



## ○ My Google+ Checklist

Read up on the facilities available at

[www.google.com/+/learnmore/features.html](http://www.google.com/+/learnmore/features.html) and open an account at [www.google.com/+/learnmore/](http://www.google.com/+/learnmore/)

- Create your Business Account at [www.google.com/+/business/](http://www.google.com/+/business/).
- Upload your cover & profile pictures.
- Create the about section.
- Create a circle or community, targeting different niche/s in your market if that's appropriate.
- Share your Welcome post on every one of the circles.
- Get followers by adding people and following pages that are relevant.
- Get followers by joining communities and following their members.
- Get followers by commenting on relevant pages.
- Post something of value in every circle – even if it's "just" reusable content from your blog, web site or newsletter. Make it at least 400 words if you can and add the right hash tags to get it indexed by Google.
- Remember to link back to your main website from time to time in your posts using <http://www.yourwebsitename> – don't worry if you forget to do this – Google wants natural postings not spammy postings
- Remember you can post content from your website/Youtube/social media accounts
- Check comments from your audience and share your opinion when you can.
- Answer all of the questions they ask that are relevant; don't leave them alone.
- Ensure you let all your clients and prospects know about your Google+ page via all your media channels, e.g. website, email newsletter, emails, AutoResponder...