

Set up a KICK-ASS Google+ Business Page



Select the right category

- ☐ Choose from: Local Business or Place / Product or Brand / Company, Institution or Organization / Arts, Entertainment or Sports, Other

Add basic info

- ☐ Business Name / Website URL / Age Restriction Settings

Add a profile photo

- ☐ Use your photo or a business logo Size must least 250x250 pixels. The larger, the better.

Add a cover photo

- ☐ Use a high-resolution cover photo. Ideal size is 2120px in width x 1192px height and the aspect ratio is Use call-to-action, must be relevant to your brand, show off your work & keep it current.

Circle people in the same industry

- ☐ Gain more followers and keep updated Of What your competitors are up to.

Add interesting tagline

- ☐ Super important for your hover card. Craft a tagline that Will easily catch people's attention. Keep it simple yet significant.

Add an introduction

- ☐ Use 1-2 target keywords Add your mission and what you do Include interesting facts about your business Add links to your website content

Add social links

- ☐ Let your audience know that you're also present on other popular social networks.

Claim vanity URL

- ☐ Make it easier for your audience to access your page.

Verify site & email address

- ☐ Boost your business page authenticity

Add contact information

- ☐ You can add your address, fax, mobile or phone

Connect Youtube

- ☐ Connect your Youtube account to your Google+ page

Add additional managers

- ☐ Only owner can be added + 50 managers to your page Only 20 people can be invited per day

Add content

- ☐ Add at least 5-10 content before you spread the word about your page. Make sure to optimize each post:
 - ☐ Add a "bolded" title With 1-2 keywords
 - ☐ Add a description about your content
 - ☐ Use CTA such as questions, asking for shares, + 1s, etc.
 - ☐ Add relevant #hashtags
 - ☐ Use a high-resolution image

