

Pros and Cons of a Google+ Business Page



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Google+ - Yesterday 3:09 AM (edited) - Public

Gene Sperling - Director of the National Economic Council, Steve Case - Chairman of the Startup America Partnership, and Aneesh Chopra - first American Federal Chief Technology Officer want to listen to you! Comment on the original post. [#whitehousehangout](#)

 The White House originally shared this post:

Announcing the next White House Hangout: Gene Sperling, Steve Case and Aneesh Chopra are joining a special Google+ Hangout focused on Startup America. What are your questions about the initiative? Ask here and you might be invited to join the Hangout live on Thursday, February 2nd at 5:30 p.m. EST.

 [White House Hangout: Startup America | The White House](#)

Gene Sperling, Steve Case and Aneesh Chopra are joining a conversation with Americans across the country in a special White House Hangout focused on Startup America. Will you join them?

 - Comment - Hang out - Share

Google+ Pages is the answer of Google+ to Facebook Pages. However, both have features that are different from each other. If you are still hesitant on whether or not to get a Google+ Business Page if you already have a Facebook Page, here are some pros and cons:

Pros

1. When doing a search in Google, a Google+ Business Page and posts made on it may also show up in the search

- engines with other websites, this is because the Google + pages can be public and indexed in the search engine.
2. The Google +1 feature on your website can increase the perceived 'value' of your website if your page is +1'd a lot of times, boosting its rankings in the search engines.
 3. The Google+ page offers a much cleaner interface when compared to a Facebook page.
 4. A business can also join discussions with people that have you in their Google+ circles. This serves as an avenue for more exposure of your business.
 5. Like a regular Google+ profile, there is also a Google+ Hangouts option for pages where you can video chat with other people. This is good if you plan to chat with potential clients or with business partners.
 6. There is also a Circles option which you can use if you want to share limited information to clients like for VIP members or business partners.

Cons

1. There is no vanity url to your Google+ Page so it looks ugly when you give someone a link to your Google + Page, You can use a link shortener service or redirect from a page on your website. (which is a bit technical)

2. It is not allowed to run contests and promotions on a Google+ Page.
3. Google+ doesn't have as wide an audience like Facebook and Twitter.
4. You would need to register in Google+ to be able to use this feature.

With these pros and cons, you can make up a decision on whether or not to create an account in Google+ or stick to your own website and Facebook Page.