

Dental Consultant Master Academy

evolve ■ emerge ■ influence

Action Plan –Week 17

GOOGLE+

Why Another Social Network?!

- Integration of all apps and tools in one place
- Everything works together: mail, calendar, searching online, buying things... and... social media.
- Who do you think wants to dominate the inevitable web world we are about to live in?

Still Not Convinced?

- Where do you search?
- Do you use You Tube? (Owned by Google)
- What's your email account? (Gmail?)
- What about all the other apps Google runs? Maps, Local businesses showing up on Yelp, Google Drive (which includes Calendar, Google Docs, etc.)
- Here's a list of all of Google's products:
http://en.wikipedia.org/wiki/List_of_Google_products

Okay... Here's the REAL Reason Why

- The Google search engine is #1.
- How many people Google+ your pages and posts are starting to influence how Google ranks its pages.
- This is a BIG deal.

The Reality...You don't need to choose to use Google+... sooner or later you're going to end up using it.

Don't fight it. ▪

<https://plus.google.com/>

What is Google+?

- A social networking site like Facebook with a few key distinctions
- On Facebook everyone is your "friend" – everyone can see everything on your news feed.
- Google Circles
- Google Hangout
- Google App integration (which will only increase with time)
- Google+ is still in its early phase. Expect all of Google's many apps to integrate into its social network.

You Have a Personal Profile and You Can Have Business Pages

- And like Facebook, you need a personal profile in order to create a business page.
- Create your personal page and create a page for your business.
- When you post on your blog, you'll click the Google+ button on your site and this allows you to post your blog page on your Google+ personal page and business page.

What is Indexing?

- All search engines sends "spiders" or "robots" to constantly search the

internet for new content and information.

- Once it finds a new page never before shown, it will classify it – check it off as searched for.
- Only then will it be listed in search engine results.
- This means, you not only want your site indexed, but every page you want shown in the search engines.

2 Ways to Test if Your Page Has Been Indexed

1. Create a Google Alert for your website name.
<http://www.google.com/alerts> (For example, “alibrown.com” or “rochemarketing.com”)
2. Type “site:_____” into the Google search engine without and spaces and without the www. (For example, “site:alibrown.com”)

What is Google Webmaster Tools?

- Google Webmaster Tools is a no-charge web service by Google for webmasters. It allows webmasters to check indexing status and optimize visibility of their websites.
- After signing up, you will be given a line of code that needs to be uploaded to your FTP hosting account. (Hire this out.)
- www.google.com/webmasters/tools/

While You’re At It...

- If you’re going to sign up for Google Webmaster Tools, might as well also sign up for Bing Webmaster Tools and Alexa.
- Bing = Another search engine. <http://www.bing.com/toolbox/webmaster>
- Alexa = A service that ranks websites. <http://www.alexa.com/>

Google Analytics

<http://www.google.com/analytics/>

What Google Analytics Will Show You

- Where people live who look at your site
- What keywords visitors use to find you
- What websites are referring traffic to you
- What the demographics are for your visitors
- Where visitors go on your website
- How long a visitors stays on a page
- How much traffic you get from search engines, mobile devices, direct, etc.
- And much, much more

Learn More About Google Analytics

- <http://support.google.com/analytics/?hl=en>
- <http://youtu.be/3KK7i084W2w>

Action Steps:

Sign up/Set Up The Following...

- Google+: <https://plus.google.com/>
- Google Alerts: <http://www.google.com/alerts>
- Google Authorship: <https://plus.google.com/authorship>
- Google Webmaster Tools: www.google.com/webmasters/tools/
- Bing Webmaster Tools: <http://www.bing.com/toolbox/webmaster>
- Alexa: <http://www.alexa.com/>
- Google Analytics: <http://www.google.com/analytics/>

How to Apply This Information in YOUR Business

- Use Google+ and link to your blogs
- This will leverage more traffic to your site and your blog
- Good to gain engagement
- Good for list building (Brings more people to your website)

Legal Disclaimer: *The speaker/author of the foregoing audio and transcript make no representations or warranties with respect to the accuracy, applicability, fitness, or completeness of its contents. The information contained in the audio and transcript is presented strictly for educational purposes. You are responsible for the results, should you choose to apply any of the information provided to the operation of your business.*

There is no guarantee that you will earn any money using the techniques and ideas contained in these materials. Earning potential is entirely dependent on the person using our products, ideas, and techniques.

Every individual's success depends on many factors, including his or her background, dedication, desire, motivation and the nature of the business in which he or she is engaged. Your level of success will be affected by the time you devote to the ideas and techniques presented in the audio and transcript, as well as your finances, knowledge and the various skills you possess.

Any claims made in the foregoing audio and transcript of actual earnings or examples of actual results will be verified upon request. We cannot guarantee that your success or income level will be the same or similar to the examples given.

The speaker/author disclaims any warranties (express or implied) of merchantability or fitness for a particular purpose. The speaker/author shall in no event be held liable to any party for any direct, indirect, punitive, or other consequential damages arising directly or indirectly from any use of this audio and transcript, which is provided "as is," and without warranties.

The speaker/author of the foregoing audio and transcript is not qualified to provide legal, tax; accounting or financial planning advice and nothing in the audio and transcript shall be construed as such. As always you must seek the advice of competent legal, tax, accounting and other professionals as needed. The speaker/author does not warrant the performance, effectiveness, accuracy or applicability of any websites listed or linked to in this audio and transcript. All links are provided for information purposes only.

This audio and transcript is (copyrighted) by Dental Practice Solutions audio and transcript and its contents may not be reproduced or used in any way, in whole or in part, in any format, without prior permission from Dental Practice Solutions.