



Google Plus

Value Proposition: Increase your search engine rankings.

Founder(s) and Start Date: Google, 2011

Historical Milestones:

- Started in June 2011 by Google
- In November 2011, Google+ pages was launched for organizations to join Google+
- In May 2013, Google+ Photos and Hangouts were launched

Source of Income: Google has invested over \$500 million in Google+

User-Generated Content: Google+ allows users to create a profile, add information, photos, video, post links and updates, etc. Circles allow users to add friends to groups, while Hangouts allow for Instant Messaging, videoconferencing, and the sharing of files and photos. Much of the Google+ user base consists of YouTube users because YouTube made them create a Google+ account to sign in to YouTube.

Benefits for Users: For a business owner, using Google+ may improve search engine rankings. As Google is the most widely-used search engine, it makes sense to create and publish content to Google+. Over 90 million users, mostly young men and IT Engineers, have accounts on the site.

Largest User Demographics: young men 25-34

Analytics: Google has always had analytics capabilities, with Google Analytics serving webmasters for years. Google+ has a simplified version of this software, that produces easy-to-understand results for the average user. Metrics like total +1s, likes, shares, comments, and engagement are available from this view.

Further Reading:

- [About Google](#)
- [Google Company Timeline](#)
- [22 Social Media Analytics You Should Know](#)
- [Google+ Analytics](#)
- [Navigating the Google+ Dashboard](#)