

GROW YOUR BUSINESS ONLINE



Google™

OVERVIEW OF TODAY'S SESSION:

BE FOUND ON GOOGLE

Can people find your business on computers and mobile devices?

GET UNIQUE INSIGHTS

Free tools show you how people search Google and how they use your website.

BE MORE PRODUCTIVE

Google's suite of online business productivity tools makes collaboration a breeze.

REVIEW RESOURCES

What next? This recap helps you implement what you learned in today's session.



BE FOUND ON GOOGLE



IN THIS SECTION, WE DISCUSS:

1. How Google search works
2. Search engine optimization
3. Tips for promoting your website
4. Search engine marketing
5. Your website on multiple devices

IT'S IMPORTANT TO BE FOUND ONLINE

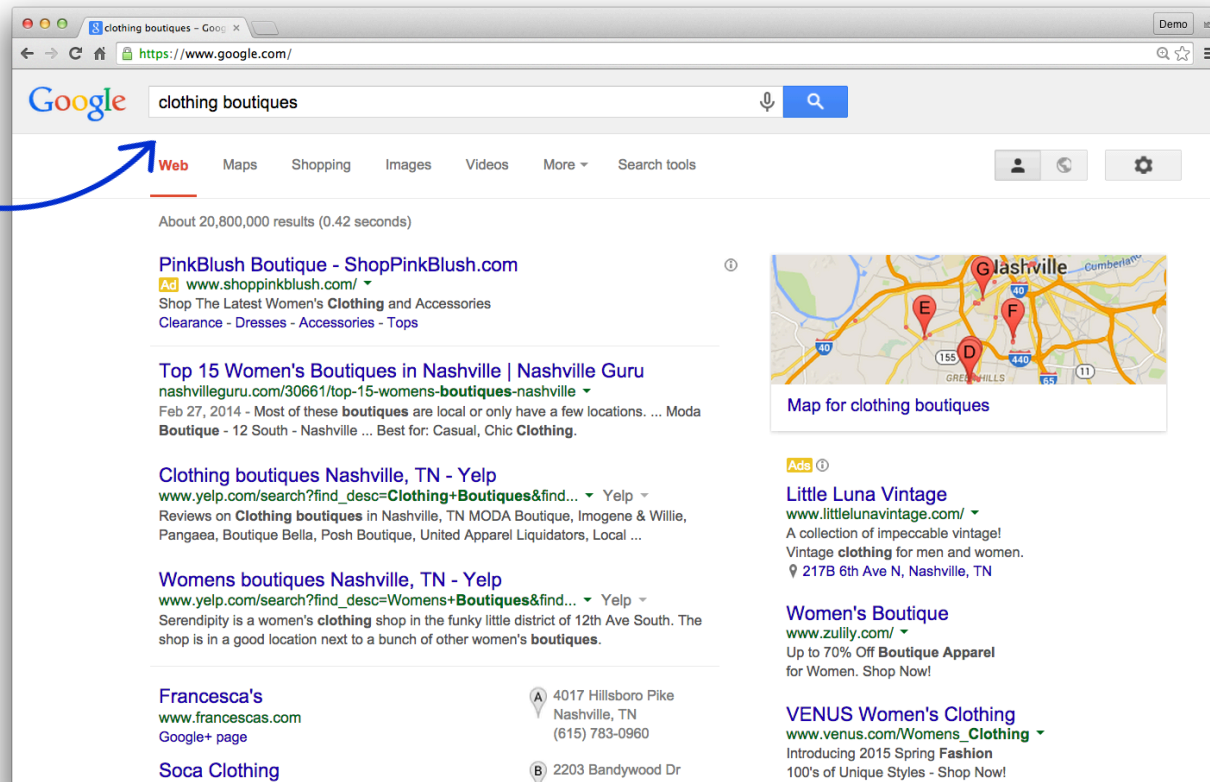
97%

of consumers use the web to find local goods and services.

Source: BIA/Kelsey Group, User View Wave VII, May 2010

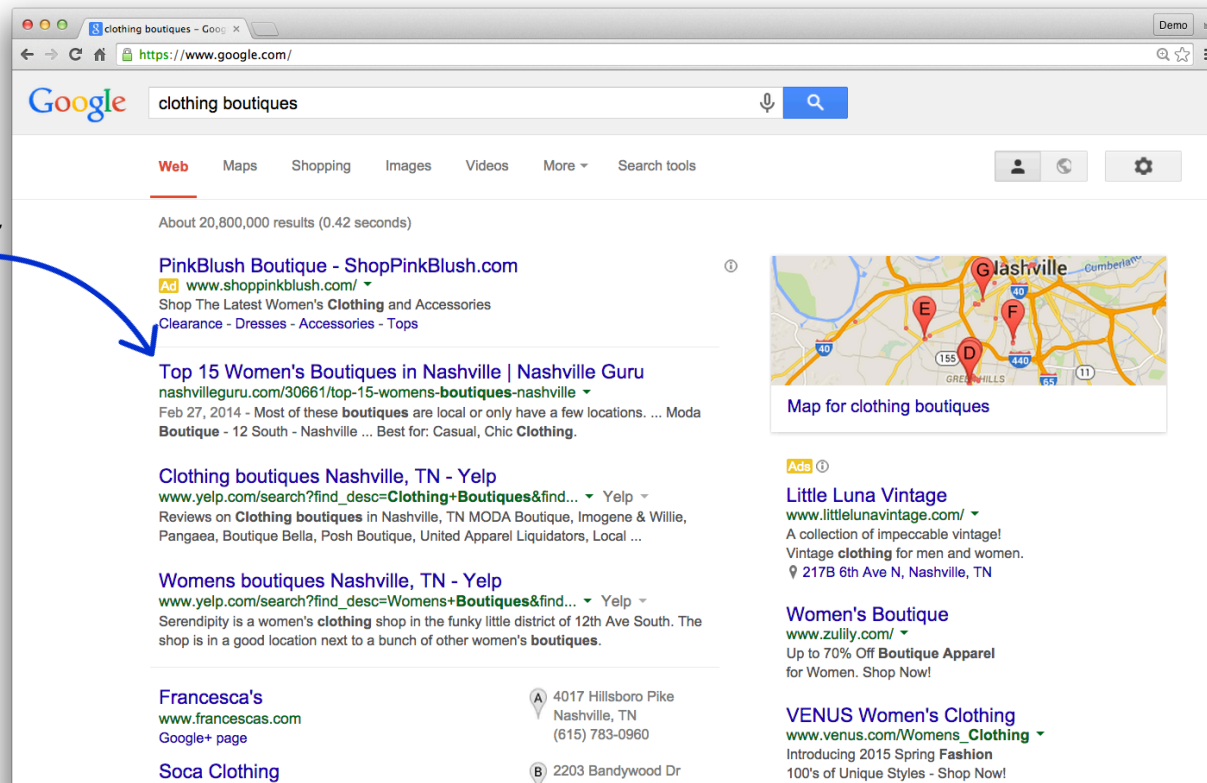
HOW GOOGLE SEARCH WORKS: SEARCH QUERY

This is the search query.



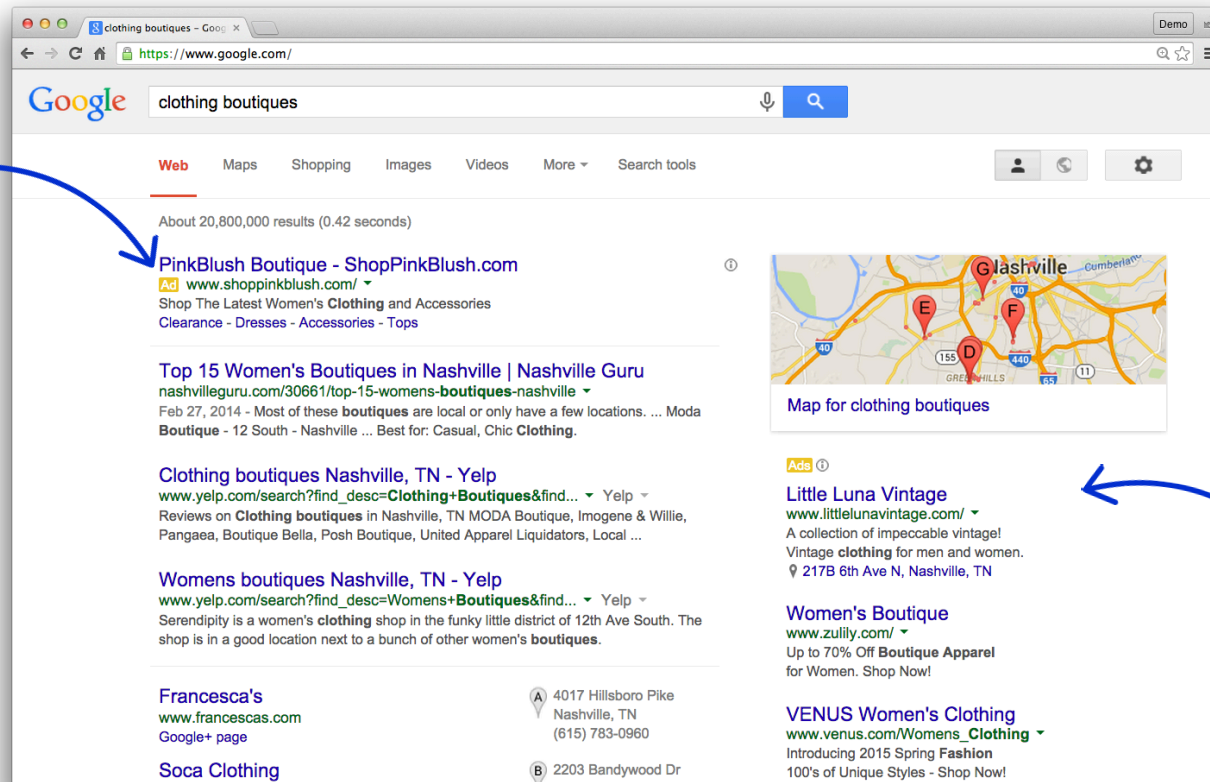
HOW GOOGLE SEARCH WORKS: ORGANIC RESULTS

These are organic search results.



HOW GOOGLE SEARCH WORKS: PAID ADS

Ads can display at the top and the side column.



These are ads.

SEARCH ENGINE OPTIMIZATION (SEO)

Content is key

- Be engaging.
- Use important keywords.
- Keep up-to-date.

Use Webmaster Tools: www.google.com/webmasters

- Get data, tools and diagnostics for a healthy, Google-friendly website.

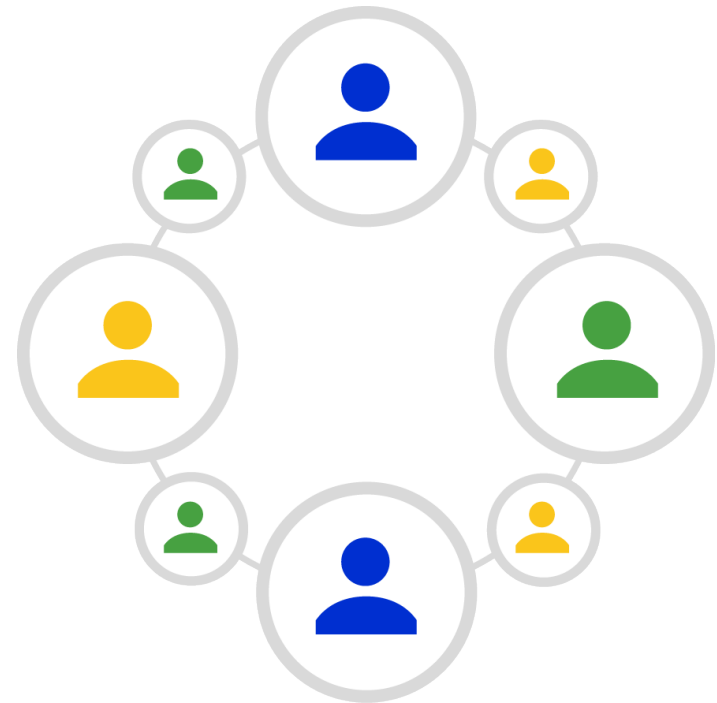
Set realistic expectations

- Ask the right questions.



TIPS FOR PROMOTING YOUR WEBSITE

- Use **email** for efficient, inexpensive communication.
- Use **social media** to develop relationships with fans.
- Promote your site on **receipts** and other print materials.
- Give people an **incentive** to visit you online.
- Invite happy customers to **recommend your site**.





SEARCH ENGINE MARKETING (SEM)

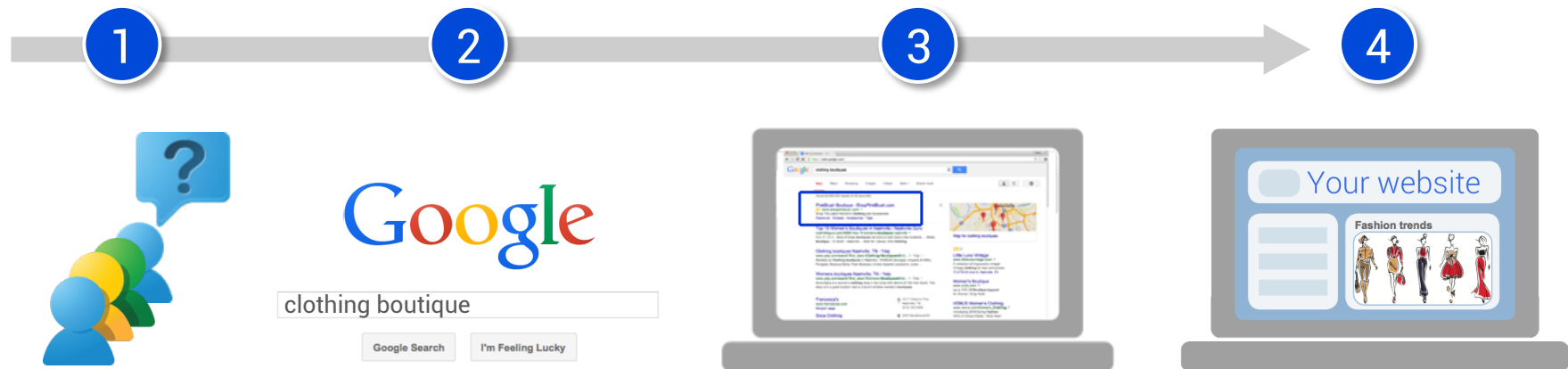
Pay-Per-Click (PPC) model

- Be seen by customers when they search Google for things you offer.
- Only pay when they click to visit your website or call.

Google has two options:

-  Google AdWords (www.google.com/adwords)
-  Google AdWords Express (www.google.com/awexpress)

HOW ADS ON GOOGLE WORK



ADWORDS VS. ADWORDS EXPRESS



| | | |
|-------------------------|----------|----------|
| Pay only for clicks | Yes | Yes |
| Automated management | No | Yes |
| Website required | Yes | No |
| Ads on Google Search | Yes | Yes |
| Ads on related websites | Yes | Limited |
| Mobile ads | Yes | Yes |
| Advanced ad formats | Yes | No |
| Geographically targeted | Anywhere | Anywhere |

REACH CUSTOMERS SEARCHING FROM MULTIPLE DEVICES

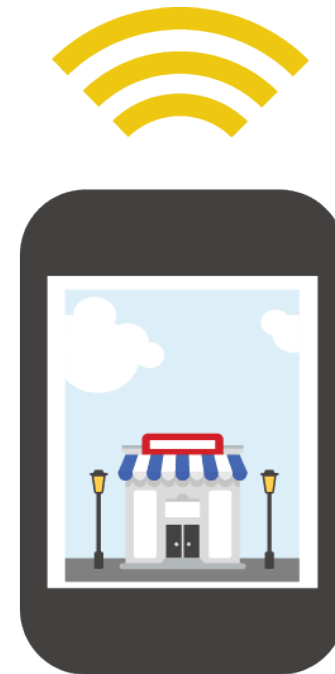
Most people use a variety of devices: computer, smartphone, tablet, and TV.

Your website should work on all of them.

Mobile website tips

- Be “touch-friendly.”
- Use easy-to-read fonts.
- Write clear, concise content.

Learn more at: www.google.com/think/multiscreen



GET UNIQUE INSIGHTS



IN THIS SECTION, WE DISCUSS:

1. Why tracking matters
2. An introduction to Google Analytics
3. How to use Google Trends
4. How to use Google Alerts

WHY OPTIMIZATION MATTERS



WHAT IS GOOGLE ANALYTICS?

- A free, powerful web analytics tool
- Provides reports showing how visitors found your website, and what they did when they got there
- Measures the effectiveness of your online and offline marketing campaigns



Google Analytics

www.google.com/analytics

WHAT ANSWERS CAN GOOGLE ANALYTICS PROVIDE?

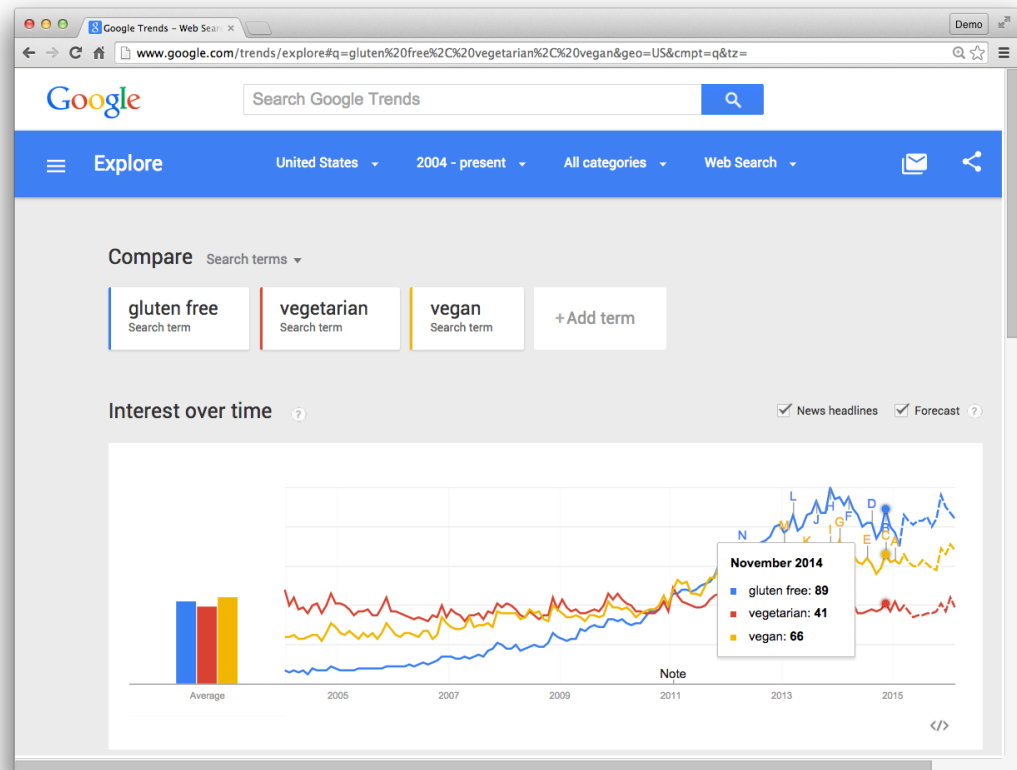
- Where do visitors come from?
- Is my content effective?
- Where can the website be improved?
- Where do visitors abandon their shopping cart?
- How does this impact my bottom line?



GOOGLE TRENDS

Find popular search terms on Google.

www.google.com/trends

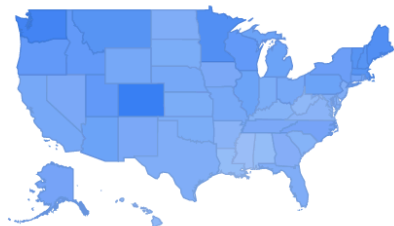


SEE REGIONAL INTEREST AND RELATED SEARCHES

Regional interest ?

gluten free vegetarian vegan

Worldwide > United States



▸ View change over time ?

</>

| | | |
|---------------|-----|-------------|
| Colorado | 100 | <div></div> |
| Washington | 94 | <div></div> |
| Maine | 84 | <div></div> |
| Minnesota | | |
| New Hampshire | | |
| Montana | | |
| Massachusetts | | |

Related searches ?

gluten free vegetarian vegan

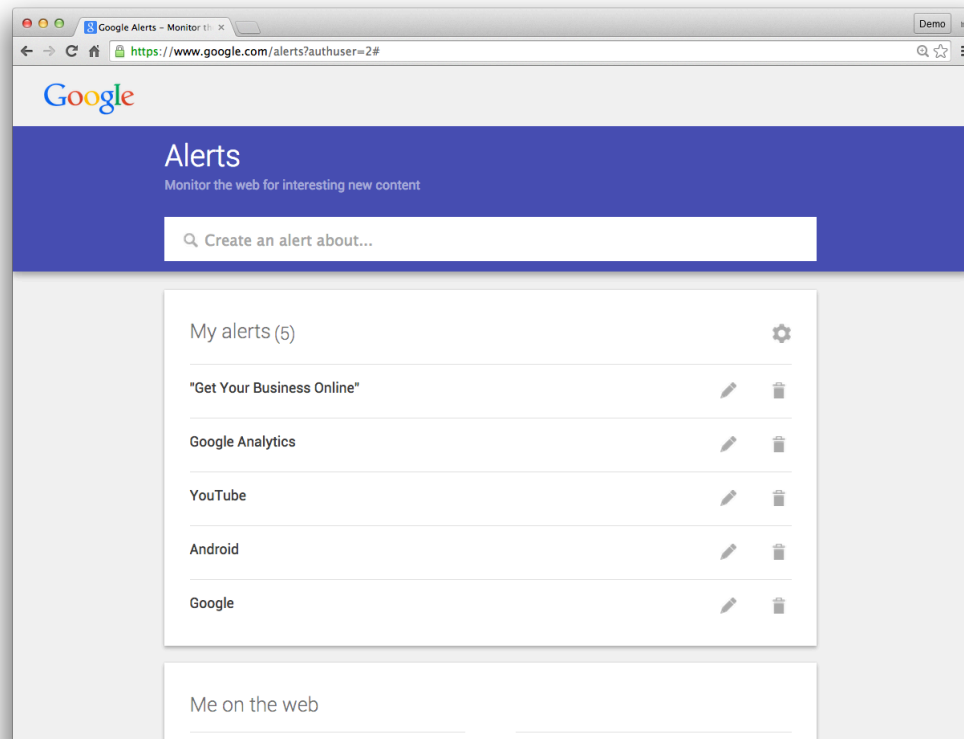
| Topics | Top Rising | |
|-----------------------|------------|-------------|
| | | |
| Gluten - Ingredient | 100 | <div></div> |
| Diet - Industry | 10 | <div></div> |
| Bread - Food | 5 | <div></div> |
| Flour - Food | 5 | <div></div> |
| Cookie - Type of dish | 5 | <div></div> |
| Rice - Cereal grain | 0 | <div></div> |
| Dairy - Profession | 0 | <div></div> |

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| Queries | Top Rising | |
|---------------------|------------|-------------|
| | | |
| gluten free diet | 100 | <div></div> |
| gluten free recipe | 90 | <div></div> |
| gluten free recipes | 80 | <div></div> |
| gluten free bread | 60 | <div></div> |
| gluten free foods | 50 | <div></div> |
| gluten free food | 45 | <div></div> |
| gluten free pizza | 40 | <div></div> |

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GOOGLE ALERTS



www.google.com/alerts

BE MORE PRODUCTIVE



IN THIS SECTION, WE DISCUSS:

1. An introduction to Google Apps for Work
2. Apps software overview

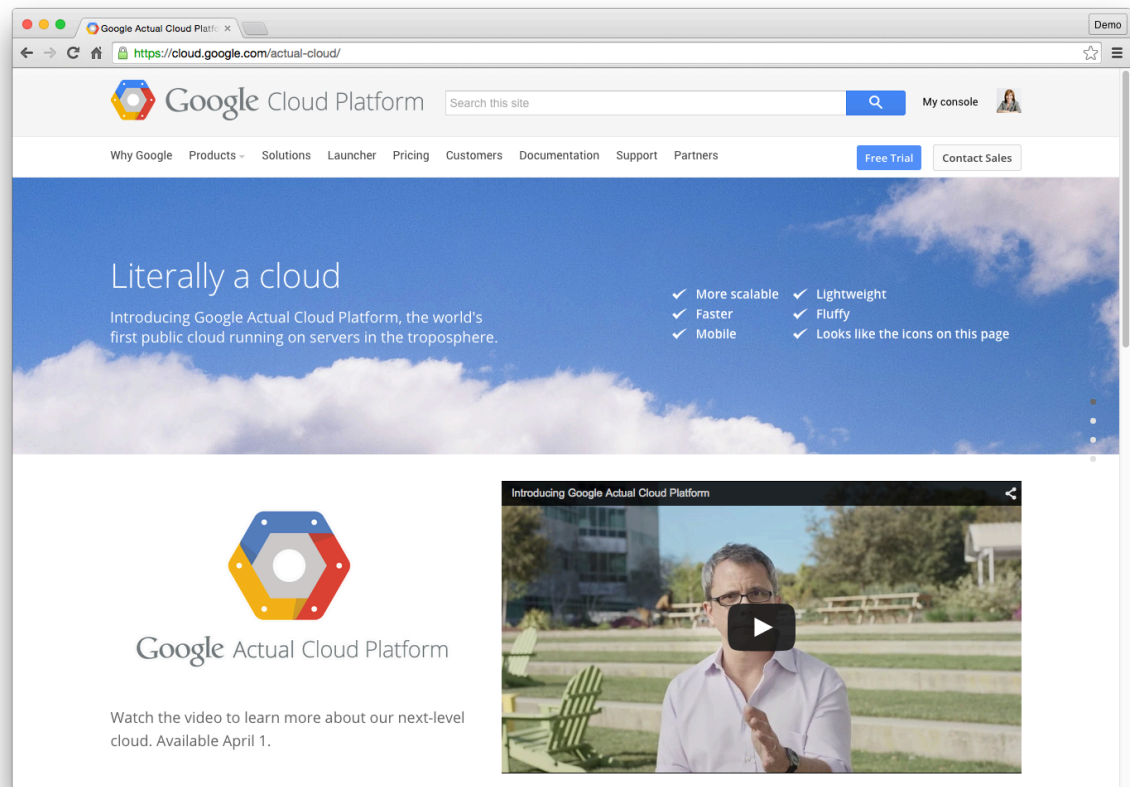
 Apps for Work

www.google.com/apps

WHAT IS GOOGLE APPS?

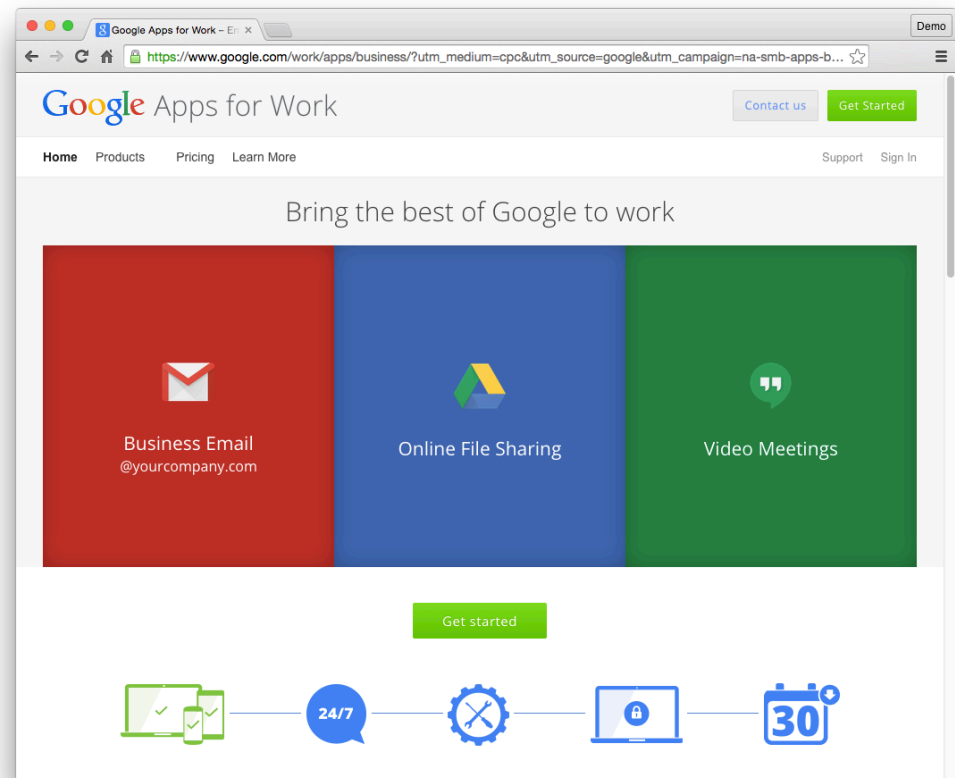
Google Apps for Work is a cloud-based productivity suite.

Don't fall for the 2015 April Fools' joke: the cloud is not literally a cloud.



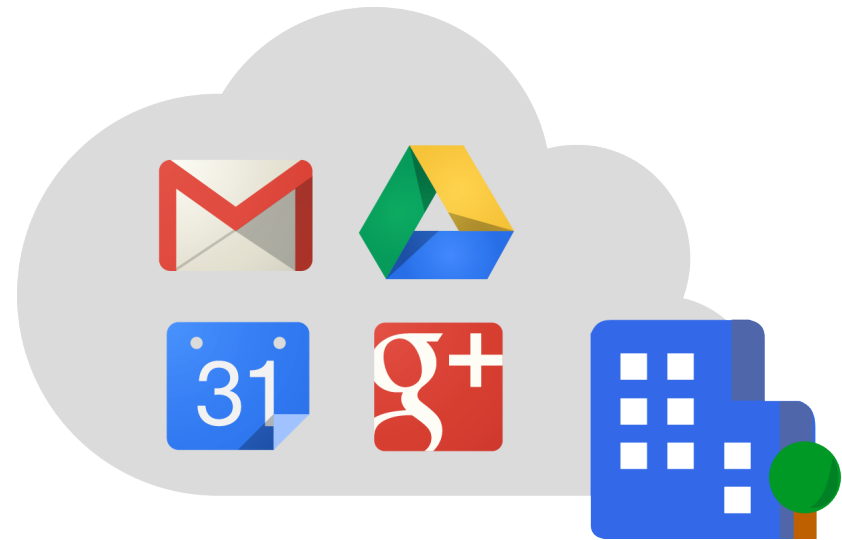
FIVE REASONS TO USE GOOGLE APPS:

1. Automatically backed up
2. Accessible from any device
3. Easy collaboration
4. Private and secure
5. Saves money



GOOGLE APPS BENEFITS AND FEATURES

- Free 30-day trial
- Additional storage in Gmail and Drive
- 24/7 phone and email support
- 99.9% uptime guarantee



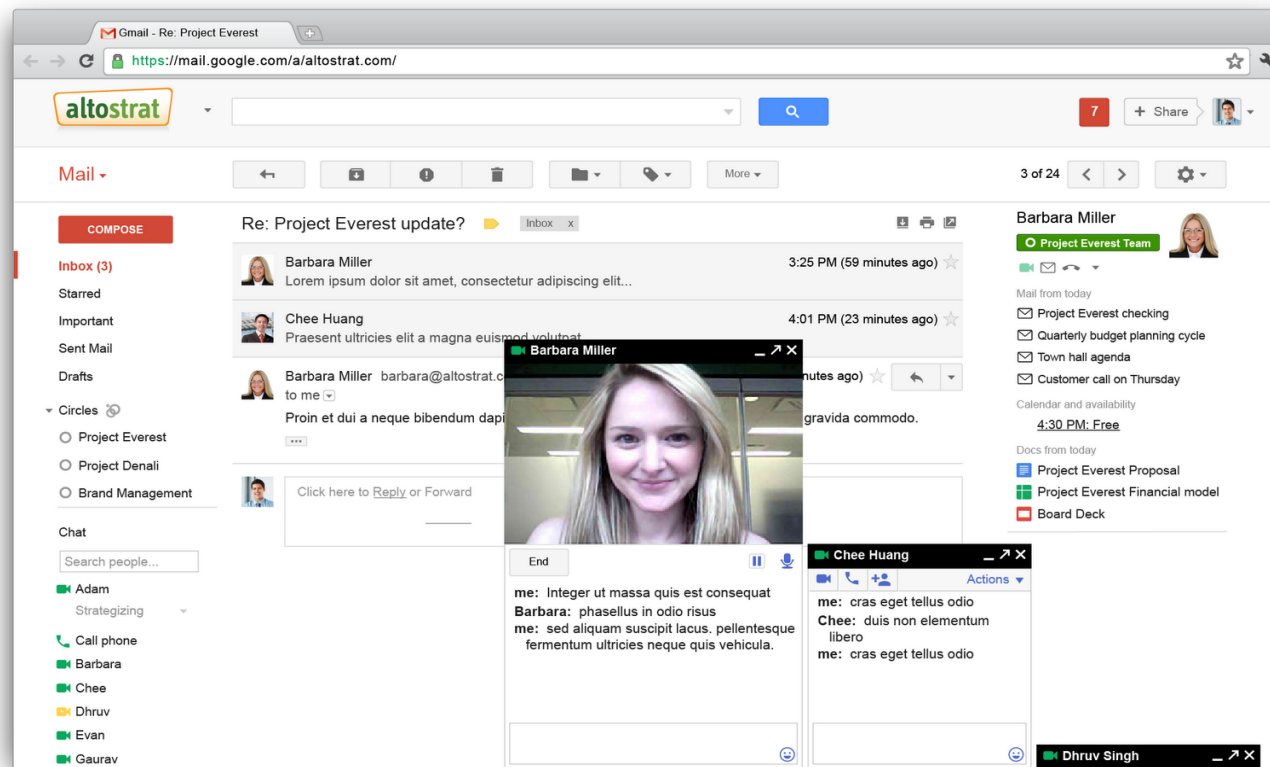
Special editions available for
Education, Government and Nonprofits

HOW APPS EDITIONS COMPARE

| | Unlimited | Business |
|---|--|--|
| Maximum number of users | Unlimited | Unlimited |
| Email, document, and image storage per user | Unlimited* | 30 GB |
| 99.9% uptime guarantee | Yes | Yes |
| 24/7 phone support | Yes | Yes |
| Priority email support | Yes | Yes |
| Custom email address: @yoursite.com vs. @gmail.com | Yes | Yes |
| Price Per User | \$10/month, plus tax Or, \$120/year, plus tax | \$5/month, plus tax Or, \$50/year, plus tax |

* Google Apps Unlimited accounts with fewer than 5 users get 1 TB per user.

GMAIL FOR BUSINESS

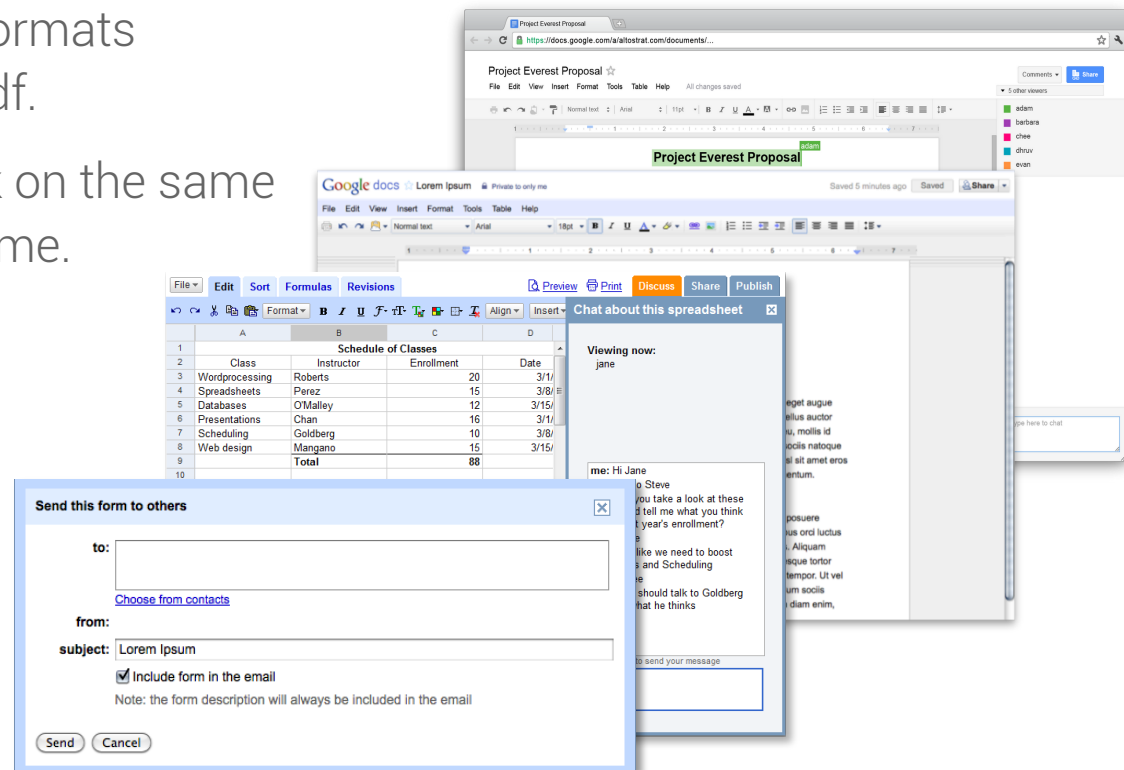


THE LATEST VERSION, NO PROBLEM

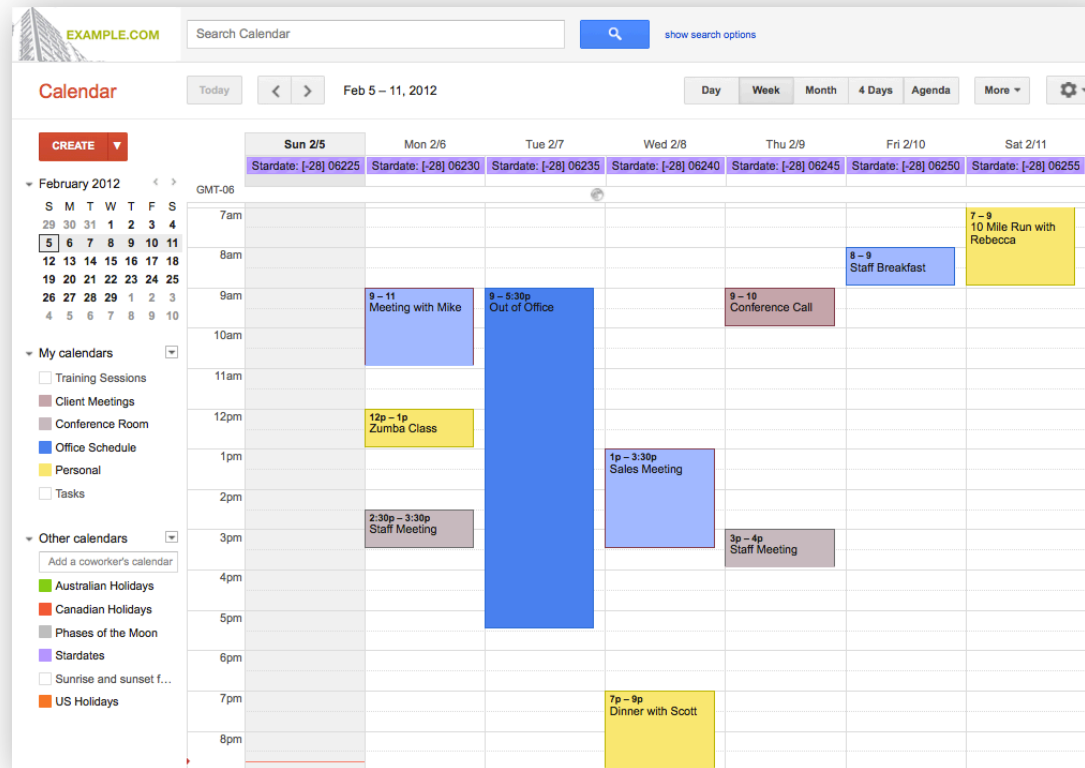
- Apps supports popular formats like .doc, .xls, .ppt, and .pdf.
- Multiple people can work on the same document, at the same time.

Formats

- Word processing
- Spreadsheets
- Presentations
- Drawings
- Forms



GOOGLE CALENDAR



REVIEW RESOURCES



TODAY WE COVERED:

BE FOUND ON GOOGLE

Can customers find your business online, on all devices?

- Try Webmaster Tools.
- Try advertising on Google.
- Optimize your site for mobile devices.

GET UNIQUE INSIGHTS

Want to learn about visitor behavior on your site, search trends, and get alerts?

- Try Google Analytics.
- Try Google Trends.
- Set up Google Alerts.

BE MORE PRODUCTIVE

Get email, cloud storage, collaboration tools and more with Google Apps for Work.

- Use a professional email.
- Access on any device.
- Try it free for 30 days.

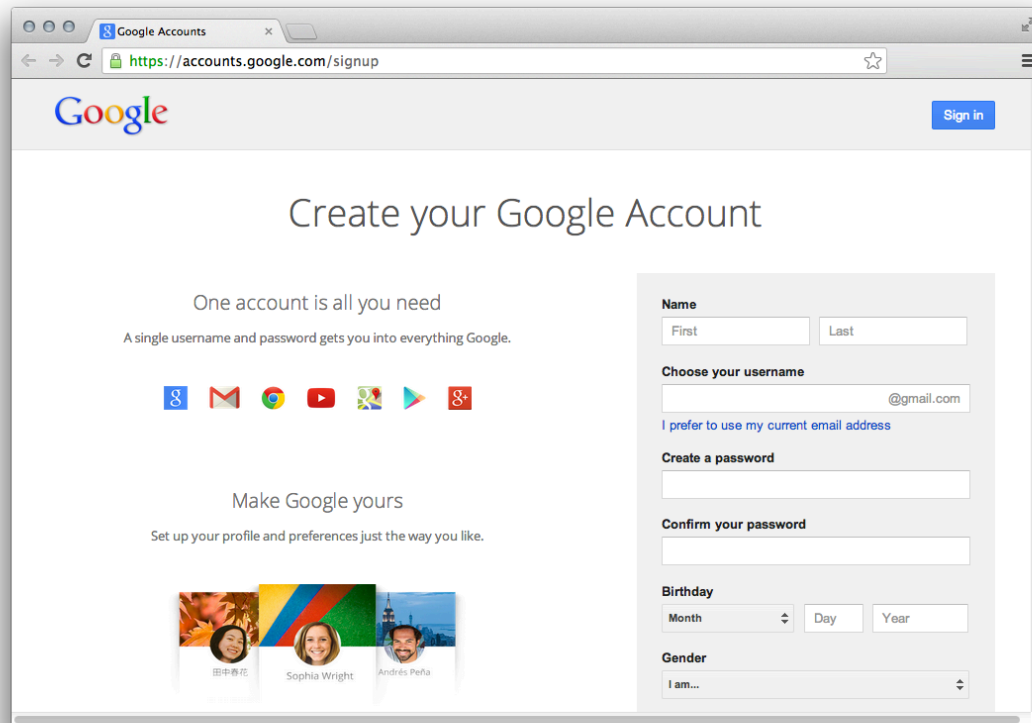
REVIEW RESOURCES

Helpful links from today's session to help implement what you learned

- Set up a Google Account.
- Find the tools.
- Call for a free AdWords or AdWords Express consultation.



YOU NEED A GOOGLE ACCOUNT



A screenshot of a web browser displaying the Google Accounts sign-up page. The browser's address bar shows the URL <https://accounts.google.com/signup>. The page features the Google logo at the top left and a "Sign in" button at the top right. The main heading is "Create your Google Account". Below this, a subheading reads "One account is all you need" followed by the text "A single username and password gets you into everything Google." A row of icons for Google services (Gmail, Chrome, YouTube, Maps, etc.) is displayed. Further down, the text "Make Google yours" is followed by "Set up your profile and preferences just the way you like." Below this text are three profile picture thumbnails with names: 田中春花, Sophia Wright, and Andrés Peña. On the right side of the page is a registration form with the following sections: "Name" with "First" and "Last" input fields; "Choose your username" with a text input field and a "@gmail.com" suffix, and a link "I prefer to use my current email address"; "Create a password" with a text input field; "Confirm your password" with a text input field; "Birthday" with "Month", "Day", and "Year" dropdown menus; and "Gender" with a dropdown menu showing "I am...".

www.google.com/accounts

RESOURCES

GYBO Business Resources

gybo.com/business

Webmaster Tools

google.com/webmasters

Google AdWords

google.com/adwords

AdWords Express

google.com/awexpress

For a free AdWords or AdWords Express consultation and setup, call (855) 607-0426.

Mobile Compatibility

google.com/think/multiscreen

Google Analytics

google.com/analytics

Google Trends

google.com/trends

Google Alerts

google.com/alerts

Google Apps for Work

google.com/apps

Google Accounts

google.com/accounts

THANK YOU

