Dallas SEO Firm Advice Interactive Launches Google+ Business Page

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Google+ recently opened up its availability to businesses by allowing a Gmail account to control a Google+ Business Page. Dallas SEO firm and Google Places experts, Advice Interactive Group, have launched their Google+ page and expect great results for businesses in the SERP and SEM.

This new feature to the already individualized Google+ social network will provide business marketing a new avenue to reach consumers and interact with other brands. Bradley Horowitz, vice president for products at Google+ stated in an article for The New York Times, “I expect brands will notice this and will build marketing plans around it.”

Local businesses should take particular note because like a Facebook Page, creating a following with a Google+ Business Page is often the best and most emergent way to communicate with consumers and drive the conversation of your followers to reach fringe consumers. Google+ Business Pages, like the individual offering of the social network, offer the ability to +1, or endorse, any content a company shares, +1’s, or comments on.

The real implications of a business page from Google are its ties to the Google search algorithm. Everyone wants to be found. Every time you interact on Google+ it improves its intelligence and improves the search results.

Content is king but content is found through search. Advice Interactive Group can help you with local search, local directory submission, your Google+ Business Page and your internet marketing. Call 214-310-1365 for more information on how you can improve your local business search results and online presence now.

About the Author
Advice Interactive is a full-service Dallas based Interactive Marketing Agency that provides Google Places search optimization, Web Site Design, Online Marketing Strategies, Search Engine Marketing (SEM) and Search Engine Optimization (SEO), Pay Per Click (PPC), and Online Reputation Management.

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