

GOOGLE+ PROFILE PAGE BLUEPRINT



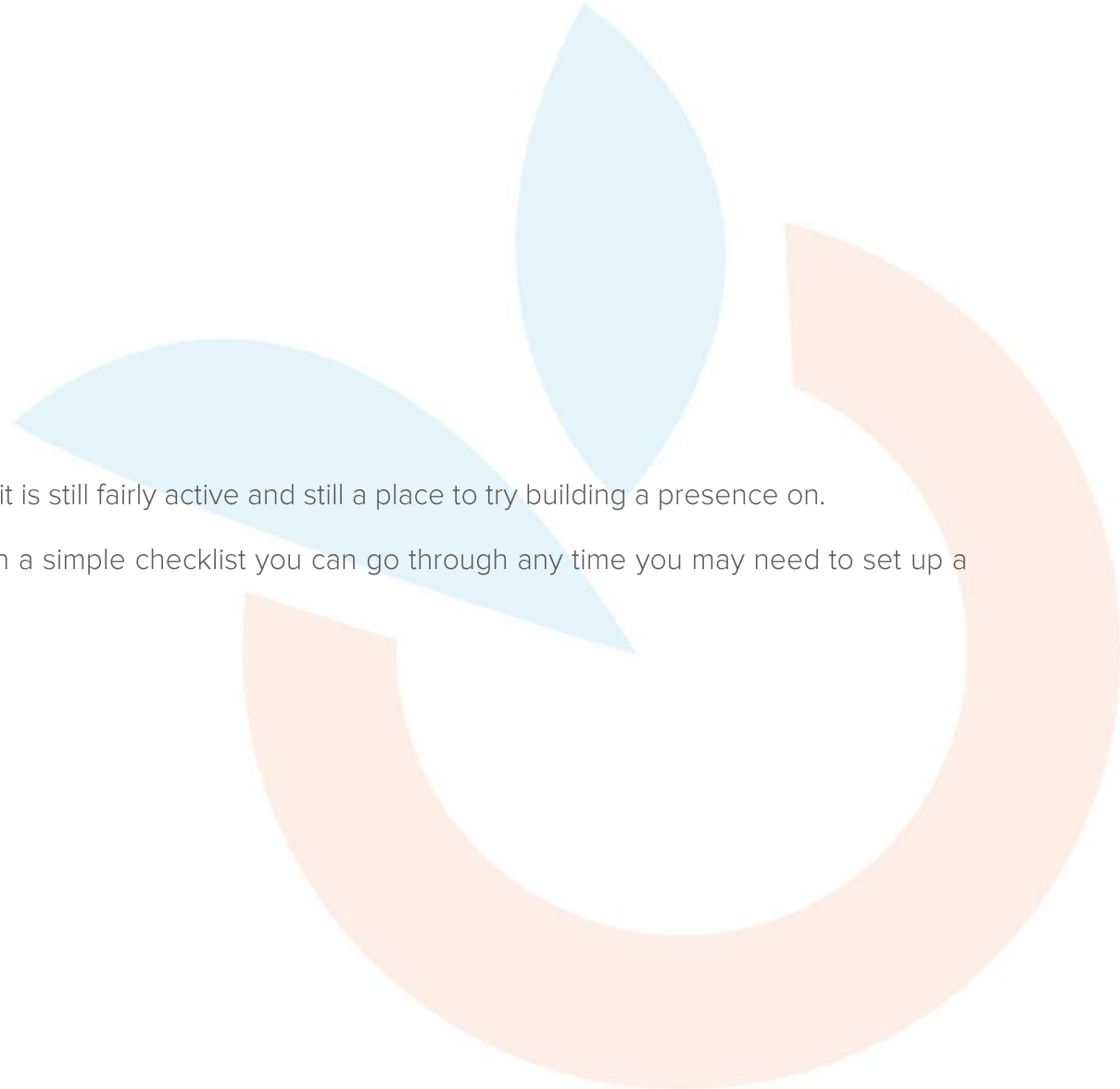


INTRODUCTION

While it may seem like Google+ is on its last legs, it is still fairly active and still a place to try building a presence on.

I've put together this blueprint to provide you with a simple checklist you can go through any time you may need to set up a new Google+ page.

Sharon Hayes



PHASE 1: PREP WORK

ACTION	WHO?	SET-UP?
Get cover image created (show the outcome you deliver, both in picture & with words added)		
Avatar created (a photo of you if a personal brand, or a square image including business logo)		
Personal Google+ account created if you don't have one yet		

PHASE 2: PAGE SETUP

ACTION	WHO?	SET-UP?
Determine page name and URL: Keep under 60 characters, and bear in mind Google+ will force the URL to be based on your page name, so choose wisely		
Enter website URL: This should be your website's homepage, or you can consider using a URL to an opt-in freebie (should be clear from the URL what it is)		
Choose business page type (brand, service area, or local storefront)		
Add tagline: Up to 140 characters, can include clickable links (consider shortened links for any longer links), otherwise describe the biggest benefit/outcome you provide		
Enter bio in About section: Up to 3,000 characters, describe the biggest benefits and outcomes your business provides and detail your products and services		

PHASE 2: PAGE SETUP (CONTINUED)

ACTION	WHO?	SET-UP?
Enter contact information (business email, address and phone number)		
Add profile picture (250x250 minimum, consider using a bigger image)		
Add cover image (1080x608 considered best size by Google)		
Create additional circles (useful for segmenting your customers, as you can share things specifically with a circle instead of publically)		
Reach out to your followers to submit reviews for you		
Add some posts to start the page off with informational content – no advertising!		