

Why Google+ Is a MUST

If you have a website, take our crash course on this platform.

Twitter, Tumblr, Facebook, Pinterest, Instagram, LinkedIn, Vine... Businesspeople have limited time, so they should choose the social media platforms best fitting their needs. But you simply must add Google+ to your workload now: A Google+ presence means higher placement in Google search results.

Start by consulting Google.com/+business for current information about business pages. It explains how to use Google Dashboard to unify your Google+ presence with YouTube and Google Maps. Begin at <http://bit.ly/12ISwGr> to create your Google+ business page. If you already have a Google sign-on, even a personal one, you can create a business page with step-by-step instructions.



Many bloggers have posted information on tweaking your page for best results, and Google itself offers a “Google and Your Business” blog. You can post a text update as well as photos and videos. Investigate “Hangouts” as an option for video chats, virtual company meetings and even webinars for mass Google+ audiences. (Search “Google+ Hangouts on Air” for a quick how-to.)

To enhance your impact, encourage team members to establish their own presence on Google+ so they can link to your website content. And in setting up your page, give Google+ visitors the capability of “liking” your content (similar to Facebook’s M.O.); this will help your ranking, too.

—Betsy Sinnacher

APT TO SAVE

Cut costs by tapping into these free savvy-shopper applications.



RedLaser

Turn your iPhone, Android or Windows Phone into a bar code scanner that will price-check retail items against nearby competitors or online. You can even buy from the competitors on your phone, and your purchase will be ready when you arrive.



SnipSnap

Whether you’re an extreme couponer or an amateur, this Apple and Android freebie is an easier way to take advantage of all that junk mail. Rather than breaking out the scissors for tedious clipping, just snap a photo of the deal and redeem it off your screen.



Decide

Using your Apple device, find the highest-rated products in any category, learn whether their price is trending up or down, or whether a new, better version of the item is expected out soon. You’ll also receive alerts if the cost of the item you like drops.

—J.E.