

# Google Social Dominator

**Setup & Design  
and  
Marketing Services  
Packages**



## Google Social Dominator

Google is the world’s leading search engine and Google+ is its social networking platform which also provides Google+ Business Pages to promote brand, companies, products and services, and to engage users.

Google owns many other properties or social media platforms such as YouTube for video posting and sharing, Blogger for blogging, and many more. Activities on your Google+ profile, Google+ Business Pages, YouTube, Blogger and other Google properties strongly influence search results on Google.

**Here are our Google Social Dominator Packages:**

Package Name	Google Social <b>SMALL</b>	Google Social <b>MEDIUM</b>	Google Social <b>LARGE</b>
Recommended Minimum Duration	6 Months	6 Months	6 Months
<b>MONTH 1 SERVICES</b>			
SMO PROFILE CREATION, DESIGN & OPTIMIZATION			
GOOGLE+ SETUP			
Google+ Profile Creation & Optimization	Yes	Yes	Yes
Banner Customization of Google+ Business Page	Yes	Yes	Yes
Banner Image Sourcing, Editing, Resizing, and Customizing	Yes	Yes	Yes

Google+ Business Page Creation & Optimization	Yes	Yes	Yes
Branded Content Writing for Google+ Profile Page	Up to 250 Words	Up to 250 Words	Up to 250 Words
Google + Profile Information Population	Yes	Yes	Yes
<b>YOUTUBE SETUP</b>			
YouTube Channel Creation & Optimization	Yes	Yes	Yes
YouTube Channel Design w/ Image Sourcing, Editing, Resizing, and Customizing	Yes	Yes	Yes
Branded Content Writing for YouTube Channel	Up to 250 Words	Up to 250 Words	Up to 250 Words
YouTube Channel Profile Information Population	Yes	Yes	Yes
<b>BLOGGER SETUP</b>			
Blogger Account Creation and Optimization	Yes	Yes	Yes
Blogger Theme Implementation (Design)	Yes	Yes	Yes
Blogger Profile Information Population	Yes	Yes	Yes
<b>PICASA SETUP</b>			
Picasa Account Creation and Optimization	Yes	Yes	Yes
Branded Content Writing for Picasa Profile	Up to 250 Words	Up to 250 Words	Up to 250 Words
Picasa Profile Information Population	Yes	Yes	Yes

<b>FEEDBURNER SETUP</b>			
Feedburner Account Setup	Yes	Yes	Yes
Feedburner Setup on Blog	Yes	Yes	Yes
Feed Setup and Activation	Yes	Yes	Yes
<b>WEBSITE SOCIAL INTEGRATION AND ANALYTICS</b>			
Social Sharing and Social Interaction Buttons Installed on Website and Blog	Yes	Yes	Yes
Social Media Analytics Installation - Google Analytics via Website	Yes	Yes	Yes
<b>MISC SERVICE ITEMS</b>			
Dedicated IP Services	Yes	Yes	Yes
<b>REPORTING AND AUDITING</b>			
Internal Report Auditing and Analysis	Yes	Yes	Yes
Work Reports	Yes	Yes	Yes
<b>MONTH 2 &amp; ONGOING MONTHLY SERVICES</b>			
<b>MONTHLY MARKETING SOCIAL MEDIA SERVICES BREAKDOWN</b>			
<b>GOOGLE+ MARKETING</b>			
Google+ Page Updates	10	20	30

<b>Backlink Building from Page Updates</b>	Yes	Yes	Yes
<b>Add People to Your Circle (Google+ Personal Profile)</b>	10	15	20
<b>Add People to Your Circle (Google+ Business Page)</b>	10	15	20
<b>Page Photo Updates</b>	2	4	6
<b>Google+ Spam Filters</b>	Yes	Yes	Yes
<b>YOUTUBE MARKETING</b>			
<b>Video Creation</b>	2	4	6
<b>Video Uploading</b>	2	4	6
<b>Comment Posts using Videos in YouTube "Video Responses"</b>	5	10	15
<b>Video Title Writing</b>	2	4	6
<b>Video Description Writing</b>	2	4	6
<b>Backlink Building within Video Description</b>	Yes	Yes	Yes
<b>Video Keyword Tagging</b>	2	4	6
<b>YouTube Video Commenting</b>	2	4	6
<b>BLOGGER MARKETING</b>			
<b>Blog Article Writing</b>	2	4	6

Blog Article Editing	Yes	Yes	Yes
Backlinking from Blog Post	Yes	Yes	Yes
Meta Tag Creation	2	4	6
Meta Tag Uploading	Yes	Yes	Yes
Meta Tag Keyword Optimization	Yes	Yes	Yes
Google Plus Authorship Inclusion	Yes	Yes	Yes
Inclusion of Photos per Blog Article	2	4	6
<b>PICASA MARKETING</b>			
Picasa Album Creation	2	3	4
Picasa Upload Photos	10	15	20
Picasa Photo Optimization	10	15	20
Photo Alt Tagging	Yes	Yes	Yes
Photo Title Writing	Yes	Yes	Yes
Photo Description Writing	Yes	Yes	Yes
<b>MISC SERVICE ITEMS</b>			
Dedicated IP Services	Yes	Yes	Yes

REPORTING AND AUDITING			
Internal Report Auditing and Analysis	Yes	Yes	Yes
Work Reports	Yes	Yes	Yes
Social Media Analytics	Yes	Yes	Yes

### [Google+ Profile Creation & Optimization](#)

Google+ makes connecting on the web more like socializing in the real world. In this platform, you can share your thoughts, links, and photos with the right circles.

Geo-location and credibility is very important in Google. As such, we'll be asking you to provide us with a verified Google Account that we can use to create and customize a Personal Google+ Profile. In addition, the Google Account you will be providing needs to have pertinent details like your Full Name, Location, and the actual Profile Picture of the account owner. All of these help make the profile more credible.

Once we have the login details for the Google Account, we will create and optimize your profile by inserting target keywords in your "About" tab.

### [Image/Banner Customization of Google+ Business Page](#)

Similar to websites, your Google+ Business Page needs personality. We will be customizing your Google+ Business Page's header (the main images that visitors see on top of your profile page) to help you increase the number of your friends in your Circles.

We'll be asking you to provide us with the images that we will customize and insert in your Business Page's header.

### [Google+ Banner Image Sourcing, Editing, Resizing and Customization:](#)

If there is no specific picture that you would like us to use, you could simply give us some directions on the kind of image you'd like the Profile to convey. Based on those, we will be collecting different images and incorporating them into the Banner picture.

We will edit and customize these images to fit the Banner concept and apply them. Once we finish with this, the completed Banner picture will be incorporated into a mockup of the Google+ Profile, which will be sent back for feedback. After approval, the mockup can be implemented for the live Google+ Profile.

### [Google+ Business Page Creation & Optimization](#)

Google+ expanded its features and it now accepts "Brand" or "Company" based accounts or profiles. This means that business and site owners can now promote and brand their companies within Google+. This may seem like a small change, but one only has to look at the tremendous success of Facebook's Fan Pages to see why this move is very important for companies and site owners.

While Google+ doesn't come anywhere near the numbers Facebook has, it does hold one major trump card in its hand—the Google brand itself. On the web, immediately building trust with your potential customers is vital for your overall success. Building a large community via Google+ will definitely help in this regard.

We will be creating and optimizing a Google+ Business Page for your brand or company to increase your website or company's online visibility.

### [Branded Content Writing for Google+ Profile Page](#)

First impressions are crucial, and for many, Google+ may be the first instance where they encounter your brand. To give them a proper introduction, the content of the page must be consistent with how the brand is displayed elsewhere.

We will be writing branded content to post on your Google+ Page, with particular attention to the "About Us" section, to give customers a proper introduction to the company or business. It is also important to assure loyal customers that your voice is the same, no matter where they find you.

### [Google+ Profile Information Population](#)

Credibility is important in the world of social networking, and that credibility can be measured partly by how easily people can get to know you. Sharing information about yourself is a great place to start.

For the Google+ Profile, we will be uploading information and contact details that are sent to us for specific use there.

### [YouTube Channel Creation and Optimization](#)

YouTube is undoubtedly the most popular video site today. Millions of people use this service and it is a great way to provide your videos a platform to get noticed.

We will create an account for you on YouTube, if one is not already provided, and optimize it by filling out the proper information and making sure it is as informative as possible.

### [YouTube Channel Design](#)

To make your YouTube Channel much more appealing and give it branding, we will create a background design for it to convey the company's brand. If images are not provided, we can base it off the company's website or any specific instruction provided to us. With that, we will source images, edit them as needed, and create a background design for the channel to give it that extra "wow" factor.

### [Branded Content Writing](#)

Although videos convey the company's message on YouTube, some people may not spend the time and bandwidth to view each one of your videos. To get an overview of what the videos, and the company is all about, they would view the Channel page.

This is where Branded Content Writing would be useful. From the name itself, it allows us to brand the company through words and provide people with a quick and easy way to find out what the channel is all about.

We will use information as provided for the content as well as information available on their website.

### [Profile Information Population](#)

Credibility is important in the world of social networking, and that credibility can be measured partly by how easily people can get to know you. Sharing information about yourself is a great place to start.

For the YouTube Profile, we will be uploading information and contact details that are sent to us for specific use there.

### [Blogger Account Creation and Optimization](#)

One of the most popular blogging platforms, Blogger, formerly known as Blogspot, has a large community which immediately exposes your blog--hence your brand, products, and services--to a lot of people. This platform is owned by Google and as such, gets good domain rankings and provide a good SEO push for your website.

We will create an account for you on Blogger, if one is not already provided, and optimize it by filling out the proper information and making sure it is as informative as possible.

### [Blogger Theme Implementation](#)

Blogger offers a lot of customization options without having to create new designs from scratch. They offer various themes and color schemes to fit your brand.

We will do this customization to give your Blogger blog the best possible look and feel to convey your brand.

### [Profile Information Population](#)

Credibility is important in the world of social networking, and that credibility can be measured partly by how easily people can get to know you. Sharing information about yourself is a great place to start.

For the Blogger Profile, we will be uploading information and contact details that are sent to us for specific use there.

### [Picasa Account Creation and Optimization](#)

Picasa is a web album service owned and operated by Google. This allows you to have a centralized location for all images used in your Google products. For example, all photos uploaded through Google Plus and all photos used in Blogger would end up here.

We will create an account for you on Picasa, if one is not already provided, and optimize it by filling out the proper information and making sure it is as informative as possible.

### [Branded Content Writing](#)

Your Picasa profile would be under the name of the company. In this sense, it is ideal to have as much information about the company as possible on here so anytime people looks at the pictures or your profile, you get to brand yourself.

We will use information as provided for the content as well as information available on their website.

### [Profile Information Population](#)

Credibility is important in the world of social networking, and that credibility can be measured partly by how easily people can get to know you. Sharing information about yourself is a great place to start.

For the Picasa Profile, we will be uploading information and contact details that are sent to us for specific use there.

## [Feedburner Account Setup](#)

Feedburner allows for a quick and easy way to distribute content. It is an RSS Feed so we can "package" everything and distribute accordingly.

We will a Feedburner account for you and set it up.

## [Feedburner Setup](#)

We will set up Feedburner on your blog so each time a new post is created, it gets distributed on other Social Media networks as well.

## [Feed Setup and Activation](#)

Once Feedburner is properly set up, we will activate it as well so that people can subscribe to this feed and automatically receive content published through the blog.

## [Social Sharing and Social Interaction Buttons Installed on Website and Blog](#)

To increase customer engagement, it is ideal to give them the opportunity to interact with you. Customers who enjoy your company's services and offerings will want to know how to get in touch. While email and customer hotlines are still around, Social Media is fast becoming a preferred alternative.

To this end, we will also be installing buttons onto your website and blog that will refer customers to your various social media channels.

## [Social Media Analytics Installation - Google Analytics via Website](#)

Google Analytics has incorporated a Social feature which shows traffic data gathered through Social Media websites. This is a great tool to measure the efficiency of the Social Media campaign which is why we will install Google Analytics onto the website as part of Social Integration. We will need to request for FTP and CPanel access to the website in order to install Google Analytics.

If the website already has Google Analytics installed, we would need to request our Gmail account to be provided Administrator access to it.

## [Dedicated IP Services](#)

We use dedicated IP Services for your campaign to make sure we do not encounter any problems with Social Media site's local security.

## [Internal Report Auditing and Analysis](#)

For your convenience, we will make sure that reports will include only relevant information, and the most significant trends and inferences will be determined from the data.

## [Work Reports](#)

All tasks will be tracked throughout the whole month and are reflected on the monthly report which includes all progress and final outcomes.

## [Google+ Business Page Updates](#)

Having a Google+ Business Page presents an attractive and inexpensive way to create buzz and build momentum for any product or company. This is especially true when it comes to SEO and getting your brand out there on the web and literally in front of potential markets. Google+'s SEO capabilities could make it a very useful marketing tool, especially for those businesses that are just starting out and/or have small marketing budgets. Google+'s Business Page can help build your brand's visibility, both in the SERPs and in the real world.

We will make sure that your Google+ Business Page is regularly updated with relevant information, which includes your latest events, specials, and promos.

## [Backlink Building from Page Updates](#)

The updates on the Page are also a great chance to refer people to your website. By posting links to pages explaining your brand and services, we can entice visitors of your page to look them up and include your offerings in their consumer decisions.

## [Add People to Your Circle \(Google+ Personal Profile\)](#)

Sharing things with different people is nothing out of the ordinary. But sharing the right stuff with the right people may get tricky. With Google+'s Circles, putting your friends in appropriate groups or categories is a breeze.

To help build your Google+ Personal Profile, we will be creating Circles and adding people to your Circle/s.

## [Add People to Your Circle \(Google+ Business Page\)](#)

Sharing things with different people is nothing out of the ordinary. But sharing the right stuff with the right people may get tricky. Google+'s Circles makes it easy to categorize your friends or prospect customers based on gender or age. You can effectively promote the appropriate products for different types of people thanks to Google+'s Circles.

To help build your brand's visibility, we will be creating Circles and adding people to your Circle/s.

## [Photo Updates](#)

Making content visually appealing will tend to increase its impact. Text-only updates are less enticing than ones that incorporate pictures, and are less likely to have "Share" value. With Photo Updates, it's more likely to have people pay attention to what you say, and keep coming back to see what other messages you have.

## [Google+ Spam Filtering \(Users/Messages\)](#)

Spam is quite frustrating to deal with. We will be monitoring your profile, business page, connection requests, and messages to make sure you do not get spammed. If any spam-related inquiries are received, we will be deleting them and keeping messages and inboxes clean and clutter-free.

## [Video Creation](#)

YouTube is made for video, so we're going to populate your profile with videos! With the use of photos, we can create informative, commercial-type videos that hype up the company's products and services.

We will give focus and emphasis on the company and new products or services. Another option would be to highlight news/events associated with the company.

In line with Video Creation, we would need photos provided by the client. Initially, we can source these from the website and other locations but it would be best if these photos could be provided especially if we are to create videos regarding events.

### [Video Upload](#)

Once the videos are created, we will upload these onto YouTube for you in an optimized fashion.

### [Video Responses](#)

One way to get the videos uploaded exposure is to make use of Video Responses. Basically this is similar to posting a comment on another video, but instead of words, it would show the campaign's videos.

Video Responses would be done on other people's videos that is related to the company's videos. In this way, we know that it will be exposed to people who are interested in that topic.

### [Video Title Writing](#)

As part of uploading and optimizing the video, we will write a catchy title for it which would briefly and clearly define what it is all about. At the same time, we will aim to make use of the target keyword in the title.

### [Video Description Writing](#)

Another part of optimizing the video is through the creation of a description. This would provide users additional information about the video, the company, and the products/services showcased in the video.

This allows for another opportunity to get the message across to people and make use of keywords as well for SEO purposes.

### [Backlink Building within Video Description](#)

It is possible to place URLs into the description, albeit without the use of anchor text, so we will take full advantage of this.

Aside from SEO benefits of this link, it also allows for direct traffic. People watching the video who are interested in the company's products and services can easily go to their website through this link on the description.

We will aim to place this link on top of the description to give it as much visibility as possible.

### [Video Keyword Tagging](#)

There is a "tag" section in the video options of YouTube. As part of the optimization process, we will use the keywords and phrases that best describe the video and hence, the company as well.

This will help in getting the video searched within YouTube and in Search Engine Results.

### [YouTube Commenting](#)

YouTube users are always known to be very vocal through comments. To make the profile seem more active and engaging, we will do commenting on other videos.

This does not mean spamming other videos with marketing spiels or the like, but simply comment on others to benefit the profile making it look more real and active on YouTube. This will send additional social signals and give the profile more credibility in the eyes of Google.

### [Blog Article Writing](#)

We will write and create blog posts for the Blogger account in relation to the company. We can make use of different topics per month which includes products and services, about the company, news about the company, news about the industry, and any other related topic which would benefit the reader and the campaign.

If the website currently has a blog in it, we can use the same topics and ideas on that for these articles. We can re-write these articles to make sure we avoid having duplicate content.

The main advantage here is that since Blogger is one of the most popular blog platforms, it has a huge community already. This community can be tapped faster with a Blogger account.

### [Blog Article Editing](#)

As part of article production, we will edit these articles first before sending for approval or posting to make sure everything is written properly. We will never publish any article without proper editing first to ensure accuracy and relevancy.

### [Backlinking from Blog Post](#)

Another advantage of having a Blogger account is the fact that this blog will be on a different domain. With that in mind, we can use this to build some backlinks to the main website of the company.

However, we will be very careful not to overdo this to avoid looking spammy.

### [Meta Tag Creation](#)

Simply writing the article and posting it on the blog is not enough. It needs proper Meta Tags for it to get noticed faster by search engines. This is why we will create Meta Tags for each blog post.

Meta Tag Creation includes title and description. This will help in the overall optimization of the article and give it more exposure.

### [Meta Tag Uploading](#)

Once the Meta Tags are created, we will upload these onto the article or blog post for proper optimization.

### [Meta Tag Keyword Optimization](#)

As part of optimizing the blog post, we will use the proper keywords that would best describe the content of the post and upload them. Again, this is to give the blog post more exposure through proper optimization.

### [Google Plus Authorship Inclusion](#)

One of Google's latest and most innovative features is the use of Author tags. Basically this ties your Google Plus profile to the blog post created. Your profile will appear with the post on Google's search results page.

This will give the blog more credibility in Google's point of view and hence, better ranking results.

## [Inclusion of Photos in Blog Articles](#)

A plain text blog is plain old boring. This is why we will make use of appropriate photos to give it more life and to help convey the message of the post as well.

We will use photos sourced from the website or photos that are provided.

## [Picasa Album Creation](#)

The best way to organize photos in Picasa is to use different albums for different themed photos. We will create such albums as needed. The album titles also provide another opportunity to use the target keywords.

If there is no need to create additional albums for new uploaded photos, we will not create them.

## [Picasa Upload Photos](#)

We will populate the Picasa profile with photos sourced from the website and with those provided. The main advantage of this is that you will have a centralized location of all photos related to the company which can easily be shared to others.

At the same time, these photos will become available on Google's image search as well.

## [Picasa Photo Optimization](#)

To give the photos the most reach and exposure, we will optimize them with the use of Alt Tags, Title, and Descriptions.

## [Photo Alt Tags](#)

As part of the optimization process, we will create Alt Tags for the photos. This is the equivalent of using keyword tags for blog posts, it gives search engines a brief description of the photo so they can properly display them in search results.

## [Photo Title Writing](#)

The Photo Title should give a quick overview of what the image is all about. This will help in SEO as well as help other users understand it more quickly.

## [Photo Description Writing](#)

The last part of optimizing the photo is through the creation of the description. This will give a more in-depth portrayal of the image.

Also, this gives us another opportunity to make use of the target keywords.

## [Dedicated IP Services](#)

We use dedicated IP Services for your campaign to make sure we do not encounter any problems with Social Media site's local security.

## [Internal Report Auditing and Analysis](#)

For your convenience, we will make sure that reports will include only relevant information, and the most significant trends and inferences will be determined from the data.

## Work Reports

All tasks will be tracked throughout the whole month and are reflected on the monthly report which includes all progress and final outcomes.

## Social Media Analytics

Using analytics tools for social media, we can measure the effectiveness of our efforts to engage users. Metrics we use include mainly click counts and number of +1's on the Business Page, subscribers to the YouTube channel, followers on Blogger, and so on, but can also include +1's, Thumbs Ups, and replies to comments and responses.