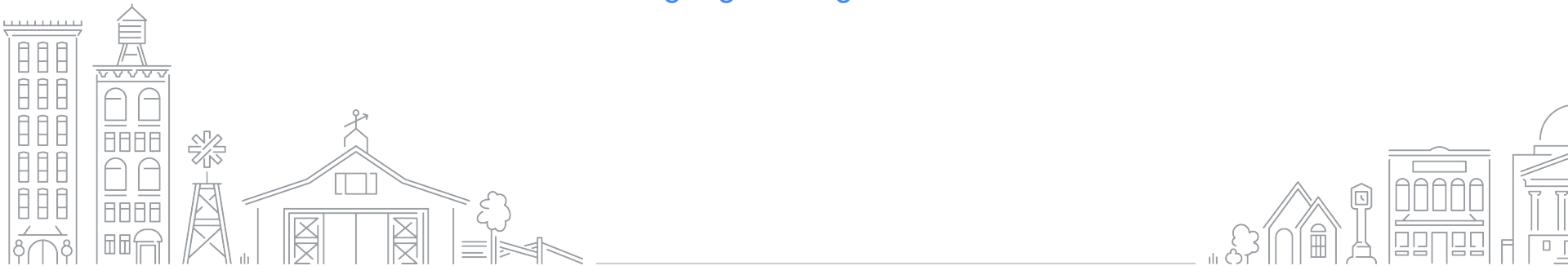Grow with Google

# Reach Customers Online with Google

google.com/grow

# TELL GOOGLE YOUR SUCCESS STORIES!

**Google is collecting stories from our events about real people like you!**
We're creating new advertising and partnerships

**Email me after today's presentation**
erin@erinbemis.com

**Give Simple, 1 sentence answers to these questions:**

1. Who you are and what you do?
2. What you learned today that was most valuable and how it will help?
3. Have you  achieved success using any of Google's tools or products?

## AGENDA

**HOW GOOGLE HELPS BUSINESSES REACH CUSTOMERS**
Learn how Google works and how your business can be found.
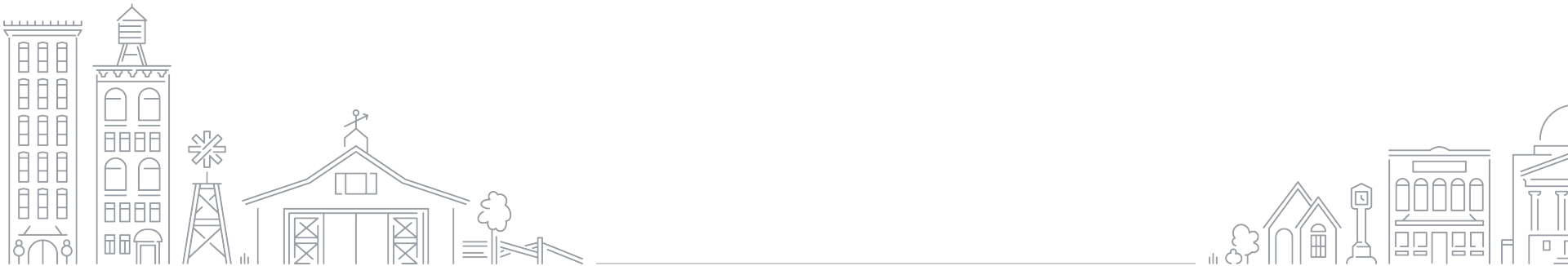
**RESOURCES TO HELP YOU APPEAR ACROSS GOOGLE**
Learn how to use Google Trends to increase visibility.

**REACH CUSTOMERS WITH ONLINE ADVERTISING**
How to advertise on Google and other sites.

# How Google helps businesses reach customers

# CONNECT WITH CUSTOMERS IN MOMENTS THAT MATTER

**Billions** of local searches happen each month.[1]

**4 out of 5** consumers use search engines to find info like store address, hours, and directions.[2]
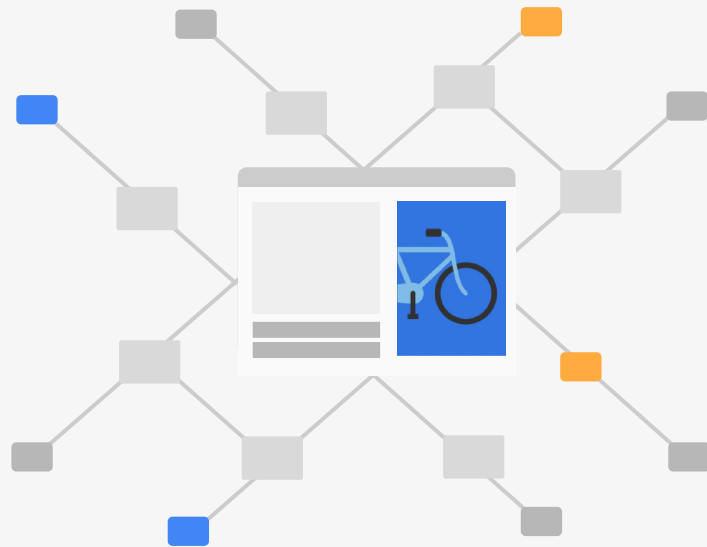
**85%** of all transactions still happen in local stores.[3]

## HOW SEARCH WORKS

- A web crawler is software that fetches and indexes publicly available web pages.

- Google's crawler, called Googlebot, follows links from page to page, sending website info back to Google.
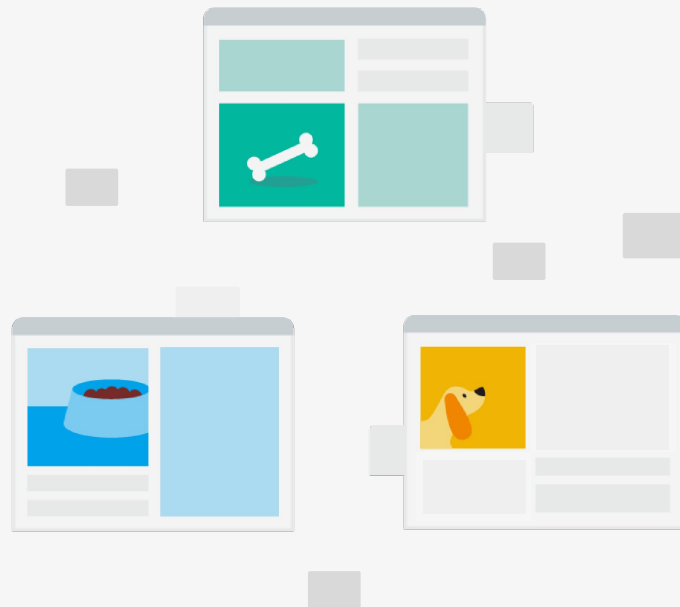
## GOOGLE ORGANIZES INFORMATION

- Info is stored in Google's index.

- The index organizes info by page content and other factors.
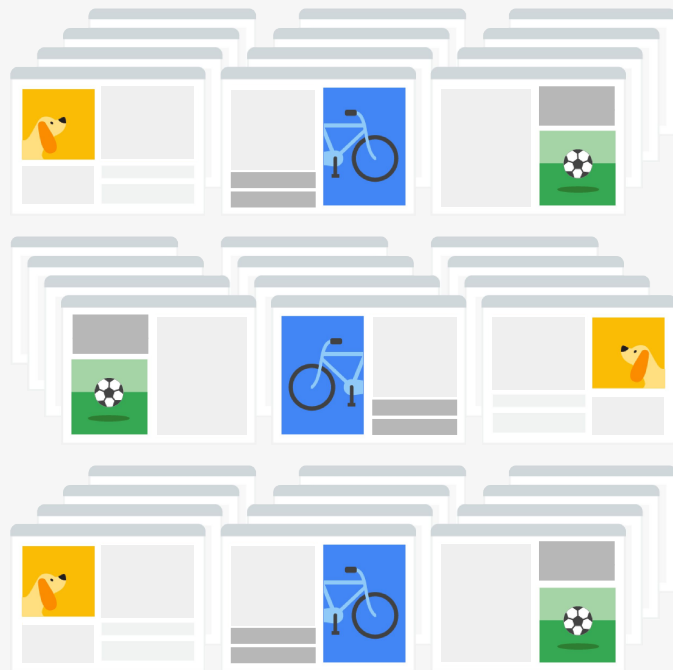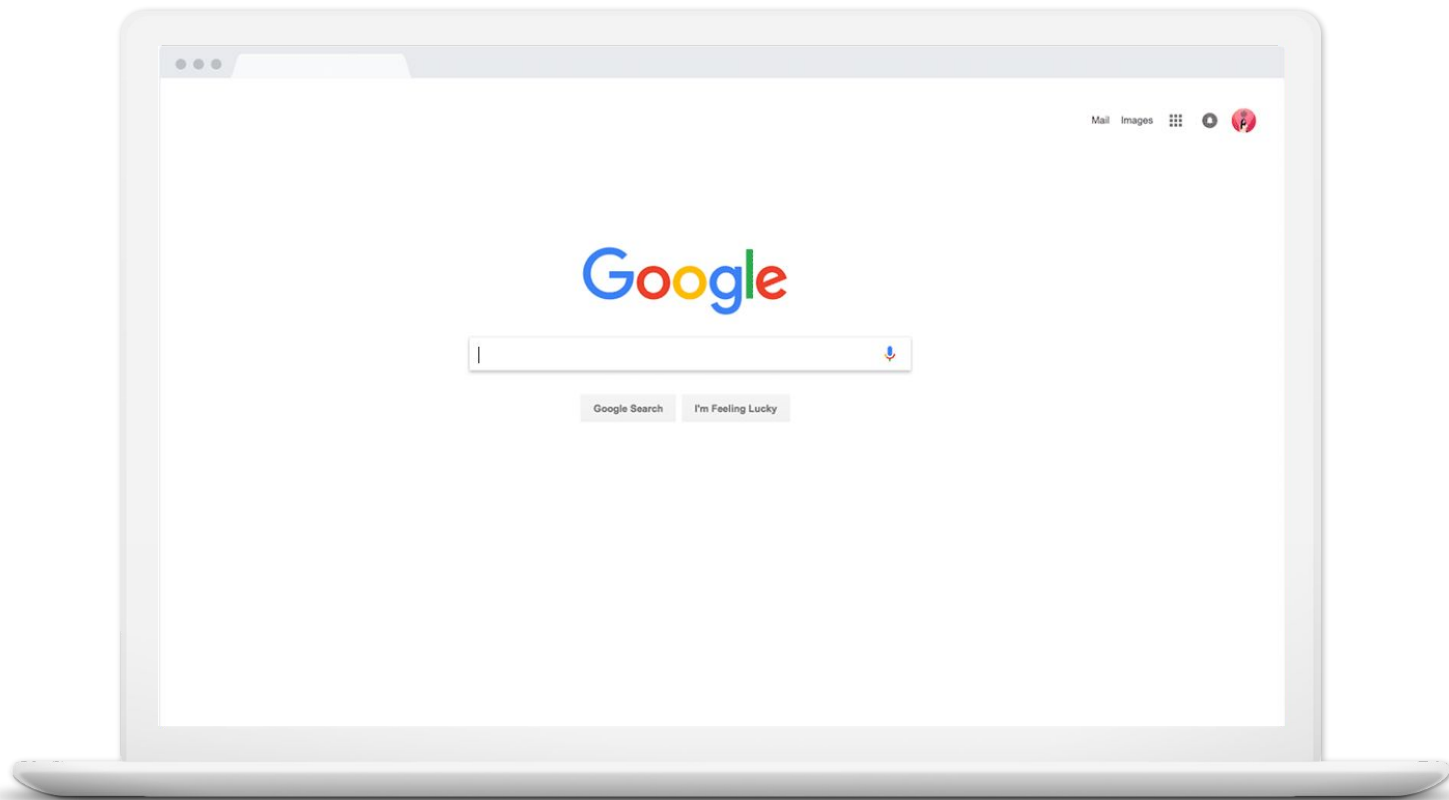
**WHEN SOMEONE SEARCHES...**

- Googlebot crawls and indexes billions of web pages.

- When someone searches Google, relevant and useful results—pulled from the index—are displayed.

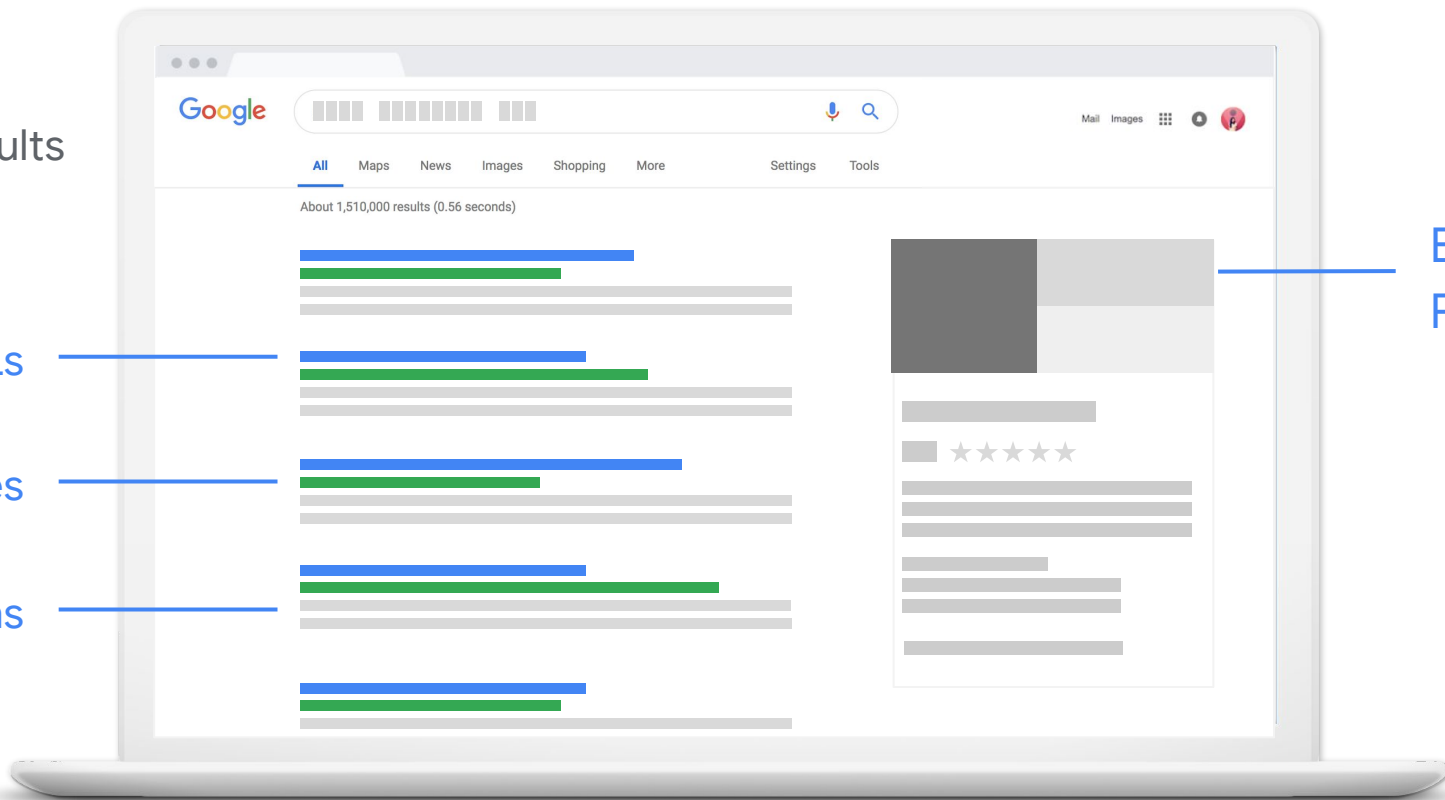# A PERSON ENTERS A SEARCH QUERY

# GOOGLE CREATES A SEARCH RESULTS PAGE

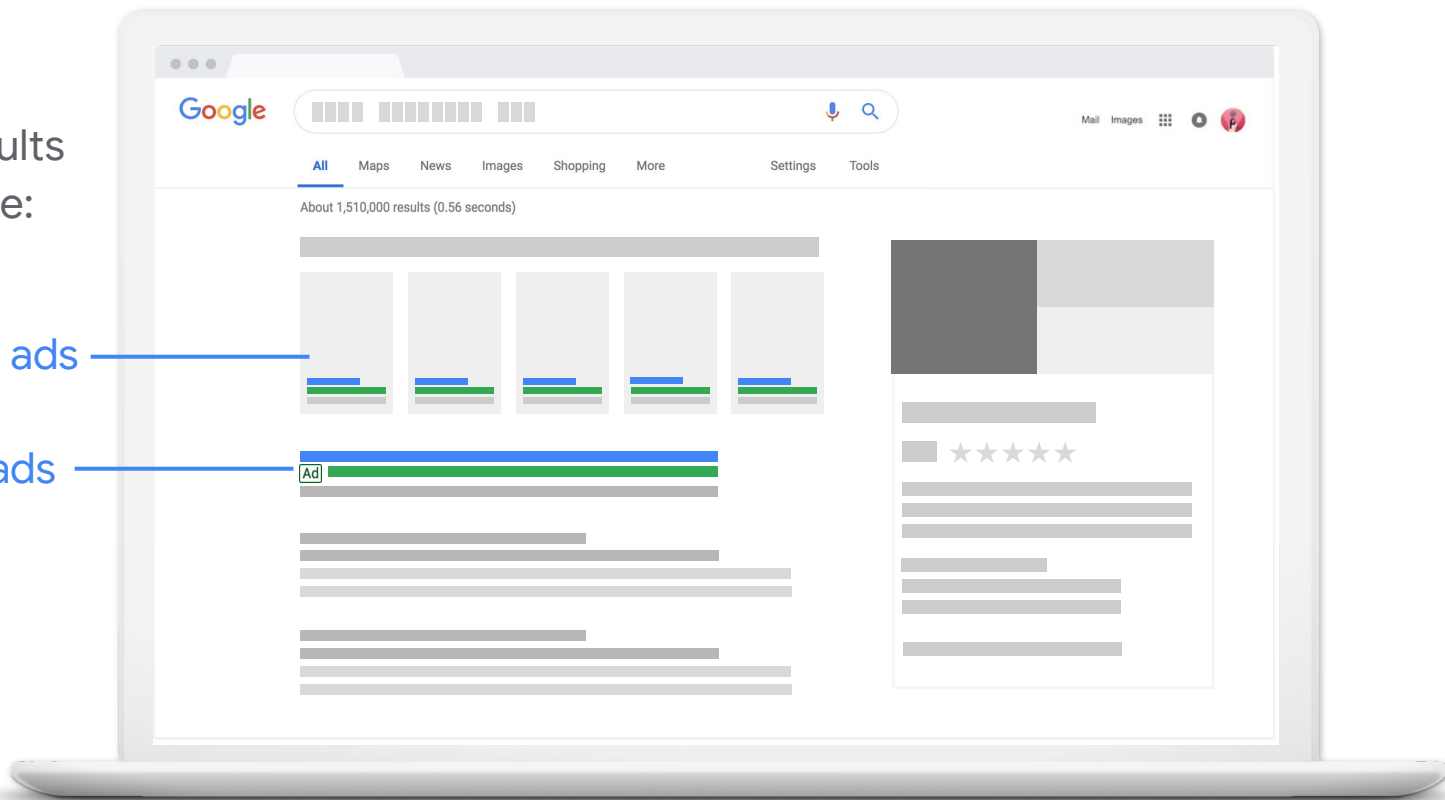Search results include:

URLs

Page titles

Descriptions
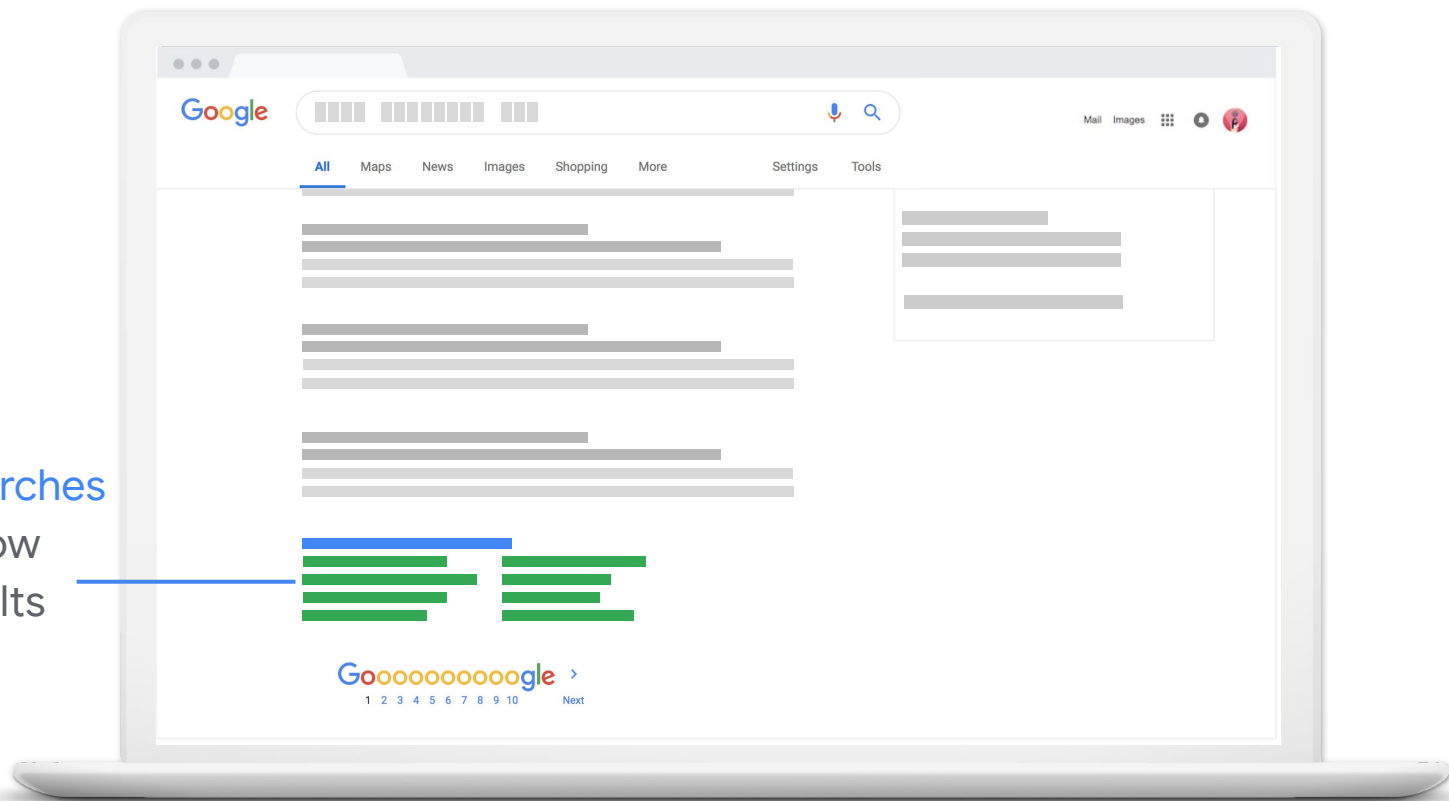
Business Profile

# GOOGLE CREATES A SEARCH RESULTS PAGE

Search results may include:

Shopping ads ─────

Text ads ─────

Ad

# GOOGLE CREATES A SEARCH RESULTS PAGE
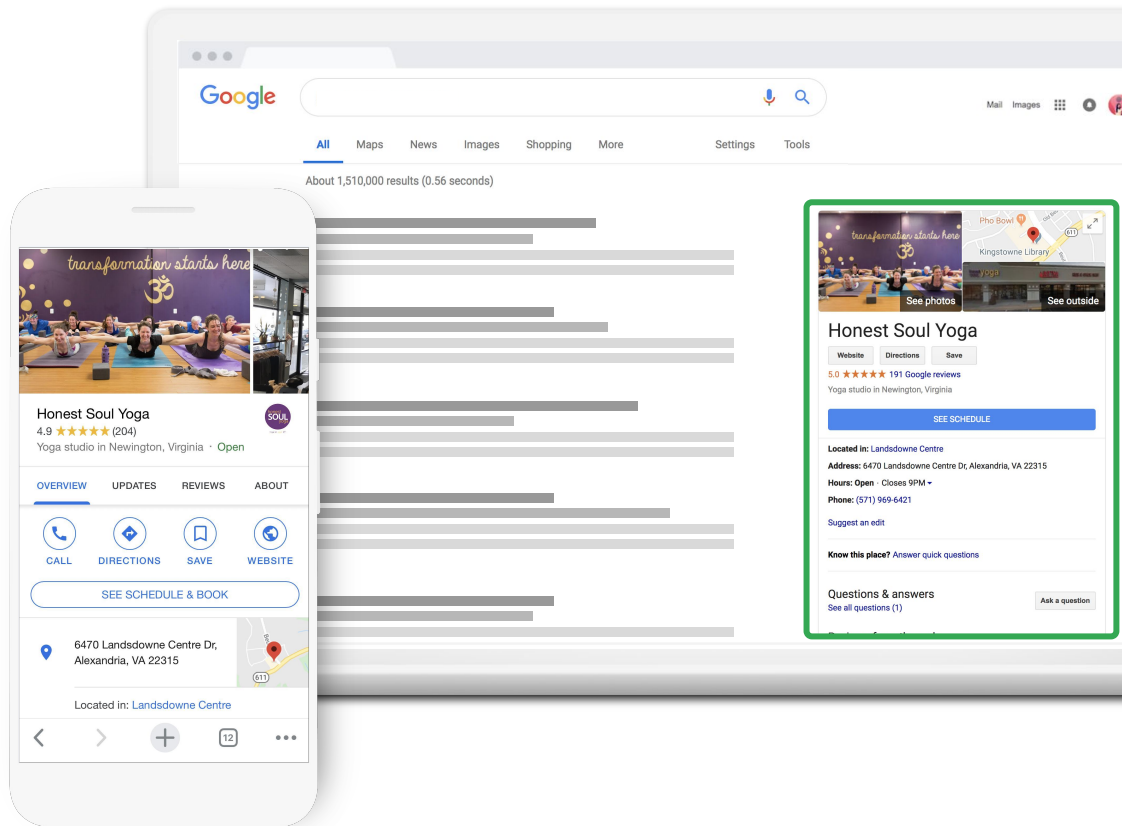


Related searches appear below search results

# Resources to help you appear across Google
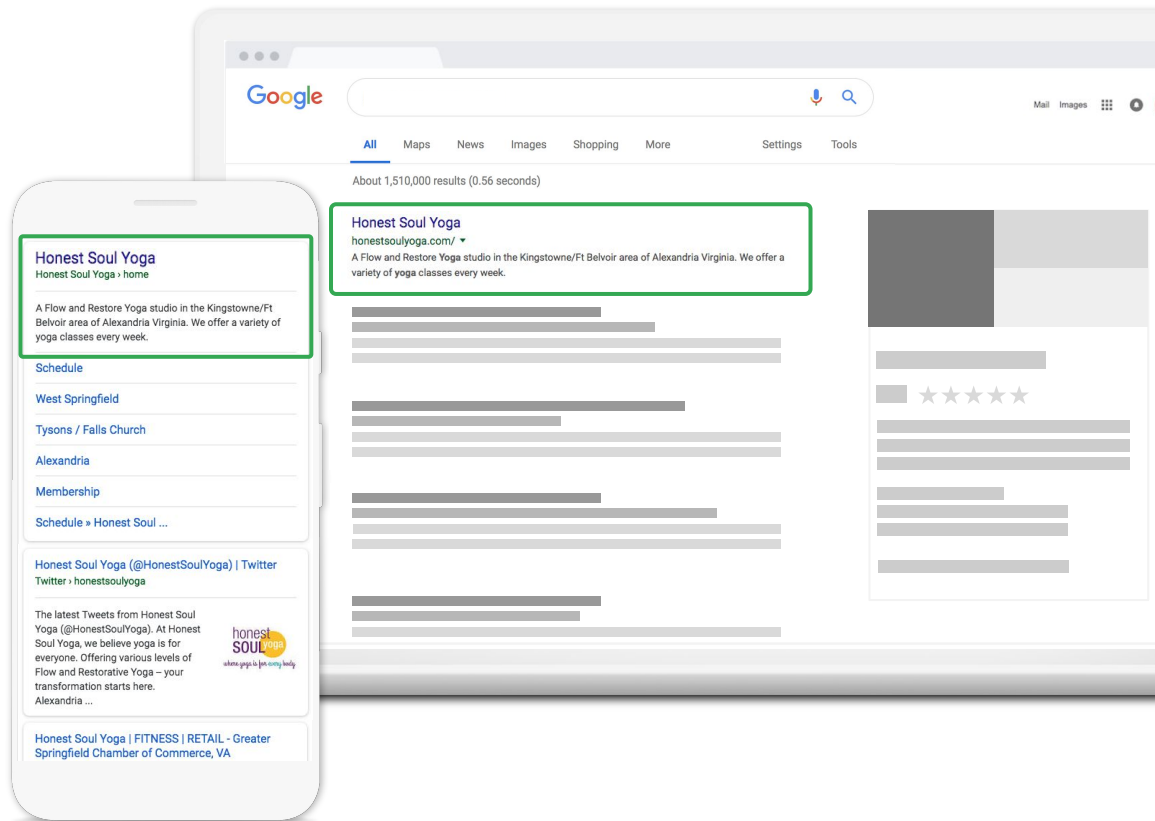
# CREATE A FREE BUSINESS PROFILE ON GOOGLE

Stand out when customers search for your business or businesses like yours on Google Search and Maps.
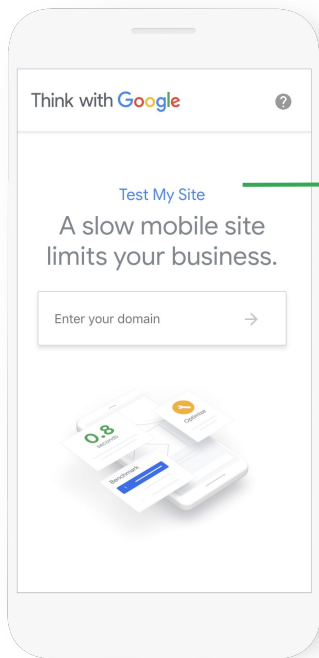
google.com/business

# TIPS FOR APPEARING IN ORGANIC RESULTS

- Relevant, original content

- Logical organization

- Good page titles and descriptions

- Optimized images

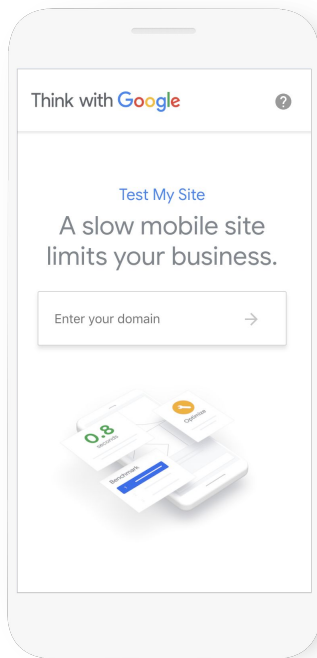- Fast load time

- Optimize for mobile

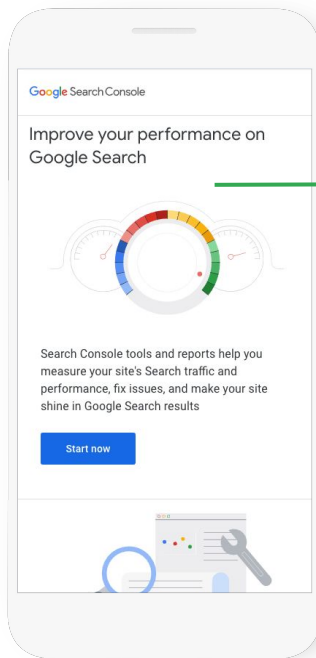# MORE TOOLS TO MAINTAIN A STRONG ONLINE PRESENCE



The Test My Site tool checks site speed

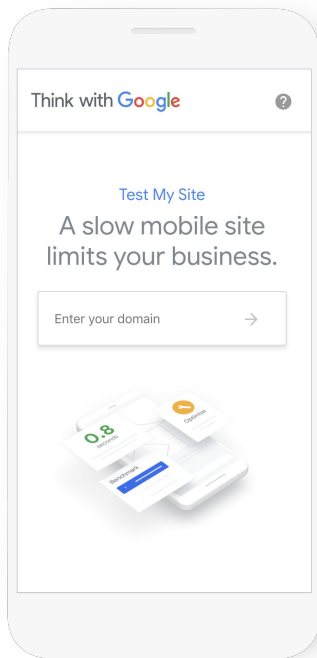g.co/testmysite

# MORE TOOLS TO MAINTAIN A STRONG ONLINE PRESENCE



Think with Google

Test My Site
A slow mobile site limits your business.

Enter your domain →

Google Search Console

Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

Start now

Search Console measures site performance

g.co/testmysite          g.co/searchconsole

# MORE TOOLS TO MAINTAIN A STRONG ONLINE PRESENCE

Google Analytics
shows behavior
on your site
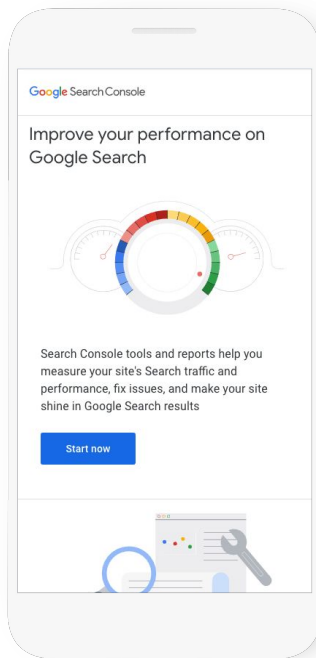
g.co/testmysite        g.co/searchconsole        g.co/analytics
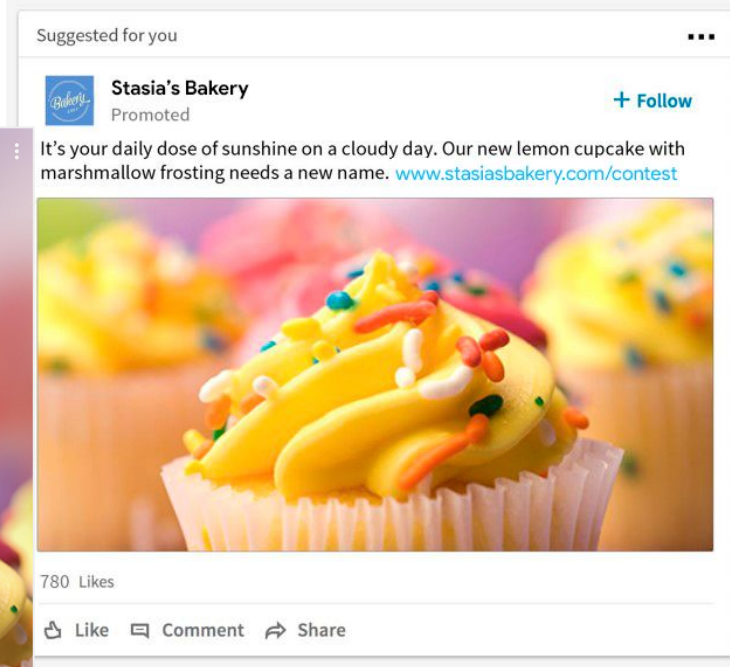
# Email marketing

Great emails have:

- Clear subject lines

- A call to action

- Great mobile design

- Content personalized for recipients
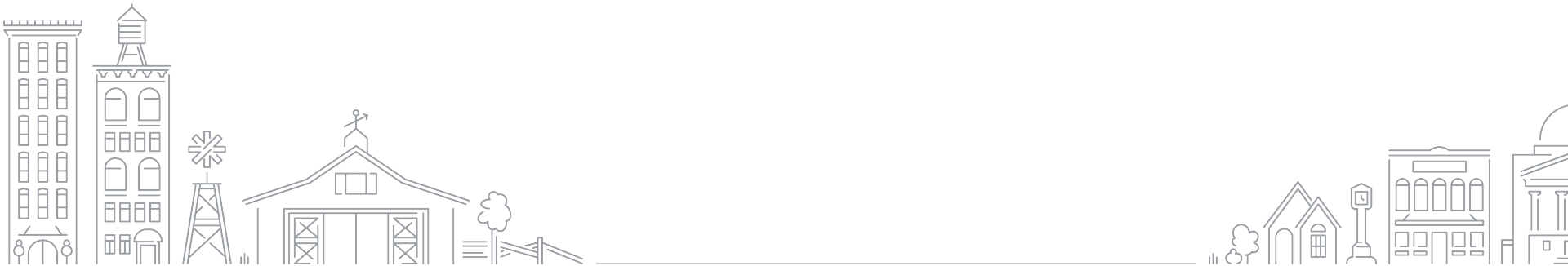
- Correct spelling and grammar
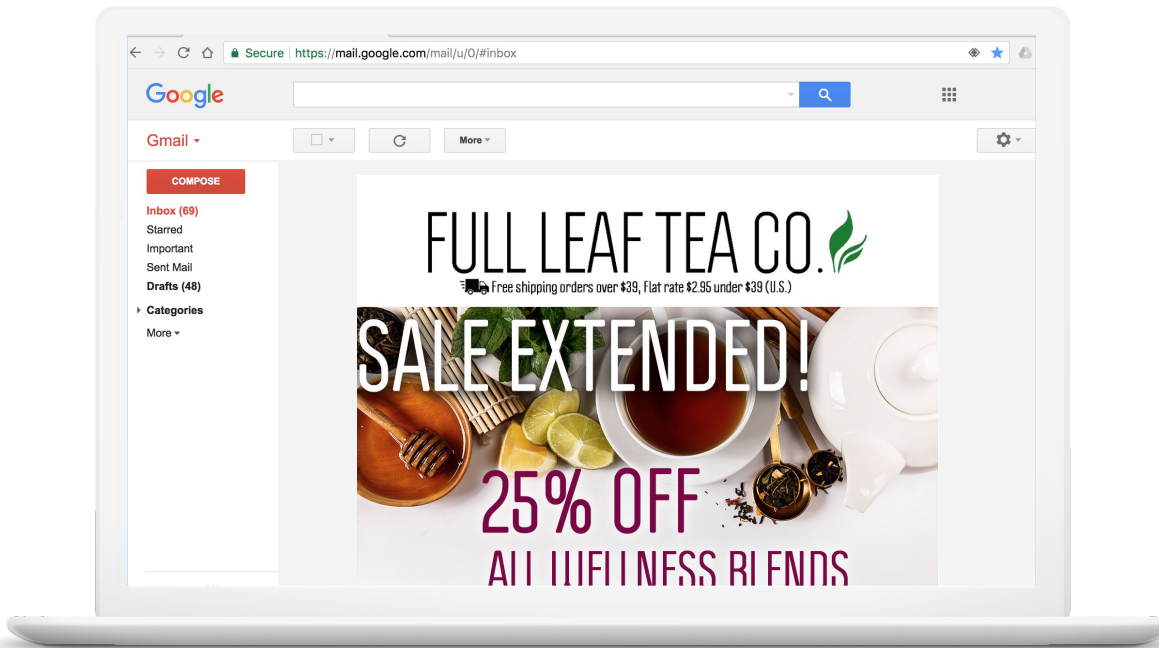


Google

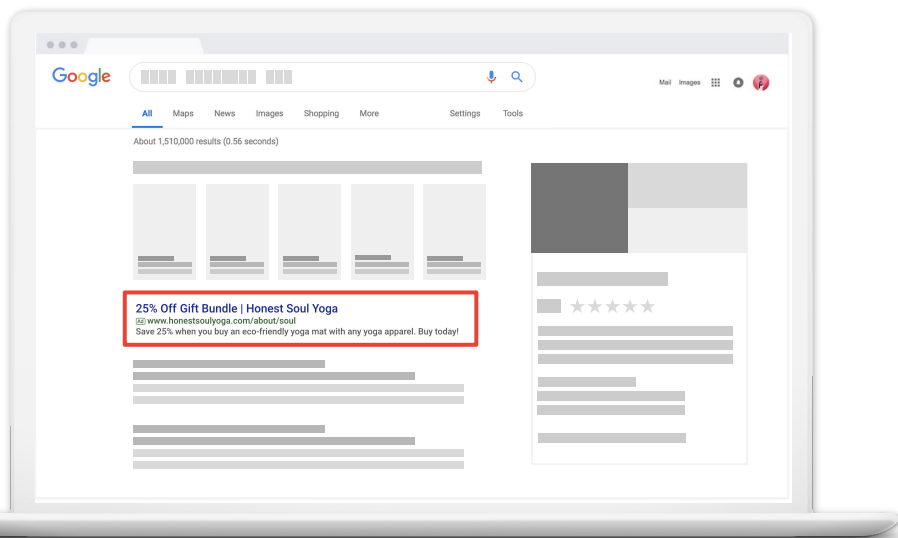# Social media marketing

Content should be:

- Entertaining & engaging
- Useful & actionable
- Visually appealing
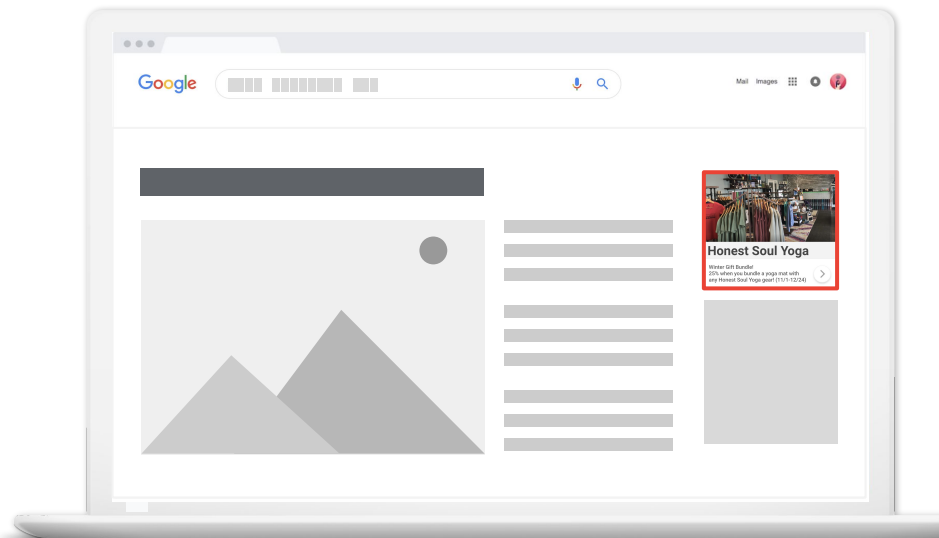- Intentional

# Reach customers with online advertising
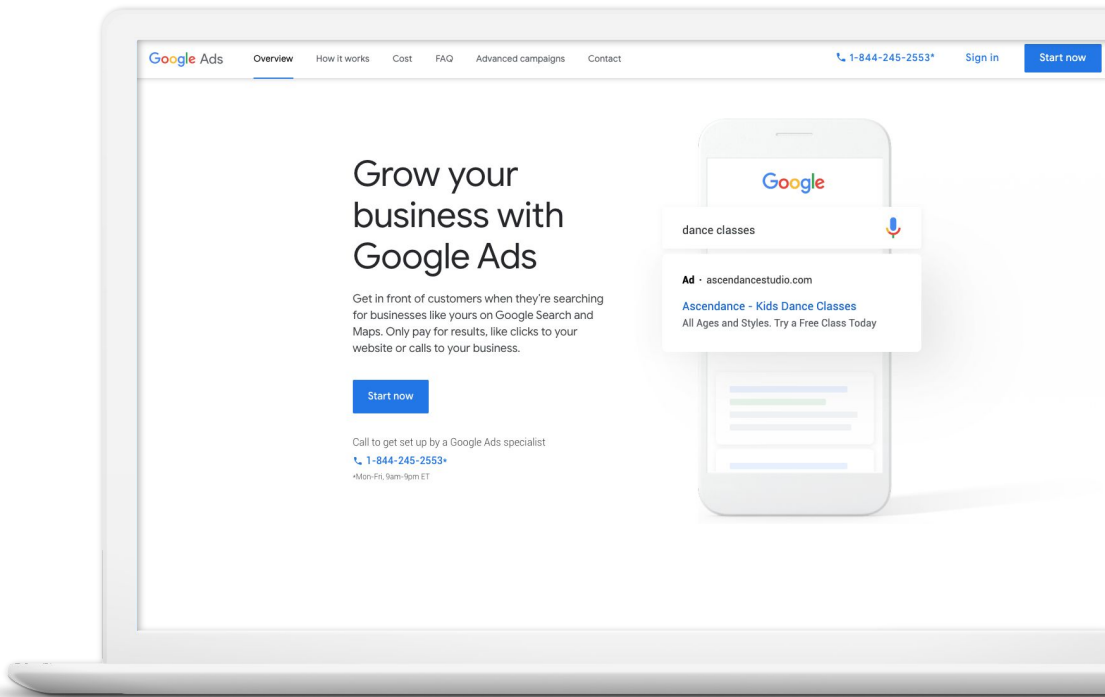
# WHERE ADS CAN APPEAR



Google Search Network



Google Display Network

# START WITH A SMART CAMPAIGN

Smart campaigns are designed for small businesses. Set up and run ads in a few steps.

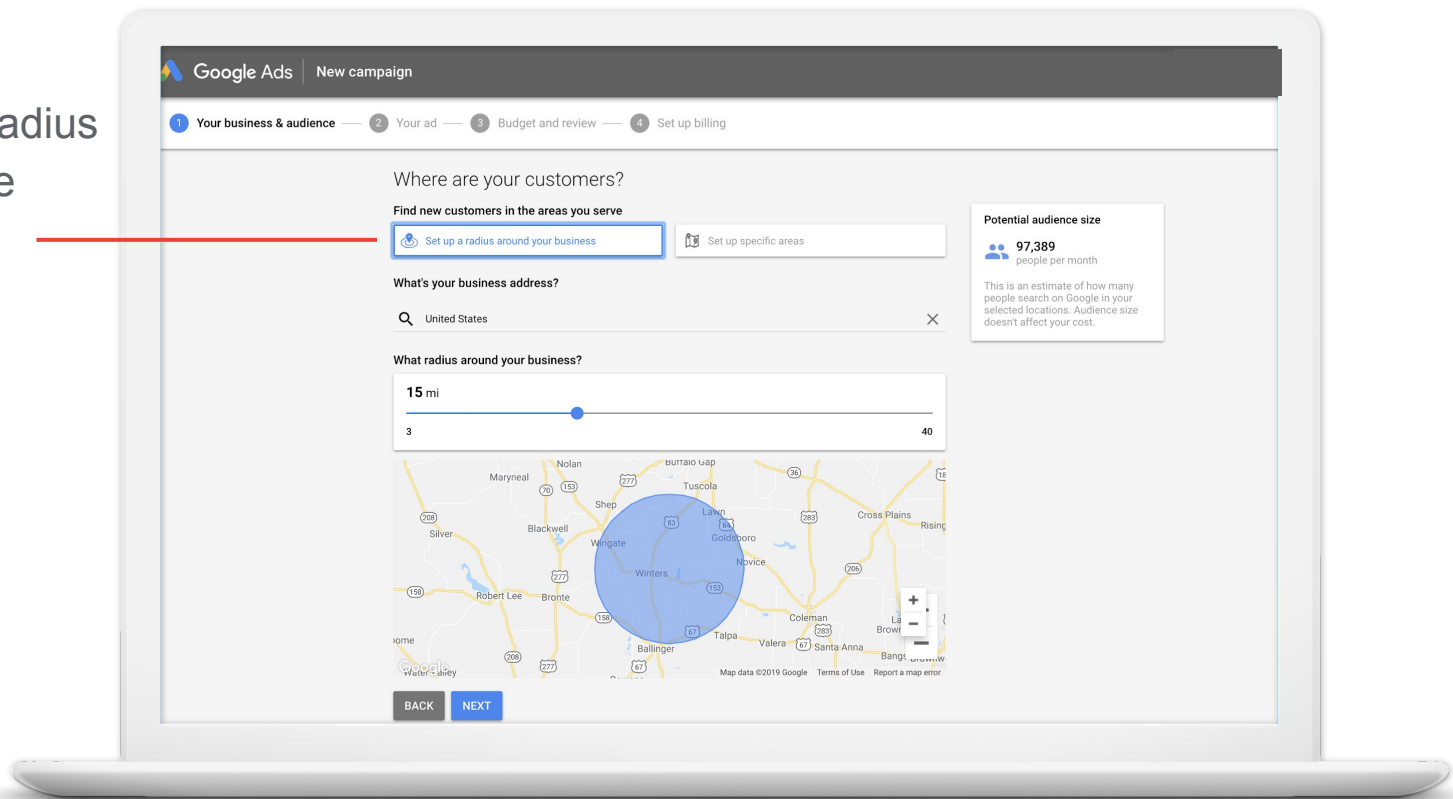ads.google.com

## HERE'S HOW TO DO IT

Enter business name

Enter URL

# SELECT A GOAL

# CHOOSE AREAS WHERE ADS CAN SHOW

Define a radius around the business

# CHOOSE AREAS WHERE ADS CAN SHOW



Or, add specific areas

# DESCRIBE THE PRODUCT OR SERVICE



Choose category

Choose products
or services to
promote

# WRITE YOUR AD

- **Three headlines**

  - 30 characters max, each

- **Two description lines**

  - 90 characters max

- **One display URL**

  - Choose the most relevant page on your site



Highlight the products and services you offer, and what makes your business unique

**Ad #1**

Headline 1
Your Local Yoga Studio
22 / 30

Headline 2
Honest Soul Yoga
16 / 30

Headline 3
Experienced Instructors
23 / 30

Description 1
Yoga Classes to Help You Get Stronger and Experience More Joy. Learn I
77 / 90

Description 2
Enjoy All Benefits Yoga Has to Offer. Visit Honest Soul Yoga Today.
67 / 90

**Your ad preview**

Your Local Yoga Studio | Honest Soul Yoga | Experienced Instructors
Ad honestsoulyoga.com
Yoga Classes to Help You Get Stronger and Experience More Joy. Learn Details! Enjoy All Benefits Yoga Has to Offer. Visit Honest Soul Yoga Today.

SEE MORE AD LAYOUTS

WRITE ANOTHER AD

Clicks on your ad go to
http://honestsoulyoga.com/

SAVE

# SET YOUR BUDGET



Select a budget or enter your own

See estimated audience size

# REVIEW CAMPAIGN AND LAUNCH

You can:

- Edit or pause at any time
- See performance reports: clicks, impressions, and spend
- Choose days and times when the ad is eligible to appear
- Remove irrelevant search phrases
- Connect to Google Analytics
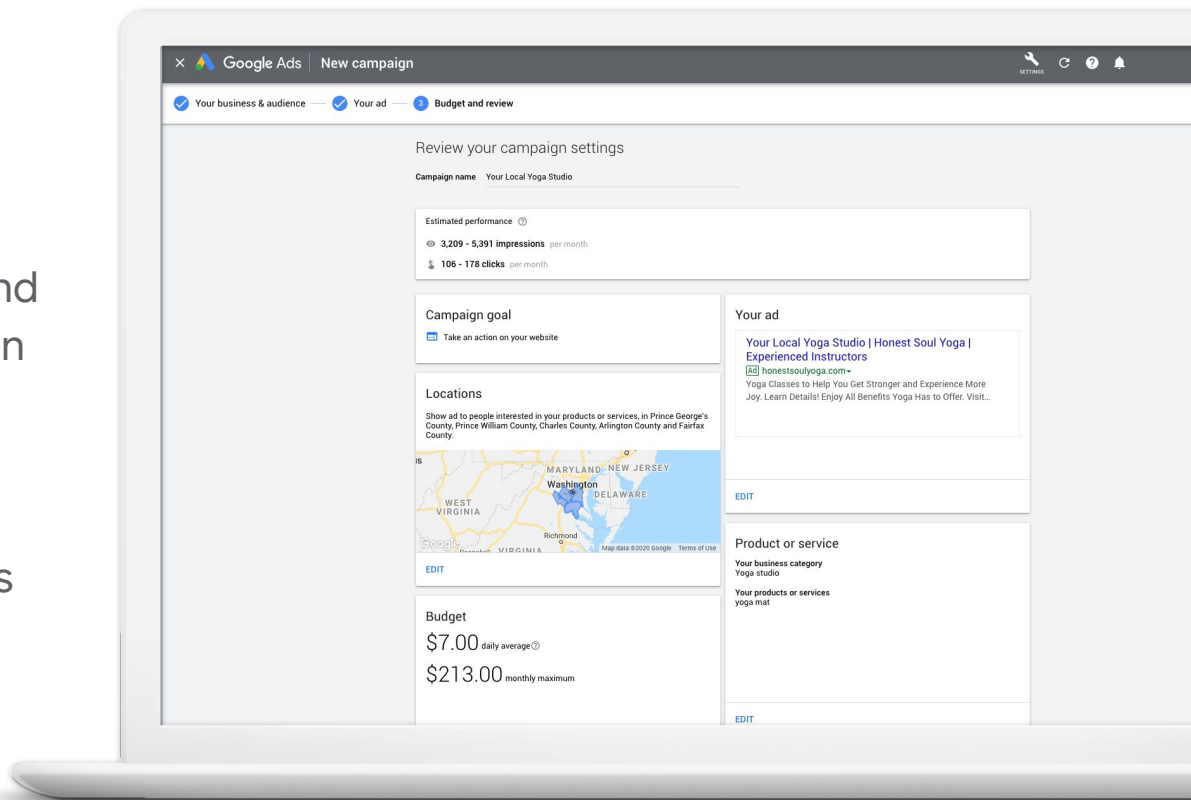
## ADDITIONAL ADVERTISING OPTIONS

Use Smart Shopping campaigns to promote online and local inventory

**google.com/retail/solutions/shopping-campaigns**

Show video ads on YouTube and across Google Display Network
**youtube.com/ads**
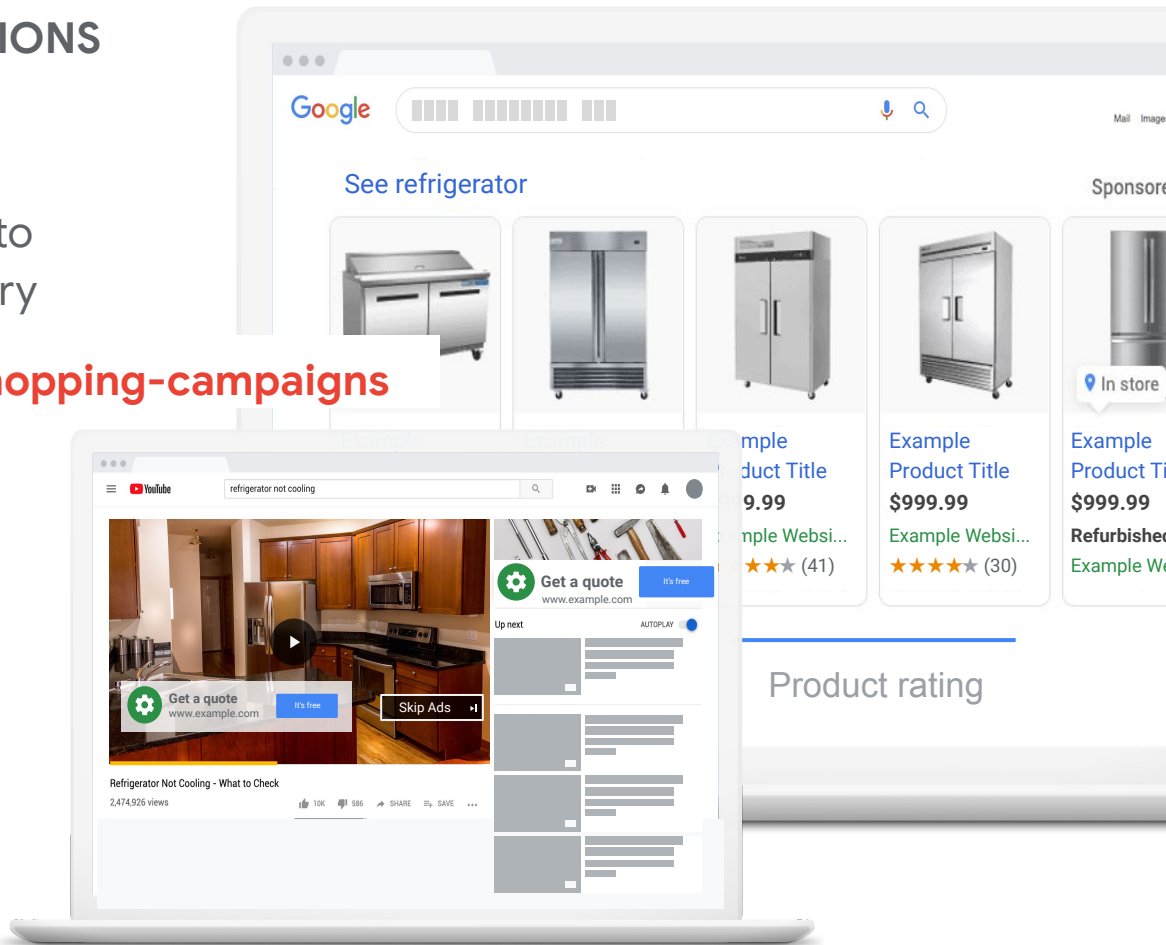
# Recap and resources
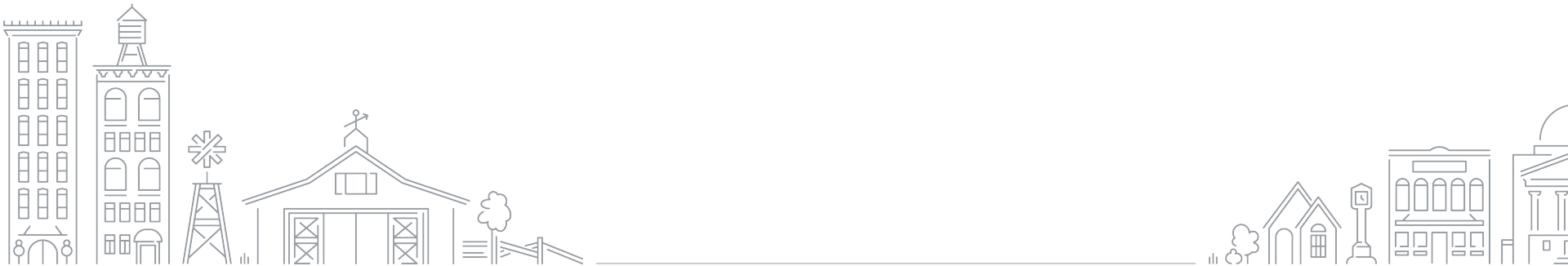
# YOUR NEXT STEPS

Create a search-friendly website with useful info. It should load quickly and work on all devices.

Explore resources like Google My Business, Test My Site, Search Console, Analytics, and Trends.

Consider online advertising to reach more customers across Google and other sites.

# RESOURCES

Google My Business          google.com/business

Test My Site                g.co/testmysite

Google Search Console       g.co/searchconsole

Google Analytics            g.co/analytics

Google Trends               g.co/trends

Google Ads                  ads.google.com

Smart Shopping campaigns    google.com/retail/solutions/shopping-campaigns

YouTube Advertising         youtube.com/ads

More Webinars               www.erinbemis.com

# GOOGLE PRIMER: BUSINESS AND MARKETING LESSONS

- Quick, easy lessons on your phone
- Learn whenever you have a few minutes free
- Practical, personalized next steps

## Google Primer Suggested Minicourses

Make Your Website Work Hard for Your Business
Get Online with a Strong Business Website
Connect with Customers by Taking Your Business Online

**Quick Tip:**
Download the Primer app
g.co/primer/fromhome



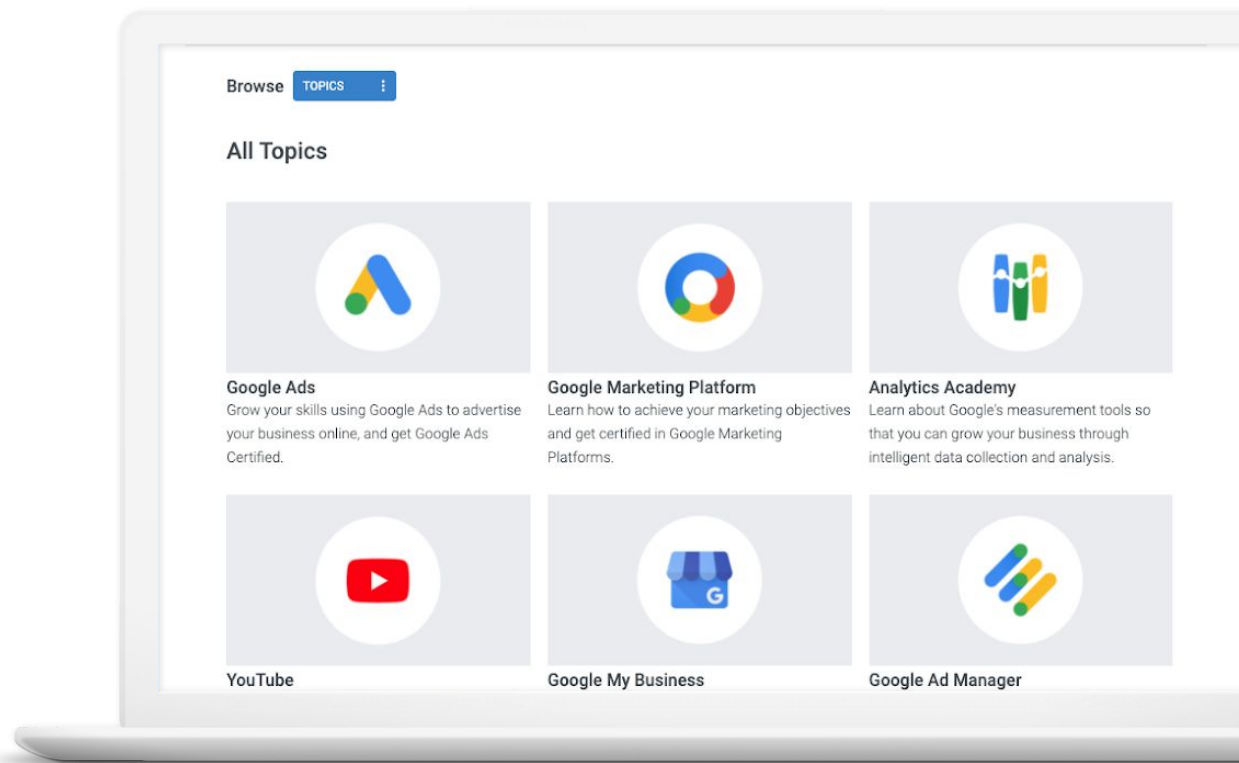GET IT ON Google Play    Download on the App Store

# SKILLSHOP: TRAINING ON GOOGLE'S PROFESSIONAL TOOLS

Develop skills you can apply right away with free e-learning courses. Learn at your own pace and get Google product certified.

**Quick Tip:**
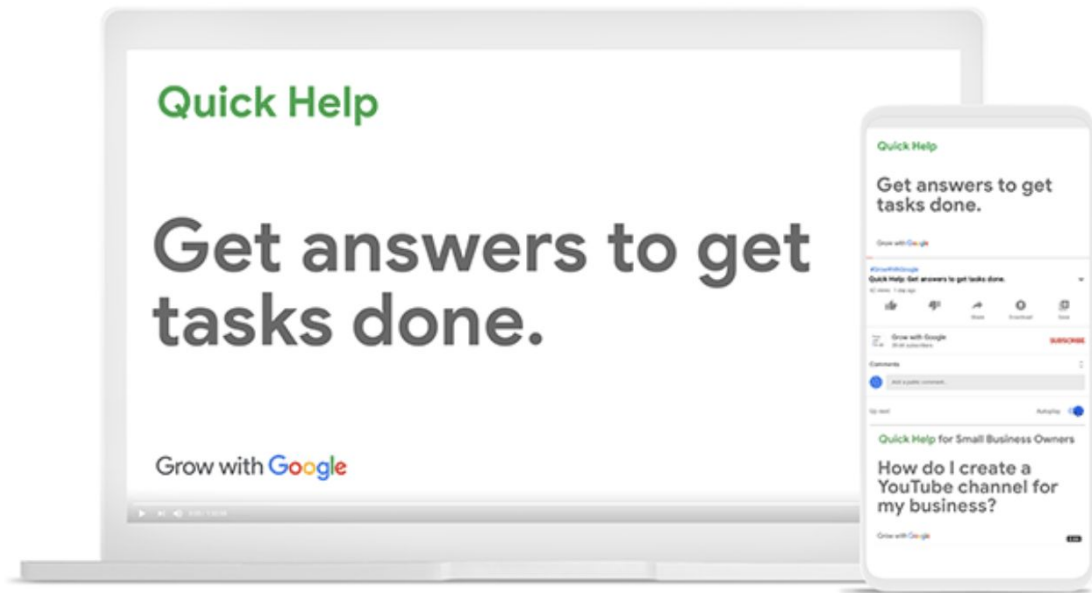
Master Google tools

g.co/skillshop

# QUICK HELP VIDEOS FOR SMALL BUSINESSES

- Watch short videos to learn how to use Google's tools
- Find answers to frequently asked questions
- Learn about new features

**Quick Tip:**
Watch on Youtube
[g.co/grow/quickhelp](g.co/grow/quickhelp)

# FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

**For teachers and students**
Bring digital tools into your classroom.
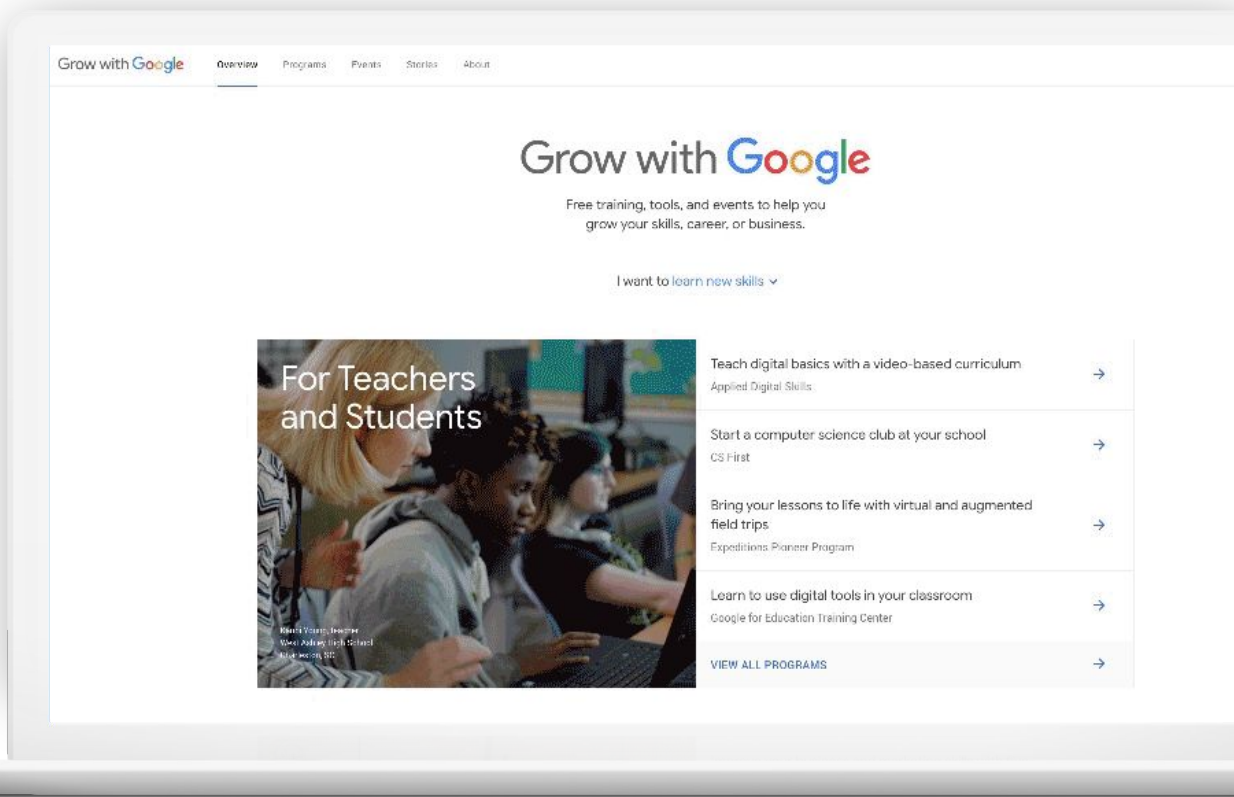
**For local businesses**
Help new customers find you online.

**For job seekers**
Boost your resume with a new certification.

**For developers**
Learn to code or take your skills to the next level.

Grow with Google

# Thank You