Don’t miss this, May 6

Manage Your Business Remotely in Times of Uncertainty

events.withgoogle.com/gwg-livestream/
Grow with Google

Reach Customers Online with Google

google.com/grow

#GrowWithGoogle
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
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
GOOGLE CREATES A SEARCH RESULTS PAGE

Search results include:

- URLs
- Page titles
GOOGLE CREATES A SEARCH RESULTS PAGE

Search results include:

URLs

Page titles

Descriptions
GOOGLE CREATES A SEARCH RESULTS PAGE

Search results include:

- URLs
- Page titles
- Descriptions
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

- Test My Site: g.co/testmysite
- Search Console: g.co/searchconsole

Search Console measures site performance.
MORE TOOLS TO MAINTAIN A STRONG ONLINE PRESENCE

- g.co/testmysite
- g.co/searchconsole
- g.co/analytics

Google Analytics shows behavior on your site
IDENTIFY POPULAR SEARCH TERMS WITH GOOGLE TRENDS

Google Trends helps you explore what the world is searching for. See search interests from global to city level.

g.co/trends
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

What's your main advertising goal?

Ads that focus on a specific goal help you get the results you want.

- Get more calls
- Get more visits to your physical location
- Get more website sales or sign-ups

Experienced with Google Ads?
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
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
Let’s recap
YOUR NEXT STEPS

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


Consider online advertising to reach more customers across Google and other sites.
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<th>RESOURCES</th>
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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.
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Thank You!

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