



Issue #8, December 2011

Hello again Lovely Innkeepers!

The big news this month is Google+ Business pages. I strongly suggest that B&Bs create their Business pages as soon as they can. They take less then 10 minutes (straight from several innkeepers mouths) to create and it's a bit easier to use then Facebook.

At the current time Google+ for business only allows one administrator but Google says they will allowing multi admin access by the end of the year. More rumors abound as well that it will definitely be integrating with Google local/places.

Reminder to past and new readers:

Please try to address the action items (a note will be next to items in this newsletter marked in red) because they are IMPORTANT! saying (**action item**) Recommended at least to skim.

Recent Blog Posts From our Blog that may be of interest to innkeepers:

Google+ Business Pages for Bed and Breakfasts

<https://chefforfeng.wordpress.com/2011/11/11/google-business-pagesfor-bed-and-breakfasts/>

More on Google+ Business Pages for Bed and Breakfasts

<https://chefforfeng.wordpress.com/2011/11/18/more-on-google-business-pages-for-bed-and-breakfasts/>

The Importance of Pictures and more Facebook Marketing Tips for Bed and Breakfasts

<https://chefforfeng.wordpress.com/2011/12/02/the-importance-of-pictures-and-more-facebook-marketing-tips-for-bed-and-breakfasts/>

Helpful Free Applications and/or Sites

Directory of Social Media Monitoring and Analysis Tools

<http://seamlesssocial.com/resources/platform-list>

Misc Business and Social Media

Copyright Fair Use and How it Works for Online Images (action item to read)

<http://www.socialmediaexaminer.com/copyright-fair-use-and-how-it-works-for-online-images/>

5 Tips for Using the New LinkedIn Company Pages

<http://www.socialmediaexaminer.com/5-tips-for-using-the-new-linkedin-company-pages/>

Youtube/Video

The Most Important Small Business Video Marketing Tip You'll Ever Receive

<http://www.thesaleslion.com/small-business-video-marketing-tips/>

Facebook

How to Find and Add Facebook Apps to Your Facebook Page

<http://www.socialmediaexaminer.com/how-to-find-and-add-facebook-apps-to-your-facebook-page/>

Blogging

Blogger Image Changes - What You Need to Know (action item if you use blogger)

<http://blog.acorn-is.com/2011/11/blogger-image-changes-what-you-need-to.html>

Twitter

Twiangulate: a twitter tool to compare users, lists and more

<http://twiangulate.com>

10 Words That Will Increase (or Decrease) Your Twitter CTR (Clickthrough rate)

<http://danzarrella.com/10-words-that-will-increase-or-decrease-your-twitter-ctr.html#>

TweepsMap: TweepsMap provides a visual, interactive map of your Twitter followers by country, state or city.

<http://tweepsmat.com/>

Locafollow: Target and find followers by area

<http://www.locafollow.com/>

Google and Google+

Google Places Reviews: Getting Offline Online using QR codes

<http://www.searchengineguide.com/dave-cosper/google-places-reviews-getting-offline-on.php>

How to Deal with Duplicate Listings on Google Places

<http://www.searchenginepeople.com/blog/fix-duplicate-listings-google-places.html>

<http://www.searchenginepeople.com/blog/fix-duplicate-listings-google-places.html>

SEO for Google+ Profiles and Pages

<http://searchenginewatch.com/article/2124899/SEO-for-Google-Profiles-and-Pages>

25 Google+ tips and tricks

<http://www.webdesignerdepot.com/2011/11/25-google-tips-and-tricks/>

Have a Wonderful Holiday Everyone!

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