

# 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.



## Social Platforms Using Embedded Posts

As a small business owner, you probably already know that getting traffic to the top of search results is only half the battle. Among the many internet marketing tips, one of the best 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 rankings with information that's useful to readers. You want your users to be engaged, active, and ready to buy. Embedding 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.



## Give It a Whirl

[Financial Times](#) and [The Verge](#) are just two of the major sites that have started using Facebook's embedded posts to enhance their own content. While neither of these websites were 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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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.

This is a high-authority link showing the EXAMPLE of what the article is about

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A well-thought title/headline that draws readers in, piques interest, and selects the desired audience

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