

Google+ Product Description

Leverage a Google+ Business Page & The Power of Social Search

Google+ Business Pages allow brands to create another marketing distribution channel within the social media landscape. Having a page provides a great SEO benefit as it creates an additional presence on the web closely tied with Google search and the +1 feature. Google+ Business Pages are another opportunity for businesses to “capture” a search result, as Google+ Business Pages are showing in the SERPs.

Google+ Business Pages allow brands to easily reach and engage their audience. Building fans, garnering +1 recommendations, hosting live video chat sessions, and directly interacting with user profiles, gives a whole new meaning to open forum engagement.

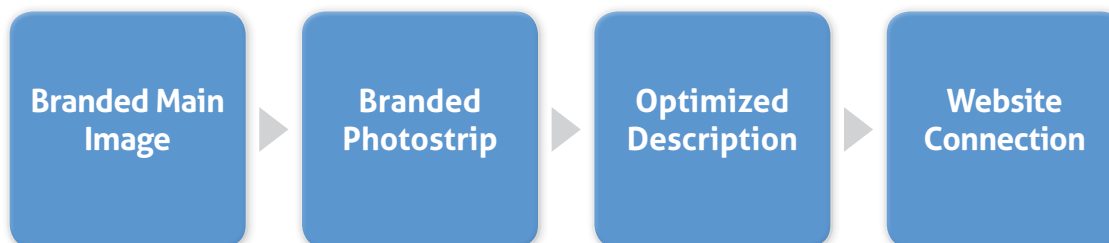
HeBS Digital will set up and optimize a Google+ Business Page to generate buzz and increase brand awareness in search engine rankings. Your Google+ Business Page will feature a branded main image, a search-friendly optimized hotel description, and up to three photo albums with optimized descriptions. Your Google+ Local Business Page will also be fully integrated with your Google Places page.

HeBS Digital will also connect your Google+ Business Page to your hotel website to leverage search benefits and drive traffic to your Google+ Business Page.

Benefits:

- Visitors can easily recommend the page with the +1 button and/or add it to their Circles.
- There are many SEO benefits to having a Google+ Business Page. According to Google, Google+ Business Pages will be indexed, ‘followable’ and individual updates or posts can be +1’d — much or all of which will be fed back into search results and rankings.
- The Circles feature allows brands to better target marketing messages to customer segments and feeder markets.
- Page administrators can see who has Circled them and reciprocate, Circle other pages, and view updates of Circled visitors and pages in their streams.
- Fans/customers and pages can interact with one another through comments, tags and sharing.
- Hangouts allow pages to connect directly with visitors.

What does Google+ Business Page Set Up include?



Google+ Product Description

The image shows a Google+ profile for Sorrel River Ranch. The profile header includes the name "Sorrel River Ranch", a location "Hwy 128 Mile 17, Moab, Utah, United States", and an "Add to circles" button. The profile features a main image of a large wooden building with a prominent red rock mesa in the background. Below the main image is a map showing the location. The profile has two posts, each featuring a large photo of the ranch and a gallery of smaller photos. Annotations include a callout for the main image, a callout for the profile description, and a callout for the map.

Branded Main Image.

SEO Optimized Description

The Google + page will pull the map from the property's Google Places page