

How to Set Up a Google+ Page for Your Business

Google+ has opened the doors for business and brand pages.

In this article I show you **how to set up your Google+ page** and provide examples.

If you haven't already created a personal Google+ profile for yourself, you'll need to do that first (you cannot simply sign up a business page from the main Google+ sign-up screen).

If you do have a personal profile, here's how to **create a page for your business**.

Visit [Create a Page](#) on Google+ to begin, and follow the steps below to get started with Google+ pages.

Pick a category

The first step in getting started creating your Google+ page is to **choose from the following five main categories**.

#1: Local Business or Place

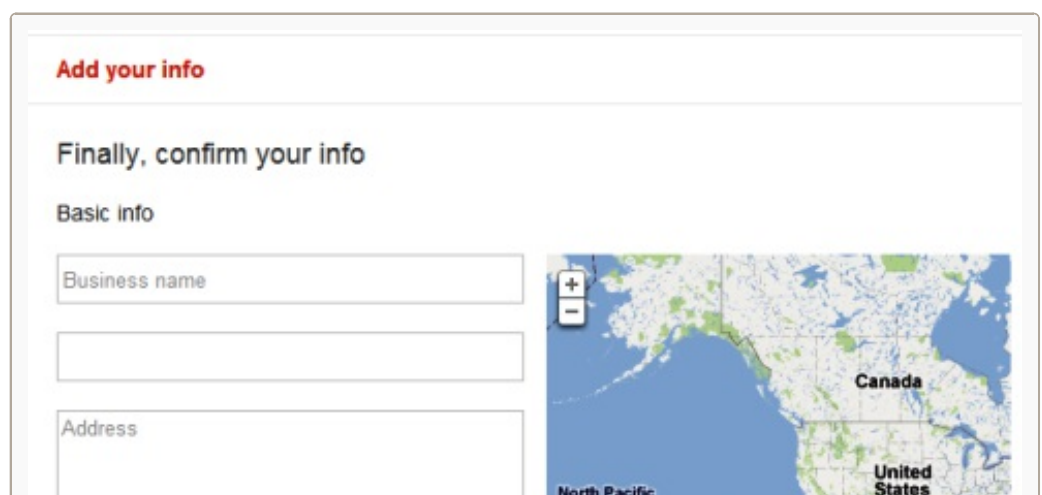
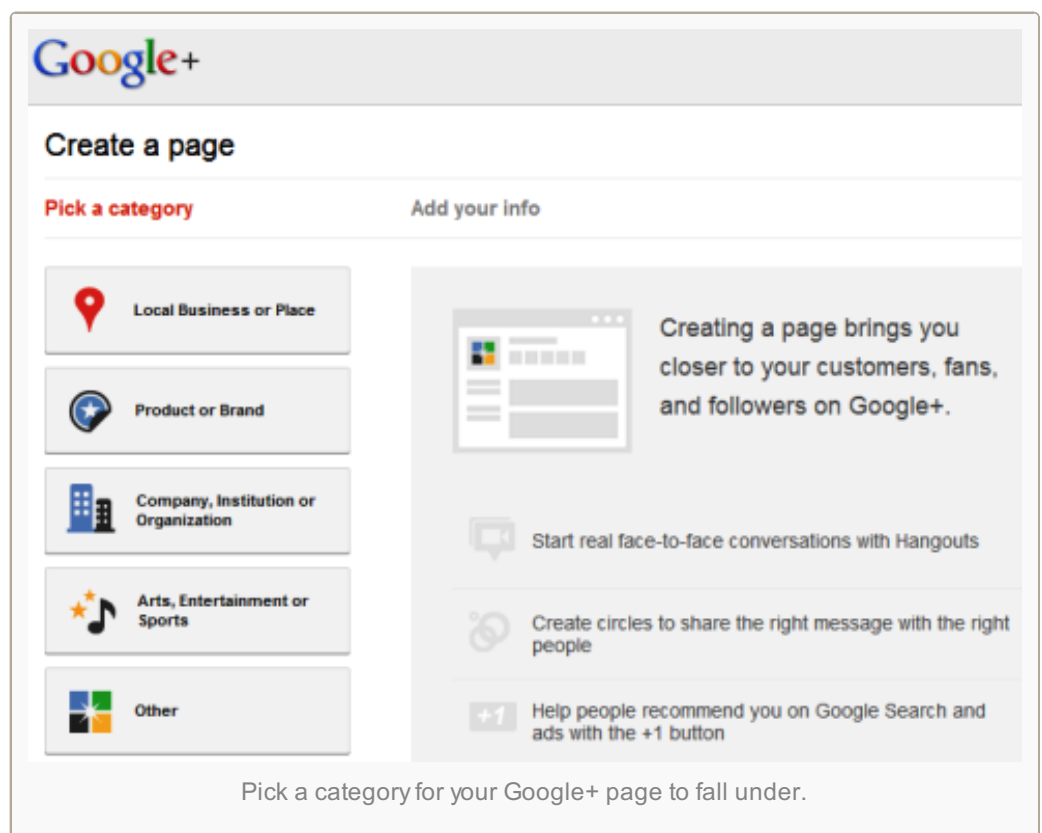
Local Business or Place includes any local business—hotels, restaurants, places, stores or services. If you choose this category, you will be asked for the country in which your business is located and the primary phone number.

If Google finds a matching result in Google Places with your phone number, it will use this information for your Google+ profile. If not, you can **add your business info to Google and continue**.

#2: Product or Brand

Examples given by Google+ of pages that would fit under Product or Brand include apparel, cars, electronics and financial services.

Here, you would **enter your page name and website, and choose an applicable category** which includes anything from Aerospace and Defense to a Website, or



you can simply choose Brand, Other, Product or Service.

#3: Company, Institution or Organization

The next category, Company, Institution or Organization includes pages for companies, institutions, organizations and non-profits or similar entities. Here you also enter your page name and website, and choose an applicable category with the same options as a Product or Brand page, or you can simply choose Company, Institution, Organization or Other.

#4: Arts, Entertainment or Sports

Pages for movies, TV, music, books, sports and shows are considered a good fit for the Arts, Entertainment or Sports section. Again, you will enter your page name and website, and choose an applicable category—this time with options ranging from Album to Website, or you can simply choose Entertainment, Other or Sports.

#5: Other

If you don't feel your page fits in any of the above-mentioned categories, you can simply select Other,

where you can enter your page name and website without any additional narrowing of category selection.

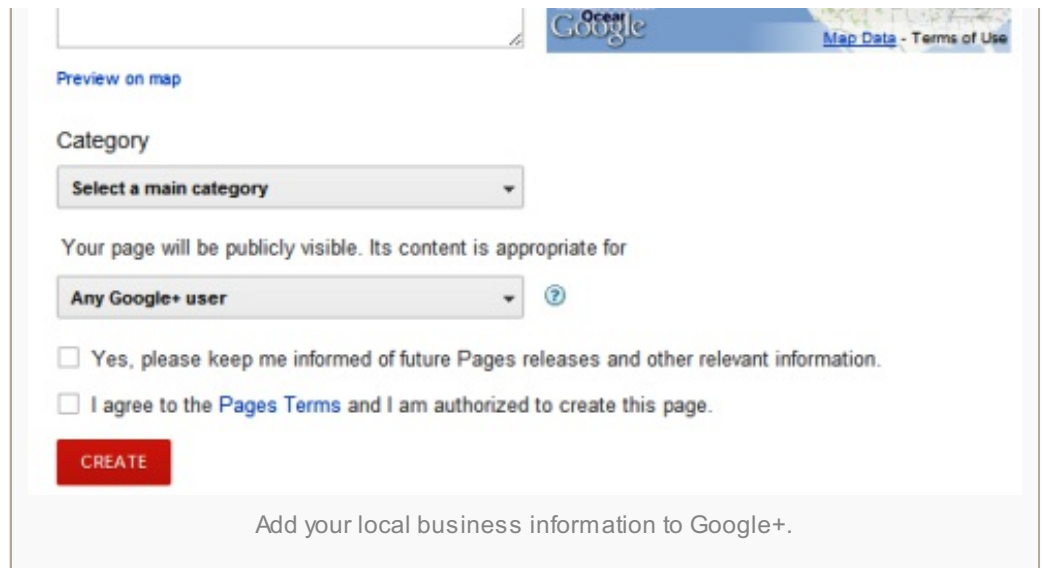
For pages in any category, you must also **choose whether your page's content is suitable for any Google+ user, users 18 or older, users 21 or older or specifically note that the content will be alcohol-related**. Then you will tick boxes to opt-in to updates for Google+ pages and agree to terms and conditions to continue.

Be sure to actually **check out the [Google+ Additional Terms of Service](#)** to see their notes on Authority, Access, Content, Data, [Contests](#) and Suspension & Termination.

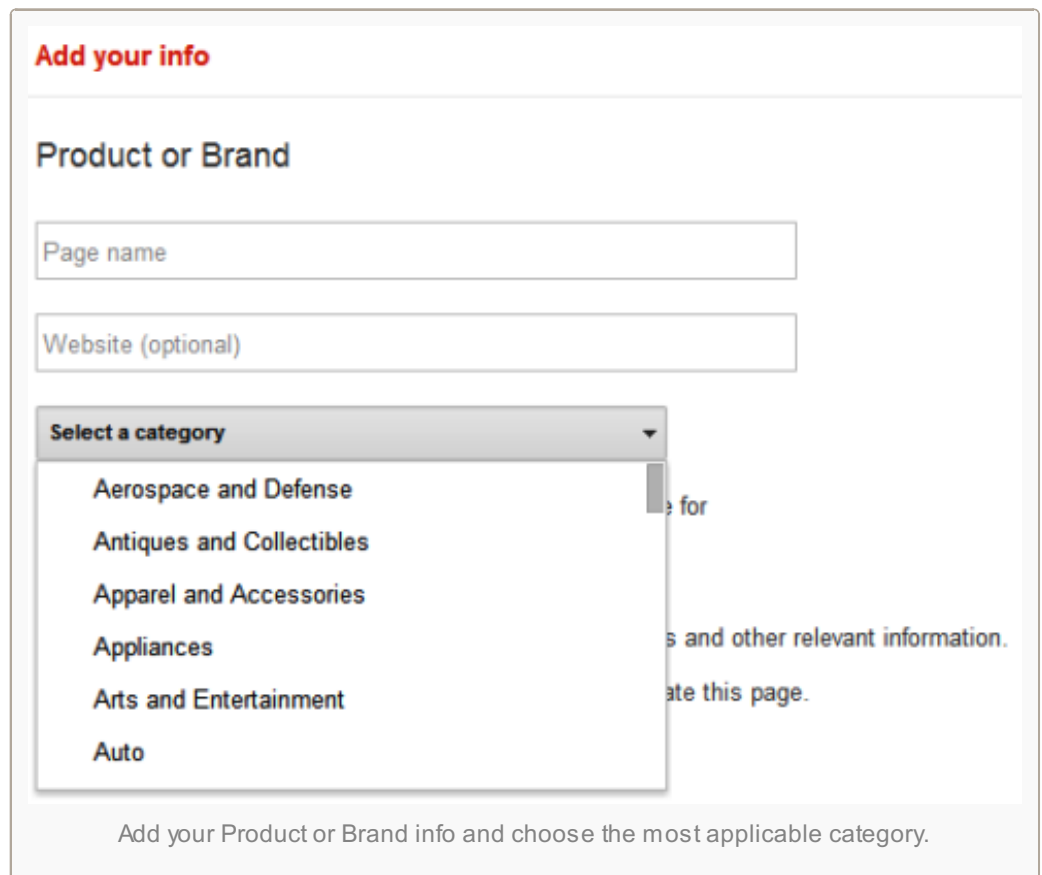
Customize Your Page's Public Profile

Once you've selected your page's category, you can start customizing your page's public profile.

#1: Add Your Profile Photo and Tagline



The screenshot shows the 'Add your info' form for a 'Product or Brand' category. At the top, there is a 'Preview on map' link and a Google logo. Below that, the 'Category' section has a dropdown menu set to 'Select a main category'. A note states: 'Your page will be publicly visible. Its content is appropriate for'. Below this is another dropdown menu set to 'Any Google+ user' with a help icon. There are two checkboxes: 'Yes, please keep me informed of future Pages releases and other relevant information.' and 'I agree to the Pages Terms and I am authorized to create this page.'. A red 'CREATE' button is at the bottom left. At the bottom right, there is a link to 'Add your local business information to Google+'.



The screenshot shows the 'Add your info' form for a 'Product or Brand' category. The 'Page name' and 'Website (optional)' fields are visible. The 'Select a category' dropdown menu is open, showing a list of categories: Aerospace and Defense, Antiques and Collectibles, Apparel and Accessories, Appliances, Arts and Entertainment, and Auto. Below the dropdown, there is a note: 'Add your Product or Brand info and choose the most applicable category.'

First, you will be asked to add your tagline (the 10 words that best describe your page) and your page's profile photo.

After you have added these items and clicked on Continue, you will be asked to spread the word about your new page through your personal Google+ profile. If you're not ready yet (which you probably aren't, since you haven't completed your profile), **click on Finish to be taken to your new page.**

#2: Editing Your Page Information

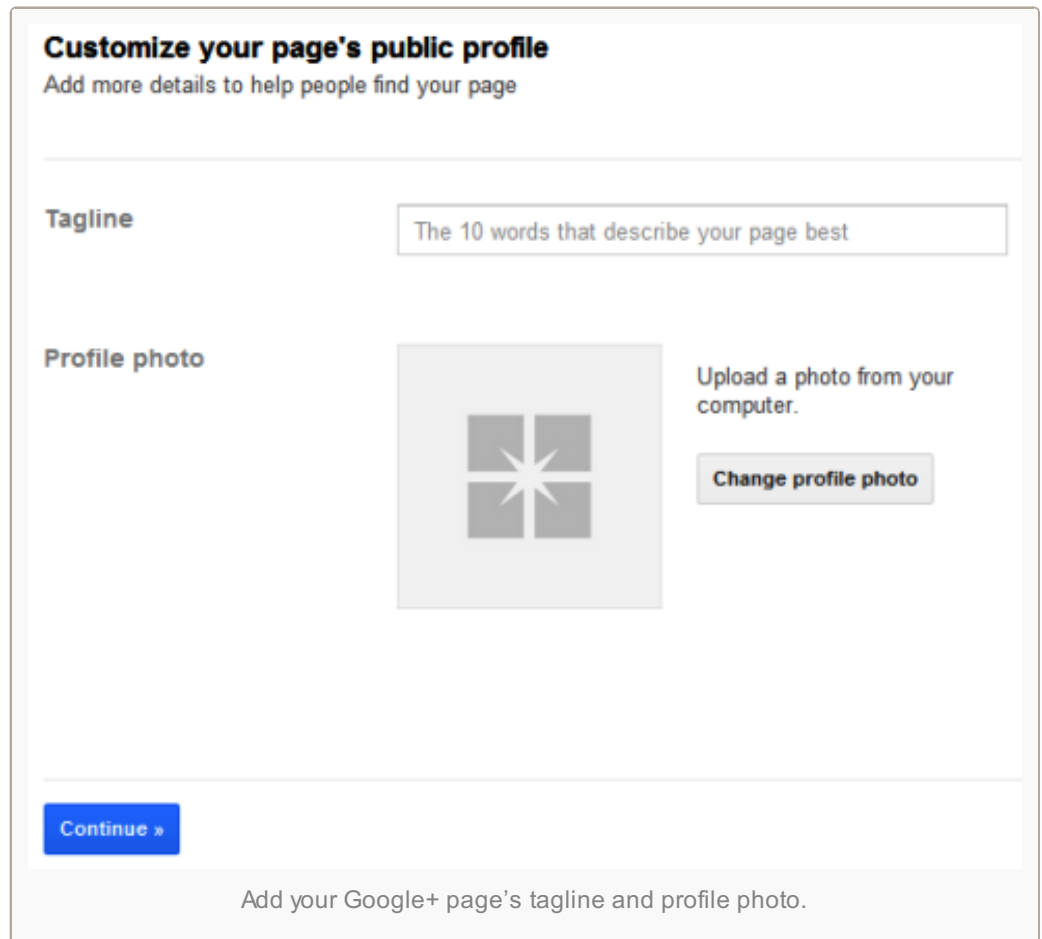
Once you've perused your page's welcome screen, you will want to edit your page's information. Go to your page's profile by clicking on the Profile icon at the top, left of the Search Google+ box. Then go to your About tab and Edit Profile.

Here you will be able to click on everything from your page name to your links to enter relevant information about your page within Introduction, Hours (for local businesses or places), Website and Contact Info (phone, email, Skype, etc.). Also be sure to **enter additional links to your page** in the Introduction section using the Link button and under Recommended Links to link to your other social profiles, blog, blog posts and so on.

#3: Adding Your Photostrip


Last but not least when it comes to your Google+ page design is filling in your photostrip. These five photos will be displayed underneath your page's name and tagline.

It's similar to the five



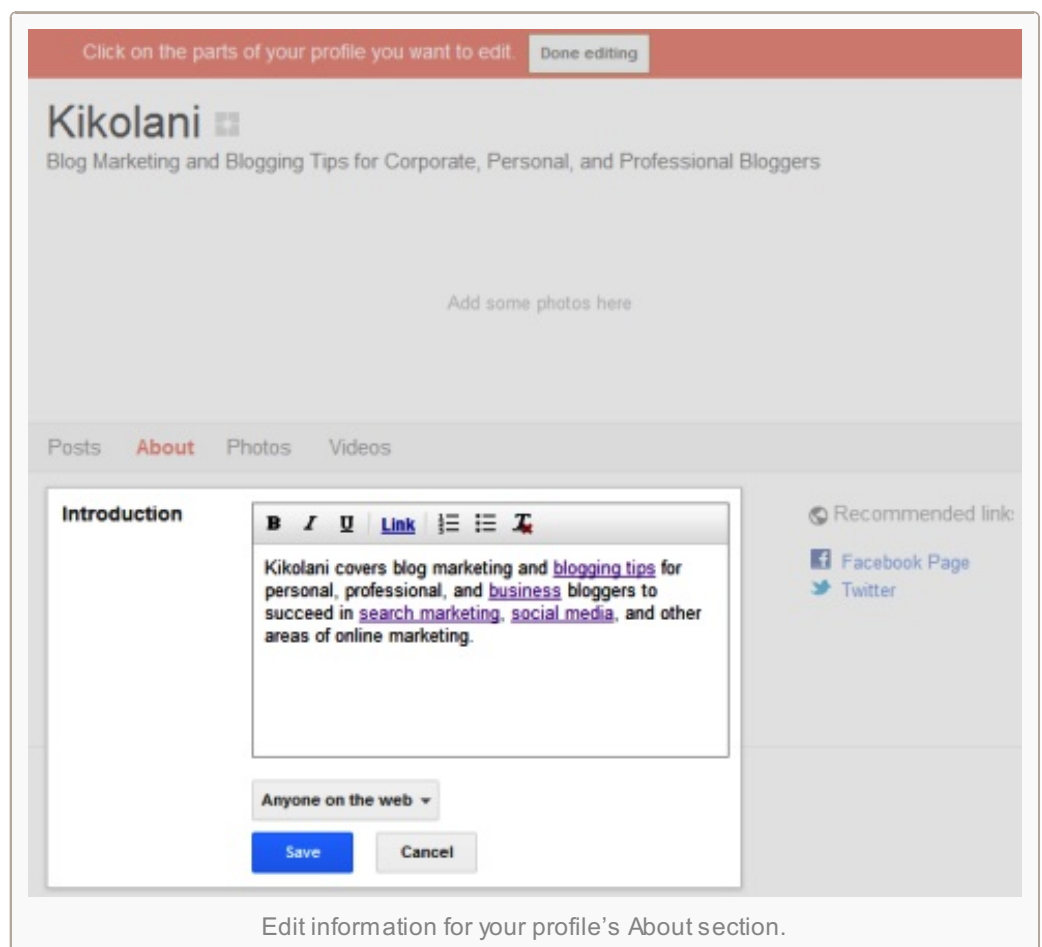
Customize your page's public profile
Add more details to help people find your page

Tagline


Profile photo  Upload a photo from your computer.
[Change profile photo](#)

[Continue »](#)

Add your Google+ page's tagline and profile photo.






Click on the parts of your profile you want to edit [Done editing](#)

Kikolani 
Blog Marketing and Blogging Tips for Corporate, Personal, and Professional Bloggers

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Introduction

B **I** **U** **Link**   

Kikolani covers blog marketing and [blogging tips](#) for personal, professional, and [business](#) bloggers to succeed in [search marketing](#), [social media](#), and other areas of online marketing.

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Recommended link:
 Facebook Page
 Twitter

Edit information for your profile's About section.

photos you can have on your Facebook page. While editing your profile, click on the photo area where it says “add photos here” and upload a photo in each of the five photo spots. You can use different photos that represent your business or creatively cut one photo into five pieces and spread it across the area.

Congratulations! Your Google+ Page Is Ready.

Once your profile is ready, you can start posting to your profile by adding status updates, links, photos and videos just like you do on your personal Google+ profile. I would suggest writing a post or two before you use the “Spread the word” option in your right sidebar to announce your page to your personal profile connections.



Following and Engaging With Your Fans

So what’s the difference between a Google+ page and a Facebook page? The big one I’ve noticed so far is the fact that you can follow your page’s fans back and add them to Circles.

To find out who has added your page to their Circle, you can check your Notifications under Stream in the left sidebar. You can also look under your Circles > People who’ve added you area by clicking on the Circles icon.

In this screen, you can drag your fans into one or more of the four default circles.



- **Team Members**—The people you will share the inside scoop with. This could be a great way to share company news with only the people you want to see it.
- **VIPs**—Your most loyal customers and closest partners.
- **Customers**—All the people or organizations you want to build deeper relationships with. You could possibly use this Circle to send out special discounts and promotions!
- **Following**—People you don’t know personally but whose posts you find interesting.

Just as you can with your personal profile, you can also create new Circles.

There are a lot of ways you can successfully use your custom Circles for marketing and messaging, such as creating Circles of fans in a specific location and sharing updates with them about geo-specific offers.

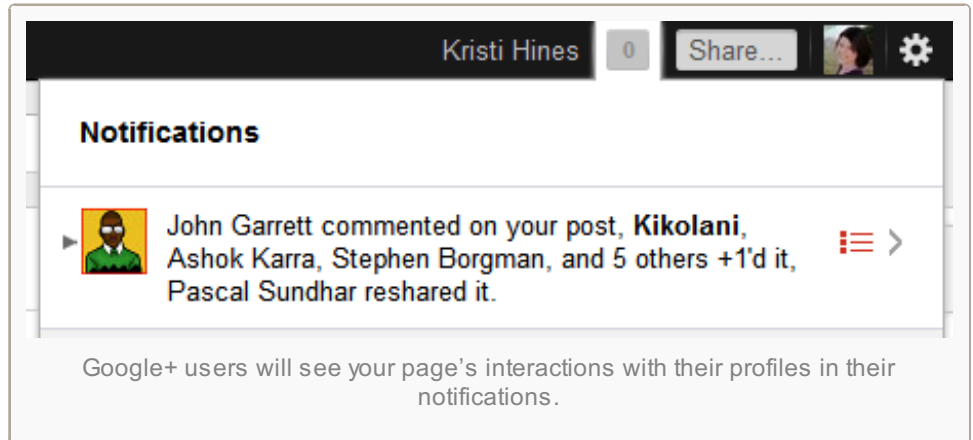
Universities can create Circles for professors, alumni, undergraduate, graduate and prospective students and then share updates with them about news related to their current status with the university. The

possibilities are endless.

This also means you can **follow your fans' updates, comment on your fans' status messages, and +1 their updates as your page**. The functionality for a Facebook fan page to interact with a personal profile on Facebook isn't there, but it is in Google+. Your fans will even see your interaction with their updates in their notifications!

This, in my opinion, is **going to be a very powerful way for businesses or brands to communicate with their audiences**.

For example, if there is a complaint, the Google+ page can reply publicly on their page, and then privately to the Google+ user by sending a status update directly to them. With Facebook pages, the page can only reply on the wall update but not directly communicate with the Facebook user.



Connecting Your Google+ Page to Your Website

You can **connect your website to your Google+ page** using the [Google+ badge configuration tool](#). Currently only the icons are available, but official badges are coming soon.

Regardless of whether you want to add a badge to your website, you will want to connect your Google+ page to your website simply for the search benefits.

[Google+ Direct Connect](#) will allow visitors to find your Google+ page and add it to their Circles, directly from Google search results. To do this, simply add the following code between the <head> </head> tags on your website.

```
<link
href="{plusPageUrl}"
rel="publisher" />
```

Replace {plusPageUrl} with your Google+ page URL. Then visitors will be able to add your Google+ page to Circles simply through their search results.

