

How Your Business Can Use Google+ Embeddable Posts

Posted by David Soto in Social Media | 1 comment

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The list of successful companies who haven't harnessed the power of Google to reach their users is a small one indeed. But while getting to the top of search results is an important aspect of internet marketing, it's not the only way Google can be beneficial to your business. Google's ad network, their image search functionality, and their local business results are all powerful tools at your disposal. However, as many an online marketing expert has pointed out, the future of Web success is centered squarely in the realm of social media. With Google+ including embedded posts in their array of features, it could prove to be yet another flashlight in the dark for businesses who want to expand their reach.



Both author and publisher **promote the article** for mutual benefits (more traffic, more exposure, more connections, more positive signals)

There's a **screenshot** showing what the article is talking about

Subheadings make the article visually more appealing and easier to read

Social Platforms Using Embedded Posts

As a small business owner, you probably already know that getting traffic to the site is only half the battle. Among the many **internet marketing tips**, the best tip is to keep people at your site by engaging them with strong content. Not only does a low bounce rate mean you have more time with your customers, but it may also **improve your Google ranking**. Search experts believe quality content is very much in line with Google's desire to raise page ranking with information that's useful to readers. You want your users there on the page, engaged, active, and **ready to buy**. Functionality like embedded posts puts more content on the site and gives users one less reason to leave.

A Closer Look At Google's Embedded Posts

In addition to broadening your own on-page content, embedded posts give you the chance to reach a far wider audience. As they point out over on **The Social Media Hat**, this functionality could be the biggest point of attraction for websites looking for increased exposure. At rollout, Google+ won't be providing businesses with any reliable way of tracking embeds, which is unfortunate. Facebook introduced their embedded posts feature with the addition of an Insights dashboard. This allows site owners to see how often their posts have been embedded around the Web, giving them a better look at what's working and what isn't. As a participant, you'll have to rely on "+1's" to track the success of any given post, a metric that may fall short of a true barometer.



All of the in-body links go to the varied official sources (news and stats sources, further reading links, etc). Only the author & the publisher know which of those links belong to the author whereas the reader find **ALL of those links useful**. This way we make sure all links look natural and make sense to everyone involved (Readers, blog owner and search engines)

One more image for **visual appeal** (Makes reading experience much better) + Image source

Give It a Whirl

Financial Times and **The Verge** are just two of the major sites that have started using Facebook embedded posts to enhance their own content. While neither of these websites were exactly unknown before this, their use of embedded posts serves as an example to smaller companies. Since participation in the Google+ network is completely free, it's worth trying, at least to some extent. If you've been looking for a way to bring some social media interaction to your website and broaden your brand's appeal, this could be a great way to get started.

Also read the previous post: [How Your Business Can Use Facebook Embeddable Posts](#)

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About Latest Posts

David Soto

David Soto works with small businesses on developing strategies for their social media assets. He likes to write about best online practices for businesses and professionals.



The author bio links to the **author's G+ profile** that verifies the authorship and gives more background info on the author