

Notes from Communicate Magazine's 'Google+ for businesses and brands'

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SEO and social are no longer separate, as Google has changed the algorithms it uses: the future is social search.

Twitter and Facebook sit behind closed walls as they don't allow Google to crawl for content - this is the reason Google+ was set up.

Google+ will become more professional, more LinkedIn than Facebook.

To improve social search you need social signals to be sent to search engines: RT, Like, +1, comments, sharing.

It's all to make the web less anonymous and more transparent = better.

Rich snippets are a few lines of text under search results and a photo. They allow authors to be identified and for you to claim your own content.

<http://support.google.com/webmasters/bin/answer.py?hl=en&answer=99170> (If you share on G+ this is done for you).

On G+ you can measure the Ripple Effect - the amount of shares and links your content makes = evaluation tool.

Actions we should all take:

1. Think about keywords in your profile and brand profiles e.g. PR, Social, Search.
2. Claim your content via rich snippets.
3. Don't push content on G+ to all (public), choose select groups.
4. Try and publish different content across FB, Twitter and G+.

The Financial Times has moved its emails to Gmail so it can work on Google+.

<http://www.circlecount.com/> lets you measure and evaluate circles and their influence.

Boss of PR firm Paratus Comms (who do social for Costa Coffee among others) suggested that the following balance when using social media is cost effective and achievable:

Listening:

Products 10%, Shared Passions 80%, Issues and crisis management 10%

Output

Original content 20%, shared goodies around the web 40%, Discussions 20%, Apps and interactive properties (e.g. games) 20%

Community building:

Content 30%, Engagement 40%, Promotion 30%

Final thought: G+ and YouTube will become very similar and complement each other, so keep your YouTube content fresh.

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