

# Google Plus Exposed

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## Introduction to Google +/+1

Google started the Google +/+1 project in beta. They originally intended to run experiments with this project with just a handful of interested users. Google was overwhelmed, however, with the high level of interest among business owners and other online users. This is because so many people understand that Google offers the highest quality products. Everybody wants to have what Google offers.

Google has taken over the industry of online network marketing. Until now, successful online marketers had several accounts with various different web companies, and each account served a different purpose. Twitter for short updates, Facebook for attracting customers and friendly banter, LinkedIn for networking with business associates, not to mention the numerous bookmarking sites on which every successful business must be seen.

Thankfully, those days are over. The most powerful online company, the creators of the Google search engine, has put together one complete package that businesses use to network, to drive traffic, and to be noticed by search engines via bookmarking votes.

This eBook will teach you how use Google +/+1 to your best advantage. You will learn how to raise your search engine rankings, drive more traffic to your website and make more money.

There are many tools in Google +/+ that are designed to help you maximize your business efforts on the Internet. This eBook takes you through the simple steps of configuring your Google +/+ account with easy to follow screenshots. Google makes it easy to synchronize your information and create your own online office that is comfortable to use.

And it is free.

Google +/+ is a fully integrated online system. For example, Gmail is Google's online free email service. Gmail includes many perks and benefits that must be paid for at other online email websites. These include filters, vacation responders, and the ability to download mail to your computer and work offline.

Another part of Google +/+ is Google Buzz. Buzz is similar to Digg and Stumbleupon, but you need not leave Google to access your bookmarks. And by adding Google +1 to your website, you give your visitors the opportunity to recommend you to the world with one simple click.

Remember, Google +1 is connected to the Google search engine. The Google search engine is the most popular and powerful search engine in use. The more +1 votes you get, the more traffic comes to your website, which results in more sales.

Google's integrated services streamline communication with employees, associates, customers and even friends. Everybody can stay on the Google +/+1 site for everything they need to do online.

And of course, Google has an efficient support staff that is knowledgeable, helpful and responds quickly.

In short, this eBook will show you how to use the new Google +/+1 to grow your business. This eBook explores the various ways that you can use Google +/+1 to grow your business. Because of Google's popularity, businesses that do not start using Google +/+1 will likely be left behind in the dust.

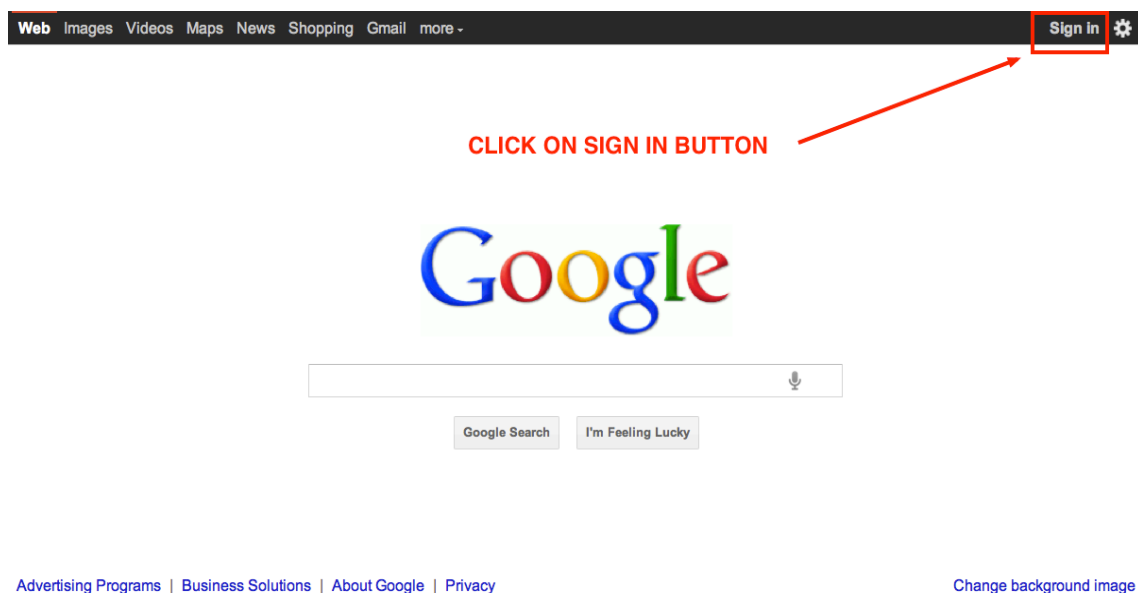
## How to Sign Up for a Google Account

Google has the easiest, most advanced and most popular way to network with your business associates and clients online. Before you can start enjoying the benefits of Google +/+1, you must sign up for a Google Account.

Do this by going to Google Homepage and typing the following into the address bar:

www.google.com

The page will look like this:



Click on the "Sign In" button as shown above. The account you are about to create is free.



Sign in to personalize your Google experience.

Google has more to offer when you sign in to your Google Account.

Sign in on the right or [create an account for free.](#)



Gmail  
Chat with friends and never miss an important email.



Personalized Search  
Get more relevant results based on your past searches.



Like Google?  
[Make Google your homepage.](#)

See [more benefits](#) of a Google Account.

**CLICK ON CREATE AN  
ACCOUNT FOR FREE**

Sign in with your  
**Google Account**

Email:   
ex: pat@example.com

Password:

☐ Stay signed in

[Can't access your account?](#)

**Don't have a Google Account?**  
[Create an account now](#)

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Click on "Create an Account for Free" as shown above. Then, follow these easy instructions:



## Create an Account

If you already have a Google Account, you can [sign in here](#).

### Required information for Google account

Your current email address:

e.g. myname@example.com. This will be used to sign-in to your account.

Use your email address to sign up for your free Google account.

Choose a password:

Password strength:   
Minimum of 8 characters in length.

Choose a password with both letters and numbers that you will remember.

Re-enter password:

Type password again.

☒ Stay signed in

☒ Enable Web History [Learn More](#)

Location:

Enter the country you are in.

Birthday:

MM/DD/YYYY (e.g. "8/2/2011")

Google needs your birthday. You must be over 18.

Word Verification:

Type the characters you see in the picture below.



  
Letters are not case-sensitive

Prove you are human.

Terms of Service:

Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

[Printable Version](#)

Print the agreement for your records.

Google Terms of Service  
Welcome to Google!  
1. Your relationship with Google

By clicking on 'I accept' below you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

Click this button and you have a free Google account.

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Use a business email address to open your Google account. You may add personal email addresses to your synchronized Google services later, if you so choose, but right now let's focus on getting your business set up to be an accessible online presence.

Choose a password that you will remember but that others will not easily guess. It should have both letters and numbers in it. Do not write it down.



Print the user agreement for your records, and then click the button to accept the terms.

Congratulations! You now have a Google account.

To get the maximum benefit for your business through Google, you must request an invitation to Google Plus. Do this right away.

Sign in to your new Google business account. The page will look something like this:



To join Google Plus, you must receive an invitation from somebody who already has a Google Plus account. Ask your business associates, your friends and your family members if they are able to send you an invitation. It does not matter who sends it to you; this will not affect your business.

Google Plus members are given a limited number of invitations to send to interested parties. If you don't know anybody who has any invitations left to send you, then type this URL into your address bar:

<https://services.google.com/fb/forms/googleplus/>

The page will look like this:

the Google+ project

**Thanks for stopping by.**

We're still ironing out a few kinks in Google+, so it's not quite ready for everyone to climb aboard. But, if you want, we'll let you know the minute the doors are open for real. Cool? Cool.

First Name \*  ← **Name**

Email \*  ← **Email**

← **Submit**

Google+ [Privacy Policy](#)

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© Google

Type in your name and your business email address. Then click on the "Submit" button. Google will send you your invitation as soon as they can.

When you receive your Google Plus account, you have access to powerful, free tools with which to maximize your business and attract customers to your website. Remember, people are flocking to Google to use Google Plus. Once you are in, these interested consumers will have easy access to your website and your products.

When you receive your Google +/+1 account, navigate to your Google Account homepage and sign in. This is the page to set up your notifications and sign into Google +/+1. It is advisable for business owners new to Google +/+1 to turn all of the notifications on. You don't want to miss any messages or announcements while you are getting used to using Google +/+1. After awhile, you may decide which notifications you want immediately and which notification you prefer to turn off.

It is extremely important that you turn on "Google +1" at the bottom of the page shown below. After making sure this is on, you may click on "Back to Google +" near the top of the page.

The screenshot shows the Google+ settings page. On the left sidebar, the 'Google+' link is highlighted. A red box around it has an arrow pointing to the text 'Click this to go to your Google Plus profile page.' Below this, the 'Receive notifications' section is shown. A red box around the 'Receive notifications' header has an arrow pointing to the text 'Set up how and when you receive notifications.' The 'Google +1' section is also highlighted with a red box and an arrow pointing to the text 'Make sure this service is on.' The 'Google +1' section shows the service is 'On' with an 'Edit' link. The 'Photos' section is partially visible at the bottom.

Google accounts

Account overview  
Profile and privacy  
**Google+**  
Language  
Data liberation  
Connected accounts

Google+

« Back to Google+ »

Click this to go to your Google Plus profile page.

Set delivery preferences

Email  
Phone ☐ Add phone number

Receive notifications

Get notified by email or SMS when someone...

Posts and mentions of my name Email

Mentions me in a post ☒

Shares a post with me directly ☒

Comments on a post I created ☒

Comments on a post after I comment on it ☒

Circles Email

Adds me to a circle ☒

Photos of me Email

Wants to tag me in a photo ☒

Tags me in a photo ☒

Comments on a photo after I comment on it ☒

Comments on a photo I am tagged in ☒

Comments on a photo I tagged ☒

Huddle Email

Starts a Huddle conversation with me ☒

Google +1

+1 on non-Google sites On [Edit](#)

Make sure this service is on.

Photos

☐ Show photo geo location information in newly uploaded albums and photos.

People whose tags of you are automatically approved to link to your Profile:

[Your circles](#) [+ Add more people](#)

When a tag is approved, it is linked to your profile, and the photo is added to the "Photos of you" section.

You can change the visibility of your [photos](#) and [videos](#) tabs on your profile.

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"Back to Google +" takes you to your Google +/+1 profile page.

The next sections will focus on how to configure your Google +/+1 account to maximize your online business. The most important thing to you will do is utilize the Google +1 button in order to drive traffic to your website and to make more money with your online business.

## Google Plus Profile for Business

Your profile page is the one place you can go to manage your entire Internet networking and marketing. Google Plus makes it easy to do anything and everything you need to do online right there in Google. It is most convenient and an important time saver for any business owner.

Notice which button at the top brings you to profile page (shown below.)

Click your "About" button, which is underlined in red in the screenshot, to input all of your business information and link to your website. When you arrive on the "About" page, click "Edit Profile."

Write an introduction that summarizes your business, what you do and what you sell. Make it clear to people who find you that they have found the right person.

Google has categories on this "About Me" page that include "Occupation" and "Bragging Rights." Bragging Rights may include any awards you have won, or certificates you have earned.

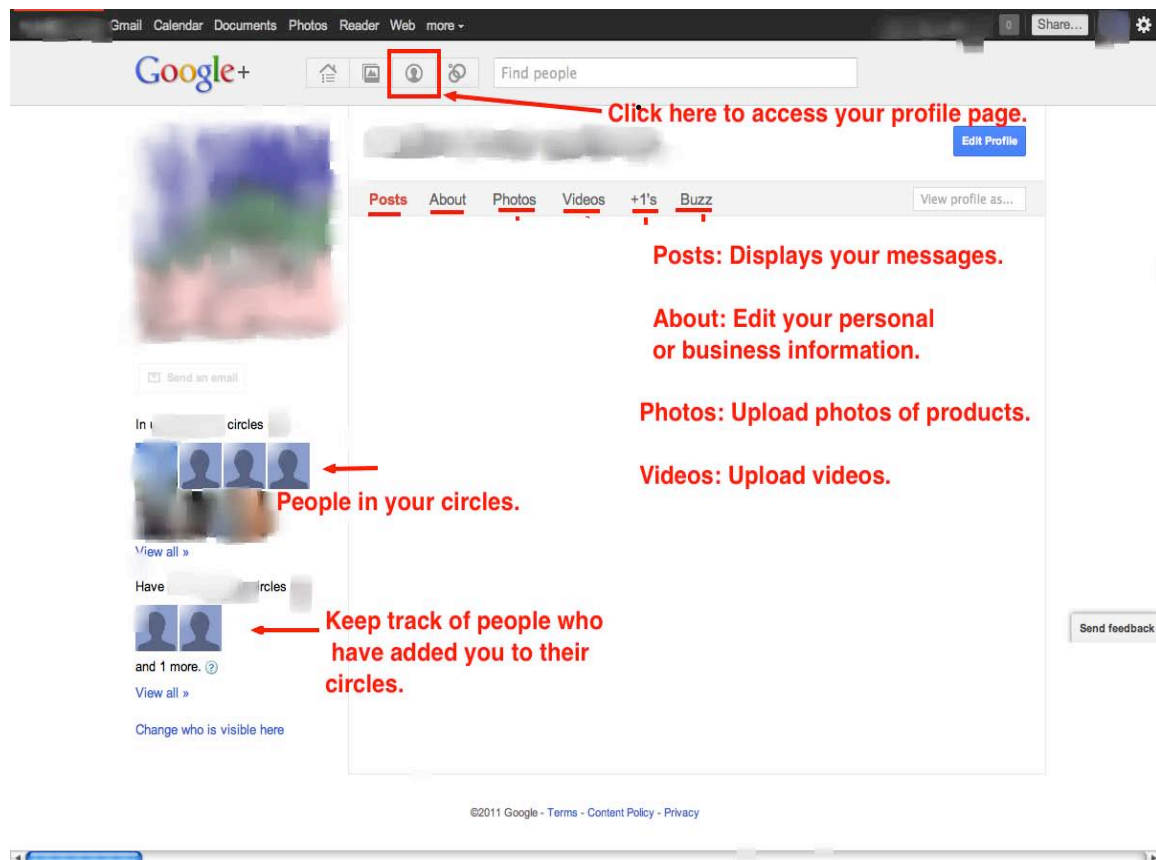
Include your education, as it is relevant to your position as business owner.

"About Me" has a section in which you may upload links. You must put links to your webpage here! Consider including more than one link; for example, have a link to your website's homepage, a link to your website's list of products, and any other page you would like to showcase.

Include other ways for people to find you and your business on the Internet in the "Links" section. For example, include your Twitter account, Facebook Page, and LinkedIn identification. This is your opportunity to help people recognize you and find you on the Internet. Your associates from other sites will be thrilled to find you on Google +/+1. Everybody wants to be on Google +/+1.

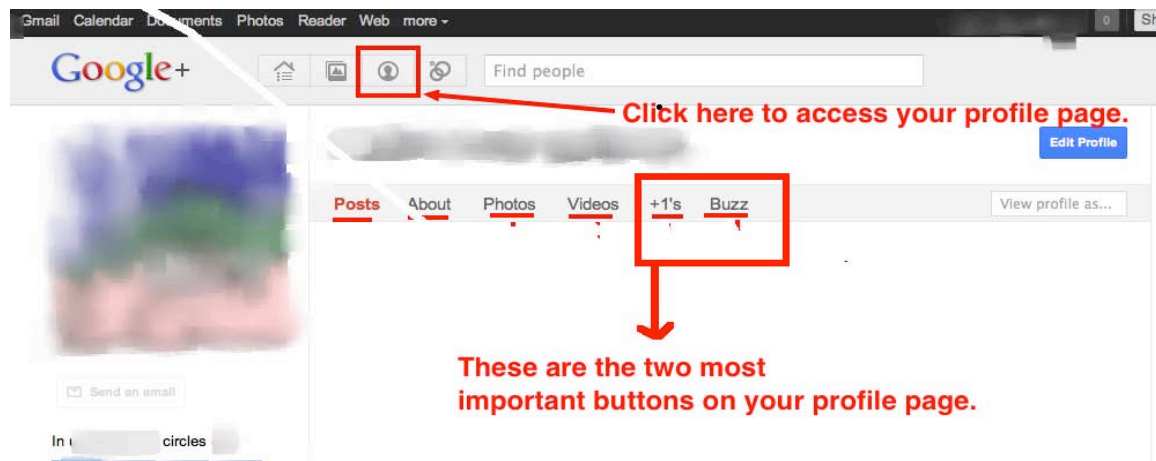
This "About Me" page also gives you the option of including personal information, such as marital status and home phone number. As a business owner, you should use these categories with caution. Keep your online persona professional and you will earn more respect from your colleagues and customers alike.

When you are content that you have included all of the professional information others need to contact you through your business, click "Done Editing."



As you can see, "Photos" and "Videos" are also underlined above. You may click on these categories to upload photos of your products or information videos about your business. Offering photos and videos keeps people engaged and will result in more people visiting your website and purchasing your goods or services.

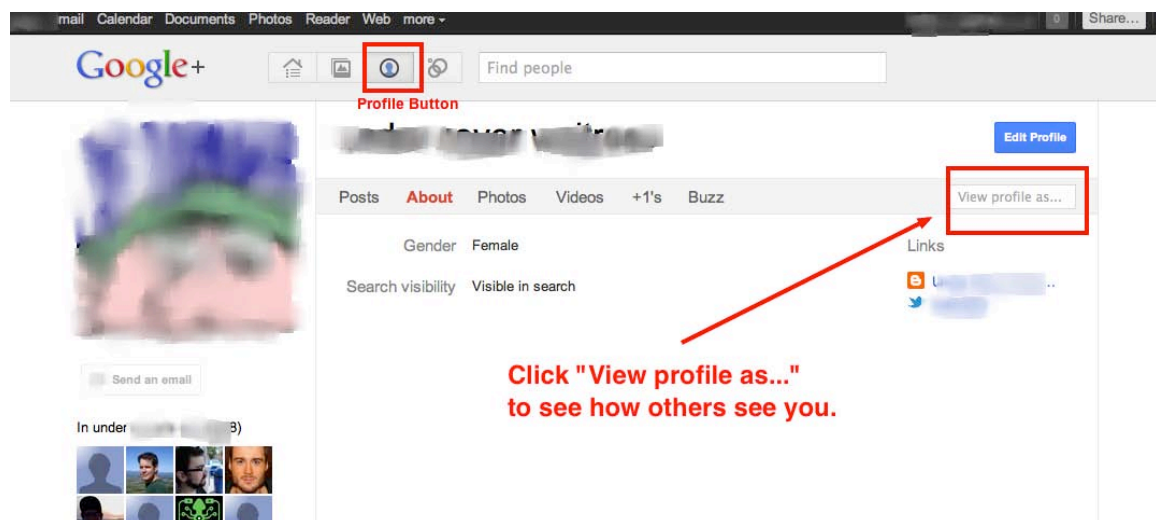
Make note, however, that the Google +1 button and the Buzz buttons are the most important buttons on your Google Plus profile page. +1 and Buzz are Google Plus' Internet marketing and bookmarking tools. Using these services will drive traffic to your website in droves.

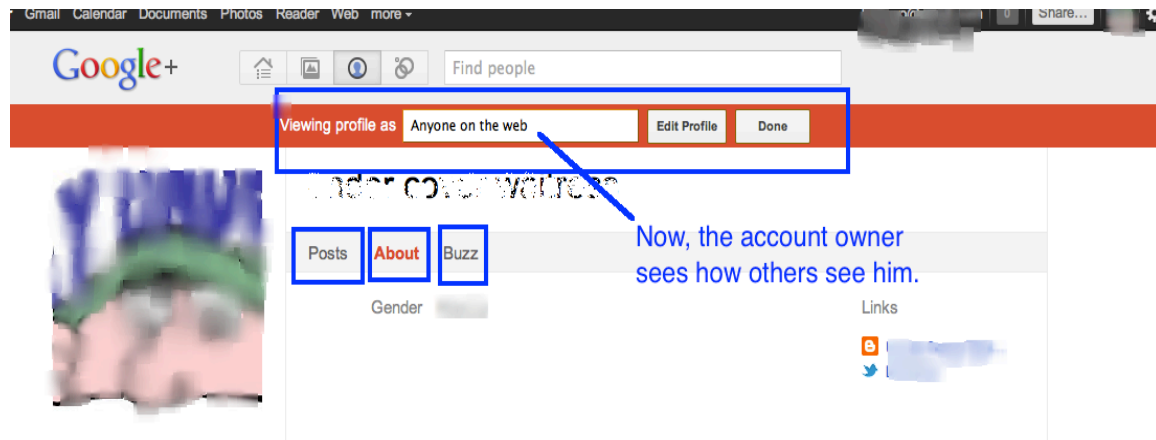


You must have the Google +1 button and the Buzz button on your website. Google +1 is the best way to allow users to recommend your business to others. Buzz is Google's bookmarking device. More on this later.

After setting up your profile page, you need to view it as others will see it. This is the best way to know how you look to others, and gives you the opportunity to fix mistakes and optimize your profile for business.

On your Profile page, click "View profile as..."





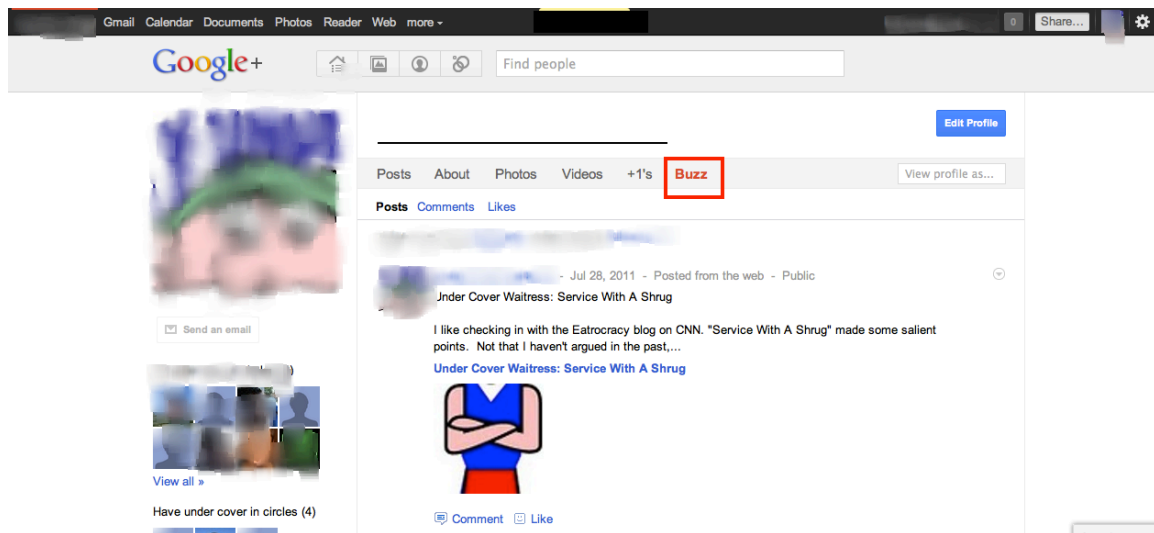
This view is how others see your "About" page. The current view for this person's Google Plus account is how anybody on the web sees it. You may, however, type in a web address or email and see how your account looks specifically to those people.

You can check how your posts look to others, and you can monitor how your bookmarks on Buzz look to others. This is a powerful and necessary tool for business owners. Businesses need to maintain the impression they give to associates and customers, so this ability to see how others see you is a vital tool in Google +/+1. Images and first impressions on the Internet often determine whether someone is interested in your business and will visit your site, or go elsewhere and never return. Take advantage of the opportunity to monitor how you appear on Google +/+1 to others.

In the screen shown above, you may edit your profile to improve it, or simply click "Done."

## Google Buzz

Google Buzz operates in a similar fashion to Digg, Stumbleupon and Delicious. Users bookmark pages and websites that they like in Google Buzz. This is a separate action from clicking the Google + button, and equally important.



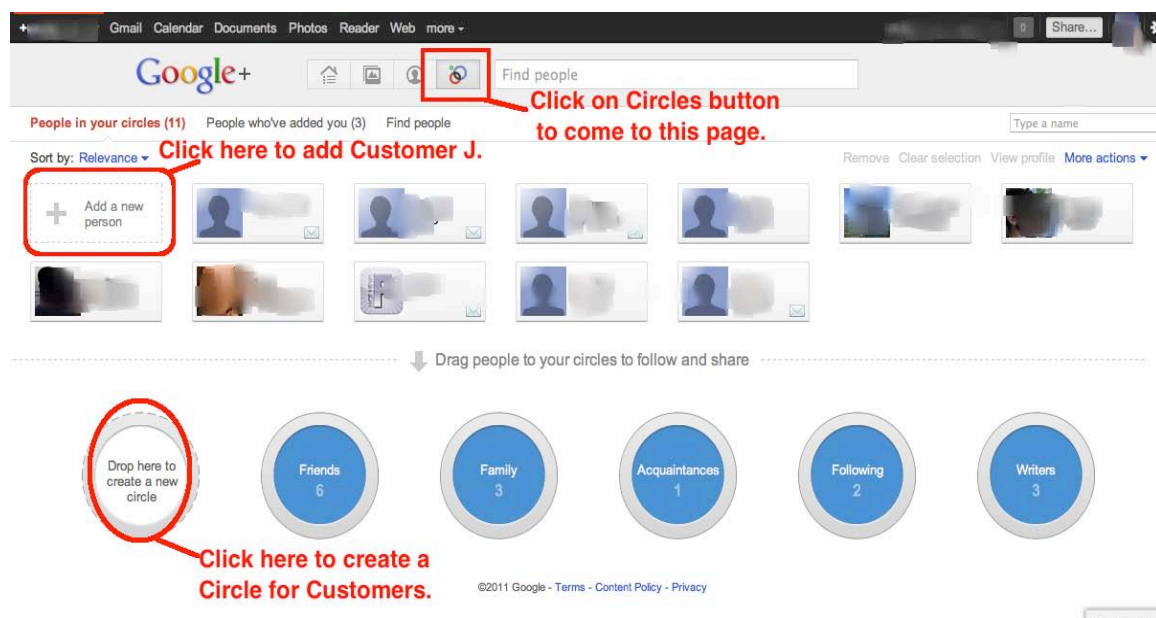
The above screenshot shows you a Google Buzz page. Just like in Digg, Google +/+1 users compile their favorite bookmarks. Whether or not you share your bookmarks with others, however, is up to you.



## Using Circles for Your Business

Circles are the easy way to organize with whom you communicate. For example, you may want to send your employees a message and your customers an update. You can send the two different messages to the two separate parties quickly and easily without ever leaving Google Plus.

This is what your Circles page looks like below. You can create new circles and designate which circles to which your associates belong.



Let's say you want to create a Customer Circle and add a new customer, Customer J. Click on the "Circles" button at the top your Google +/+1 homepage. Click "Add a New Person," and start typing Customer J's name or email address. Customer J is now added to your account.

Click the "Create a New Circle" button. You will be prompted to name your new circle. Type in, "Customers." You now have a blue button for customers.

Simply drag Customer J's small rectangle onto the blue Customer circle. Customer J is now added to this circle.

You may add Customer J to as many circles as you like.

## **The Power of Circles for Improving Business**

Circles are good for your business because they save you time and streamline your communication. A typical business owner will have the following circles:

- Customers. Put all of your customers in this circle and send them emails about sales, new products, or special events at your business.
- Associates. This circle is for other business people with whom you network.
- Employees. Send important messages to the people who work hard for you.
- Friends. Keep this circle for people with whom you have some personal connection.
- Acquaintances. This is for people you don't know well, but who are potential customers or business associates.

Remember how you can check to see how others see your Google +/+1 business profile? You can control which Circles have access to what information you post about yourself on your profile page. For example, you may set it up so that your friends have access to your home address and phone number, but your customers and employees do not. Google respects the privacy of its users, and Google makes it easy for you to control who gets access to what information via Circles.

You may even have a Circle with just one person in it. Perhaps you want a Circle for your business partner. You now have a private way to communicate with that person without ever having to leave Google +/+1. Facebook and Twitter do not allow for such privacy. This privacy and choice of with whom to communicate, however, is exactly what Google Plus Circles accomplishes.

Circles are convenient, easy to use, free, and a time saver. You no longer need to build email lists or switch accounts to communicate with different groups of people. As any business owner knows, if it saves you time, it helps you make money.

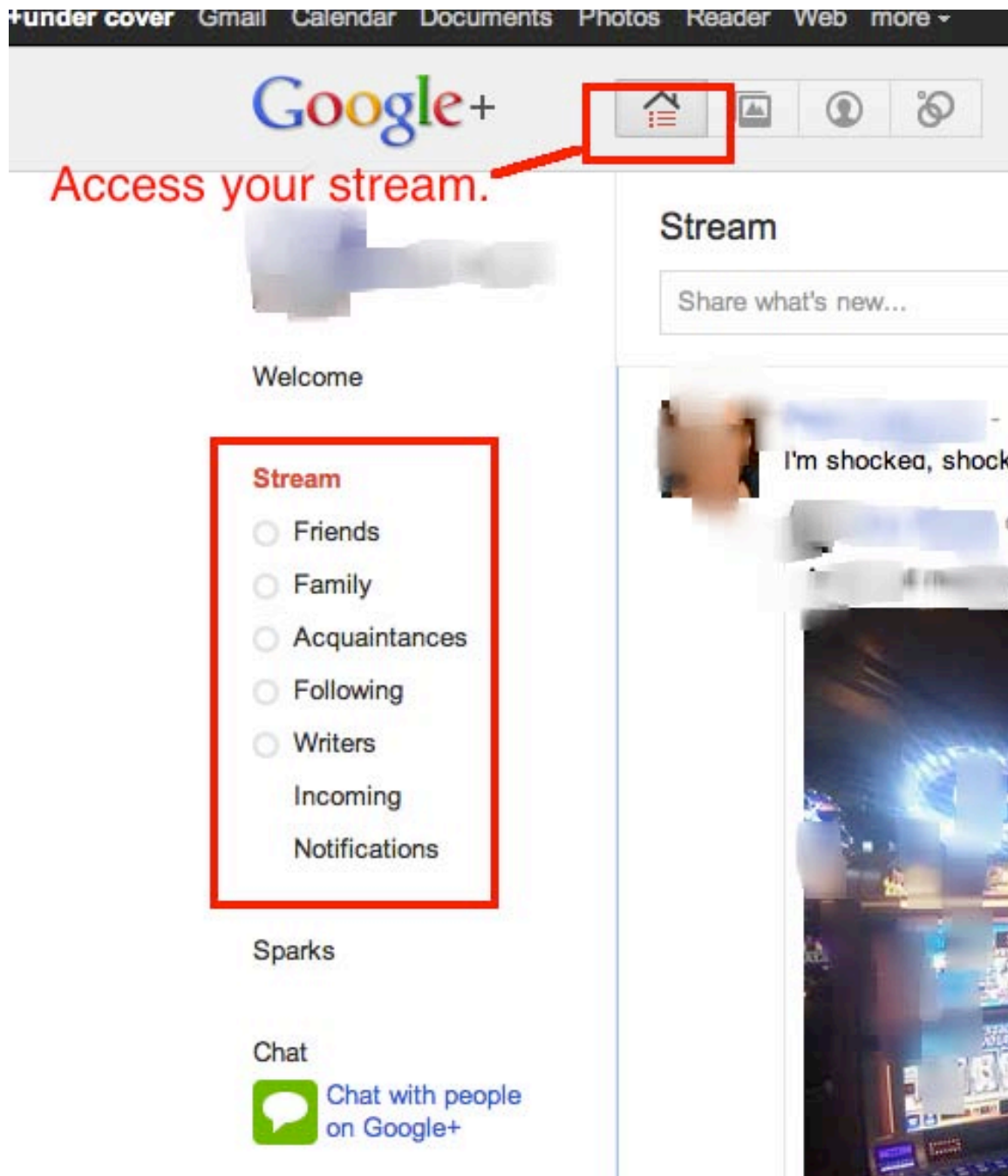
## Google Streams of Information

As you can see in the picture below, streams of information are updated in Google +/+1 in similar ways as they are updated on Facebook, LinkedIn, and Twitter. However, on Google Plus you choose which streams of your information other people see by using Circles as described above.

You also choose what streams of information you want to see and read.

Hit the "Stream" box, as shown below, on your Google +/+1 Profile page.

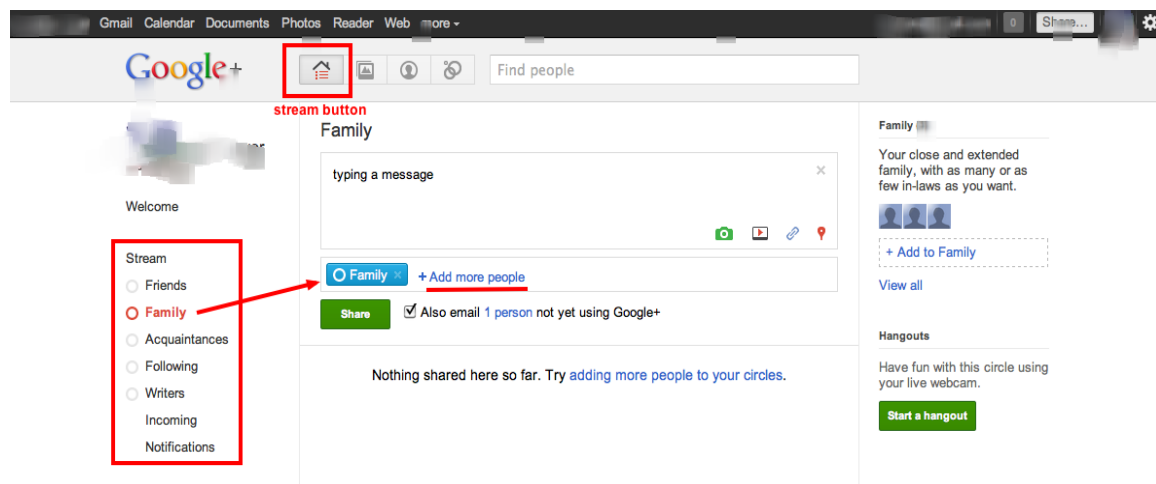
Notice the rectangle shaped box with the word "Stream" at the top. The list in the box is the list of Circles.



If you want to see what your customers are talking about, then click on the "Customers" Circle in the box under the word "Stream." If you want to interact with your friends, click on the "Friends" Circle to see your friends' stream.

In the example above, stream choices are Friends, Family, Acquaintances, Following and Writers. As a business owner, you will most likely have Customers, Associates, Employees, and any other categories you would like. Remember, Google respects your privacy. Google +/+1 makes it easy to use your Google Plus account to interact with business associates and friends separately. You don't need to worry about setting up accounts for friends and family, because customers will never be able to see what you post in your "Friends" stream.

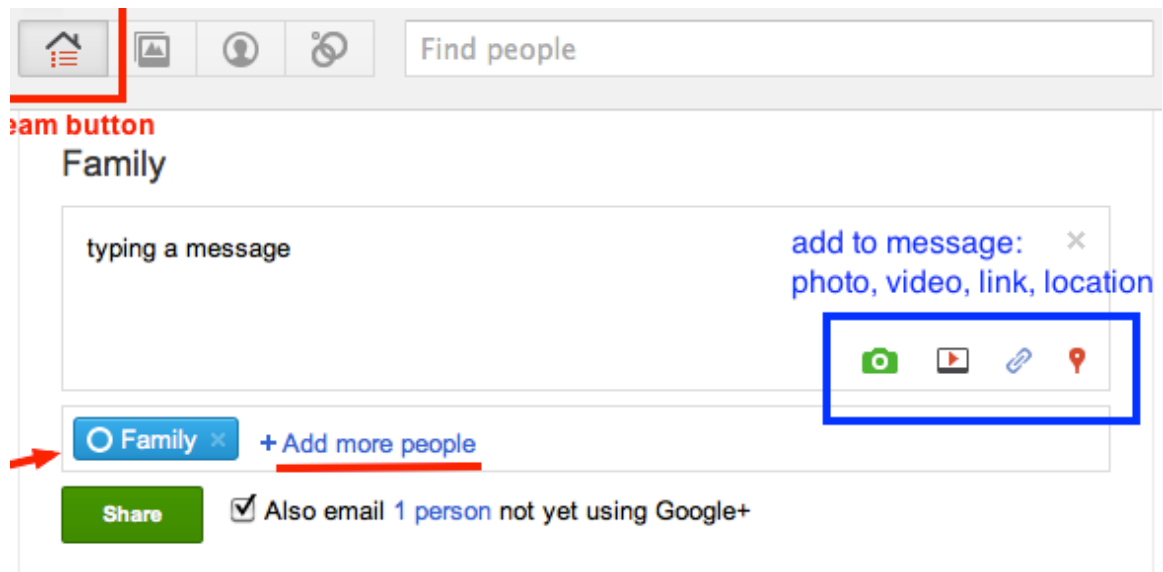
You may post messages that people who have added you to their circles will see. Business partners within a circle have an easy and quick, free and private way to communicate with each other. Only people added to the circle can see the stream.



In the example above, the Google Plus account owner is typing a message into his stream. He is sending it to his family members. They are the only people who will be able to see the message.

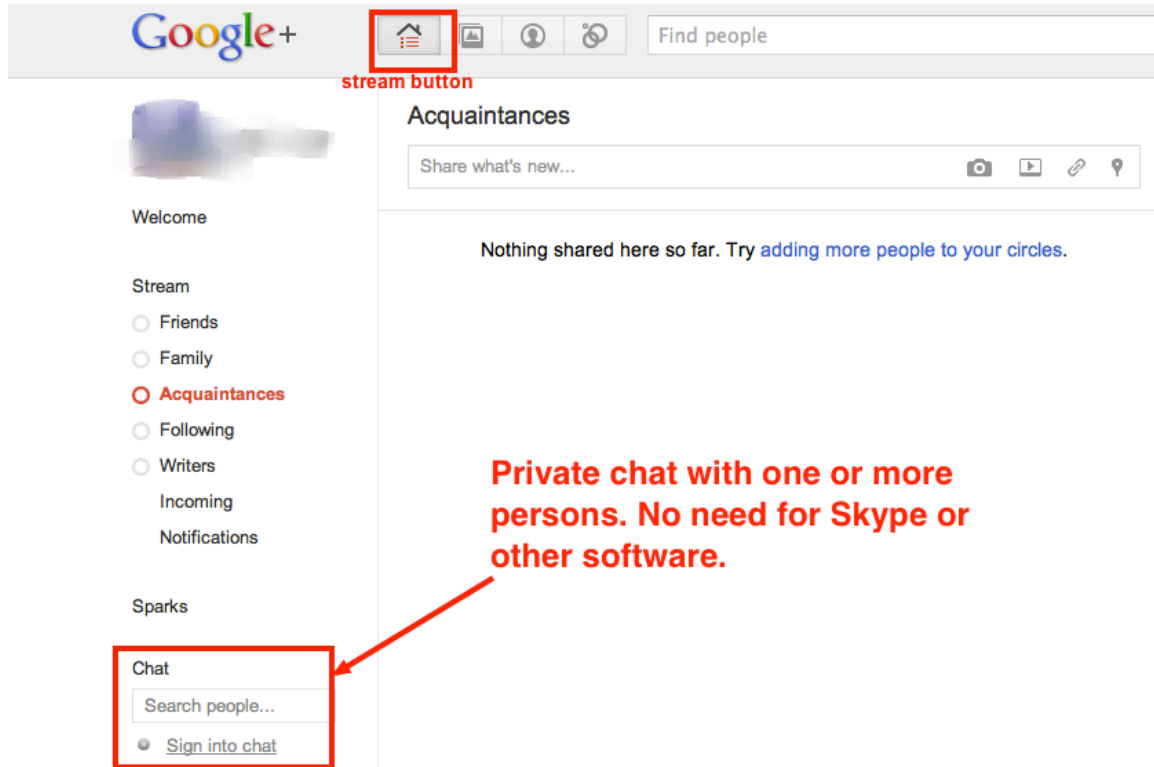
As you can see, the account owner has the option of adding more people to the message recipient list. Unlike Facebook and Twitter, Google Plus has privacy built in. This control and privacy is vital to successful business practices. You may network privately with business associates, send a private message to an employee, and send a public message to your customers all from this one page.

He has the option of including photos, videos and links with his message. He may even choose to include his location via Google, as you can see below.



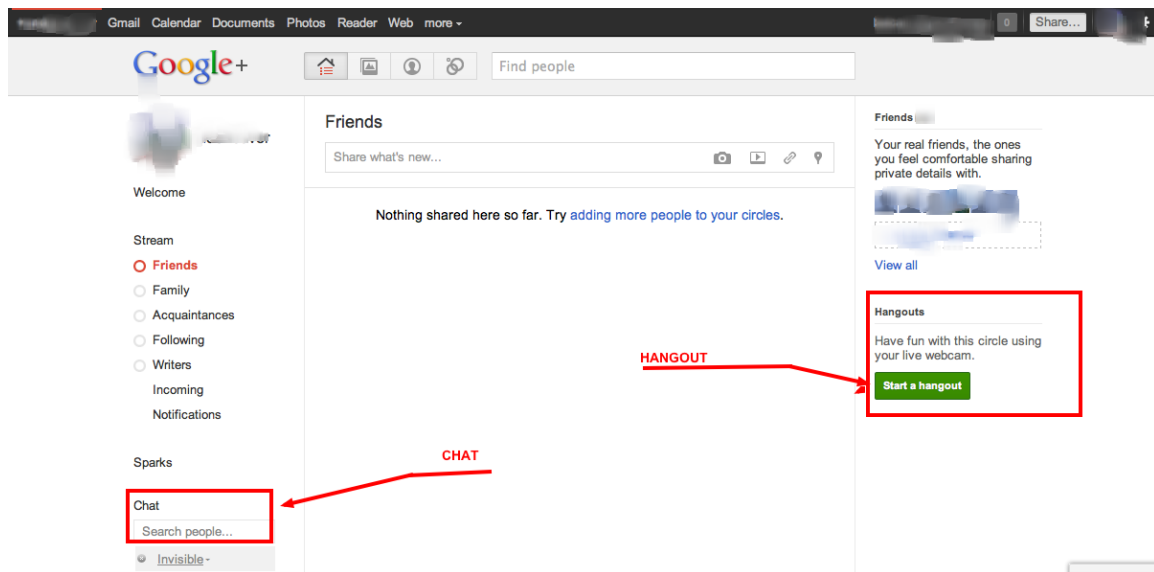
## Realtime Chat

Google Plus comes equipped with realtime chat available on your stream page. There is no need to purchase or download additional software, and no need to leave Google. You may chat one-on-one with anybody if they are on Google or if you know their email address.



## Google Plus Hangouts

Hangouts are similar to a private chat room, but Hangouts are complete with video as well as capacity for everybody included in a Circle. Users who are not already in the Hangout's Circle may not access Hangouts.



Chat is best for quick, one-on-one real time communication. Hangouts are for groups and meetings. You may use the Google Hangouts function to hold business meetings with associates who are out of town.

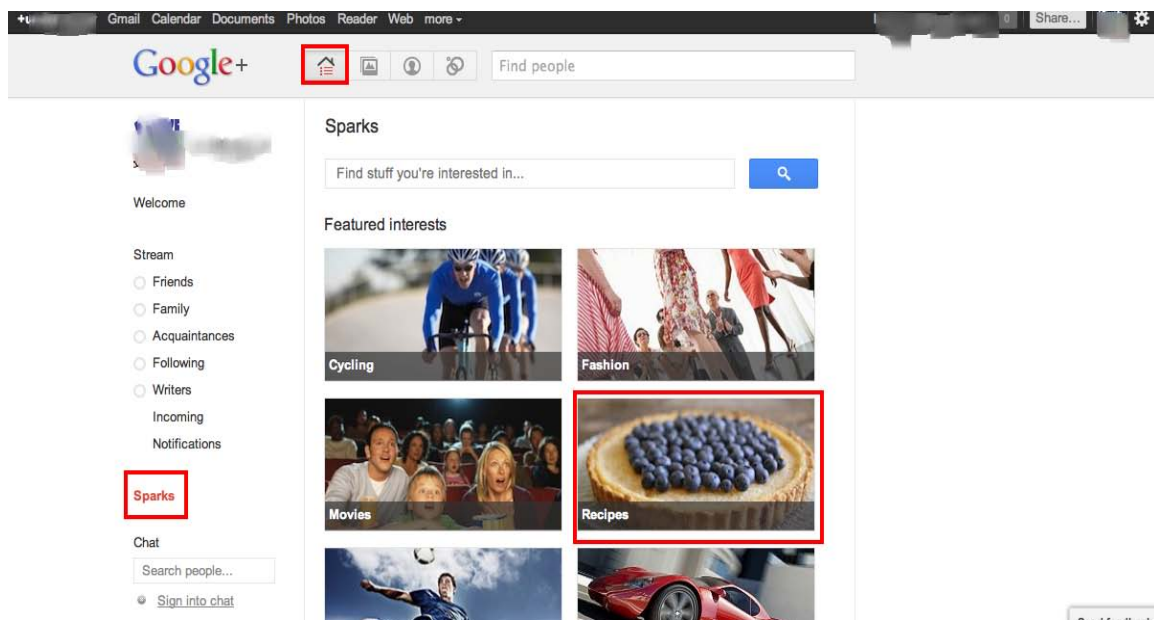
This is just another example of the versatility of Google +/+1.



## Google Sparks

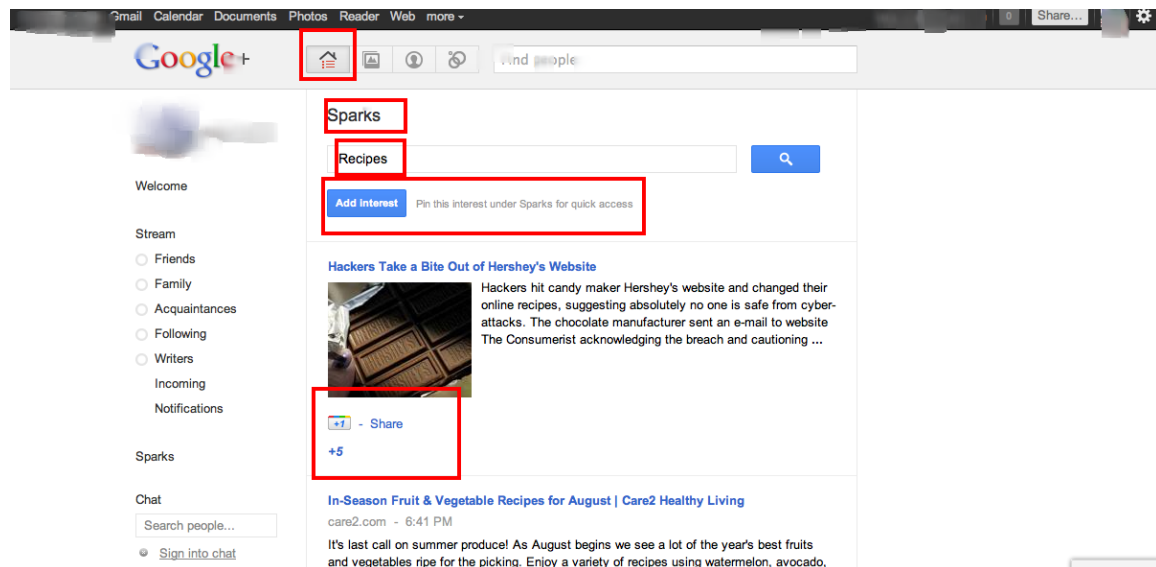
As a business owner, Google Sparks will do two things for you. First, it will help you find news and websites that are of interest to you and your business associates. Second, it will help people who are interested in what you have to sell find your business.

On your profile page, click on Sparks in the left column and you will see the screen shown below. For this example, we will click the "Recipes" box with the blueberry pie.



You may add "Recipes" to your Sparks column by clicking the blue button in the next picture shown below. If you do, Google +/+1 will remember to send you articles and information about recipes. You may do this for any of the numerous categories on Google Sparks.

Notice that underneath each article is the Google +1 button; this gives you the opportunity to recommend to others what you think is high quality. In the below example, 5 people have already recommended the article about Hershey's.



If you own a business, you of course want to be included in Google Plus Sparks so that other people may find you. Think about the power of people recommending your business pages via Google Sparks and Google +1.

If you are a baker, you will want to be in this Sparks Recipes category. There are many Google Plus Sparks categories such as Fashion, Movies and Robotics to name just a few.

### How to Be Included in Google Plus Sparks

Technically, you don't need to do anything special to make your content available in Sparks. What appears in Sparks is based upon search engine results. As long as your business website is already being crawled by bots and included in search engine results, you will be fine.

The Google +1 button is the newest and most influential element affecting search engine results. For people to find you on the Internet today, you must add this Google +1 button to your website so people can recommend you and so that you show up in Google Plus Sparks. The next chapter shows you the easy steps to follow to add the Google +1 button to your site.

## Google Plus Button and Google Plus Statistics

The Google +1 Button and Google Plus Statistics are the easiest, simplest and most powerful ways to promote your website and Google Plus account, and to keep track of how much traffic you are generating.

The Google +1 button appears everywhere on the Internet today: next to search engine results, on websites, and on advertisements. It allows everyone to vote for and recommend his or her favorite sites and online products. This is similar to the Facebook Like button, but better, because everybody can and does use Google +1. Google +1 is the most convenient way for people to recommend what they like on the Internet.

The Facebook Like button can only be used by signed in, Facebook users. The Google +1 button is superior because it does not require users to visit a separate website to sign in. Google +1 is easier to use and will drive much more traffic to your website than any site that requires users to go elsewhere to sign in first. Google Plus is all about ease and convenience for users. Google Plus is "user-friendly."

In order to take advantage of the high level of influence of Google +1, type this URL address into your browser window:

<http://www.google.com/webmasters/+1/button/>

The page will look like this:

make your choice:

Size: ☐ Small (15px) ☐ Medium (20px) ☒ Standard (24px) ☐ Tall (60px)

Language:

+1 button preview

+1 38k

Advanced options

Copy and paste the following code into your site:

```
<!-- Place this tag where you want the +1 button to render -->
<g:plusone></g:plusone>

<!-- Place this tag after the last plusone tag -->
<script type="text/javascript">
(function() {
  var _plusone = document.createElement('script');
  _plusone.src = 'https://apis.google.com/js/api.js';
  document.body.appendChild(_plusone);
})()
```

Design your Google +1 button in the long rectangle in the screenshot above. The preview box will show you exactly what your new button will look like.

Notice where it is underlined: "Copy and past the following code into your site." The HTML code for your chosen button is in that box. Copy, paste, and get that code on your website so that everybody who visits can give you a vote up and recommend your business to other people on the Internet.

For additional information and to keep track of how you are doing in Google +1, add yourself to Google Plus Statistics to keep track of where you rank in the list of the most popular Google Plus users.

Add yourself to Google +Statistics by following the directions in the box as shown below. Go to your profile page, highlight, and cut and paste your ID#.

Home | Top 100 People (cloud view) | Top Posts | Search

Google+ Statistics

Now tracking 45,110 Google+ profiles

+1 14.7k Tweet 6,396 Like 7K

Welcome to Google+ Social Statistics

Google+ Statistics currently tracks and generates detailed statistics for 45,110 users and pulls in hundreds of the most popular posts, every second of the day, from Google+. Add yourself (see sidebar) so we can start tracking your personal Google+ statistics too. You will be able to see how many people added you to their circles, how you grow over time and where you rank in the list of popular Google+ users.

The Official Google+ Top 100

(Click the → to go to that persons Google+ Profile)

	Location	Following	Followers
#1 Mark Zuckerberg →		-	418,307
#2		-	242,942
#3		-	166,213
#4		136	137,270
#5		-	107,236

Track your Google+ statistics

Sign in with Google

Or add your Google+ profile ID\* [Add me](#)

\* =The highlighted part in this url is the profile ID: [plus.google.com/110272002170841143606](https://plus.google.com/110272002170841143606)  
Go to Google+ and click on your name. Now copy that number from the URL.

Search

Find people [Search](#)

Popular posts on Google+

Check our Popular posts section and add your own posts by submitting the full posts url or install the bookmarklet so you can submit articles on the fly!

We have even pre-formatted some lists so you can easily copy/paste them to Google+. Why

Now that you are included in Google +Statistics, create your statistics widget and install it on your website.

#5

Mountain View, CA

107,236

[previous page](#) | [next page](#)
[Cloud View](#) <- new!

## The top 5 Google+ Movers & Shakers

Top 5 Risers

#1	Larry Page →	2,505	↑
#2	Mark Zuckerberg →	1,754	↑
#3	Pete Cashmore →	1,591	↑
#4	Sergey Brin →	1,353	↑
#5	Felicia Day →	1,265	↑

Top 5 Fallers

#1	周星星 →	-648	↓
#2	Om Malik →	-94	↓
#3	Jalal Samiee →	-74	↓
#4	Jenna Cosgrove →	-67	↓
#5	Chris Sacca →	-34	↓

[Browse the complete top 100, and more..](#)

## The Hottest Google+ posts from the past 24 hours

+1

There's an article in Forbes about me: I'll be proud :)

Want to be featured too?

### Google+ Statistics Widget

Promote your Google+ account on your blog or site with our active widget:

Google+ Statistics

My profile →

Statistics by [SocialStatistics.com](#)

Go to your own profile and then copy/paste the following code to your blog or website:

```
<div id="socialstatistics-widget" data-
=>
</div><script>
(function() {
var
b=d.createElement(t),c=document.getElementsByTagName(t)[0];
b.async=true;b.src="http://socialstatistics.com/widget/widget.min.js";
c.parentNode.insertBefore(b,c);
})();
</script>
```

As you can see below, you may choose to sign up for weekly emails from Google Plus Statistics. Do read the Popular posts on a regular basis to keep up with everything in the news and community.

Added un... to the ... Are you in the top 100? Check below!

Check more detailed [historical statistics](#). Leave your email address so we can contact you as soon as your profile is updated.

### Keep in touch!

Lets us keep you up to date via email We are adding new features and stats every day.

Email Address \*

First Name

[Subscribe](#)

Expect no more than 1 email a week and one-click unsubscribe. Why not give it a try?

Why not share this great news with your friends: [+1](#) 14.7k [Like](#) 7K [Tweet](#) 6,396

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Location

Following

Followers

#1

Mark Zuckerberg →

### Track your Google+ statistics

Sign in with

Or add your Google+ profile ID\* [Add me](#)

\* =The highlighted part in this url is the profile ID: [plus.google.com/110272002170841143606](#) Go to Google+ and click on your name. Now copy that number from the URL.

### Search

Find people [Search](#)

### Popular posts on Google+

Check our [Popular posts](#) section and add your own posts by submitting the full posts url or install the bookmarklet so you can submit articles on the fly!

We have even pre-formatted some lists so you can easily copy/paste them to Google+. Why not give it a try?

### Featured users

Now, sit back and watch the traffic come in droves to your website as people hit the Google +1 button and recommend you to everyone on the Internet.

Google +1 is easily becoming the most popular and easy to use networking tool on the Internet.



## Google Plus Realtime Search

Realtime search engine results are important to keep up with breaking news and ongoing business trends.

Google derailed its realtime search in July of 2011 when it was unable to come to agreements with Twitter and Facebook. The good news is that Google Plus will bring back realtime search results. The real time search results will bring up news postings via Google +/+1.

This means Google +/+1 users will be able to stay up to date on breaking news relevant to their businesses.

In addition to giving Google users realtime search results, the Google plus team is working on a Google +/+1 search engine, separate from the Google search engine. This is an exciting development for Google +/+1 users. It will enable them to customize their searches within Google Plus and always get the breaking news in a timely fashion.

Google Plus Realtime Search will help you stay on top off all news relevant to your business.

## Use Google Chrome Extensions With Google Plus

Chrome is Google's popular Internet browser. If you are not already using it, you should. Not only is Chrome easy to use and free, Chrome offers extensions that work in tune with Google Plus and offer seamless synchronization. Take advantage of these extensions by using Google Chrome as your default browser.

### Extended Share



Add the Extended Share for Google Plus extension to your Google Chrome web browser.

This extension gives you the ability to continue to promote your pages on Twitter, Digg, Facebook and other networking sites without ever leaving Google Plus. The extension enables you to have the best of both worlds: the power of Google +1 recommendations and the added visibility on other marketing sites.

Remaining visible on many networks will drive your website's ranking higher and make it easier for people to find you.

### Replies and More for Google Plus





This extension makes it easiest for you to keep up with all communications via Google Plus. Replies and More alert you in a non-invasive fashion when you have messages. The badge shows the number of unread messages in your queue.

Replies and More make it easier to reply to authors and to author links. It enables easy recommending via +1 mentions while replying to your messages.

The extension also offers the ability to mute messages of your choice.

All in all, Replies and More streamlines your communication further and gives you easy access to your network. If a customer sends you a message, you will not miss it. Too many sales are lost because the seller did not respond to the buyer on time.

### **GTools+**



GTools adds the most functionality to Google Plus. It enables you to make your online business and networking experience personal to you. You may change where the chat room sits, change the color of notification buttons or keep the Google bar on top when scrolling.

What may be the best feature of GTools, however, is the ability to add a translation link in the menu, and auto-detect what language a post is written in. This is especially useful for those who do business in more than one language.

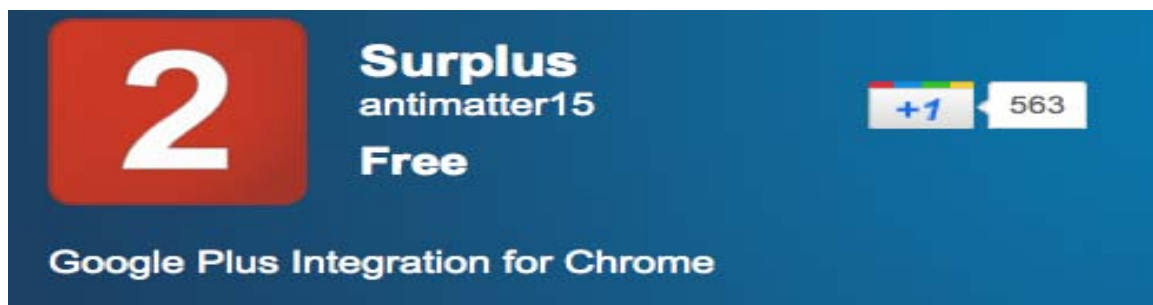
GTools helps you create your online "office" to be as comfortable as possible and sets it up to work for you.

### Google Plus Photo Zoom



Google +/+1 has already made uploading and sharing photos and videos faster and easier than before. Chrome offers an extension to make the photo larger for best viewing. One click to enlarge the photo and one click to send it back to a smaller size is all it takes.

### Google Plus Surplus



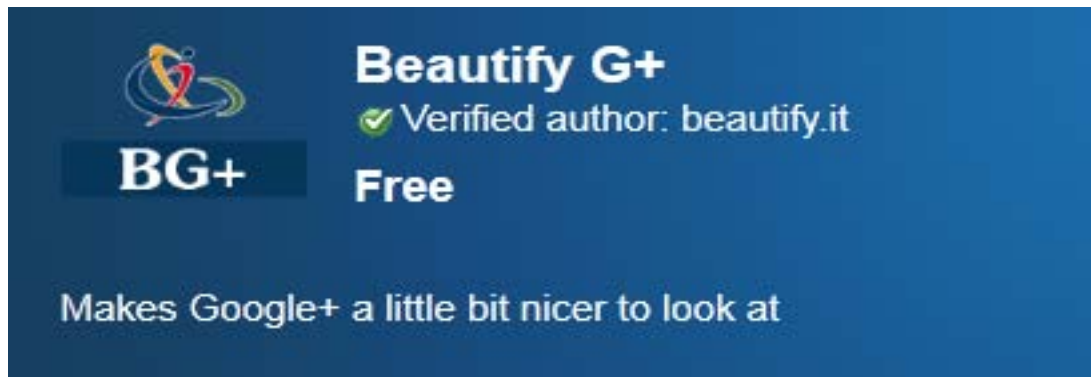
Surplus is another Chrome extension for Google +/+1. It gets rid of the need to open up your browser to see your messages. With Google Plus Surplus, you get a small, pop-up window with your associate's posts and comments in it.

## Google Plus Comments Toggle



With one click of a button, you may show or hide comments to posts in your stream. This is useful when there are many comments after a post and you want to check on later posts. The extension for Chrome gives you an easy way to clear your screen of comments, and then turn them back on when you are ready.

## Beautify Google Plus



This extension gives the opportunity to personalize your web browsing. Beautify allows you to add some nice features such as positioning the menu bar and the left and right columns. Beautify also gives you the option to have audio notifications, which is missing in Google Plus.

With Beautify you may +1 any website which you browse.

## **Tips on Getting More Google +1 Recommendations**

The more Google +1 recommendations you get, the faster you will rise in Google search engine results and the more people will find your online business. So it makes sense to look for ways to get the most recommendations so that you can start making more money sooner.

### **Quality Content**

It goes without saying that the best way to earn recommendations from users on the Internet is to offer quality content. A well-designed, easy to use website will get more votes. Make sure the design of your home page is pleasing to the eye, and make navigation bars obvious. Buttons for different pages on your website should be clearly marked and easy to find.

Merchants selling on the Internet will get more votes for selling a useful product at a reasonable rate. Online businessmen who respond to questions in a timely and friendly manner will get more votes. You will earn votes by offering quality.

### **Associates and People You Know**

Network with your current business associates. You may form a casual agreement that you will visit each other's sites and recommend them using the Google +1 button. You may also ask friends and family to remember to give you a +1 vote up.

### **Happy Customers Are Your Best Reviewers**

Anytime you complete a sale, send the customer a message asking for their vote. The best and most efficient way to accomplish this is to include the request in your "sale completed" message.

For example, let's say you use Google Checkout. Here is what it looks like on a website:

## Tips for Under Cover Waitress

Thank You for Tipping! :-)

\$ 5.00

Support 

Google Checkout



Your business website's Google Checkout basket will probably say, "Complete Purchase" instead of "Support."

When customers hit that blue button, they complete their purchase on your website. They get an automatic "thank you" message.

Edit that automatic "thank you" message to say, "please give us a Google +1 recommendation if you are happy with our service!" Many happy customers are willing to give you a vote up and recommend you to their friends and families.

### Strategies

Place the Google +1 button on your site next to your other networking and marketing buttons.

Place social networking buttons in strategic places on your website. The left-hand column gets more attention than the right hand column. People have gotten so used to advertisements being on the right-hand column that many website visitors have learned to ignore this section of the page.

Make sure the buttons are placed toward the top of your pages and to the left.

Post the buttons in the same spot on every page of your website.

Write an invitation to vote on your website next to the buttons. For example, "If you like what you see, give us a Google +1 vote up so your friends know to come here, too."

## **Fiverr**

Fiverr.com is a website in which people advertise what services they will provide in return for \$5; this is a very small price to pay for additional Google +1 recommendations that will result in greater income for you.

Type the following into your browser window:

<http://fiverr.com/gigs/search?query=google+%2B1&x=18&y=18>

As you can see, fiverr.com has many categories. The above address will take you to fiverr's social marketing section. Here, people advertise that they will find you connections, make posts, or recommend your site to others. Browse through these offerings to find people who are selling Google +1 recommendations.

For example, a seller may offer to give you 100 Google +1 recommendations for \$5. They do this by recommending your site via your Google +1 button as various online identities, and they also partner with others to click on your recommend button.

You must have a PayPal account to purchases services through fiverr.com.

## **Jobs for 10**

Jobs for 10 is very similar to fiverr.com. On Jobs for 10, people offer to work for \$5, \$10, \$15 or \$20.

Simply type into your browser address bar:

jobsfor10.com

This will take you to home page. The Social Networking button is in the left-hand column. If you decide to hire somebody, you will need to register on the site for free. Registration is simple; you only need a name and email address.

Jobs for 10 is a great place to find people to help you get the votes up you need .

Click on the link below to find cheap people who are willing to get 100's of +1's.

<http://jobsfor10.com/search?query=google+%2B1>

## **Fitty Town**

Fitty Town is another website at which you may hire people to help you with social marketing. At Fitty Town, every contract is for \$50. It is more expensive than the previous two mentioned here, but people also promise to deliver more votes and followers.

To get to the home page, type into your browser address bar:

[www.fittytown.com](http://www.fittytown.com)

The categories are located in the right hand column. There are three that you should click on and look through, Social Marketing, Advertising, and Business. People advertise in all three of these categories that they will help you gain votes and drive traffic to your website.

In order to hire anyone on Fitty Town, you must register with a name and email address. There is no charge for registering.

## Conclusion

Google +/+1 is taking over social networking and online marketing industry. Businesses who wish to remain successful in the coming years must join Google +/+1 and use the available tools to drive business to their websites and earn an online income.

As soon as you have a Google account and an invitation to join Google +/+1, you have the best tools available to network, promote your business, and make money doing business online.

Because Google +/+1 gives you the ability to control with whom you share information, it is a great time saver for business owners like you. From one screen, you may dash off messages to employees, business partners, and even your mom. Only the people you want to see each message will see it.

Google Plus gives you time efficiency, privacy, and control.

It is easy to maintain a professional online presence and socialize with friends and family while using Google +/+1. It is easy to see how your profile looks to others, and you may choose which parts of your profile different groups, or circles, of people can see.

Google services are easily synchronized and personalized, so create your comfortable online office by using Google services such as Plus, Chrome, and Gmail. You will never miss another message or announcement.

Remember to place the Google +1 button on your website in strategic places, such as near the top and toward the left. It is best to continue to participate in your other social networking sites, such as Twitter and LinkedIn, but to also let everybody know you are now using Google +/+1.

Encourage others to click your Google +1 button to recommend your business on the Internet. As more people click your Google +1 button, your website will rise in the search engines and more people will find you, both through the Google search engine as well as directly on Google Plus.

The more people who find you, the more sales you make and the more money you earn while using Google +/+1.

To Your Success,