

## **Dental Consultant Master Academy**

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### **Transcript - Week 17**

**GOOGLE+**

Hello, everybody. This is Debbie with this weeks training video. In this week's video, I am going to be sharing with you all about Google+ and so much more related to Google.

Here's what we're going to be covering in today's video. Why you can no longer ignore Google+. Sorry, I wish you could, but things are changing rapidly. I'll show you why. I'll explain also what is Google+ and how to use it.

I'm going to give you two very cool ways for you to test if your overall website has been indexed yet and if specific pages have been indexed. Also, this is really great. How to get your headshot to appear on your page listings when Google lists the different sites for different keywords.

Let's get started on your business!

Maybe you are asking “Debbie, why is there another social media site? Why do I have to do Google+? I'm already up to my ears with this stuff already.” OK! I totally understand! I was with you on this thought until about 18 months ago, and then I started to realize that Google is changing the world, and it's going to change our lives the more that it gets more and more powerful. In fact, I'm going to show you a little bit about how powerful Google is really becoming in this video.

But here's the real deal here now. Let's talk about this. It's here now and it's coming full force, so what is Web 3.0 again? Remember we just had Web 2.0, which is really the distributing of information from sources that you know, like, and trust, but on the technical side, on the way the companies are thinking about this too, Web 3.0 is the integration of all these different apps and tools coming from one place. In other words, everything can talk to each other. Web 4.0 is ahead and WOW! Watch out! This will be an app that reads fingerprints and so much more high tech stuff.

Currently, everything—there are all these different programs and they're not really talking so well together. You've probably experienced this. What Web 3.0 is about is everything works together. Your mail, your calendar, how you search online, how you buy things, and now, of course, social media. Everything will be under one umbrella.

Google is not going away, and if anything, it's becoming more powerful than you actually might realize at this point.

Google+, which is Google's social networking program or system, is becoming a core of how Google is going to be operating in the future.

That's why you really—you've got to go with Google+ now.

Okay, but maybe you're still not convinced. Let me just ask you a couple questions. Where do you search for things? Well, probably Google. Do you watch YouTube? Guess what? It's owned by Google. What about your email account? Well, maybe you have a Gmail account already.

Now what about all the other apps that Google runs? Things like your maps feature where you find local businesses on Yelp, that one app where you can find rankings for different restaurants and coffee shops and all that. Well, where do you think they pull their information from? It's Google.

And Google Drive, which is really quite new, but that includes the business development systems like calendar, Google Docs, Gmail, it's all under this umbrella now of Google Drive. By the way, if you haven't checked out Google Docs or Google Drive yet, it's really cool!

I use this quite a bit with my team. We can all work on the same document at the same time, and everyone can be all over the world and actually work on the same document.

So you no longer have to send documents in an email and then change the version to make sure you're all working on the same one. You can create your entire operations manual, how you categorize and systematize what you do in your business; this can also be put onto Google Drive. You can allow certain people on your team to see it and not see it. It's changing how business is done. Everything is being consolidated.

If you're curious, I invite you to take a look at this. It's a Wikipedia page, and it just talks about the list of Google products that actually exist. You might be surprised at just how many things are there, and it just keeps getting bigger and bigger.

But honestly, here's the real reason why you actually have to be on Google+ now. We all know that the Google search engine is the number one search engine out there. What's happening now, this is really kind of interesting and a little bit controversial is that how many people who Google+ your pages and your posts is starting to actually influence how Google ranks its pages.

Now Google is actually walking a little bit on a thin line here because that's a little bit borderline of a monopoly but so far, they're getting away with it. We'll see what the future holds for all of this, but it is happening that as you like things, Google is actually going to tailor your search results according to the things that you've already liked, and it's going to look at who likes your website from Google+, who clicks that little Google+ button.

It's going to give more importance to those websites that are in its social network than those who are not. That's really the big deal of all the big deals. That's really important. Not only do you have to be on Google+, but I would highly recommend you also put that little Google+ button on your website.

Okay, so here's the reality. You don't need to choose Google+. Sooner or later, you're just going to end up using it, so don't fight it. You can't avoid it, but this is the future.

Now let's talk about what exactly is Google+. Well, it's a social networking site that's actually quite similar to Facebook, but with a couple key distinctions. Google is doing it, I think, better, more refined, more advanced, I would say.

On Facebook, as you know, everyone is your "friend." Everyone can see what's going on in your newsfeed. Maybe you don't want that potential new client to see what that crazy person you knew back in high school is posting and showing up on your newsfeed, right? You don't necessarily want to be associated with that, so you've got to kind of clean that all up before you really start to promote yourself on Facebook with your potential clients.

Well, not so with Google+. With Google+, there's a thing called Google Circles. What this is is just like in real life, you segment your friends and associates into certain subgroups. Well, that's how Google+ works. You can put people into specifically defined subgroups or circles.

Some people can be in more than one of your circles. What's great about this, then, is you can show and post only to the circles that you want. Again, it's a bit more refined than Facebook in that respect.

You can also do Google Hangout, which is probably going to start to overtake Skype just because the quality is better and as more people are on Google+, again, because of the integration, we don't want to have 20 accounts to 20 different services. It's all going to be under Google's umbrella. Again, remember that one email that you sign up with is going to become the badge around your wrist for the rest of your life, I think.

Anyway, Google Hangout, you have access to that, which is the equivalent of Skype where you can video conference people. You can get on "the phone" with people and chat with people. Like I say, I reception is always much better than it is on Skype.

Then you have all the Google app integration. So again, the apps are these tools, applications, that you can use in your daily life, in your business, and more and more Google+ is going to become the center, the hub, where you're going to be using and accessing all of these Google apps. and probably see things that are coming soon.

Now Google+ is still, at this time, in its early phases. You can only expect that it's just going to increase in size and importance as one of the major social networking sites out there.

Like Facebook, you, in Google+, have a personal profile, but you can also have business pages, as many business pages as you'd like. Like Facebook, you need, first of all, to have that personal profile in order to create business pages. In other words, you can't just create a business page on its own. You have to link it to a personal profile first.

Now you might think, "Well, I don't want to get complicated." Well, I would just do it. I would have a personal profile and a business page. At this point, just do both. It doesn't hurt, really.

When you post on your blog, remember you're going to click that little Google+ button on the side and that allows you to post your blog page onto your Google+ personal and business pages.

Let's take a look on one of my blogs on how you can do this. Okay, here we are on one of my blog posts. Here, as you notice, is the infamous Google+ button. What's interesting is look, the numbers. There are obviously more people sharing this on my Google+ at this time. Don't let that discourage you.

All you have to do is when you want to Google+ someone's page, you simply go over it. Now I'm logged in. I'm in my Google+. My computer knows I'm signed in, even if you're listening to YouTube or you're signed into Google using your Gmail, you're signed in at that point. When you are logged into Google+ you can add it to your add people, friends, etc. to your circles.

You can share this, and then you simply click the "Share" button, and this sends it off to—people will send it off to their Google+ profile. You see that's why you want to have this share button right there on, really, all of your blog post pages, I would say. A big reason why you want to have that Google+ button is because then it allows Google to index that particular page of yours. On this blog post you can see that some very kind people also clicked my Google+. See it has a 4 on it? That means 4 people clicked that button and shared on their Google+ page. That is really good news! The more people who do this the higher my ranking! Good stuff!

Let's go back and let's talk about what is indexing. Indexing is really important in your online business. All search engines are sending out these spiders or these robots to constantly search the Internet for new content and information. It's always looking and probing all of the Internet for new content.

Now once it finds a page that has never been shown before or it's never indexed it before. It's never recognized it before. Then it's going to put a little checkmark by it and it's going to recognize that particular page where it did not recognize it before. Only until it recognizes a page exists, is any search engine going to put it on its search engine results. That's why it's so important.

If your pages are not indexed, there's no way people are going to see it if they search online because Google doesn't know it exists yet. The trick is you've got to get your pages and your site overall indexed.

Now you're going to get your main site indexed, but also you can index every specific page or at least the pages you want Google to see. There are really two ways and they're just very simple and you can do this easily, two ways to see if a particular page has been indexed or not, and I invite you to actually try this here today.

The first is to create a Google Alert account. This again, I've given you the website here on the action sheet. Let me just show you how this works, Google Alerts. It's quite simple.

Here I am on the Google Alerts page. It's simply [Google.com/alerts](http://Google.com/alerts). You can put in a search query. Let's just say Dental Practice Solutions and I want to see when any of my pages get indexed. The universal kind of keyword here that's going to be true with all the pages on my site is going to be [dentalpracticesolutions.com](http://dentalpracticesolutions.com)

That's my keyword. That's what I want to be alerted any time this particular keyword shows up or is indexed I want to be notified. You can search the type, news, video. I'm going to say everything because I want to know if anything is coming up. How often? Now this will send you an email. For me, personally, I just like it sent about once a week. I'm not neurotic here. I just want to know, in general, that my pages are being indexed this way. You can choose what you like. I like once a week.

As far as how many, look, you have a choice of, "Only the best results" or "All results." For this sake, if you're just looking to see if your pages are being indexed, just choose, "Only the best results." It means it's going to go for just what you see there, Debbie Seidel Bittke nothing else. Then you put in your email and then you create the alert, and that's it. It's very, very simple.

Now you will be notified by Google every time a new page has been indexed. You can also, by the way, use this exact same tool for your niche, if you want to pick up on the latest news that's happening in your specific niche or I would also recommend your name and see what's coming up and who's writing about you. This is the way you can kind of spy on the Internet. It's totally upfront and you will see who's writing your name on Google.

Now the second way to see if a site has been—or a page has been indexed is to use this little phrase, "site:" and then the link of the page you want to see if it's been indexed. You don't have to put the www on it, so I've given you an example here in the action sheet. It's [site:dentalpracticesolutions.com](http://site:dentalpracticesolutions.com)

You type that into a search engine, into Google, and it will tell you if that website or that index page has been indexed. Let me just show you an example of this because I use this tool and I want to know shortly after I've made a post on my blog, maybe the next day, the following day, I want to know if it's been indexed or not. On Google + on Day 1, when you post your blog you push that Google+ button from your own website, from your own Google account, and that's how you post your page to your Google+ account

I want you to know that you can sign up for Alexa. This is a service that ranks websites. It's just a good idea, in general, to be kind of in Alexi's radar. The same process, a little code, put it on your FTP, you're done. You don't have to think twice about it ever again. Might as well do those since you're going to be hiring out or working with the FTP anyway.

The final tool that I want to share with you is Google Analytics. This is a major tool to do so much about understanding who's coming to your website, what they're doing on your website, and where they're going, how long they're staying, so many things are shown through your Google Analytics account.

Here are just some of the things that you're going to discover about your audience. You're going to know where people live who are looking for your site, the demographics, what keywords people are using to find your site, which websites are referring you traffic. It'll tell you how many are coming from Facebook or Twitter or someone else's blog or someone is commenting about you. It'll show you all of this.

What are the demographics of your visitor, where the visitors go on your website, that's really interesting. You're going to see which pages are really popular. It's going to tell you where the traffic is coming from for people to get to your site, whether it's the search engines, people typing in certain keywords, mobile devices, or they're typing it in indirect, all of that stuff, and you can do what are called "goals," which will tell you—you can set up a sequence. It's a way of tracking your sales funnel, basically.

Like how many people are coming to the landing page? Well, then how many of those are opting in? All of this can be set up.

Now, it does get a little techy, so it's smart to set up the account and learn for yourself how to get into the analytics and read the reports. I would at least once a month. Again, though, you can have a techie VA set this up for you so can kind of get up and running with this.

Okay, now here are your action steps for this week. I would say these are pretty important. I wouldn't waste time on these. I would get your assistant to help you on this sooner than later.

First, sign up for the Google+ account. Next, set up Google Alerts and put your domain name in it so you can just track it. Maybe also your own name so you can track who's writing about you. Register for Alexa.

Then finally, sign up for your Google Analytics account and do get your hands into it. It's worth the effort and the little learning curve you've got to go through. It's pretty easy to navigate, and you'll get a good sense of it.

It'll impress you. You'll be impressed at what you see there.

That's it for today's video. Hope you enjoyed that. I know it's a lot, but important information. You can't ignore it anymore. Everyone, that is it for this week's video. I will see you on next week's video.

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