Tips to Create Google+ Business Page by Varun Bihani

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Finally Google has released business pages on its most popular social network â€œGoogle+â€•. Businesses were keenly waiting for Business Page to promote their business on Google+ network.

Google+ is getting off the ground to beat other popular social networks like Facebook and LinkedIn. Google has always delivered services that are useful for both personal and business purposes. If you are an internet marketer and looking to optimize Google+ Business Page, here are some tips that you can follow:

Create companyâ€™s Gmail account

If you are creating business page on Google+, donâ€™t use your personal Gmail account. Create an account that can be used by every members of your internet marketing team. For instance, you can create Galaxyweblinksmarketingteam@gmail.com and create your Google+ Business Page through this email account. You need to have an account that can be accessed by multiple members of your marketing team.

Create Business Page

you can categorize your business with create â€œbusiness pageâ€• on Google+. You can select the one that suits your business requirements most to meet your goals. You can select from the options like â€œLocal Business or Place,â€• â€œProduct or Brand,â€• â€œCompany, Institute or Organization,â€• â€ or Sportsâ€• and â€œOther.â€• You can then fill out your basic information, like your company name, companyâ€™s URL, industry type, and categorization of content.

Modify your profile

Modify your public profile on Google+ and you can include a tagline that describes your business concisely and effectively. Also here you can also add your company logo as profile photo. It would be a great way to publicize your business on Google+.

Endorse your profile

Once you have created your Google+ Business Page, support and endorse your profile on Google+. But before you start promoting your business page, it is recommended to share some updates about your company like some business updates, some future announcements that users would be interested in. By sharing some valuable content you can always attract people so that they will add you to their circles. After this you can start sharing your business page with the masses.

Get started

Now that youâ€™ve set everything in place, itâ€™s time to launch your business page. To promote your business page more effectively on Google+ you need to put some extra efforts. You should not only try to keep your page more engaging, but also try and keep it more valuable and informative for the users. More or less all the social networks have same basic practices that donâ€™t vary. Always try to provide the latest in the market, and talk to your fans on a regular basis.

Google has always helped users in many ways, from location finding tools (Google Maps), to image or products, or simple searches on Google. Now there is a huge opportunity for business people to

promote their businesses through Google+. Itâ€™s a trusted platform and will help you to stay connected with masses, join their Circles and share updates about your company. All you need to do is optimize it â€œSmartly.â€•

We at Galaxy Weblinks optimize business pages for not only Google+, but all social media platforms. For details please visit us at http://www.galaxyweblinks.com/services/internet-marketing/.

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