

# Google Plus Basics

How To Get A Up and Running Quickly With This New Social Network



By Susanne Myers

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## About The Author



Susanne Myers has been an affiliate and information marketer since 2004 and runs quite a few different niche websites.

In this short report she shares her simple 7 step strategy for setting up and marketing a new affiliate niche website.

### **Other Short Reports By Susanne:**

[How To Create Small Info Products For Affiliate Sales](#)

[Affiliate Shortcut - Traffic](#)

[Affiliate Shortcut – Content Creation](#)

[Affiliate Shortcut – Email Marketing](#)

[How To Find A Hot And Profitable Niche](#)

Susanne is also the author and creator of [www.AffiliateNichePacks.com](http://www.AffiliateNichePacks.com) and [www.EasyLinkLove.com](http://www.EasyLinkLove.com)

Susanne also blogs about all things affiliate marketing at [www.AffiliateTreasureChest.com](http://www.AffiliateTreasureChest.com)

Building an affiliate niche site? Find out what I do each week to grow my own affiliate business and use my checklists at [www.DailyAffiliateTasks.com](http://www.DailyAffiliateTasks.com)

# Introduction

New social networks are a dime a dozen but every once in a while one comes along that makes me sit up and pay attention. Google+ (Google Plus) is one of those.

I've been playing with it for a few weeks and really like a lot of the features. You could consider it Facebook done a little different and a little better. And with a brand like Google behind it, chances are pretty good that it will become a serious facebook competitor.

Take some time this week to familiarize yourself with Google+ using this guide. Set up your own account, make some friends ... I mean, create some circles and add people to them.

Then just start posting, reading, making connections. That's what social networks are all about.

Warmly,

Susanne Myers

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# How to Set Up Your Account

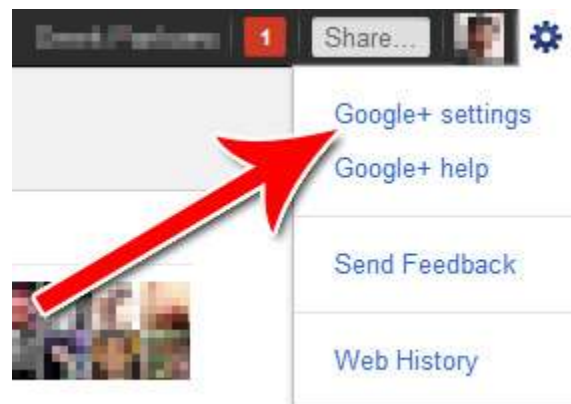
Once you're signed up on Google+, how do you actually setup your account? In this guide, you'll learn how to add information to your profile, how to choose who can see what, how to set your notification preferences and how to link up other social networks to your Google+ account.

## Step 1: Accessing Your Settings

To get to your settings page, click on the "Settings" dropdown button in the top right.



Click on "Google+ Settings."



## Step 2: Add a Phone Number

Adding a phone number allows Google to send you a text whenever you get a notification. To add a phone number, type in your mobile number, then click “Send Verification Code.”

You’ll need to get the code from your phone and enter it into Google+ before you can receive notifications.

### Set delivery preferences

Email

Phone [Add phone number](#)

Tell us where you want notifications sent to. Your public profile will be discoverable by your phone number.

Country

Mobile Number +1

Verification Code

[Cancel](#)

### Step 3: Choosing Your Notifications

When do you want to receive an email or text from Google+? Use the checkboxes to select when you do and don't want to get notifications.

#### Receive notifications

Get notified by email or SMS when someone...

##### Posts and mentions of my name Email

Mentions me in a post

Shares a post with me directly

Comments on a post I created

Comments on a post after I comment on it

##### Circles Email

Adds me to a circle

##### Photos of me Email

Wants to tag me in a photo

Tags me in a photo

Comments on a photo after I comment on it

Comments on a photo I am tagged in

Comments on a photo I tagged

##### Huddle Email

Starts a Huddle conversation with me

## Step 4: Set Your Image Preferences

There are two main settings you can set with images.

The first is whether or not you want geographical location information to be tagged onto your photos. Most modern cameras, including the iPhone and Android cameras now tag geographical information onto photos.

If you check the “Show photo geo location information” box, Google+ will automatically add the geo location tag to your photos.

### Photos

Show photo geo location information in newly uploaded albums and photos.

People whose tags of you are automatically approved to link to your Profile:

○ Your circles × [+ Add more people](#)

When a tag is approved, it is linked to your profile, and the photo is added to the “Photos of you” section.

You can change the visibility of your [photos](#) and [videos](#) tabs on your profile.


Your other choice is who gets to automatically have their photos approved. Approved photos show up on your profile. Use the blue drop-down box and the “Add more people” button to choose who can post photos of you and have them approved automatically.



## Step 6: Editing Your Personal Information

Fill out your introduction, things you're proud of, occupation, employment, education and places lived information.

Posts **About** Photos Videos +1's

- Introduction Put a little about yourself here so people know they've found the correct
- Bragging rights Examples: survived high school, have 3 kids, etc.
- Occupation What do you do?
- Employment Where have you worked?
- Education Where have you gone to school?
- Places lived   
@2011 Google

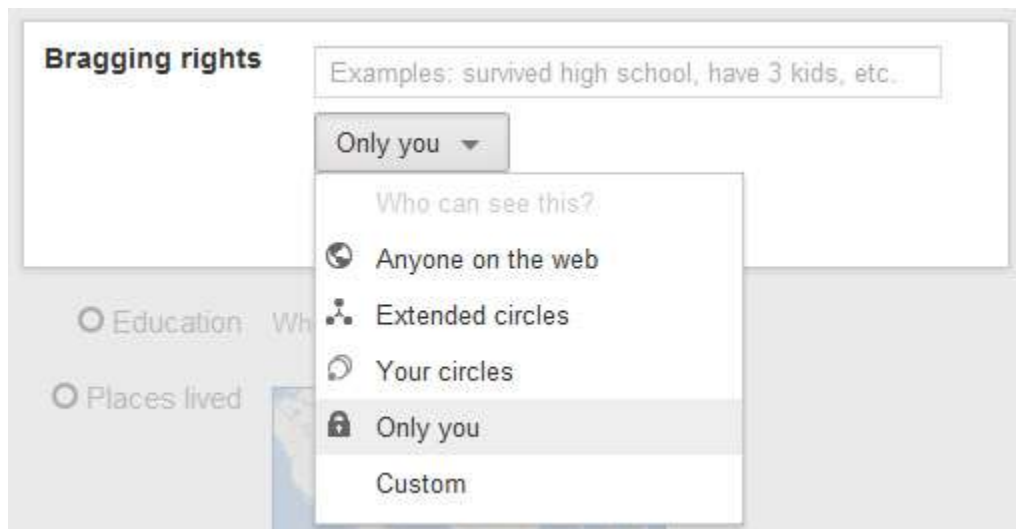
Then fill out your contact information, relationship status, gender and alternate names.

- Home How can people reach you at home?
- Work How can people reach you at work?
- Relationship Seeing anyone?
- Looking for Who are you looking for?
- Gender Male
- Other names For example: maiden name, alternate spellings
- Nickname
- Search visibility Visible in search

## Step 7: Safeguarding Your Personal Information

Google+ makes it very easy to choose who can see what personal information. When you click on a field to enter your information, below it is a privacy setting button.

Just click on the button to choose exactly who can see the information you type in.



## Step 8: Connect Other Social Networks

If you want to link other social networks to your Google+ profile, start by going back to the settings page and clicking “Connected accounts.”



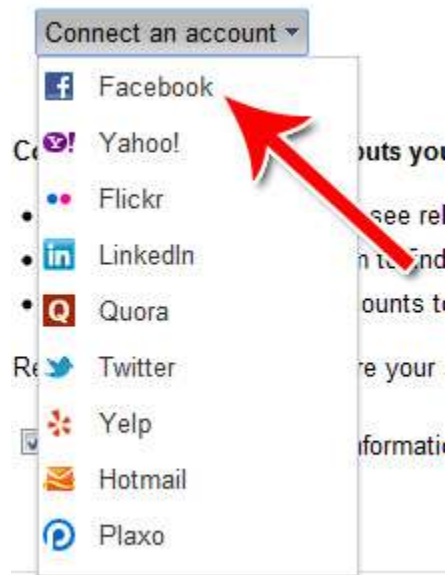
You’ll immediately see a list of accounts that Google+ thinks belongs to you, based on Google+ searching the various social networks.

If you see any accounts that do indeed belong to you, just click the “Yes this is my” button to link the account.

**You can improve your Google experience by connecting your accounts from other services.**



If you need to add the account manually, just click “Connect an account” then select the specific type of account you want to add.



Then enter your username on that site or a direct link to your profile on that site.

---

Add this link to my public Google Profile, too

Click "Add" and the account will be linked to Google+.

Congratulations! You've just setup your Google+ account. You've learned how to add a phone number, how to set notifications, how to setup your profile, how to adjust your privacy settings and how to link other social networks.

# Circles Tutorial

Circles is one of the things that really sets Google+ apart from other social networks. In Facebook for example, your friends are your friends – It doesn't matter if that person's the janitor you sometimes talk to or your best friend from childhood.

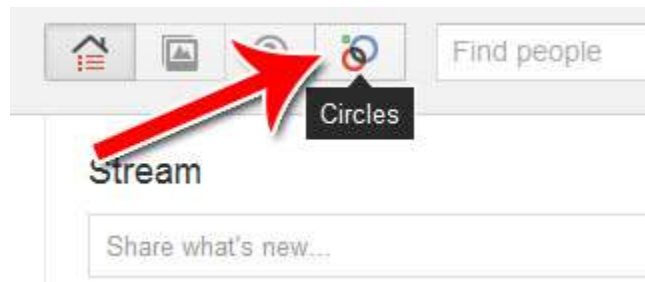
In Google+, you can create circles and put different people in different circles. You can then choose to share things only to certain people and not to others. For example, you might share only professional updates with your work contacts, while sharing photos of a night out with your friend circle.

The people in your circles won't know what circles you put them in. It gives you a whole lot of control over your data, without any potentially embarrassing situations.

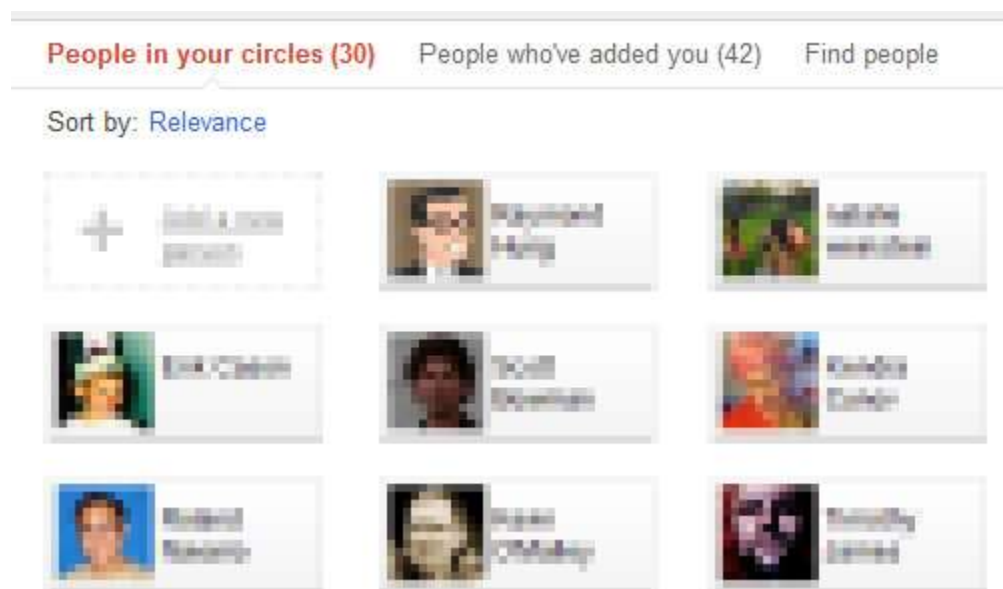
Here's how to use Google+'s circles feature.

## Step 1: Click Circles

To access your circles settings, click on “Circles” in the top navigation boxes.

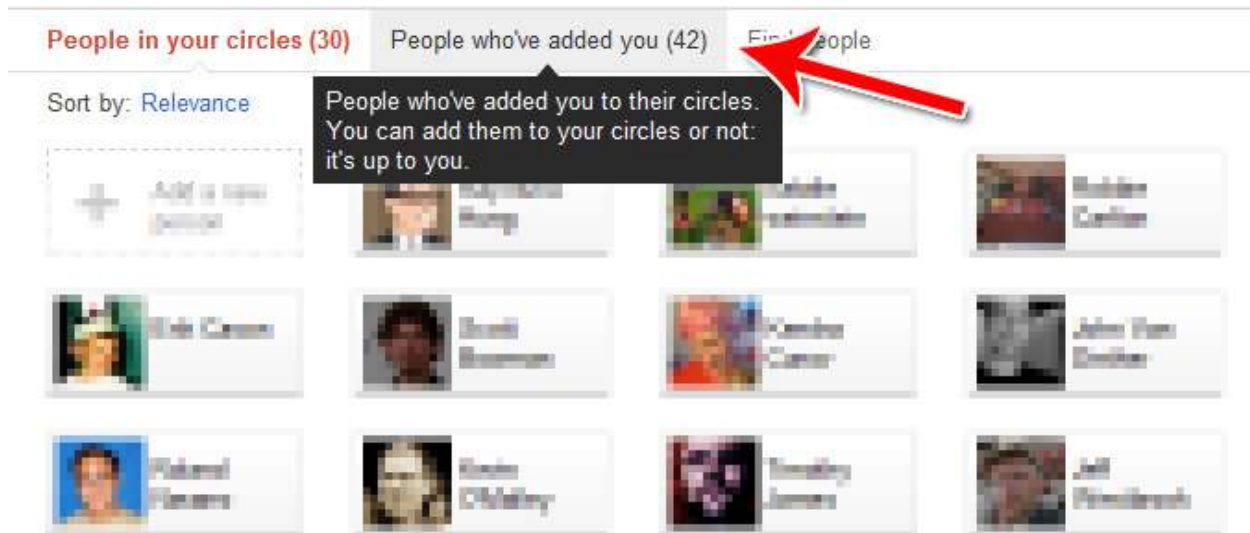


You'll see a screen of the people who are already in your circles.



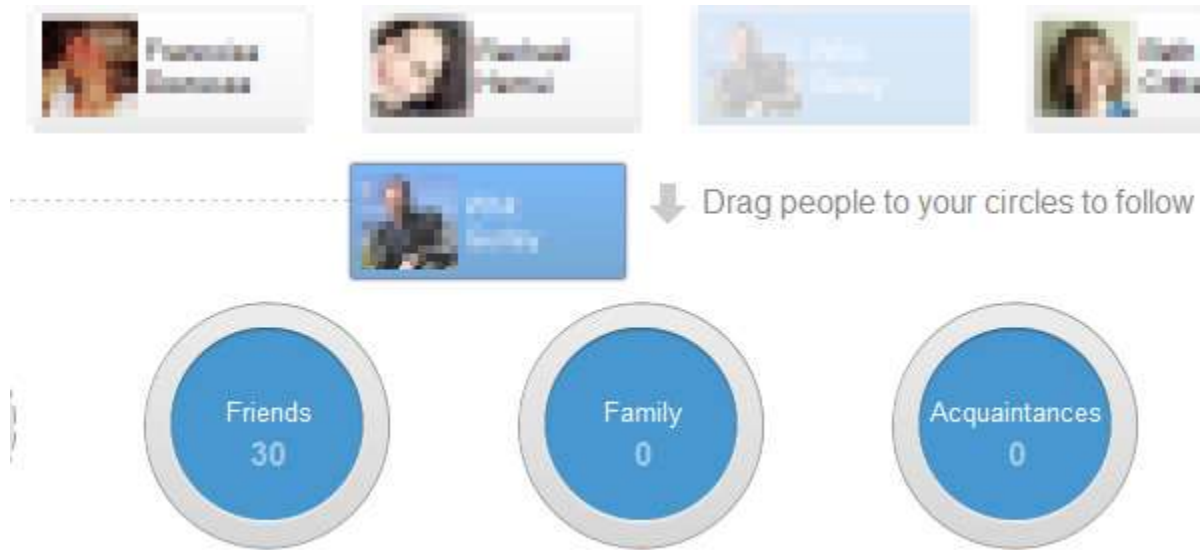
## Step 2: See Potential Friends

Click on “People who’ve added you” to see who added you to their circles. You can think of these as your “friend requests.”



### Step 3: Drag and Drop Into Circles

To add someone to a circle, just drag and drop them into the circles along the bottom.



#### Step 4: Create a New Circle

To create a new circle, click or drag and drop into the “new circle” circle.



The create circle box will pop up. Choose a name for your new circle, then either add people to the circle or create an empty circle.

Click to add a description.

**People to add**

Search in this circle

Sort by: [Relevance](#)

[Remove](#) [Clear selection](#)

+ Add a new person

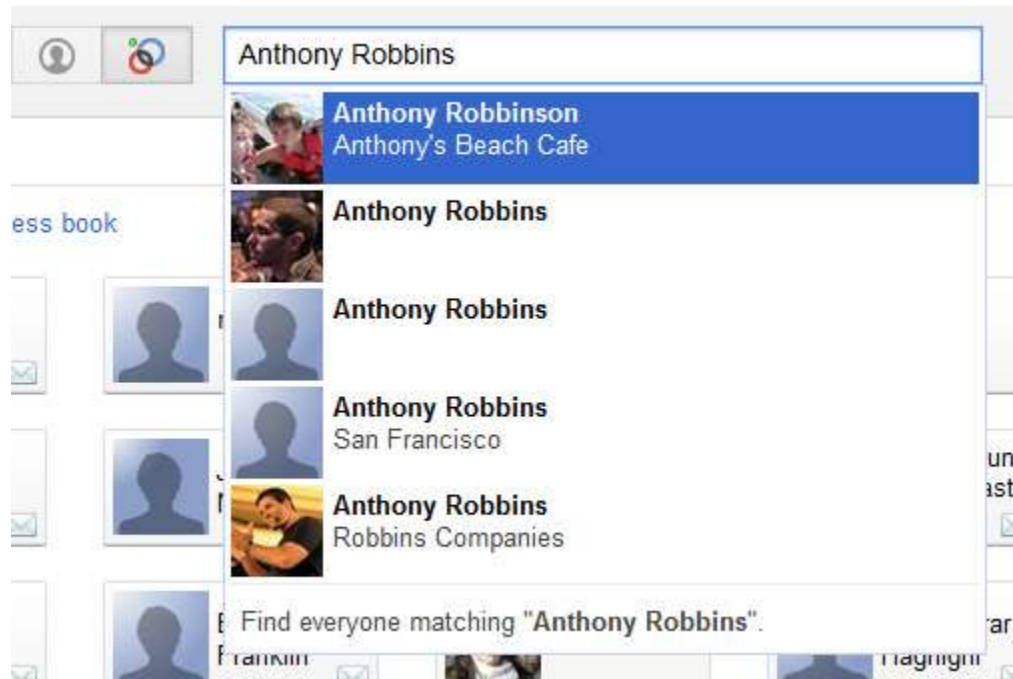
No one is in this circle yet.

Cancel

Create empty circle

## Step 5: Adding by Search

If you want to add someone who hasn't already added you, do a search for them along the top bar.



Click on the name to go to their profile page. Then click "Add to circles" to add them to a circle.



## Step 6: Circle Specific Stream

Want to only see photos and updates from your friends? Or want to see what your family is up to? Google+ makes it easy to see only updates from the people you want to see updates from.

On the left hand side of your home screen, just click one of the circles whose streams you want to see. Google+ will update and only display updates from people in those circles.

### Stream

- Friends
- Family
- Acquaintances
- Following
- Test
- Incoming
- Notifications

## Step 7: Circle-Specific Posts

To post an update to only certain circles, click on the status update bar and start writing a post. A box with who can view your post will pop up along the bottom.

To remove a circle, click the small “x” in the top right corner. To add a circle that can see your post, click “Add more people.”



You now learned how to see who’s in your circle, who’s added you to their circles, how to add people to your own circles, how to create a new circle, how to add people who didn’t add you to a circle using search, how to sort your stream by circles and how to post to only specific circles.

Google+’s circles features really makes it easy to use social networking without “leaking” updates you don’t leaked to the wrong people. It allows you to connect with the different people in your life in different ways.

# Hangouts Tutorial

Hangouts are essentially video conferences, but with a casual twist. Google+ named it “hangouts” to give it a spontaneous feel. All you need to do is click “Hangout,” invite a few friends and you can just hang out on video. If other friends see your hangout in their feeds, they can join and hang out as well.

Of course even though the primary positioning is casual video chat, you can also use the technology for business meetings, conferences, brainstorming and one on one chats.

Here’s how to use Google+ hangouts.

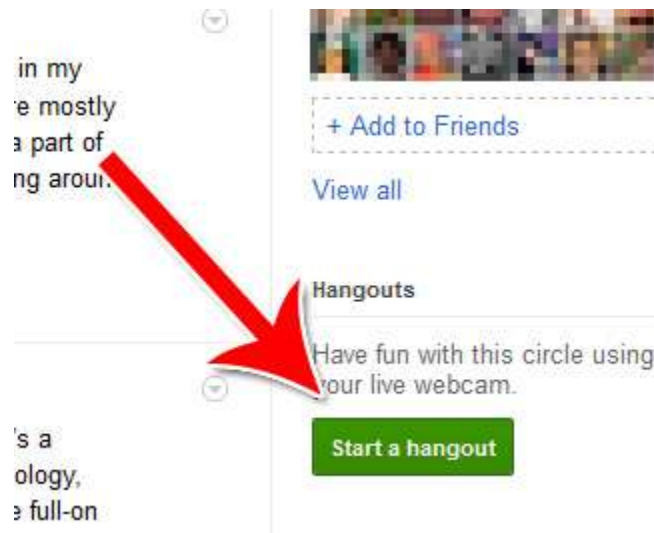
## Step 1: Choose a Stream

Go into your stream view by clicking any of your circles on the left.



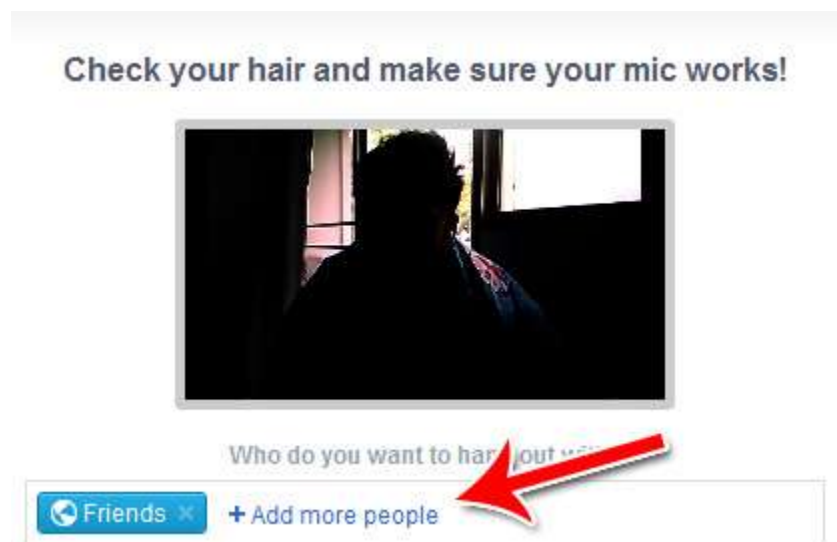
## Step 2: Click “Start a Hangout”

Click on “Start a Hangout” on the right hand side of your stream screen.



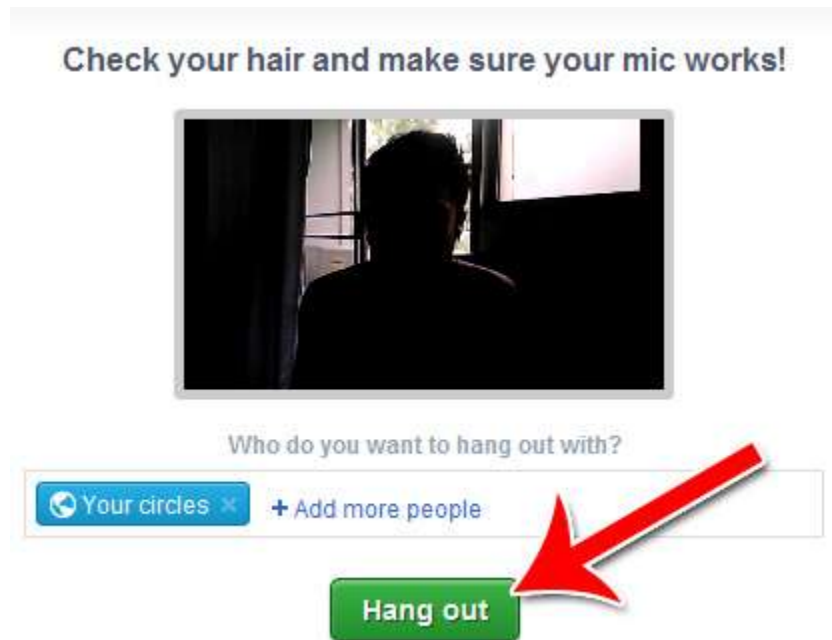
## Step 3: Add or Remove People

Click the “x” button in the upper right corner of any circle to remove the circle. Click “Add more people” to open the hangout to more people.



#### Step 4: Start the Hangout!

Once you've told Google who you want to hang out with, click "Hang out" to get started!



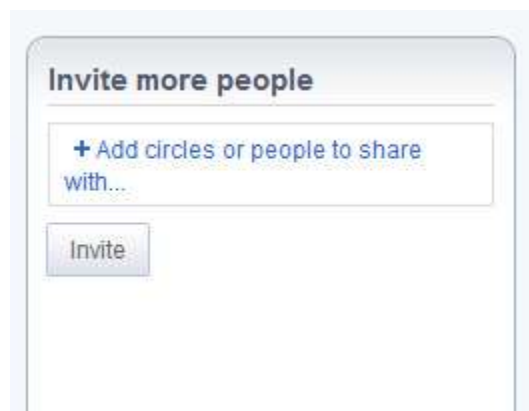
You'll immediately see a screen with anyone else in the hangout, along with your own video so you can see how you look.

## Step 5: Inviting More People

If you're in the middle of a hangout and want to invite more people, just click on "Invite."



You'll then be taken to the invite screen where you can invite more people to your hangout.



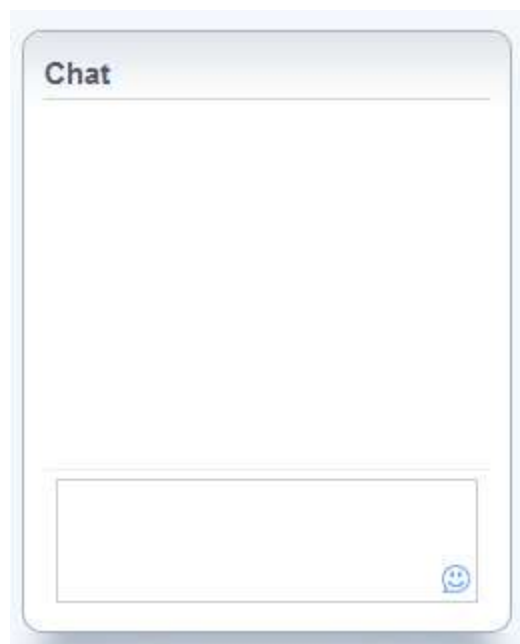
## Step 6: Text Chat

Sometimes you'll want to use text chat in addition to video chat. For example, if someone wants to share a link to something online, it's a lot easier to just paste the link in a text chat rather than spell it out in video.

To access the text chat, click "Chat."



Then use the chat box like any other chat room box.



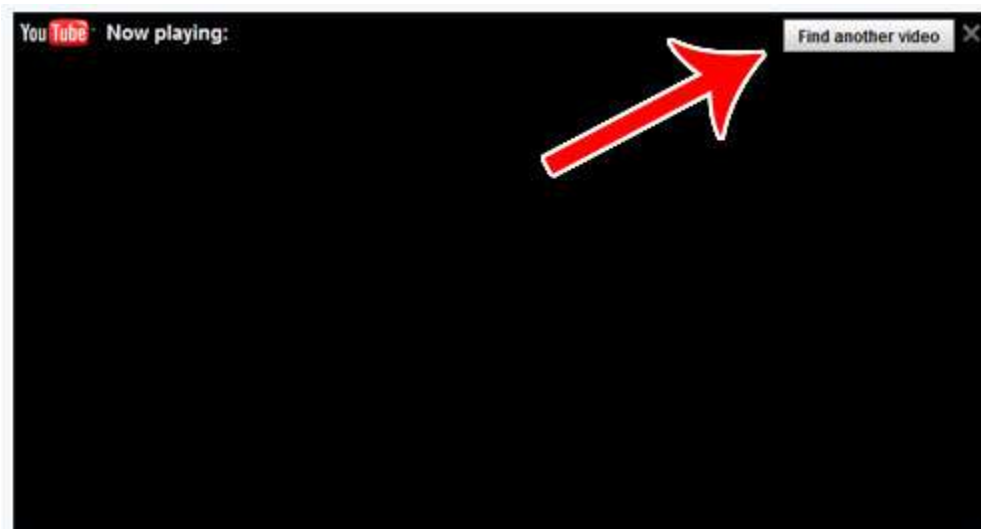
## Step 7: Sharing YouTube Videos

Hangouts makes it very easy to share videos. You essentially have one group “channel” that everyone can watch at the same time. Anyone can set the video that the player is set to and everyone else in the video can watch the same video at the same time.

To share or watch a video, click “YouTube.”



If there's a video already playing, you'll see the title next to “Now playing.” Whether or not there's a video playing, you can change it to a different video by clicking on “Find another video.”

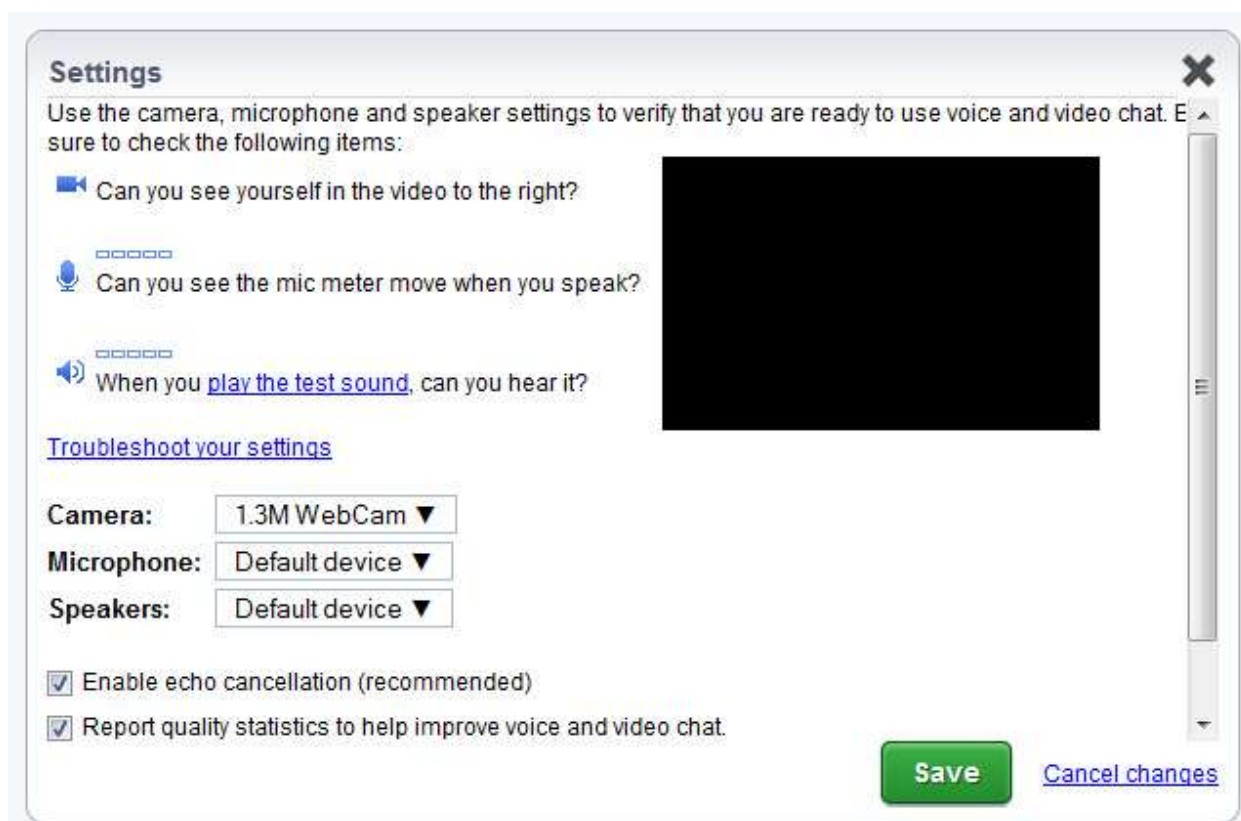


## Step 8: Other Settings

To mute your video or audio, click either of the mute buttons in the lower right corner. These are useful for if you need to step away from your video for a few minutes, if one person is speaking or if your dog's barking in the background.



To access additional microphone and video settings, click "Settings."



Here you can set your microphone and camera. You can test the various settings to make sure everything's working properly.

That's how to use hangouts. You've just learned how to start a new hangout, how to set who the hangout is open to, how to invite more people, how to use the text chat, how to share YouTube videos and how to set your microphone and video settings.

Hangouts really takes connecting with friends online to the next level. Instead of just sharing casual, spontaneous status updates, you can now share entire social interactions spontaneously.



# Sparks Tutorial

Sparks is like a personal newspaper that goes out to find just the news stories and websites that most interest you and bring it back to you. You can also think of it as RSS feeds, just much simpler.

Here's how it works: You tell Google what you're interested in. Google will regularly go out on the internet and find articles, websites, news stories and blog posts related to what you're interested in.

Anytime you want to check in on your sparks, Google will show you a list of the most recent topics they've found. It makes it very easy to stay on top of various topics.

Here's how to use Google Sparks.

## Step 1: Click Sparks

Click "Sparks" on the left sidebar to access the Sparks page.



## Step 2: Featured Sparks

By default Google's selected a few sparks to feature. Click on one of these if you're interested. If not, skip to Step 3.

### Featured interests



## Step 3: Search for Sparks


Enter a keyword, phrase or description of what you're interested in.


### Sparks

## Step 4: Browse Listings and Add Interests

Take a look at some of the articles that pop up when you do a search. If you like what you see and would like to continue to get updates on that topic, then click “Add interest.”

Sparks


business 

**Add interest**  Add interest under Sparks for quick access

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**The Spine Journal Wins Business Reporting Honor - NYTimes.com**  
mediadecoder.blogs.nytimes.com - 7:36 AM


The Spine Journal was honored by the American Society of Business Publication Editors for challenging studies supporting Infuse, a bone-growth product sold by Medtronic.

 +1 - Share

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**Robert Reich: Why S&P Has No Business Downgrading the U.S.**  
huffingtonpost.com - 12:26 AM

If Standard & Poor's had done its job over the last decade, today's budget deficit would be far smaller and the nation's future debt wouldn't look so menacing.

 +1 - Share

+4

Rinse and repeat this process until you have a handful of sparks that you're interested in following.

## Step 5: Accessing Your Sparks Feed

Click on a specific spark in your left sidebar to see what's new in that spark.



The spark's news feed will then be displayed.

startup



### Digital economy or bust: the story of a new media startup - part 28

The Guardian (blog) - 1:48 AM



Telling someone that they're not very good at something they think they're very good at would test the skills of the most accomplished manager. So imagine how badly a rather panicked entertainment journalist on the front lines of the digital revolution – who as it happens is occasionally ...

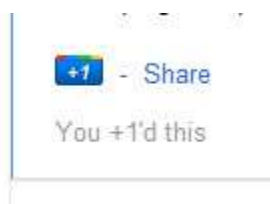
 - Share

## Step 6: Giving Plus Ones

If you like a specific article, click the “+1” button in the lower left. This will be displayed on your profile, so your friends know what you liked. It’ll also help the content that you liked get ranked higher, as content with more +1’s will generally get ranked higher.



After clicking +1, you’ll see this:




## Step 7: Sharing Content from a Spark

If you find something in a spark that you liked, why not share it with your friends? Start by clicking “Share.”



Enter a post or comment along with the share.

### Share this post

| 

[Startup M&A availability bias and what to do about it - Gabriel Weinberg's ...](#)  
[gabrielweinberg.com](http://gabrielweinberg.com)

Startup M&A availability bias and what to do about it. By: Gabriel Weinberg. on August 7, 2011 12:49 PM. Forewarning: the following is just a theory -- I have nothing to back it up beyond anecdotal evidence. wpid-my-mind-funny-b oobs-porn-mind-brain-. Why do some startups get acquired and not ...

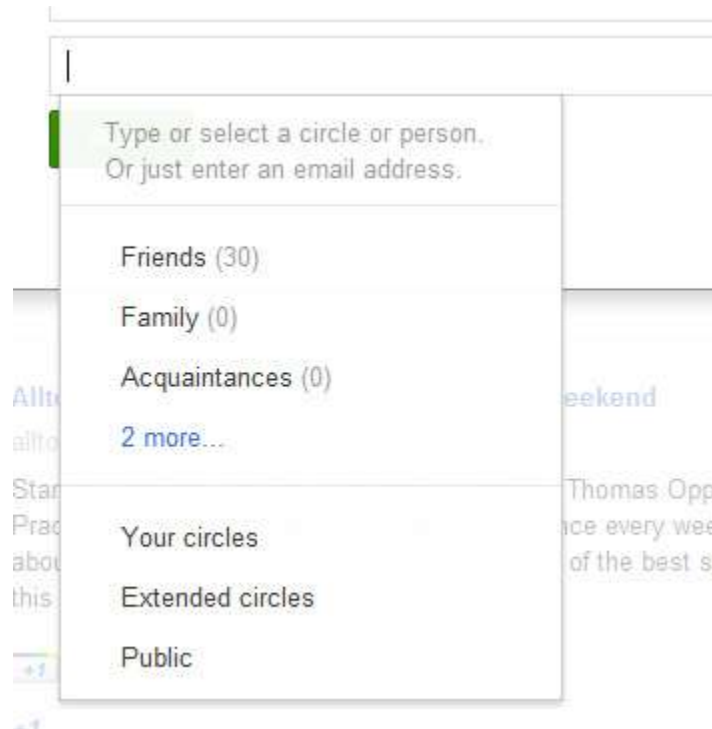
✦ Shared from [Sparks](#)

Click “Add circles or people to share with...”

[+ Add circles or people to share with...](#) 

[Share](#) [Cancel](#)

Then choose which circle(s) you want to share the post with.



That's how to use sparks! We've covered how to access sparks, how to find sparks, how to add sparks, how to view the spark's feeds, how to give +1's and how to share content from a spark.

## **Recommended Resources**

Last but not least, let's look at a few resources that may come in handy. I've mentioned most of these throughout the content of the report but there here again for easy reference.

### **[How To Find A Hot Niche](#)**

Don't waste your time on a niche that won't be profitable. Follow this step by step system to discovering a hot and profitable niche.

<http://www.affiliatetreasurechest.com/hotniche>

### **[Affiliate Niche Packs](#)**

All the research and hard work done for you. Each niche pack includes affiliate products you can promote, domain name suggestions, article and blog post ideas and of course all the keywords you'll need to build a niche affiliate site.

[www.AffiliateNichePacks.com](http://www.AffiliateNichePacks.com)

### **[Wordpress Setup Made Easy](#)**

A short illustrated guide that will walk you through each step of setting up your own wordpress site, customize it and get started adding content.

<http://www.affiliatenichepacks.com/wordpress/>

### **[Easy PLR](#)**

The best PLR out there... Quality articles, limited quantities – Get Yours Today

<http://www.affiliatenichepacks.com/easyplr>

## **Easy Link Love**

Link building made easy with this 13 week course.

<http://www.easylinklove.com>

## **Affiliate Shortcut – Traffic**

Find out how you can set up a new affiliate website that gets SEO traffic IMMEDIATELY.

<http://www.easylinklove.com>

## **Affiliate Shortcut – Content Creation**

Fast content creation for all your affiliate niche sites made easy with these shortcuts.

<http://www.affiliatenichepacks.com/reports/content>

## **Affiliate Shortcut – Email Marketing**

A big part of my monthly affiliate income comes from promotional email messages that I sent out. Find out how to effectively do the same.

<http://www.affiliatenichepacks.com/reports/email>

## **Daily Affiliate Tasks**

Find out exactly what I do each week to grow my affiliate income. I'm even sharing my checklists.

<http://www.DailyAffiliateTasks.com>