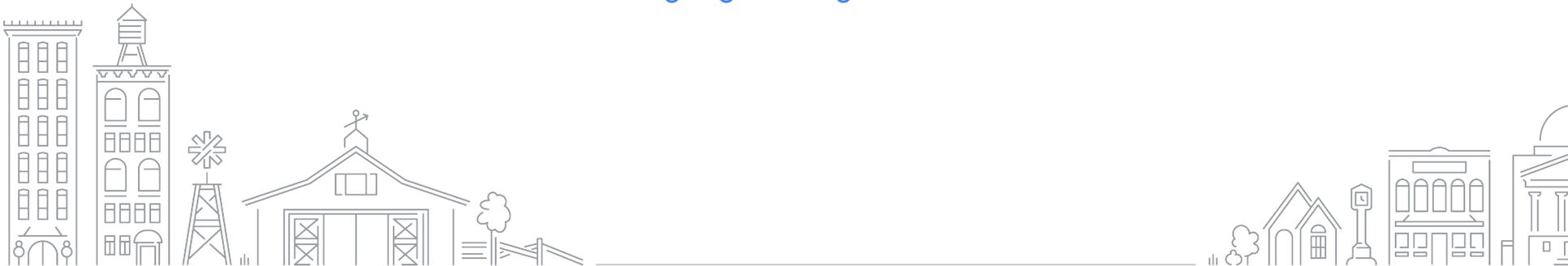


Grow with Google

# Reach Customers Online with Google

[google.com/grow](https://google.com/grow)





# AGENDA

## REACH LOCAL CUSTOMERS WITH GOOGLE MY BUSINESS

Create a free Business Profile on Google.

## REACH EVERYONE ON ALL DEVICES

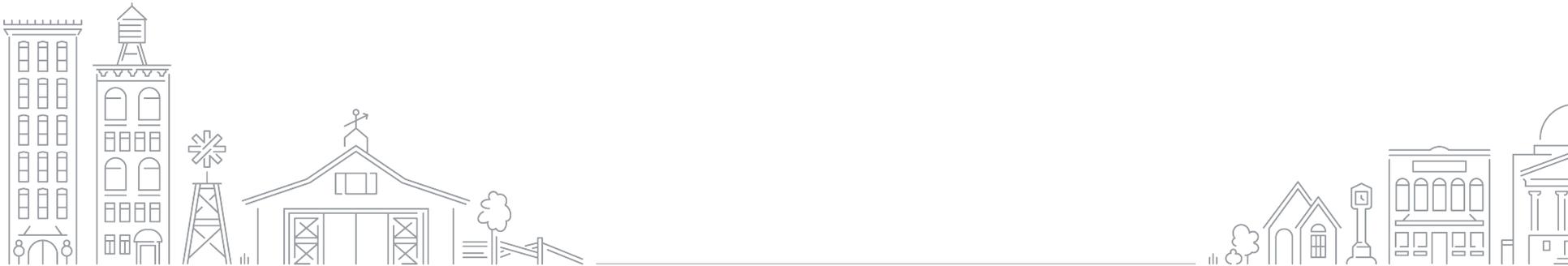
Optimize your website for search and mobile.

## REACH CUSTOMERS WITH ONLINE ADVERTISING

Advertise your business on Google.



# Reach local customers with Google My Business



# GOOGLE MY BUSINESS

This is a Business Profile.

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

The image shows a laptop screen displaying a Google search for "sweeten new york". The search results include a link to the Sweeten website, categorized under "Sweeten: The Best General Contractors For Your Renovation". Below this, there are several links for "New York City", "Sweeten Blog", "About", "Careers", "Westchester County", and "How Sweeten Works". A prominent result is "Sweeten - 35 Photos & 12 Reviews - Contractors - 195 Chrystie St ..." with a 3.5-star rating and 12 reviews. Another result is "Sweeten, Matching Homeowners With Contractors, Nails Down \$3.5 ..." from TechCrunch. A third result is "Sweeten | Crunchbase".

On the right side of the screen, a business profile for "Sweeten" is displayed. It features a map of New York City, a "See photos" button, and a "Sweeten" title. Below the title are buttons for "Website" and "Save". The profile shows a 5.0-star rating with 2 Google reviews. The address is "New York, NY", hours are "Closed" (opening at 10AM Wed), and the phone number is "(212) 671-1713". There are buttons for "Suggest an edit", "Questions & answers", "Send to your phone", and "Reviews".

# CONNECT WITH CUSTOMERS IN MOMENTS THAT MATTER

**87%** of smartphone owners turn to search first in a moment of need. <sup>1</sup>

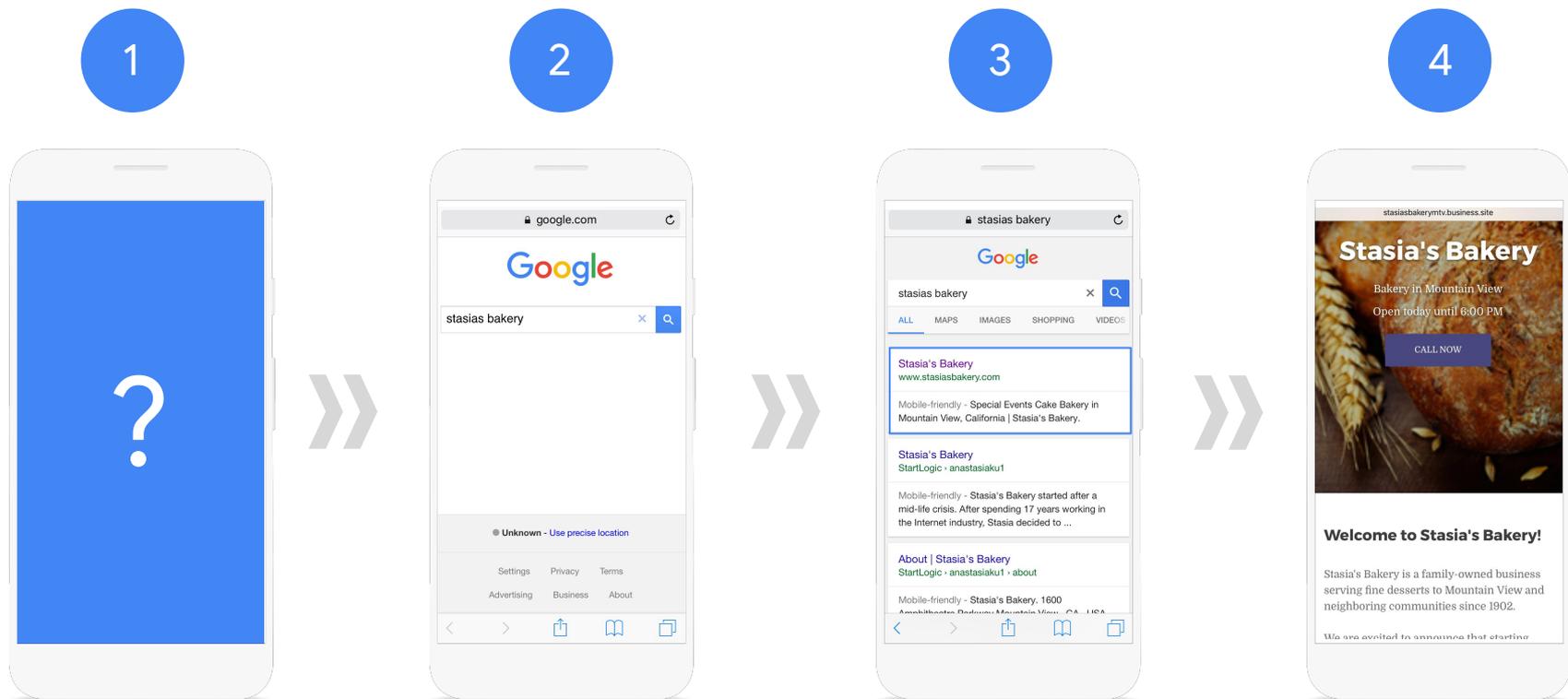
**30%** of all mobile searches are related to location. <sup>2</sup>



<sup>1</sup> 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.

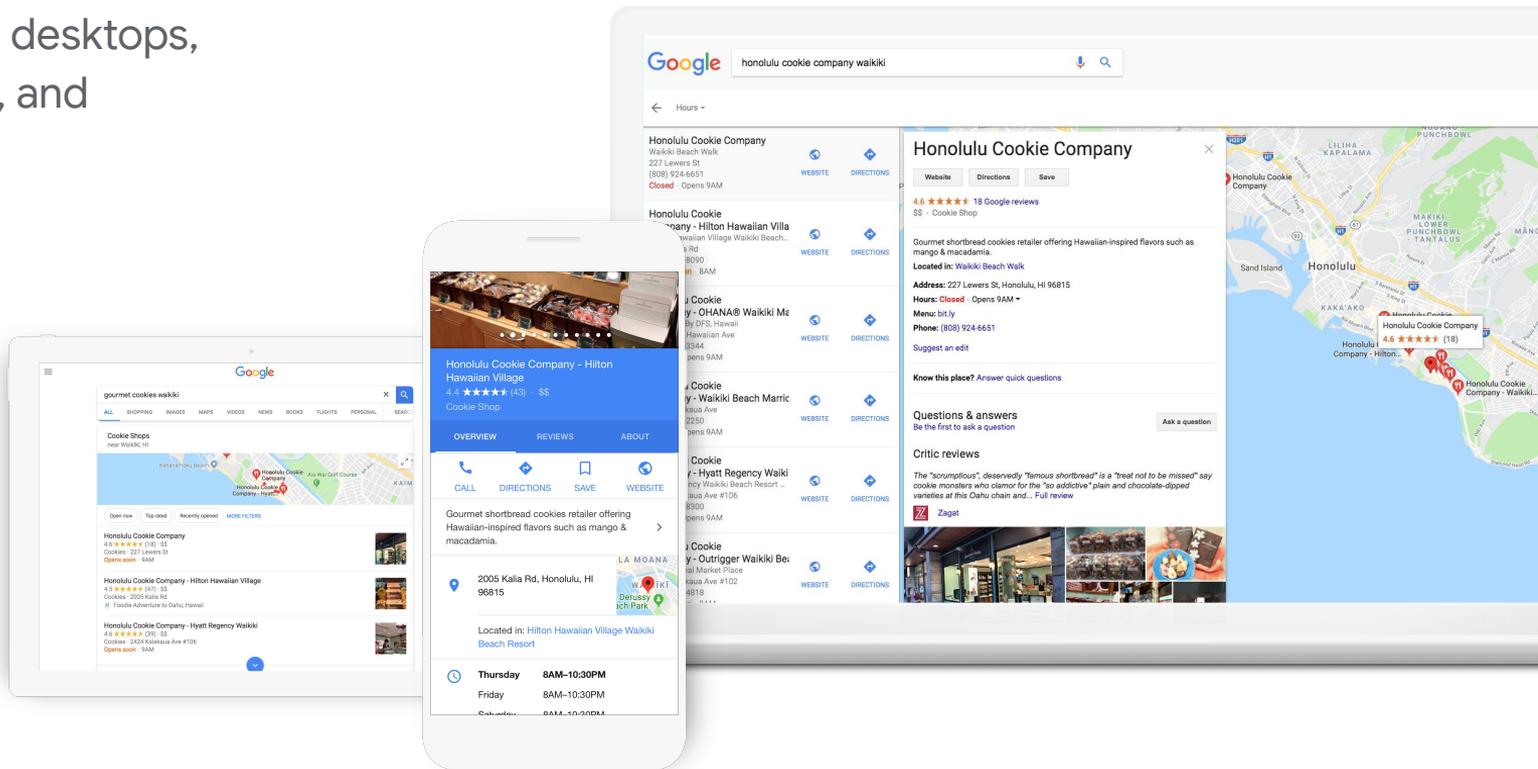
<sup>2</sup> Google internal data, Jan 2017.

# “NEAR ME” SEARCHES = NEAR YOU OPPORTUNITIES



# LOCAL RESULTS ON GOOGLE

Info appears on desktops, laptops, tablets, and mobile phones.



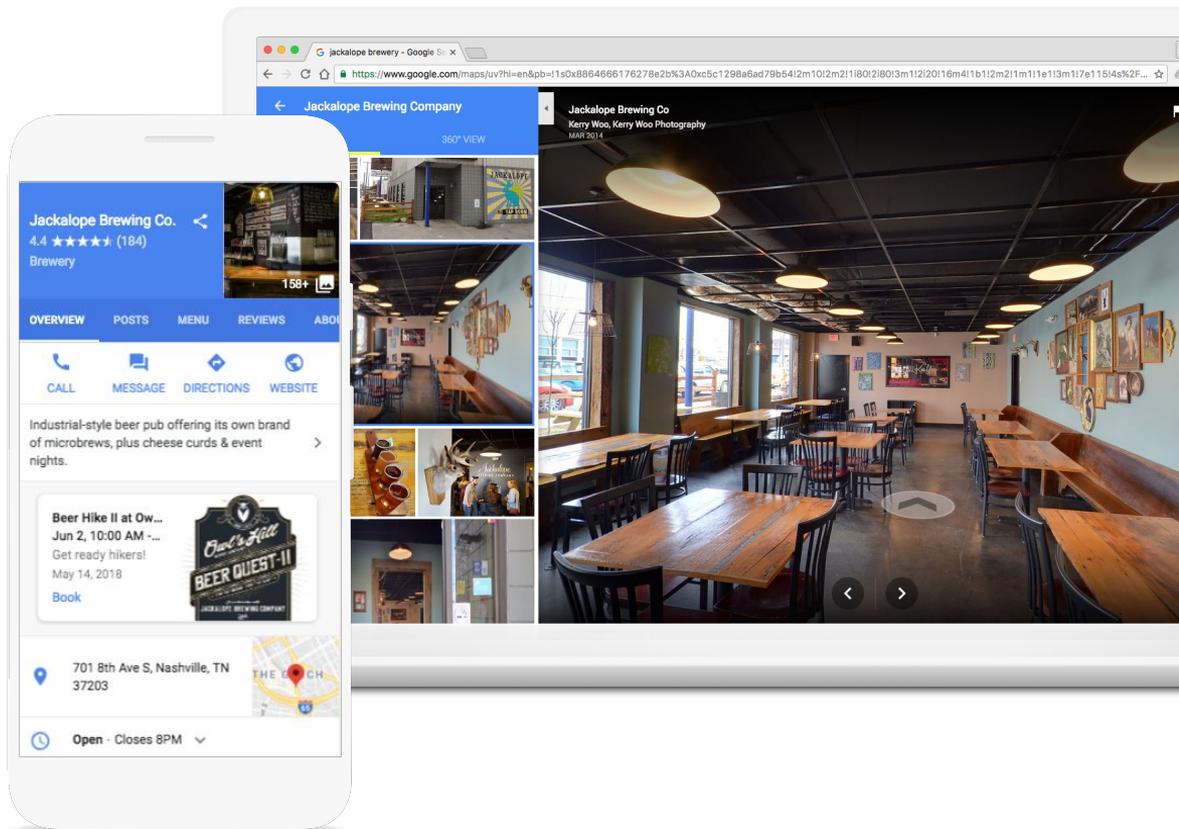
# MAKE THE MOST OF YOUR BUSINESS PROFILE

Complete your  
business info.

Add special hours,  
like holiday hours.

Add photos.

Have a cool space?  
Consider a [virtual tour](#),  
created by a Trusted  
Photographer.



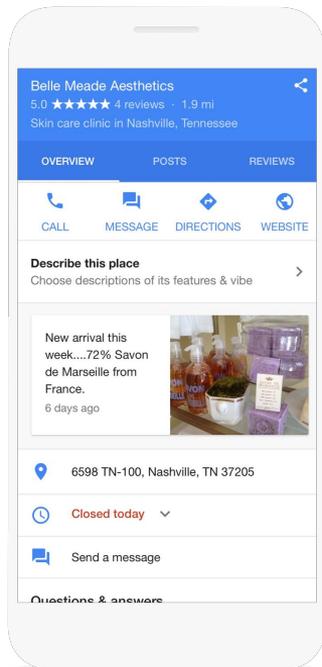
# ENGAGE WITH CUSTOMERS

Share updates  
with posts.

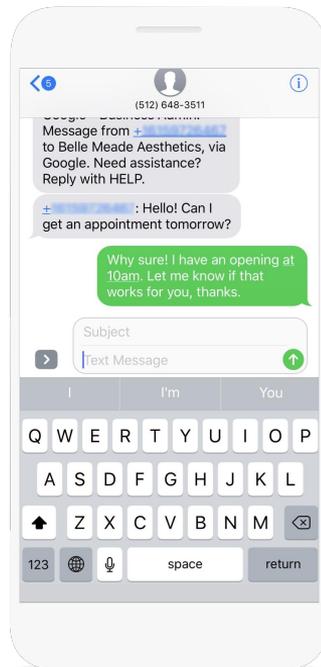
Communicate  
with messaging.

Read and respond  
to reviews.

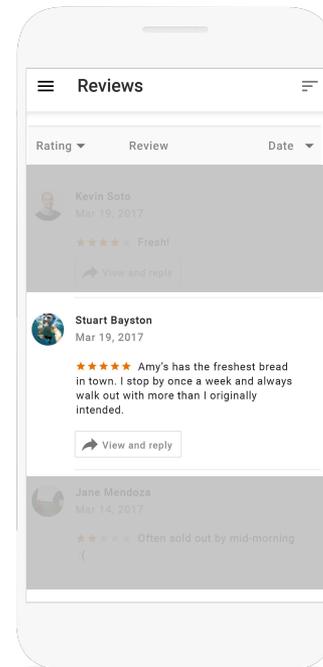
## Posts



## Messages



## Reviews



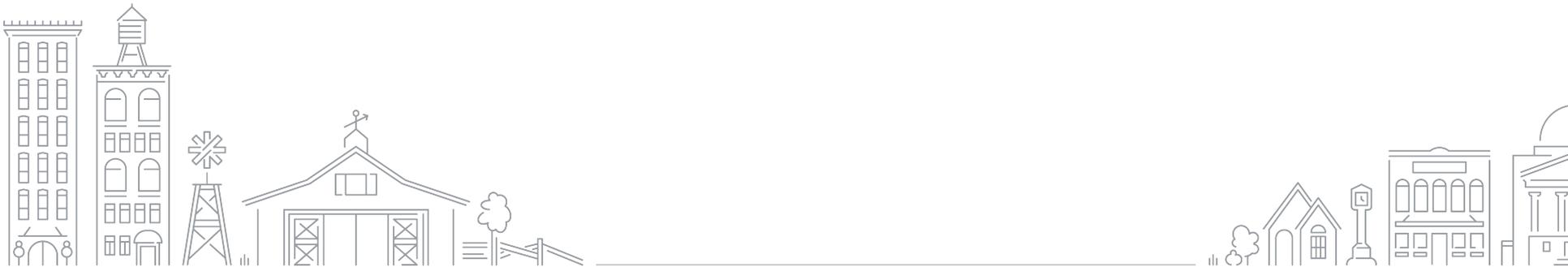
## REACH MORE CUSTOMERS WITH GOOGLE MY BUSINESS

“For us, it comes down to being searchable, sharing reviews that reflect who we really are, and providing clear directions to our location—those are what bring people through the front door.”

– Honest Soul Yoga | Alexandria, VA



# Reach everyone, on all devices



## BEFORE YOU BEGIN, MAKE A PLAN



Why do you want a website?



How will you reach them?



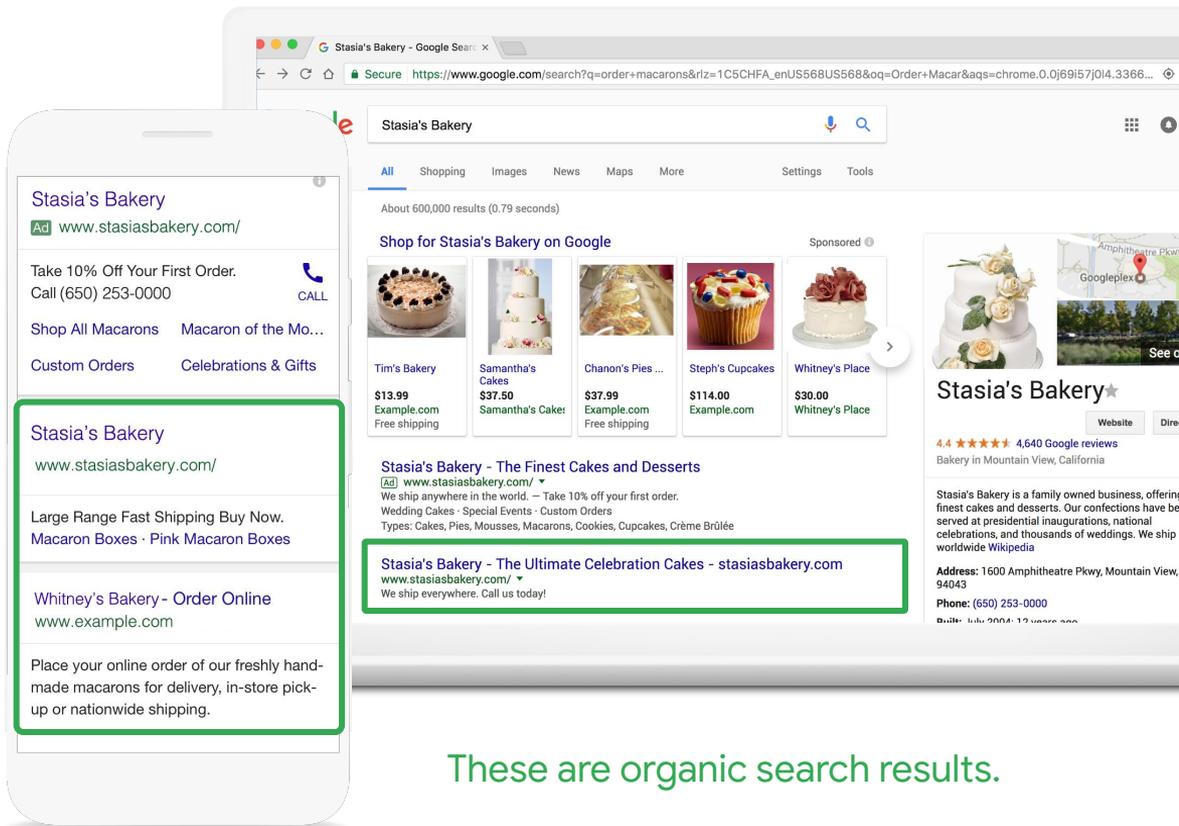
Who is your ideal audience?



How will you measure success?

# SEARCH ENGINE OPTIMIZATION

- Organization matters
- Useful, original content
- Text links
- Good page titles and descriptions
- Fast load time
- Optimize images

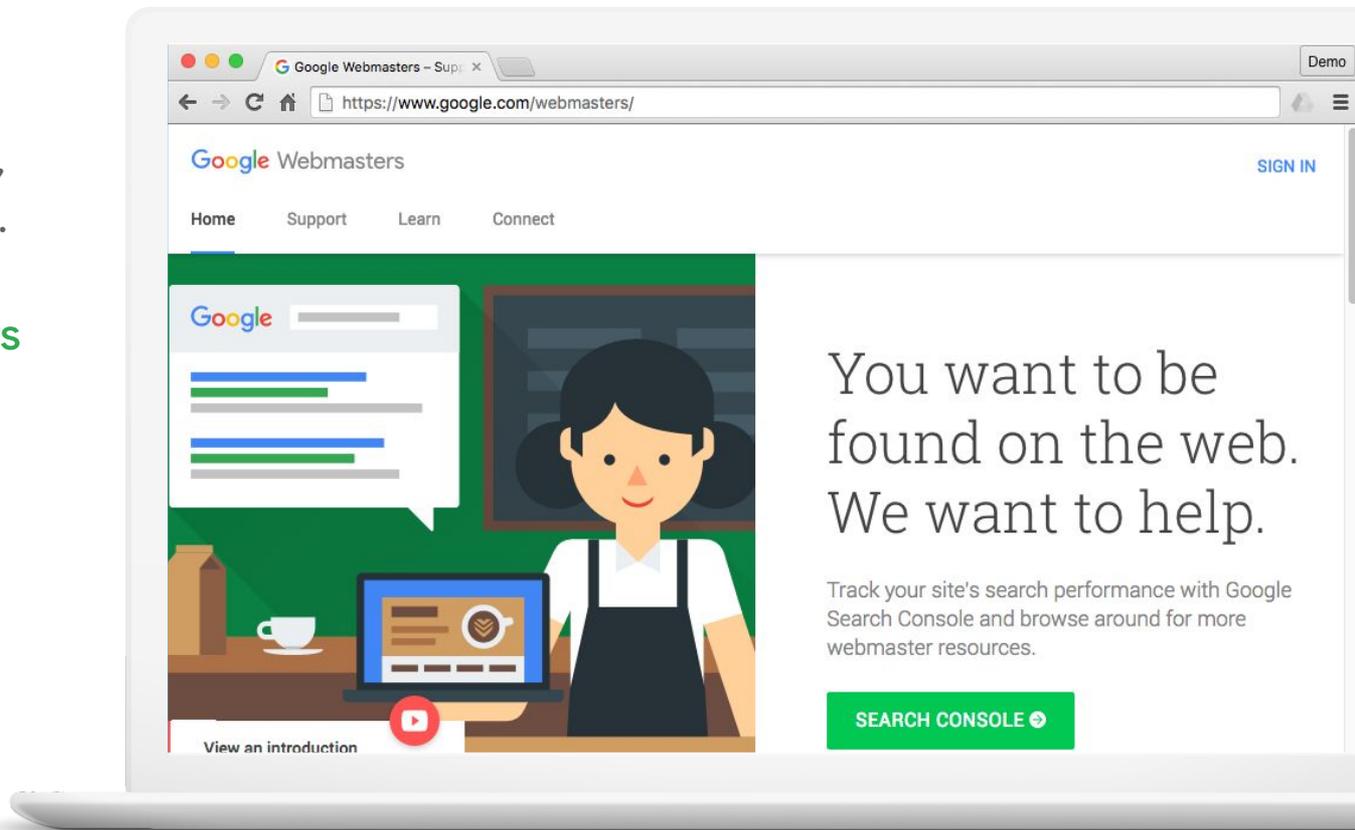


These are organic search results.

# GOOGLE SEARCH CONSOLE

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

[google.com/webmasters](https://google.com/webmasters)



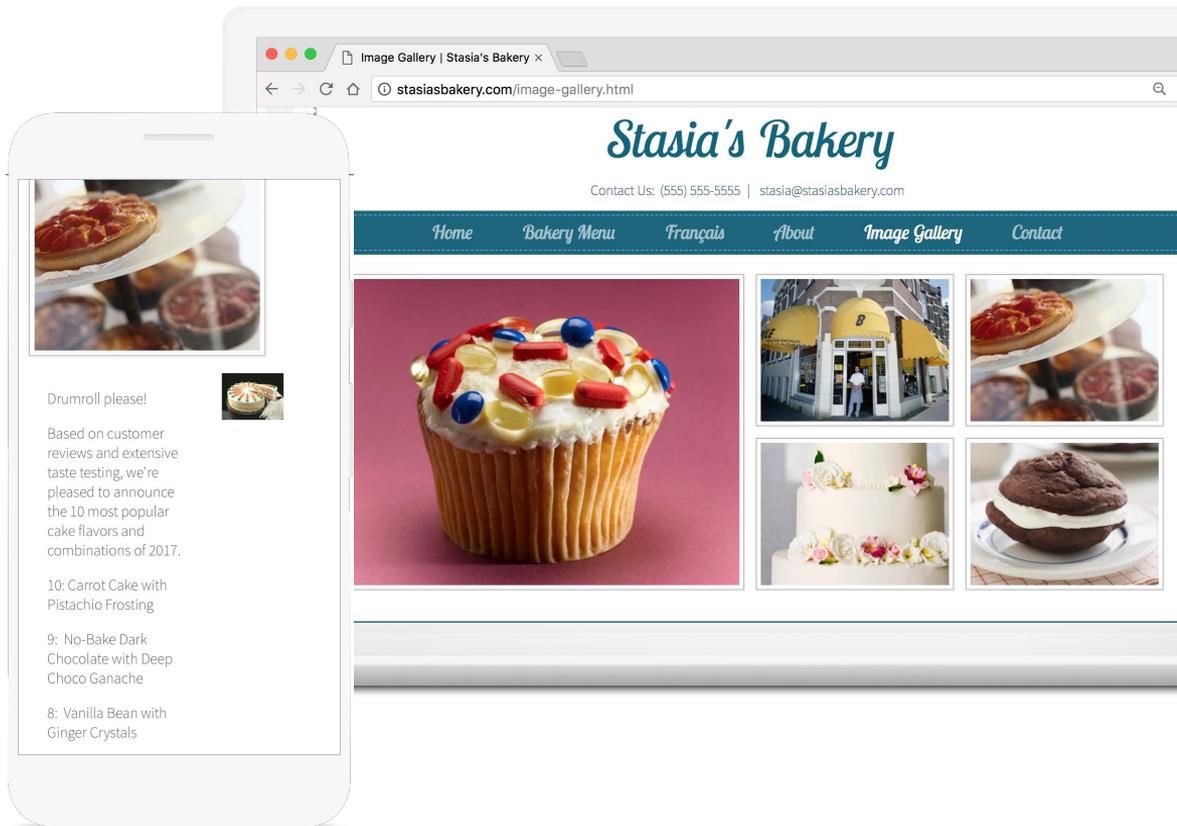
# CONTENT MARKETING

Try different formats,  
like text and video.

Try different types  
of content, like:

- “How to” articles
- “Top 10” lists
- Educational material

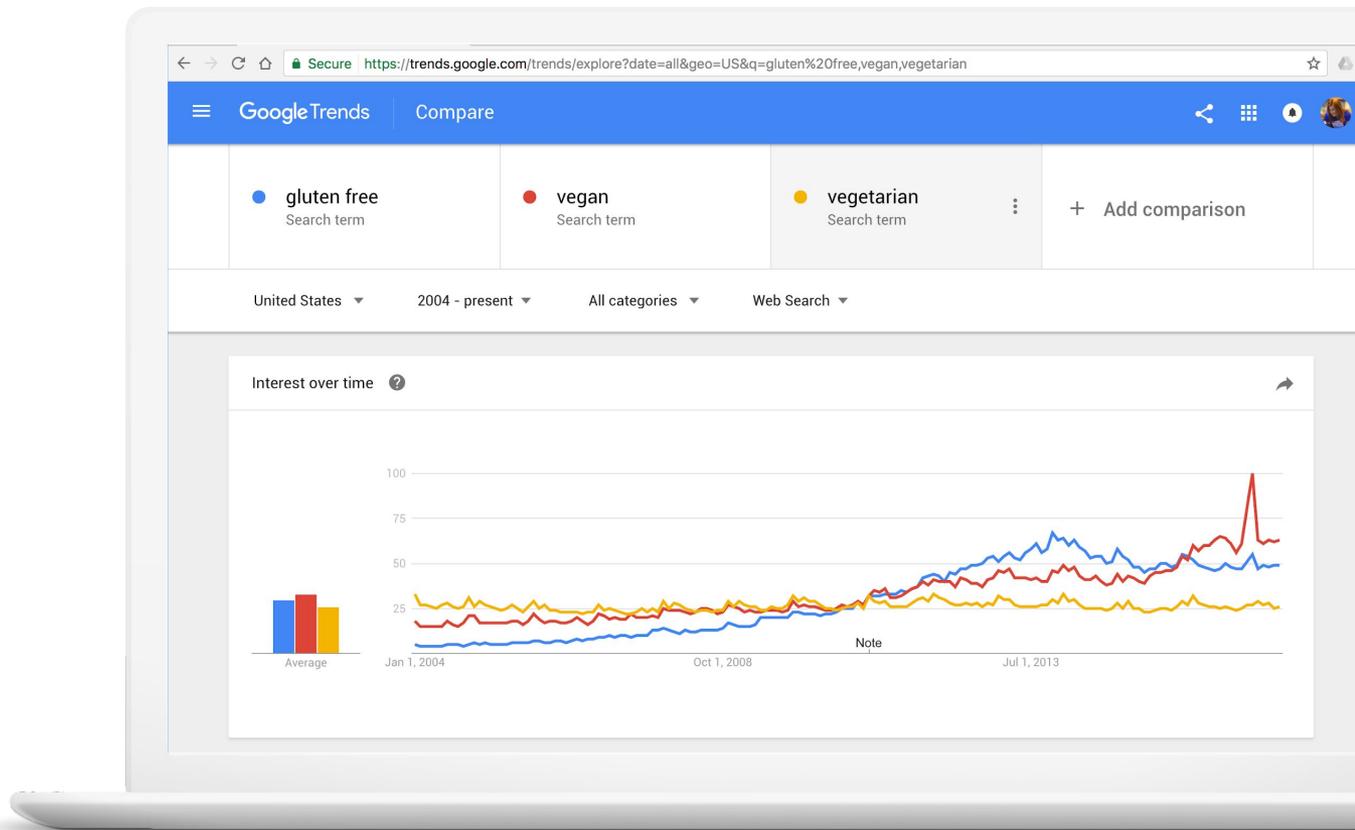
Latest research and trends.



# GOOGLE TRENDS

Find popular search terms on Google.

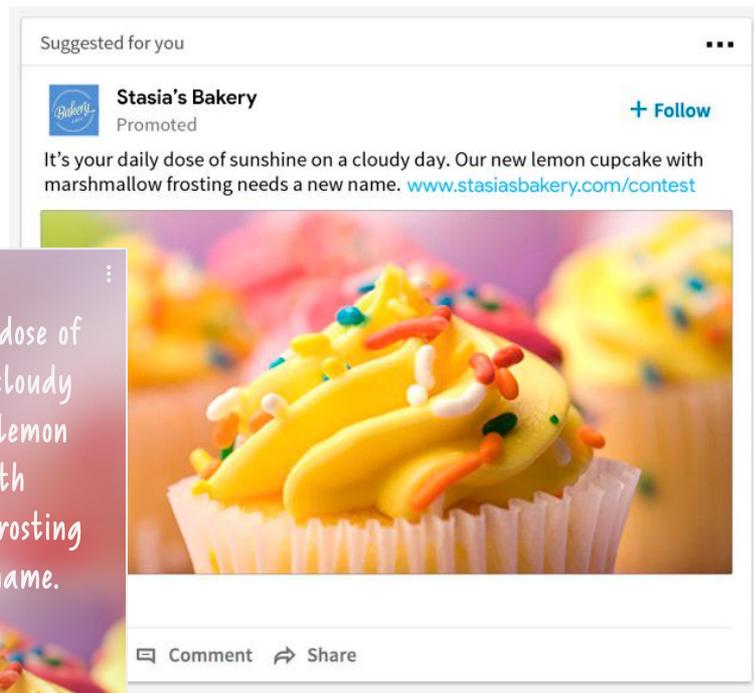
[google.com/trends](https://www.google.com/trends)



# SOCIAL MEDIA MARKETING

Content should be:

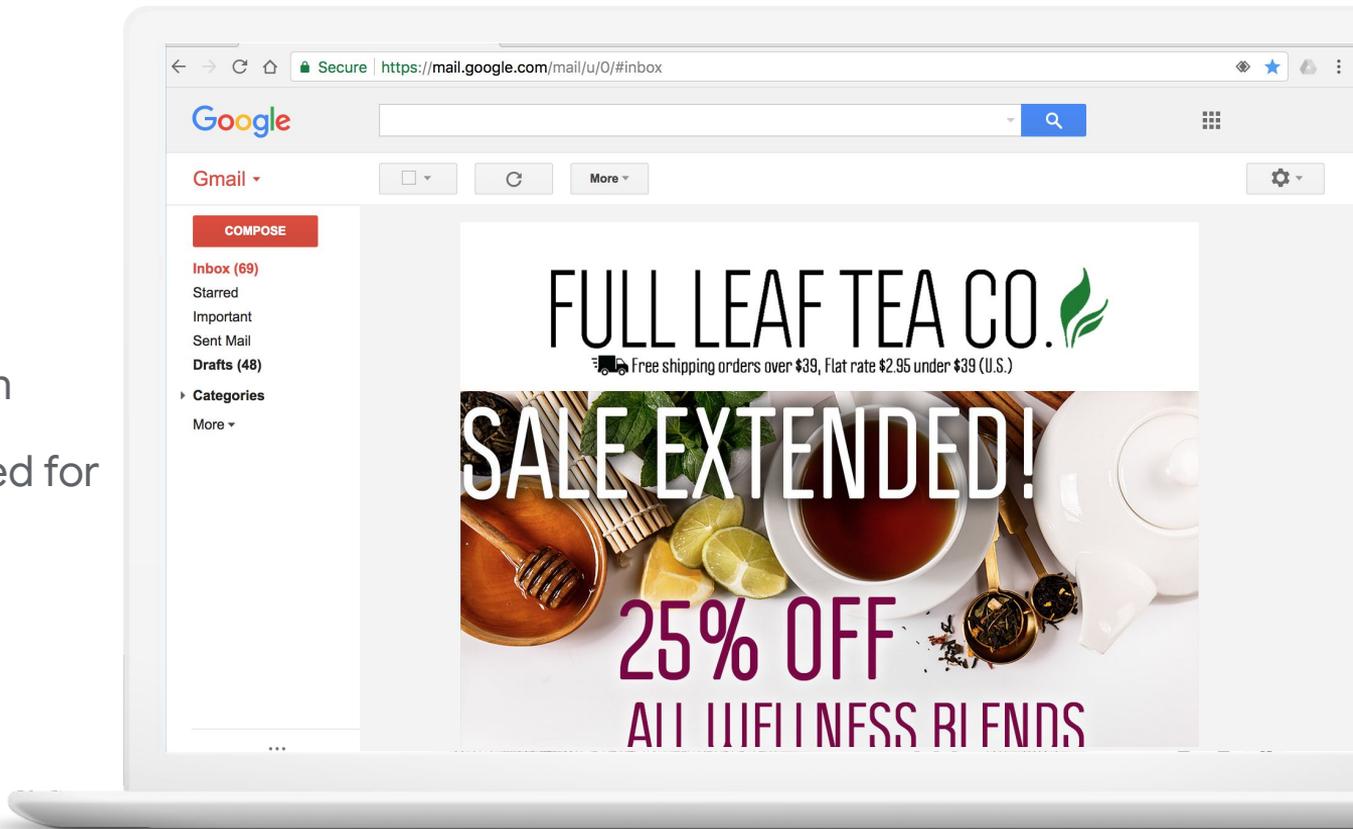
- Entertaining & engaging
- Useful & actionable
- Visually appealing
- Intentional



# EMAIL MARKETING

Great emails have:

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



## DON'T FORGET MOBILE



Focus on nav & homepage



Make it easy to fill out forms



Make it easy to search the site



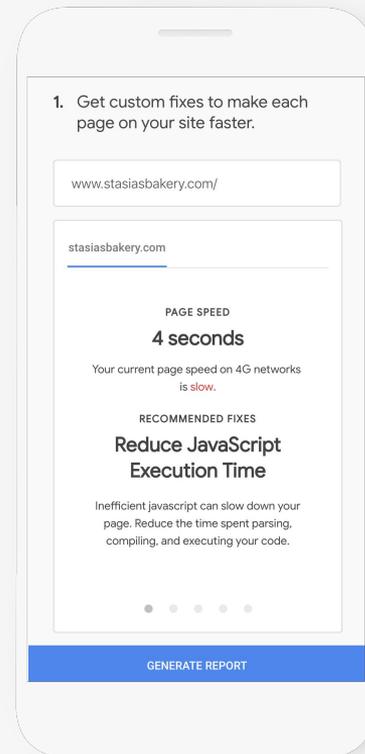
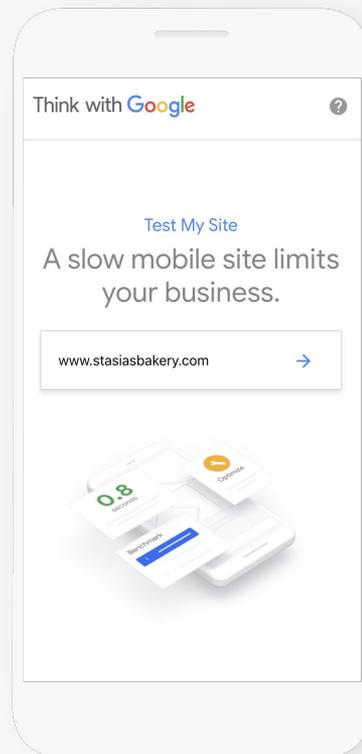
Optimize for usability



Make it easy to complete tasks

# TEST YOUR WEBSITE SPEED

[testmysite.thinkwithgoogle.com](https://testmysite.thinkwithgoogle.com)



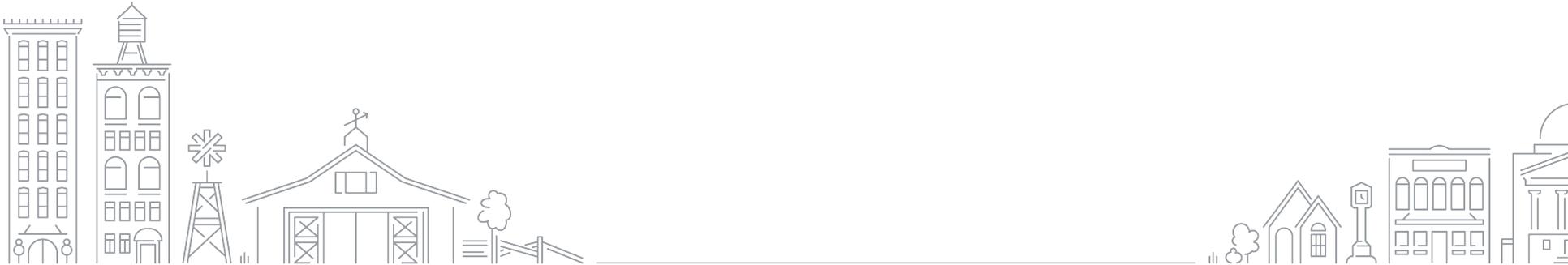
## REACH MORE CUSTOMERS WITH SOCIAL MEDIA

"Through generating a following on social media and traffic on the blog, I'm able to make a living"

– My Name is Yeh | East Grand Forks, MN

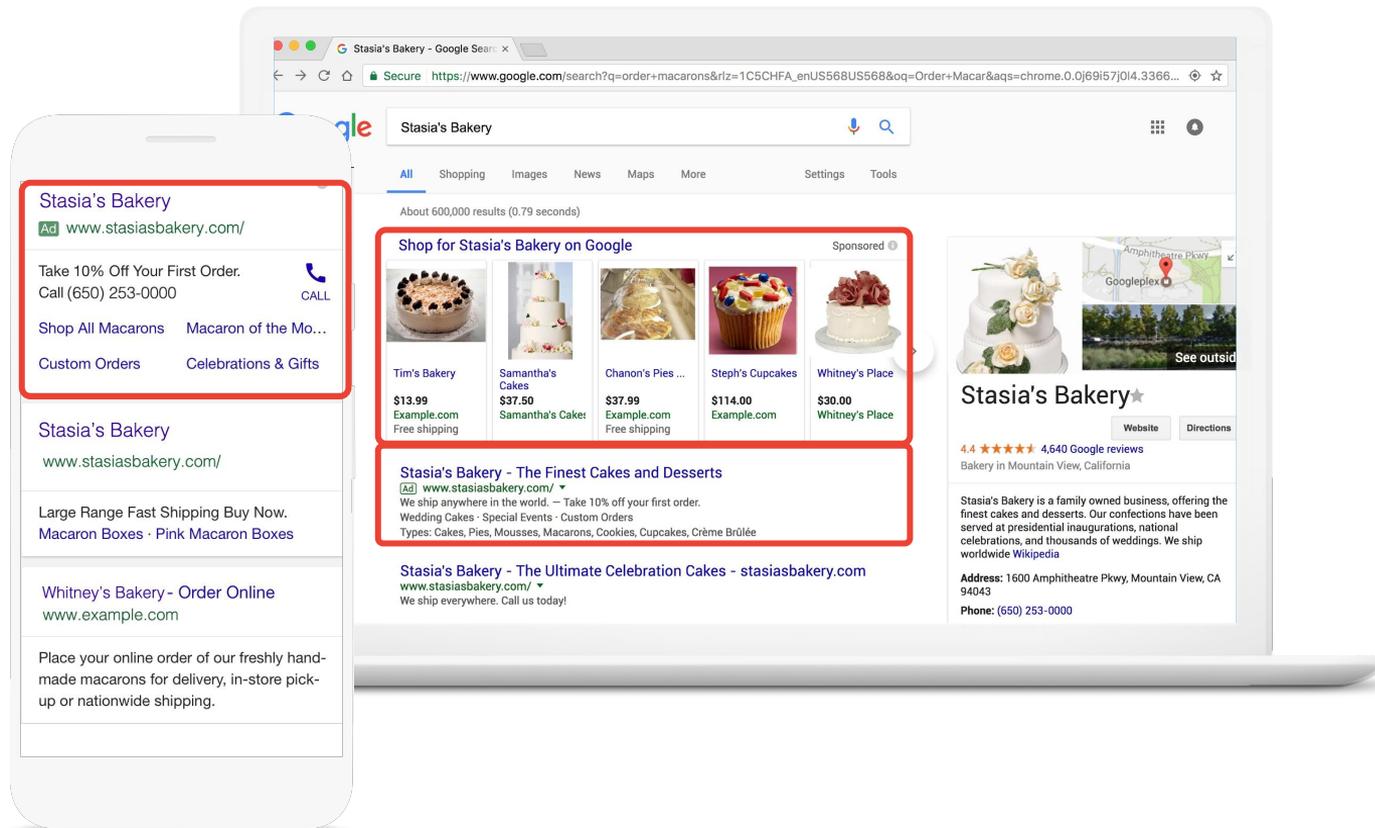


# Reach customers With online advertising



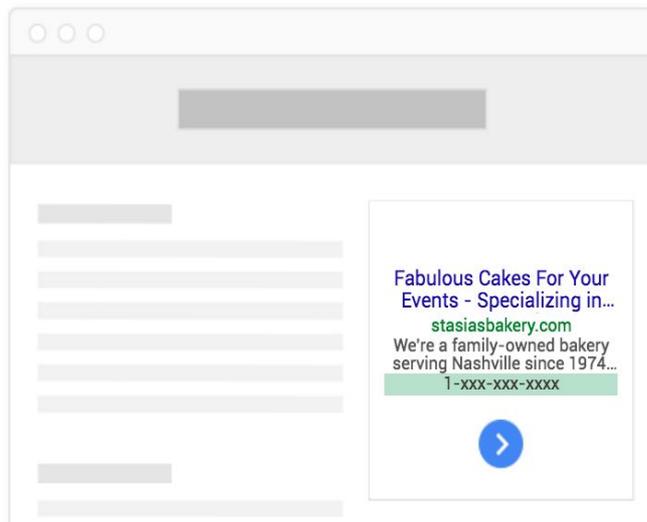
# ADS APPEAR ON GOOGLE

These are ads.

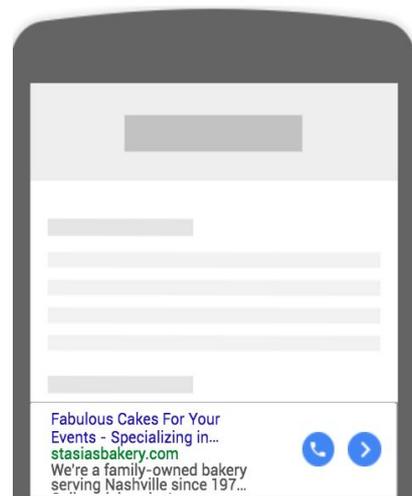


## ...AND PARTNER WEBSITES

Ads can help reach  
the right customers.



Ad on desktop sites



Ad on mobile sites

# SEARCH ENGINE MARKETING TIPS

- Define goals in advance.
- Pay for clicks or phone calls.
- Create compelling ads.
- Control where ads are displayed.
- Track performance and improve.

[ads.google.com](https://ads.google.com)

The screenshot displays the Google Ads homepage. At the top, there is a navigation bar with 'Google Ads' and links for 'Overview', 'How it works', 'Cost', 'FAQ', 'Advanced resources', and 'Contact'. On the right side of the navigation bar, there is a phone number '1-844-245-2553\*', a 'Sign in' link, and a 'Start now' button. The main content area features the headline 'Grow your business with Google Ads' and a sub-headline 'Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.' Below this is a 'Start now' button and a phone number '1-844-245-2553\*' with the note '\*Mon-Fri, 9am-9pm ET'. To the right, a search bar shows 'dance classes' with a microphone icon. Below the search bar, an advertisement for 'Ascendance - Kids Dance Classes' is displayed, including the website 'ascendancestudio.com' and the text 'All Ages and Styles. Try a Free Class Today'. At the bottom right, there is a 'Call for help signing up' section with a list of bullet points: 'Start a new account', 'Create your first campaign', and 'Get ongoing support for new accounts in the first 3 months'. A phone number '1-844-245-2553\*' and the note '\*Mon-Fri, 9am-9pm ET' are also present in this section.

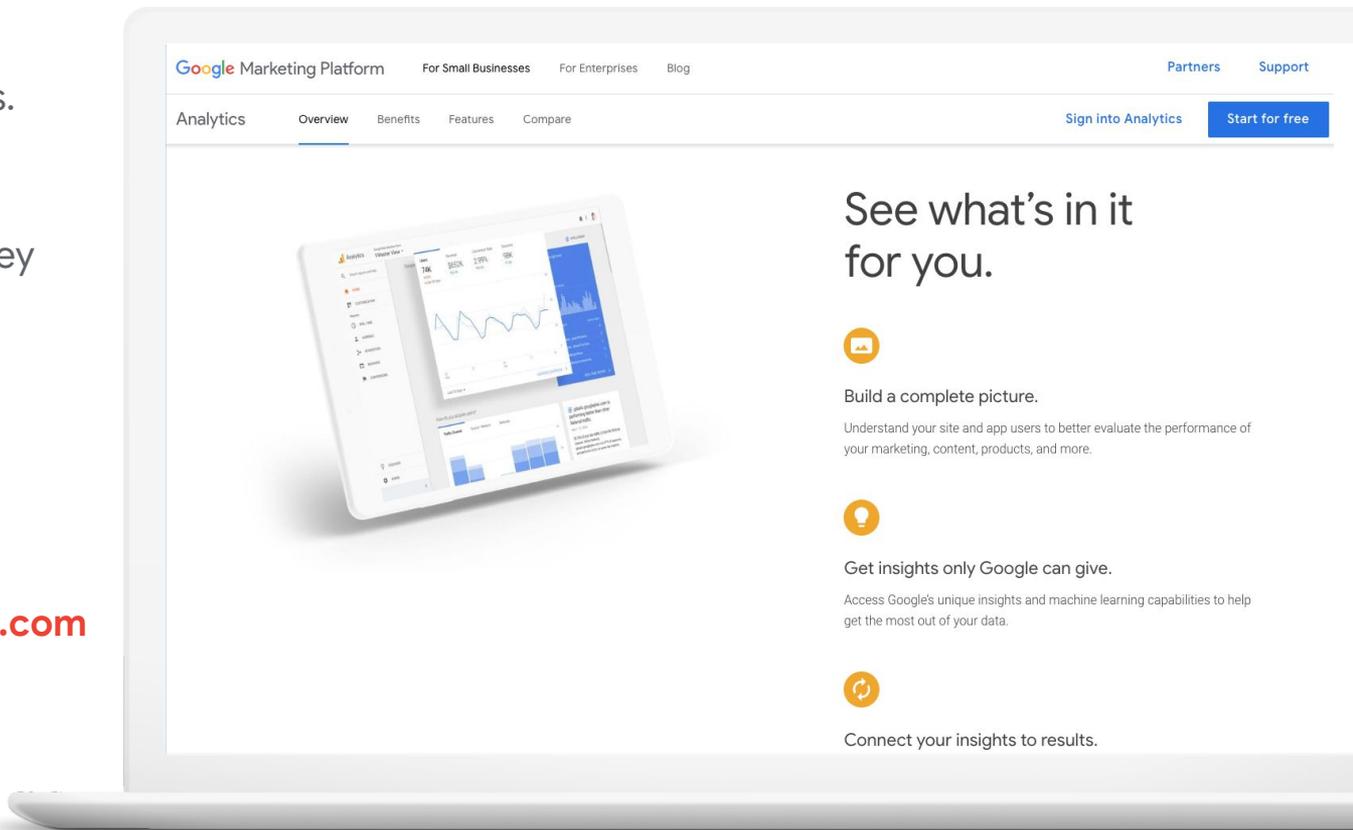
# GOOGLE ANALYTICS

Free, powerful web analytics.

Reports show how visitors found your site, and what they did when they got there.

Measures effectiveness of online and offline marketing campaigns.

[marketingplatform.google.com](https://marketingplatform.google.com)



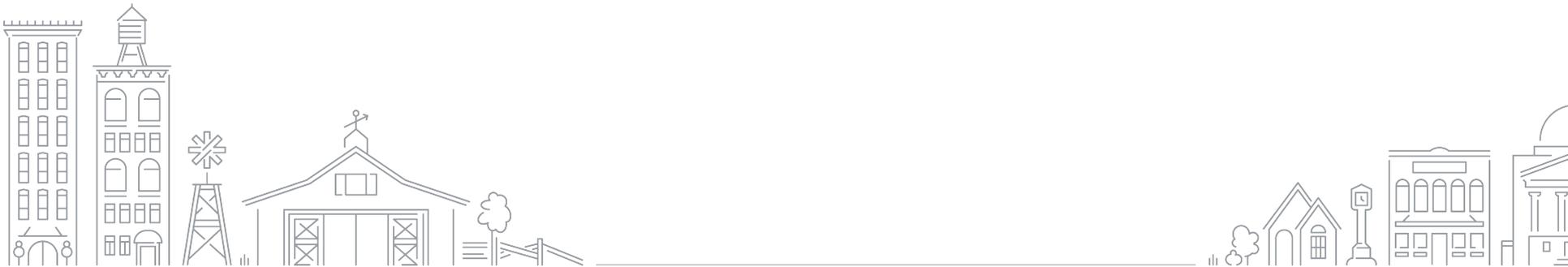
## REACH MORE CUSTOMERS WITH SEARCH ENGINE MARKETING

“Google really allows us to reach people we wouldn’t have been able to reach otherwise.”

– Wise Guys Technologies | Brandon, MS



# Next steps



## YOUR NEXT STEPS



Reach local customers  
with Google My Business

Create or claim your free  
Business Profile at  
[google.com/business](https://google.com/business)



Reach everyone,  
on all devices

Try a combination of  
digital marketing channels.



Reach customers  
with online advertising

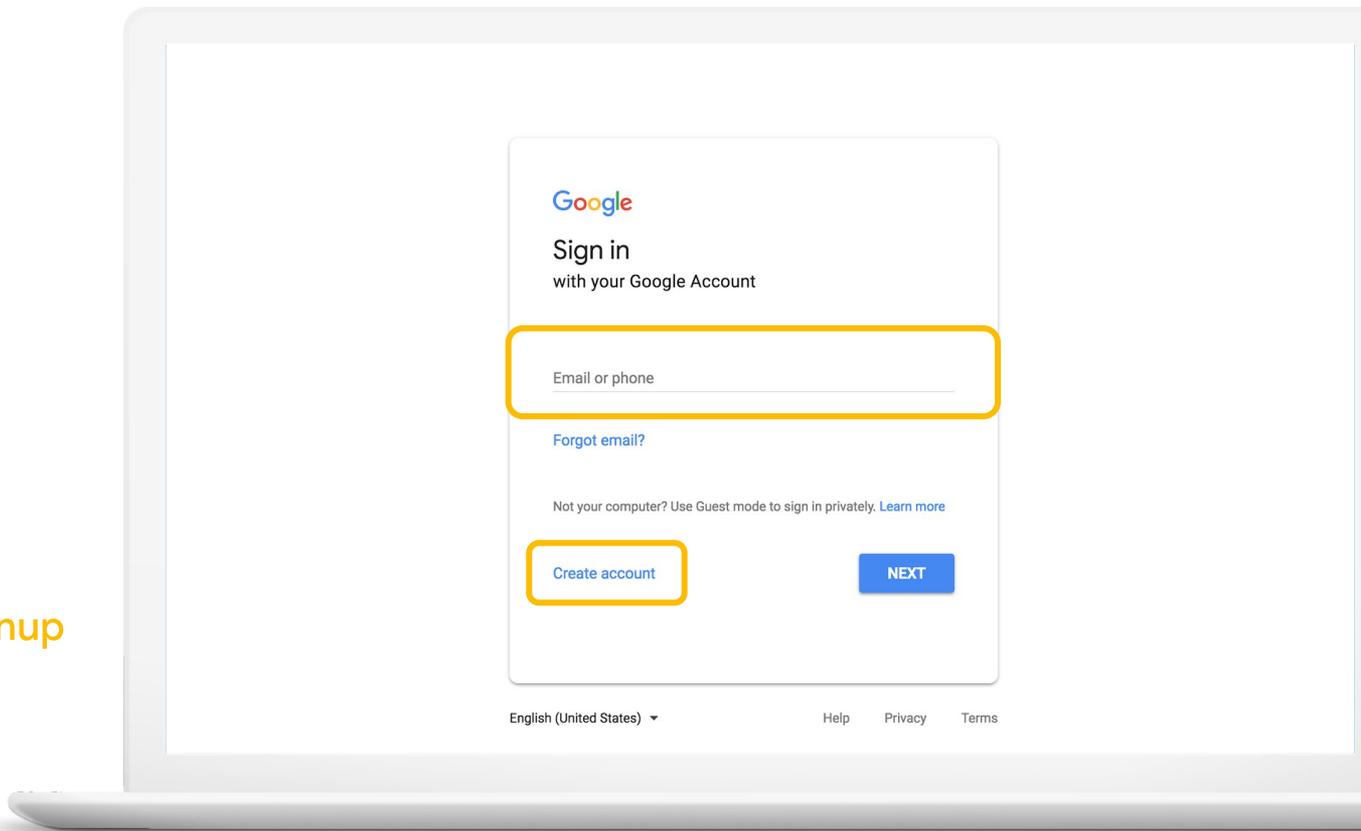
Promote your business  
with online advertising.

# YOU NEED A GOOGLE ACCOUNT

Sign into the Google Account you use for your business.

If you don't have a Google Account, click **“Create account”** to get started.

[accounts.google.com/signup](https://accounts.google.com/signup)



# RESOURCES

Google My Business [google.com/business](https://google.com/business)

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

Google Search Console [google.com/webmasters](https://google.com/webmasters)

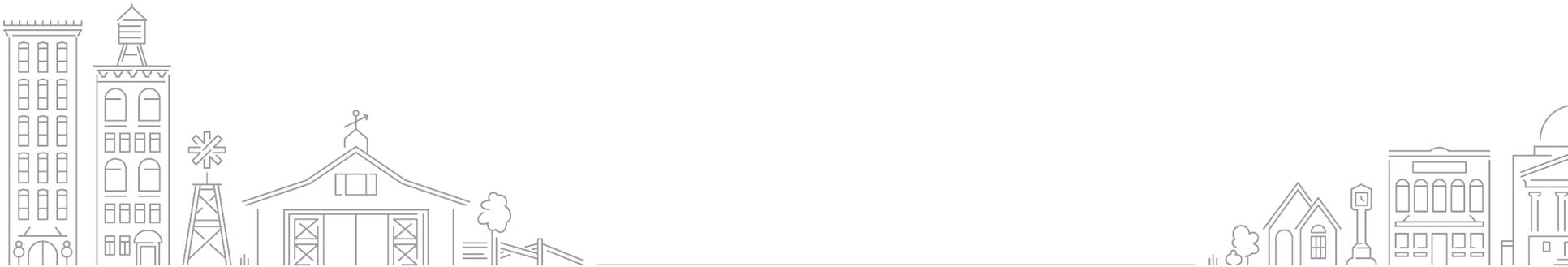
Google Trends [google.com/trends](https://google.com/trends)

Mobile-friendly test [testmysite.thinkwithgoogle.com](https://testmysite.thinkwithgoogle.com)

Google Ads [ads.google.com](https://ads.google.com)

Google Analytics [marketingplatform.google.com](https://marketingplatform.google.com)

# Thank You!



Grow with 