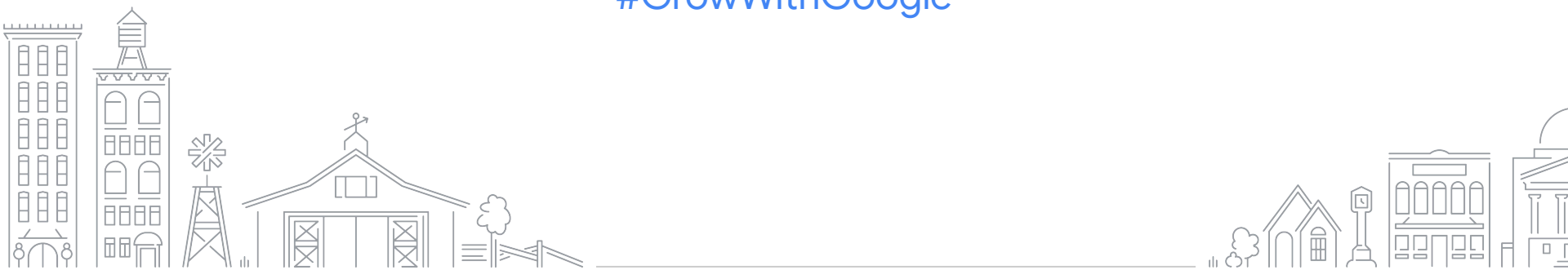
Grow with Google

Reach Customers Online with Google

#GrowWithGoogle



Grow with Google

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Co-Founder, Mosaic Mommies

Let's stay connected!

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@stylistagroup

AGENDA

HOW GOOGLE HELPS BUSINESSES REACH CUSTOMERS

Learn how Google works and how your business can be found.

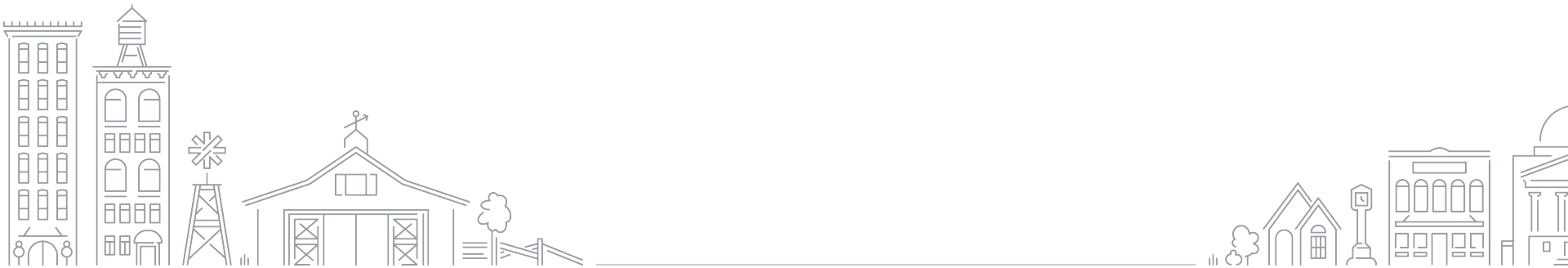
RESOURCES TO HELP YOU APPEAR ACROSS GOOGLE

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.

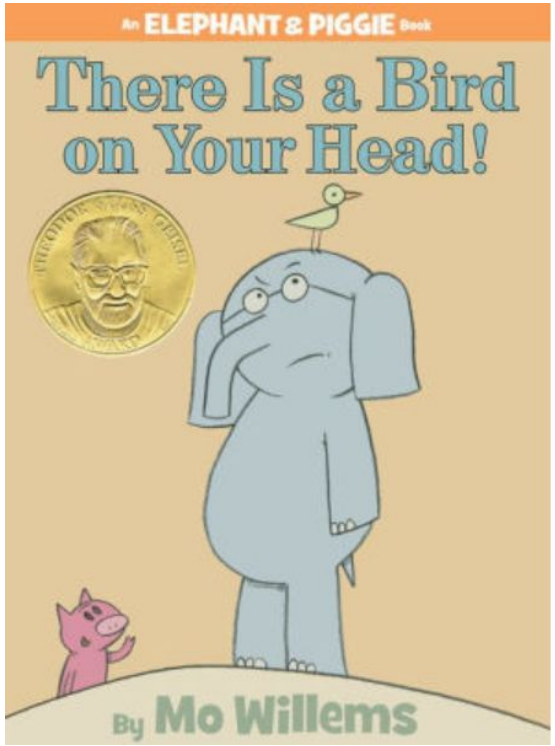
HELP! I NEED A BOOK FOR #WACKWEDNESDAY!

Need: A great book for #wackwednesday

Search: Bookstore near my bank

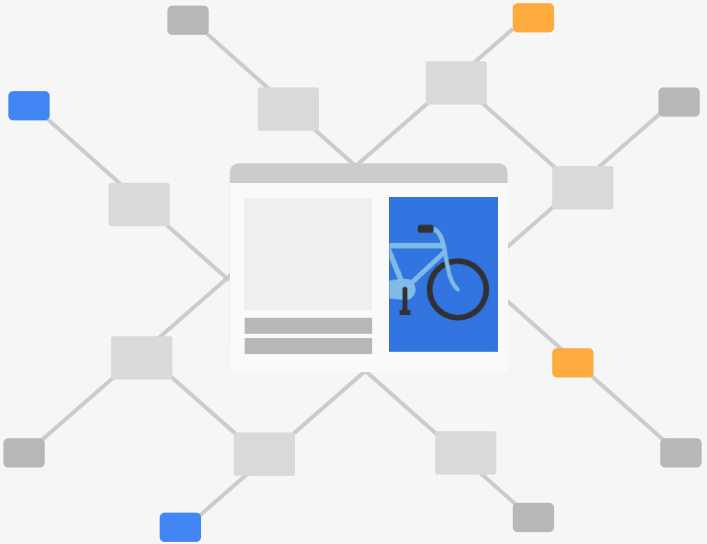
Result: A bookstore with a great selection only three blocks away!

#WACKWEDNESDAY WAS A RESOUNDING SUCCESS!



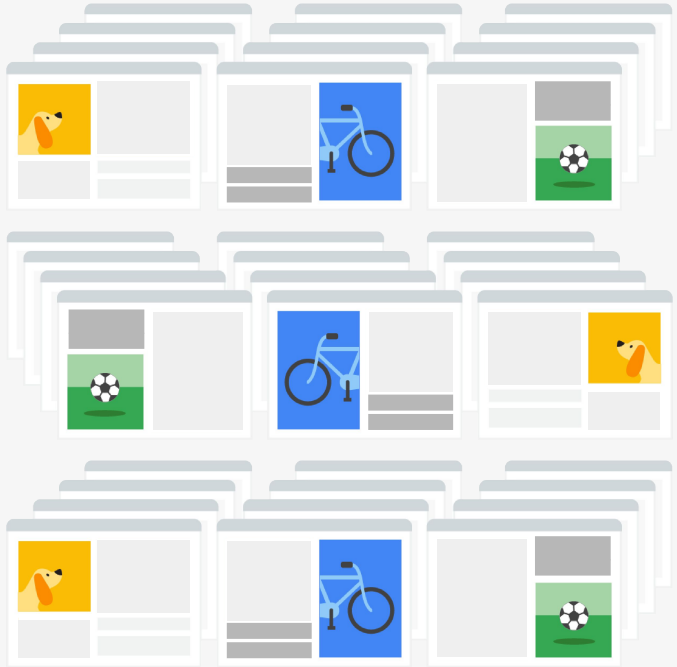
HOW SEARCH WORKS

- 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.



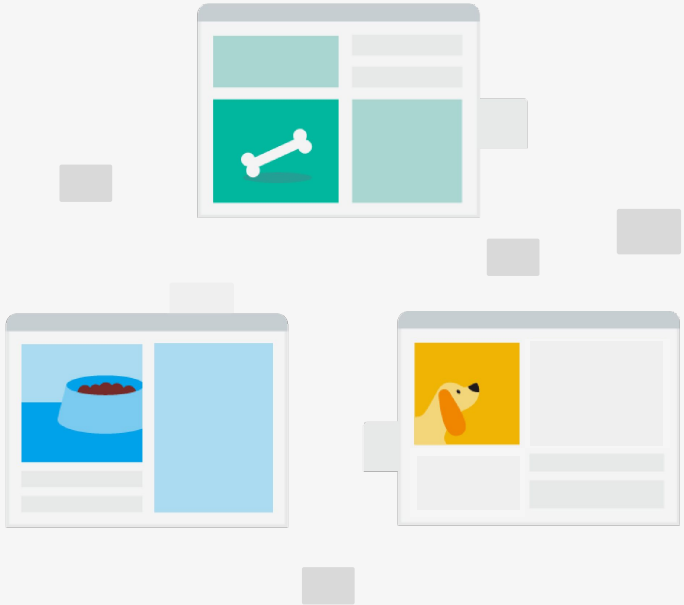
GOOGLE ORGANIZES INFORMATION

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

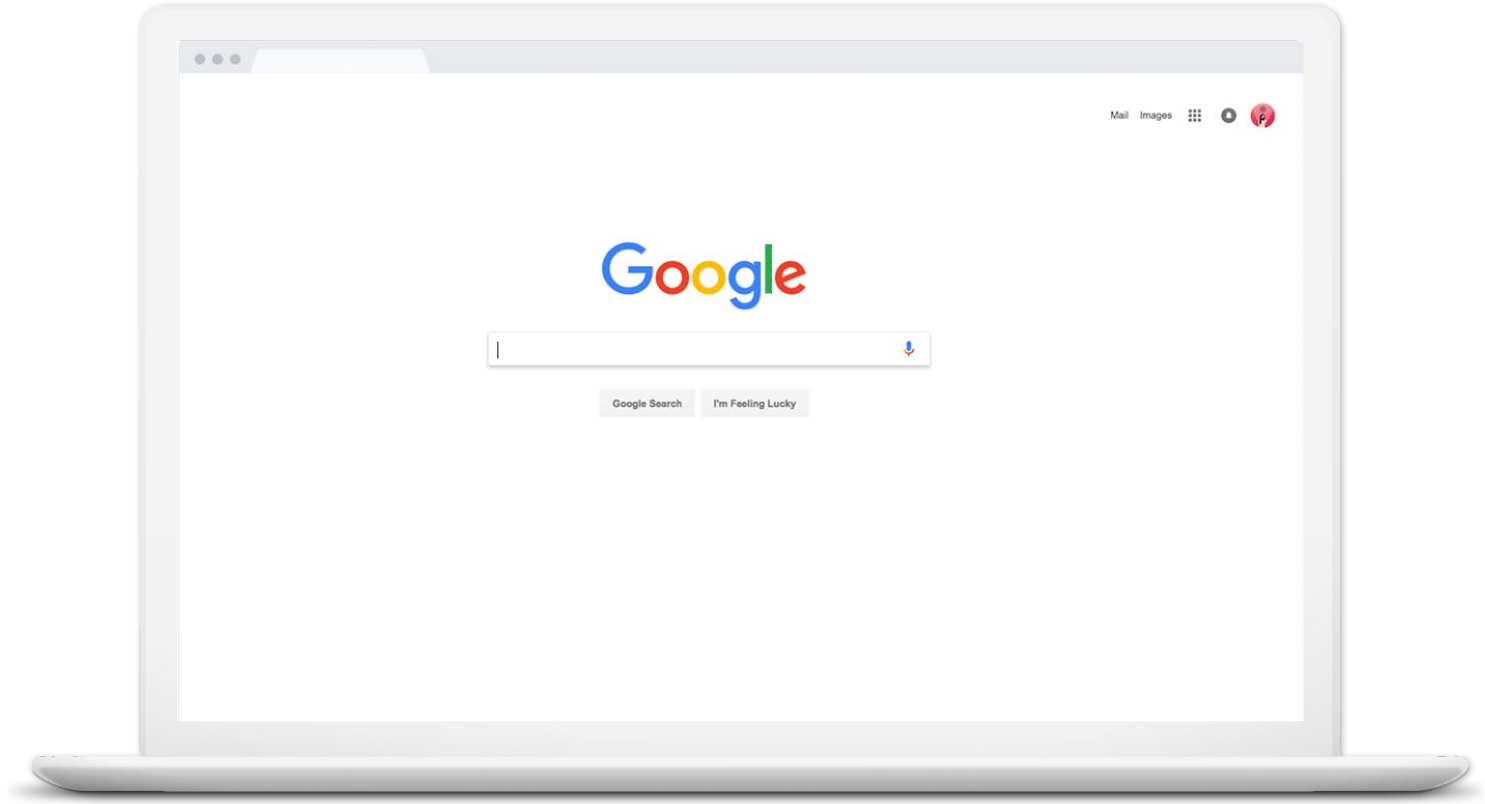


WHEN SOMEONE SEARCHES...

- Googlebot crawls and indexes billions of web pages.
- When someone searches Google, relevant and useful results—pulled from the index—are displayed.

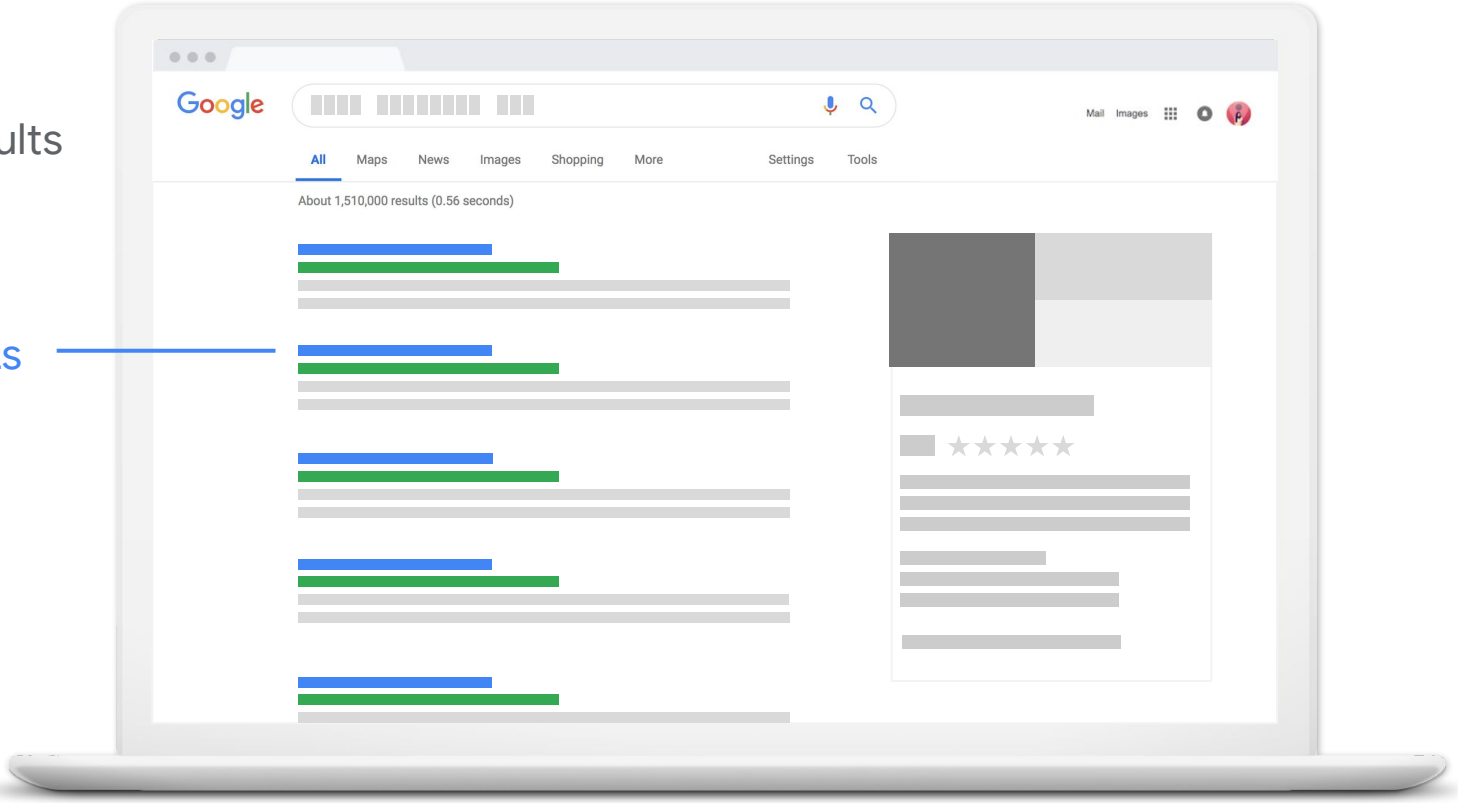


A PERSON ENTERS A SEARCH QUERY



GOOGLE CREATES A SEARCH RESULTS PAGE

Search results include:



GOOGLE CREATES A SEARCH RESULTS PAGE

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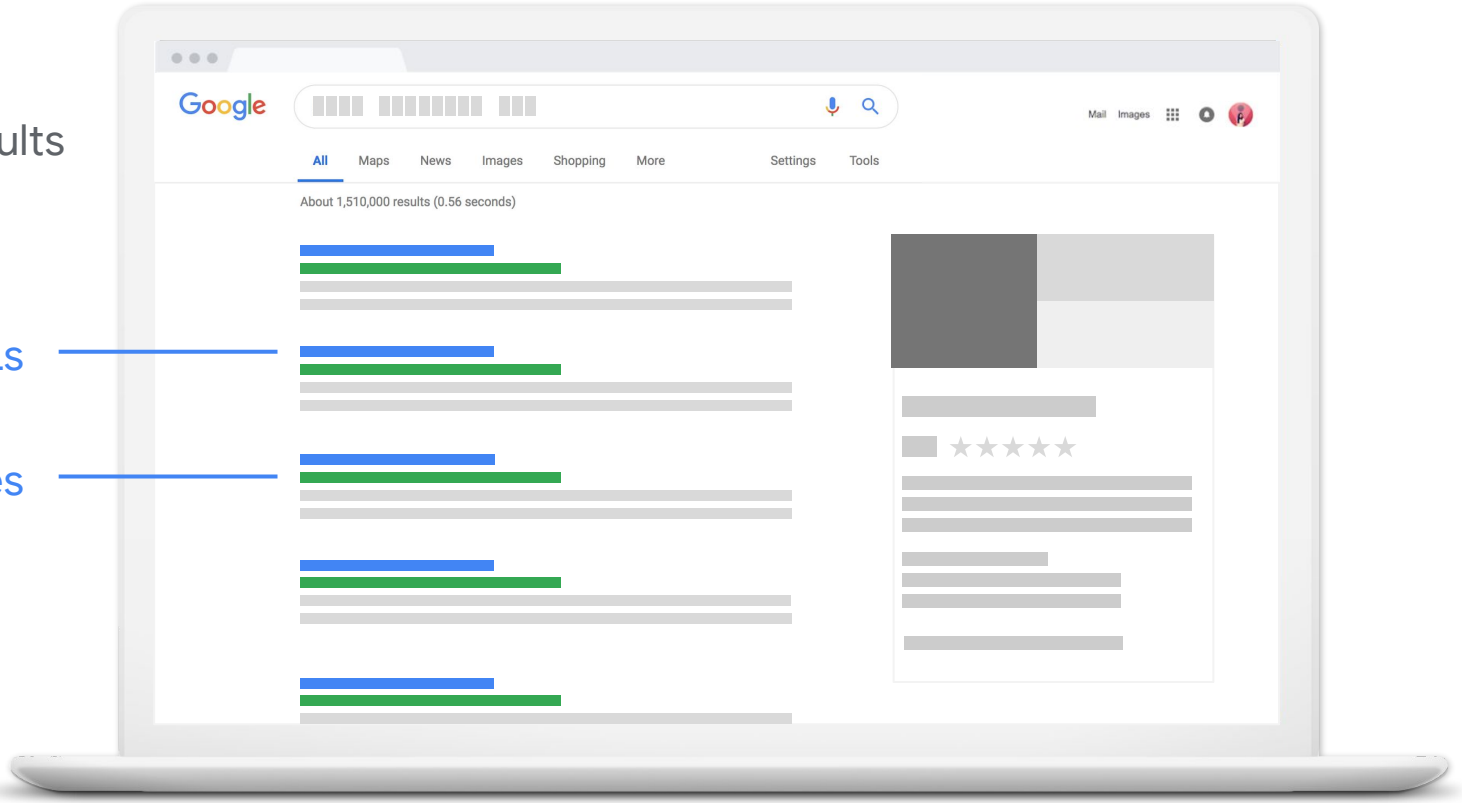


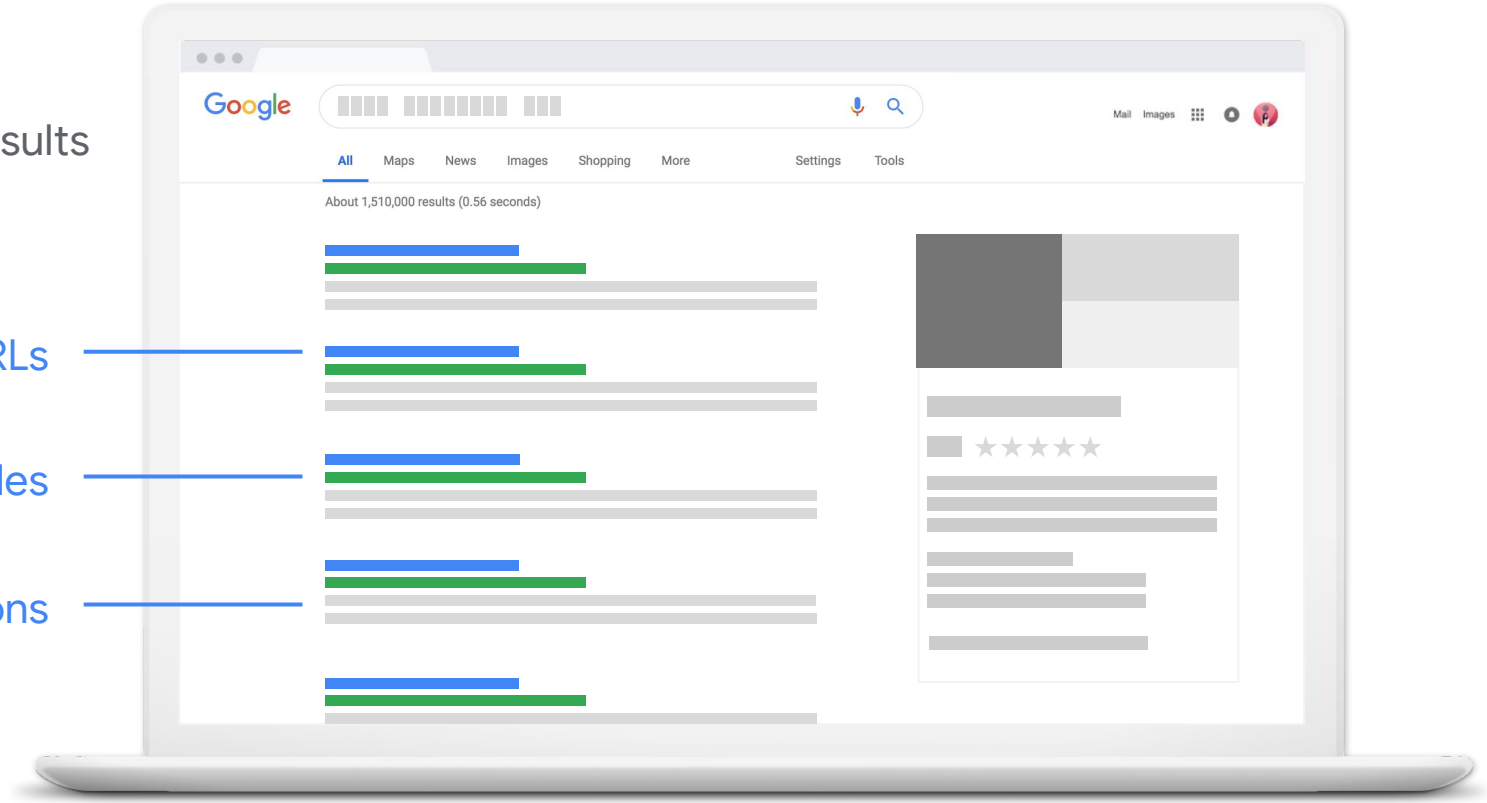
GOOGLE CREATES A SEARCH RESULTS PAGE

Search results include:

URLs

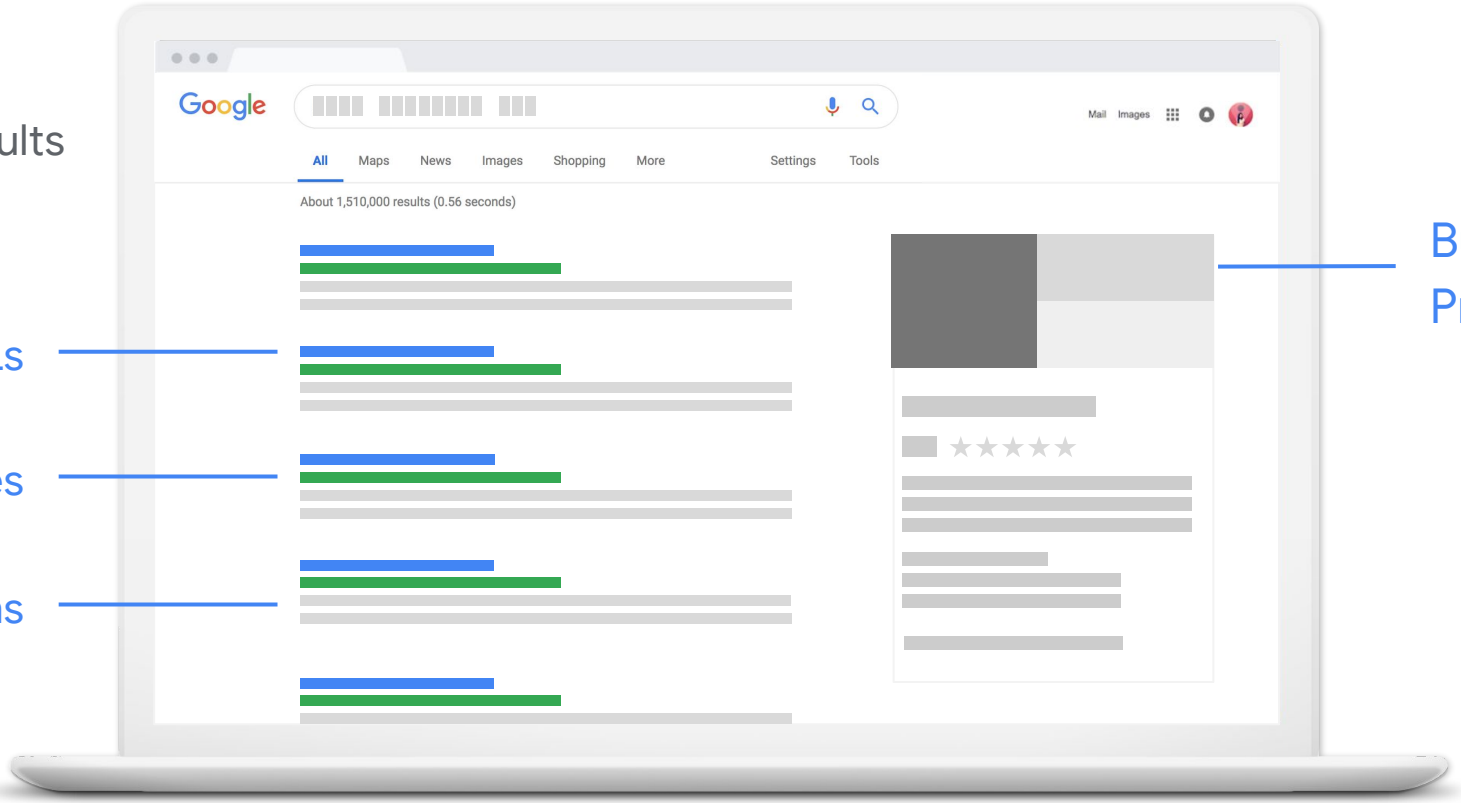
Page titles

Descriptions



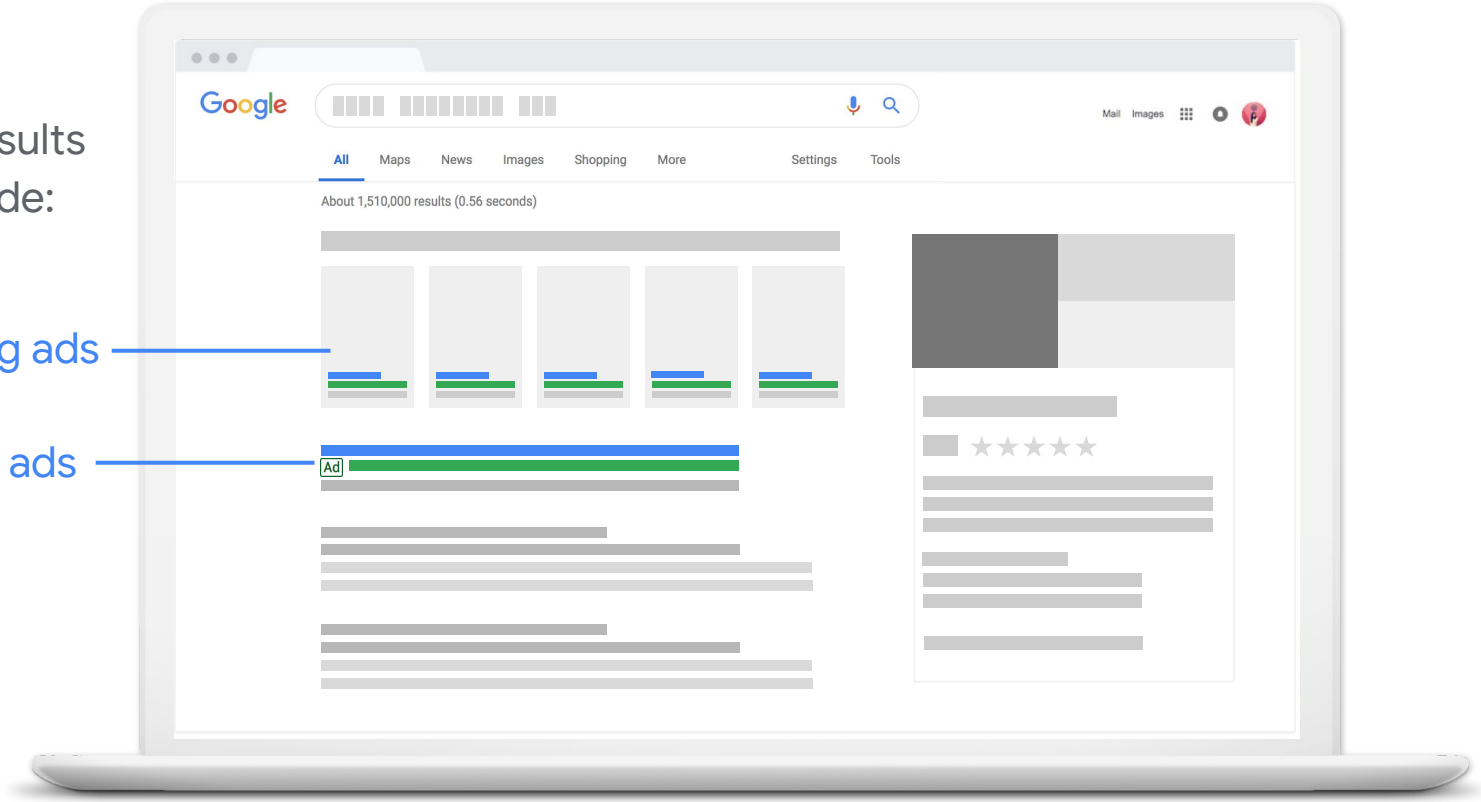
GOOGLE CREATES A SEARCH RESULTS PAGE

Search results include:

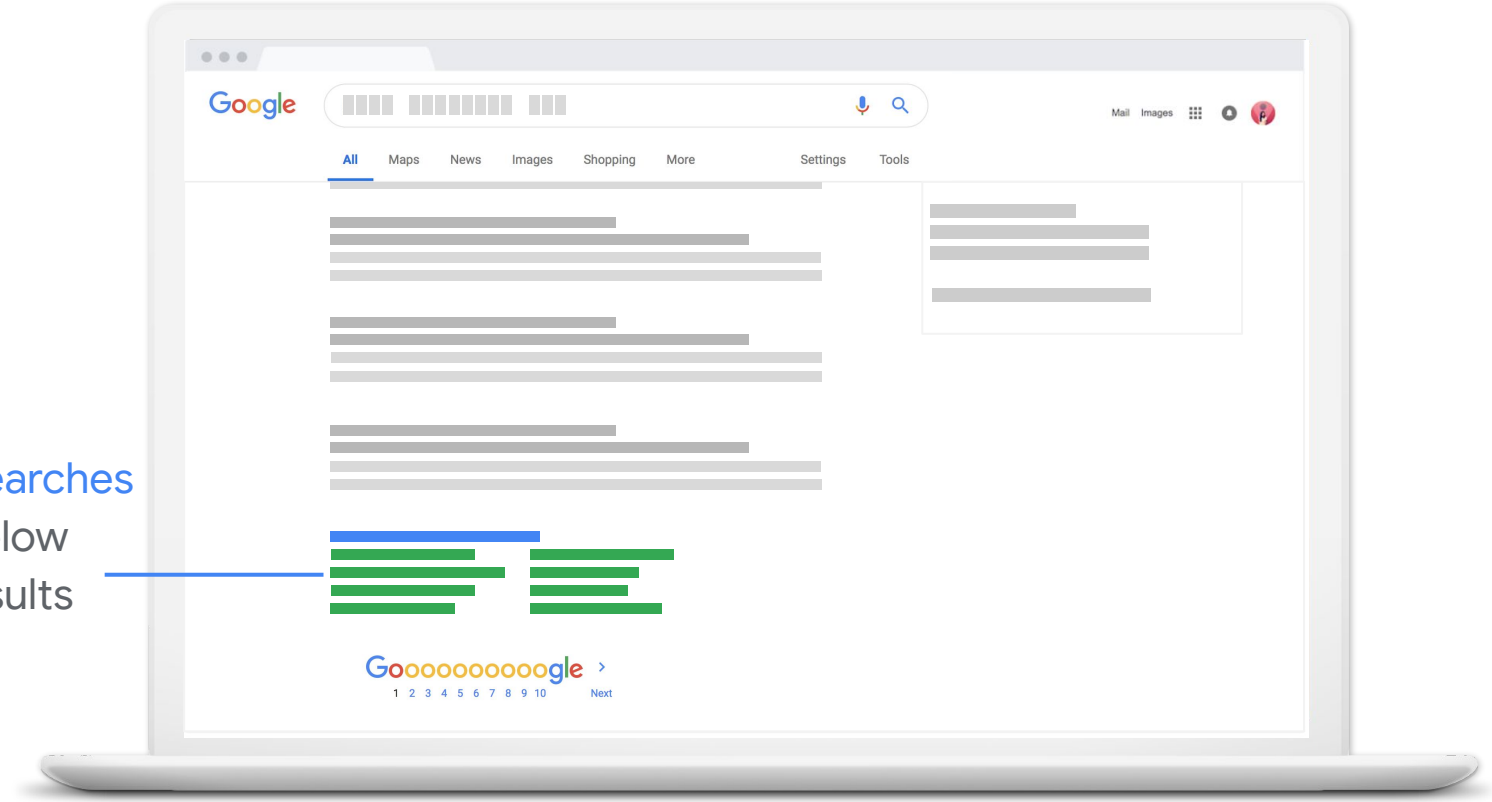


GOOGLE CREATES A SEARCH RESULTS PAGE

Search results may include:



GOOGLE CREATES A SEARCH RESULTS PAGE



Related searches appear below search results

ACTIVITY: ORGANIC SEARCH RESULTS

1. Open a web browser and visit **google.com**

2. Search for words and phrases that should surface your business in the search results.

Do you show up?

If yes: What text appears? How does it look? Where do clicks take you?

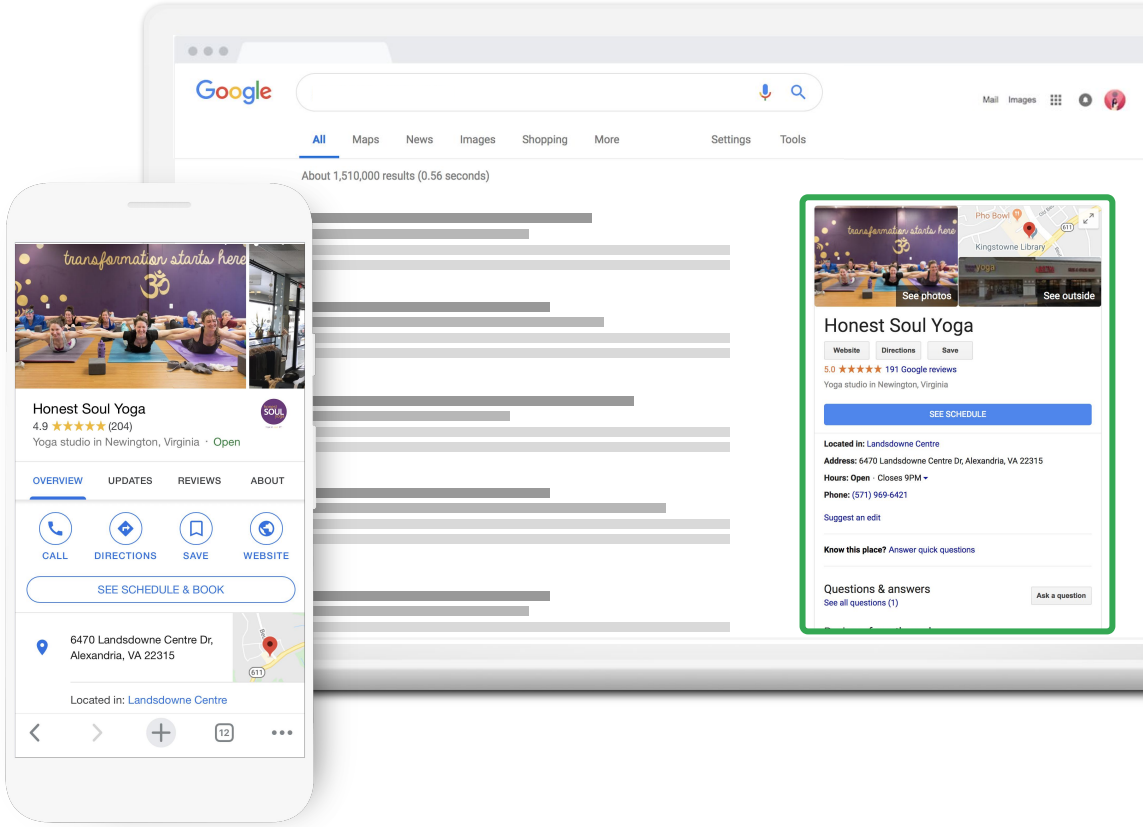
If no: What sites show up? Do you recognize these businesses?

Resources to help you appear across Google

CREATE A FREE BUSINESS PROFILE ON GOOGLE

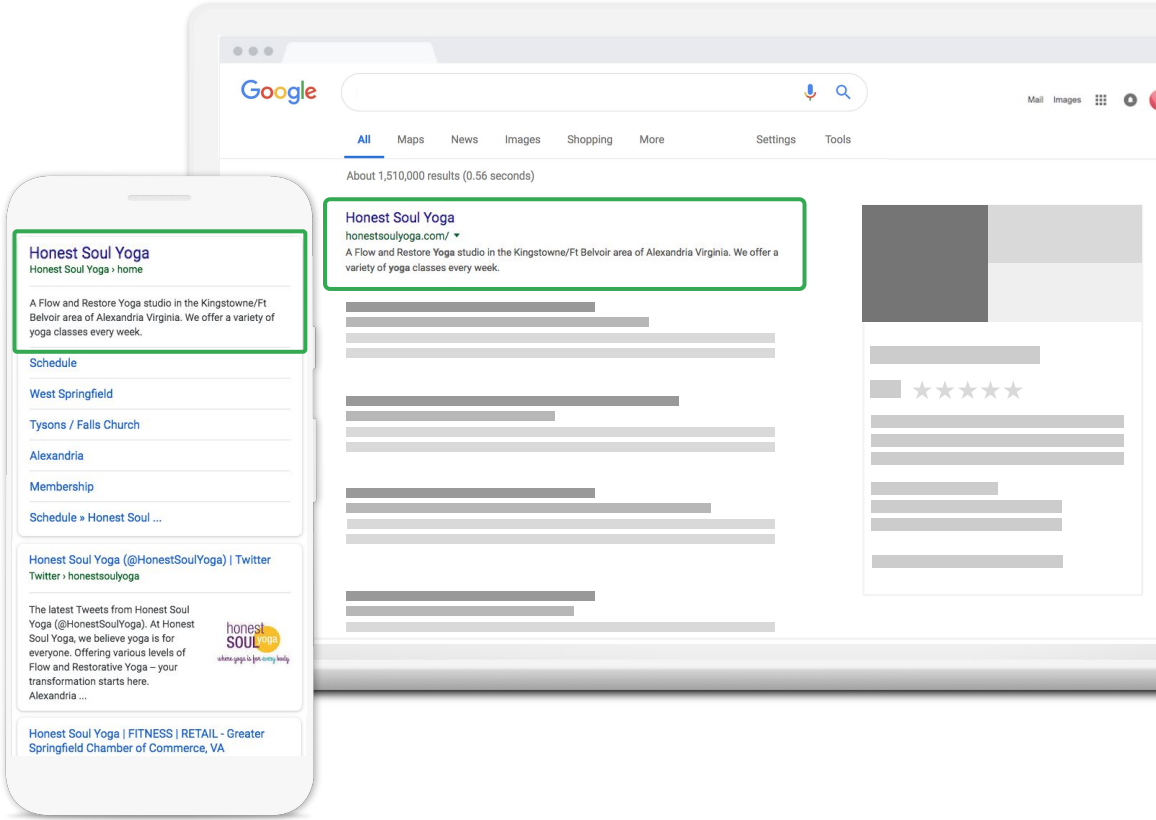
Stand out when customers search for your business or businesses like yours on Google Search and Maps.

google.com/business

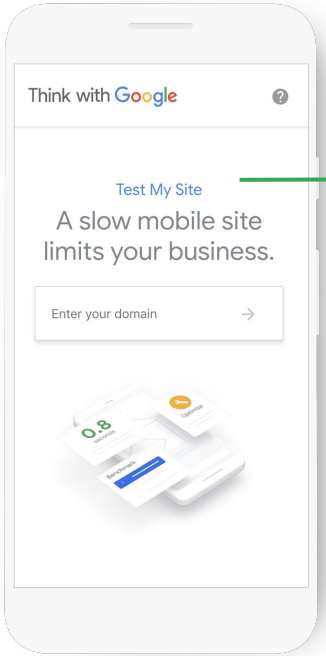


TIPS FOR APPEARING IN ORGANIC RESULTS

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



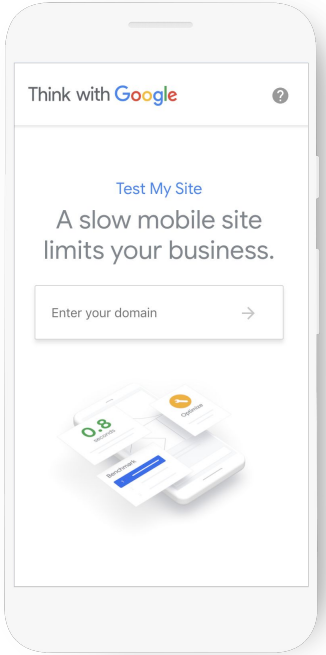
MORE TOOLS TO MAINTAIN A STRONG ONLINE PRESENCE

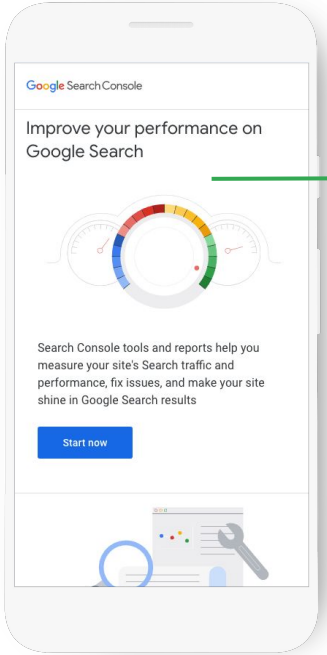


The Test My Site tool checks site speed

g.co/testmysite

MORE TOOLS TO MAINTAIN A STRONG ONLINE PRESENCE



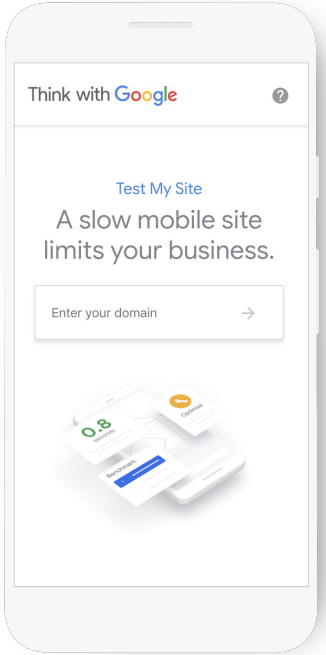


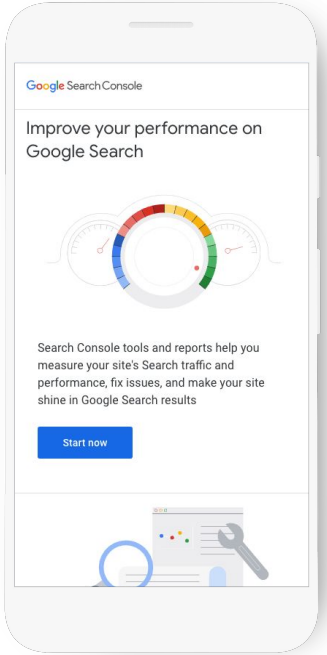
Search Console measures site performance

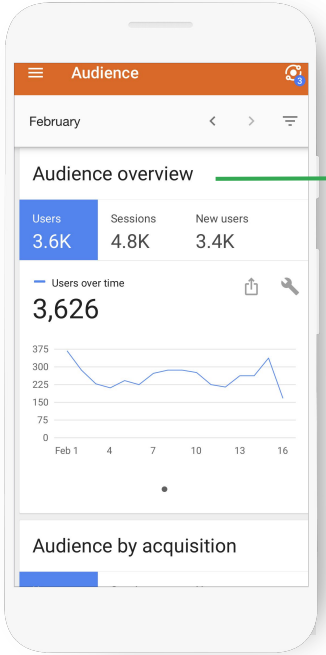
g.co/testmysite

g.co/searchconsole

MORE TOOLS TO MAINTAIN A STRONG ONLINE PRESENCE







Google Analytics shows behavior on your site

g.co/testmysite

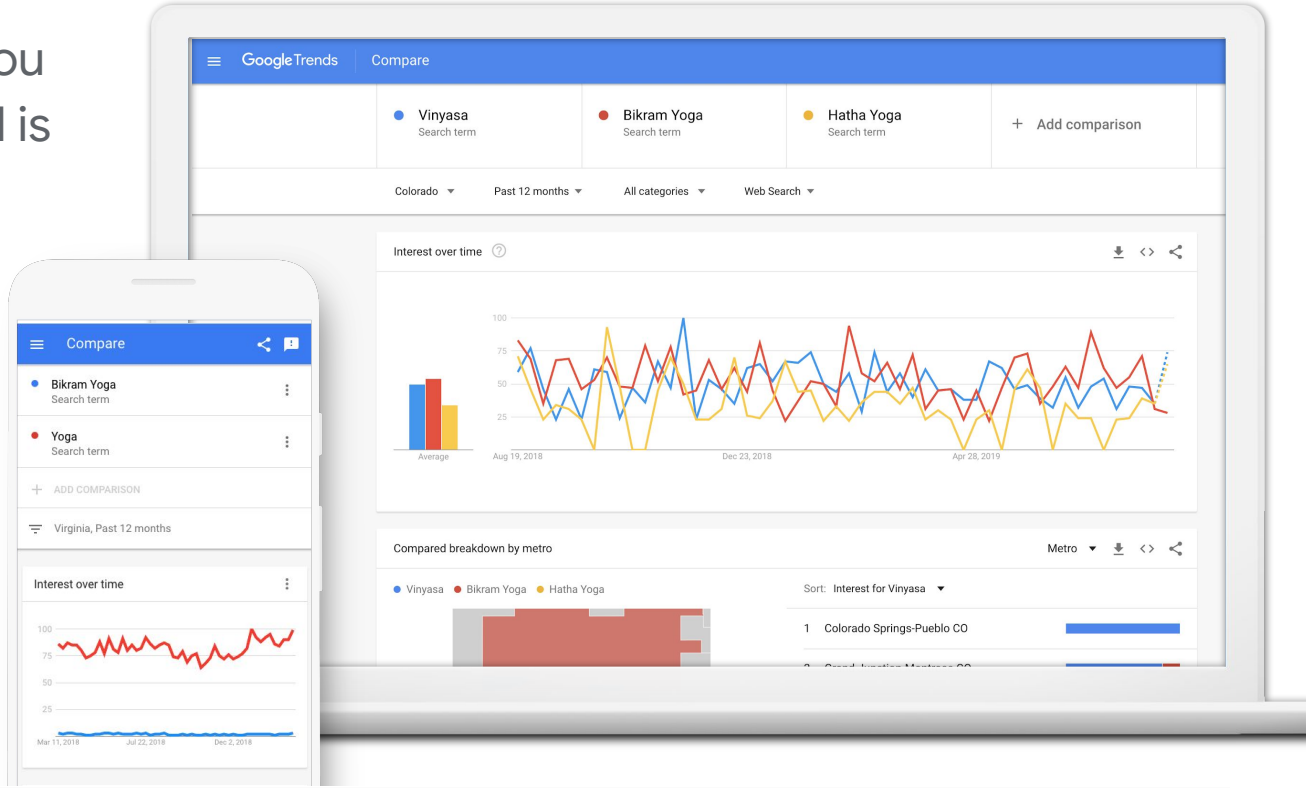
g.co/searchconsole

g.co/analytics

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.

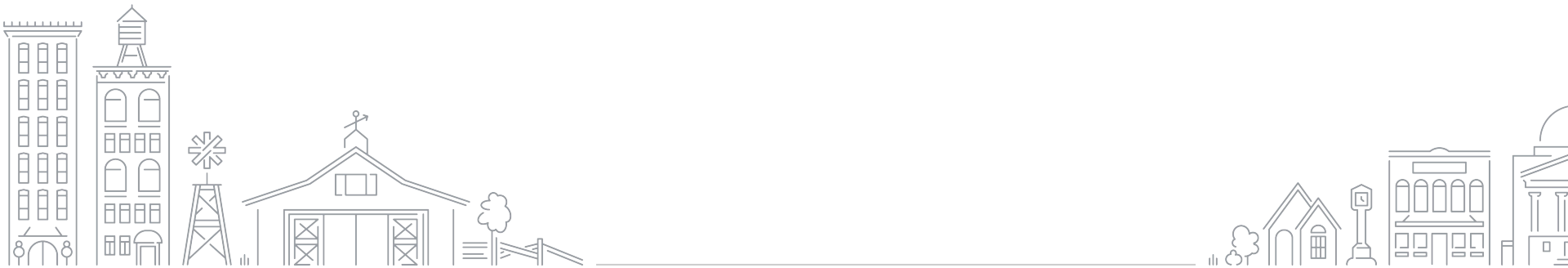
g.co/trends



ACTIVITY: TRY GOOGLE TRENDS

1. Open a web browser window and visit **g.co/trends**
2. Enter words or phrases related to your business; compare results
3. Narrow down results by location
4. Adjust date range
5. Explore related queries

Reach customers with online advertising



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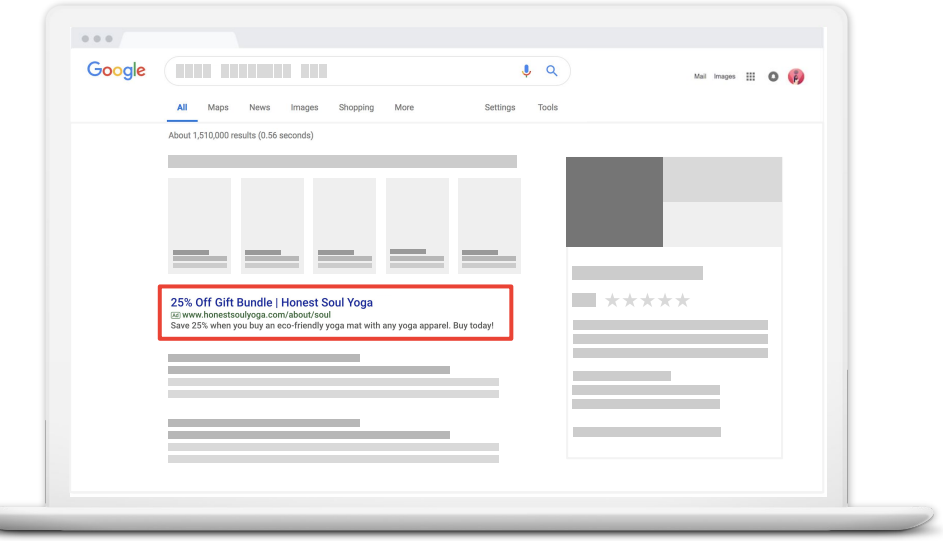
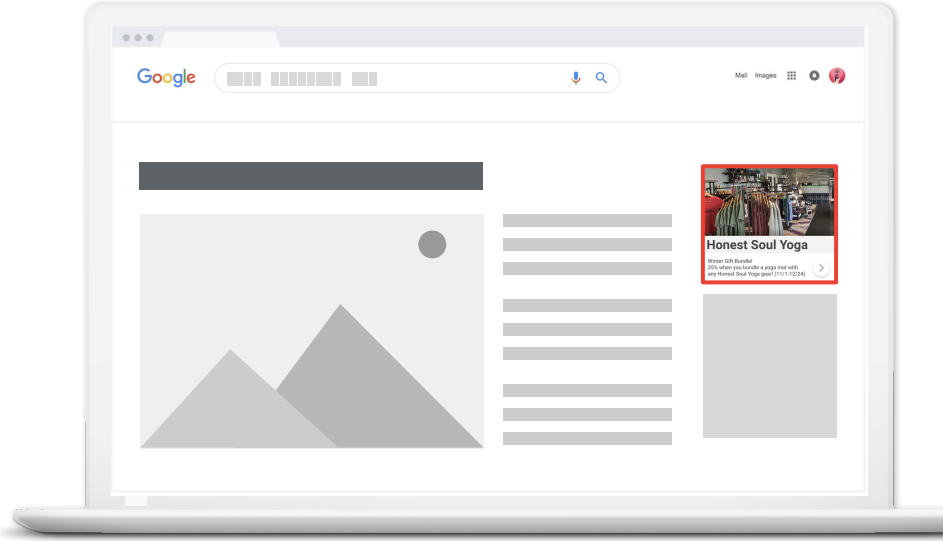
WHERE ADS CAN APPEAR



Google Search Network

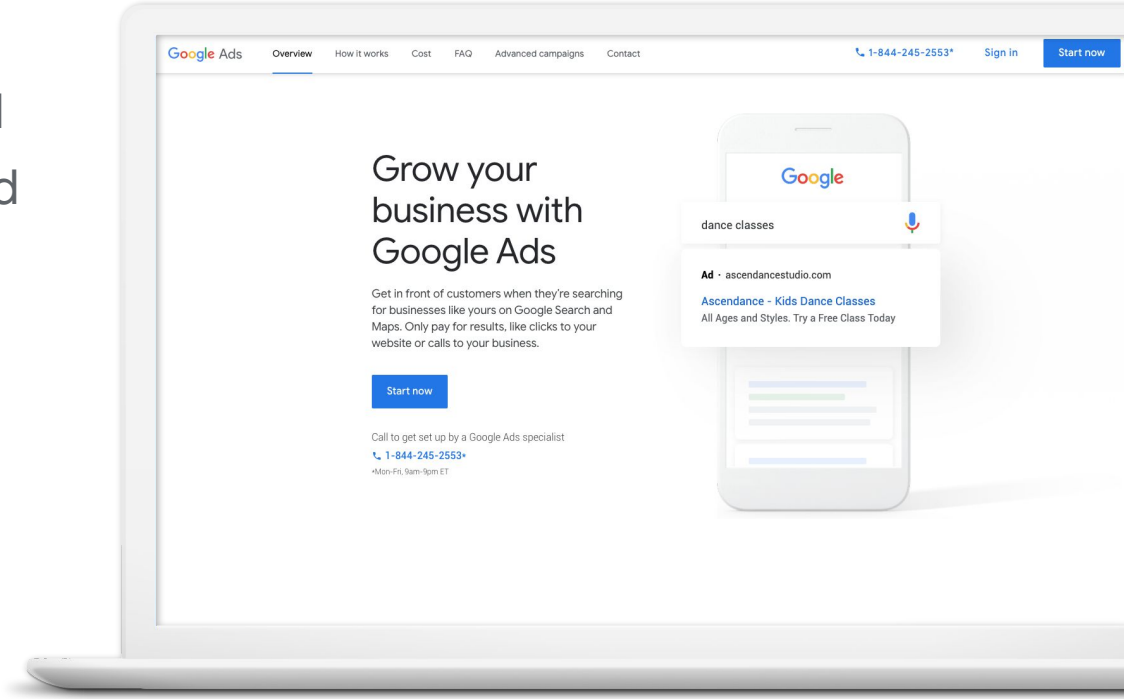


Google Display Network

START WITH A SMART CAMPAIGN

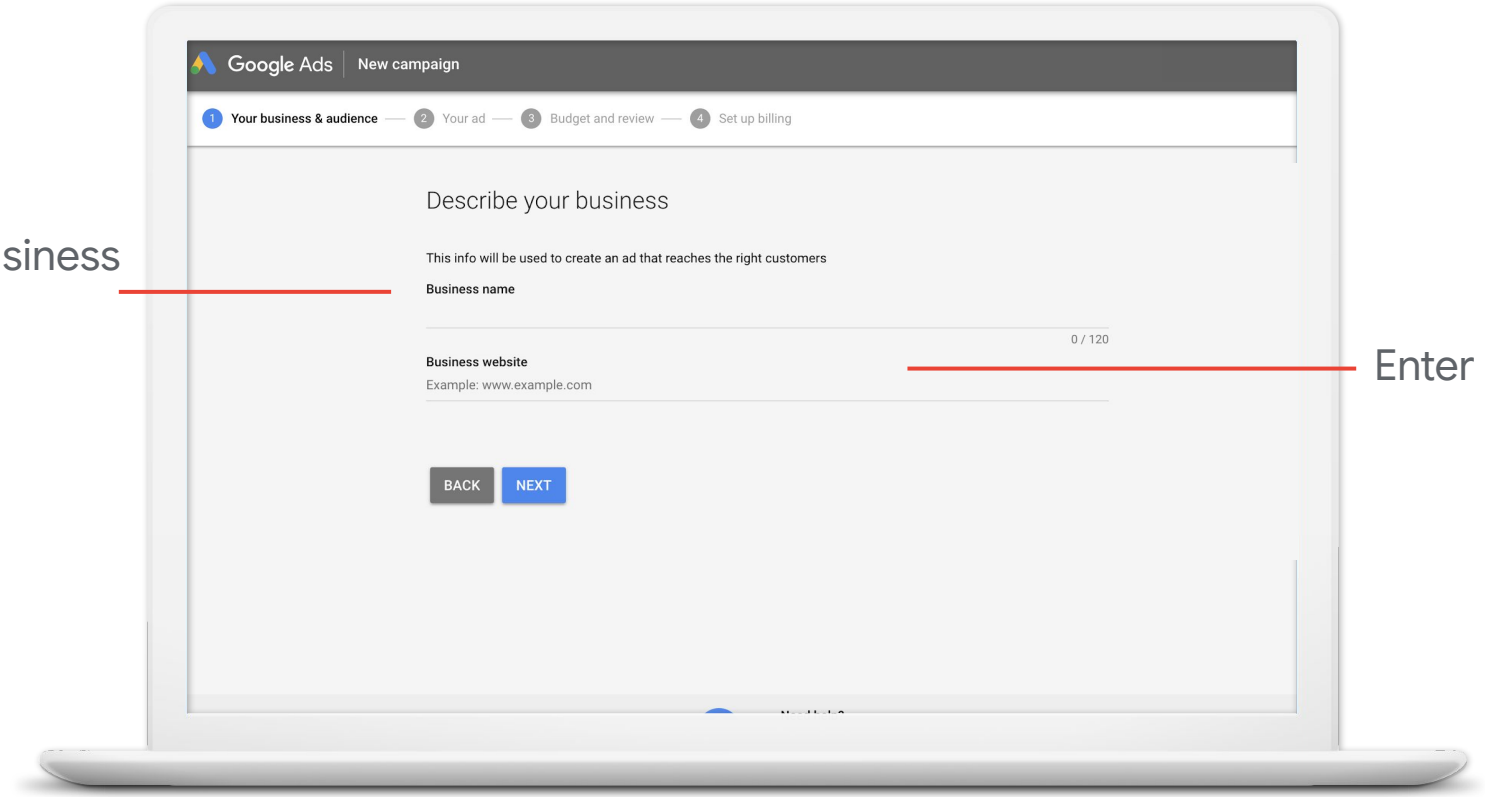
Smart campaigns are designed for small businesses. Set up and run ads in a few steps.

ads.google.com



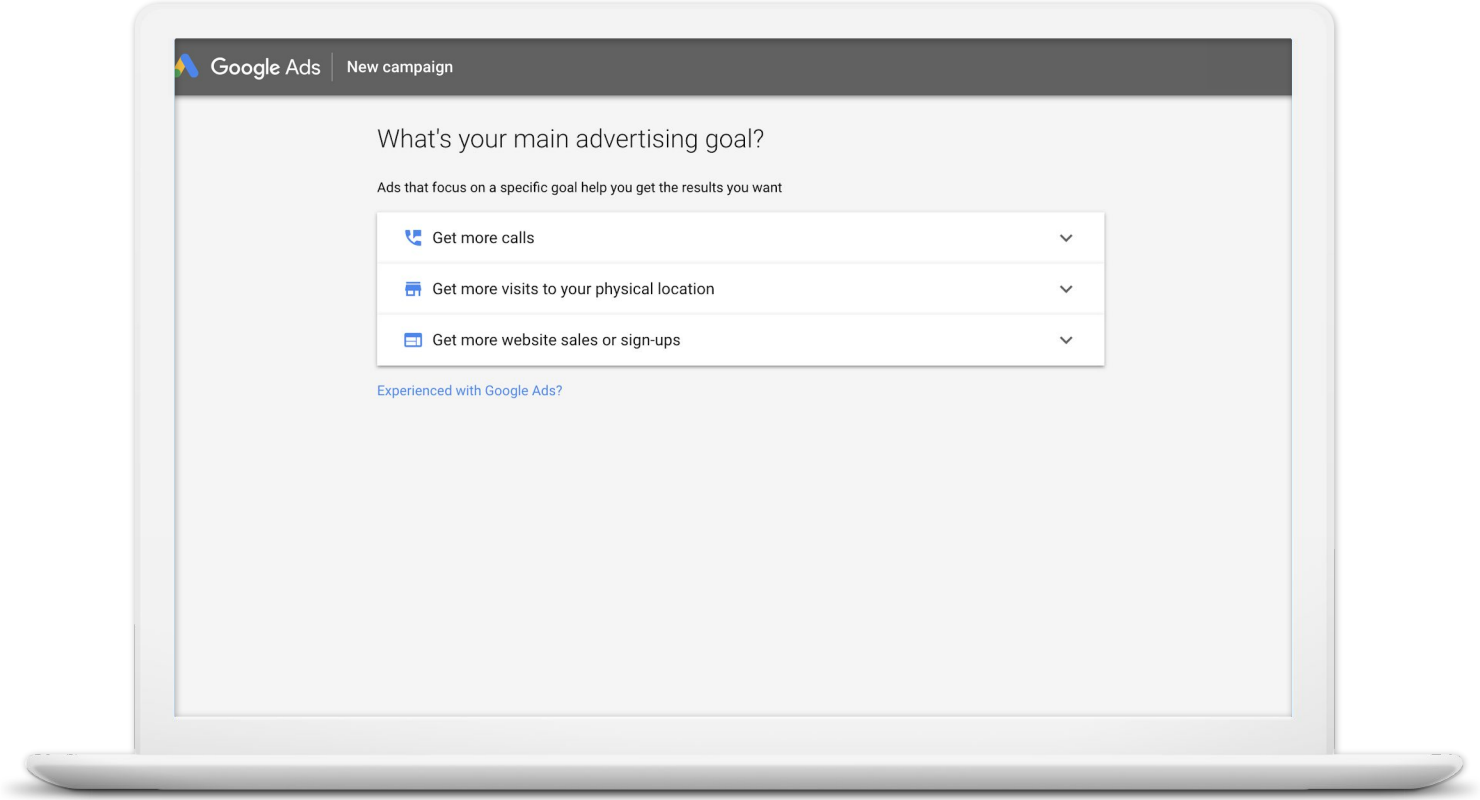
HERE'S HOW TO DO IT

Enter business name



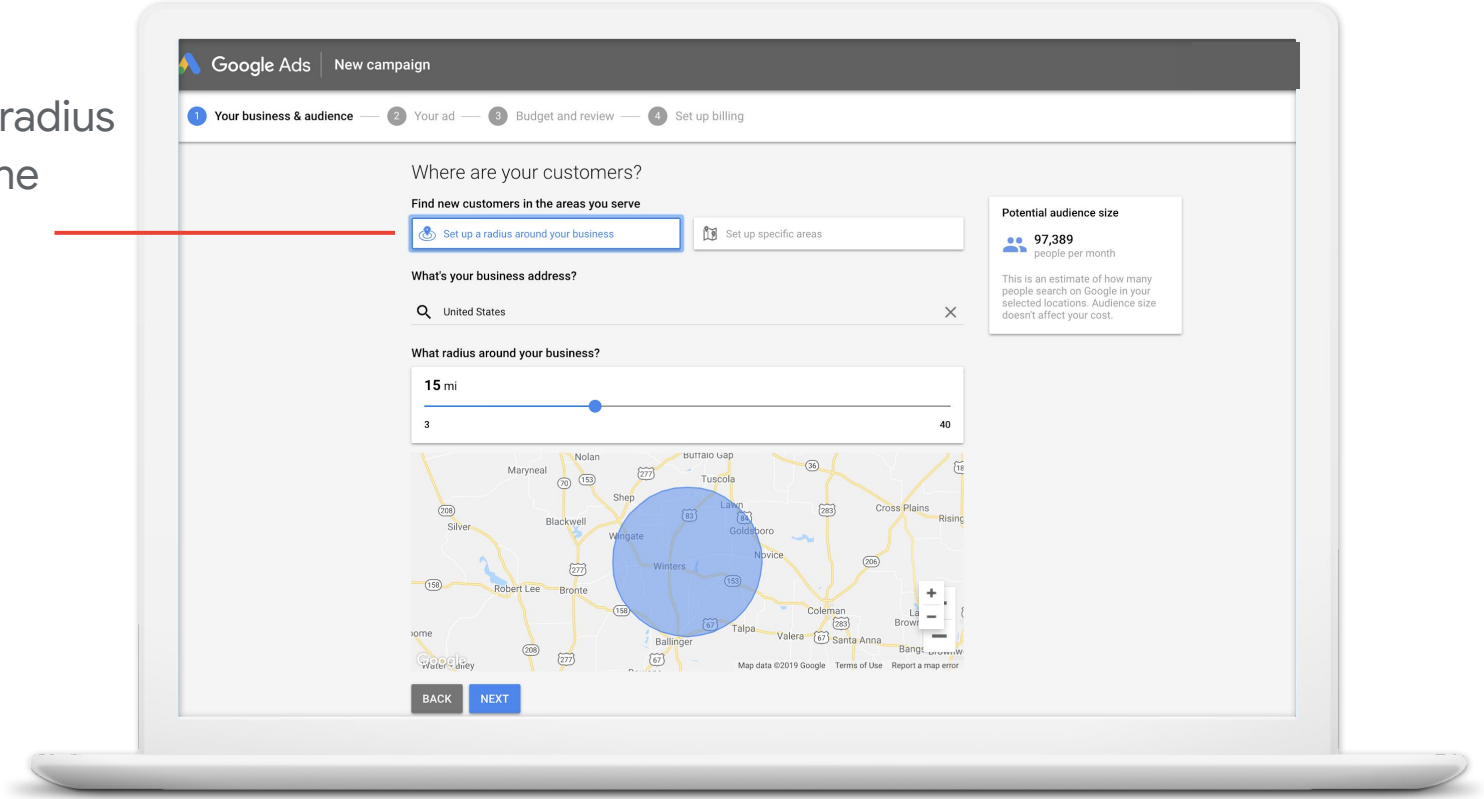
Enter URL

SELECT A GOAL



CHOOSE AREAS WHERE ADS CAN SHOW

Define a radius around the business



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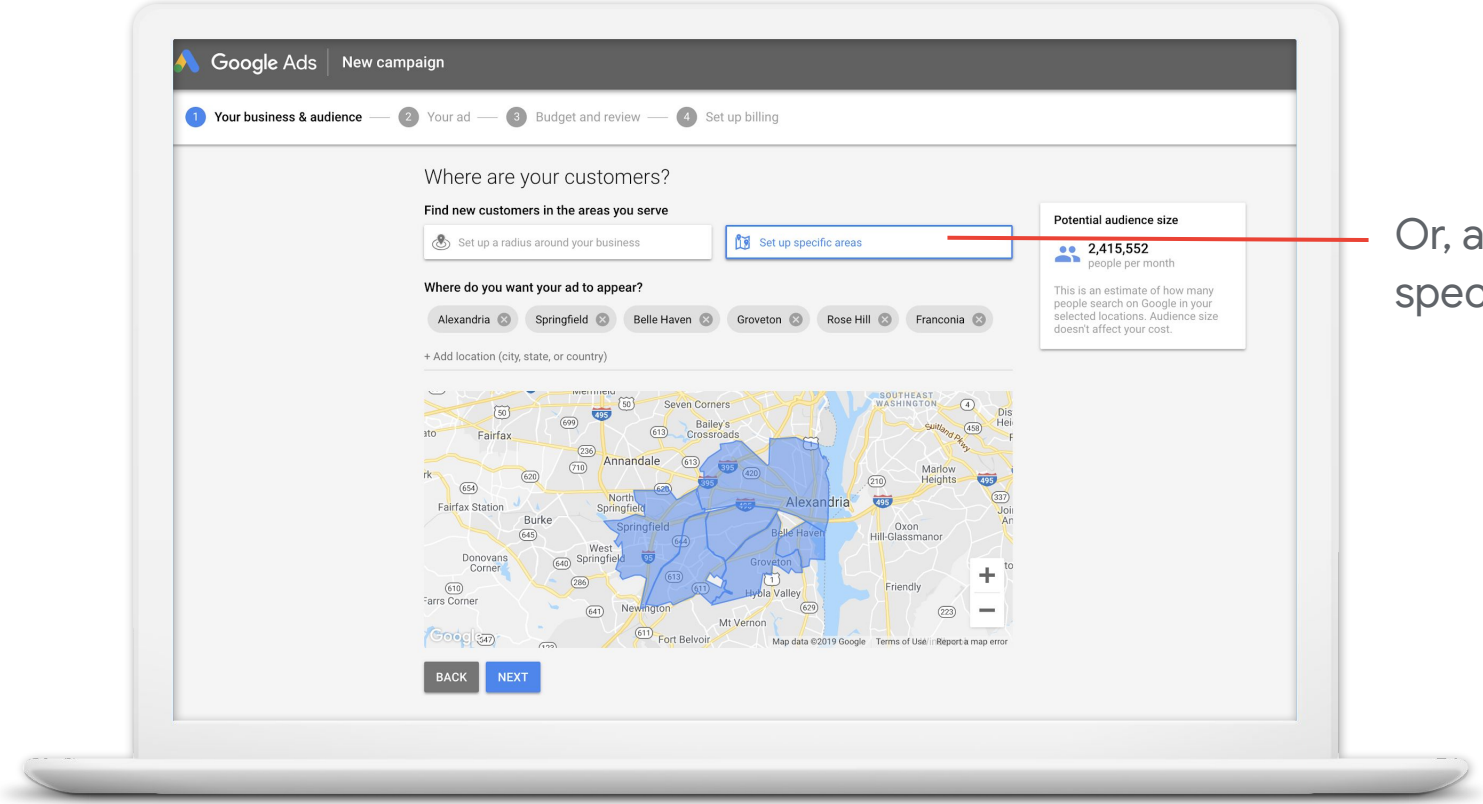
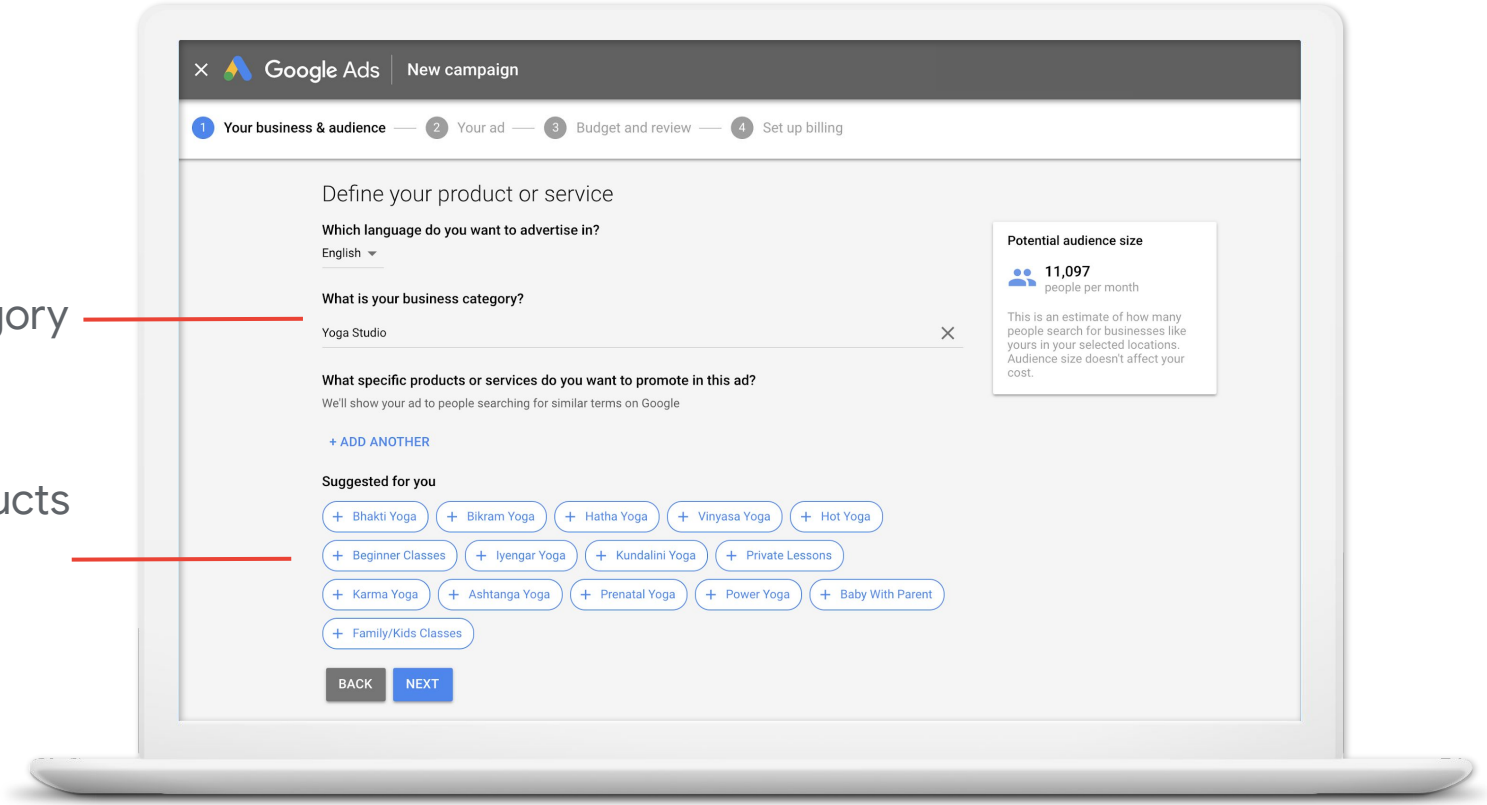


Or, add specific areas

DESCRIBE THE PRODUCT OR SERVICE

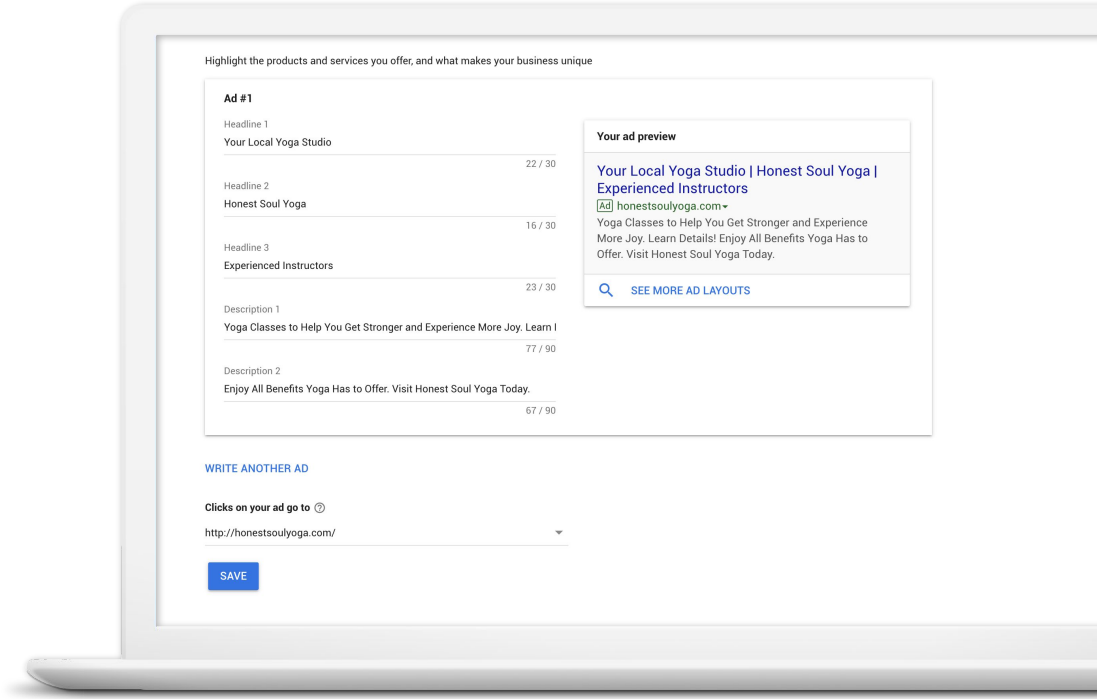
Choose category

Choose products or services to promote



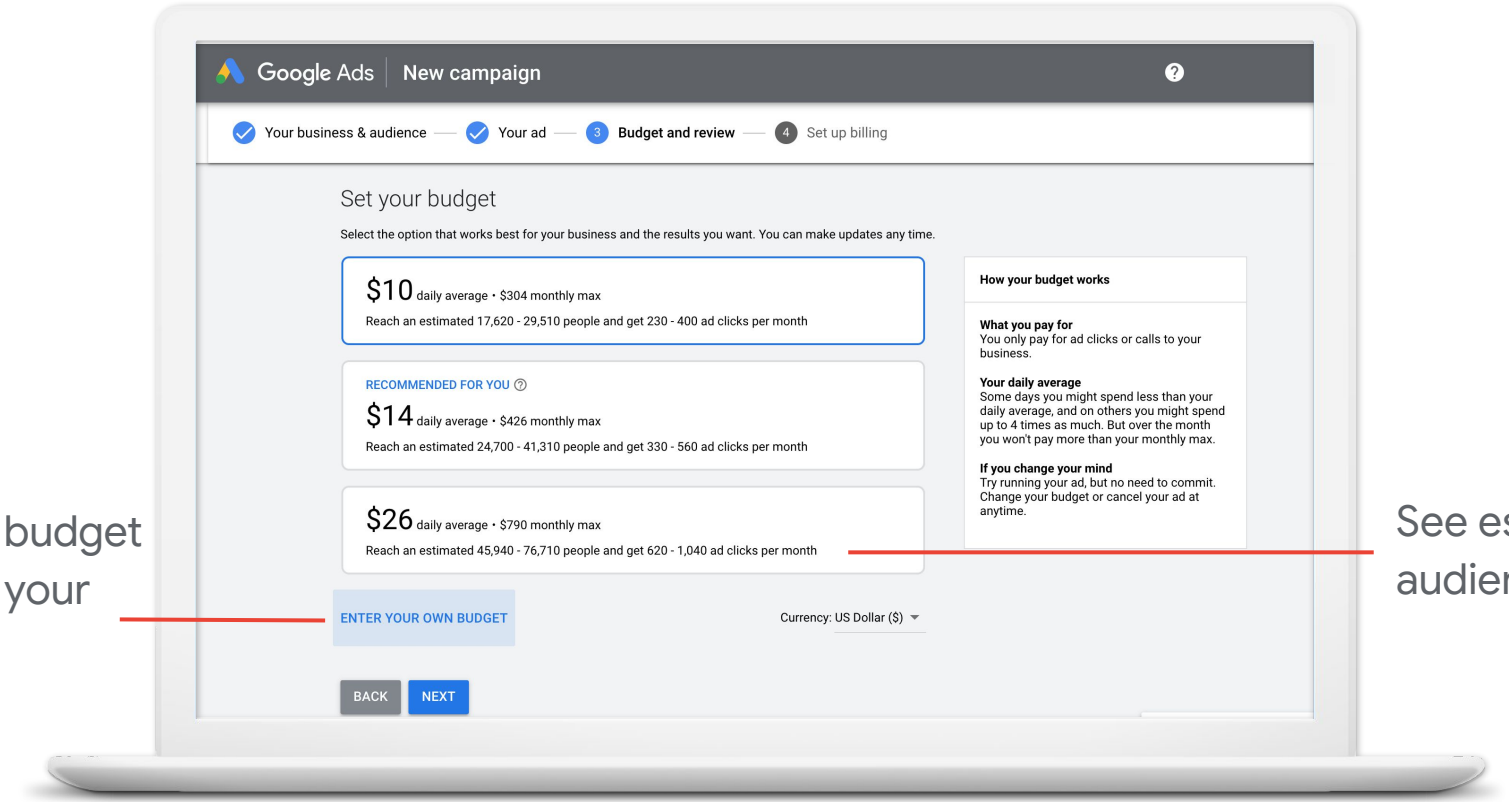
WRITE YOUR AD

- 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

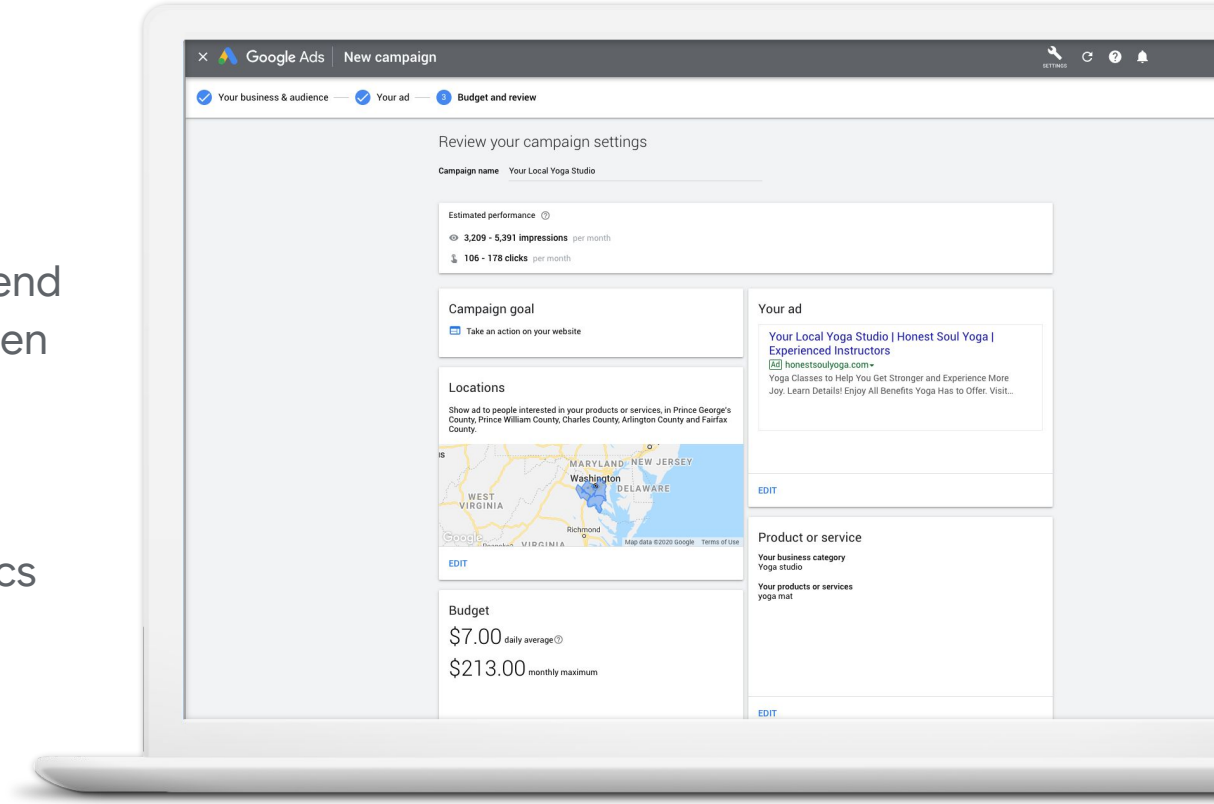


See estimated audience size

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



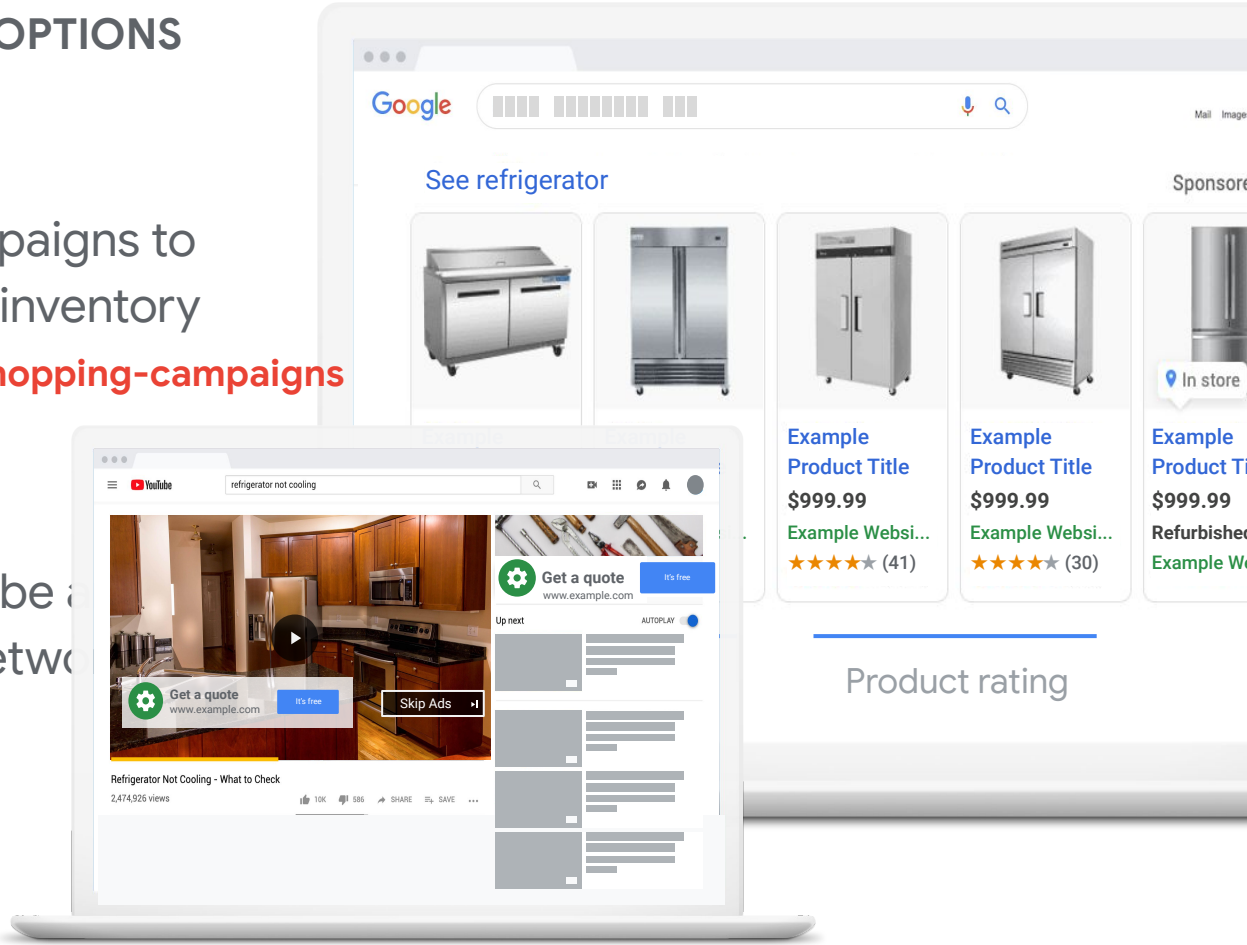
ADDITIONAL ADVERTISING OPTIONS

Use Smart Shopping campaigns to promote online and local inventory

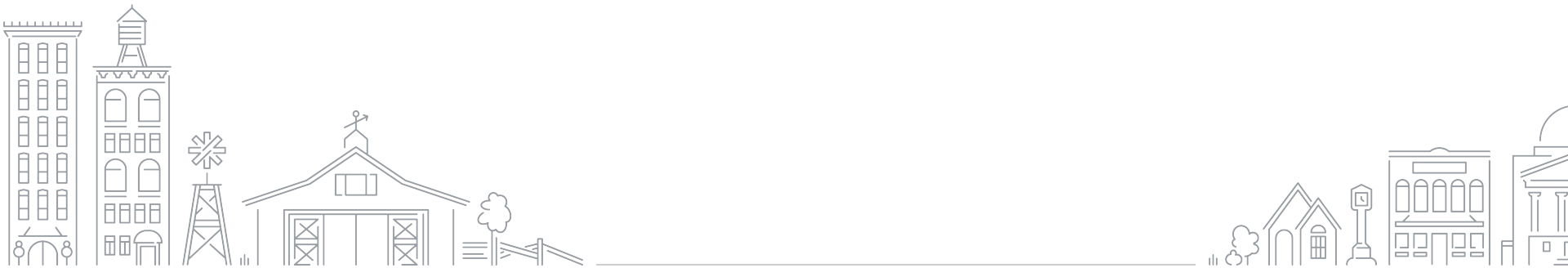
google.com/retail/solutions/shopping-campaigns

Show video ads on YouTube a
across Google Display Netwo

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.

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

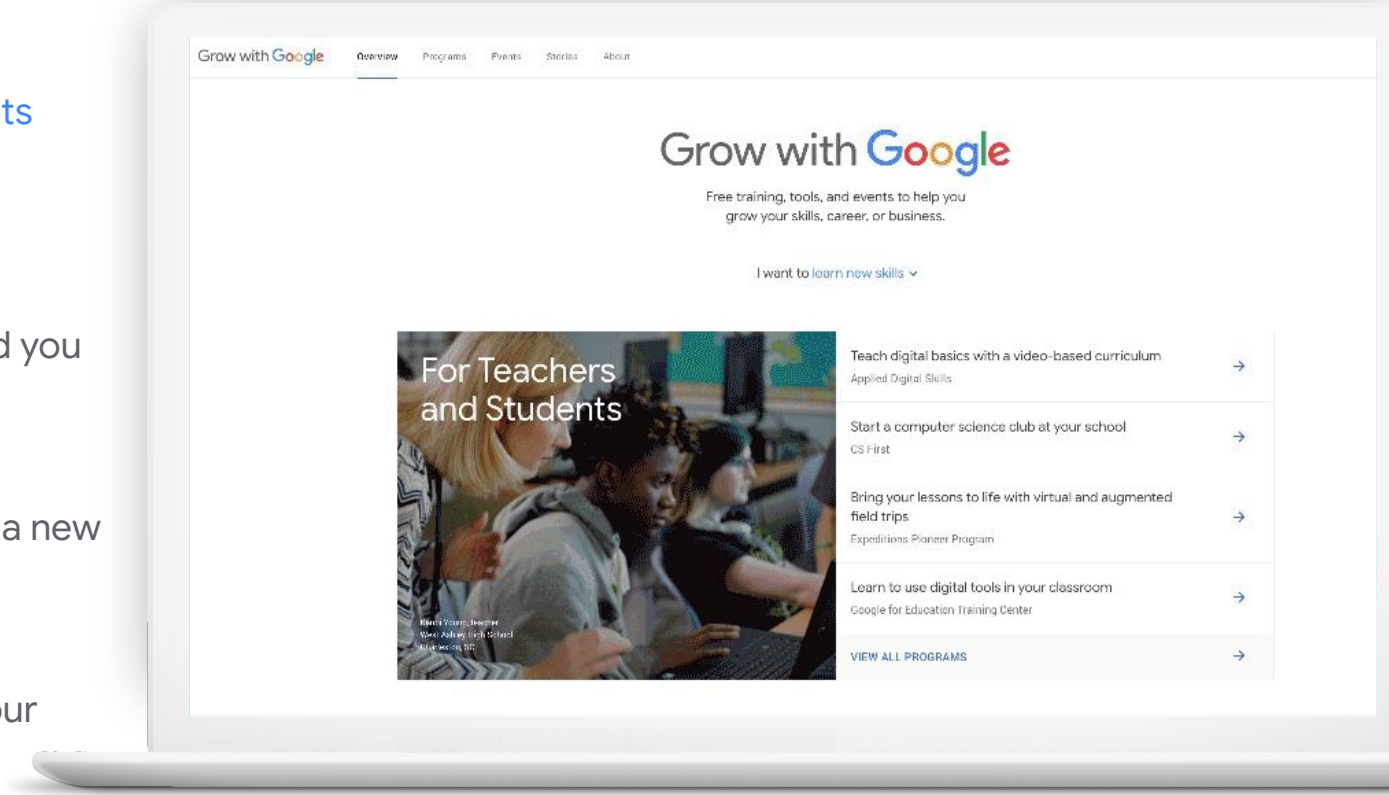
FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

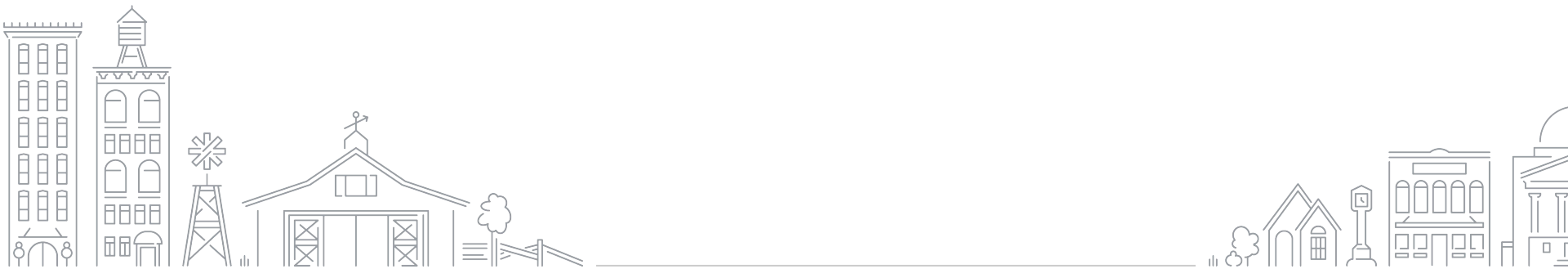
For teachers and students
Bring digital tools into your classroom.

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.



Thank You!

#GrowWithGoogle