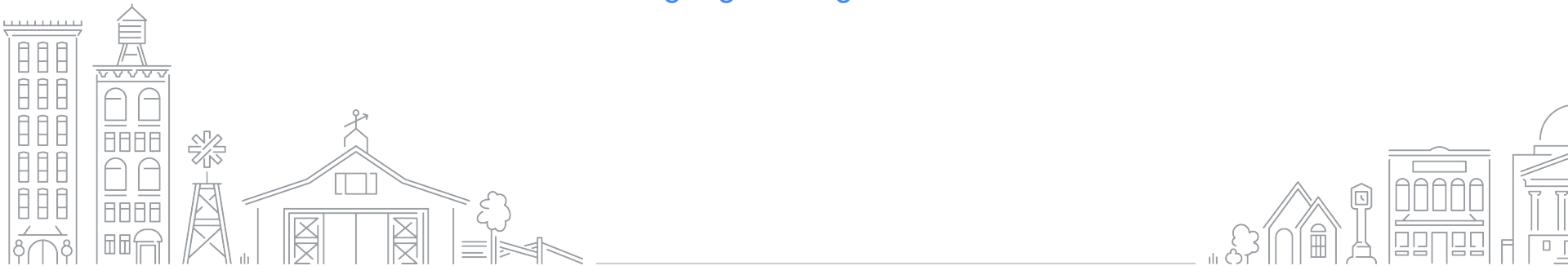


Grow with Google

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**

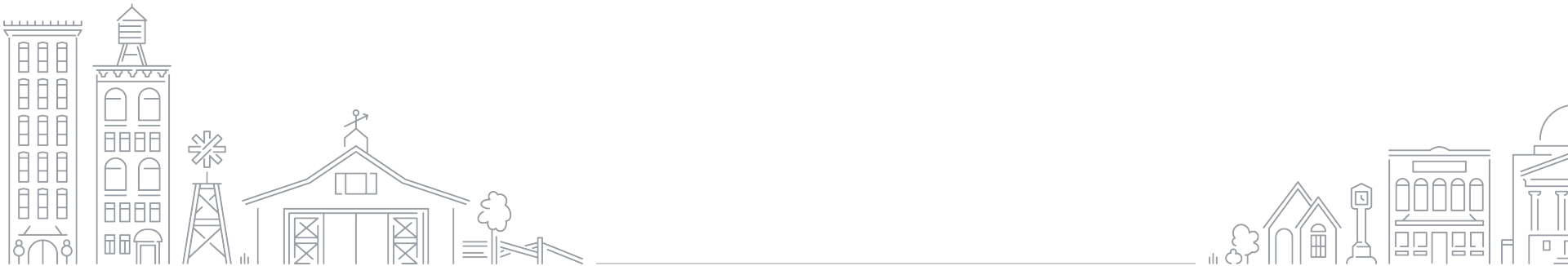
Learn how to use Google Trends to increase visibility.

○ **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



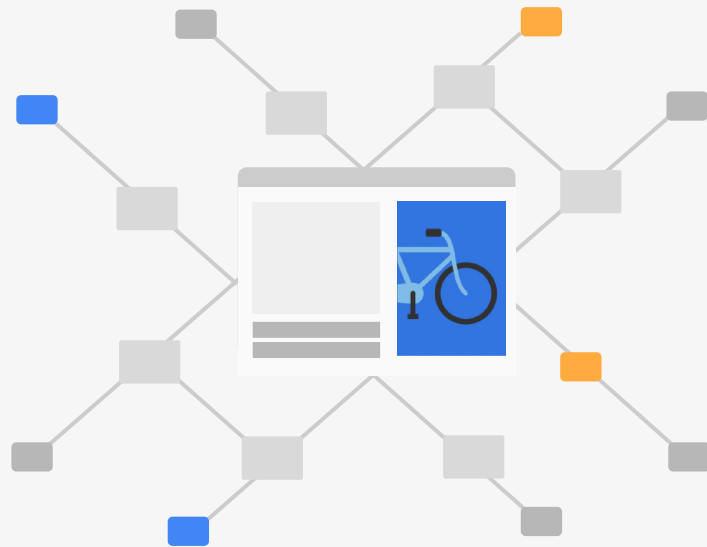
¹ Google Internal Data

² Google/Purchased, U.S., "Digital Diary: How Consumers Solve Their Needs in the Moment," n=1,000 U.S. smartphone users 18+, responses=14,840, needs=10,540; May 2016.

³ Google internal data, Jan 2017.

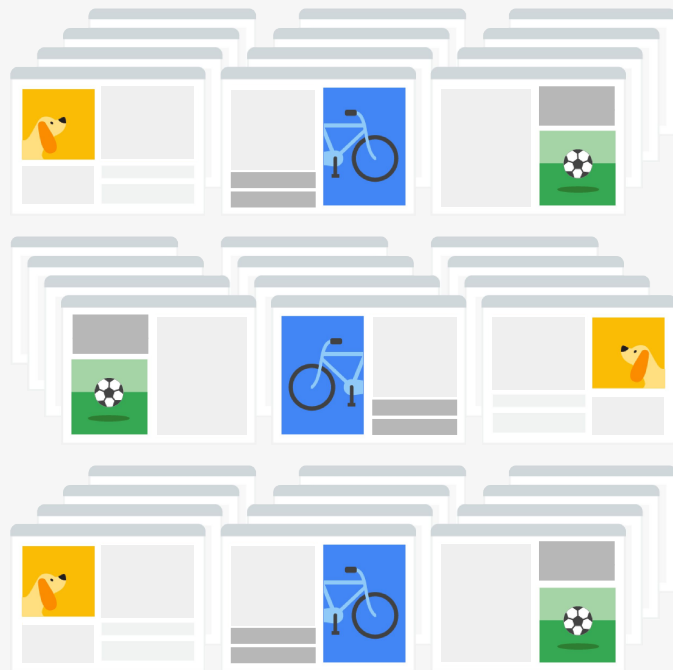
HOW SEARCH WORKS

- 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.



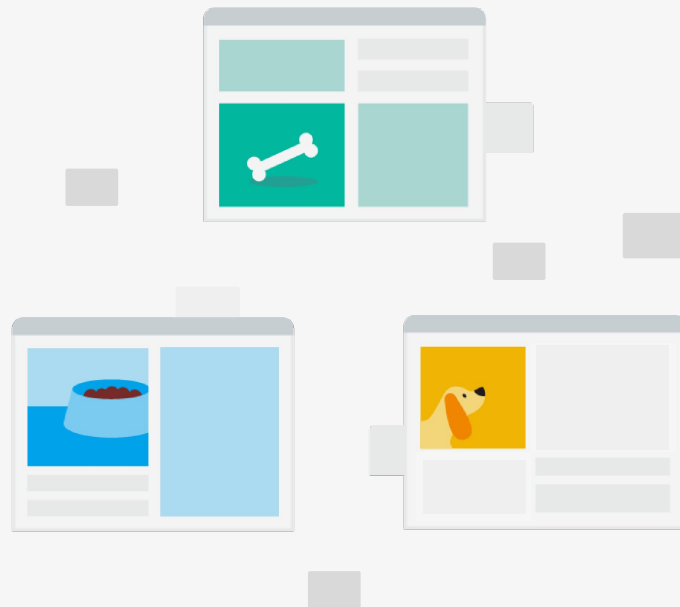
GOOGLE ORGANIZES INFORMATION

- Info is stored in Google's index.
- The index organizes info by page content and other factors.

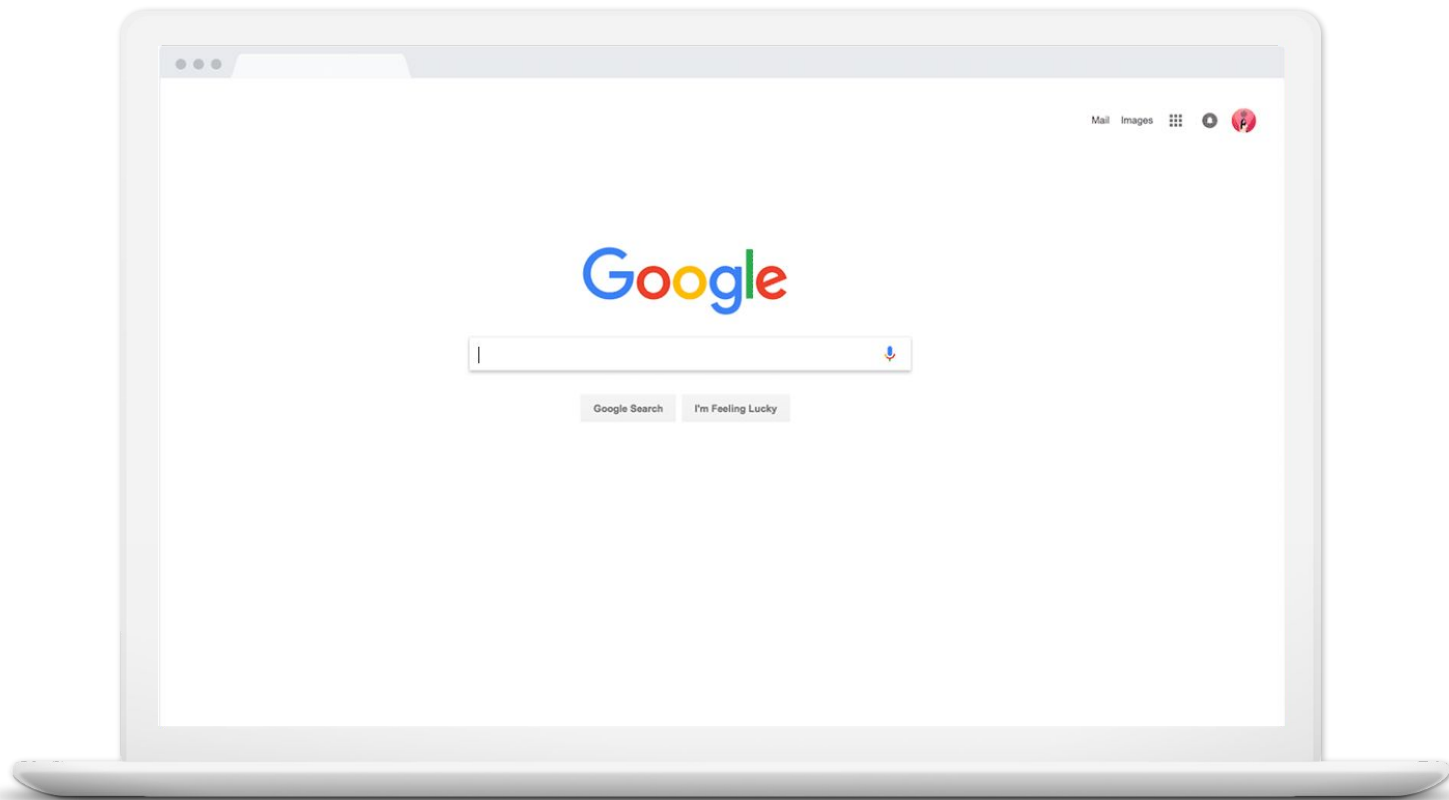


WHEN SOMEONE SEARCHES...

- 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



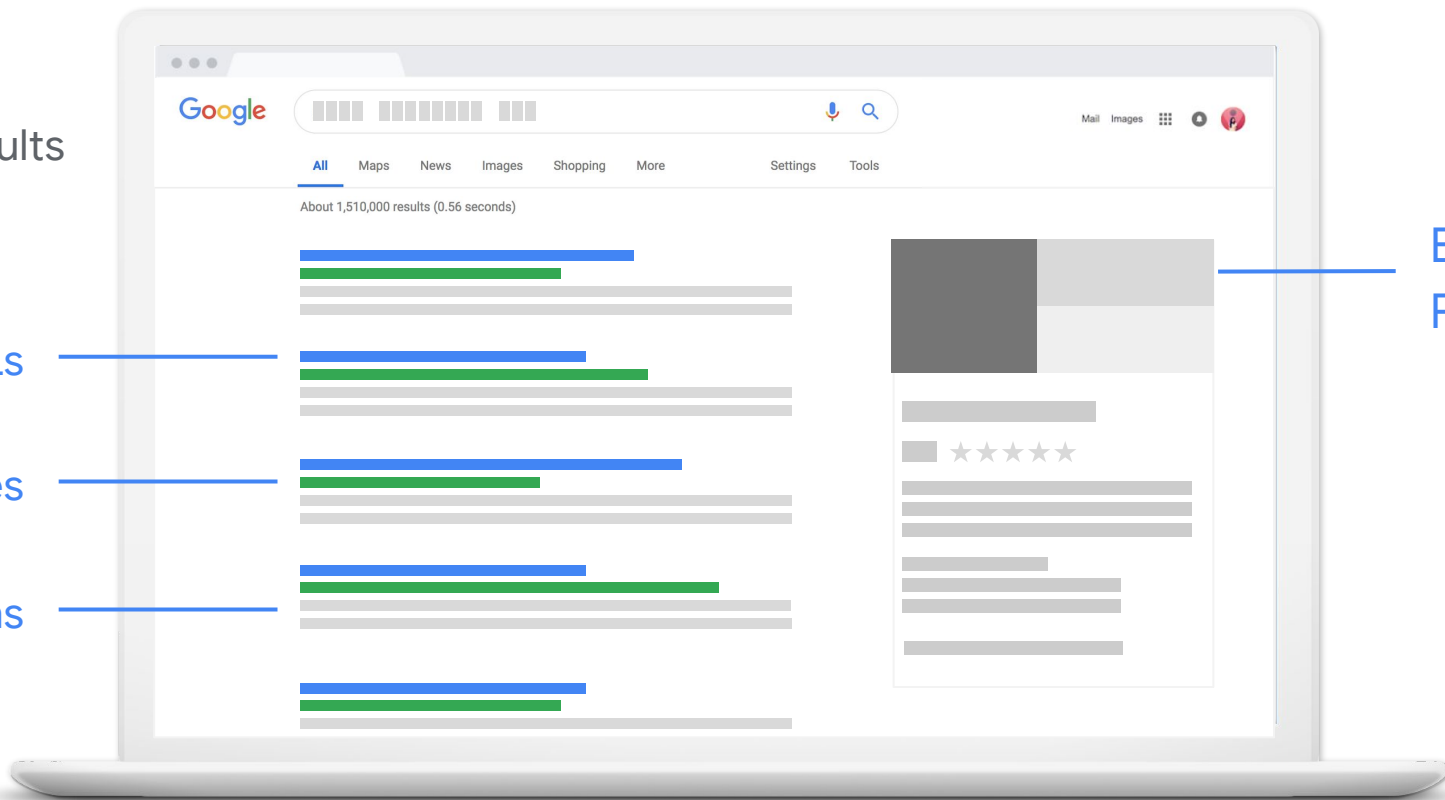
GOOGLE CREATES A SEARCH RESULTS PAGE

Search results include:

URLs

Page titles

Descriptions



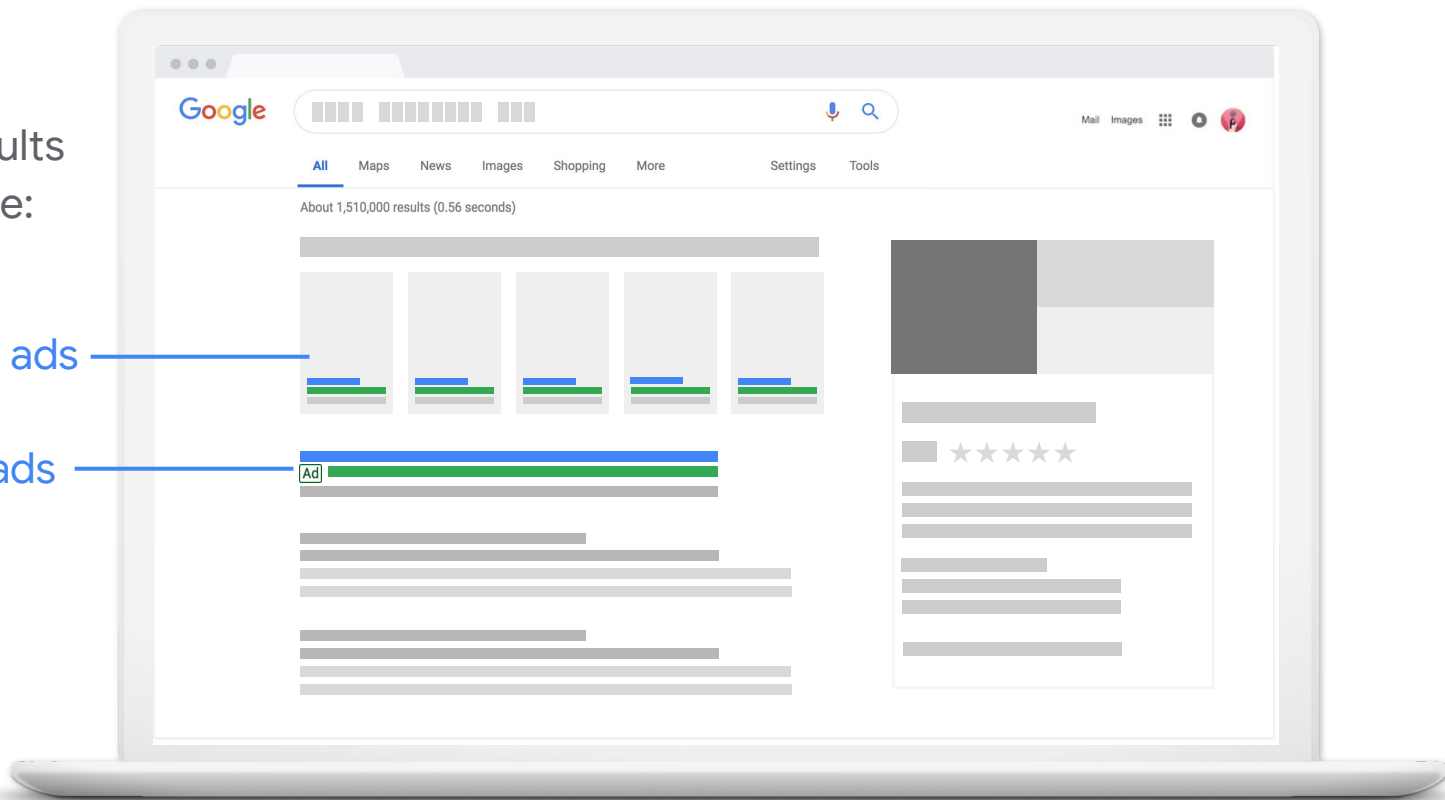
Business
Profile

GOOGLE CREATES A SEARCH RESULTS PAGE

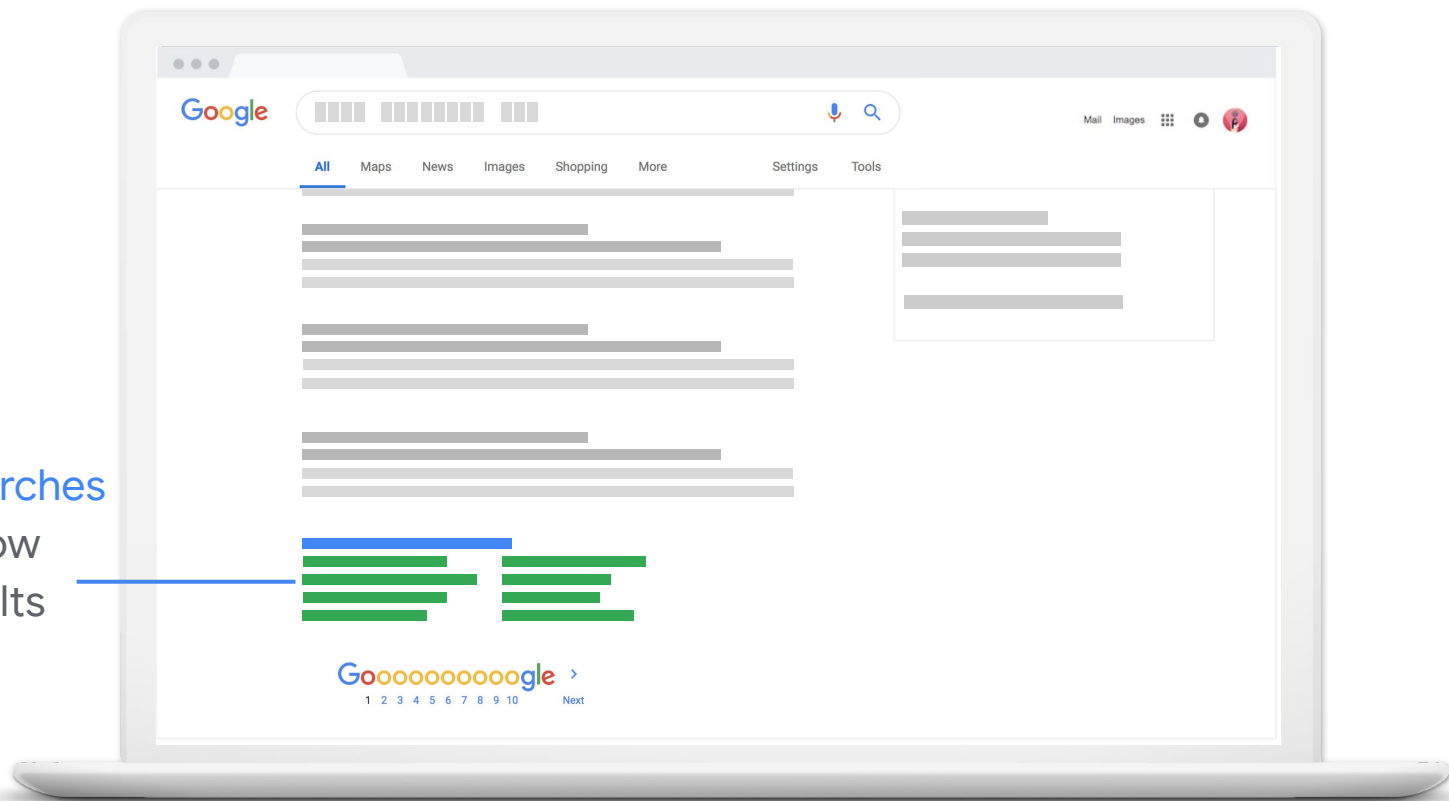
Search results
may include:

Shopping ads

Text ads



GOOGLE CREATES A SEARCH RESULTS PAGE



Related searches
appear below
search results

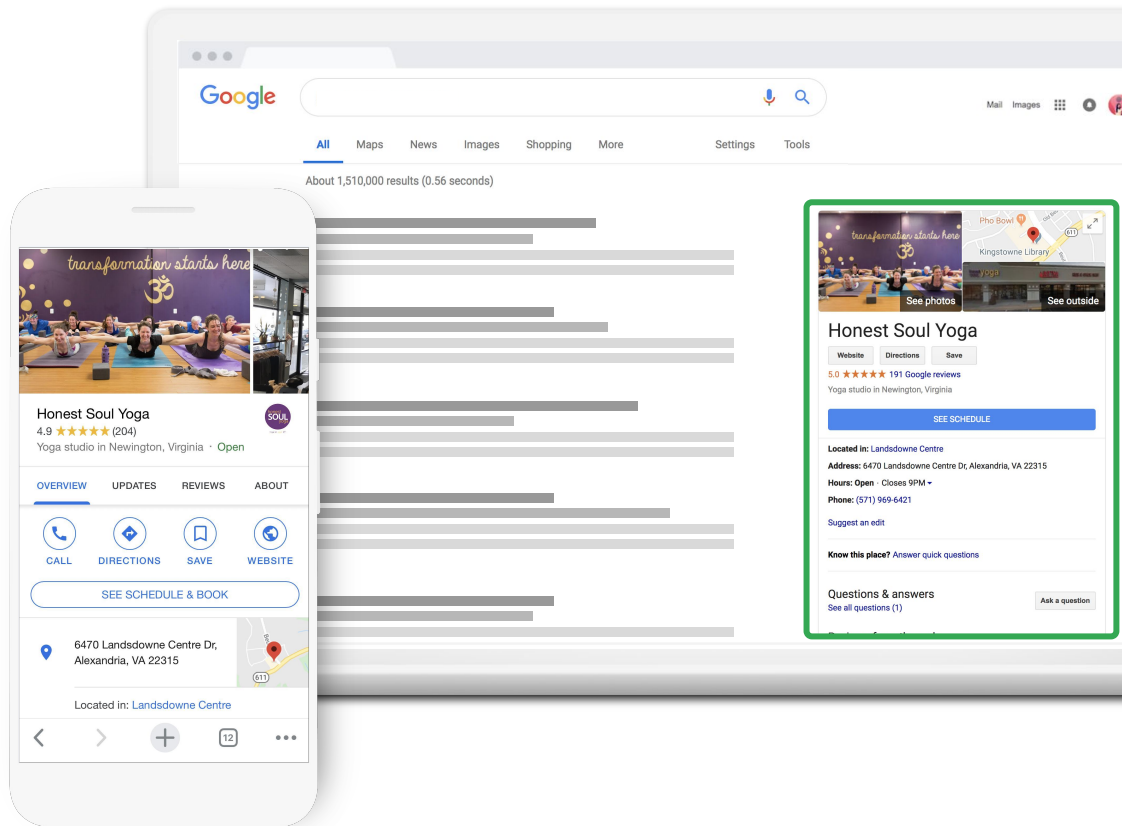
Resources to help you appear across Google



CREATE A FREE BUSINESS PROFILE ON GOOGLE

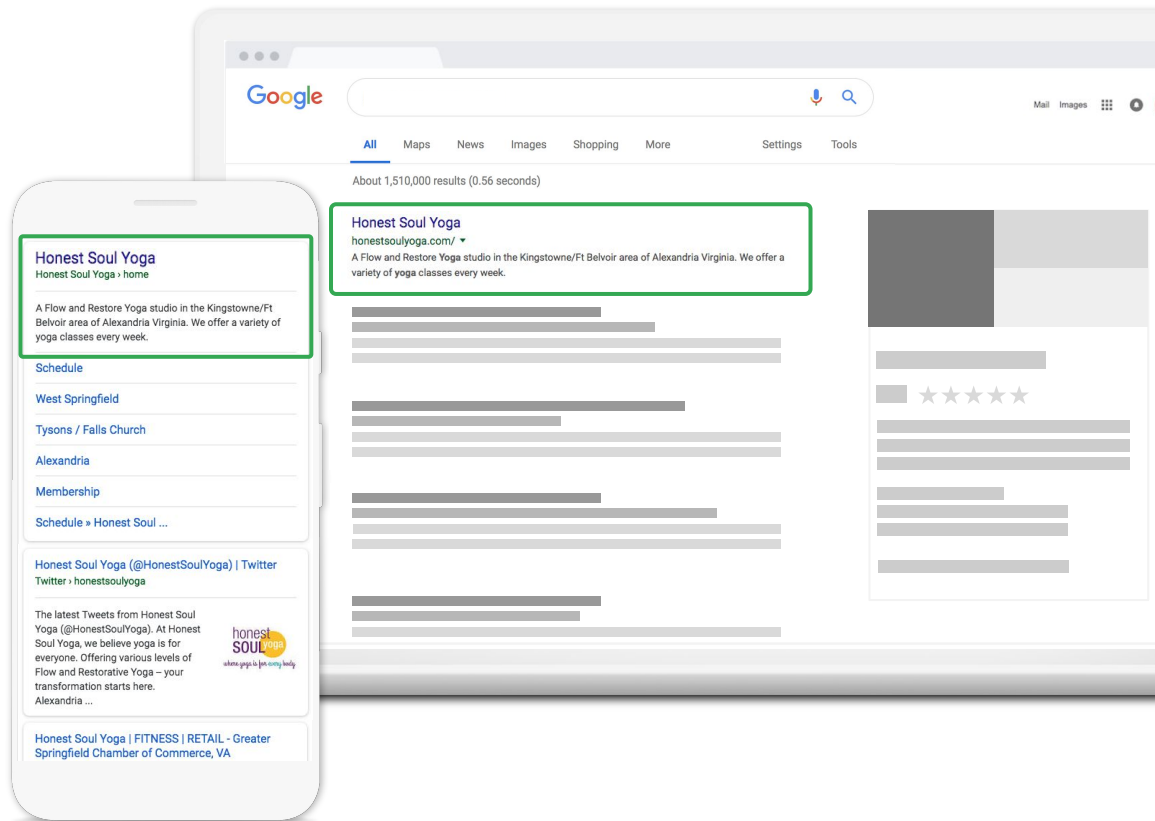
Stand out when customers search for your business or businesses like yours on Google Search and Maps.

google.com/business

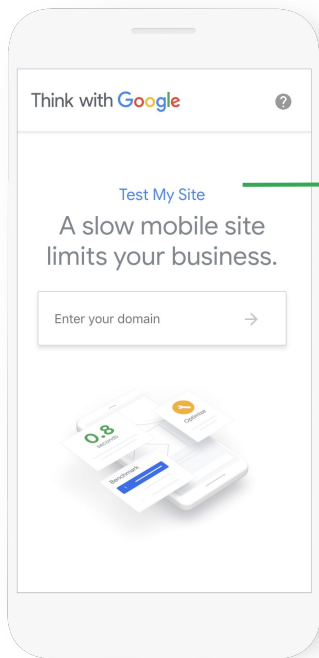


TIPS FOR APPEARING IN ORGANIC RESULTS

- Relevant, original content
- Logical organization
- Good page titles and descriptions
- Optimized images
- Fast load time
- Optimize for mobile



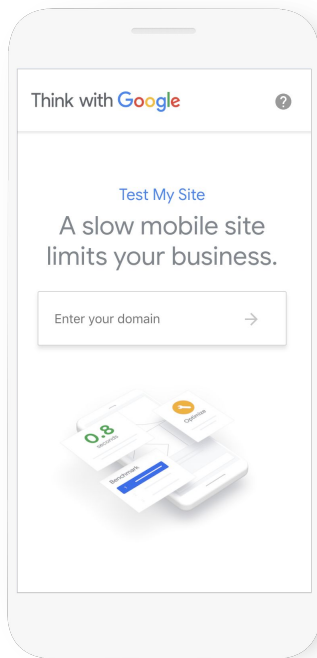
MORE TOOLS TO MAINTAIN A STRONG ONLINE PRESENCE



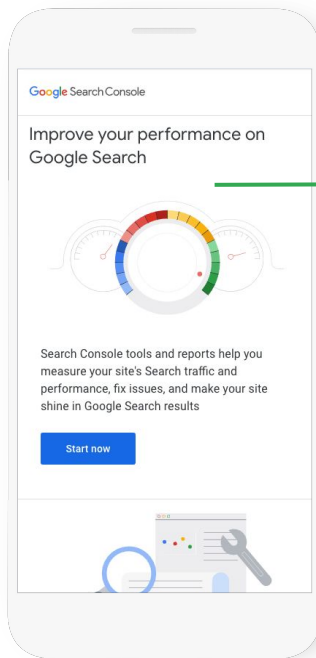
The **Test My Site** tool
checks site speed

g.co/testmysite

MORE TOOLS TO MAINTAIN A STRONG ONLINE PRESENCE



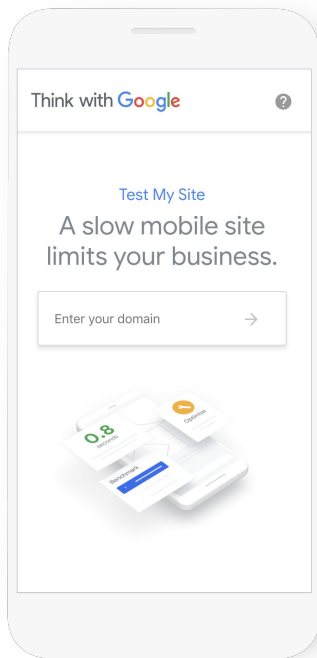
g.co/testmysite



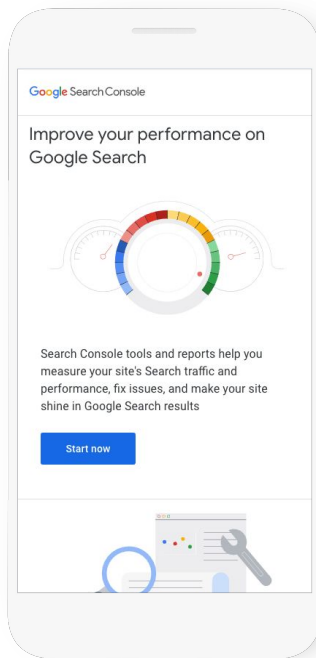
Search Console
measures site
performance

g.co/searchconsole

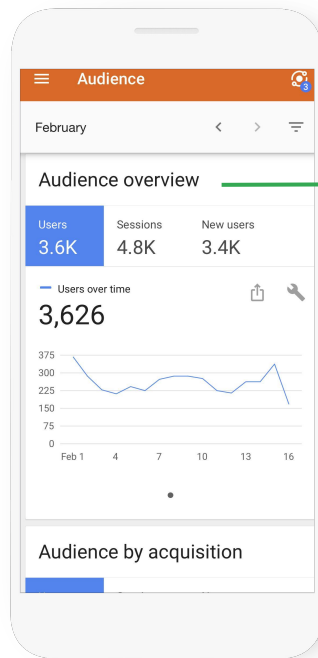
MORE TOOLS TO MAINTAIN A STRONG ONLINE PRESENCE



g.co/testmysite



g.co/searchconsole



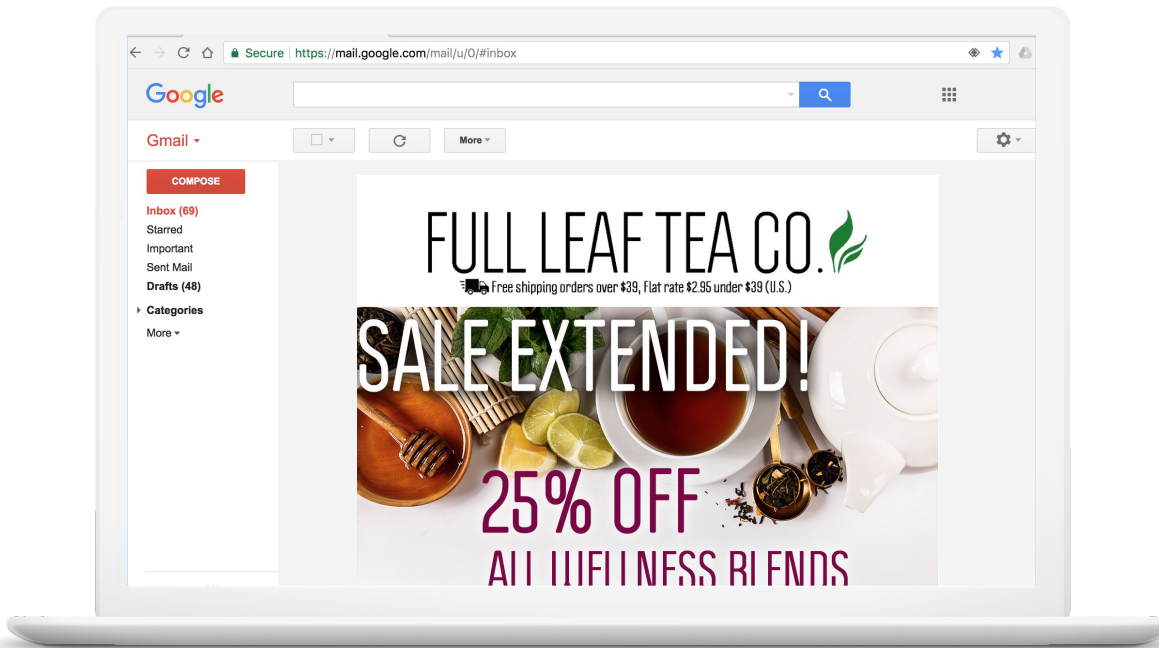
g.co/analytics

Google Analytics
shows behavior
on your site

Email marketing

Great emails have:

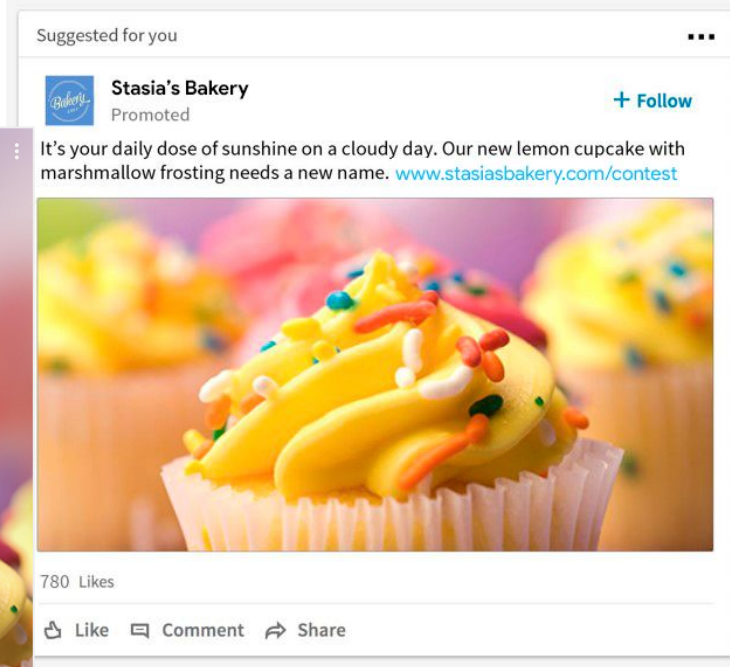
- Clear subject lines
- A call to action
- Great mobile design
- Content personalized for recipients
- Correct spelling and grammar



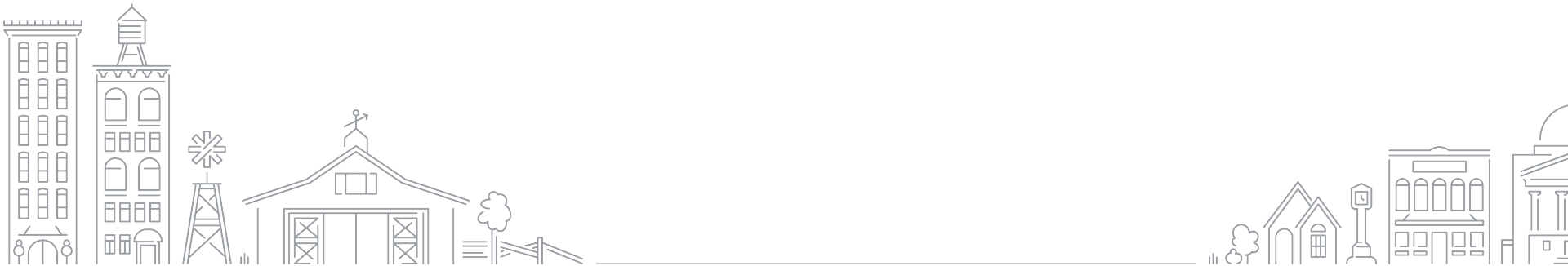
Social media marketing

Content should be:

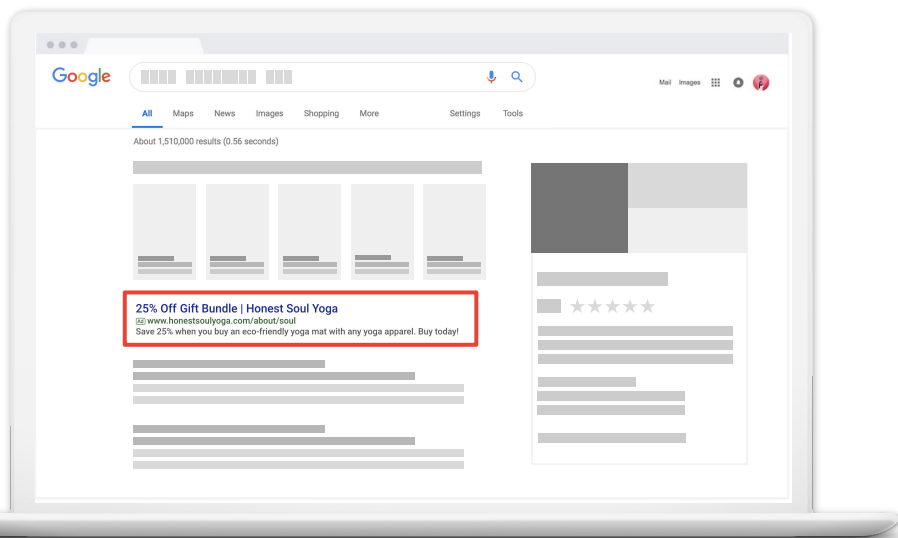
- Entertaining & engaging
- Useful & actionable
- Visually appealing
- Intentional



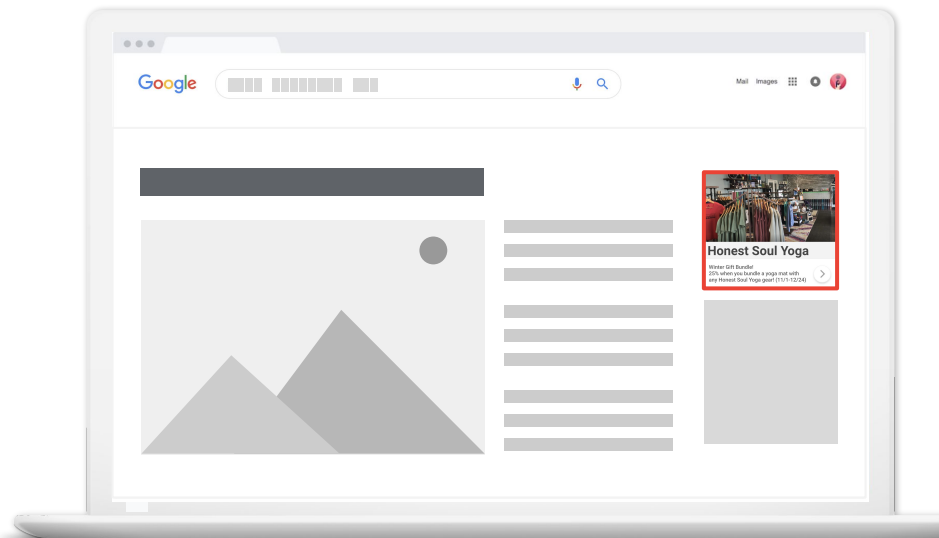
Reach customers with online advertising



WHERE ADS CAN APPEAR



Google Search Network

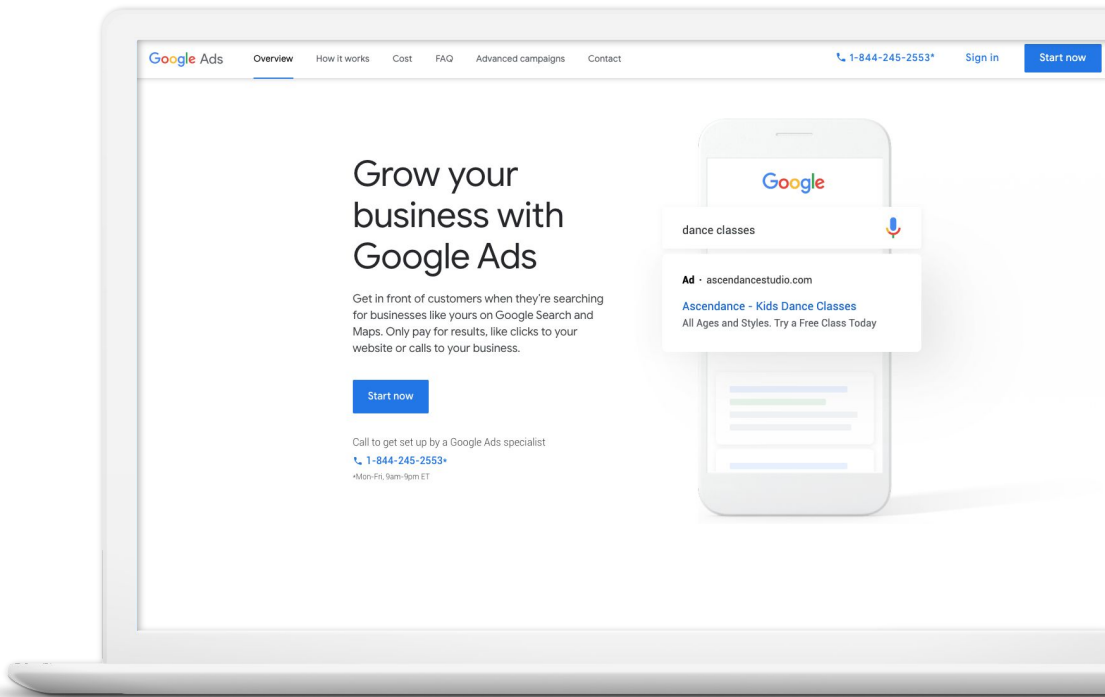


Google Display Network

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

The screenshot shows the Google Ads 'New campaign' setup interface. At the top, the Google Ads logo and 'New campaign' text are visible. Below this is a progress bar with four steps: 1. Your business & audience (active), 2. Your ad, 3. Budget and review, and 4. Set up billing. The main content area is titled 'Describe your business' and includes a sub-header 'This info will be used to create an ad that reaches the right customers'. There are two input fields: 'Business name' and 'Business website'. The 'Business name' field has a character count '0 / 120'. The 'Business website' field has a placeholder 'Example: www.example.com'. At the bottom of the form are two buttons: 'BACK' and 'NEXT'.

Google Ads | New campaign

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Describe your business

This info will be used to create an ad that reaches the right customers

Business name

0 / 120

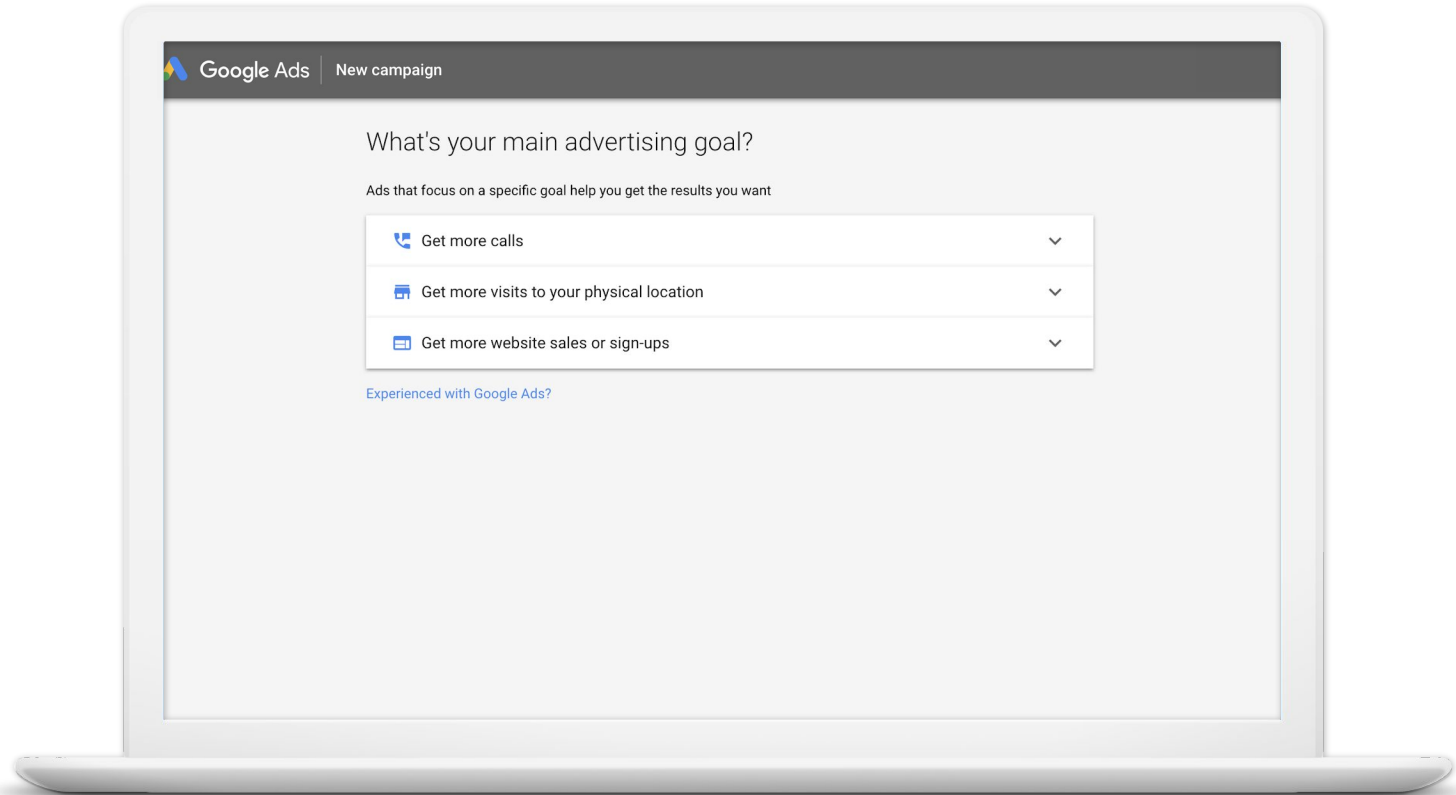
Business website

Example: www.example.com

BACK NEXT

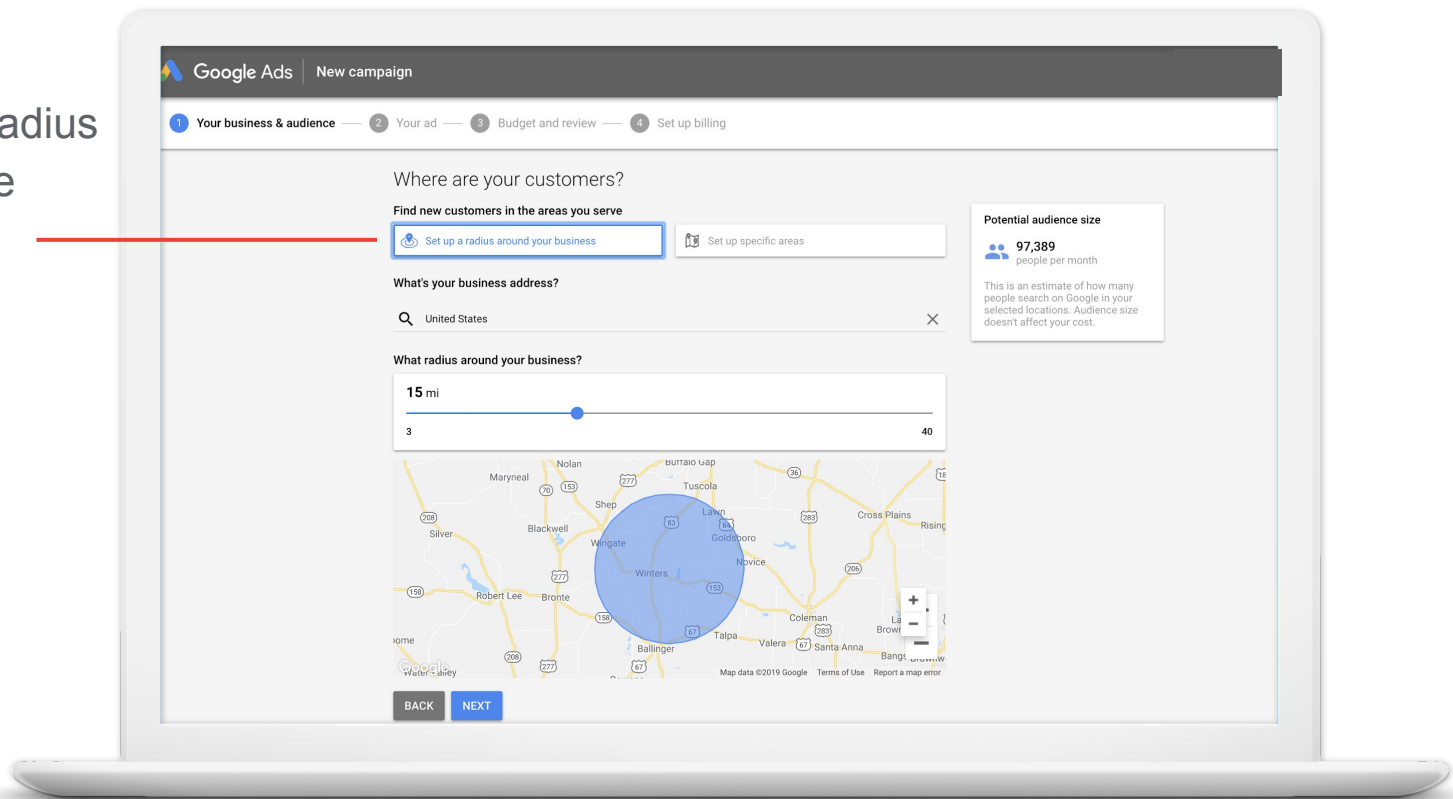
Enter URL

SELECT A GOAL



CHOOSE AREAS WHERE ADS CAN SHOW

Define a radius
around the
business



CHOOSE AREAS WHERE ADS CAN SHOW

Google Ads | New campaign

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Where are your customers?

Find new customers in the areas you serve

☐ Set up a radius around your business

☒ Set up specific areas

Potential audience size

2,415,552 people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.

Where do you want your ad to appear?

Alexandria Springfield Belle Haven Groveton Rose Hill Franconia

+ Add location (city, state, or country)

BACK NEXT

Or, add specific areas

DESCRIBE THE PRODUCT OR SERVICE

Choose category

Choose products
or services to
promote

Google Ads | New campaign

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Define your product or service

Which language do you want to advertise in?
English ▾

What is your business category?
Yoga Studio ✕

What specific products or services do you want to promote in this ad?
We'll show your ad to people searching for similar terms on Google

[+ ADD ANOTHER](#)

Suggested for you

- + Bhakti Yoga
- + Bikram Yoga
- + Hatha Yoga
- + Vinyasa Yoga
- + Hot Yoga
- + Beginner Classes
- + Iyengar Yoga
- + Kundalini Yoga
- + Private Lessons
- + Karma Yoga
- + Ashtanga Yoga
- + Prenatal Yoga
- + Power Yoga
- + Baby With Parent
- + Family/Kids Classes

BACK NEXT

Potential audience size
 11,097
people per month
This is an estimate of how many people search for businesses like yours in your selected locations. Audience size doesn't affect your cost.

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

[\[Ad\] honestsoul yoga.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://honestsoul yoga.com/>

[SAVE](#)

SET YOUR BUDGET

Google Ads | New campaign

✓ Your business & audience — ✓ Your ad — 3 Budget and review — 4 Set up billing

Set your budget

Select the option that works best for your business and the results you want. You can make updates any time.

\$10 daily average • \$304 monthly max
Reach an estimated 17,620 - 29,510 people and get 230 - 400 ad clicks per month

RECOMMENDED FOR YOU ⓘ

\$14 daily average • \$426 monthly max
Reach an estimated 24,700 - 41,310 people and get 330 - 560 ad clicks per month

\$26 daily average • \$790 monthly max
Reach an estimated 45,940 - 76,710 people and get 620 - 1,040 ad clicks per month

ENTER YOUR OWN BUDGET

Currency: US Dollar (\$) ▼

BACK NEXT

How your budget works

What you pay for
You only pay for ad clicks or calls to your business.

Your daily average
Some days you might spend less than your daily average, and on others you might spend up to 4 times as much. But over the month you won't pay more than your monthly max.

If you change your mind
Try running your ad, but no need to commit. Change your budget or cancel your ad at anytime.

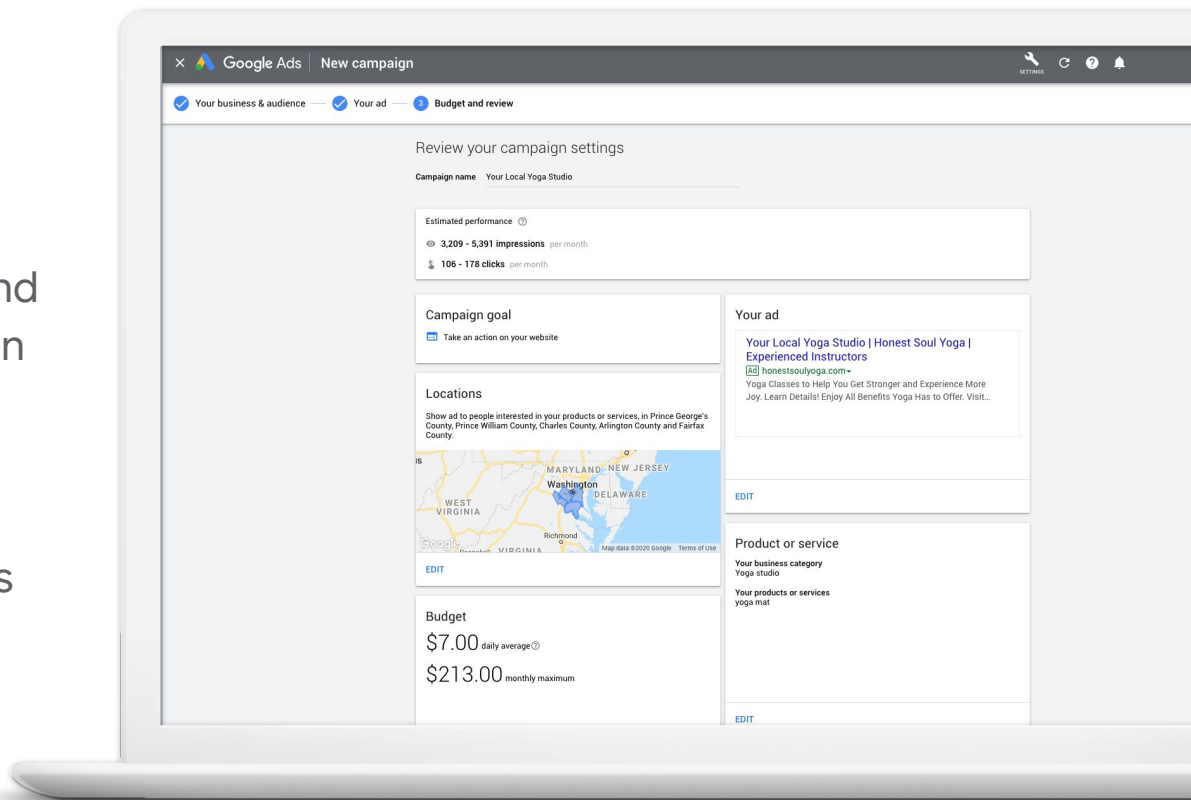
Select a budget
or enter your
own

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



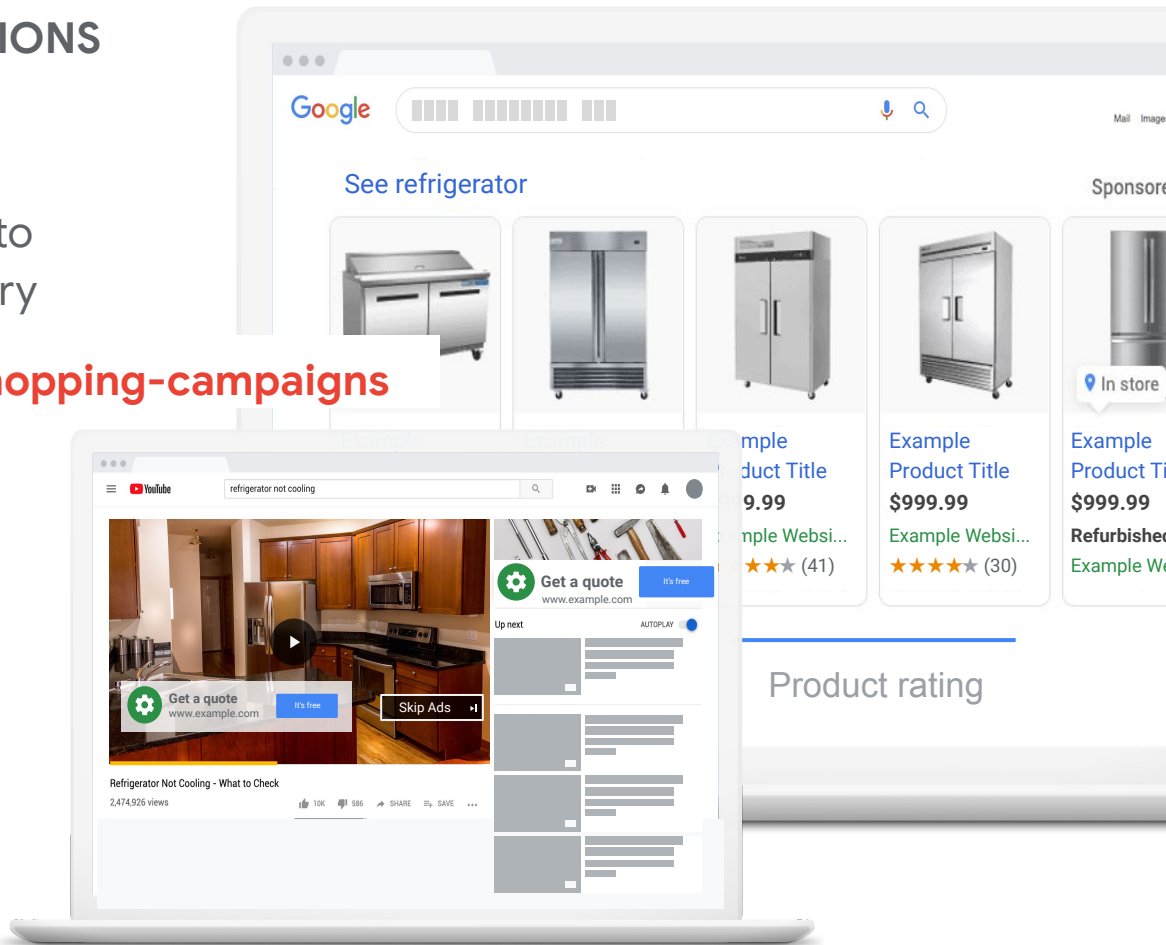
ADDITIONAL ADVERTISING OPTIONS

Use Smart Shopping campaigns to promote online and local inventory

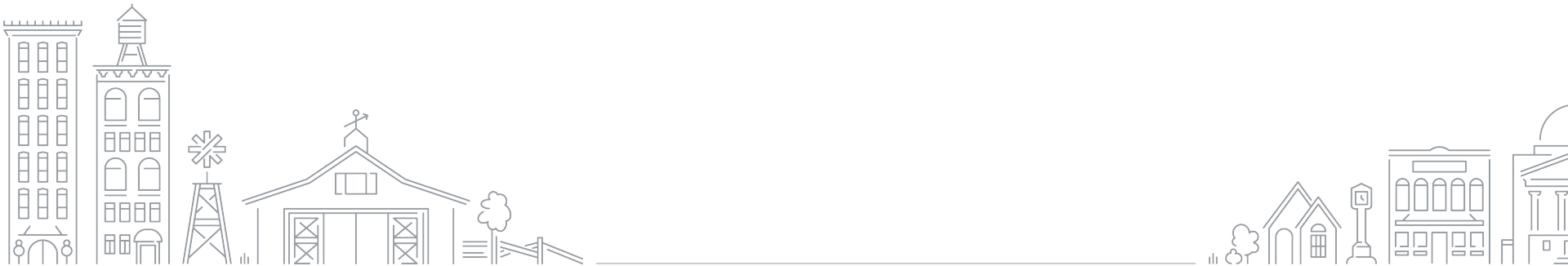
google.com/retail/solutions/shopping-campaigns

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



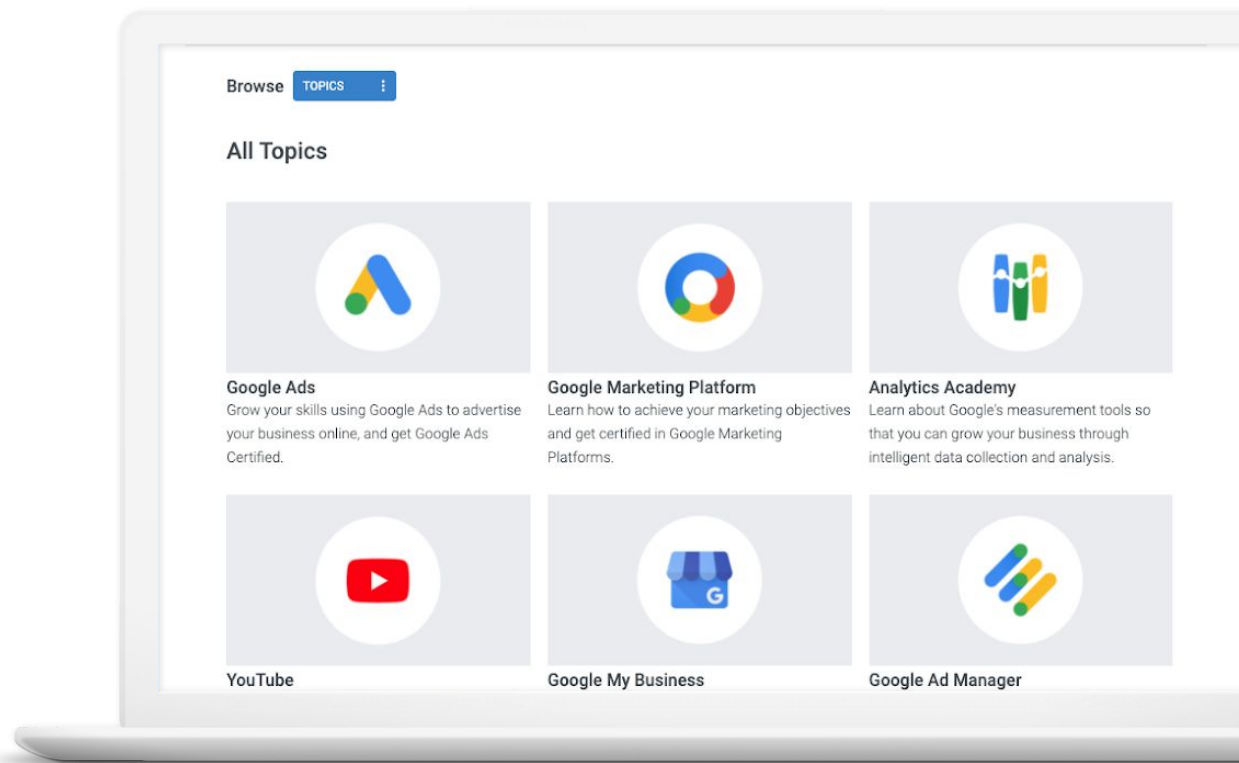
SKILLSHOP: TRAINING ON GOOGLE'S PROFESSIONAL TOOLS

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



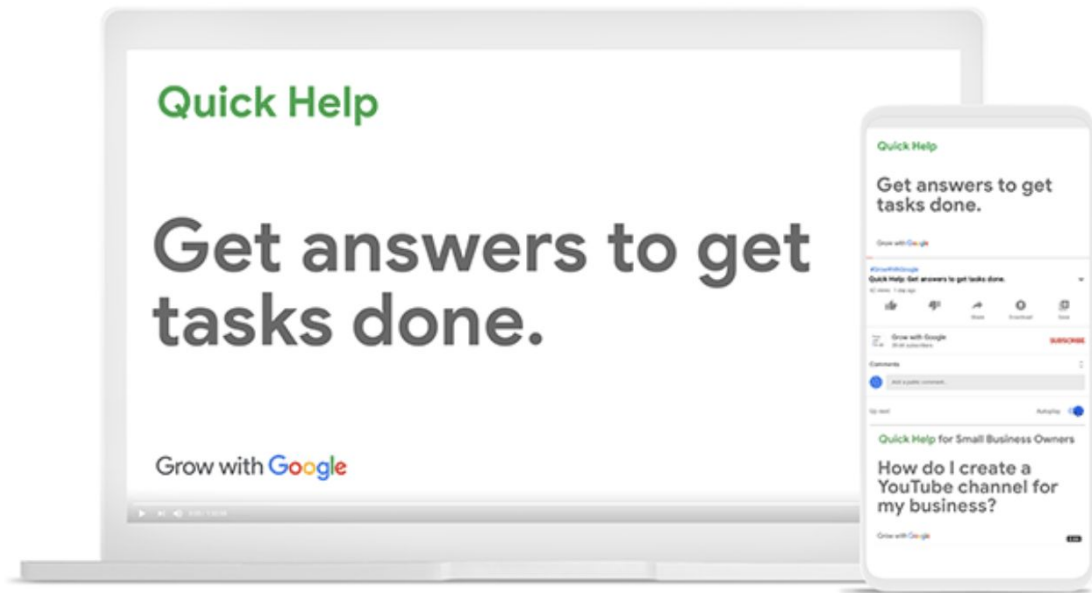
QUICK HELP VIDEOS FOR SMALL BUSINESSES

- 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



FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students

Bring digital tools into your classroom.

For local businesses

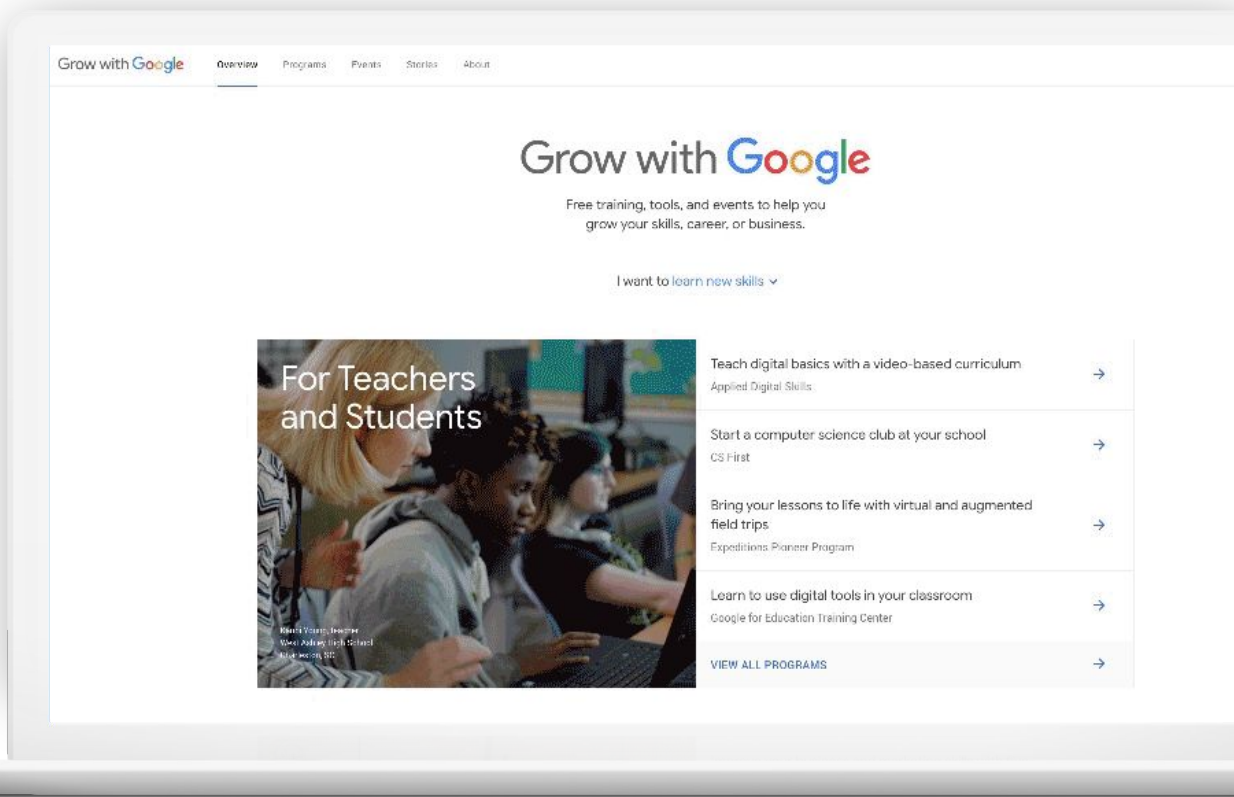
Help new customers find you online.

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

