

# London Toner Cartridges

Web: <http://www.londontoner cartridges.co.uk>

## It costs too much to print.

A lot of people worry that they're spending too much money on printing supplies. The sad reality is that most people are right! Printer manufacturers operate on a business model similar to that of razor blades: you can get the shaver for free or for a very cheap price, but the replacement razor blades are very expensive. Similarly, printers are sold at a low price, but the printer manufacturers recoup that lost profit (and then some!) through laser toner cartridge sales.

Diagnosis: If you're buying original equipment manufacturer (OEM) cartridges, you're probably spending too much money.

Compatible and remanufactured replacement cartridges and imaging drum units from [Londontoner cartridges.co.uk](http://Londontoner cartridges.co.uk) are designed to match the quality and print performance of OEM cartridges.

Depending on the cartridge model you need, you could save up to 85% off the OEM price by choosing [Londontoner cartridges.co.uk](http://Londontoner cartridges.co.uk) remanufactured/compatible laser cartridges and imaging drums instead of OEM products!

Londontoner cartridges.co.uk Laser toner cartridges and imaging drums are backed by a full year warranty, so there's never any risk.

Solution: Cut costs wherever you can, but don't feel bound to buying OEM products just because you need high-quality print work. Londontoner cartridges.co.uk compatible and remanufactured toner cartridges are guaranteed to perform just as well as the OEM version, all while lowering your print costs.



## The Google+ Business Blueprint

[Click Here To Join](#) Google +

## Introduction to the Google+ Guide

Launched in June 2011, Google+ is a new social network that is attracting some serious attention of marketers.

In just a few months, the platform has amassed 40 million+ users, nearly one third of LinkedIn's 135 million membership base. Despite this impressive growth, the adoption of Google+ doesn't yet compare to that of Facebook, which has more than 800 million users. But who knows what's going to happen next and can you afford to ignore it?

The Google+ logo, featuring the word "Google" in its multi-colored font followed by a plus sign.

**Circles**



**Hangouts**



**Instant  
Upload**



**Sparks**



**Huddle**

Ever since its launch, Google+ has been open to individuals to share stories with their Circles, get involved in discussions, post photos, and participate in video conference calls (called Hangouts).

However, the social network didn't provide businesses with much value, and many marketers were left wondering how to truly benefit from Google+.

In early November, Google+ finally rolled out business pages. Now the platform not only enables companies to create pages, but also encourages businesses to grow their following. "I expect brands will notice this and will build marketing plans around it," said Bradley Horowitz, vice president for products at Google+ in an article for The New York Times. His statement definitely reinforces the potential of the social network for marketing purposes.

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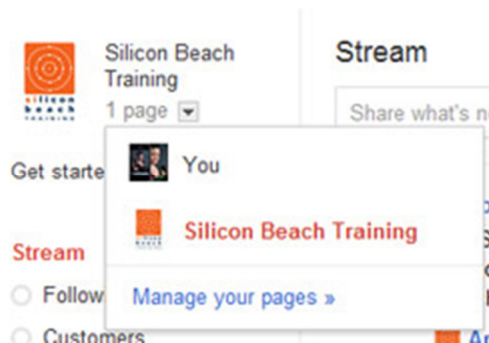
# Conclusions

## 1. What is Google+ and Why Does It Matter

Google+ is a social network powered by the search engine giant Google. Many see this platform as a challenge to Facebook's domination of the social media space. With more than 40 million users and a growing influence on search, Google+ has definitely emerged as a key player in the online marketing ecosystem.

Google's equivalent to Facebook's "Like" button, the "+1", is about so much more than just social networking. It's about enhancing your visibility on the biggest search engine in the world.

The business page concept will be very familiar to those who use Facebook Pages. Even the way you switch between personal and business profiles with a drop down menu is straight from Facebook:



Google+ allows businesses to create pages and develop relationships with prospects and customers on multiple levels. Individuals can add a brand to a specific Google+ Circle, share a Google+ page with their network, and interact with the content posted by that company.

For instance, users can +1 (or in other words, endorse) the updates a company publishes, leave comments, upload photos, and tag the brand in them. An interesting aspect of this platform is that its Hangouts feature enables companies to engage with fans, prospects, and customers through video conference calls.

### **And how about this.**

When one of my contacts +1's one of your site's pages, I see their endorsement in my search results when I search for products or services like yours. That provides a huge boost in terms of both credibility AND visibility — +1'd pages leap right out of the search results at you with a trusted face attached.

Video chat is definitely the element that distinguishes Google+ from other existing social networks.

“We want to help you make the same kinds of lasting connections with your customers online the way you can in real life,” wrote Dennis Troper, Product Management Director, Google+ Pages. Video communication is one way to make this happen.

## **9 Facts about Google Plus Pages and Your Business**

- Pages can't add people to Circles until the page is added first or mentioned.
- Pages can be made for a variety of different entities, whereas profiles can only be made for people.
- The default privacy setting for elements on your business page is public.
- Google+ Pages automatically unfollow you if you unfollow them.
- Pages can't +1 other pages, nor can they +1 content on the web.
- Pages don't receive notifications via email, text, or in the Google bar.
- Pages don't have the option to share to 'Extended Circles.'
- Local pages have special fields that help people find the business' physical location.
- Google+ Pages can't even mention you unless you're connected.

### **A Quick Word About AdWords and AdSense**

Along with the launch of Pages for Business, Google has launched a new extension to their AdWords service that will let people +1 your page right from your ad. Again, this is a way to help your ad stand out from the pack of generic text ads AND help your long term organic search visibility.

## 2. Set Up Your Google+ Page in 5 Easy Steps

While Google indicated that Google+ Pages wouldn't be immediately accessible to all, they're actually becoming readily available.

You are probably also eager to create a Google+ Page for your own business. The process isn't difficult, and in this section, we will walk you through it step by step.

Before you start remember this:

- Your page name will be the title ( the name in the browser tab).
- Your page name + tagline will be the META description of the page.

### 1. Choose an Accessible Gmail Account

If we learned anything from creating our own page, it's that Google+ Pages' administrative capabilities could use improvement. Avoid creating your business page through just any old account, such as a personal gmail account.

Instead, choose a gmail account that is accessible to multiple members of your marketing team (e.g. [companymarketingteam@gmail.com](mailto:companymarketingteam@gmail.com)), and use that account to create your page.

Because Google+ Pages' administrative capabilities currently aren't as sophisticated as say, Facebook's (which enable you to assign multiple page admins regardless of the page's origins), you'll want to choose a host account that makes your page as accessible to multiple contributors as possible.

The 'Google+ Your Business' Google+ Page has indicated that Google has already started working on multi-admin support and ownership transfer. For now, we recommend making your account as accessible to other team members as possible.

### 2. Create a Page With the Desired Account


Visit <http://plus.google.com/pages/create>, and if you see the option to create a Google+ Page, get started! Follow the wizard (it's much like Facebook's Page creation wizard), and choose the most appropriate option to classify your business.


The following screenshot shows the 'Create a Page' section of Google+. As you can see, there are five categories to choose from:


## Create a page


Pick a category


Add your info

 Local Business or Place

 Product or Brand

 Company, Institution or Organisation

 Arts, Entertainment or Sports

 Other

Locate your business or place

United Kingdom

Primary phone number

Locate

- \* Local Business or Place
- \* Product or Brand
- \* Company, Institution or Organization
- \* Arts, Entertainment or Sports
- \* Other

**Local Business or Place** – These are pages specifically designed so users can interact with a business’s physical location. Local businesses can add a phone number, opening hours and a map of their location will be automatically added to their business page.

Think this sounds awfully familiar to pages on Google Places? Well, it does. The key difference however is that G+ pages provides additional ways for businesses to interact and engage their audience, and this is really the point of social media marketing.

**Product or Brand** – These are pages specifically for products or brands such as cars, electronics or financial services for example. Administrators can choose the ‘Page name’, choose a category for their product or brand and define who the content is suitable for (18+, 21+, all Google+ users etc.). These pages can also be linked directly to the business homepage to help users find the G+ page more easily.

**Company, Institution or Organisation** – This is the same as the ‘Product or Brand’ create a page option, except it applies to companies, organisation, institutions and non-profits.

**Arts, Entertainment or Sport** – Again, the same options available except these pages are for films, music, TV, books, sports, shows etc.

**Other** – These can be used by businesses who don’t feel their page fits into one of the other categories.

The process of page creation is a fairly straightforward process, as can be expected from Google – but a key question is how can companies use their brand pages as a marketing tool, and specifically why would they use G+ pages over Facebook business pages?

After selecting your classification, fill in your basic information, including your page name (i.e. your company name), your business’ website URL, your category (i.e. your industry), and the classification of your page’s content (i.e. any Google+ user, 18 years of age or older, etc.).



You are now using Google+ as this page. Your posts, comments, and notifications will be from this page.

OK

## Get started

## Stream

- Following
- Customers
- VIPs
- Team members
- Incoming
- Notifications

## Congratulations on creating your Google+ page

## Start the conversation

People want to hear from you! Start sharing photos, videos, links, and other interesting content publicly.

[Post on your page](#)

## Connect your website

Grow your audience by making it easy for people to find and recommend your page. Place the Google+ badge or a small code snippet on your site.

[Get the badge >](#)

## Tell the world

This is a link to your page. Distribute everywhere you communicate online, to encourage people to add your page to their circles so your posts will appear in their stream.

<https://plus.google.com/10669928553705236256>

## Build your circles

Once people add your page to their circles, you can add them back. Use your circles to get the right message to the right people.



## In your circles

[View all >](#)

## Hangouts

Have fun with all your circles using your live webcam.

[Start a hangout](#)

## Spread the word

Tell everyone in your own circles about this page.

[Spread the word](#)

### **3. Customize Your Public Profile**

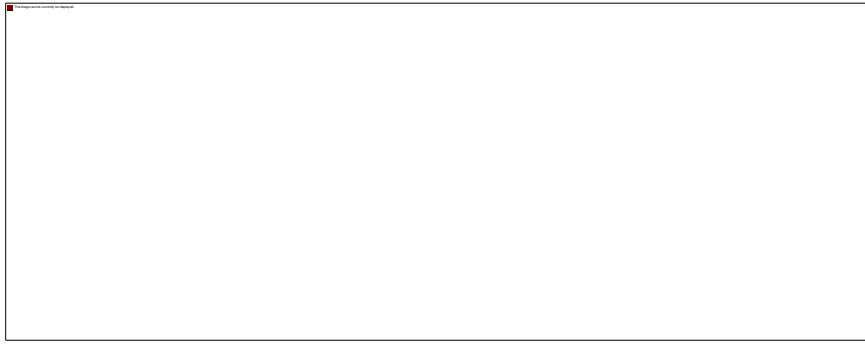
The third step involves customizing your public profile. The profile basics include your tagline (think of it as your business' elevator pitch) and an image (your company logo is a great option). Keep it concise, yet descriptive.



### **4. Promote Your Page**

At this point, you've created the skeleton of your page, and Google+ will now prompt you to promote your page. Our recommendation is to customize your page even further and start sharing a few updates before you begin telling the world about it.

Promoting a blank page isn't a great way to convince people that your page is valuable enough to add to their Circles. So invest some time into optimizing your page and sharing a few links to valuable content before you start promoting it to the masses.



## **5. Hangouts and stuff**

Google have made it clear in their blog announcement that the reason they want brands to be represented on Google+ is for them to interact with their fans, customers or business partners. The most unique way to interact on Google+ is to conduct a 'Hangout', which is essentially a group video chat. This is something that has already been exploited by The Muppets, amongst others:

The Muppets have used it to raise awareness of their new film, scheduled for release at the end of this month. Using 'Hangouts' to conduct video chats with people is a great way to raise brand awareness and build a positive brand reputation across the web.

A company could, for example, host a 'Hangout' with their customers where they get to ask questions about products, services and competitions.

A company in a technical niche might choose to hold a weekly 'Hangout' where their followers can ask detailed questions and be confident they are getting an answer from an expert.

Companies could even use their 'Hangouts' to get suggestions from their followers about how they could perhaps improve their services. The point is that 'Hangouts' offer an unparalleled opportunity for brands and businesses to interact in real-time, face-to-face with the people that follow them. This really could be a fantastic opportunity for companies to really strengthen their brand reputation.

Again, this is something that online marketers can use as a more direct way of holding seminars etc. (More on this later)

## **6. Add the Google+ Badge to Your Website**



Along with the release of Google+ Business Pages, Google have also launched the Google+ badge that can be added to your website to inform visitors that your company is active on Google+. To add the G+ badge:

1. Copy your profile ID (this will be the number in the URL when on your profile page).
2. Head over to the Google+ badge configuration tool and add your profile ID where prompted
3. Choose one of the badges underneath and a code snippet will show.
4. Copy and paste the code to a suitable position within your website's source code.

Note. The choice of buttons is pretty lousy at the moment, but Google are promising some sexier ones soon.

So far the effects of adding the badge is vague, but knowing Google it can only help with SERPS, ranking and traffic.

## **7. Optimise Further**

At the most basic level, this is really all you need to do to get your page launched. But as any smart marketer knows, the 'basics' aren't usually enough. Intelligent marketers understand the importance of optimizing their page to make it not only more engaging, but also more valuable and effective for lead generation. In this step, follow Google+'s prompts to create an effective page, and remember -- Google+ is a social network.

Although every social network has its specific nuances and behaviors, many of the same best practices will still apply. Regularly share fresh content, react and respond to your fans, be engaging, and optimize for lead generation.

Then measure, adapt your strategy, and optimize your presence based on your own individual results and goals.

## **Don't Forget:**

- Link your business page to your website – Useful link here
- Google also suggests you use the Google+ business page badge on your website find it here
- Don't miss this opportunity to add relevant links to all of your other Social Media profiles, like Facebook, Twitter, YouTube etc. Include any affiliate or partner sites. You can add these in the "About Section" of your profile.
- You know the mantra "Content is king", make sure you include your keywords whilst making sure it is clear, legible, accurate and useful. You can also add links to your introduction on your about page, but be careful to make them neat and relevant, you don't want to come across as a link farm.
- Googles' albums look beautiful. Make sure all your images are high quality, post good quality pictures regularly, they will show up in Google image search, give them keyword rich titles, tags and descriptions. this is a good place to share infographics about your niche.

### **3. Benefits of Google+ in Search**

#### **5 Ways Google+ Changes Search**

Here are a few ways Google+ will influence how you will get traffic from Google's search engine, whether by boosting your position in search results, increasing the chances that people will click into your site, or other factors.

#### **1. Improving Google Search**

As a result of Google+, Google will be able to improve its search engine results pages through the enhanced information it will be able to collect from your social circle.

Google+ offers a lot of elements that will allow Google to understand trends and what people are interested faster than ever before. Not only can they see what you share with your friends or what you are reading, but now they can also see which of your friends are most important to you.

In the past, they could have had a broad vision of your followers on Twitter, but now they can directly see exactly how you interact with those people. For example, do you frequently share links with only a small handful of people?

If you have a very tight relationship with a small network and a broader network that you are less engaged with, Google could know to promote your tight relationships in search results or use ads over the broad network.

Essentially, Google is getting deeper vision into how individual users share and discuss things on the internet. In the past, it had a limited vision of this. Now Google can own the complete picture. When placing recommendations on the results pages or looking for a certain page to promote, Google will now know which of your friends you trust and listen to the most.

Also, Google will have better insight into who your favorite authors are on certain blogs. If a blog has many authors and you tend to prefer a few of them or specific topics that the blog covers, Google can better adjust its rankings to show what you are interested in.

## 2. Improved Search Results Quality

Another benefit that Google+ brings to search is that results become much harder to cheat. Google can now more easily police who has a real profile and who is a spammer, and watch how they try to influence search results.

It's not for Spammers. But that's a good thing!

When Google sees a profile that only shares and votes for things on one website and nothing else, it knows who target as a spammer. If it sees profiles dominated exclusively by +1s, it might get suspicious. Let's take this one step further.

If profiles are only following other profiles characterized by such behavior, Google might consider them suspect. Less gaming in Google's results is a long-time goal for the search engine giant. Some spam sites are trying to sell +1 votes already, but it is unlikely to be worthwhile- -Google can easily watch for profiles that do nothing but spam votes and discount the value of those votes.

**TIP:** For that reason, I'd suggest you avoid buying Google+ Like gigs on sites like Fiverr.

## 3. Changing How You Get Traffic

Google also rolled out its version of the tweet or share button, the +1. These +1 buttons appear in Google's search results and can be embedded on other websites as well. They are tied to a destination page address, just like shares or tweets are.

The +1 count that is displayed on each button is based on the address of the page where it sits. This detail is really important to be aware of, because this may influence how you design your website.

If you're creating landing pages for paid search campaigns, and your pages have several variations, all of the +1 votes that you earn will be broken down separately for each page address.

Also, be aware that the number of +1 votes you have for a specific page can affect its Quality Score, which is critical when working on a budget for your paid ads. This isn't a huge problem, but it's important to be aware of.

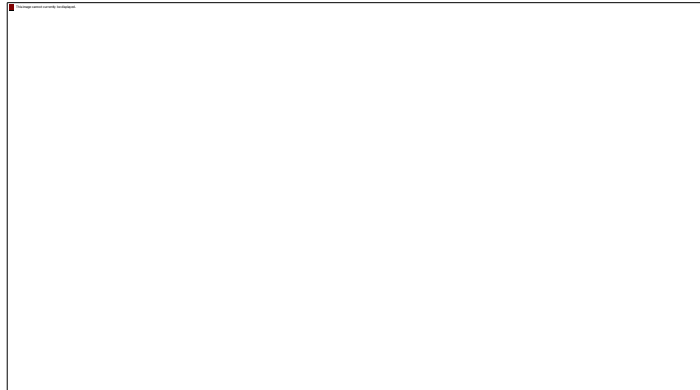
Every time you move a page or change the address of something, you'll be resetting the +1 count for that page.

## 4. Improved Click-Through Rates

The fourth major factor here, which is an often forgotten attribute to SEO success, is click-through rate, or how often people who see you on their results page actually click on your page in the results.

One of the powerful ideas behind the +1 votes is that if you can see that certain results are extremely popular, or that people found a specific resource particularly helpful, you have that information available without even clicking into the site.

You can see how many people have already found a certain page useful before you ever click or read any other details about it. This is similar to what Twitter and Facebook have given us access to with some of their customized buttons that reveal numbers of times something has been shared.



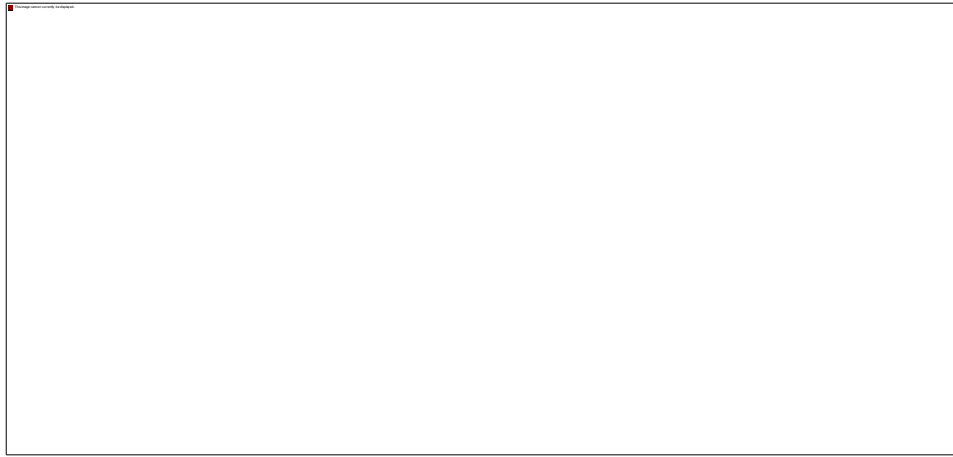
It's still very early but some of the testing I've tried unearthed interesting data around social sharing.

I'd suggest there's a powerful "first post" effect that marketers can leverage. In other words, people might be more willing to share a piece of content if they have a chance to be one of the first people to spread the word. In any case, now Google+ gives us more opportunities to speculate about social proof and its effect on social and viral behaviour online.

The access to this insight will strongly encourage searchers to click on specific "good" pages and ignore ones that are not as popular with their readers. If you'd like to see an example of how this can work, look at your Google Webmaster Tools dashboard. Google provides a chart to show your click-through rate with and without +1 results in the search results.

For example, in the diagram from Google below, you can see that people who saw a page in the search results with +1 information next to the website's homepage were substantially more likely to click on our link. This is great reinforcement for us to place +1 buttons across our site, so that all of our pages can take advantage of the improved click-through rate!





As you can see, Google+ is not just like any social network out there. It has the power to affect our search habits, and the search engine giant is not afraid to use that to its advantage to penetrate the social media space.

While here we covered most of the important ways in which Google+ will affect search results, there is one more element that needs to be discussed. With the launch of Google+ Business Pages, Google also rolled out an interesting new integration between Google+ and Google search. The name of this integration is Direct Connect, and in the next section, we will discuss what it does and how to set it up.

## **5. Direct Connect +**

### How to Set Up Google+ Direct Connect

Google have added a feature to Google search in which adding a '+' when searching for a brand will bring up their Google+ business profile. This doesn't yet work for all pages and so might take a while to become fully functional.

Users who want to find a company's Google+ page can now simply add a "+" in front of the company name in Google.com search to go directly to a company's Google+ Page and skip over the traditional search engine results page.

In order to enable this awesome new "+" search operator to work for your business, you first need to install the Google+ Direct Connect code on your business' website to help verify that your Google+ page is the "official" page for your business.

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