# Google+ | Connections

## Bruce Jones

### Audience Questions

- How to best edit your profile on Google+ to maximize visibility?
- How to link Google+ to individual and company blogs
- How does Google+ enhance SEO
- What is Google Author and Google Local how do they fit into Google+
- How can I help individual attorneys improve their SEO within Google search

### Who is Bruce Jones

Bruce Jones is a business graphic designer. He has been on line since 1996 selling products and services ranging from software for businesses to books to clothing and household items. Over half of my income comes from my online efforts. I use websites and social media to drive this business.

Bruce is the author of over 20 books covering topics in music, geography, education and children. His latest book is “How to Publish Your Book, A Beginners Guide to Print, Digital and e-Books" is available on Amazon.com. Bruce is also the producer of the Video Journalism Workshop for making documentary films for TV and Web and lectures on social media and publishing.

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## What is Google+ and the Reasons for Using It

Google+ is a social networking and identity service owned and operated by Google Inc. It is the second-largest social networking site in the world, with approximately 540 million active users. It is not only a social networking website but also an authorship tool that associates web-content directly with its owner/author. Google also tries to tie in locations to each person. Google Plus is integrated into many Google properties like Gmail and YouTube comments.
http://en.wikipedia.org/wiki/Google_plus

It is more like Linkedin than Facebook, a little more on the business side, but reaches out much further.

“Understanding identity and the social connections between people”

“Google looks for people that are authorities in areas and pushes them up in the ranking.”

“Rel=”author” Google Authorship, Moving away from keys, from strings to things, learn about the real world and the relations between real people.”

“Fighting spam, Google wants to support your effort to make a great site that is helpful for your readers.”

Matt Cutts, Google

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**Connecting People, Places and Business Across Platforms**
Identity Services, Google+ profiles are used in the background for many Google services such as YouTube, Gmail, Google Maps, Google Talk, mobile, Blogger, Picassa, it is the center of the Google experience. Along with Search Plus Your World Identity

**Reasons for using Google Plus**
Much of this list came from Educational Technology and Mobile Learning
http://www.educatorstechnology.com/2013/03/20-reasons-why-you-should-use-google.html

**1. Integration with Google Services, YouTube, Google Docs, Gmail**

**2. Use of Circles, manage you relationships. Customizes your stream, direct information out to just who you want**

3. Mobile App

4. Photo Tagging

**5. Hangouts and Hangouts On-Air**

6. More control over privacy settings

7. Control over your Profile

8. Improved search, integrates social and your connections

9. Better for business with our business page

10. Photo Gallery, lot of features with Chrome, Better organization

11. Google Effects in hangout,

12. Better integration between desktop and mobile especially with Hangout

13. Auto Photo and Video Backup

**14. Everything you post in Google+ is immediately indexed by Google**

**Seems that Google+ results are ranked higher in Google searches. Including profile and business pages**

**Facebook isn't indexed in Google searches and Twitter somewhat.**

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15. Access to a lot of tools, Hangout, Communities, YouTube, Google, Gmail, Google Maps and all the products

15a. The ability to link from YouTube to Google+ using annotations

16. Ability to control how the world sees you and your business

17. the +1 Button

**18. Authorship to your content, helps with search. Assign personal signature to your content and lets others see you in search. Fill in all the boxes, plus a good profile picture.**

19. Ability to connect with different communities and circles

20. Google+ & Search, Plus Your World

21. To comment on YouTube videos you now need a Google+ account.

22. Google Places, the information that a search engine uses when listing your business. You can control the information. You can add images, hours of operation and contact info. Google+ Local for Business is about the social aspect of search. Connect with customers and others. If you are signed into Google+ you can do personalized searches based on your Google+ connections

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## Google+ Authorship

Google is piloting the display of author information in search results to help users discover great content.

Must have a completed Google+ Profile with a good, recognizable headshot as your profile photo.

Step 1. Link your Google+ profile to a verified web address that you contribute original content to, such as your blog. This is done in the Contributor To section of your Google+ profile.

Step 2. Set up authorship by linking your content on the blog back to your Google+ profile using the rel=”author” parameter

<a href="https://plus.google.com/Google+Page?  rel=author">Google</a>

Search results will show up in Web Searches with links to your content along with a personal headshot.

For more info visit this Google page, also the article below

https://support.google.com/webmasters/answer/1408986

This will also work with content that is posted on the Google+ site

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## What are the Parts of Google+, Around the Page and the Profile

### Home Page
The main page where you can see all the posts from all the people in your circles and any connections

### User Profile
Public visible account of a user that is used by many Google properties. Includes a photo, history, interests, work history. Also includes several identity sections that allow you to link properties across the web. This area is used for Google Authorship.
(Google wants to be able to identify an individual person with the content they produce and the sites that they own.)

### Circles
Part of their Social Platform. Enables users to organize people into groups for sharing or connecting. Used in Google Hangout. Gives you the ability to share content with just the people you want. You can also focus your Stream on people from just one Circle. Circles are selected from the More pull down menu

### Posts on Google+
Liking, sharing, commenting, images, videos
#hashtags and flipping the card

### Stream
The center section of the Google+ page. This is where all the posts from people in your Circle appear. You can also share video, photos and links from the Stream. The Stream can be filtered to show post from just a specific circle.

### Hangouts and Hangout On-Air
Hangouts is a free video conferencing service for up to 10 people. Includes many features such as chat, screen share, lower thirds, document share, ability to connect to YouTube, Google Docs and more.

Hangouts also supports mobile on Android and iPhone

Hangout On-Air lets you take a Hangout and broadcast it through

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Google+, YouTube, and Facebook. Through YouTube the broadcasts are recorded. You now have the ability to drop in a trailer and tie a broadcast to an Event. This is a very powerful feature. You have exposure to 1,000s if not millions of people.

Video chat with clients, host seminars, live broadcasts, multiple people can present at one time to your audience, it can be private or public

Youtube is a social media platform, 100 hours of video is loaded up every minute. Show the authorship links between the two platforms, and the power of commenting.

YouTube now requires anyone who wants to comment on a video be a Google+ member. Comments are also show by relevance and popularity.

**+1 Button**
Similar to the Like button from Facebook, used for recommending sites and posts

**Google+ Pages**
Allows businesses and organizations to have a Google+ page

**Communities**
Allows user to create a sub group around a particular topic

**Google+ Events**
Allows users to schedule events, invite people, share photos and media, also ties into Google Hangout

**#Hashtags**
Similar to Twitter's hashtags. Gives you the ability to label keywords about your content so that it can be searched on. Ties social media posts together around related topics.

**@ Tag, such as +brucejones**
Drop a + in front of a name so that you can pull out of your circles and identify it. That person will be sent a notification that you have mentioned them in your post.

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**What's Hot**
Shows what users have commented, shared and interacted with. What is trending

**Google Local and Places, Places for Business**
Use to be Google Places, Let users post photos and reviews of locations directly into its pages. It is Google's attempt to tie a brick and mortar location with a particular business and person. Connects you and your business with your customers. Lets Google know that there is a real business in that location, with Search, Google Maps, hours of operation, reviews, and contact info. Use the +1 button to endorse your content. It is through Google + Local that you connect with your customers and business by using circles. If people have you or your business in their circle they will see updates from your business.

97 percent of consumers search for local businesses online. Using Google Local lets your customers find your hours, address, phone number, all the key information in search. Plus reviews, Google maps.

**Power of Circles**
Segmenting and organizing your audience, different streams
Deliver focused content to the audiences you want. Monitor the audiences you are interested in.

- Connect with people you know and put them in circles
- Circles are how you organize your connections
- Organize Circles by subject anyway you want
- Connect with people that you want to be in front of
- Follow, Comment, and Connect

**Google Search**
"Search Plus Your World" is search that connects you to your circles and connections, Show the two kinds of search.

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## Lets Try a Social Media/Search Experiment on Indexing

First search in Google on a random phrase from one of your blog post.

Take the blog post and paste it as a post on Google+

Do a search on it in Google while you are signed into your account

Have people in your circles also search in Google and see how quickly it comes up in the results with your head shot. This is authorship working. It is also seeing how fast content gets indexed.

**What does this mean,**

1. Be an active member of Google+
2, Build out your Circle of friends
3. Copy a post that you made on your blog to Google+
4. You will now be indexed in your Plus Your World side of Google, with head shot
5. You are also indexed for people in your Circles
6. Search in Google for your content, see the Authorship photo
7. This is Google+, the ability to connect people

8. Also show this in Google with the Kindle Comic Creator YouTube Video

Make a unique post in Google+, ask someone in the room to search on the term and see if it shows up in Google Search. Be sure that they are connected in my circles and that they are signed in.

**Why does this work**

This is the same as Authorship, Google+ is able to identify who I am and my content.

The connection of lawyers who blog and that use Authorship, how Google connects them together

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## Bruce's Social Media Tips, How I Use Social Media

• Connect yourself to the popular social media platforms, Google and Google+, Linkedin, Facebook, Pinterest, Twitter and YouTube. Along with your website/blog

• Make sure you have filled in all of the profile and settings boxes on all of your social media platforms. Including a profile picture. Make sure the information is consistent across all platforms.

• Cross link each platform as much as you can to the other platforms, share your content

• Post content on a regular basis on your blog or on a social media platform. Once you post, repost or share on all of the other platforms. At least once a month preferable once a week.

• Figure out where your audience hangs out and release content in their mode. It may be different for different people. Get in front of your audience.

• Build an email list, it is all in the list, have a give away to thank people for signing up, set up an auto responder series, include a follow up survey or question email to poll your audience.

• Make sure there are clear channels of communication from your social media back to your home website or blog and then clear channels to you. Don't hide behind your website, be open for connecting.

• Get involved in special interest groups and build connections and participate. Facebook and Linkedin are both good for this.

• Answer and reply to all posts and comments if you can

• I am an active member in FaceBook groups, answering questions, posting. Liking. Teaching if I see something that might help the members.

• FaceBook works best for me as an outgoing, engaging platform. I use it to establish leadership positions, involvement and connections.

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• YouTube works to bring traffic into my sites, you must participate in the comments to make it work. Google rewards you for this

• Try to bring people over to your main website and bring them into your mailing list.

• Social media is for building fans and leads and getting them into your email list where you can nurture them into prospects and clients

## Strategy for Using Google+

**How you can get in front of your intended audience**
1. Select people you need to be in-front of and put them into your circles, people will often follow you back.
2. Follow and interact and contribute to their world.
3. Review the posts to determine how they communicate, what they are interested in, like and share their content, listen.
4. Where do they hang out, what do they post on.
5. Use Streams to focus your attention on your Circles.
6. Post content that relates to the people that you need to be connected to. See what communities they might be in

**Use Circle to see whom they are connected to.**
What is Google Ripples and Social Influence using +1 on posts, higher Google Search results

**Connect, Learn, Contribute and Comment**

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## Resources to Share

### Websites to follow

Kevin O'Keefe's blog, Real Lawyers Have Blogs
http://kevin.lexblog.com/

Social Media Examiner, Your Guide to the Social Media Jungle
http://www.socialmediaexaminer.com/

### Good on-line course on Google+

By Martin Shervington
http://www.martinshervington.com/google-plus-commoogling-video-series-overview/

course here at this link
http://www.martinshervington.com/what-is-google-plus/

### Strategy

Strategy for finding and connecting with potential and active clients or customers, from social media examiner, find potential candidates, build a circle. Search in Google+ using hashtags around your content
http://www.socialmediaexaminer.com/encourage-google-fans-share-content/

### Google Authorship

Build Authorship to your content, helps with search. Assign personal signature to your content and lets others see you in search. Fill in all the boxes, plus a good profile picture.

Google is piloting the display of author information in search results to help users discover great content. Shows up in Web Search and Google News. Much have a Google+ Profile with a good, recognizable headship as your profile photo.

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Option 1. link your content to your google+ profile using a verified email address

Option 2. Set up authorship by linking your content to your Google + profile
https://support.google.com/webmasters/answer/1408986

A pretty good step by step way to add the rel=author google line to a blog post

http://www.vervesearch.com/blog/how-to-implement-the-relauthor-tag-a-step-by-step-guide/

**A Simple Way to Add Rel="Author" for One-off Guest Posts**

The whole point of Google Authorship markup is that you can put your name and face to the work you have spread across the internet. This shouldn't apply only to blogs and sites that you contribute to on a regular basis, what about all the sites you write for on a one-off basis? They aren't going to set you up with a full author page, and go to all the effort of connecting blogs to author pages and Google accounts. Surely there is an easier way?

To get the benefits of Google Authorship markup, without getting too wrapped up in HTML, simply add the anchor text to your name, somewhere within the blog post. This is a great way to claim single blog posts on sites that you have contributed to.

Step 1.

At the bottom of your blog post, write your name (Some people say you have to add a '+' after your name, but you don't) and add your Google+ profile URL with the rel=author code like so….

<a href="https://plus.google.com/108291207599192163541?rel=author" >Ben Holbrook</a> which will then look lik**e this…Ben Holbrook -** ***Note the rel=author tag at the end of the Google profile URL***

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**Good article from Social Media Examiner on Authorship**
http://www.socialmediaexaminer.com/google-author-tags/

**The authorship code**
<a href="https://plus.google.com/109085034064614665304" rel="author">Bruce Jones+</a>

**Google Authorship: The Future of Your SEO is You!**
http://www.searchenginejournal.com/google-authorship-future-seo/68622/

**How to Add Google Author Tags to Your Blog for Improved Search Results**
http://www.socialmediaexaminer.com/google-author-tags/

**A Complete Guide to Creating and Optimizing Google+ Brand Pages, 2012**
**http://www.rimmkaufman.com/blog/google-plus-brand-pages-complete-guide/06042012/**

**What are Lawyers Doing with Google+ by Kevin O'Keefe of Lexblog.com**

**Google Authorship a big plus for blogging lawyers**
http://kevin.lexblog.com/2013/03/30/google-authorship-a-big-plus-for-blogging-lawyers/

The concept of linking content and peoples' reaction to your contact (sharing) is perfect for lawyers. Growing your influence as a niche online publisher enhances your reputation as a trusted and reliable authority. Google Authorship grows your influence, stature, and, it

turns out, search performance for your content.

**Four Reasons Google+ is Important for Blogging Lawyers, Kevin O'Keefe**
http://kevin.lexblog.com/2014/02/17/three-reasons-google-is-important-for-blogging-lawyers/

Google+ remains important for at least four reasons. Search/SEO, User Profile, Google Authorship (AuthorRank), and sharing to grow influence and relationships.

The more Google knows about you the better the match they can make on a search.

**Six tips for Lawyers new to Google+**
http://kevin.lexblog.com/2013/08/28/six-tips-for-lawyers-new-to-google/

1. Optimize your profile
2. Post periodically, try to be regular
3. Include your community when you share articles and links
4. Acknowledge other users mentions
5. Add Google+ badges to your blog and website
6. Share pictures and add commentary