

Trends, Webmaster Tools, Hangouts and Hidden Gems:
Additional Google Tools to Share Your Message and
Strengthen Your Brand

Hanging out with G+

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@businesswire

@Serena

#GoogleConf.



Did You Think It Was Dead?

ADD ME ON GOOGLE+



SAID NO ONE EVER

memecenter.com 

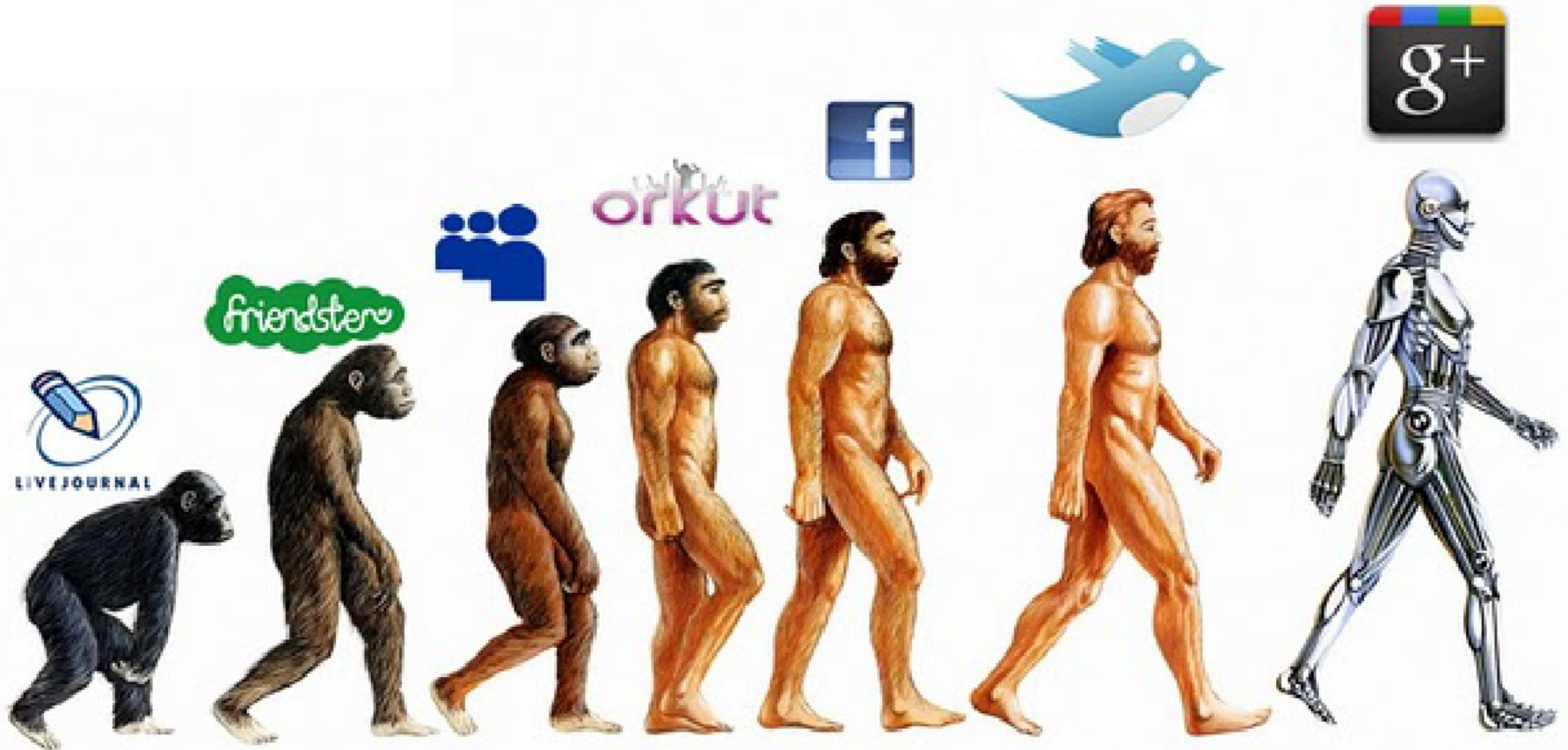
MEANWHILE



ON GOOGLE+

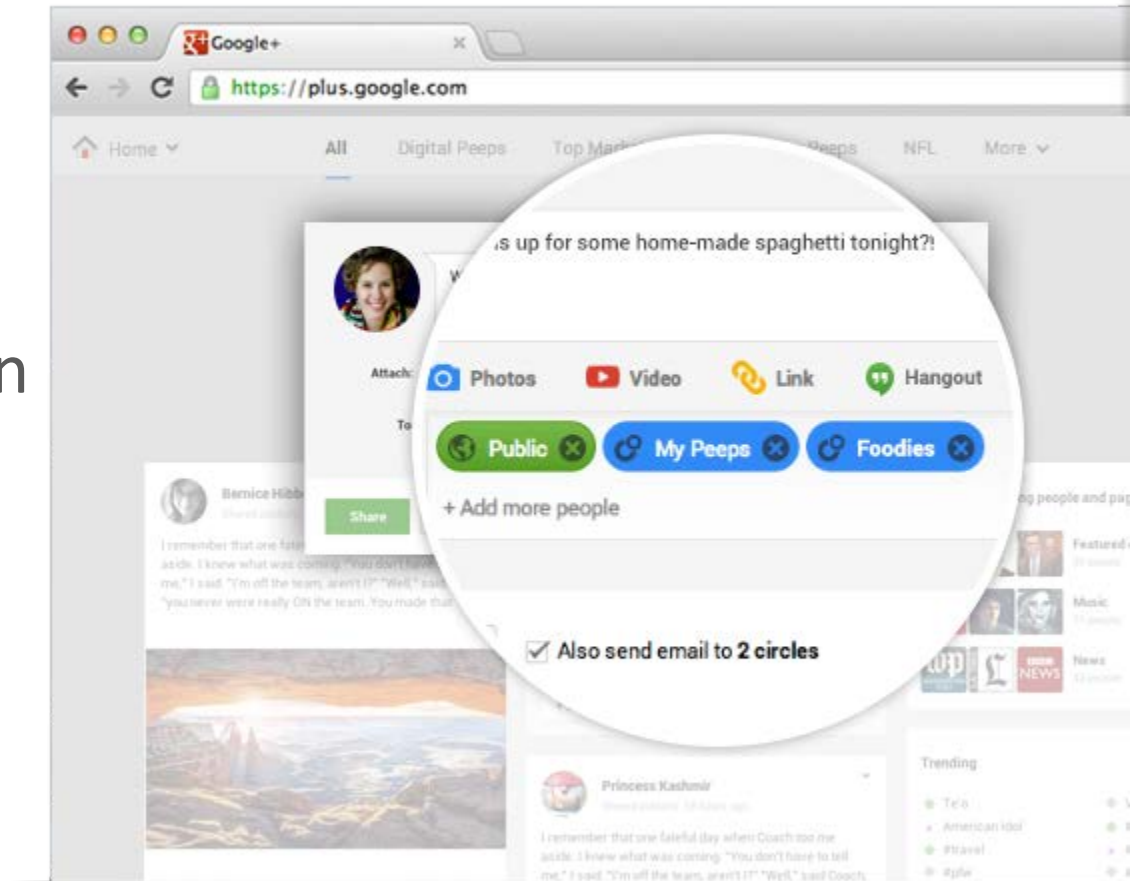


It's Just Evolving....



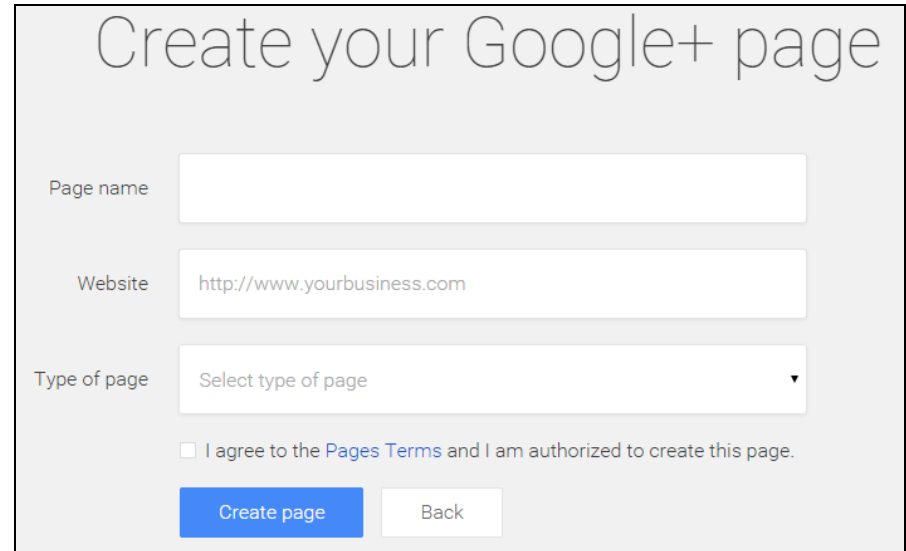
G+ Strategies

- Find influencers
- Community building
- SEO
- Content amplification
- Visual storytelling
- Immediate engagement



Building Your G+ Page

- Get URL and YouTube log in
- Build visually
- Links and keywords
- Badges/follow buttons
- Create “Circles”
- Use Ripples
- Use good titles
- Add multimedia
- Hashtag everything!



Create your Google+ page

Page name

Website

Type of page

I agree to the [Pages Terms](#) and I am authorized to create this page.



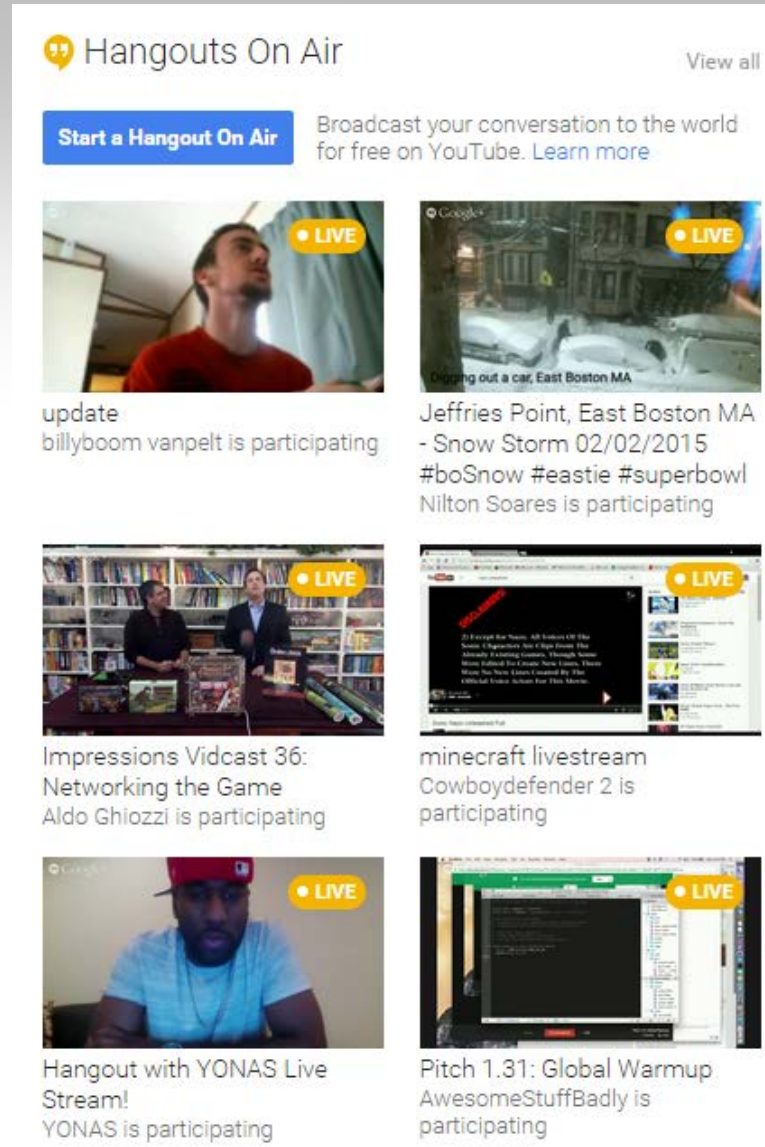
Maximizing the G+ Experience

- Search – find and make friends
- Tag influencers
- Share relevant posts
- +1 and comment
- Join or create groups
- Be consistent
- Ask questions
- Use hangouts!



What is a Google Hangout

- G+ Live Broadcast Tool
- On demand
- Private Hangouts
- Public Hangouts On Air
 - G+, YouTube, website
- Works across mobile devices



Hangouts On Air View all

[Start a Hangout On Air](#) Broadcast your conversation to the world for free on YouTube. [Learn more](#)

update
billyboom vanpelt is participating

Jeffries Point, East Boston MA - Snow Storm 02/02/2015
#boSnow #eastie #superbowl
Nilton Soares is participating

Impressions Vidcast 36: Networking the Game
Aldo Ghiozzi is participating

minecraft livestream
Cowboydefender 2 is participating

Hangout with YONAS Live Stream!
YONAS is participating

Pitch 1.31: Global Warmup
AwesomeStuffBadly is participating

How Pros Use Google Hangouts

- Create a topic
- Promote everywhere
- Practice!
- Enable Q&A
- Go live
- Use filters
- Integrate add'l footage
- Try forms!
- Edit and share



Typical Hangout Types

- Press Conferences
- Press Briefings
- Product Discussions
- Live product demos
- Hosted giveaways
- Talent showcase
- Product launches
- Company Q&As
- Topic Q&A
- Pre-event briefings
- Post-event discussions
- Customer care
- Testimonials



Your Next 30 Days in Google+

Focus	Monday	Tuesday	Wednesday	Thursday	Friday
Pages & Profiles	What's Your Story?	Tweak Your Billboard	Authorship & Publishers	Your Team Matters	Too Legit to Quit - Verify Your Account
Content & Community	Find Your Tribe	Only Your Best Content Will Do	Circle & Be Circled	Make it Count in Google Analytics	Moderation & 3rd Party Tools
Events & Hangout/ HOAs	Smile! You're on Candid Camera!	Q&A to drive engagement	Let's Have a Party: Google + Events	Google+ Helpouts	"Shoppable" Hangouts & Other Tricks
Cross platform / promotion opportunities	Email Marketing & Google+ a Perfect Match	Google+ Local	Google+ Interactive Posts	External Integration +1 Your Site	Next & Future Steps

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Questions?

Thank You!

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