



Getting Started with Google+

Before we Begin

We will focus on:

Setting Up

Before we Begin

If you want more Google+ marketing education resources I will provide some after this class is over

Google+ Benefits

- Technically part of YouTube Foundation
- Everything you do on YT ends up on G+ anyway
- Figure out the basics and it gets much easier after

Google+ Benefits

Early
Positioning

Google+ in Action

SEOMoz

Amazing Correlation Between Google
+1s and Higher Search Rankings

<http://moz.com/blog/google-plus-correlations>

Core Training

Focusing on what isn't changing

Core Training

User
Experience

Core Training

What is Google+ like to them?

Core Training

Google+
Optimization

Google+ Optimization

Tell Google+ what your brand, product,
or service is all about