

## Google Plus SEO Benefits

June 2012

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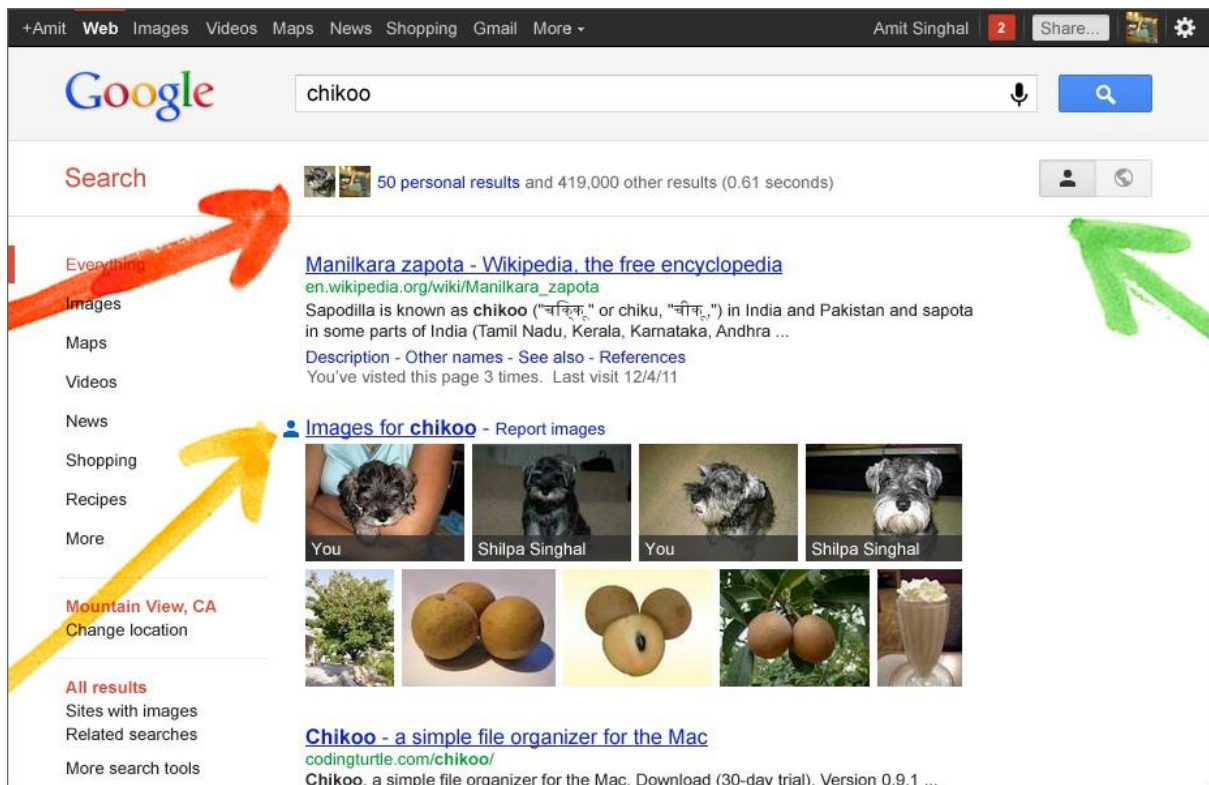
## CONTENTS

Google Plus / SEO Benefits .....	3
How Google Plus can affect your social search results.....	3
Google Plus brand pages .....	4
Step 1 – gain followers .....	5
Step 2 – use the Google plus engagement features .....	6
Step 3 – link your Google plus page with your PPC campaigns .....	6

## GOOGLE PLUS / SEO BENEFITS

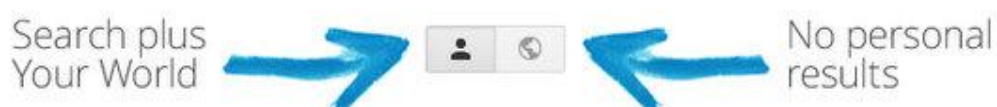
Google defines the +1 as a feature to help people discover and share relevant content from their friends. Users can +1 different types of content, including Google search results, websites, and advertisements.

Once users +1 a piece of content, it can be seen on the +1 tab in their Google+ profile, in Google search results, and on websites with a +1 button.



## HOW GOOGLE PLUS CAN AFFECT YOUR SEARCH RESULTS

The +1 can have an effect on your site's search rank. However, it doesn't mean the more +1's a link has, the higher rank it achieves in traditional search results. For example someone who is signed into Google whether it is Gmail or Google Plus can opt in or opt out to seeing personal results with a click of a button.



When a Google+ user +1's a piece of content, they give it a "stamp of approval". Then, say one of their connections from Google+ searches for the same or related topic. Because of 'Search plus Your World', their friend will see the same link with a small annotation stating that their friend has +1'd the post. Google believe content recommended by friends and acquaintances is often more relevant than content from strangers.

Users who aren't signed into their Google account when they search will also see Google Plus information. When a user searches for the same phrase, the results might display the total number of +1's a link has received, which is another validation that it's a relevant link.

Google+ profiles will now be a part of the search query box. As long as someone is signed into Google+, Google will try to finish the search query with the most likely match according to what your Google plus friends have shared.

## GOOGLE PLUS BRAND PAGES

Google plus has pages for brands just like Facebook does. Setting one up is easy but someone will need a personal Google Plus account to set up a brand page.

Here is an example of a good one:

**Menswear Style** Follow

Posts About Photos Videos

**Menswear Style** 9:03 AM - Public  
 Its competition time! Here at Menswear Style we have these two stylish preppy slim ties from ASOS to giveaway. All you have to do to enter is tweet that you have entered our competition and we will pick a winner at random and announce it on our Twitter page at 2pm on the 29th May.  
<http://www.menswearstyle.co.uk/post/23599609725/win>

**MENSWEAR STYLE** CO. UK  
[www.menswearstyle.co.uk](http://www.menswearstyle.co.uk)  
 +87

147 IN THEIR CIRCLES  
 Jeromes Gentl...  
 START

## STEP 1 – GAIN FOLLOWERS

Once you have set up your Google Plus page you will need to drive the number of followers you have.

When Google+ users arrive at your page, they'll see a big, red "Add to circles" button. After clicking this button, users follow your brand and receive your updates in their streams. But you'll want to know how to get people to arrive at your page in the first place. Here we have outlined a few ideas:

- Place a Google+ Badge on your website that redirects users to your page.
- Email your email database informing them about your new page. You could even hold Google Plus specific a competition.
- Direct Connect is an interesting searching method where only pages that have enough +1's can take advantage of which enables users to automatically add brands to their Circles by including a "+" before a brand name in their Google search queries. Brands can say "Search for +wigitcompany on Google," and the action will take users directly to the brand's Google+ page.
- Add as many related pages to your following list and you will see a small percentage will add you back. This is a good way to get those few early followers.

The screenshot shows a Google+ search interface. At the top left is the Google+ logo. A search bar contains the word 'menswear'. Below the search bar, a dropdown menu shows 'menswear' and a button for 'People and pages'. The main content area displays a list of five menswear-related pages, each with a profile picture, name, description, and a 'Follow' button. The pages are: Mainline Menswear (Independent retailers of designer mens clothing in the UK...), Menswear Style (Menswear Style is a men's fashion and style website which...), Establishment Menswear (Establishment Menswear, Woking has a new look. Exciting new...), Pockets Menswear (In 2008 Pockets celebrated 12 years in business as one of...), and Meechs Menswear (Meechs has achieved a reputation for excellence in this...).

## STEP 2 – USE THE GOOGLE PLUS FEATURES

In addition to a text-based status update, each post can attach a photo, video, and URL link to make the post richer. Directly engage your followers by asking questions that start discussions such as “what’s the best colour suit? Grey, Black or Navy’” or “who wears this watch the best David Beckham or Daniel Craig” which will lead to +1s and Circle shares. The more users engage with a post, the greater the viral effect bringing you more brand awareness and those important SEO benefits mentioned above.

## STEP 3 – LINK YOUR GOOGLE PLUS PAGE WITH YOUR PPC CAMPAIGNS

You can add your Google plus icon onto PPC ads as a social extension which is another great way to gain more +1’s

The +1 section of the PPC ad is discreet enough to not to take the emphasis away from the main communication but prominent enough to be seen for when customers are looking for credibility or assurance of the company they are about to invest their money in.

Ads - Why these ads?

### Plus Size Dresses

[www.simplybe.ie/\\_Plus\\_Size\\_Dresses](http://www.simplybe.ie/_Plus_Size_Dresses)

Celebrate Your Curves With Our Divine Plus Size Fashion Size 14-32

### ASOS S/S 2012 Dresses

[www.asos.com/dresses](http://www.asos.com/dresses)

Get ahead, shop the new season now.

Free Delivery to Ireland.

647 people +1'd ASOS



Google has also been experimenting with their ad space by using the space for Google plus results.

tv guide

About 1,940,000,000 results (0.27 seconds)

**TV Guide** [TV Listings](#), [Online Videos](#), [Entertainment News](#) and ...  
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 Find local TV listings, watch full episodes of your favorite TV Shows and read the latest breaking news on TV shows, celebrities and movies.

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- ▶ 1:09 "Hollywood Girls Night" Robin Givens Dated ... 6 days ago

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**TV Guide** is a weekly American magazine with listings of TV shows. In addition to TV listings, the publication features television-related news, celebrity interviews ...







It is quite evident that there are huge SEO benefits of Google Plus. People are quick to mention that far more people use Facebook and on a more regular basis but Google are able to use Google Plus in search in a way that Facebook can never do.

Your income from Google will be the highest income driver for your website and implementing this is only going to improve it. Google are still experimenting and updating Google Plus and we'll be keeping an eye out for what else they make Google Plus useful for. We recommend rallying up as many followers to your page sooner rather than later.