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## SESSION 3: GOOGLE FOR BUSINESS

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[WWW.GOOGLE4BUSINESS.COM](http://WWW.GOOGLE4BUSINESS.COM)

[WWW.SOCIALNETWORKCONSULTING.COM](http://WWW.SOCIALNETWORKCONSULTING.COM)

[WWW.B2B-IM.COM](http://WWW.B2B-IM.COM)

# SESSION 3: GOOGLE FOR BUSINESS

1. Sign In
2. Pages
3. Page Parts
4. Circles
5. Posts
6. Events
7. Reviews
8. Final Thoughts



# SECTION 1 - SIGN IN

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*Part 1: Sign In:*

*Sign-in information is presented in Session 1.*

*Which page is your main page?*

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*What subordinate pages do you have?*

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*What can you do to improve the visibility of these pages to search engines and to individuals?*

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*Are you generating referrals and recommendations? Why or why not?*

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*Analyze your activity.*

# SECTION 1 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_

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# SECTION 2 - PAGES

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*Practice accessing your business accounts through your personal account.*

*What can you do to improve your main page maps and places?*

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*What subordinate pages make sense for your business?*

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*What information do you want to feature on each subordinate page, to improve its visibility to search engines?*

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*What differences are there between the view of your page as yourself vs. viewing it as the public?*

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*What changes do you need to make to the public view?*

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# SECTION 2 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_  
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# SECTION 3 - PAGE PARTS

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*Can you access and do you understand the functions of the icons on the page?*

Symbol	Function
Plus Sign (+)	
Grid Logo	
Bell	
Share	
Circular Picture	

*Edits to maps and places can only be done on which page?*

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*Reviews and insights are only visible on which page?*

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*What information do you want to feature on each of your pages?*

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*How can you use google capabilities to build business?*

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# CHAPTER 3 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_

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# SECTION 4 - CIRCLES

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*What circles do you want to create for your business and personal lives?*

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*Who do you want to include in your circles?*

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*Do you know how to find them and add them?*

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*When people follow you, do you know how to follow them in return?*

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*How useful are circles to you at this time?*

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*What applications do you see for using circles to enhance your business?*

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# SECTION 4 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_  
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# SECTION 5 - POSTS

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*What content should you post, using your business identity?*

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*How can you utilize public posts to build business?*

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*How can you use restricted posts in your business?*

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*How can you use video on YouTube to build business?*

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*What business-relevant information can you post, to attract your target market?*

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*How can you use posts to enhance the attractiveness of your business on places and maps?*

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# CHAPTER 5 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_

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# SECTION 6 - EVENTS

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*How can you use events to remain in contact with followers and those who like your page?*

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*How can you use circles to communicate with event attendees?*

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*How can you publicize your events, using google circles?*

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*How can you extend invitations from your business to people in your personal circles?*

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*What activities in your business can you also post as events?*

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# CHAPTER 6 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_

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# SECTION 7 - REVIEWS

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*What impact do reviews have on:*

Maps and Places?

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Google searches?

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Your Google+ page?

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*How can you counteract bad reviews?*

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*What is your plan to get more reviews?*

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*What rewards can you offer for reviews?*

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*What is your profile in a google search?*

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*What is the quantity and quality of your reviews?*

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*How can you improve upon this?*

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*What trends are there in the reviews?*

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# CHAPTER 7 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_  
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# SECTION 8 - FINAL THOUGHTS

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*What business pages do you need?*

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*How can you improve your business pages?*

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*Have you claimed your page?*

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*How can you improve your image based on reviews?*

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*Where can you use pictures or video to boost the attractiveness of your business online?*

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*Do your postings represent your business professionally?*

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*How can you use your postings to build your business reputation and image?*

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*What is your plan to stay current with the changes in google?*

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*What is displayed when you google your business?*

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*Have you claimed your page?*

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*Do you review your google profile and presence at least monthly?*

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*Is the information current and accurate?*

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# CHAPTER 8 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_  
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