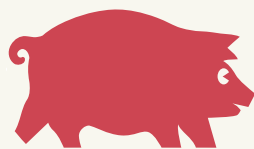


Add Google Plus to your bizness noggin



GOOGLE+ BENEFITS:

- 1** Google Plus content is treated by Google just like any other page on the web. Google Plus content will be efficiently indexed by Google, it will gain page rank and appear in Google's search results—you want your content indexed and searchable in this way.
- 2** Google Plus content stays around, gains page rank, gives page rank and appears in search results over a long period. It appears Google Plus posts can retain ranking indefinitely with some posts over a year old still top of search result pages.
- 3** Google Plus authorship provides you with a higher visual profile in search results. By validating your Google Plus profile with sites where you publish, you will enable your image to appear next to the search results and attract greater visual attention on search pages.
- 4** Google Plus posts allow you capture SERP real estate as they appear on Google search page results, so your audience may find your Google Plus content through a standard Google search.
- 5** Google is keen to give a higher profile to authoritative content in search results. If an author posts interesting content which is shared and receives plus ones, this will potentially lead to higher authority. There is growing evidence that Google+ authorship improves your authority and search performance.
- 6** Social signals from platforms such as Google Plus will become more important in determining search results.
- 7** Finally, the use of hashtags in Google Plus connects every post to a search on the platform.



Pig Art Graphics

(267) 718-5400
tknoble@pigartgraphics.com
www.pigartgraphics.com