Grow with Google

Reach Customers Online with Google

google.com/grow









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 Advortise your business on Google

Advertise your business on Google.



Reach local customers with Google My Business





Grow with Google

This is a Business Profile.

GOOGLE MY BUSINESS

google.com/business

Google	sweeten new york	Ļ	Q			
	All News Images Maps Videos Mo	ore Settings	Tools			
	About 4,030,000 results (0.34 seconds)					
	Sweeten: The Best General Contractors Fo https://sweeten.com/ sweeten is a free service to find the best general contracto renovating experience and we are so happy in our new hom	rs for renovations in a great first-time	CONNECTICUT RI			
	Find the best general contractors for	Careers Careers. About Sweeten. Sweeten is a fast growing, award-winning	Philadelphia See photos			
	Renovation stories from real people,	Westchester County Find the best general contractors for major renovations in	Sweeten			
	About us. Sweeten is a free service	How Sweeten Works Renovating is a lot of work - Sweeten makes it easier. We'll	Website Save 5.0 ★★★★ 2 Google reviews General contractor in New York City, New York			
	More results from sweeten.com »		Address: New York, NY			
	Sweeten - 35 Photos & 12 Reviews - Contra https://www.yelp.com > Home Services > Contractors • * * * * * Rating: 3.5 - 12 reviews		Hours: Closed - Opens 10AM Wed • Phone: (212) 671-1713 Suggest an edit			
	12 reviews of Sweeten "Thank the renovation gods for Swe Sweeten - New York, NY, United States. After / Sweetened.	eten! I can't recommend this Photo of				
	Sweeten, Matching Homeowners With Con		Questions & answers See all questions (4) Ask a quest			
https://techcrunch.com//sweeten-matching-ho Oct 20, 2015 - Sweeten is currently only available in 1 two more cities soon with the help of that fresh Serie						
	Sweeten Crunchbase https://www.crunchbase.com/organization/sweeten •		Reviews Write a review Add a ph			

CONNECT WITH CUSTOMERS IN MOMENTS THAT MATTER

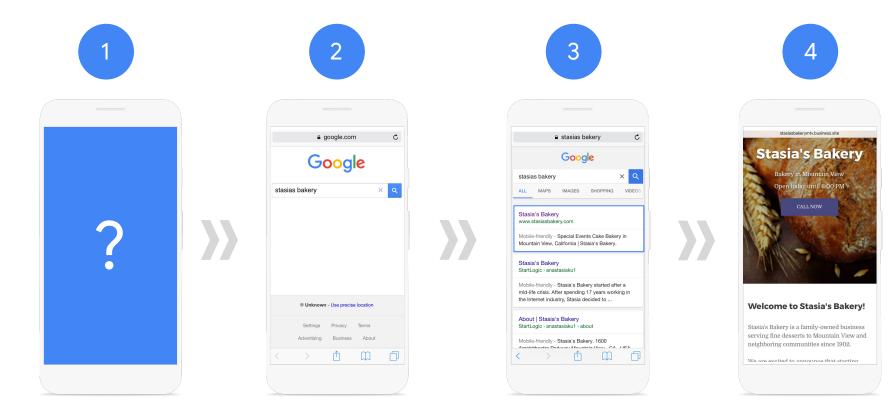
87% of smartphone owners turn to search first in a moment of need.¹

30% of all mobile searches are related to location. 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.
Google internal data, Jan 2017.

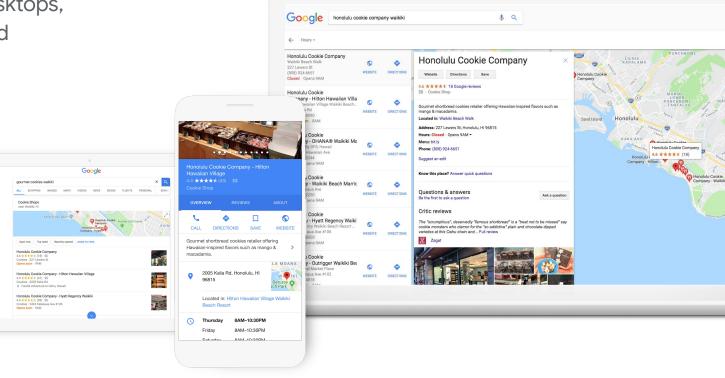
"NEAR ME" SEARCHES = NEAR YOU OPPORTUNITIES



LOCAL RESULTS ON GOOGLE

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



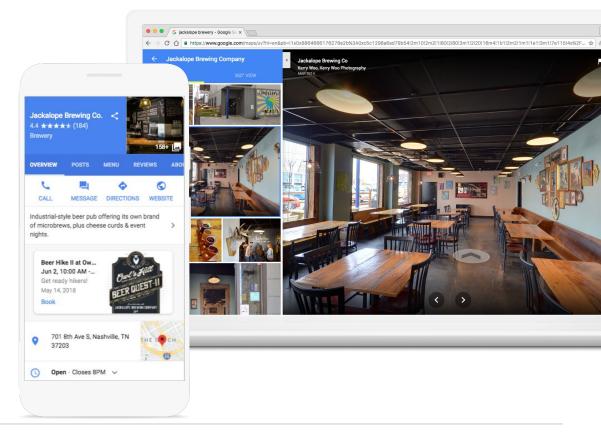
MAKE THE MOST OF YOUR BUSINESS PROFILE

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.



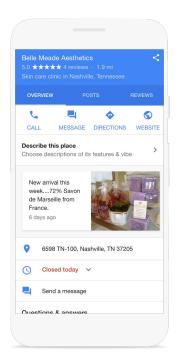
ENGAGE WITH CUSTOMERS

Share updates with posts.

Communicate with messaging.

Read and respond to reviews.

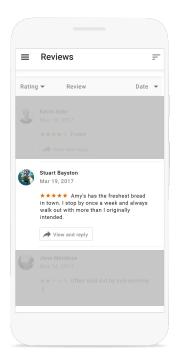
Posts



Messages



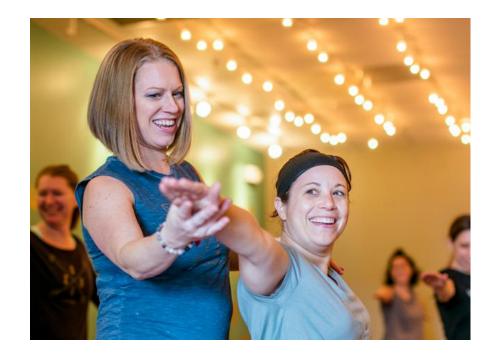
Reviews



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





Grow with Google

BEFORE YOU BEGIN, MAKE A PLAN



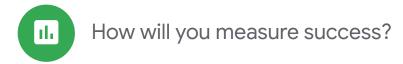
Why do you want a website?



How will you reach them?

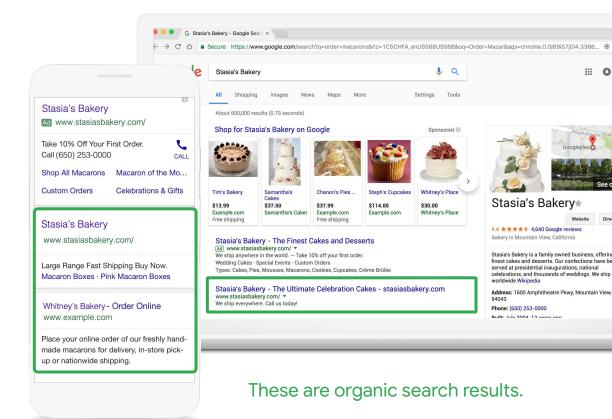


Who is your ideal audience?



SEARCH ENGINE OPTIMIZATION

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



GOOGLE SEARCH CONSOLE

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

google.com/webmasters





You want to be found on the web. We want to help.

Track your site's search performance with Google Search Console and browse around for more webmaster resources.

SEARCH CONSOLE O

CONTENT MARKETING

Try different formats, like text and video.

Try different types of content, like:

- "How to" articles
- "Top 10" lists
- Educational material

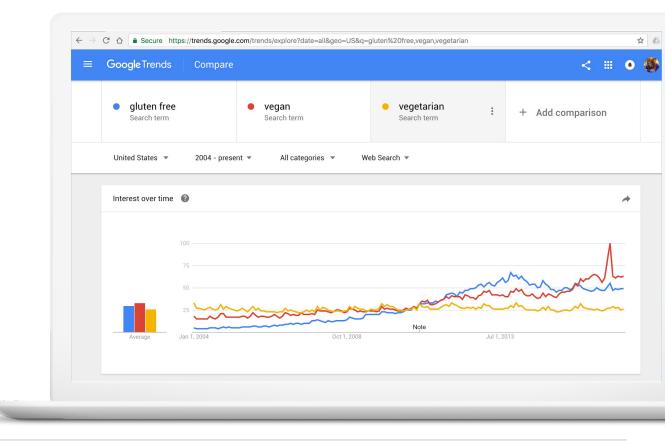
Latest research and trends.

		stasiasbakery.co	m/image-gallery.html				
			St	tasia's	Bake	ery	
			Contact I	Js: (555) 555-5555	stasia@stasiasb	akery.com	
		Home	Bakery Menu	Français	About	Image Gallery	Contact
Arumroll please!							
Chocolate with Deep Choco Ganache	_						
: Vanilla Bean with Singer Crystals							

GOOGLE TRENDS

Find popular search terms on Google.

google.com/trends



SOCIAL MEDIA MARKETING

Content should be:

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

Suggested for you



Stasia's Bakery Promoted

+ Follow

...

It's your daily dose of sunshine on a cloudy day. Our new lemon cupcake with marshmallow frosting needs a new name. www.stasiasbakery.com/contest

It's your daily dose of sunshine on a cloudy day. Our new lemon cupcake with marshmallow frosting needs a new name.

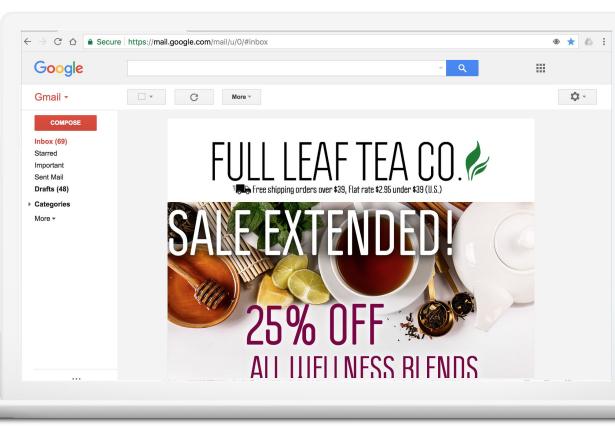


🖾 Comment 🏟 Share

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



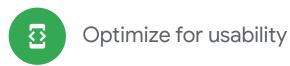
Focus on nav & homepage



Make it easy to fill out forms



Make it easy to search the site





Make it easy to complete tasks

TEST YOUR WEBSITE SPEED

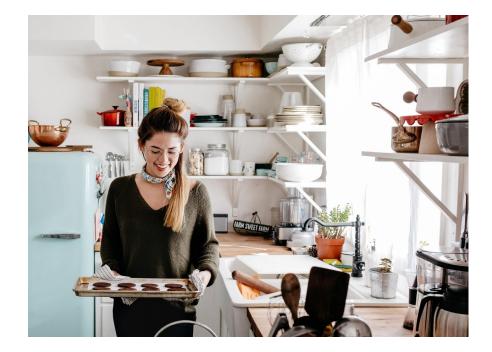
testmysite.thinkwithgoogle.com

Think with Google	1. Get custom fixes to make page on your site faster.	e ei
	www.stasiasbakery.com/	
Test My Site A slow mobile site limit	S stasiasbakery.com	
your business.	PAGE SPEED	
www.stasiasbakery.com \rightarrow	4 seconds Your current page speed on 4G nu is slow.	etw
	RECOMMENDED FIXES Reduce JavaScri Execution Time	
O.S.	Inefficient javascript can slow do page. Reduce the time spent pa compiling, and executing your	wn y arsir
	• • • • •	
	GENERATE REPORT	

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





Grow with Google

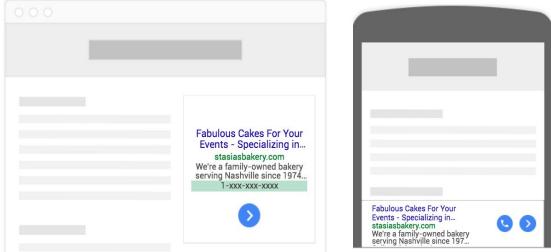
These are ads.

ADS APPEAR ON GOOGLE

	Stasia's Bakery		.↓ Q	III O		
	All Shopping Images New	/s Maps More	Settings Tools			
sia's Bakery	About 600,000 results (0.79 seconds)					
www.stasiasbakery.com/	Shop for Stasia's Bakery on G	Sponsored ()	Amphitheatre Pkwy			
e 10% Off Your First Order.	111111		-	Googleplex		
p All Macarons Macaron of the Mo				25 20.000		
tom Orders Celebrations & Gifts	Call Star			See outsid		
off Orders Celebrations & Gins	Tim's Bakery Samantha's Cakes	Chanon's Pies Steph's Cupcakes		tasia's Bakery		
usia's Bakery	\$13.99 \$37.50 Example.com Samantha's Cakes Free shipping	\$37.99 \$114.00 Example.com Example.com Free shipping	\$30.00 31 Whitney's Place			
vw.stasiasbakery.com/			4.4 ★★★★★ 4,640 Google reviews Bakery in Mountain View, California			
w.stastasbarciy.com	Stasia's Bakery - The Finest C Ad www.stasiasbakery.com/ -					
ge Range Fast Shipping Buy Now.	We ship anywhere in the world. – Take 1 Wedding Cakes · Special Events · Custon	n Orders	fine	sia's Bakery is a family owned business, offering the st cakes and desserts. Our confections have been ed at presidential inaugurations, national		
caron Boxes · Pink Macaron Boxes	Types: Cakes, Pies, Mousses, Macarons,		cele worl	brations, and thousands of weddings. We ship Idwide Wikipedia		
hitney's Bakery - Order Online	www.stasiasbakery.com/ -	e Celebration Cakes - stasiasb	akery.com Add 940-	ress: 1600 Amphitheatre Pkwy, Mountain View, CA 43		
w.example.com	We ship everywhere. Call us today!		Pho	ne: (650) 253-0000		
ce your online order of our freshly hand-						
e macarons for delivery, in-store pick-						

Ads can help reach the right customers.

...AND PARTNER WEBSITES



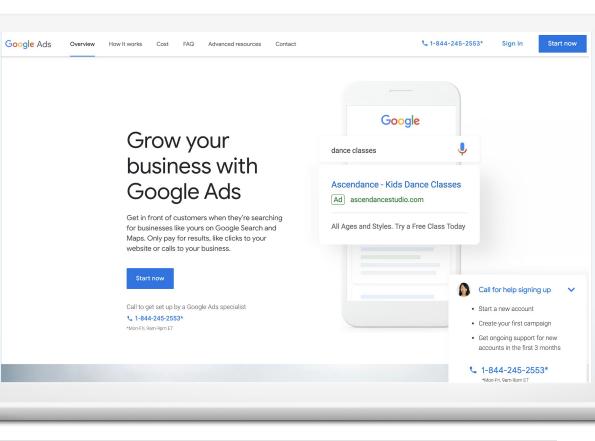
Ad on desktop sites

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



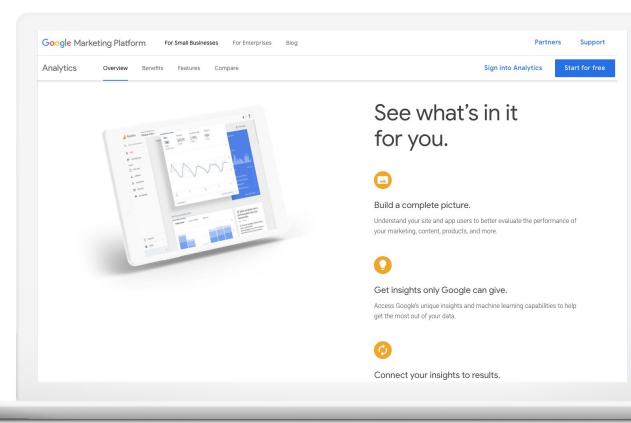
GOOGLE ANALYTICS

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.

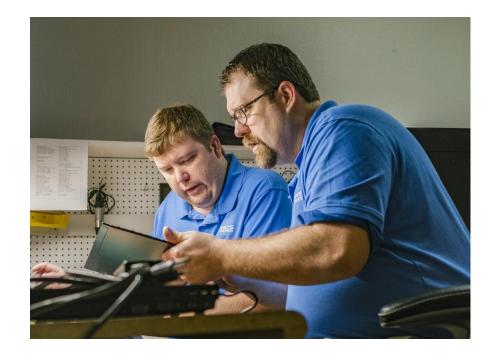
marketingplatform.google.com



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





Grow with Google

YOUR NEXT STEPS

Reach local customers with Google My Business

Create or claim your free Business Profile at google.com/business Try a combination of digital marketing channels.

Reach everyone,

on all devices

Reach customers with online advertising

Promote your business with online advertising.

30

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

Google Sign in with your Google Account			
Email or phone			_
Forgot email?			
Not your computer? Use Guest mode	to sign in privatel	y. Learn more	
English (United States) 👻	Help	Privacy	Terms

RESOURCES

Google My Business

google.com/business

Google Accounts

Google Search Console

Google Trends

google.com/accounts

google.com/webmasters

google.com/trends

Mobile-friendly testtestmysite.thinkwithgoogle.comGoogle Adsads.google.comGoogle Analyticsmarketingplatform.google.com

Thank You!





