

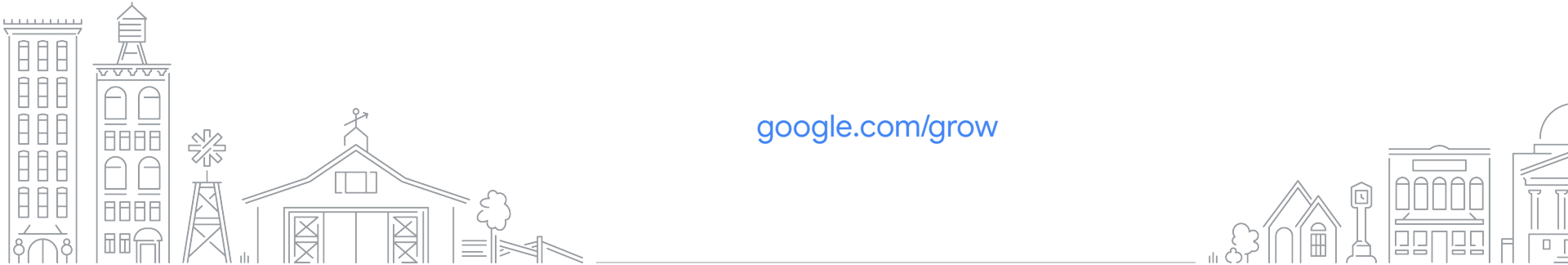
Grow with **Google**



Randi F. Penfil:
Speaker | Grow with Google
LinkedIn: Connect with me
Twitter: @randipenfil
Future Events: rfpenfil.com

[#growwithgoogle](#) | [#randipenfil](#)

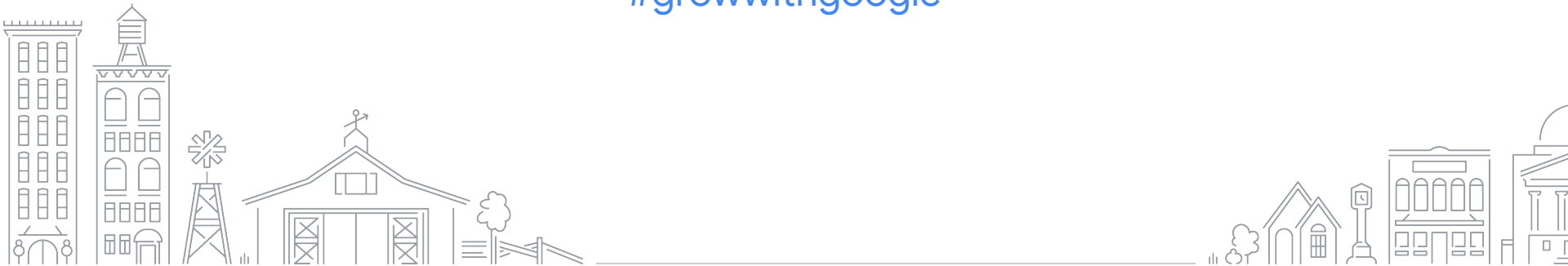
google.com/grow



Grow with Google

Reach Customers Online with Google

[#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

Additional tools to increase visibility.

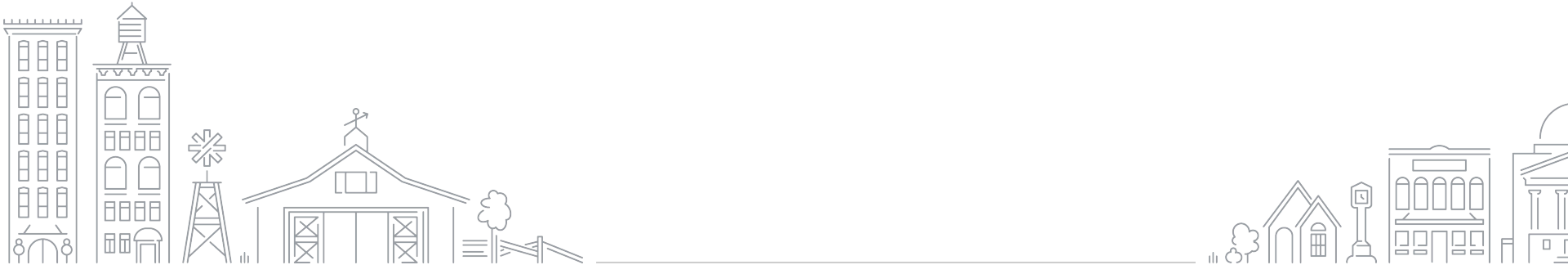
○ REACH CUSTOMERS WITH ONLINE ADVERTISING

How to advertise on Google and other sites.

○ RECAP & RESOURCES



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



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.

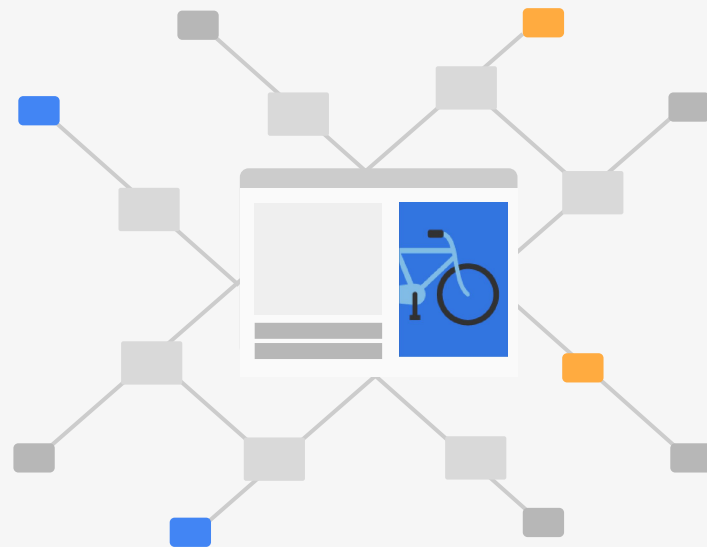
³ Google internal data, Jan 2017.

How search works



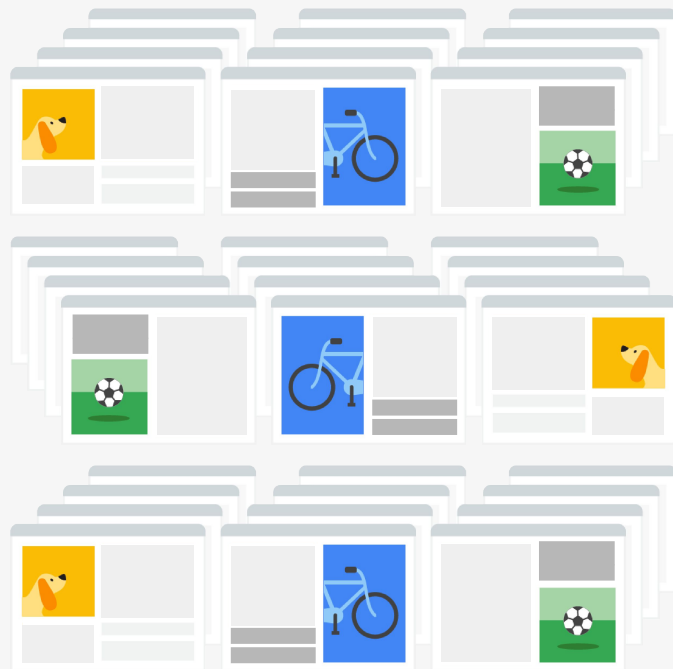
HOW SEARCH WORKS

- 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.



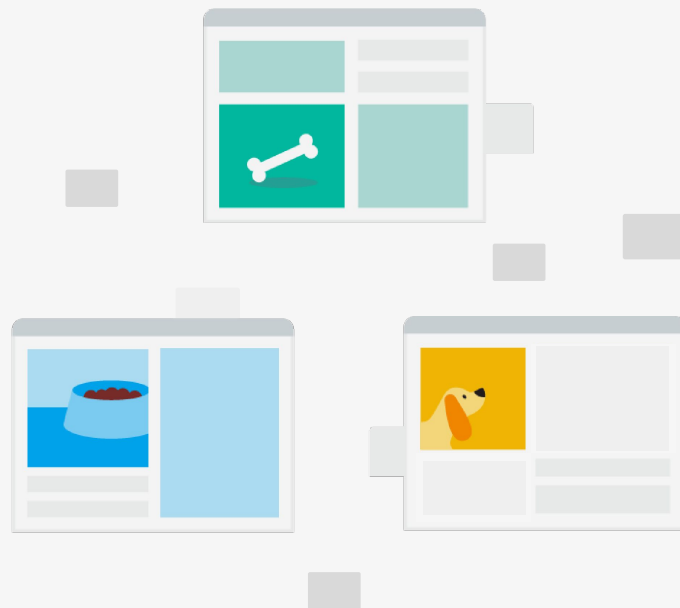
GOOGLE ORGANIZES INFORMATION

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

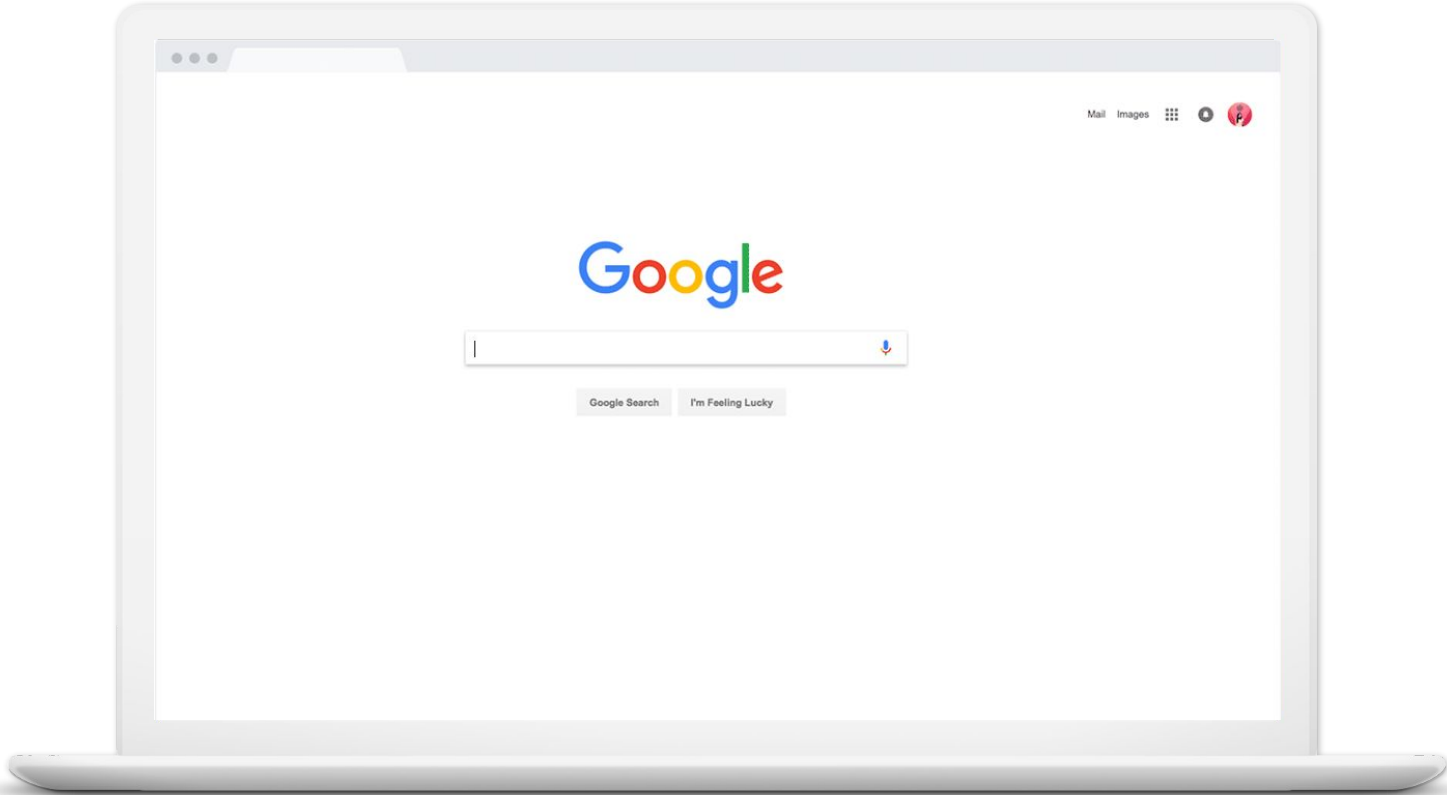


WHEN SOMEONE SEARCHES...

- 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



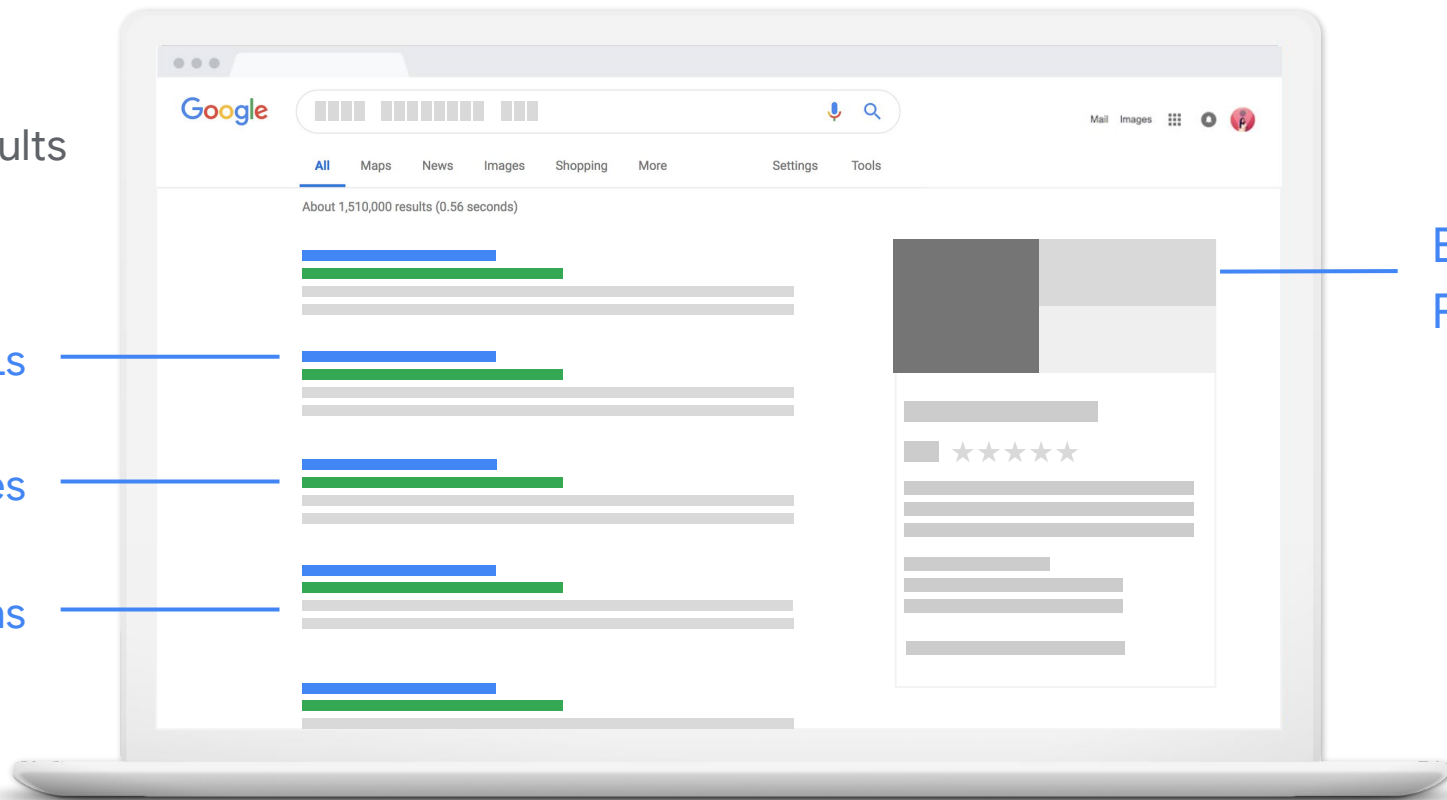
GOOGLE CREATES A SEARCH RESULTS PAGE

Search results include:

URLs

Page titles

Descriptions



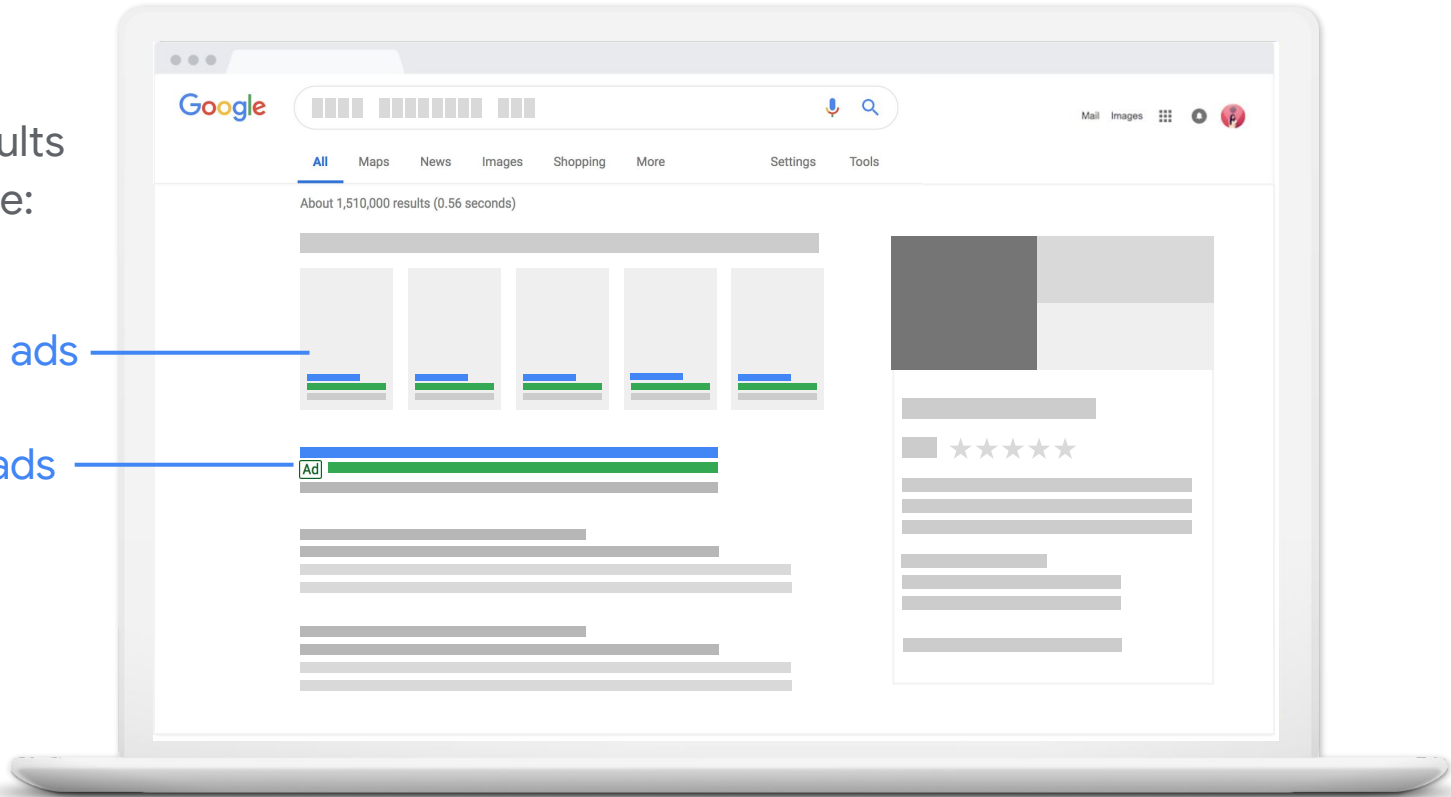
Business Profile

GOOGLE CREATES A SEARCH RESULTS PAGE

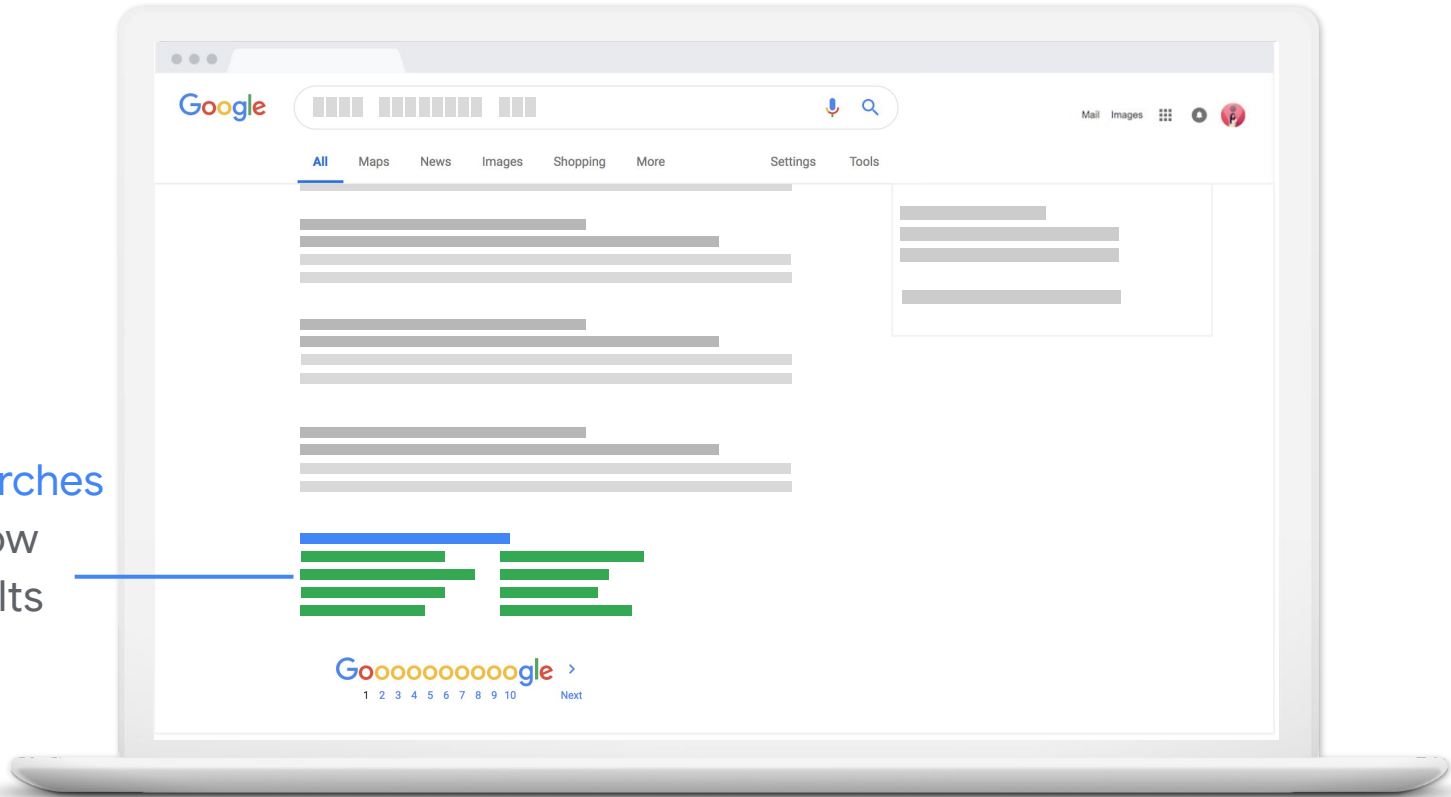
Search results may include:

Shopping ads

Text ads



GOOGLE CREATES A SEARCH RESULTS PAGE



Related searches
appear below
search results

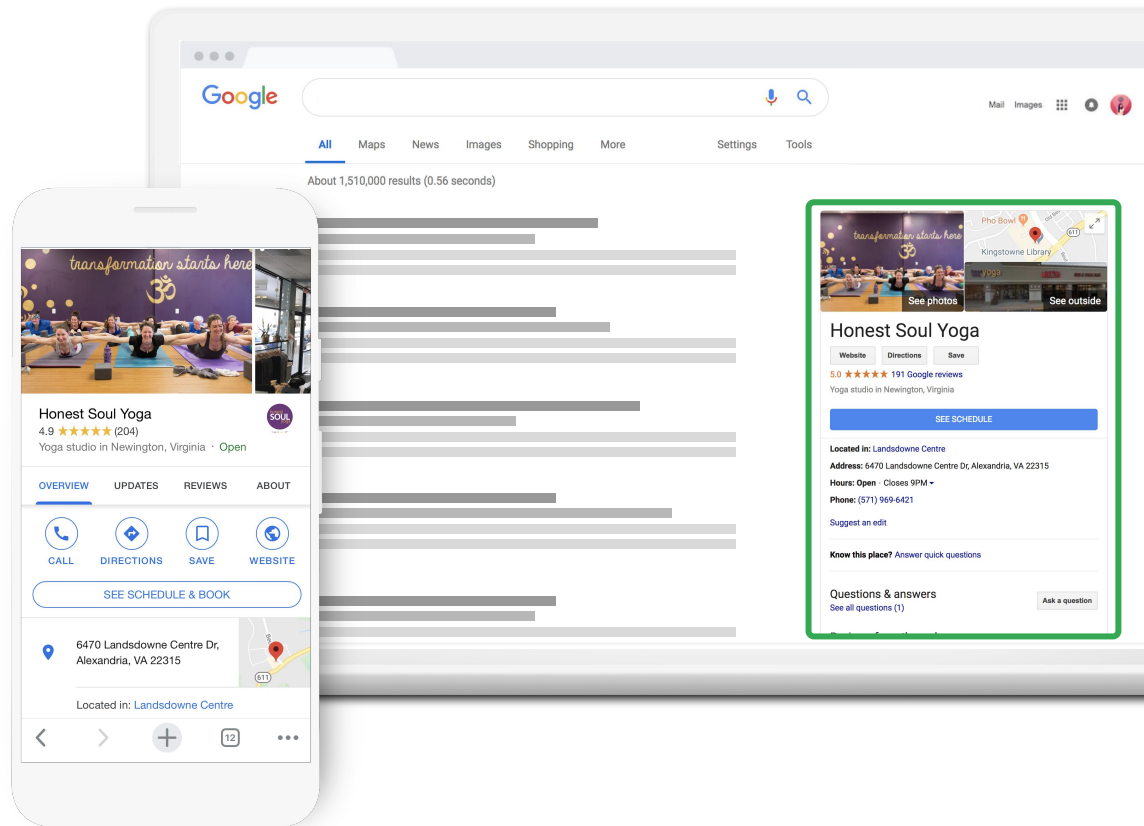
Resources to help you appear across Google



CREATE A FREE BUSINESS PROFILE ON GOOGLE

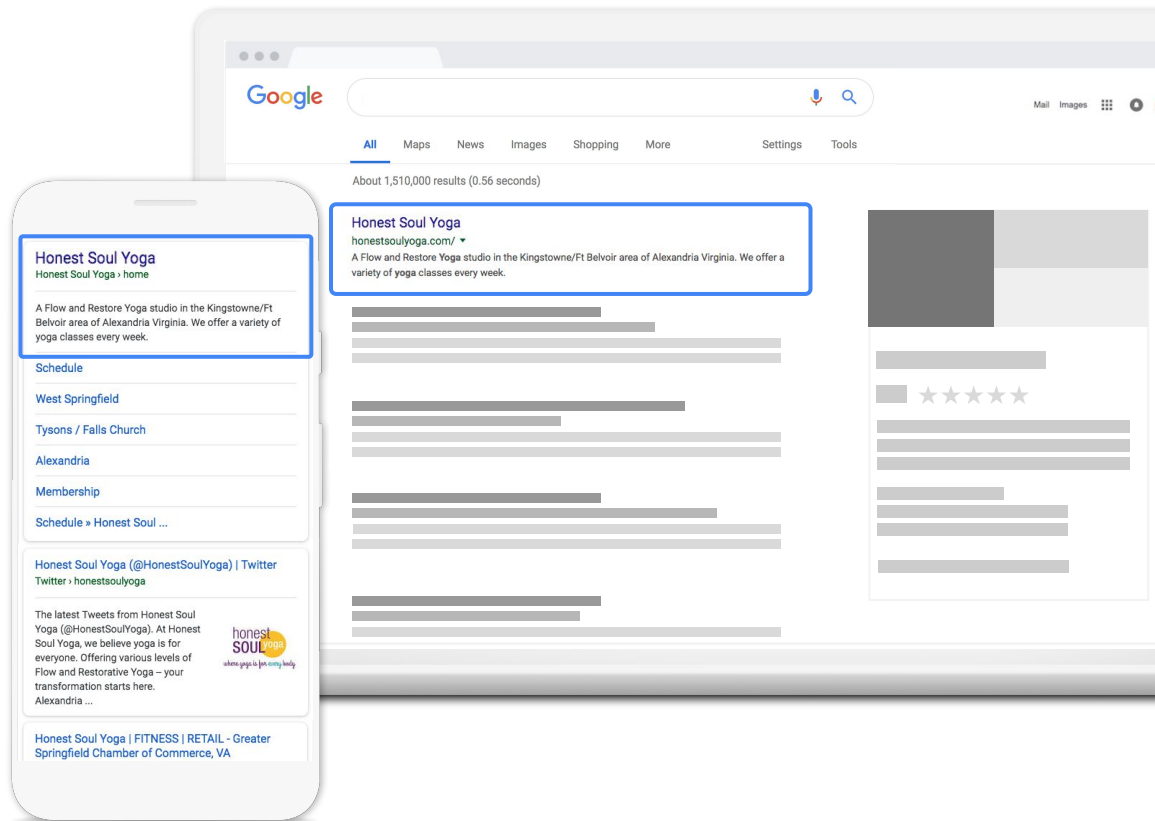
Stand out when customers search for your business or businesses like yours on Google Search and Maps.

google.com/business

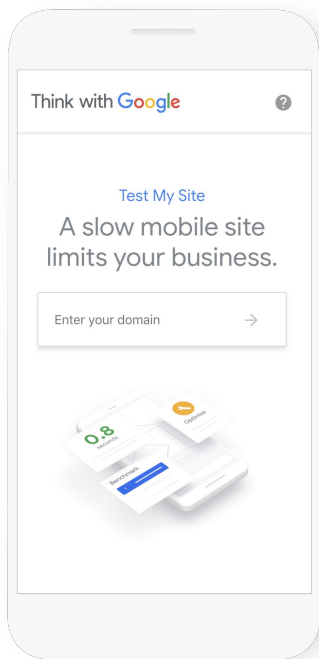


TIPS FOR APPEARING IN ORGANIC RESULTS

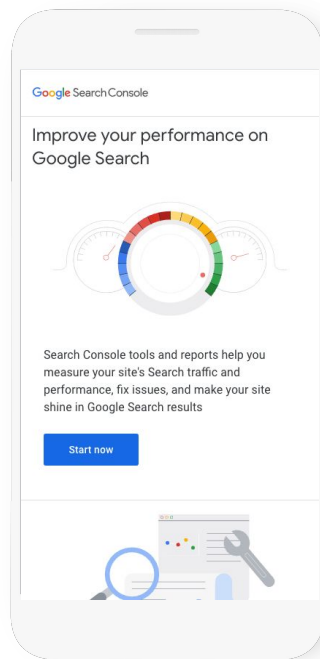
- Relevant, original content
- Logical organization
- Good page titles and descriptions
- Optimized images
- Fast load time
- Optimize for mobile



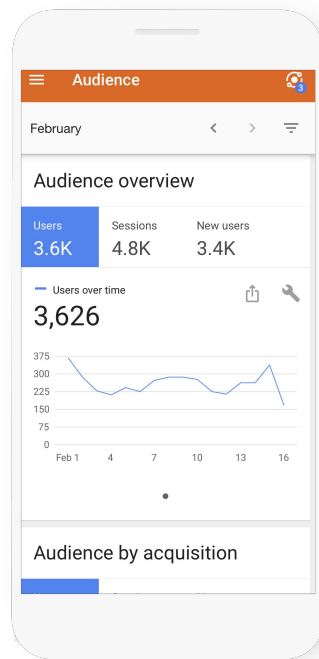
MORE TOOLS TO MAINTAIN A STRONG ONLINE PRESENCE



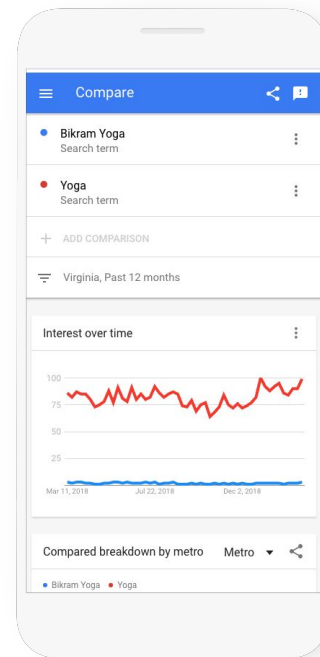
g.co/testmysite



g.co/searchconsole



g.co/analytics



g.co/trends

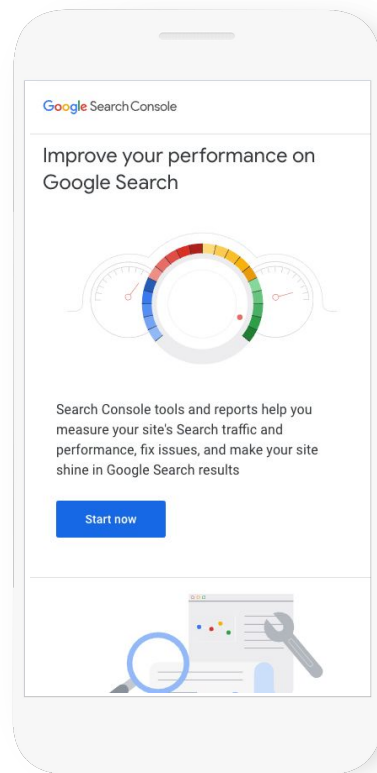
GOOGLE SEARCH CONSOLE

- Confirm that Google can find and crawl your site
- Request indexing of new or updated site content
- View Google Search traffic data for your site
- Receive email alerts when Google encounters site issues

Quick Tip:

Monitor your website's search presence with Search Console

g.co/searchconsole



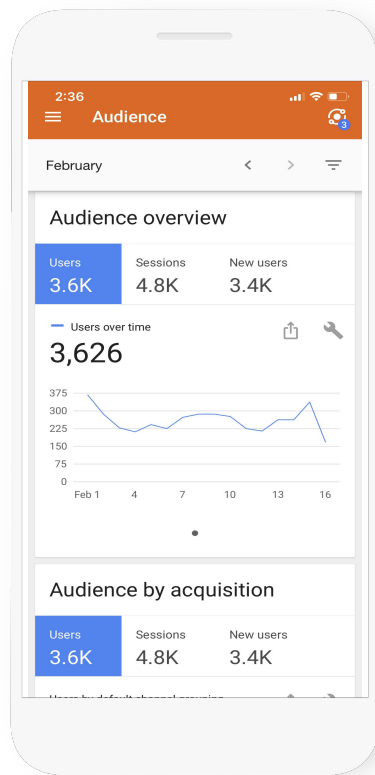
GOOGLE ANALYTICS

- Build a complete picture.
- Get a deeper understanding of your customers.
- Review the reports and metrics you care about most
- Create, customize and share dashboards

Quick Tip:

Monitor your website's search presence with Search Console

g.co/analytics



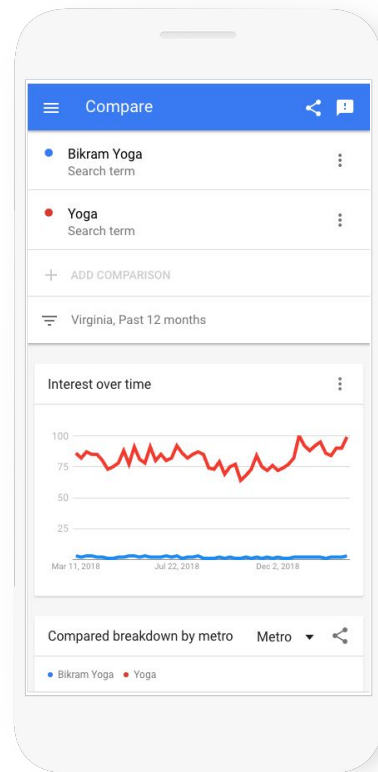
GOOGLE TRENDS

- Look up search queries and compare search volume over time
- Incorporate keywords into your website content to connect with visitors searching for those terms or phrases
- Monitor your brand's popularity across regions and time periods

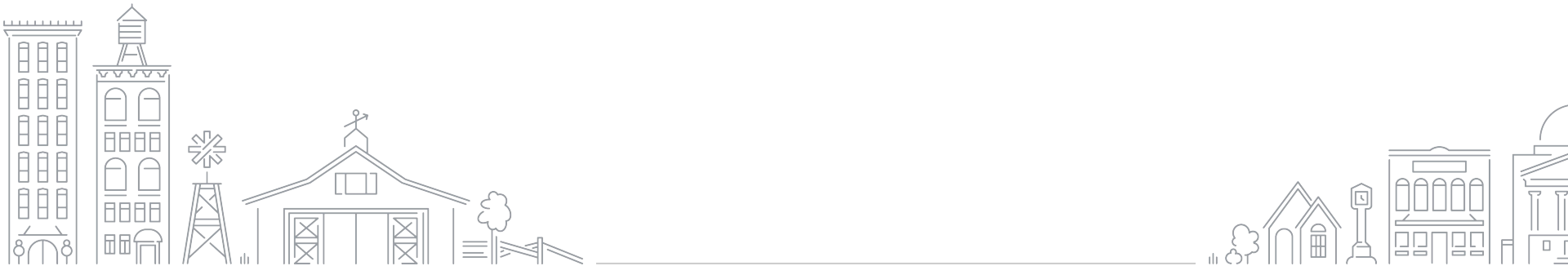
Quick Tip:

Find popular search terms on Google.

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



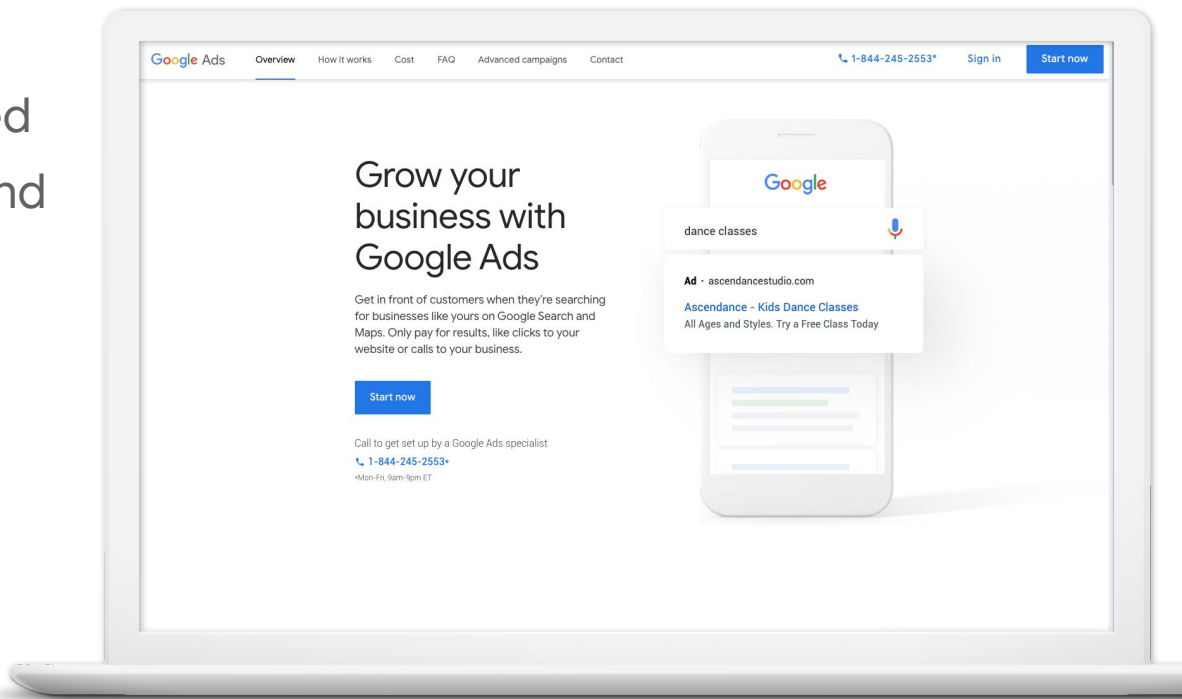
Reach customers with online advertising



START WITH A SMART CAMPAIGN

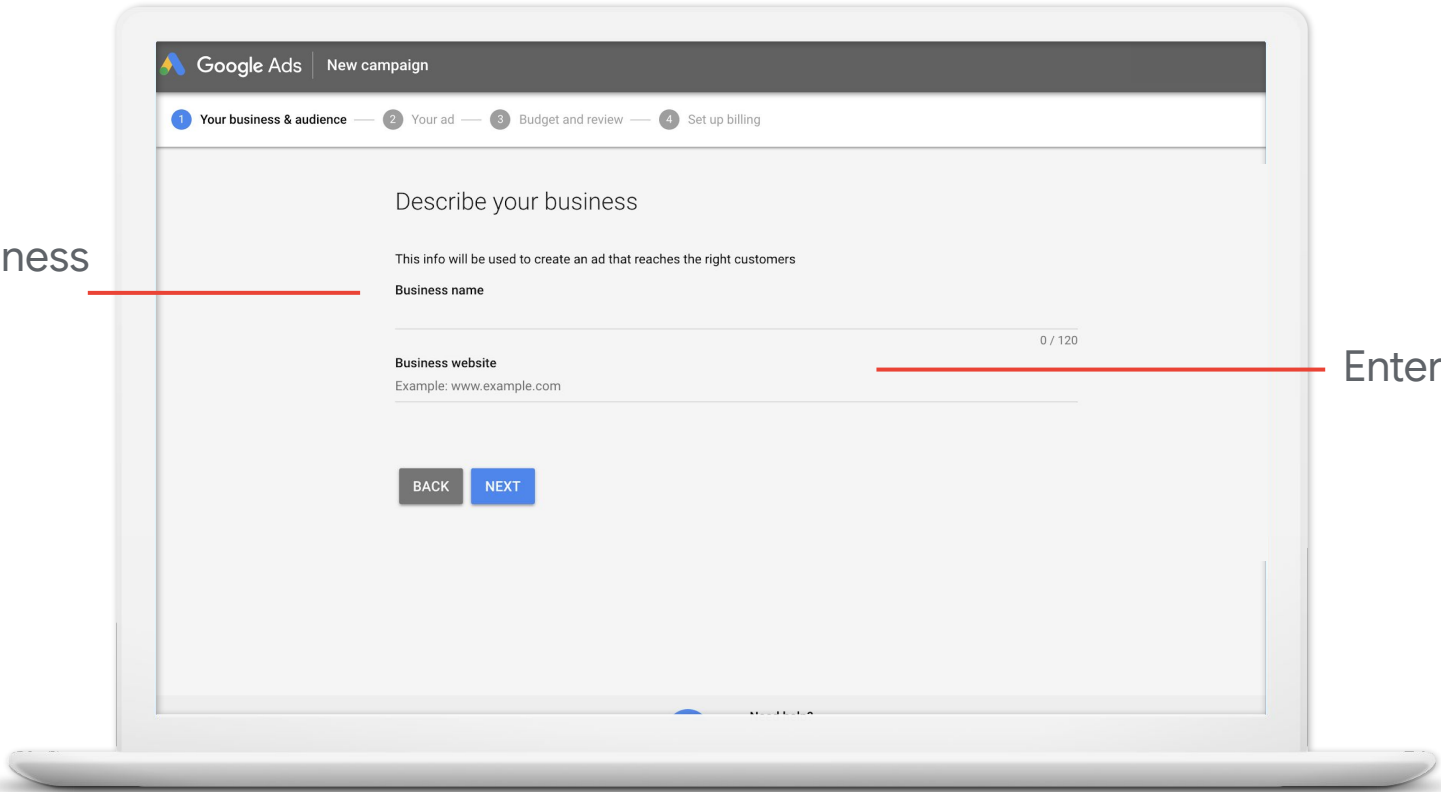
Smart campaigns are designed for small businesses. Set up and run ads in a few steps.

ads.google.com



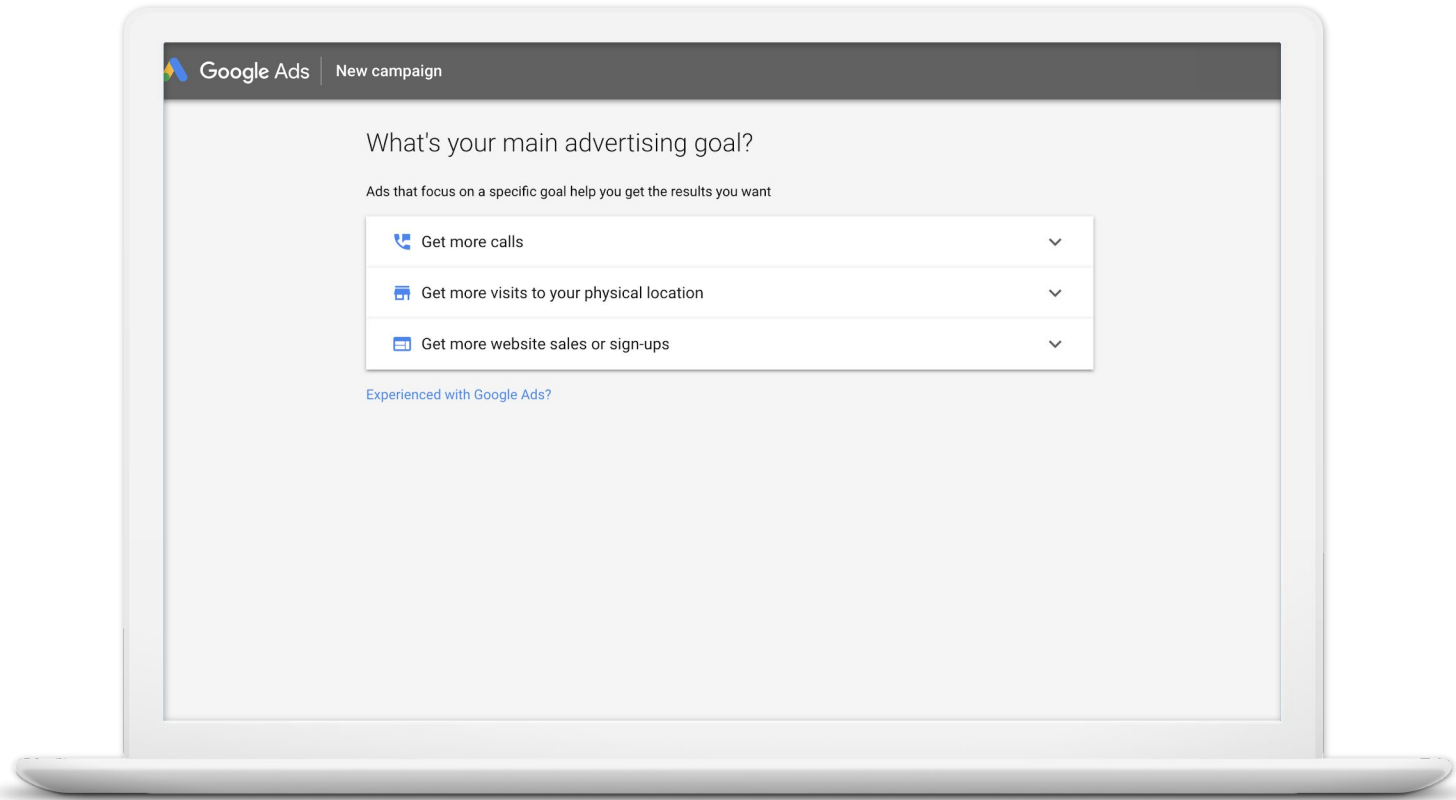
HERE'S HOW TO DO IT

Enter business
name



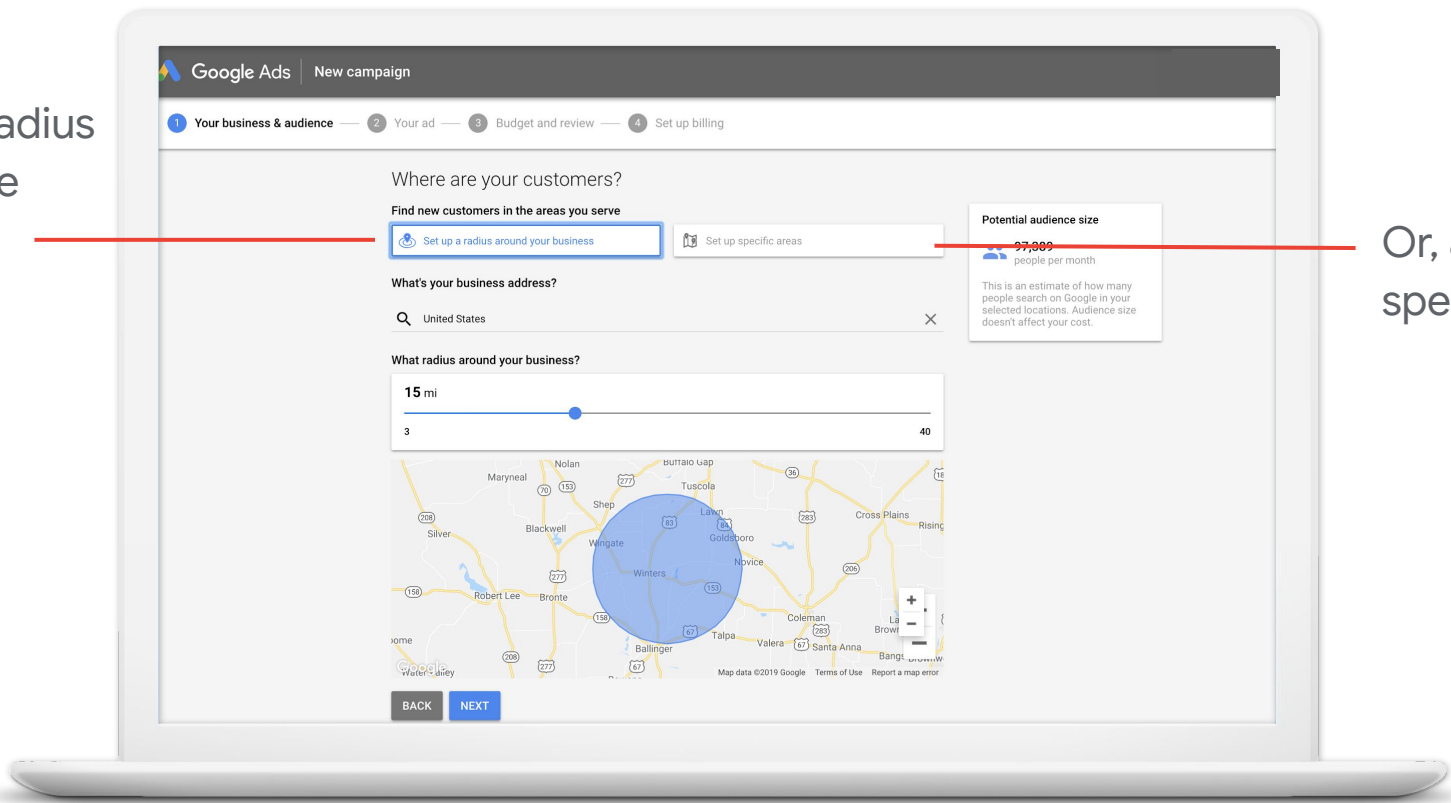
Enter URL

SELECT A GOAL



CHOOSE AREAS WHERE ADS CAN SHOW

Define a radius around the business

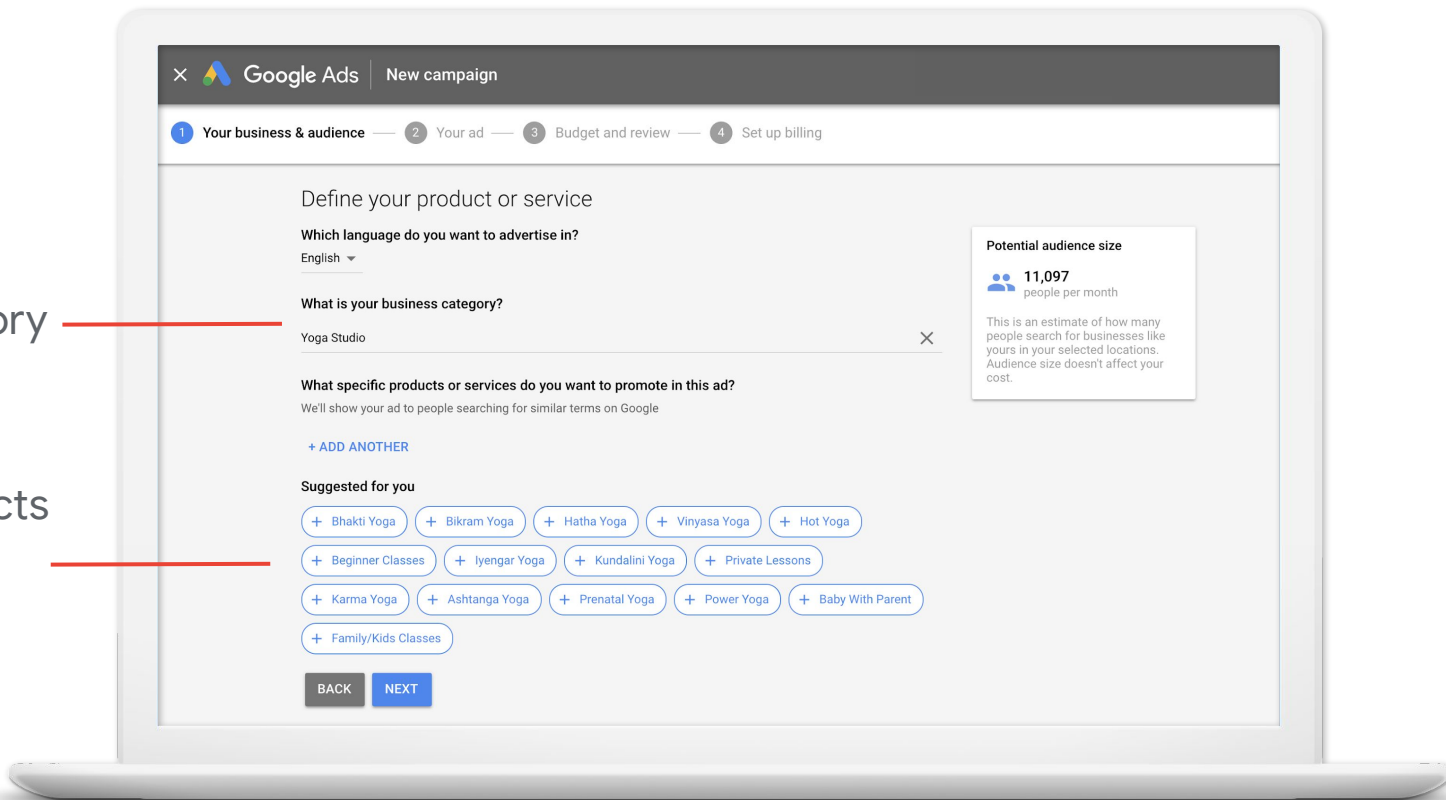


Or, add specific areas

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

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.

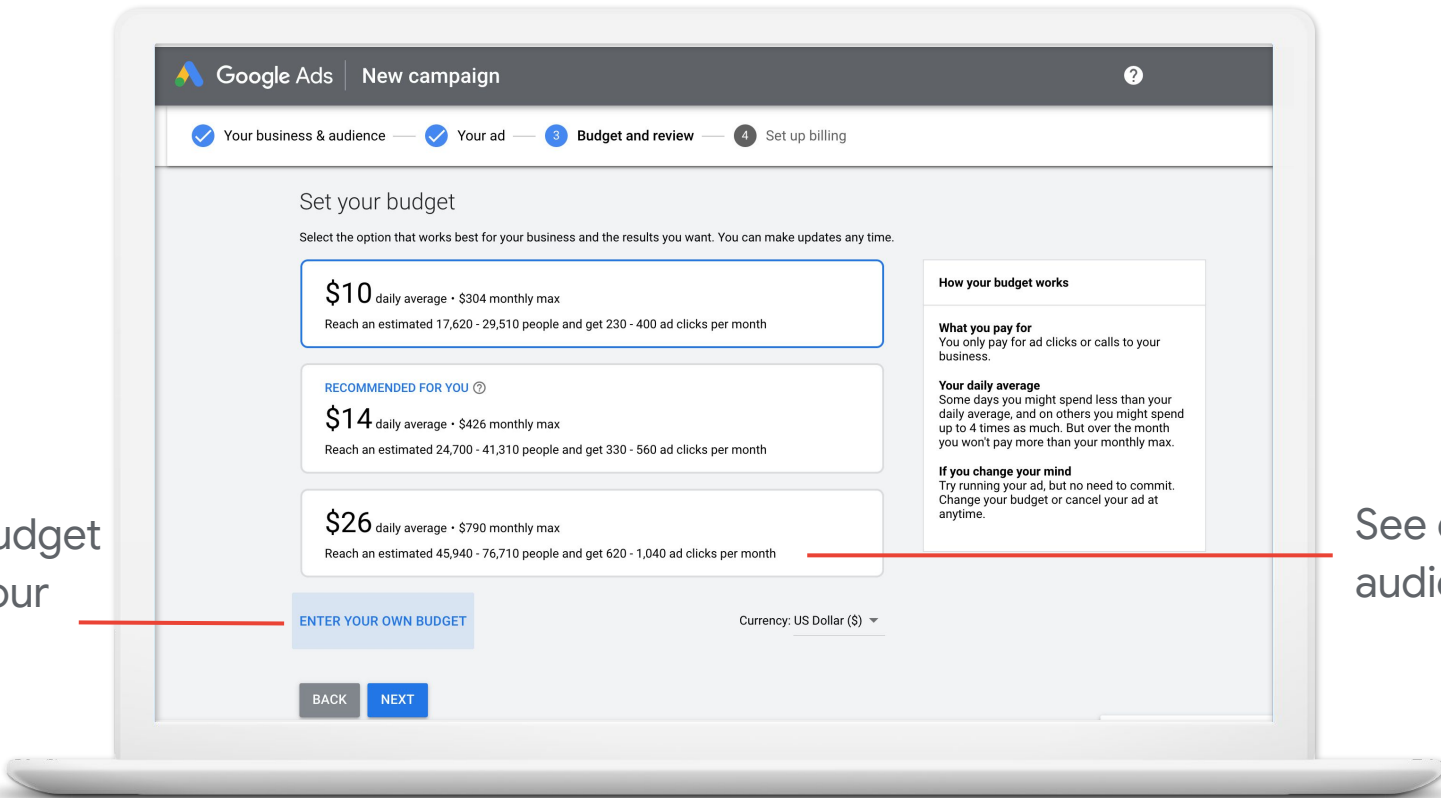
[SEE MORE AD LAYOUTS](#)

[WRITE ANOTHER AD](#)

Clicks on your ad go to 

[SAVE](#)

SET YOUR BUDGET



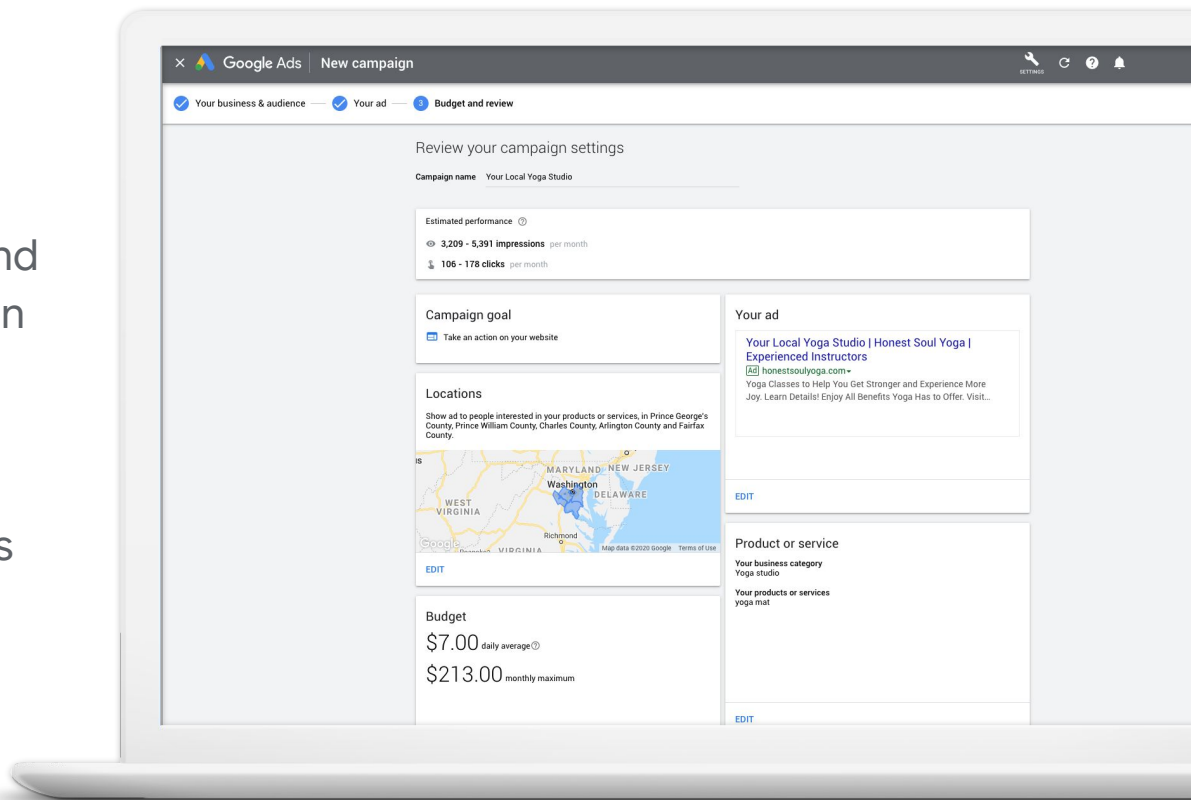
Select a budget
or enter your
own

See estimated
audience size

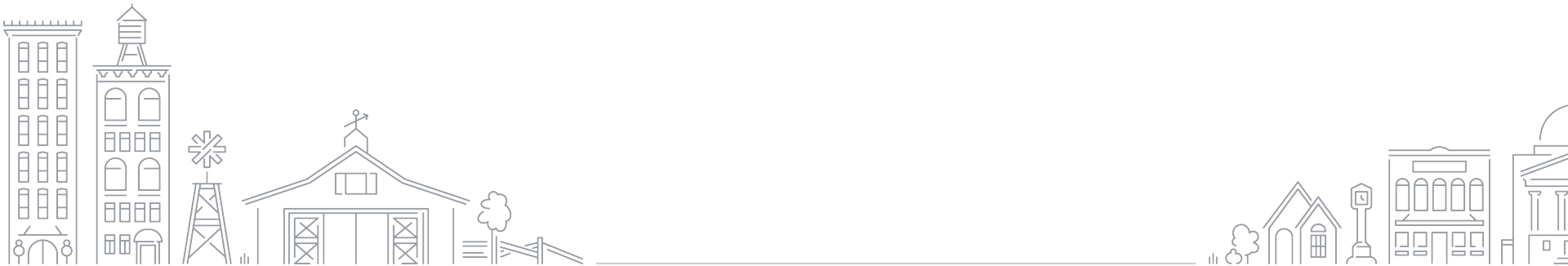
REVIEW CAMPAIGN AND LAUNCH

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



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.

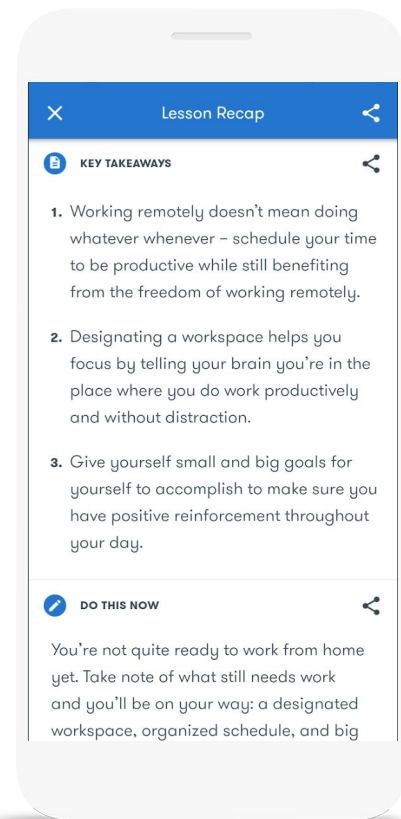
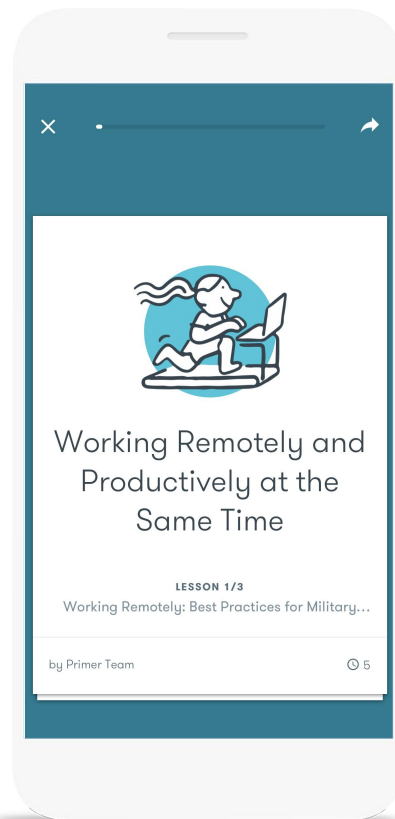


Consider online advertising to reach more customers across Google and other sites.

GOOGLE PRIMER: BUSINESS AND MARKETING LESSONS

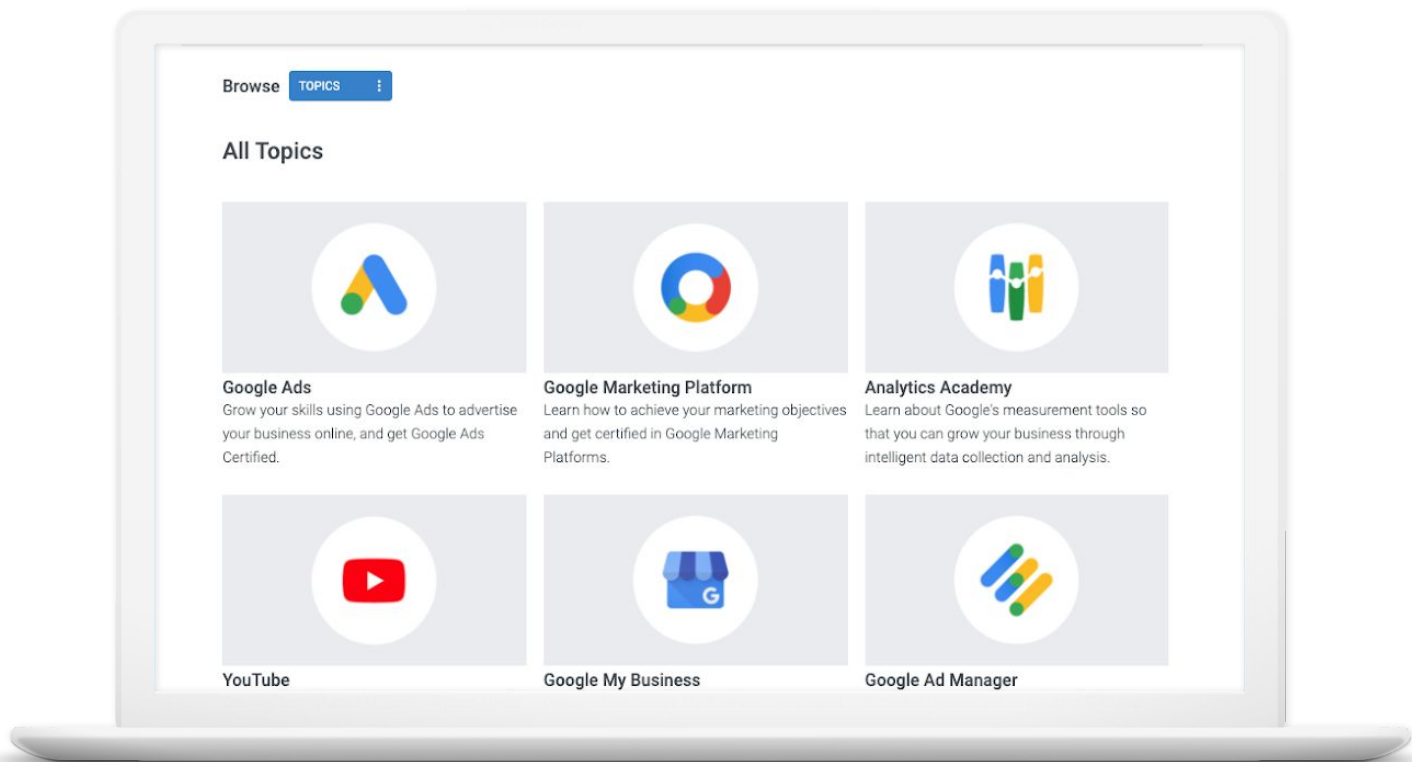
Quick, easy lessons on your phone, on topics like creating a business plan or finding remote work.

- Learn whenever you have a few minutes free, even on the go
- Practical, personalized next steps



yourprimer.com

SKILLSHOP: TRAINING ON GOOGLE'S PROFESSIONAL TOOLS



g.co/skillshop

FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students

Bring digital tools into your classroom.

For local businesses

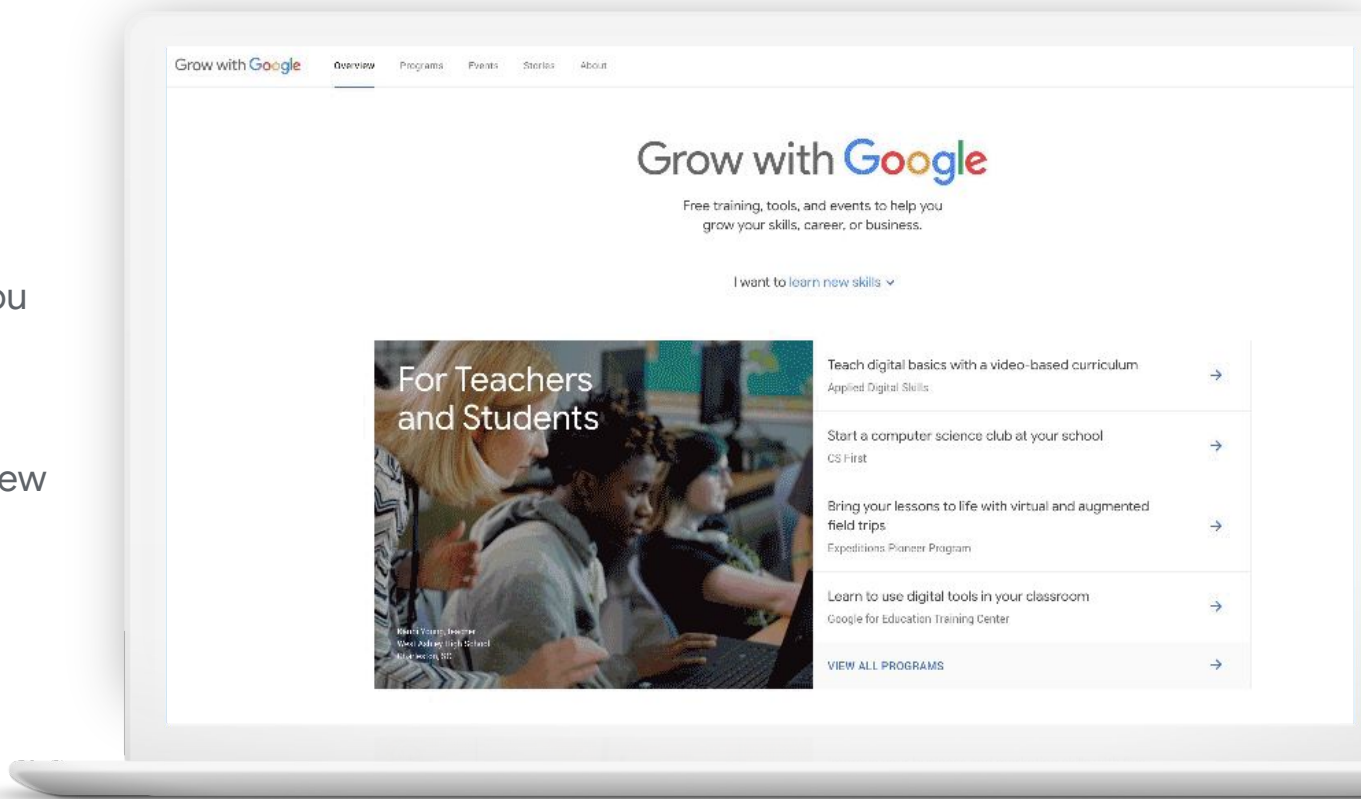
Help new customers find you online.

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!

google.com/grow

[#growwithgoogle](https://twitter.com/growwithgoogle)

