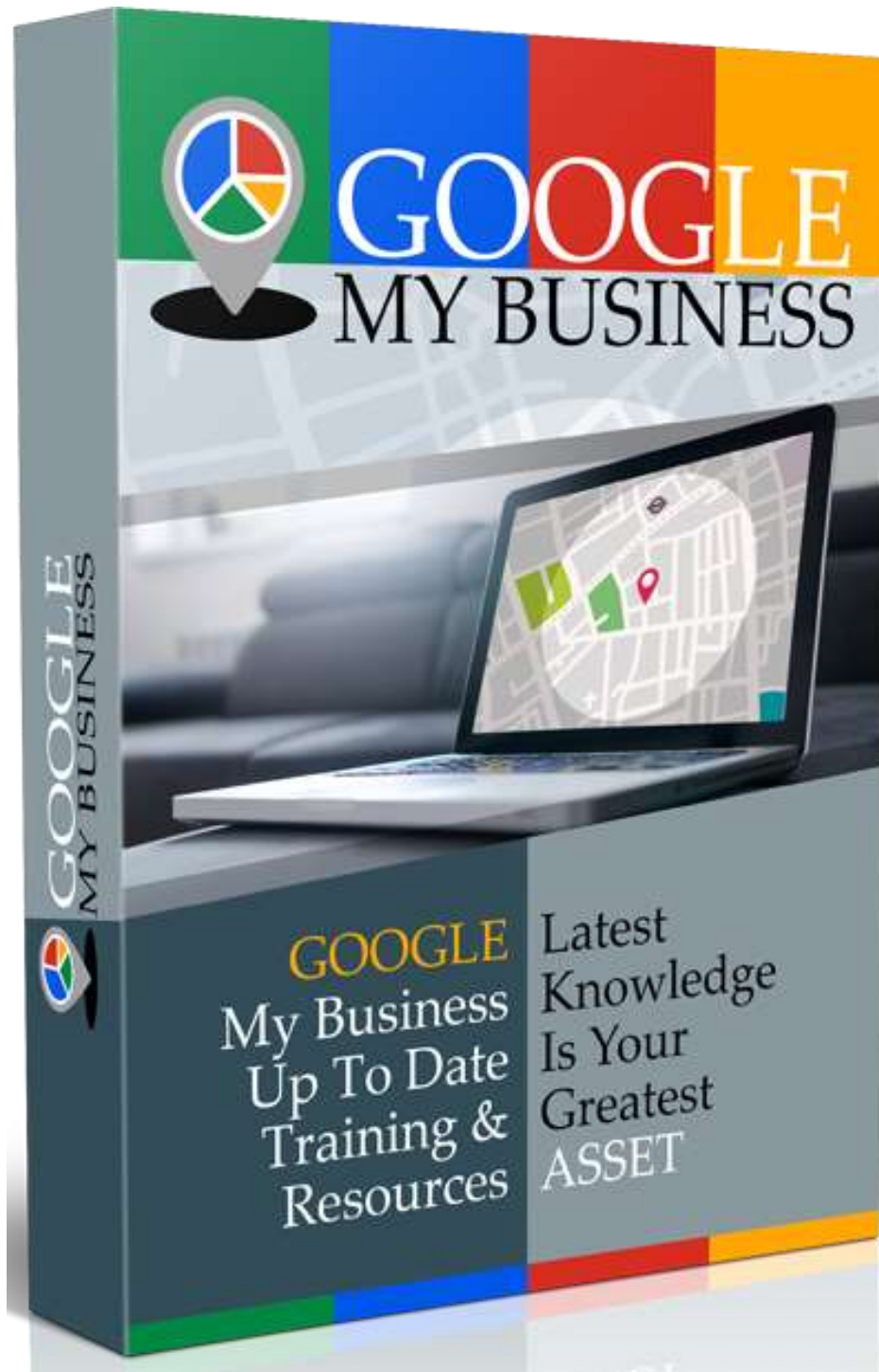


GOOGLE MY BUSINESS

Google+ and Google My Business get Divorced



Google+ and Google My Business get Divorced

You've probably seen and heard about the separation of Google+ and Google My Business early in 2017.

By the way, if you're not clear on the difference between Google+ and Google My Business, there's an excellent article [right here](#) that explains their history and distinguishing features, plus how to use them both.

Basically, in a nutshell, **Google+** is a social network where you can connect and “hang out” with your online visitors. It is one aspect of Google My Business. **GMB**, on the other hand, is a dashboard that connects your business to your visitors through their search activity, no matter how they search. It encompasses Google Insights, Maps, Search, Google+ and Analytics, all in one dashboard interface.

This is what happened after the “divorce” removed the Classic Google+ interface from GMB.

Google+ (on the right) still shows details:



In the Wake of the “Divorce”...

The business pages are now completely lacking in basic details about the Business. Was Google paying attention?

Desktop users are no longer able to locate a Business' page or details, but these details are all available on the Google+ (Brand) Pages as shown above. Business details can also be found on Mobile searches.



Missed Opportunities & Lack of Business Understanding

Prior to the arrival of Google+, the unclaimed [Google business page](#) listings were estimated to be about 70%.

Then Google+ came along and merged Google business pages into the Google Plus family. Unfortunately, Google never marketed the benefits of managing and marketing your Google business page in this new social media environment.

The result was that 70% of Google business pages were still unclaimed in the Google+ system.

Then Google ran some “user” tests and concluded that there didn’t seem to be a great deal of benefit from having a Google business page running in the Google+ environment. That’s what led to the “divorce” we’re talking about.

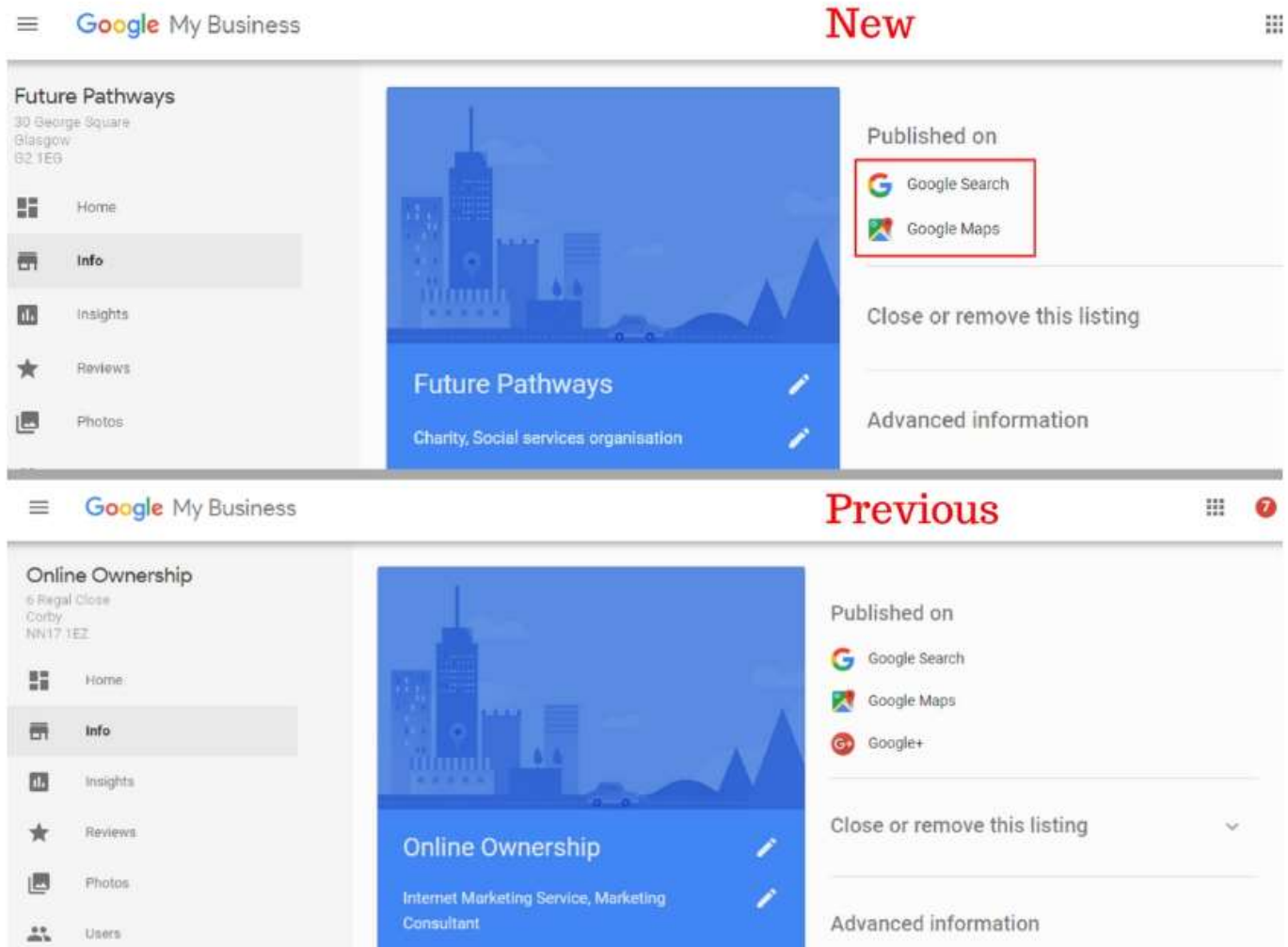
However, Google’s “user” testing probably overlooked the fact that 70% of all business pages were unclaimed and dormant. Those inactive pages certainly weren’t seeing “usage”, so the test results were probably skewed.

It’s very likely that the businesses that have claimed their business listing and are actively posting on a regular basis, do see a decent amount of traffic and benefit coming from their Google+ business page. But there’s not much value in having a Google+ page that doesn’t have any activity.

For a while, a Google+ page was automatically created for every business, along with the GMB page. But Google My Business has removed this automatic feature.

Now, after you verify a new Google Business Page, you’ll no longer see a **Google+ icon** on the info page, or the **Connect to your Customers, Share an Update** feature on the home page of your Google business account page.

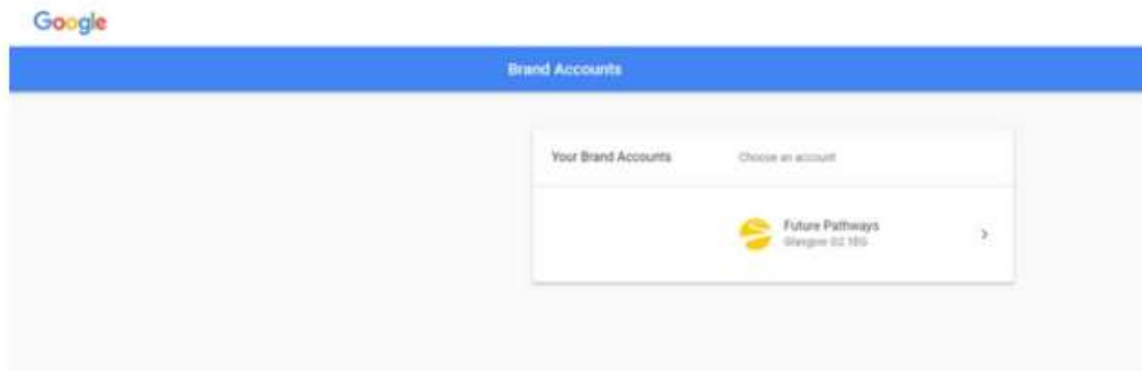
Here’s a screenshot of the new format compared to the previous format of the Info page:



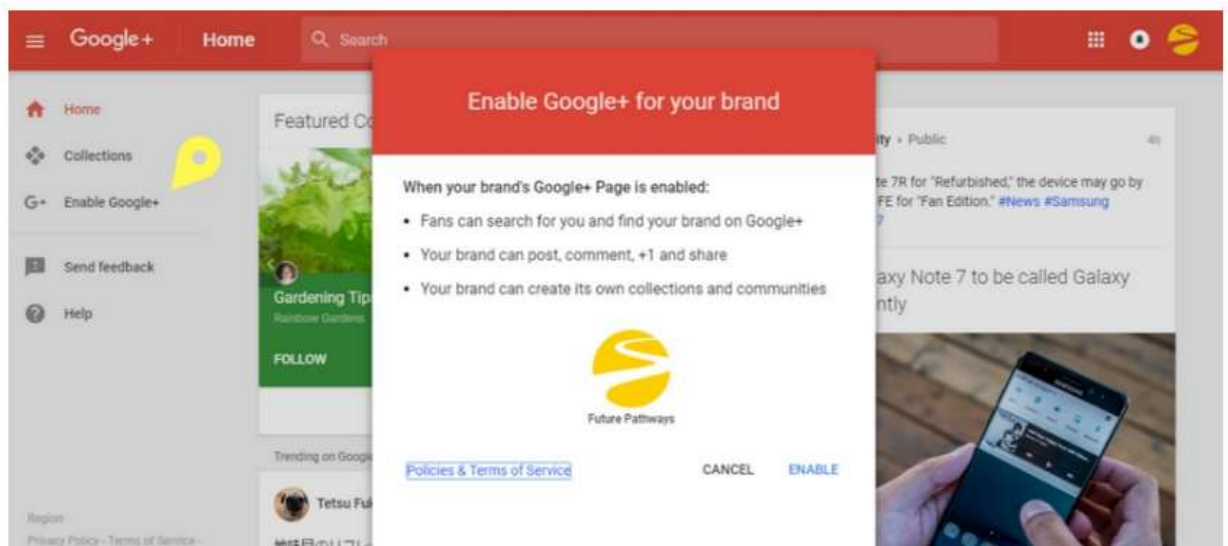
How to Enable a Google+ Page for Business, now that GMB no longer provides a link or prompts you to set up a Google+ page for the business:

- 1) Once the GMB business account is verified, it shows up in your View all Brand Accounts:

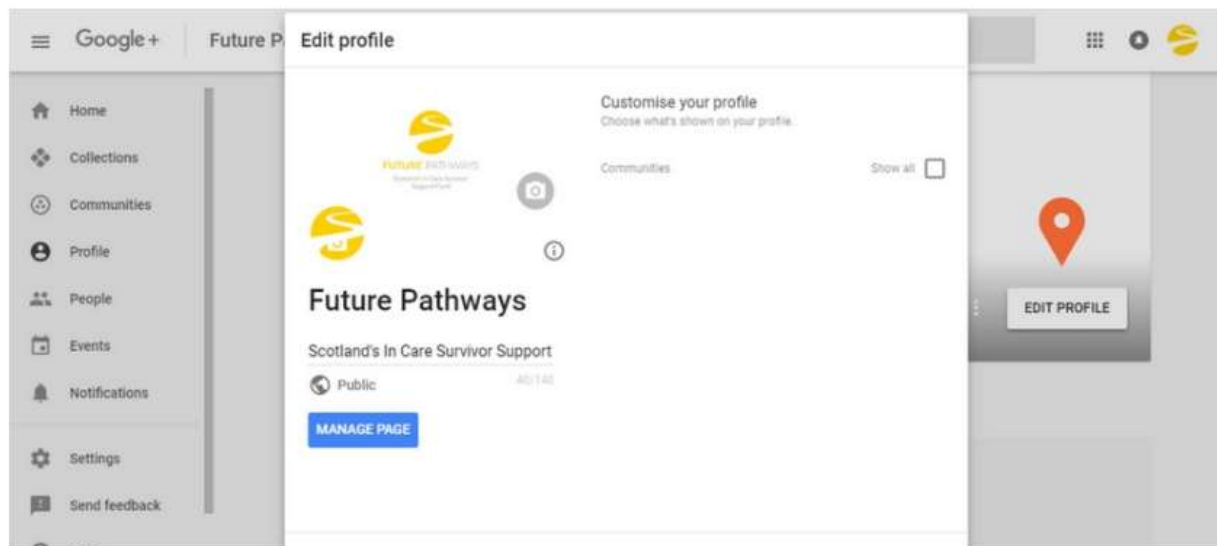
<https://myaccount.google.com/brandaccounts>



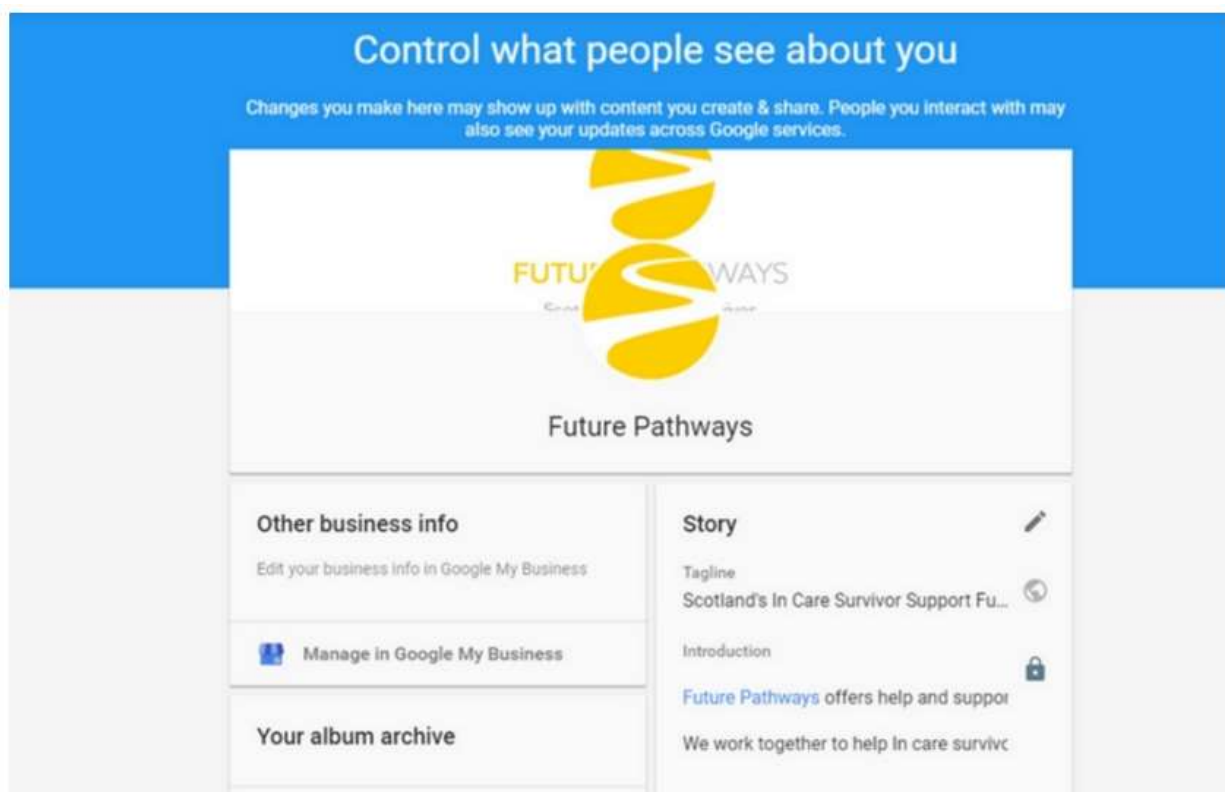
- 2) When you select the new account, it brings up an empty Google+ page with some featured pages and trending posts. Select “Enable G+” from the left sidebar menu.



- 3) Select “EDIT PROFILE” on the right sidebar. This opens the About section. Add a Tag line and Introduction to your business. If you haven’t already added a logo and header image, you can add them now.



4) Complete your business pages profile.



5) The G+ icon is now enabled in your Google Business Page dashboard.



Remember to keep your Google+ page active because an empty social media channel won't help your business.

Disclaimer

Google's algorithm (the rules and guidelines that determine which business listings they display at any given time to any given individual) may have changed since this document was published.

While the steps outlined above were working for us at the time we published this document, Google may have changed its procedures since then.