckham while not logged in. The results seem relatively ordinary and have little to do with any brand in particular.



The second search is carried out once the author of the post was logged in. The results are vastly different.

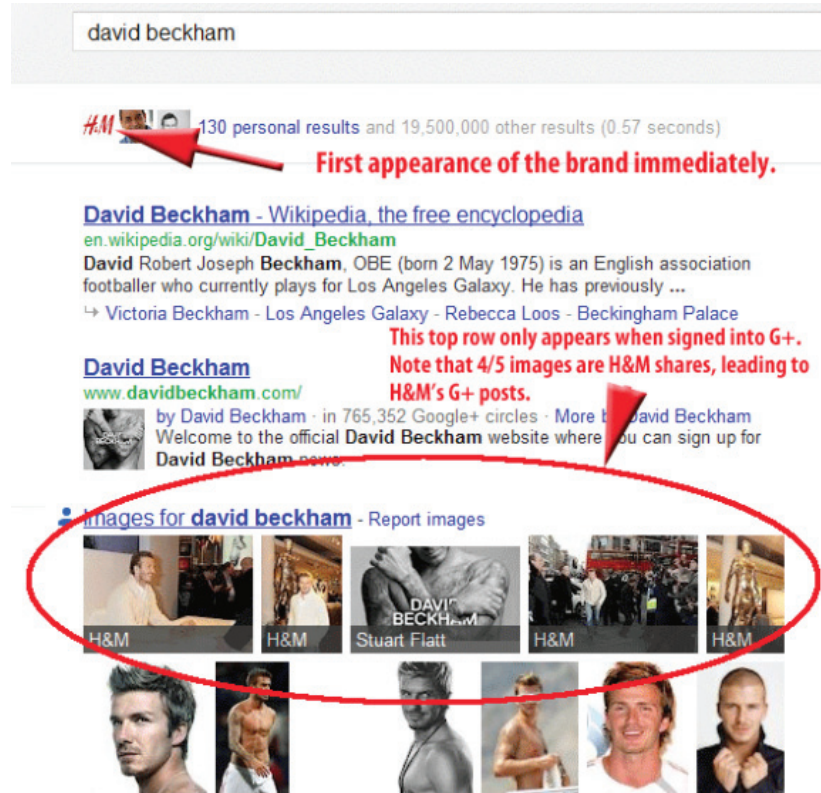


Photo credit and experiment idea goes to smartinsights.com

The business applications of this are obvious. The more people follow and subscribe to your Google Plus content, the higher you rank in their search results (generally speaking). To take advantage of this, here are some tips from Cyrus on making the most of Google+ for search engine optimization.



Stay on top of your Profile and Post Links

By embedding links directly to your profile page, you can raise the visibility of your own website once more people click and engage with your link.

Profile links are similar, except you can post as many links as you want directly into your posts. The more people who click, share, and +1 your link, the higher that link will rank in Google search rankings. Thus, you can use your Google+ profile and posts to expose links to more people, which can tangibly increase the validity and trustworthiness of the links themselves!

Make Sure the First Word of your Post is Important!

The first sentence of your Google+ posts are a part of the title tag, which has a much higher weight when it comes to rankings. As such, it is an incredibly important keyword for your post and must be chosen with care for proper Google search engine optimization.

Post your Content on Google+ to Increase Visibility

Content that is shared on Google+ is added to Google searches (or indexed) much quicker than on other sites. As such, all

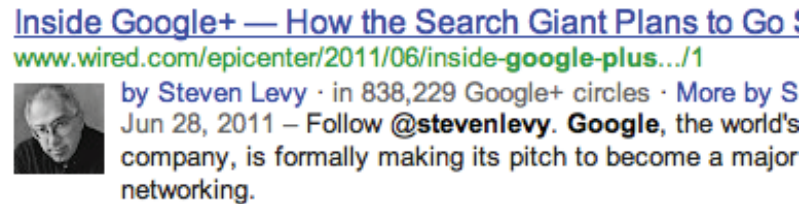
new content that you create should be spread on Google+ or other social media sites in order to ensure it is optimized as soon as possible.

Don't Give up on Google+

While hopefully if you've read this far, we've convinced you to at least take a second look at Google+. Take this opportunity to be an early adopter and get well established before everyone else clogs up the system. It is a small investment of time and effort that could have significant payoffs for your business.

BLOGGING AND AUTHORSHIP

For those of you who frequently blog and post content online, one way to ensure your hard-earned content remains readily available to all viewers is to sign up for Google+ Authorship. How this works is that you can link all new content directly back to your Google+ profile page, so that both Google and your viewers know that all your content is from a trustworthy source. Signing up is very simple if you already have an existing Google+ account, and can be done [here](#).



An example of a Google+ Author, taken from the Google Authorship Registration Page

ADVANTAGES OF GOOGLE+ AUTHORSHIP

Trustworthiness on Two Fronts

Regular viewers who may not know about your other works or affiliations can easily visit your Google+ profile page. The

more traffic that leads to your site, the higher the chance of +1s, shares, and comments, which leads to better search optimization for all your current and future content.

Additionally, Google+ now realizes that the content you produce on another site (like a blog post from Tumblr, for example), is from a trustworthy source because it is linked back to your Google+ page. This also leads to a higher search ranking for all your future content.

More People in Your Circles, Better Visibility

Content shared on Google+ provides better visibility for the people in your circles, which leads to an increase in followers. Google+ Circles can expose your content to people who share your interests, but are not current readers.

Building up the Author Rank

The more popular, high quality articles an author writes, the more web visibility all associated articles receive. By establishing yourself as a reliable provider of excellent content, Google+ rewards you with better search results.

THE POWER OF +1

Google +1 is an incredibly important part of any Google+ based marketing strategy. It is incredibly useful for search engine optimization (or SEO), and can get many of your pages indexed and noticed by Google's search ranking.

Here are some tips on how to make the +1 system a central pillar of your digital marketing strategy:



- Install the Google+ One Button on your actual website in a good location. This allows users a chance to promote your content and increase the authenticity of your site. The more +1s on your site, the better off your content will be.
- If you haven't already, create a Google+ Business Page. Even several years after its inception, not too many businesses have expanded to Google+. By acting as an early adopter, you can outmaneuver your competition before they have a chance to enter the network.
- Don't neglect your other social media sites. While Google+ may be the social media network of the future, other sites like Facebook and Twitter currently have increased reach. Find a balance in your social media usage.
- Try to encourage recommendations and reviews of your Google+ Business Page. The more people that support your page, the more authentic it becomes in the eyes of both Google Search and your audience.

CHAPTER 7

GOOGLE+
SUMMARY AND
RECAP

Google+ may not look like the social media network of the future right now, but there's no denying its potential for businesses. To quickly recap the rest of the book, we'll go over the main benefits of using Google+ for Businesses.

GOOGLE+ BUSINESS PAGES

- The profile page of your company, similar to a Facebook Business page.
- Make sure you add a strong cover page and tagline, as well as fill in all the required fields.
- Getting your Business page verified can have some great benefits, such as Vanity URLs.

GOOGLE+ CIRCLES

- Allows you to separate and classify your followers into distinct "circles".
- Information can be distributed to Circles separately, allowing different groups to see different posts.
- Business pages can only add followers to its circles if they have been added first.
- Business pages has both internal and external applications.

GOOGLE+ COMMUNITIES

- Mostly resemble traditional internet message boards or forums.
- Allows you to directly communicate with your followers.
- Useful for:
 - Getting feedback on new ideas.
 - Finding trending topics.
 - Establish homegrown experts.
 - Serve as customer service hubs.

GOOGLE+ HANGOUTS

- A video conferencing platform that allows up to ten people to converse with each other.
- Can be used as a business tool through (but not limited to):
 - Product demonstrations.
 - Customer service.
 - Information sessions.
- New technology like Symphonical and Hangouts on Air add even more business value to Google Hangouts and differentiates it from its competitors.

GOOGLE+ SEARCH ENGINE OPTIMIZATION

- Google automatically ranks “authentic” content higher on its search results.
- Tying your content to Google+ can significantly increase its authenticity.
- Getting a Google Authorship will increase the authenticity and search ranking of all posts you connect to your Google+ account.
- The +1 button is very important! The more your pages have been +1'd, the higher ranked they will be on the search ranking.

APPENDIX A

SOURCES

CHAPTER 1

<http://mashable.com/2011/12/25/google-plus-for-small-business/>
<http://sproutsocial.com/insights/2011/12/google-vs-facebook-business/>

CHAPTER 2

<http://blog.way2onlinejobs.com/google-plus/google-plus-business-page>
<http://www.socialmediaexaminer.com/how-to-set-up-a-google-page-for-your-business/>
<http://youtu.be/H-skXLA1bEA>
<http://www.business2community.com/google-plus/best-practices-for-achieving-critical-mass-on-your-google-brand-page-0283000>
<http://www.location3.com/google-plus-vanity-urls/>

CHAPTER 3

<http://blog.schipul.com/google-plus-communities-what-why-how/>
<http://www.socialtalent.co/resources/?p=5303>

CHAPTER 4

<http://leaderswest.com/2013/01/13/ten-benefits-of-google-plus-communities-for-marketers/>

CHAPTER 5

http://www.bizbash.com/how_to_use_google_plusHangouts_for_meetings/new-york/story/23901/
<http://www.pintopproductions.com/google-plus-hangouts-in-your-business/>
<http://www.popularmechanics.com/technology/how-to/software/should-you-use-skype-facetime-or-google-plus-hangouts-13992608>

CHAPTER 6

<http://www.seomoz.org/blog/tips-to-use-google-for-seo>,
<http://www.business2community.com/seo/compliment-your-seo-efforts-with-google-plus-authorship-0424322>
<http://blog.openviewpartners.com/google-plus-one-a-marketing-strategy-game-changer/>

CONTACT US

Thanks for reading!
We would love to give you the advantage of our learnings.

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