Google+ has long been touted as a ghost town because of its apparent lack of activity, and many overwhelmed marketers wonder “what’s the point?” as they try to justify creating yet another social media profile for their companies.

Here’s the point: the pros far outweigh the cons when it comes to establishing your business on Google+.

Here are 6 benefits your business could be reaping from Google+:

**It’s growing fast**
According to Google, Google+ is the fastest growing “network thingy” (more than just a social network) EVER.

**It’s more active than you think**
Google+ has over 135 million active users, 60% of which log in every day. A whopping 500 million have Google+ “enabled” accounts.

**Google+ influences search rankings**
Shares or +1s of your Google+ posts act like social recommendations that influence what searchers see in Google SERPs while they’re logged in.

**Tip**
Optimize your Google+ posts with appropriate keywords and create headline “tags” by putting asterisks around your post headline *like this*.

Here’s what it will look like:

```html
Your Google+ posts get indexed quicker than this
```

The status updates you post on Google+ are indexed immediately into search results, increasing the possibility that your Google+ network will see your content in their search results.

**Tip**
If you already have a Local page (formerly a Google Places page), you can create a Google+ business page and merge the two for even more features to help your business.

**You can get found locally**
Google+ Local pages are indexed into Google search results. So, a strong Local page that includes all of your pertinent business information, has a high engagement with users in Circles and encourages reviews will keep it fresh and increase ranking.

**Tip**
If you already have a Local page (formerly a Google Places page), you can create a Google+ business page and merge the two for even more features to help your business.

**Google+ Communities let your customers do the talking**
Google+ Communities give your customers a place to mingle with each other about your products. It’s a great way to get feedback and engage with your customers in a meaningful way, plus all content posted in a Community (either Public or Private to invited members) is indexable by search.

**Google+ Communities let your customers do the talking**
Google+ Communities let your customers do the talking by posting their own reviews and feedback on your products. This helps create a sense of community around your business and increases engagement with your audience.

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**Tip**
Don’t forget to add the +1 button to your content on your website to get even more +1s.

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