



FOSTER
WEB MARKETING

The Ultimate Guide to Getting Started With Google+



How to Set up Google+

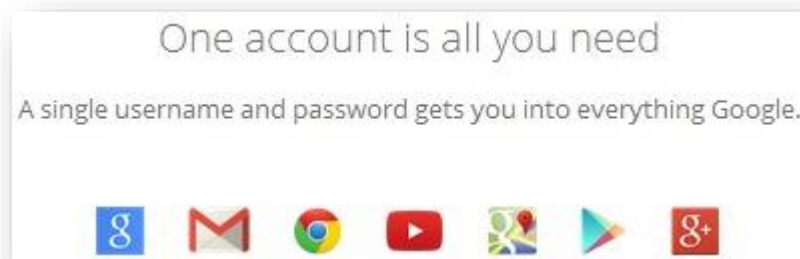
Creating a Google Account

1. If you already have Gmail, Google+, or any other Google service you can skip to the next section.
2. *If you have no Gmail, Google+, and your business has not been claimed in a Google account; go to <https://accounts.google.com/SignUp>



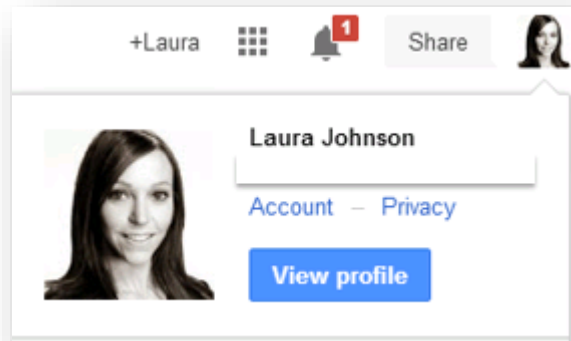
*Notes:

- *If you have a YouTube account that you would like to associate with your business, **but no Gmail account**, you can create a Google account by going to the Google account signup page and select "I prefer to use my current email address" using the email associated with your YouTube account.*
- *Foster Web Marketing recommends keeping everything under one Google account*

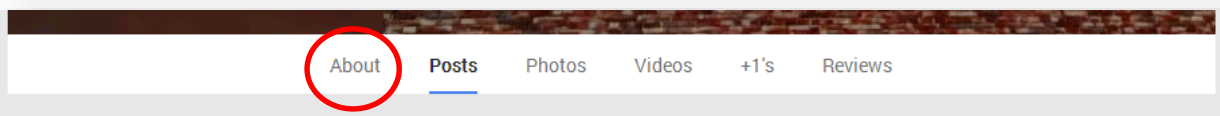


Creating Your Google+ Personal Profile

1. While logged in to your Google account, in the top right corner of the page, click on your profile image (or the blue man if you have not added a profile image previously) and click the “View Profile” button.



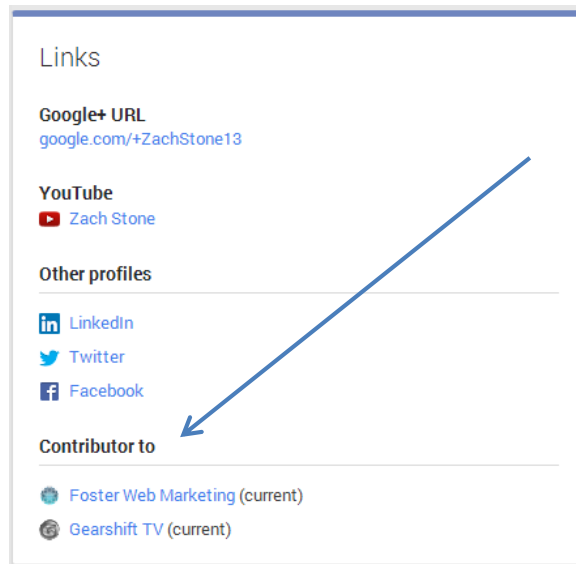
2. Add profile picture and cover image
 - a. Click the camera icon when you hover over your profile picture.
 - Profile pictures should be 250x250 pixels
 - b. Click the “Change Cover” when you hover over your cover photo.
 - G+ image templates: <http://googlepluscoverphoto.blogspot.com>
 - As of Nov. 13, 2013, G+ updated their size requirements for cover images:
 - Smallest: 480x270 pixels
 - Largest: 2120x1192 pixels
3. Select the About tab to view and update your profile information



- a. Complete the following fields which create your G+ profile’s Meta description appearing in search results:
 - i. Name
 - ii. Tagline

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- iii. Occupation
 - iv. Current employer
 - v. Current location
 - vi. Introduction
4. *Add a link to your website under “Links> Contributor To” to associate your G+ profile with your author tag.



***Notes:**

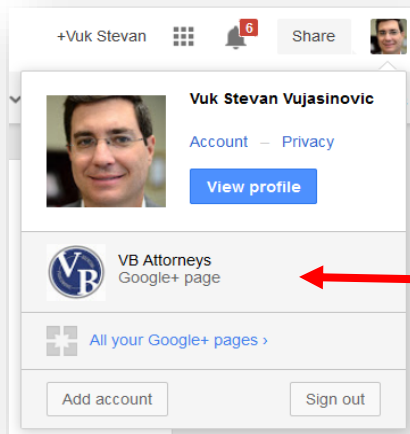
- You will have to set up authorship in DSS to take full advantage of Google+ Authorship and its benefits. For a step-by-step process for setting up authorship in DSS go to: <http://www.fosterwebmarketing.com/library/how-to-use-the-new-author-tags-in-dss.cfm>

Creating Your Google+ Business Page

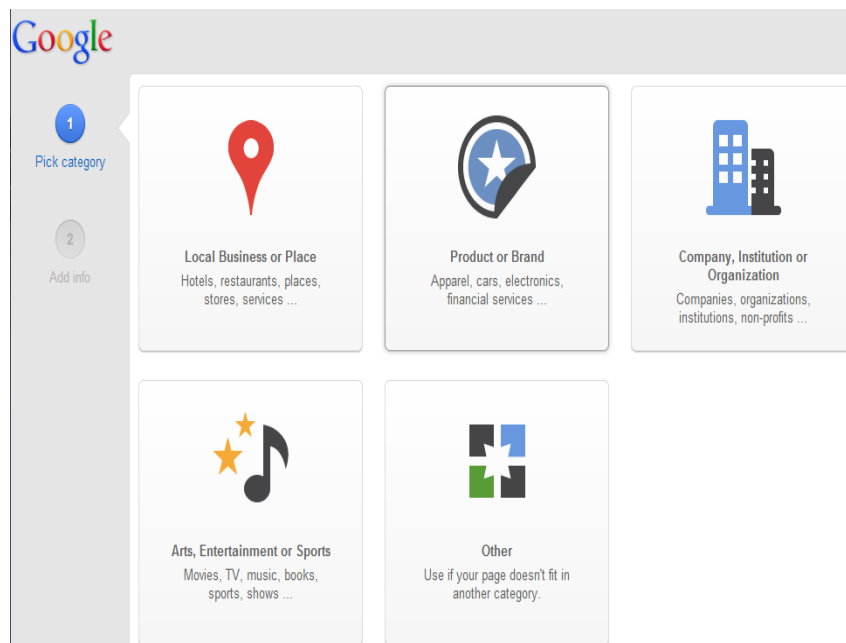
1. To access a Google+ Business Page that has been created under your Google+ account, click on your image in the top right of the page while logged in to your Google+ account.



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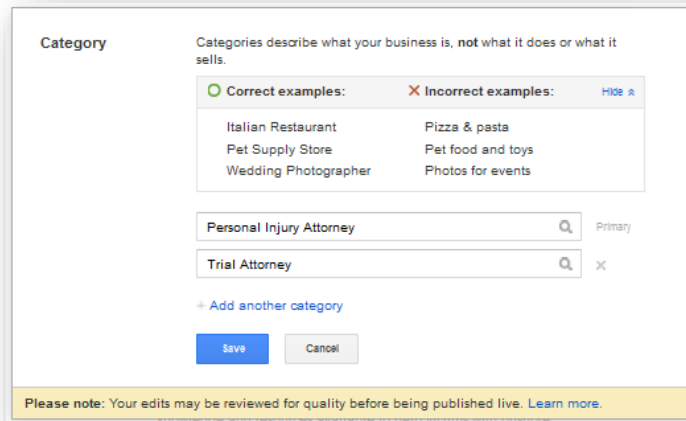


2. To create a new business page: Click the “Home” button in top left corner and select “Pages” from the dropdown
 - a. Click the “Create a page” button
 - b. Select your type of business (local business)



3. Enter your business information:
 - a. Use the same exact NAP (business name, address, phone number) as you do on your business website.

- b. Select the most appropriate category(s) and be as specific as possible when choosing from the categories provided. Your “Primary Category” will appear under your business name.



- c. Provide a business description using targeted terms (NOT keyword stuffed) and location details.
- d. Enter business hours
- e. Upload cover image and profile picture (logo)

4. *Verify your business page

- a. You will have a verify business button under your edit business information button on your Google+ Page.
- b. A gray check indicates the page has been verified:



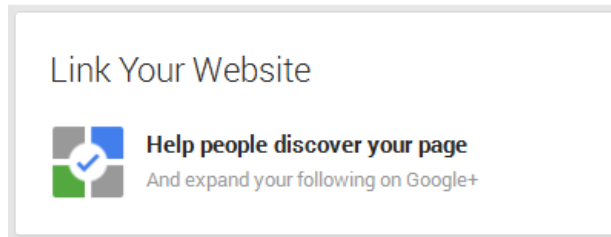
*Notes:


- Google prefers to include verified pages in search results.

5. Link your website to your G+ Business Page

- a. Reference: <https://support.google.com/plus/answer/1713826?hl=en>
- b. On the About tab, click the **Link website** button next to your website URL

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- c. The verified webmaster can confirm the link in [Webmaster Tools](#)
- d. You will receive an email once the link has been approved and a checkmark  next to your website on the About tab of your page.

Creating & Claiming Your Google+ Local Page

1. Go to <https://www.google.com/local/business/add> and choose your business
 - a. If your business **is not listed** within results choose “No, these are not my businesses”
 - b. *If there are **multiple listings** choose the listing that is most robustly filled out



*Notes:

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- *If a listing has a review, in most situations you will want to claim that one.*
- *Go back and remove duplicates after you have a claimed verified account.*

2. **Verify your listing by phone or postcard*

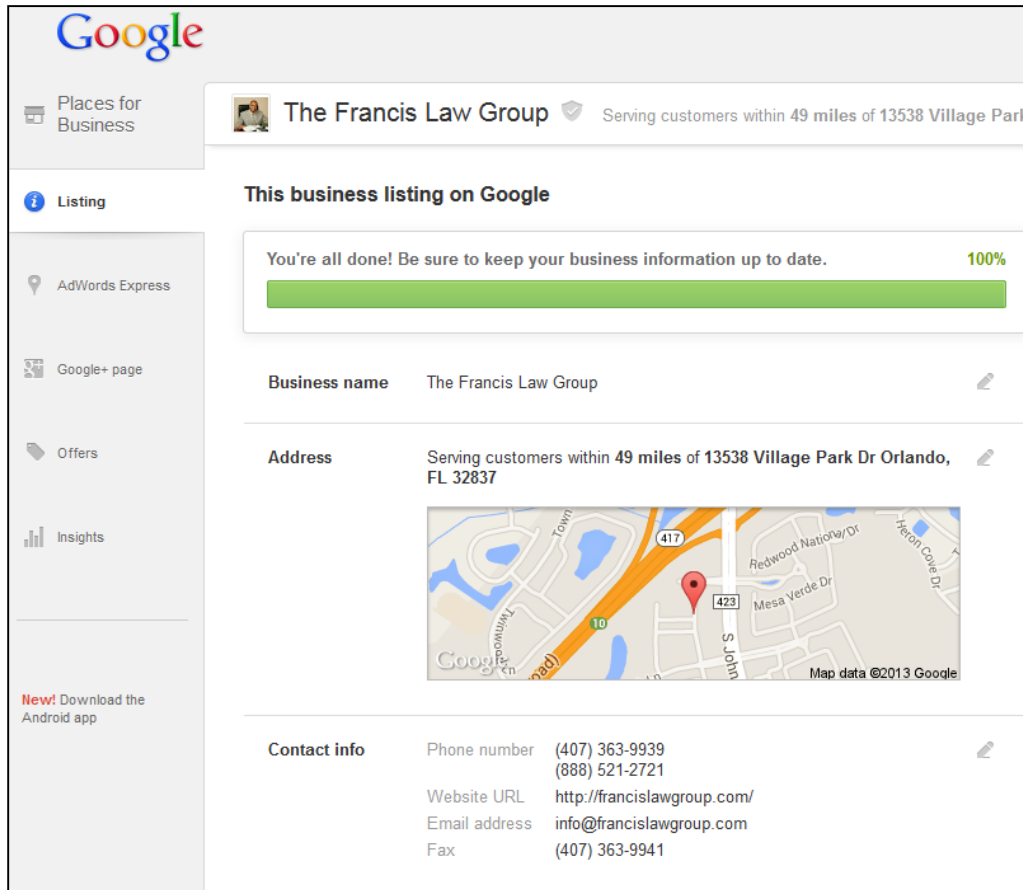
**Notes:*

- *If the information is extremely inaccurate you can choose “continue and verify later,” but you may lose the choice of verification.*
- *Foster Web Marketing recommends verifying by phone as this is much faster and then going back and making edits and updates.*
- *You can choose to edit information first, but changes will not show until the business has been verified & you may lose one of the options for verification.*
- *Help with verification issues:*
<https://support.google.com/places/troubleshooter/1399021?hl=en#ts=1399022,1398780>
- *If you scroll to the bottom you can click “call us” to speak directly to a Google Rep about your Local issues*

If you've already submitted a reconsideration, it's best to wait for a response. In addition, if you've requested a PIN for verification, it may take a couple of weeks for your PIN to arrive by mail. However, if you are still having problems verifying your listing, please **call us** or email us using this form.

3. **Once verified, you are able to view edits made previously and/or update your business information. With Google+ Local, **more details are better**, so ensure that you correctly*

fill in every possible field.



The screenshot shows a Google Business listing for "The Francis Law Group". The listing is marked as "100%" complete. The business name is "The Francis Law Group". The address is "Serving customers within 49 miles of 13538 Village Park Dr Orlando, FL 32837". A map shows the location in Orlando, Florida. The contact information includes a phone number (407) 363-9939, a website URL (http://francislawgroup.com/), an email address (info@francislawgroup.com), and a fax number (407) 363-9941.

***Notes:**

- *Make sure the pin is located in the right location on Google Maps. Submit any issues <http://www.google.com/mapmaker>*
- *Use local phone first, but also include toll free.*
- *Use an email that you will be able to respond to potential client requests through in a timely fashion.*
- *At the bottom on the page is a section to remove a listing, report a problem or get help with your listing.*
- *Use as many relevant categories that apply to you as possible, the first one is most important. Do not add irrelevant categories.*
- *Add quality images.*
- *Your description should describe what you do and where you serve. Do not keyword stuff and you don't have to include the business name within the description. Use normal grammatical rules.*

***Merging Google+ Local Page and your Google+ Business page**

Unfortunately, there are tons of bugs in the system that can make merging your pages a huge pain. It's gotten so bad that most local SEO experts (and even a few Google employees) are telling businesses to hold off on merging.

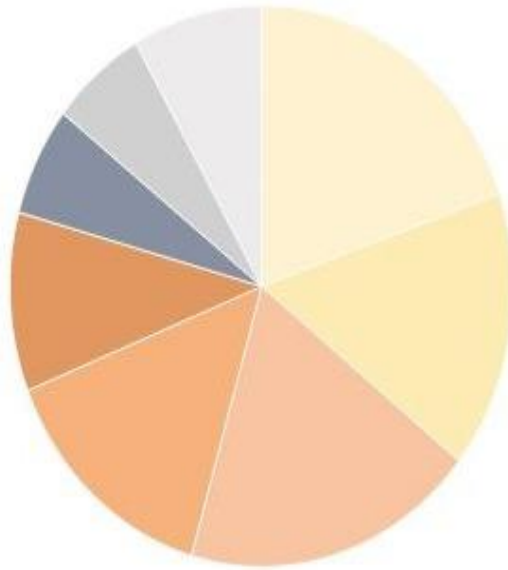
**Notes:*

- *Foster Web Marketing is not recommending manually merging listings at this time.*

How Can I Make My Google+ Local Listing Rank Higher?

- Reviews are important: Creating a review strategy will help people understand the services you provide and give them an idea of what kind of business you are running.
- DO NOT FAKE REVIEWS.
- Other factors matter too: Your local listing is not all that matters in Google's eyes.
- Other factors that affect your local listing include local citations consistency, social signals, actual location, and on-page signals.
- Make sure you are contributing positive indicators for those ranking factors as well.

Overall Ranking Factors



- | | |
|--|--|
| <p> Place Page Signals
(Categories, Keyword in Business Title, Proximity, etc.)</p> <p> External Loc. Signals
(IYP/aggregator NAP consistency, Citation Volume, etc.)</p> <p> On-page Signals
(Presence of NAP, Keywords in Titles, Domain authority, etc.)</p> <p> Link Signals
(Inbound anchor text, Linking domain authority, Linking domain quantity, etc.)</p> | <p> Review Signals
(Review quantity, Review velocity, Review diversity, etc.)</p> <p> Social Signals
(Google+ authority, Facebook likes, Twitter followers, etc.)</p> <p> Behavioral/Mob. Signals
(Clickthrough rate, Mobile clicks to call, Check-ins, Offers, etc.)</p> <p> Personalization</p> |
|--|--|

Resources

Google+ image dimensions and templates:

<http://googlepluscoverphoto.blogspot.com/2013/03/google-plus-profile-image-new-size-template-250-250.html>

Linking your G+ Business Page to your website:

<https://support.google.com/plus/answer/1713826?hl=en>

G+ Local verification issues:

<https://support.google.com/places/troubleshooter/1399021?hl=en#ts=1399022,1398780>

Duplicate G+ Local listings: <https://support.google.com/places/answer/183009>

Local search ranking factors according to local search professionals: <http://moz.com/local-search-ranking-factors>

Google's 3 main ranking factors for local listings:

<https://support.google.com/places/answer/7091>

Google's philosophy: <http://www.google.com/about/company/philosophy/>