

*LissaDuty.com*

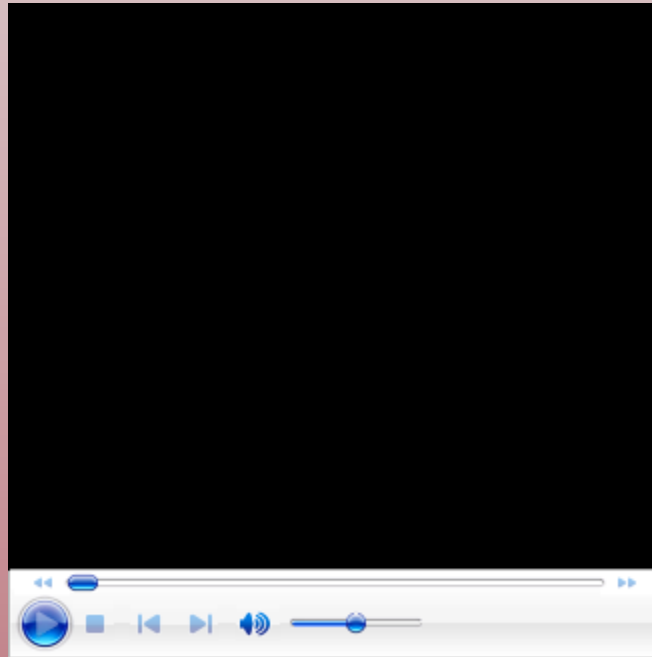
# **The Google Effect: Focusing on Google+**

presented by  
Lissa Duty and A.J. Wood

June 30, 2013

**Specializing in Social Media Coaching and Social Media Marketing**

# Google+ Song



# Statistics

359 Million Users

Many have an account and don't realize it because they have registered with YouTube, Gmail or Google Analytics.

## **Things to know:**

1. Cover Photo Size is 2120 x 1192
2. View is similar to Facebook. You can change to streamline look for small monitors by clicking more.
3. Add people to circles – get creative with the names and share circles to get others to follow people in the circle
4. Use DoShare to schedule posts – Chrome Extension

# Learn from others



## Story

### Tagline

Freelance Writer, Ghostwriter, and Professional Blogger

### Introduction

I am a [freelance writer](#), ghostwriter, and professional blogger who helps businesses develop blog content to educate their audience about online marketing strategies including content marketing, search marketing, and social media marketing.

My writing has been featured on over 50 blogs in the online marketing industry, including AdAge Power 150 blogs such as Social Media Examiner, Search Engine Journal, Search Engine Watch, ProBlogger, Business 2 Community, and KISSmetrics.

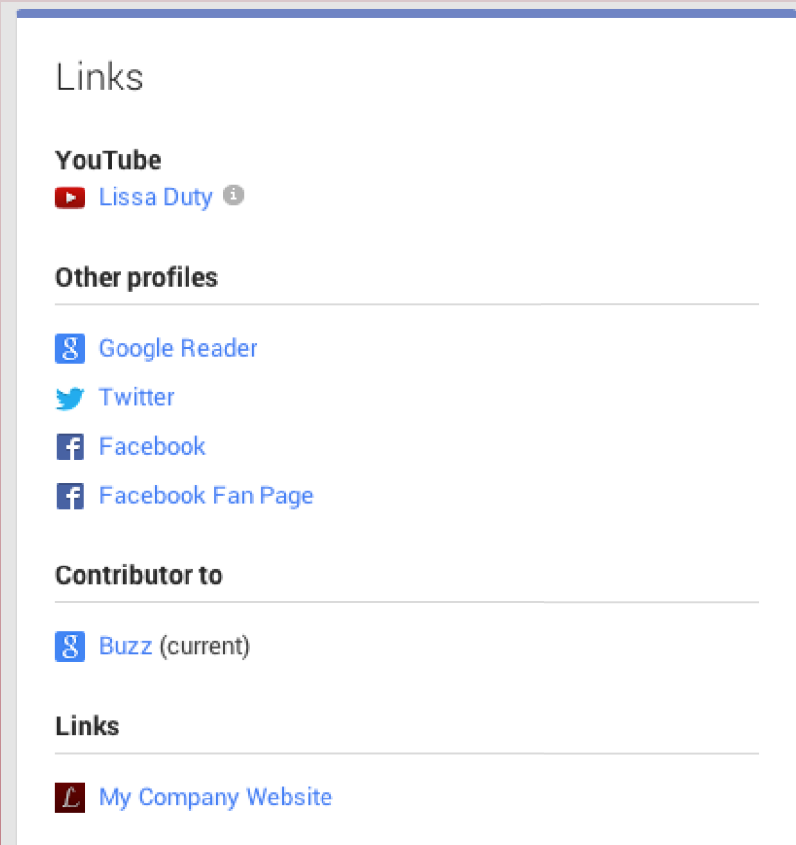
You can also find my work on [Kikolani](#), my blog for personal, professional, and business bloggers. It covers a variety of topics for successful blogging including content, search, and social media marketing.

### Bragging rights

I can find just about anything on Google. Try me!

Intro - First 77  
characters show in  
Google+ Search  
Use hyperlinks  
ONLY public updates  
show in search  
results

# Include Links



Include links to other social media profiles and your website

Contributor - claim Google Authorship (get photo next to posts in search results in Google)

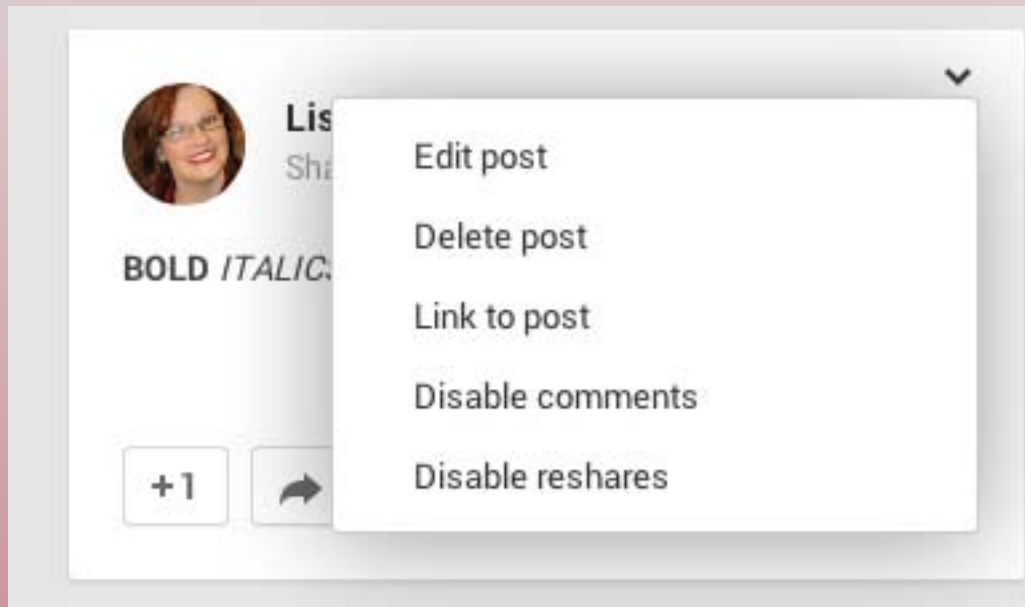
## Highlight Posts



**\*BOLD\* \_ITALICS\_ -STRIKETHROUGH-**



# Features



Edit posts later

Hashtags

Use Keywords –  
indexed in Google  
Search

Control Comments / Reshares

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

## **Circles**

Post to a specific circle (direct message)

Selected circle will receive a notification  
– only circle and YOU see update

Create Opt-In circles – ask them to let you know how often they would like a notification and add the to circles accordingly

## **Google+ Pages**

You can have more than one manager.

Engaging Cover Photo

In search recent update shows, keep updated to show you are active

Add Google+ badge to website

You can use your Google+ page to join communities, interact with others, etc.

Use Google Webmaster Tools – use Author Stats

## **Google + Hangouts**

Integrates with YouTube

Brand yourself as an authority

Join other hangouts to grow  
your influence

# Create Google+ Authorship

- Add URL to Contributor Links in G+
- Add G+ link in Author Bio in WordPress
  - `<a href="https://plus.google.com/+AJWood?rel=author">Google+</a>`
- Genesis Framework for WordPress
  - `<link rel="author" href="https://plus.google.com/+AJWood/posts" />`

# Google+ and Authorship

## [A.J. Wood - The Adobe Wan — Instructor • Photographer • Life ...](#)



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by A.J. Wood - in 12,840 Google+ circles

January 1, 2013 By **AJ Wood** 5 Comments. Arthur's transformation is one of my favorite inspirational stories of last year. As we kick off 2013, I thought I would ...

### [About](#)

About A.J. Wood. photo by Paul Goodman. A.J. Wood is a ...

### [Testimonials](#)

Testimonials. "A. J. is an excellent instructor. I would highly ...

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## [Lightroom vs Adobe Bridge - AJ Wood](#)



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Nov 20, 2010 – A **comparison** for photographers of **Lightroom vs Adobe** Camera RAW digital workflow.

## [AJ Wood, Author at TipSquirrel](#)



[www.tipsquirrel.com/author/aj-wood/](#) ▼

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by **AJ Wood**. Icon to show smart filter settings. Here's a quick tip regarding Smart Filters. In my travels I've met many folks who use Smart Filters, and they enjoy ...

# Google Author Stats



+ Share



## Webmaster Tools

Help

Home

All Messages (20)

Preferences

Labs

Author stats

Other Resources

This page shows search statistics for pages for which you are the verified author. [Learn more about verifying authorship.](#)

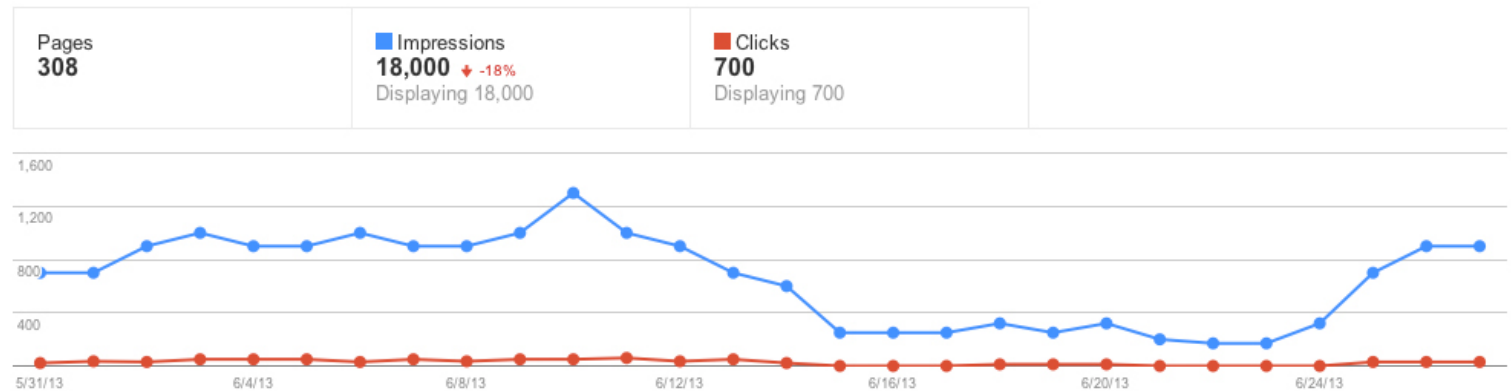
Filters

Web

May 31, 2013

to

Jun 30, 2013



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# Contact Information



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Follow Me on Social Media  
@LissaDuty

**Specializing in Virtual Administrative Services and Social Media Marketing**



# Connect with A.J.



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