

# 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**

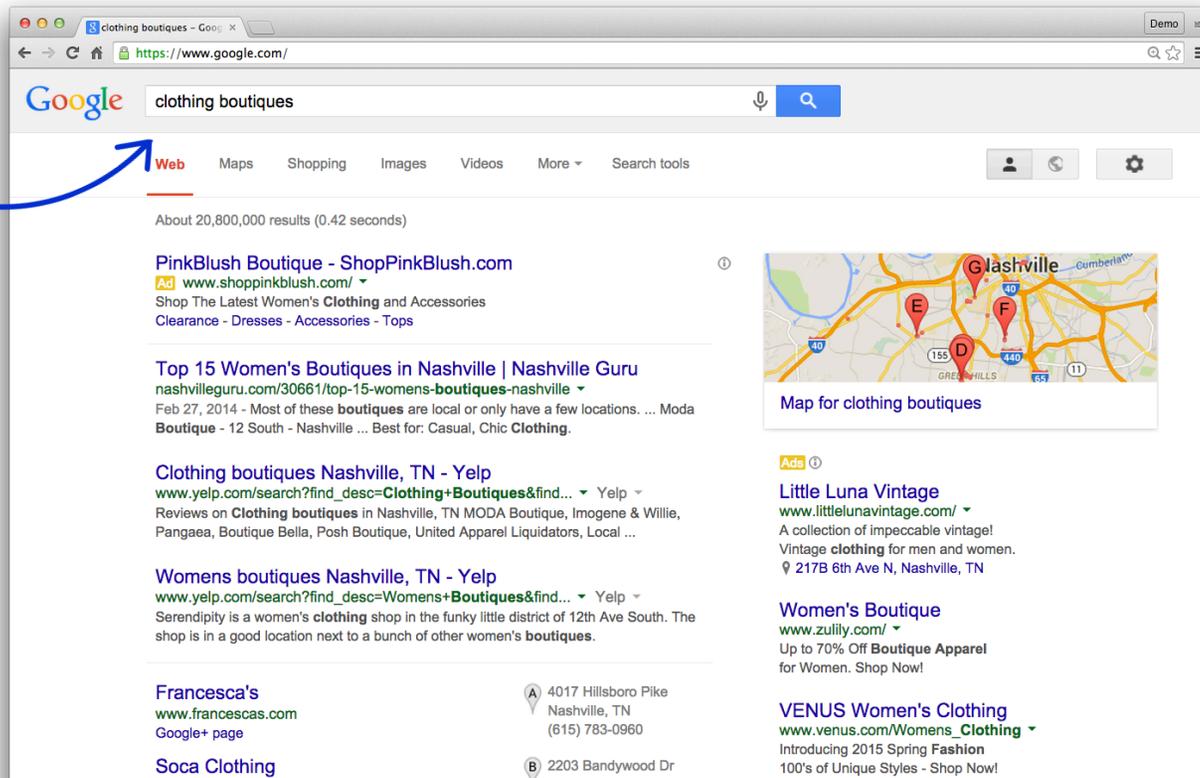
**97%**

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.

The screenshot shows a Google search for "clothing boutiques" on a desktop browser. The search bar contains "clothing boutiques" and the search button is visible. Below the search bar, the navigation tabs include "Web", "Maps", "Shopping", "Images", "Videos", and "More". The search results are displayed on the "Web" tab. The first result is an advertisement for "PinkBlush Boutique - ShopPinkBlush.com". The second result is an organic search result titled "Top 15 Women's Boutiques in Nashville | Nashville Guru". The third result is a Yelp listing for "Clothing boutiques Nashville, TN". The fourth result is another Yelp listing for "Womens boutiques Nashville, TN". The fifth result is a Google+ listing for "Francesca's". The sixth result is a Google+ listing for "Soca Clothing". On the right side of the search results, there is a map titled "Map for clothing boutiques" showing several locations in Nashville, TN, marked with red pins labeled E, D, and F. Below the map, there are two more advertisements: "Little Luna Vintage" and "Women's Boutique".

Google clothing boutiques

Web Maps Shopping Images Videos More Search tools

About 20,800,000 results (0.42 seconds)

**PinkBlush Boutique - ShopPinkBlush.com**  
www.shoppinkblush.com/  
Shop The Latest Women's Clothing and Accessories  
Clearance - Dresses - Accessories - Tops

**Top 15 Women's Boutiques in Nashville | Nashville Guru**  
nashvilleguru.com/30661/top-15-womens-boutiques-nashville  
Feb 27, 2014 - Most of these boutiques are local or only have a few locations. ... MODA Boutique - 12 South - Nashville ... Best for: Casual, Chic Clothing.

**Clothing boutiques Nashville, TN - Yelp**  
www.yelp.com/search?find\_desc=Clothing+Boutiques&find...  
Reviews on Clothing boutiques in Nashville, TN MODA Boutique, Imogene & Willie, Pangaea, Boutique Bella, Posh Boutique, United Apparel Liquidators, Local ...

**Womens boutiques Nashville, TN - Yelp**  
www.yelp.com/search?find\_desc=Womens+Boutiques&find...  
Serendipity is a women's clothing shop in the funky little district of 12th Ave South. The shop is in a good location next to a bunch of other women's boutiques.

**Francesca's**  
www.francescas.com  
Google+ page

**Soca Clothing**

4017 Hillsboro Pike  
Nashville, TN  
(615) 783-0960

2203 Bandywood Dr  
Nashville, TN  
(615) 259-7771

**Map for clothing boutiques**

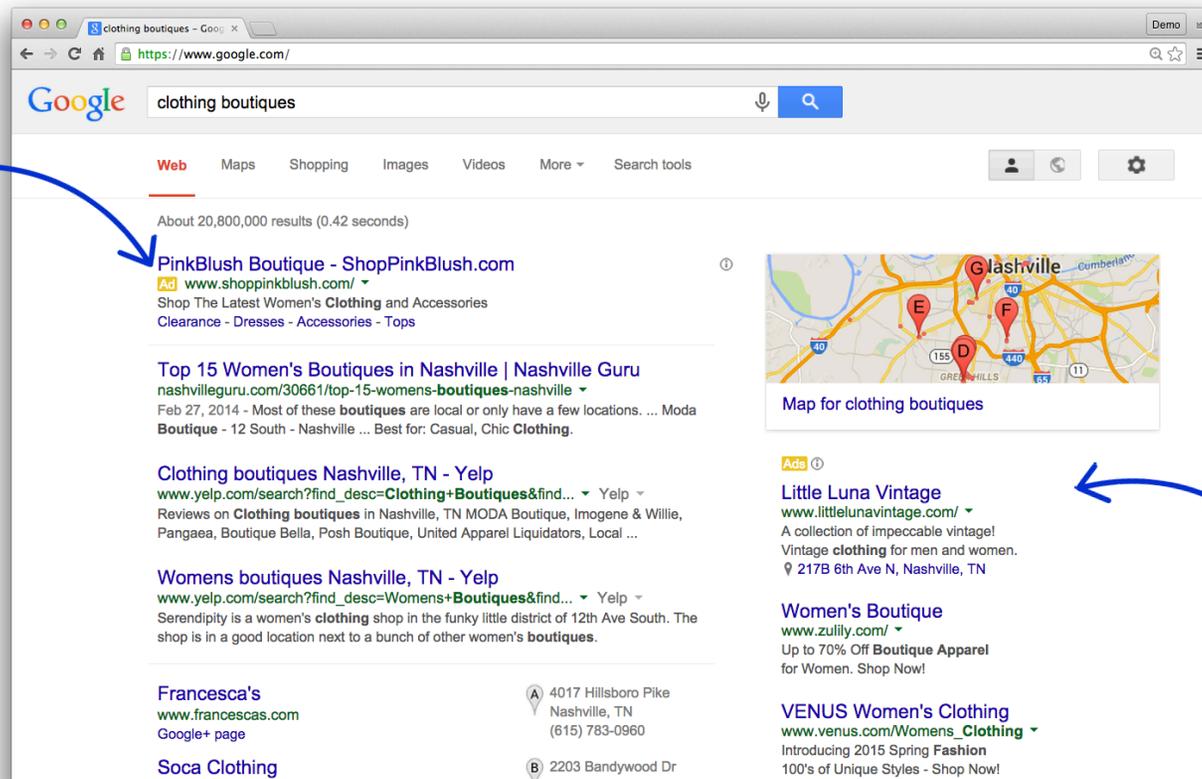
**Little Luna Vintage**  
www.littlelunavintage.com/  
A collection of impeccable vintage!  
Vintage clothing for men and women.  
217B 6th Ave N, Nashville, TN

**Women's Boutique**  
www.zulily.com/  
Up to 70% Off Boutique Apparel  
for Women. Shop Now!

**VENUS Women's Clothing**  
www.venus.com/Womens\_Clothing  
Introducing 2015 Spring Fashion  
100's of Unique Styles - Shop Now!

# 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](http://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](http://www.google.com/adwords))
-  Google AdWords Express ([www.google.com/awexpress](http://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

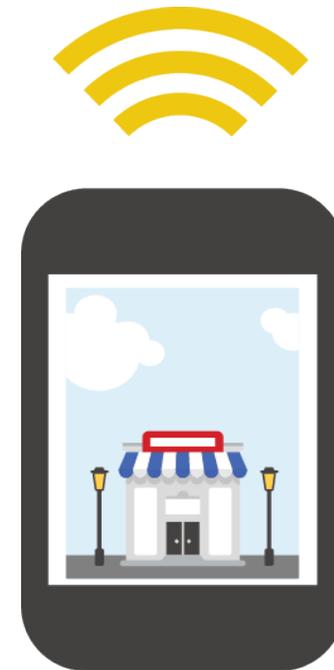
Most people use a variety of devices: computer, smartphone, tablet, and TV.

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](http://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](http://www.google.com/analytics)

## WHAT ANSWERS CAN GOOGLE ANALYTICS PROVIDE?

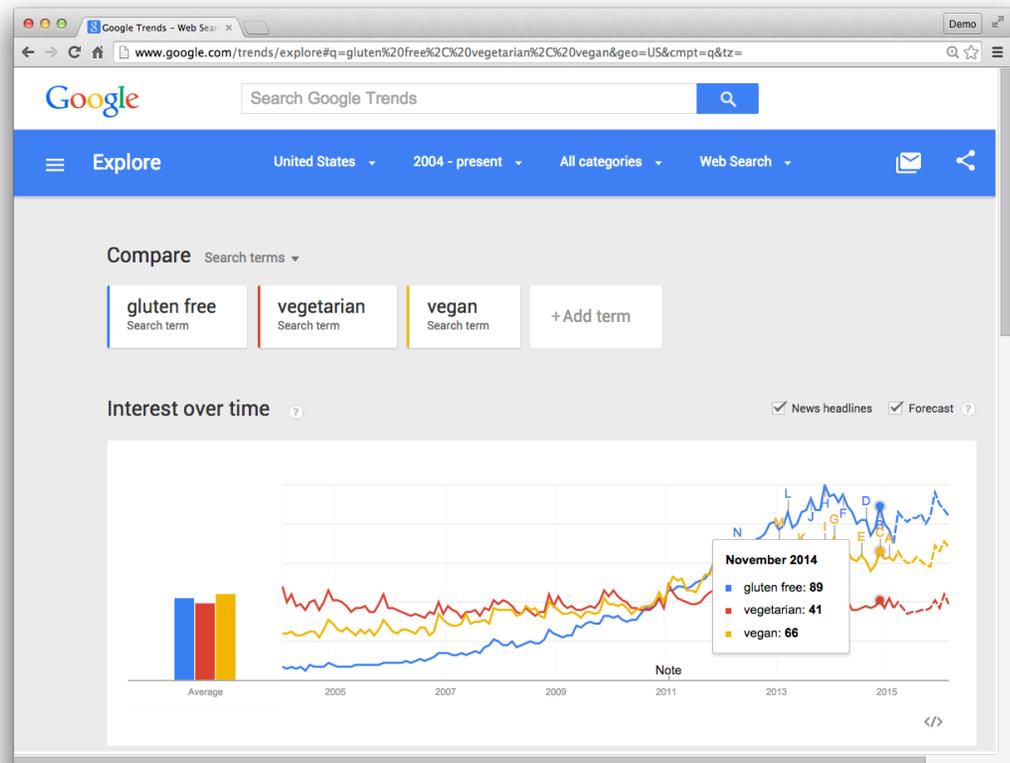
- Where do visitors come from?
- Is my content effective?
- Where can the website be improved?
- Where do visitors abandon their shopping cart?
- How does this impact my bottom line?



# GOOGLE TRENDS

Find popular search terms on Google.

[www.google.com/trends](http://www.google.com/trends)

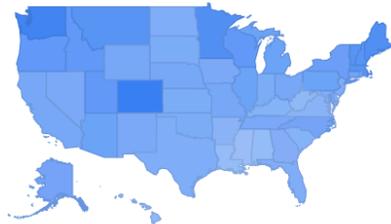


# SEE REGIONAL INTEREST AND RELATED SEARCHES

## Regional interest ?

gluten free vegetarian vegan

Worldwide > United States



State	Interest Score
Colorado	100
Washington	94
Maine	84
Minnesota	
New Hampshire	
Montana	
Massachusetts	

Subregion | Metro | City

View change over time ?

</>

## Related searches ?

gluten free vegetarian vegan

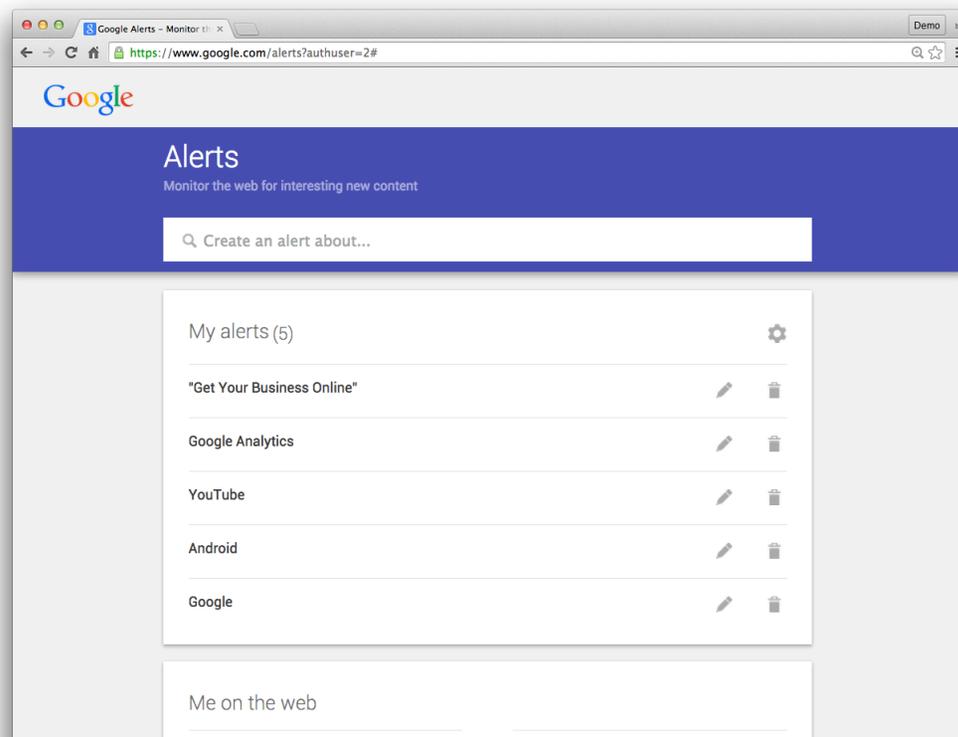
Topics	Interest	
	Top	Rising
Gluten - Ingredient	100	
Diet - Industry	10	
Bread - Food	5	
Flour - Food	5	
Cookie - Type of dish	5	
Rice - Cereal grain	0	
Dairy - Profession	0	

Queries	Interest	
	Top	Rising
gluten free diet	100	
gluten free recipe	90	
gluten free recipes	80	
gluten free bread	60	
gluten free foods	50	
gluten free food	45	
gluten free pizza	40	

</>

</>

# GOOGLE ALERTS



[www.google.com/alerts](https://www.google.com/alerts)

**BE MORE PRODUCTIVE**



## IN THIS SECTION, WE DISCUSS:

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

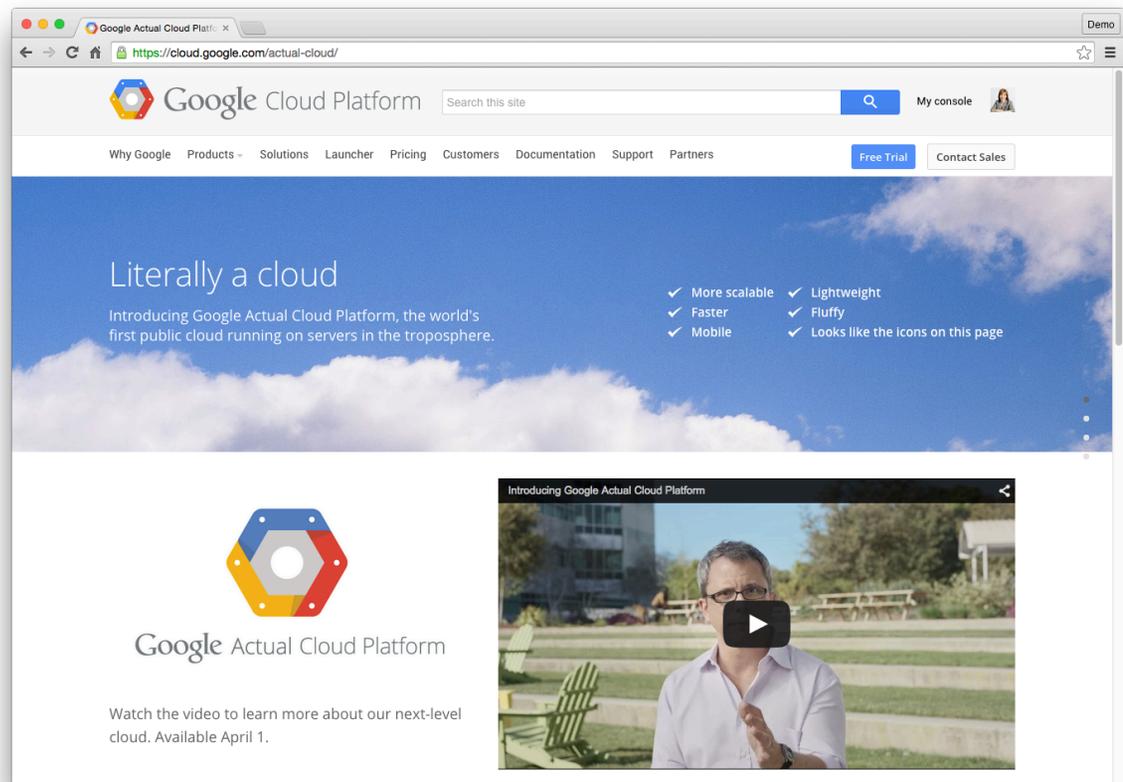
 Google Apps for Work

[www.google.com/apps](http://www.google.com/apps)

## WHAT IS GOOGLE APPS?

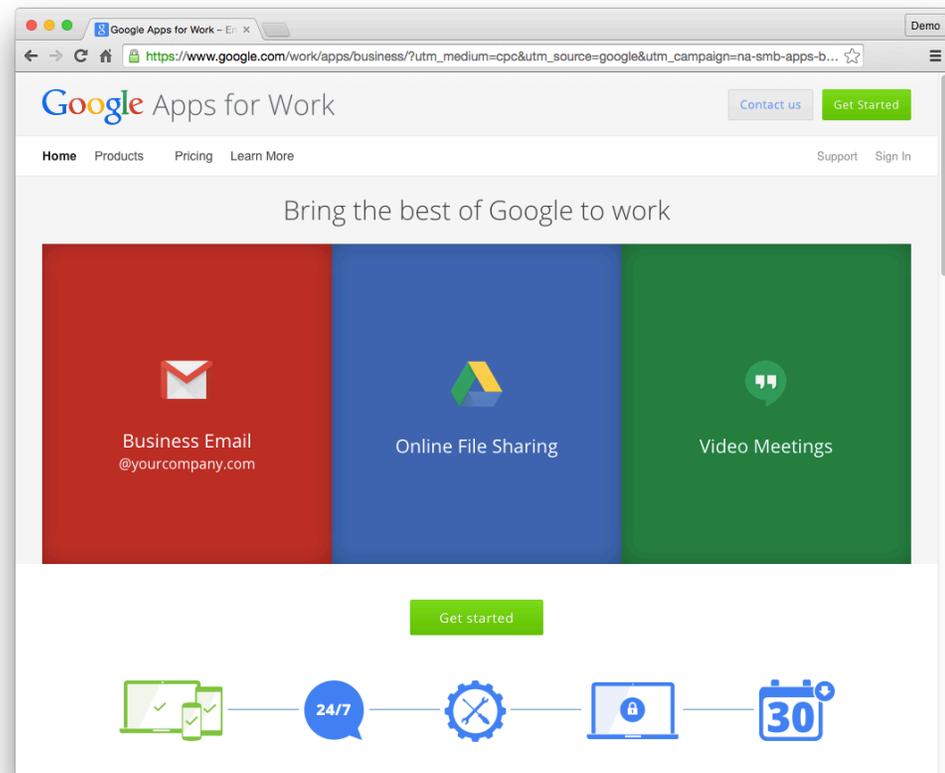
Google Apps for Work is a cloud-based productivity suite.

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



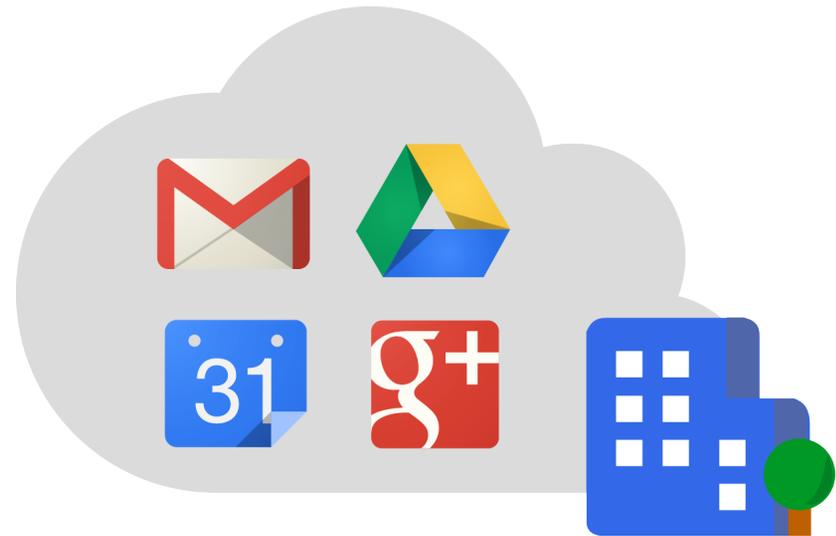
## FIVE REASONS TO USE GOOGLE APPS:

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



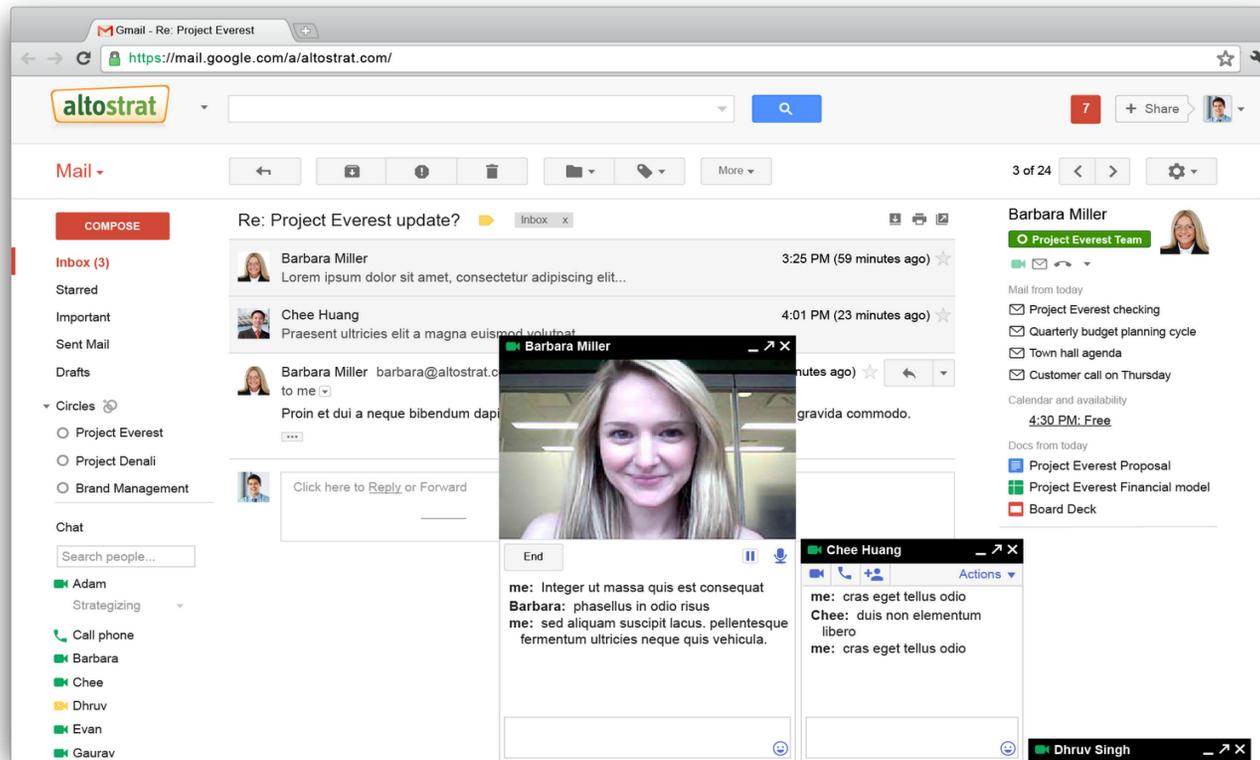
Special editions available for  
Education, Government and Nonprofits

## 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

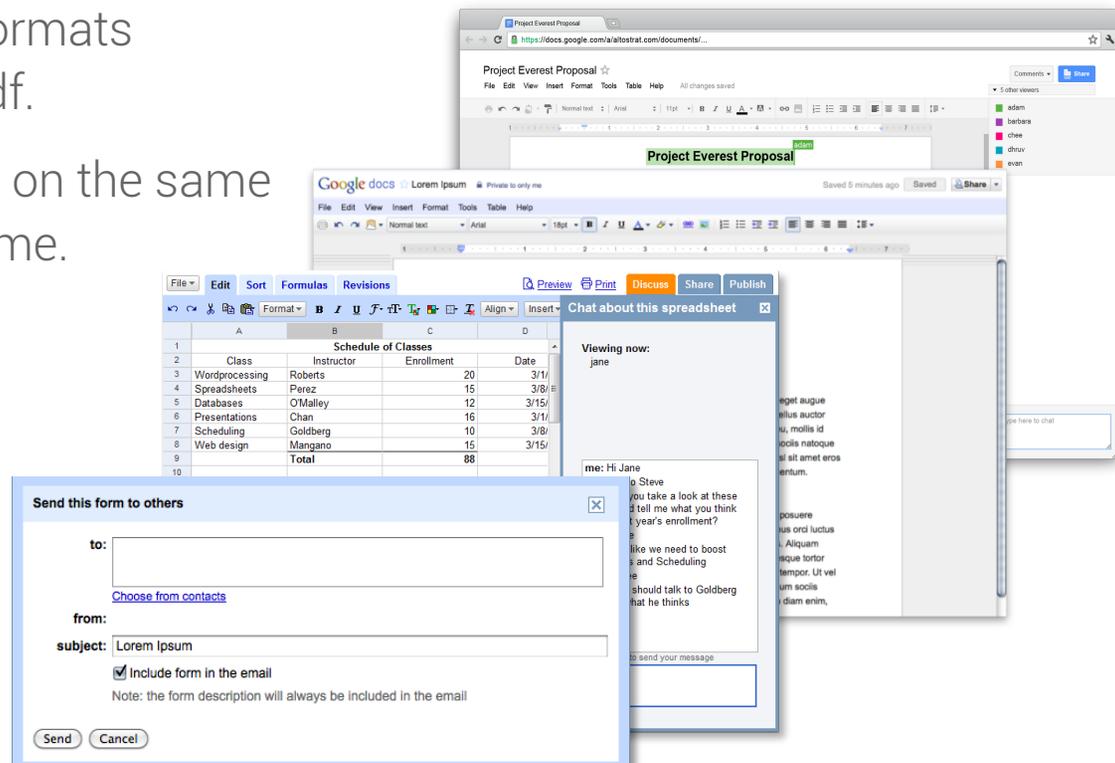


## THE LATEST VERSION, NO PROBLEM

- 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

**Calendar** Today Feb 5 - 11, 2012 Day Week Month 4 Days Agenda More

**CREATE**

February 2012

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	1	2	3
4	5	6	7	8	9	10

GMT-06

Time	Sun 2/5	Mon 2/6	Tue 2/7	Wed 2/8	Thu 2/9	Fri 2/10	Sat 2/11
7am	Stardate: [-28] 06225	Stardate: [-28] 06230	Stardate: [-28] 06235	Stardate: [-28] 06240	Stardate: [-28] 06245	Stardate: [-28] 06250	Stardate: [-28] 06255
8am						8 - 9 Staff Breakfast	7 - 9 10 Mile Run with Rebecca
9am		9 - 11 Meeting with Mike	9 - 5:30p Out of Office		9 - 10 Conference Call		
10am							
11am							
12pm		12p - 1p Zumba Class					
1pm				1p - 3:30p Sales Meeting			
2pm							
3pm		2:30p - 3:30p Staff Meeting			3p - 4p Staff Meeting		
4pm							
5pm							
6pm							
7pm				7p - 9p Dinner with Scott			
8pm							

**My calendars**

- Training Sessions
- Client Meetings
- Conference Room
- Office Schedule
- Personal
- Tasks

**Other calendars**

Add a coworker's calendar

- Australian Holidays
- Canadian Holidays
- Phases of the Moon
- Stardates
- Sunrise and sunset f...
- US Holidays

# 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.

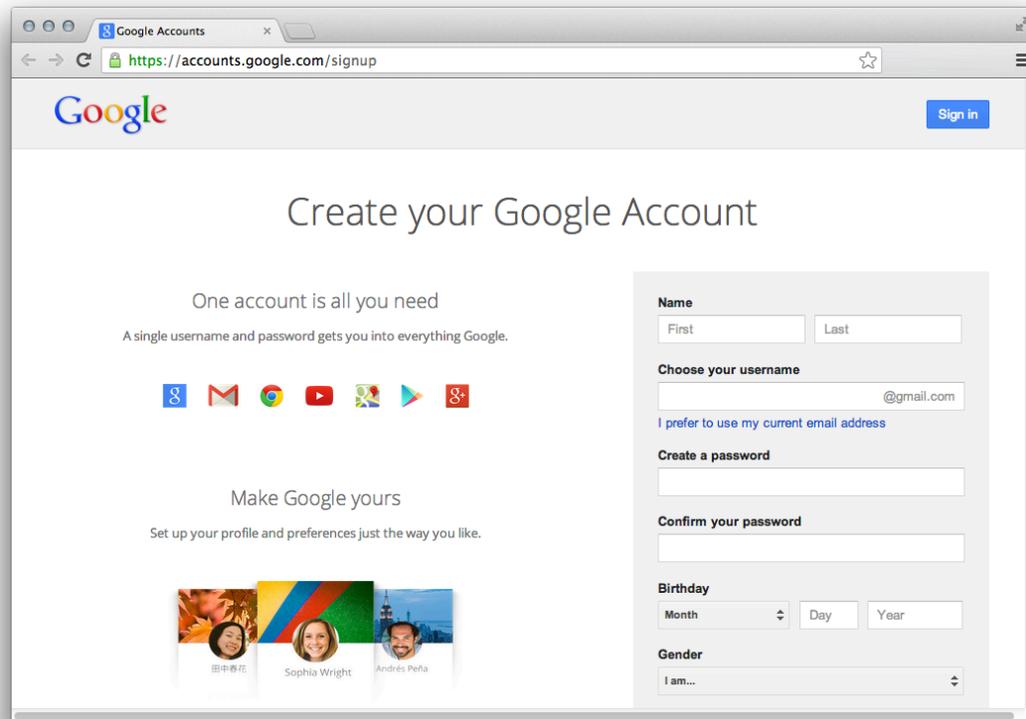
## REVIEW RESOURCES

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



The image shows a browser window with the URL <https://accounts.google.com/signup>. The page features the Google logo and a "Sign in" button. The main heading is "Create your Google Account". Below this, it says "One account is all you need" and "A single username and password gets you into everything Google." There are icons for Google, Gmail, Chrome, YouTube, Photos, Drive, and Google+. The text "Make Google yours" is followed by "Set up your profile and preferences just the way you like." Below this are three profile cards for 田中春花, Sophia Wright, and Andrés Peña. On the right side, there is a registration form with the following fields: "Name" (First and Last), "Choose your username" (with a "@gmail.com" suffix and a link "I prefer to use my current email address"), "Create a password", "Confirm your password", "Birthday" (Month, Day, Year), and "Gender" (I am...).

[www.google.com/accounts](http://www.google.com/accounts)

## RESOURCES

GYBO Business Resources  
[gybo.com/business](http://gybo.com/business)

Webmaster Tools  
[google.com/webmasters](http://google.com/webmasters)

Google AdWords  
[google.com/adwords](http://google.com/adwords)

AdWords Express  
[google.com/awexpress](http://google.com/awexpress)

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

Mobile Compatibility  
[google.com/think/multiscreen](http://google.com/think/multiscreen)

Google Analytics  
[google.com/analytics](http://google.com/analytics)

Google Trends  
[google.com/trends](http://google.com/trends)

Google Alerts  
[google.com/alerts](http://google.com/alerts)

Google Apps for Work  
[google.com/apps](http://google.com/apps)

Google Accounts  
[google.com/accounts](http://google.com/accounts)

**THANK YOU**

