$$(a+b)(a+b) = a^2 + ab + ba + b^2$$
$$= a^2 + 2ab + b^2 \tag{1}$$

Another way out to not include numbers for equation is:

$$(a+b)(a+b) = a^2 + ab + ba + b^2$$
$$= a^2 + 2ab + b^2$$