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Google+

PAGE MANAGER

Your go-to guide to winning at
Google+ Page marketing.

A guide by:



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Introduction

Having a properly-connected Google+ Page for your company is more than just filling out its profile information. Your Google+ Page is your company's identity across all Google products, just like your Google Account is for you individually.

A Google+ Page connects to your website, your YouTube channel, Google Analytics, Webmaster Tools, Local Search (for local businesses), even AdWords.

As your company's presence and engagement grows on Google+, that traction starts to count toward your visibility and trustworthiness in Google's eyes through semantic signals. In other words, everything you do with your Google+ Page within Google's ecosystem teaches it more about your business, not just through keywords, but through relationships, intent, and expertise.



Bonus Content



We will be sending you email tips over the next few weeks to help you learn more about the Google+ culture, tips and techniques, and what you can do to get more traction and engagement for your company's Google+ presence.

Read them. Click on the resources. Reply with any questions.

We want you to come out of this with confidence that investing in your Google+ presence was the best decision for your business, and the knowledge on how to make that happen!

Company Page Setup Checklist

Following are action items for you and your team to complete that will ensure your hard work building up traction and engagement on Google+ transfers back to your YouTube, Local, and web presence. The items have been listed in order of priority, with the highest priority at the top, and optional items toward the bottom of each section.



If you have any questions, or would like to schedule some consulting time with a member of our team to work with you directly on this, please contact us.

Set Managers

If you have an existing page, go to *Settings > Managers* and add the email addresses for any users you wish to have manage your page. They will [need Google+ accounts](#). Accept the role by clicking on the link in Google's email to you, or (preferred) just go to the Google+ Page after you've been invited, you will see a prompt to become a manager.

Create Password

If you have an existing page, create a password for it so you can take advantage of third-party apps that help people [discover your page](#). The username will look something like this:

business-name-123@pages.plus.google.com.

✓ **New Page? New account.**

If someone outside your organization is setting up your Google+ Page, require that they use a new Google account set up for your business, and to provide you with the login details. If you already have an account like this, create the page yourself and make them a manager.

We have a [running guide](#) of issues and best practices for finding out who owns your page on our blog, you might find that helpful.

Company Page Setup Checklist

Following are action items for you and your team to complete that will ensure your Google+ page is set up for success. Having all these items checked will not only ensure you have a professional and attractive page, but also authority given by Google in association with your brand.



✓ **Profile picture**

Use a 250x250 pixel logo for your brand's profile photo, if you do not have one already. The profile photo is round, so check that your logo doesn't get cut off by the circle.

✓ Cover Photo

Upload your cover photo using a [2120x1192 cover image](#) (any text should be pulled in from the sides by approximately 100px on each side), if you do not have one already. If you have a Local page, the cover photo might stretch taller due to extra fields under your profile photo. When this happens, the left and right side of the image get stretched, another reason to pull text in from the outside of the cover image.

✓ Profile Information

Be sure to completely fill out your page's information, including adding links to sales and support pages, a tagline (available for brand pages only), and copy that will help someone make a qualified judgment about which circles they should put you in. For Local pages, you can add this information into the Description section of your business listing.

Website Connections

Because your Google+ presence will be used in conjunction with your website to boost your authority and drive brand awareness, you want to make sure all the following website connections are made as well.



✓ Publisher Declaration

Rel=Publisher: Add this tag to the <head> section of your website and blog:

```
<link href="https://plus.google.com/117408308352580461119/"  
rel="publisher" />
```

Change the numbers in red to the ID of your business page, which you will find in the URL of the Google My Business dashboard.

✓ The +1 Button

Add +1 button code to every page on your website. You can customize this using [Google's customizer](#).

✓ The Follow Badge

Add the follow badge to your sidebar or footer. You can also use [Google's customizer](#) for this.

✓ YouTube

YouTube: Your Google+ Page comes with its own YouTube channel, which your [Page Managers can access](#). If you have an existing channel not connected to your Google+ Page, there are many ways to troubleshoot this depending on the situation. Contact us for help.

Analytics & Search Console

The following items should be implemented in order to get a full view of the Return On Investment (ROI) of your inbound Social Media Marketing efforts.



✓ Manager Access

Grant your Page Managers [admin level access](#) to your Google Analytics property.

✓ Search Console

[Connect your Google Search Console](#) account with your Google Analytics property.

✓ Event Tracking

(Optional) Set up [event tracking in Google Analytics](#) to track specific on-page actions that are of the highest value.

✓ Schema

(Optional) Ensure that your website is utilizing proper output of [Schema.org](#) markup for SEO.

Next Steps

Once your page is setup, and your website connections are complete, run an audit of your company's Google+ page using our free Brand Page Audit Tool, and look for any errors. Need help? Call Ben Fisher at (623) 252-3845 or just send an email to consulting@steadydemand.com.

