



Google+ Best Practice Guide

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Build your presence on Google+






Create a personal Google+ profile

Google+
Sign in and start sharing with Google+

With Google+, you can share the right things with the right people.

 Circles  Games  Stream

 Hangouts  Photos  Events

Sign in Google

Email

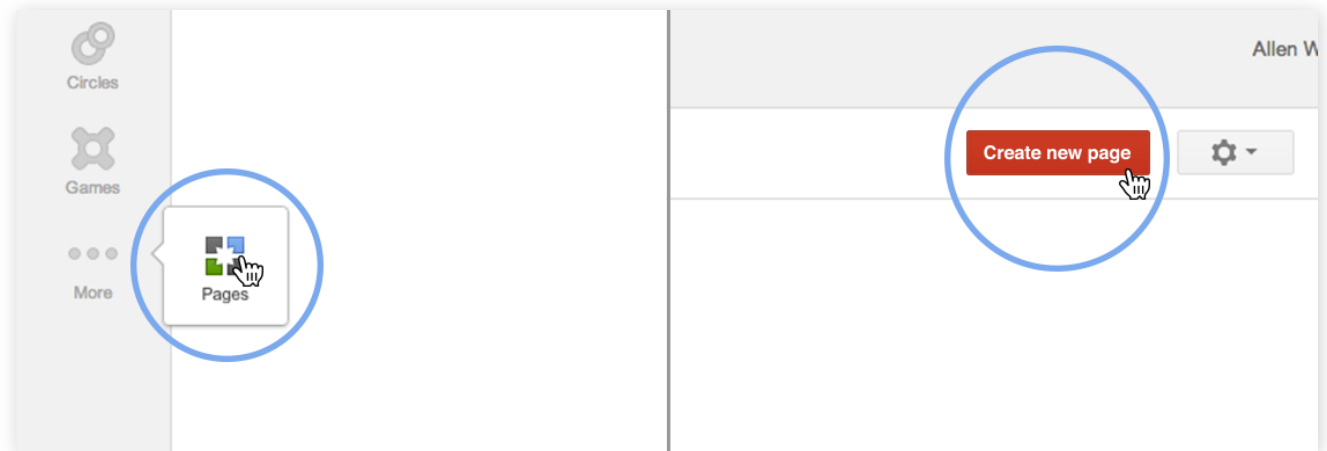
Password

Stay signed in

[Can't access your account?](#)

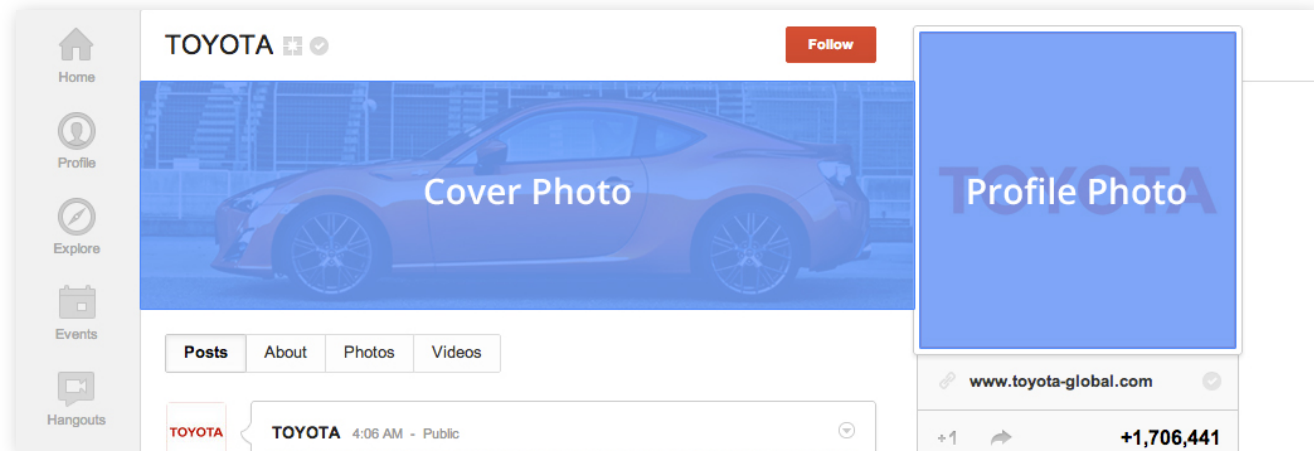
Your business's presence on Google+ starts with a +Page. To act as the owner of the business page, you're going to need a personal profile. [Click here](#) and either sign in with your Google account or click "Create an Account".

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, then click [Create new page](#)

Customise your +Page



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

- **Profile Photo:** For best results choose an image that is 250 x 250 in size.
- **Cover Photo:** Make a splash and bolster your brand image. Suggested size is 940 x 180.

Customise your +Page



The screenshot displays a Google+ page for 'TOYOTA'. The page is divided into two main sections. The left section shows a grid of photos, including a group of people holding trophies, a red Toyota logo, and a vintage black car. The right section is the 'About' section, which includes a tagline, an introduction, a website link, a Google+ URL, and social media links for Toyota Global Website, Facebook, and YouTube.

Posts About **Photos** Videos

TOYOTA's albums [View all](#)

Photos from posts

Profile photos
1 photo

Toyota 75
1 photo

Posts **About** Photos Videos

Tagline We will lead the way to the future of mobility

Introduction Welcome to Toyota Global Google+ Page!

As Toyota Global, Toyota Motor Corporation, we are dedicated to share a wide variety of information about Toyota - latest news, innovative technologies, worldwide motor shows, design topics, company visions and a lot more!

Website www.toyota-global.com

Google+ URL google.com/+toyota

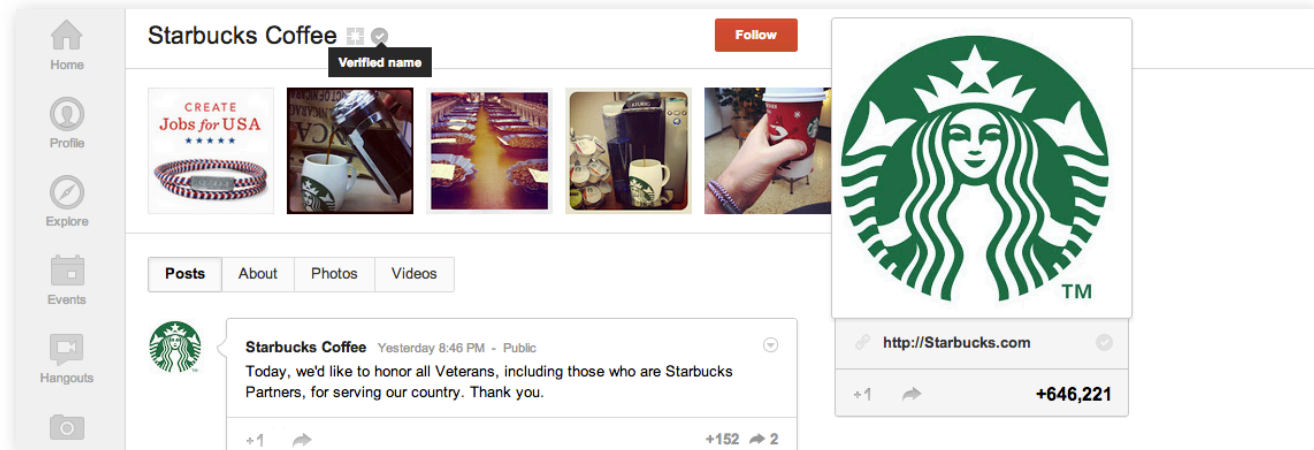
Links

- [Toyota Global Website](#)
- [Toyota Global Facebook](#)
- [Toyota Global YouTube](#)

- **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

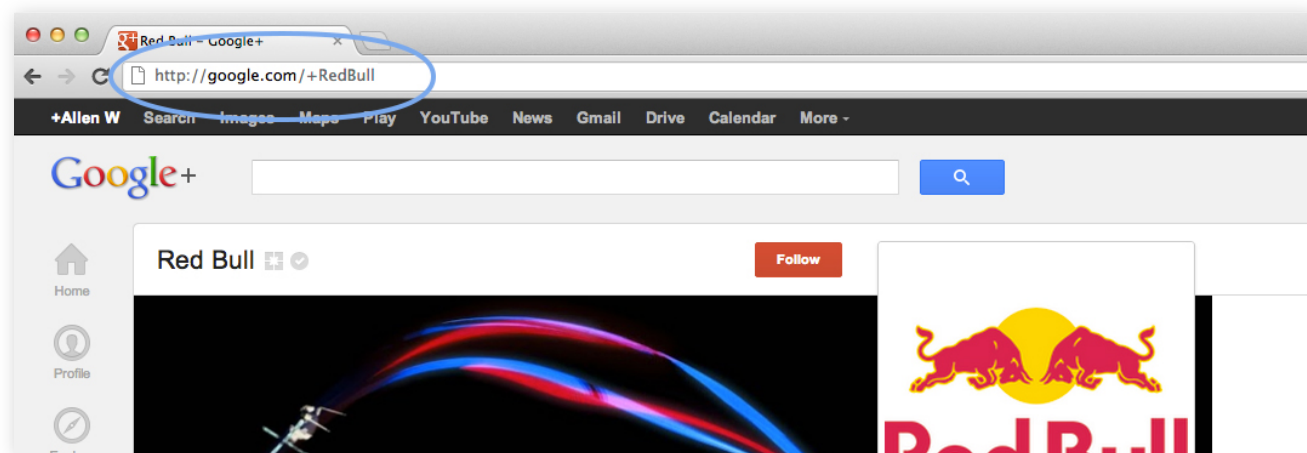


Verification is important because it ensures your official identity across Google and unlocks certain features including visibility in Google search, social extensions and custom URLs.

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



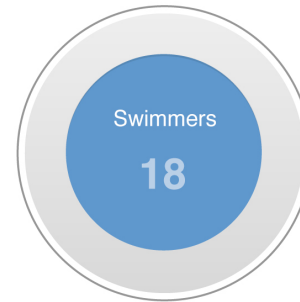
Custom URLs



Claim your Custom URL like +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 cyclists, swimmers and runners into different Circles and tailor your messages for each group.

Engage with your audience



Posting

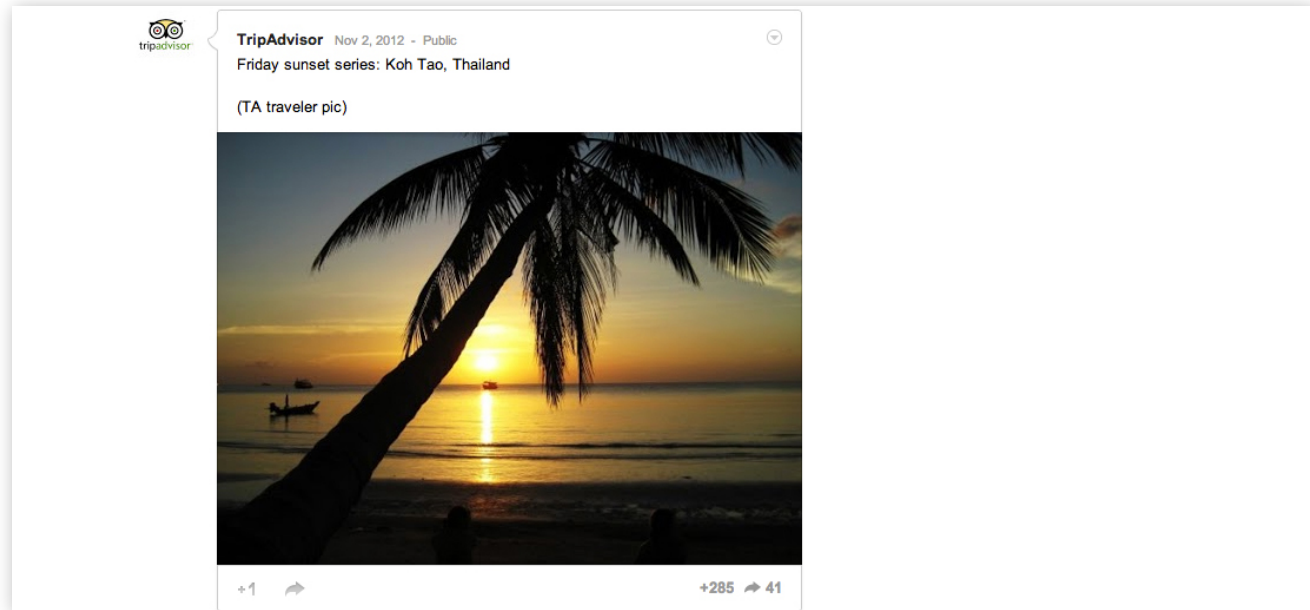


Create a posting schedule to post at least once a day. Ask questions and +Mention your community so they feel the love and share your posts with more people.

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 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.

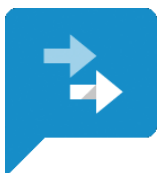
Events



The image shows a screenshot of a Facebook event page. On the left is a navigation sidebar with icons for Profile, Explore, Events, Hangouts, Photos, and a location pin. The main content area features a blue header with the Coca-Cola logo and the text 'HANGOUT WITH COCA-COLA RACING FAMILY CHAMPIONSHIP CONTENDERS'. Below this, it says 'with special guests Kyle Petty and Elliott Sadler'. The event title is 'Hangout with the Coca-Cola Racing Family' and the date is 'Sat, Nov 3, 10:00 AM - 11:00 AM PDT'. There are 'Yes', 'Maybe', and 'No' buttons for RSVP, and a 'Check my calendar' link. An 'Invite more people' button is on the right. At the bottom, it says 'Created by Coca-Cola' and 'GOING (97)'. The background image shows three NASCAR drivers in racing suits.

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

Promote your social message
beyond the stream



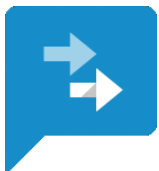
Let your customers do the promoting

The screenshot shows a Google search for "virgin america". The search results include a prominent advertisement for Virgin America. The ad features a yellow background and includes the following text: "Ad related to virgin america", "Virgin America Flights | VirginAmerica.com", "www.virginamerica.com/Official-Site", "Fly Virgin America from SFO for WiFi, Movies & Food on Demand.", and "950,642 people +1'd or follow Virgin America". Below the main ad text, there are two columns of links: "Book a Flight", "Current Deals", "Where We Fly", "Earn Elevate Points for Flights", "Experience Virgin America", and "Fleetwide WiFi". On the left side of the search results, there are navigation tabs for "Web", "Images", "Maps", "Videos", and "News".

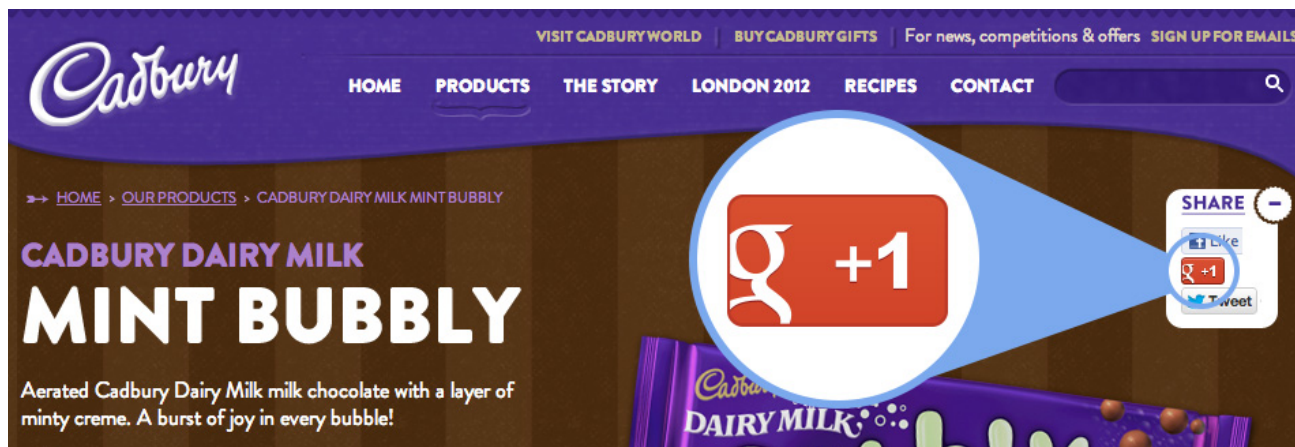
Turn on social extensions to promote your messaging in AdWords and surface endorsements for your brand when it matters most.

+1

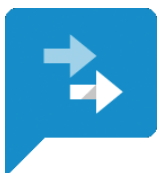
Increase the likelihood of social showing up in your ads by combining +1's from your ads, Google+ Page and website. This can show an average CTR uplift of 5-10%.



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

SUBSCRIBE TO MASHABLE



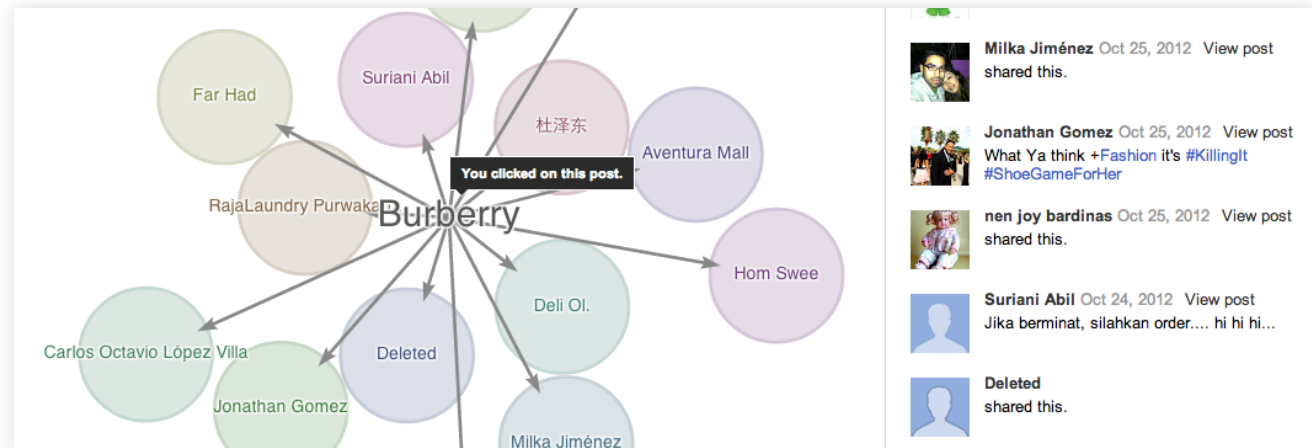
Add the Google+ badge to your website, blog, email list, receipts, business cards and in-store signage. Including a Google+ Badge allows people to +1 and add you to their Circles directly from your website.

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

Measure impact



Ripples



Now sit back and watch it all in action. Use Ripples to see how your posts spread across Google+ and to identify brand advocates. Try Ripples [here](#).

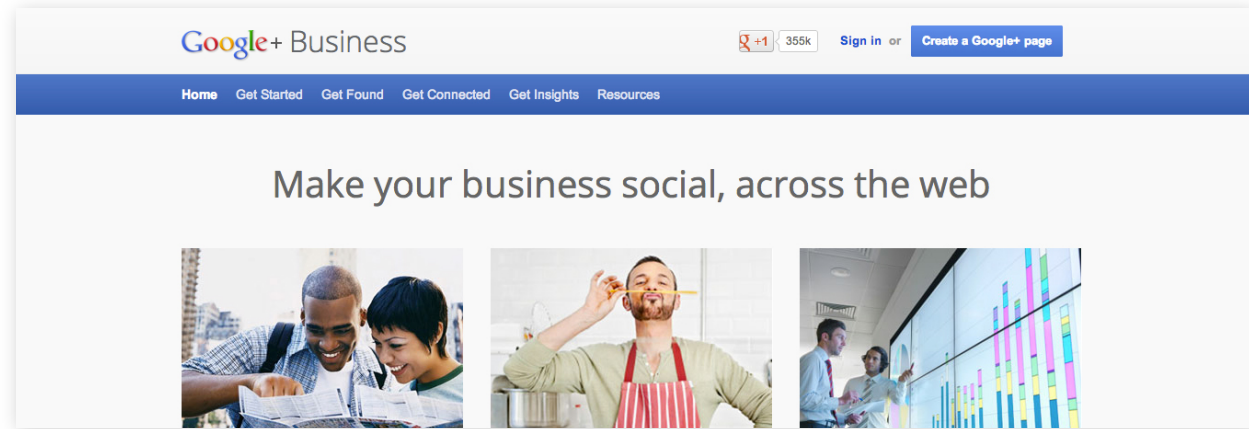


Social Reports in Google Analytics



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 to achieve those goals. [Learn more here.](#)

Learn more



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

Thank you!