Google+ Introduction

Course Duration

1 Day

Objectives & Expected Outcomes

Understand the route that your business will need to take to maximise potential from Google+. Understand where changes and implementations may be needed and how to plan for Google+ use.

Pre-Requisites

To have a basic computing knowledge. Personal accounts on some social networking sites (including but not essentially Google+) will be beneficial.

Subjects

Introduction to Google Plus

Google+ Position in Google | Google+ Position as a Social Network | +1 | Circles | Potential and Commercial Potential | Gmail | Search | Chrome

Understanding the Network and Personal Profiles

Home | Streams | Sharing | Comments | Connecting | Researching | Tagging: Hashtag and +others | Personal Profile | Cover Photo | People & Circles | What's Hot | Etiquette | Messaging | Video & YouTube | Mood | Circle Sharing | Segmenting Messages

Mobile

Understanding Mobile Users | Content Differences.

Photos

Animated GIFs | Auto-Backup | Auto-Awesome | Other Content | Cross-network sharing.

Like what you see? Book with us by emailing training@durera.com or calling 01702 333998

www.durera.com

Hangouts

Hangouts | Hangouts-on-Air | Further Messaging.

Communities

Creating a Community | Moderating Communities | Using Communities to best advantage

Events

What's the point? Facebook Events vs. Google+ Events | Creating Events | Using Events

Google+ Pages and Google+ within the Business

Creating a Google+ Page | Gmail | Classification | Getting your message heard | Your Brand | Web Traffic | Internal Culture | Competitors | Promoting your Page | Incorporating the +1 button | Direct Connect | Vanity URL | Analytics

Local & Google Business Photos

Even further SEO | Virtual Tours | Integration with Google+ | Google Maps | Recommendations/Reviews

Like what you see? Book with us by emailing training@durera.com or calling 01702 333998

www.durera.com