

# Google+ opens up to businesses, brands

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The sign-in page of social networking site Google+ is seen in Washington in August 2011. Google opened its social network Google+ to businesses and brands on Monday as it seeks to expand the audience for its rival to Facebook.

Google opened its social network Google+ to businesses and brands on Monday as it seeks to expand the audience for its rival to Facebook.

Google+, which has attracted more than 40 million users since it was launched in June, was previously only open to individuals.

"So far Google+ has focused on connecting people with other people," Vic Gundotra, Google's [senior vice president](#) of engineering, said in a blog post.

"But we want to make sure you can build relationships with all the things you care about -- from local businesses to [global brands](#)," Gundotra said.

He said the new feature, called Google+ Pages, would allow users to connect with their local bike shop, for example, or follow a band on tour and would help businesses and brands connect with customers and fans.

[Facebook](#), which has more than 800 million members, already allows businesses, brands, groups and others to create their own pages.

Google on Monday also introduced a feature called "Direct Connect" to allow users to quickly find a particular Google+ page.

To find the page for the Angry Birds game, for example, a user types the symbol "+" into the [Google search](#) box followed by AngryBirds (+AngryBirds).

Angry Birds is one of a number of brands with a Google+ Page.

Others include FC Barcelona, Burberry, the Dallas Cowboys, Pepsi, Save the Children and Toyota.

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