

Setup & Design and Marketing Services Packages



Google +

Google+ is the social networking platform of Google which also provides Google+ Business Pages to promote your brand and engage users. Activities on your Google+ profile and Google+ Business Pages and Circles also strongly influence search results on Google.

Many companies haven't fully utilized the features of Google+ to realize its benefits yet. When a person does a "+1" on a website, Google counts it as a factor to display search results for searches of people in that person's circles. Our expertise on Google+ will make your clients make the most of this platform and reap the rewards.

Google + Setup and Design

Package Name	Google + Setup & Design
One Time Service	Time for Completion - One Month
GOOGLE + PROFILE CREATION, DESIGN & OPTIMIZATION	
GOOGLE+ SETUP	
Google+ Profile Creation & Optimization	Yes
Unique Email Account Creation (if required)	
Banner Customization of Google+ Business Page	Yes
Banner Image Sourcing, Editing, Resizing, and Customizing	Yes

Google+ Business Page Creation & Optimization	Yes
Branded Content Writing for Facebook Business Page	Up to 250 Words
Google + Profile Information Population	Yes
WEBSITE SOCIAL INTEGRATION AND ANALYTICS	
Social Sharing and Social Interaction Buttons Installed on Website and Blog	Yes
Social Media Analytics Installation - Google Analytics via Website	Yes
MISCELLANEOUS SERVICE ITEMS	
Dedicated IP Services	Yes
REPORTING AND AUDITING	
Internal Report Auditing and Analysis	Yes
Work Reports	Yes

Google + Marketing Services Packages

Here are our Google + Marketing Services Packages to help your business succeed further:

Package Name	Google + Small	Google + Medium	Google + Large
Recommended Minimum Duration <small>- can run for one month only, if desired</small>	6 Months	6 Months	6 Months
MONTHLY GOOGLE + MARKETING SERVICES			
SOCIAL MEDIA SERVICES BREAKDOWN			
GOOGLE+ MARKETING			

Google+ Page Updates	10	20	30
Backlink Building from Page Updates	Yes	Yes	Yes
Add People to Your Circle (Google+ Personal Profile)	10	15	20
Add People to Your Circle (Google+ Business Page)	10	15	20
Page Photo Updates	2	4	6
Google+ Spam Filters	Yes	Yes	Yes
MISC SERVICE ITEMS			
Dedicated IP Services	Yes	Yes	Yes
REPORTING AND AUDITING			
Internal Report Auditing and Analysis	Yes	Yes	Yes
Work Reports	Yes	Yes	Yes
Social Media Analytics	Yes	Yes	Yes

[Google+ Profile Creation & Optimization](#)

Google+ makes connecting on the web more like socializing in the real world. In this platform, you can share your thoughts, links, and photos with the right circles.

Geo-location and credibility is very important in Google. As such, we'll be asking you to provide us with a verified Google Account that we can use to create and customize a Personal Google+ Profile. In addition, the Google Account you will be providing needs to have pertinent details like your Full Name, Location, and the actual Profile Picture of the account owner. All of these help make the profile more credible.

Once we have the login details for the Google Account, we will create and optimize your profile by inserting target keywords in your "About" tab.

Unique Email Account Creation

The creation of a Google Plus Profile and Business Page requires a Gmail account. We will create this unique email prior to creating the profile if one is not provided already. At the same time, we will make sure that the Gmail account we create would be branded towards the company/business.

Image/Banner Customization of Google+ Business Page

Similar to websites, your Google+ Business Page needs personality. We will be customizing your Google+ Business Page's header (the main images that visitors see on top of your profile page) to help you increase the number of your friends in your Circles.

We'll be asking you to provide us with the images that we will customize and insert in your Business Page's header.

Google+ Banner Image Sourcing, Editing, Resizing and Customization

If there is no specific picture that you would like us to use, you could simply give us some directions on the kind of image you'd like the Profile to convey. Based on those, we will be collecting different images and incorporating them into the Banner picture.

We will edit and customize these images to fit the Banner concept and apply them. Once we finish with this, the completed Banner picture will be incorporated into a mockup of the Google+ Business Page, which will be sent back for feedback. After approval, the mockup can be implemented for the live Google+ Business Page.

Google+ Business Page Creation & Optimization

Google+ expanded its features and it now accepts "Brand" or "Company" based accounts or profiles. This means that business and site owners can now promote and brand their companies within Google+. This may seem like a small change, but one only has to look at the tremendous success of Facebook's Fan Pages to see why this move is very important for companies and site owners.

While Google+ doesn't come anywhere near the numbers Facebook has, it does hold one major trump card in its hand—the Google brand itself. On the web, immediately building trust with your potential customers is vital for your overall success. Building a large community via Google+ will definitely help in this regard.

We will be creating and optimizing a Google+ Business Page for your brand or company to increase your website or company's online visibility.

Branded Content Writing for Google+ Profile Page

First impressions are crucial, and for many, Google+ may be the first instance where they encounter your brand. To give them a proper introduction, the content of the page must be consistent with how the brand is displayed elsewhere.

We will be writing branded content to post on your Google+ Page, with particular attention to the "About Us" section, to give customers a proper preview of the company or business. It is also important to assure loyal customers that your voice is the same, no matter where they find you.

[Google+ Profile Information Population](#)

Credibility is important in the world of social networking, and that credibility can be measured partly by how easily people can get to know you. Sharing information about yourself is a great place to start.

For the Google+ Profile, we will be uploading information and contact details that are sent to us for specific use there.

[Social Sharing and Social Interaction Buttons Installed on Website and Blog](#)

To increase customer engagement, it is ideal to give them the opportunity to interact with you. Customers who enjoy your company's services and offerings will want to know how to get in touch. While email and customer hotlines are still around, Social Media is fast becoming a preferred alternative.

To this end, we will also be installing buttons onto your website and blog that will refer customers to your Google+ Page.

[Social Media Analytics Installation - Google Analytics via Website](#)

Google Analytics has incorporated a Social feature which shows traffic data gathered through Social Media websites. This is a great tool to measure the efficiency of the Social Media campaign which is why we will install Google Analytics onto the website as part of Social Integration. We will need to request for FTP and CPANEL access to the website in order to install Google Analytics.

If the website already has Google Analytics installed, we would need to request our Gmail account to be provided Administrator access to it.

[Dedicated IP Services](#)

We use dedicated IP Services for your campaign to make sure we do not encounter any problems with Social Media site's local security.

[Internal Report Auditing and Analysis](#)

For your convenience, we will make sure that reports will include only relevant information, and the most significant trends and inferences will be determined from the data.

[Work Reports](#)

All tasks will be tracked throughout the whole month and are reflected on the monthly report which includes all progress and final outcomes.

[Google+ Business Page Updates](#)

Having a Google+ Business Page presents an attractive and inexpensive way to create buzz and build momentum for any product or company. This is especially true when it comes to SEO and getting your brand out there on the web and literally in front of potential markets. Google+'s SEO capabilities could make it a very useful marketing tool, especially for those businesses that are just starting out and/or have small marketing budgets. Google+'s Business Page can help build your brand's visibility, both in the SERPs and in the real world.

We will make sure that your Google+ Business Page is regularly updated with relevant information, which includes your latest events, specials, and promos.

[Backlink Building from Page Updates](#)

The updates on the Page are also a great chance to refer people to your website. By posting links to pages explaining your brand and services, we can entice those who visit your Page to look them up and include your offerings in their consumer decisions.

[Add People to Your Circle \(Google+ Personal Profile\)](#)

Sharing things with different people is nothing out of the ordinary. But sharing the right stuff with the right people may get tricky. With Google+'s Circles, putting your friends in appropriate groups or categories is a breeze.

To help build your Google+ Personal Profile, we will be creating Circles and adding people to your Circle/s.

[Add People to Your Circle \(Google+ Business Page\)](#)

Sharing things with different people is nothing out of the ordinary. But sharing the right stuff with the right people may get tricky. Google+'s Circles makes it easy to categorize your friends or prospect customers based on gender or age. You can effectively promote the appropriate products for different types of people thanks to Google+'s Circles.

To help build your brand's visibility, we will be creating Circles and adding people to your Circle/s.

[Photo Updates](#)

Making content visually appealing will tend to increase its impact. Text-only updates are less enticing than ones that incorporate pictures, and are less likely to have "Share" value. With Photo Updates, it's more likely to have people pay attention to what you say, and keep coming back to see what other messages you have.

[Google+ Spam Filtering \(Users/Messages\)](#)

Spam is quite frustrating to deal with. We will be monitoring your profile, business page, connection requests, and messages to make sure you do not get spammed. If any spam-related inquiries are received, we will be deleting them and keeping messages and inboxes clean and clutter-free.

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[Social Media Analytics](#)

Using analytics tools for social media, we can measure the effectiveness of our efforts to engage users. Metrics we use include mainly click counts and number of +1's on the Business Page, but can also include +1's and replies to comments.