




# **DSS User Group**

## **December 2012**

***Google+ Local, Pages, Profiles***

## DSS User Group December 2012 Agenda

- Google+
  - Google+ - What It Is, Why It Matters
  - Google+ Profiles 
  - Google+ Pages 
  - Google+ Local 
  - How to view traffic to your Google+ Local
- Open Q&A
- New DSS features

## Google+ - What It Is, Why It Matters

- Google+ (G+) is Google's social networking and identity site, where people can set up personal **PROFILES** for themselves, **PAGES** for their businesses, and where people can search for, learn about and review businesses (**LOCAL**).
- Google uses Local listing information and reviews in its search results.
- Google uses authorship information from Google+ Profiles linked to websites to show author images in its search results.



## Google+ PROFILES are for PEOPLE

- The Google+ Profile is similar to a Facebook Personal Profile in that it is meant exclusively for individuals, NOT businesses
- Similar features such as a profile picture (which should be a picture of you), a cover photo, and a wall for posting updates, videos and photos.
- A G+ Profile is now mandatory to use Google products such as YouTube and is the only way you can create and manage a Google+ Business Page.
- A G+ Profile is mandatory for authorship.



## Google+ PROFILES - Tips

- Setup: use a Gmail account for your business. This allows you to have a personal Gmail account that is not tied to your “work” personality (and your business page, if you create one)
- Use: Google+ is just like your own mini personal blogging platform. This means you can fully edit any of your posts at any time (unlike Facebook or Twitter)
- Your site: Use this link in your DSS Author Tag



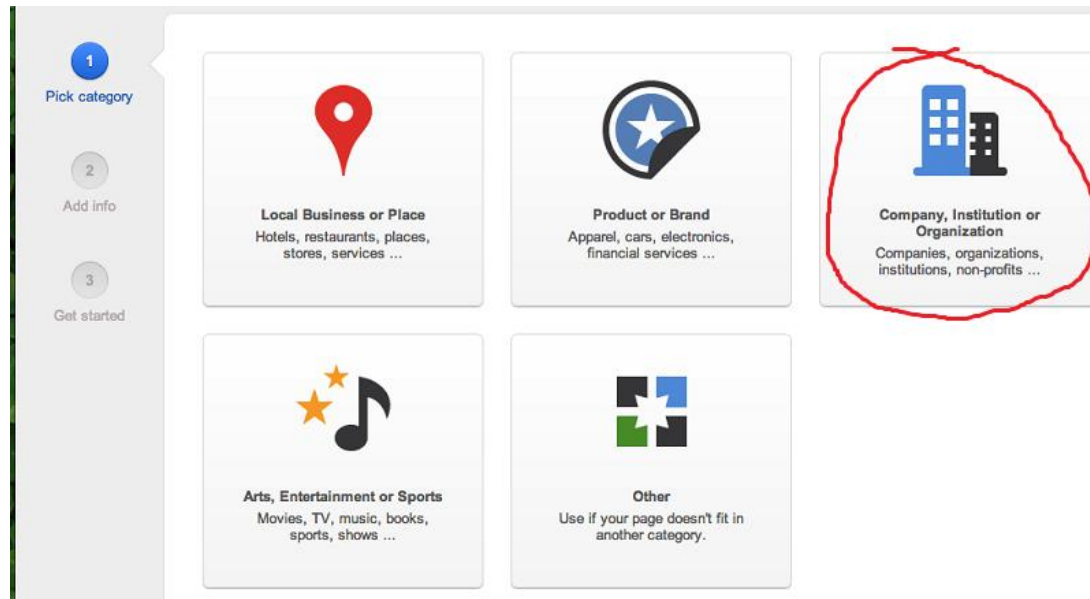
## Google+ PAGES are for **BUSINESSES**

- A Google+ Business page is equivalent to a Facebook Business page. This is another social media outlet for your business, where you post news, videos and share content (linked to your site)
- Use a different picture and cover photo than your personal page (business logo and maybe a panoramic shot of your staff or office building for the cover photo).



## Google+ PAGES for Business - Set Up

- Need G+ Profile / Gmail login to set up a page
- Do not set up a business page as a **Local Business or Place** – set up as **Company**





## Google+ PAGES for BUSINESSES - Tips

- Setup: use the same Gmail account you used to create your Profile (you have to have a Profile to have a business Page)
- Use: Share news about your business, post videos relevant to the services you offer, use the content sharing features of G+ (post links, write posts)
- Your site: Add icon with G+ Page link to your website sidebar or header, with your other social media icons. This link gets rel=publisher from DSS on your home page *automatically*.





## Google+ Local – Introduction

- G+ Local is the old Google Places; combines local search with customer reviews.
- Has the biggest impact on search. You're more likely to show up in search if you claim your Google+ Local profile, optimize it and get good reviews. Positive (REAL) reviews on Local matter.
- Think of it like any other site where you review a business (Yelp, Angie's List) with the bonus that if used correctly you will improve your results in search.



## Google+ Local – Getting Started

- Use <http://www.google.com/places/> to get set up.
- Use the link highlighted below (don't click the chef!)

See reviews from people you know



**Choose the right places with Google+ and Zagat**

Reviews from people you know and scores and summaries from Zagat.

[Explore Google+ Local](#)

Get your business found on Google



**Claim your business listing on Google - for free**

Google Places for Business lets you respond to reviews, learn insights and more.

[Get started now](#)




## Google+ Local – Setup, Uses, Your Site

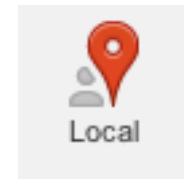
- Setup: Set up or claim your Local listing. Use the same Gmail account as your Profile and Page. It can take a few weeks for Google to send you a postcard or phone call to complete verification.
- Set up one Local for each of your offices.
- Look for duplicate Local pages – this can be very bad – and delete them.
- Your site: Include a link to G+ Local on the REVIEW page on your website!





## Google+ Local: How to Check Your Insights

1. Log Into Your Google Account 
2. Click on “+YourName” in the upper left corner
3. Click on the “Local Icon” on the left hand side
4. Type your business’ name into the search box
5. Click on your business’ local profile
6. Go to Manage This Page (will only show up if you’ve claimed your profile)
7. Your business will pop up and your insights should be visible



IS THIS YOUR BUSINESS? —



Manage this page

## Google+ - More Reading

- <http://www.seomoz.org/blog/tips-to-use-google-for-seo>
- <http://www.blindfiveyearold.com/google-plus-seo>
- <http://www.conversationmarketing.com/2012/02/google-plus-box-ranking-factors-report.htm>
- <http://geekyinspirations.com/google-plus-profile-picture-and-cover-photo-size/30/>
- <http://mashable.com/2012/12/07/google-plus-communities/>



**Questions?**

## DSS Updates

### 11/29:

1. All dynamic images use alt attribute instead of image title
2. Blog comments are now nofollow
3. Thank You Page for Offers now has Preview Feature
4. Send video to encoding after verifying the video page fields are complete
5. Bug fix in practice area category checkboxes
6. Fix for Facebook floating share button
7. Remove buttons from blog overview pages

### 12/6:

1. New author tag design is live!
2. Major code cleanup for video upload section
3. New menu items in the Edit Your Content section of DSS
4. Release Notes Date!

### 12/13:

1. Site speed improvements to the Google search code
2. SEO improvement: noindex for category pages
3. Privacy Policy links are now nofollow, and Privacy Policy page is noindex
4. Images for posts to Facebook now work from library items
5. Content Log update: DRAFT items are now in gray
6. Meta description field now available on Member bio pages in DSS
7. No duplicate Practice Area and Category Names allowed in DSS
8. Saving pages with an ampersand no longer makes DSS think you are changing the page title
9. Business name added to the end of all page titles
10. Bug fix: Testimonials and the disclaimer
11. Bug fix: Error when uploading PDF with colon in file name



**Questions?**  
*(Last Call!)*