Grow with Google

Make Your Website Work for You

grow.google/remotework

#GrowWithGoogle

HI, I'M CORISSA

WEBSITE

corissasaintlaurent.com

EMAIL

hello@corissasaintlaurent.com

SOCIAL

@corissasaintlaurent

The number of consumers shopping online increases every year, with a sharp increase over the past few months alone.

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Today

more than ever, small businesses are getting online to connect with consumers and drive sales

NEW WAYS TO CONNECT

Video appointments

Web orders and deliveries

Online stores

Fundraisers

Contact-free payments

Gift certificates

Quick Tip:
Improve your digital shopping experience
g.co/growmystore

How do you plan to connect with your customers in new and different ways?
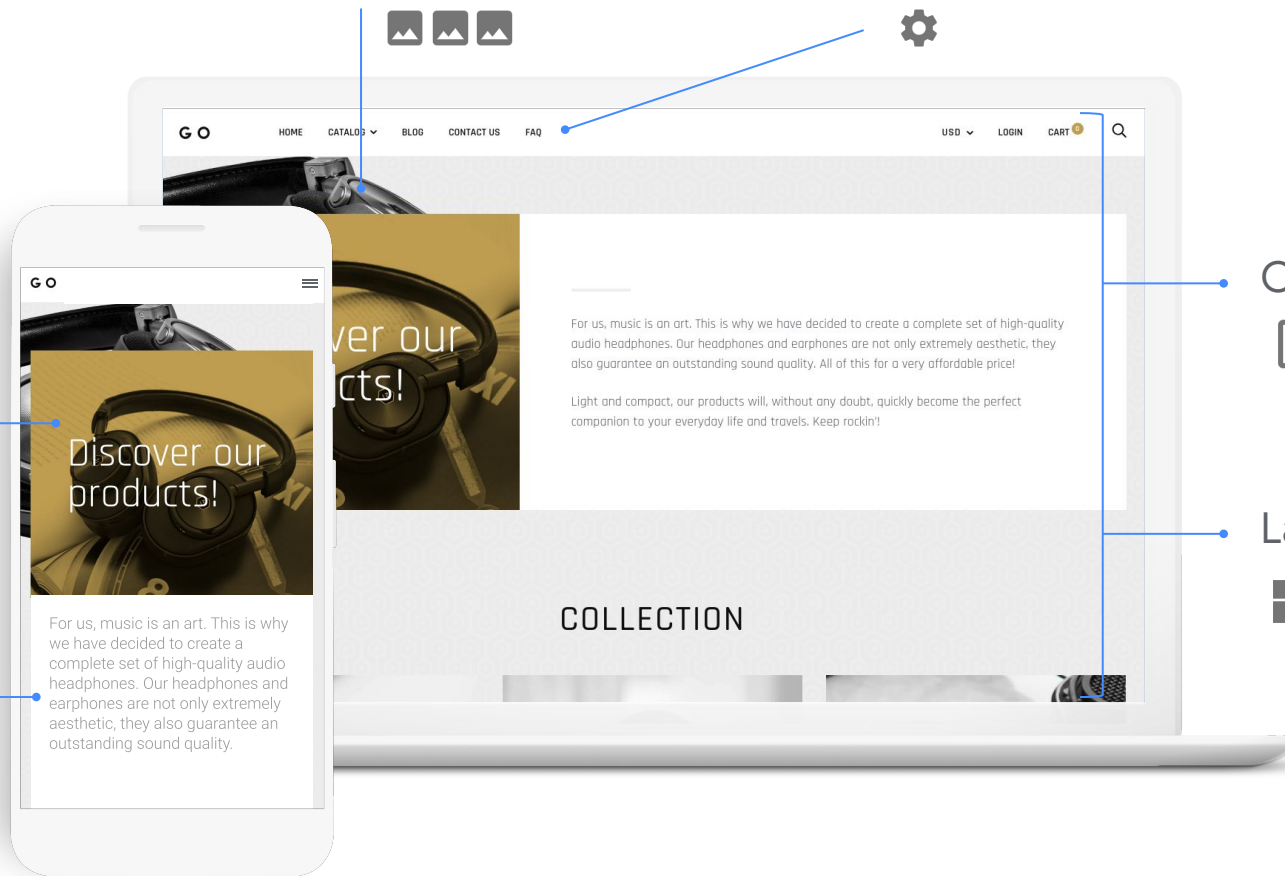
WHAT IS WEB DESIGN?

Graphics

Functionality

Content

Colors

Layout

Fonts

AaBbCc

GO HOME CATALOG ˅ BLOG CONTACT US FAQ USD ˅ LOGIN CART 🔍

For us, music is an art. This is why we have decided to create a complete set of high-quality audio headphones. Our headphones and earphones are not only extremely aesthetic, they also guarantee an outstanding sound quality. All of this for a very affordable price!

Light and compact, our products will, without any doubt, quickly become the perfect companion to your everyday life and travels. Keep rockin'!

COLLECTION

GO ≡

Discover our products!

For us, music is an art. This is why we have decided to create a complete set of high-quality audio headphones. Our headphones and earphones are not only extremely aesthetic, they also guarantee an outstanding sound quality.

A GREAT WEBSITE IS

Goal-oriented
How will your website grow your business?

Organized
Is your site easy to navigate?

Useful
Does your website provide useful content?

Functional
Does your website do useful things?

Intuitive
Is it easy to use your site on all devices?

Search-friendly
Can search engines find your website?

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A great website is goal-oriented

WHY DO YOU WANT A WEBSITE?

Build brand

Re-engage customers

Generate leads

Attract employees

Make sales

Provide support

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WHAT MAKES A "SMART" GOAL?

Specific

Measureable

Attainable

Relevant

Time-sensitive

What is the goal of your website?

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WHO IS YOUR TARGET AUDIENCE?

Try to understand your customers.

- How they act
- How they think
- How they live

It's helpful to:

○ Define audience narrowly

○ See the world like them

○ Understand their emotions, motivations, and desires

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HOW WILL YOU MEASURE SUCCESS?

- Track online sales

- Collect form submissions

- Monitor phone calls

- Measure engagement

Think about your existing or future website. What do you want this site to accomplish?

○ Be specific

○ Be realistic

○ How can you track and measure success?

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GOOGLE ANALYTICS

Use Google Analytics to gain valuable insights that help you to make more strategic business decisions.

Quick Tip:
Set up Google Analytics
g.co/analytics

Learn which search terms and sources drive the most traffic

See demographic information for your most profitable customers

Understand what content your audience is most interested in
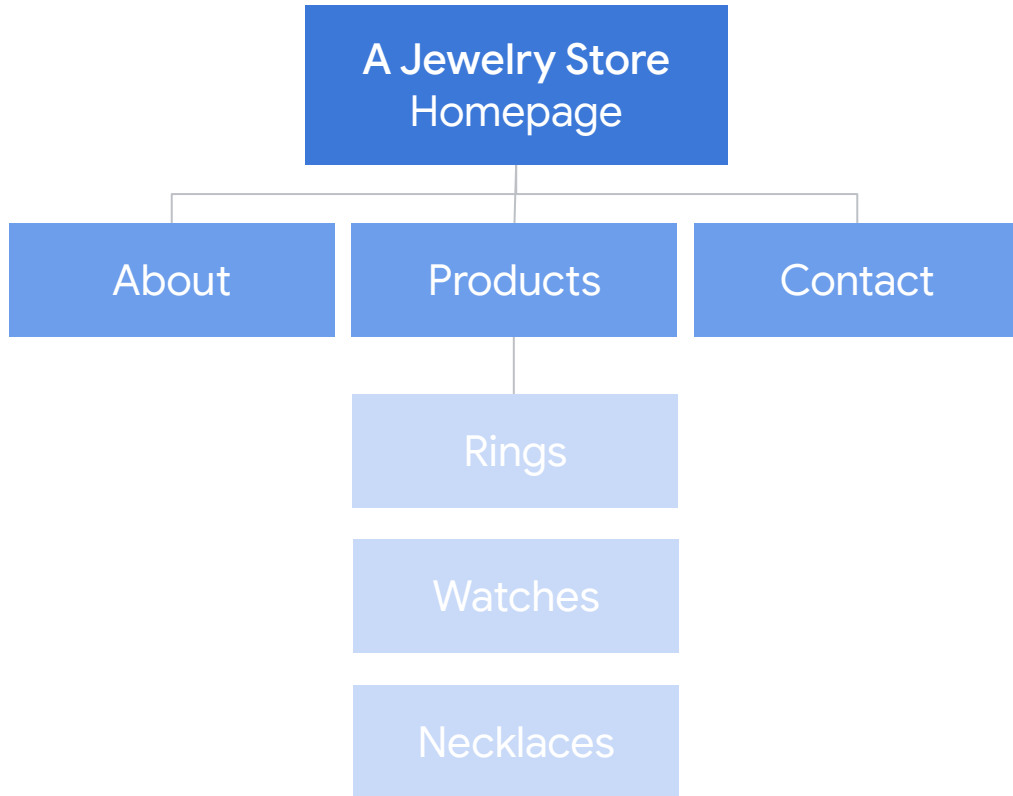
Evaluate which channels drive the most conversions

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A great website is organized

Grow with **Google**

START WITH A PLAN

What is "information architecture," or "IA?"

It's a way to organize info on your site to achieve business goals.

```
                          ┌─────────────────────┐
                          │  A Jewelry Store    │
                          │     Homepage        │
                          └─────────────────────┘
          ┌──────────────────────┼──────────────────────┐
    ┌───────────┐         ┌───────────┐          ┌───────────┐
    │   About   │         │  Products │          │  Contact  │
    └───────────┘         └───────────┘          └───────────┘
                                │
                          ┌───────────┐
                          │   Rings   │
                          └───────────┘

                          ┌───────────┐
                          │  Watches  │
                          └───────────┘

                          ┌───────────┐
                          │ Necklaces │
                          └───────────┘
```

TIPS FOR ORGANIZING YOUR WEBSITE

- Use short, descriptive names and labels.
- Keep site visitors in mind. Where and how would they look for info?
- Keep the most important info in main navigation.
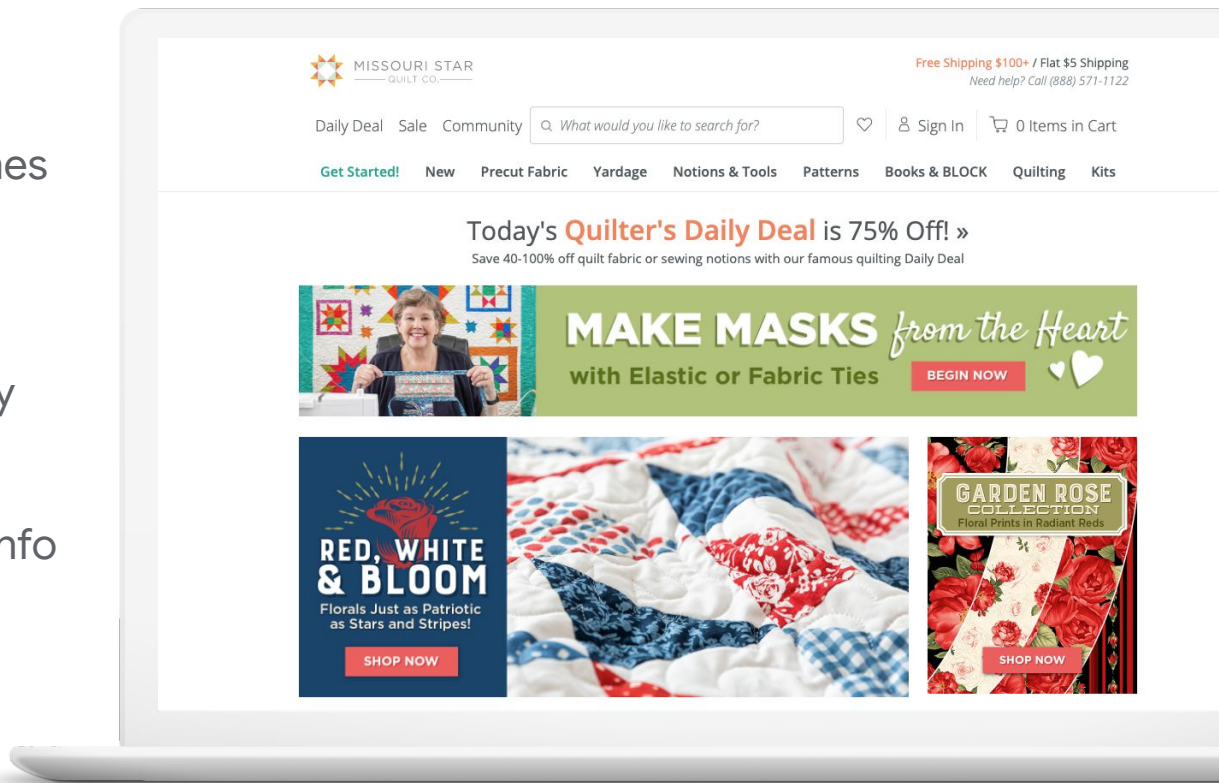
GOOGLE OPTIMIZE

Google Optimize allows you to run experiments with website designs and real-world users to get results that are actionable, and simple to understand.

Quick Tip:
Set up Optimize
g.co/optimize

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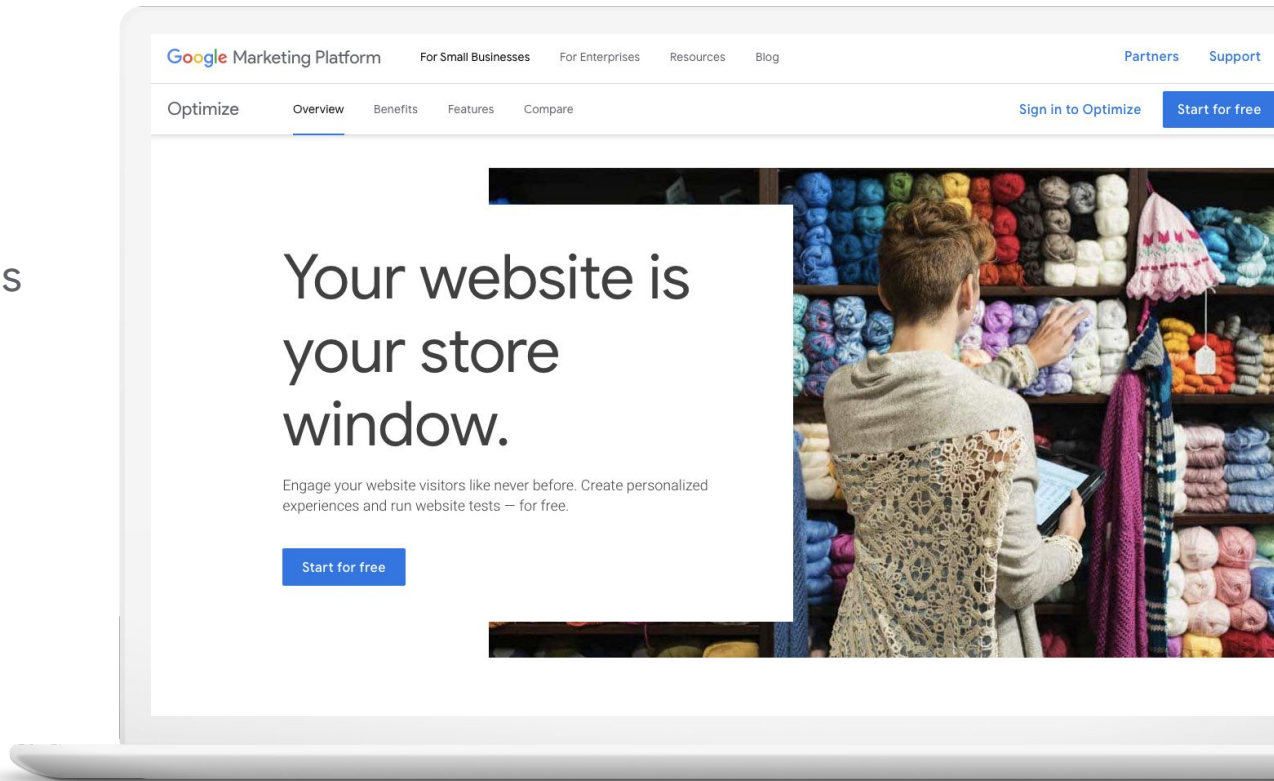
A great website
is useful

A GREAT WEBSITE IS USEFUL

Try to understand your customers.

- Use short, descriptive names and labels.

- Create content that's useful for your audience.

- Think about your information architecture to organize content.

- Make content recognizable to search engines.

Text

Add headlines and bullet points for easy skimming.

Images

Add a photo gallery and before vs. after pics.

Videos

Add how-to videos to show off your product or process.

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CONTENT CASE STUDY: PARTAKE FOODS

- Engaging images and logical organization to retain visitors
- Blog content with relevant keywords and targeted topics
- Compelling brand story that builds an audience connection

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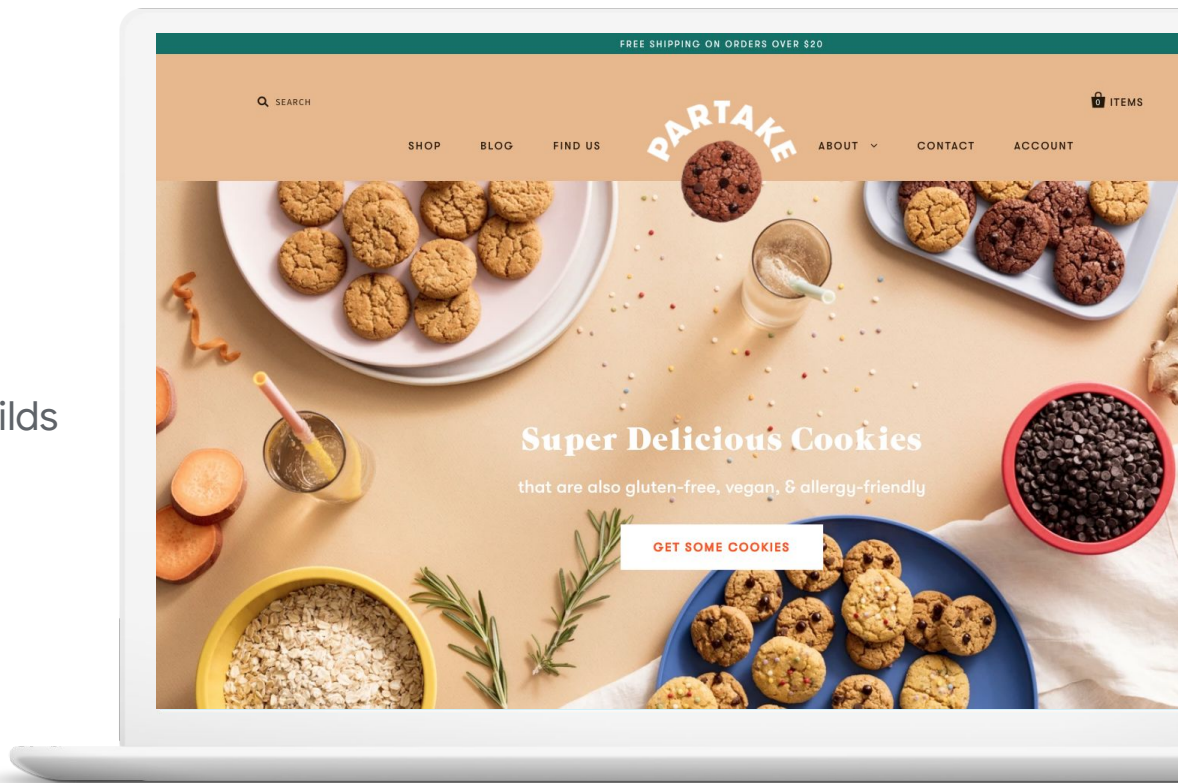
GOOGLE TRENDS

- 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
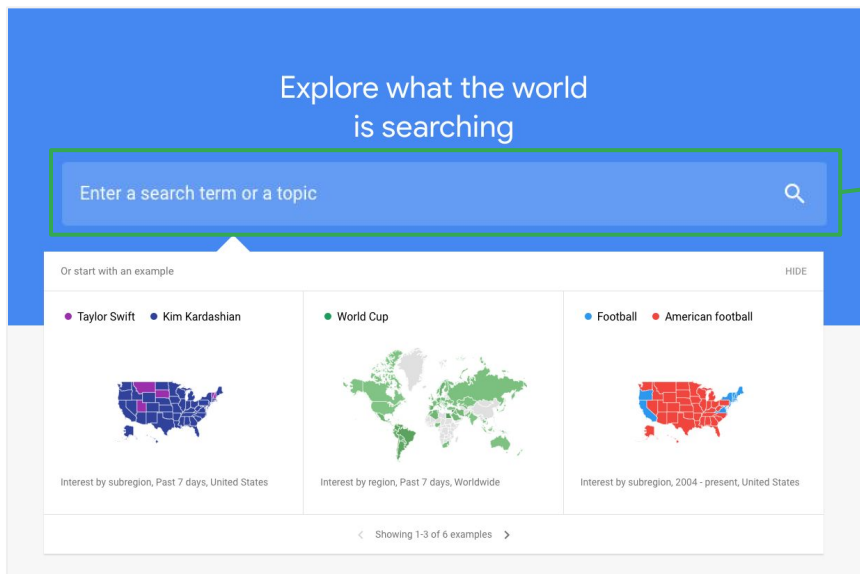
- Monitor your brand's popularity across regions and time periods

Quick Tip:
Find popular search terms on Google.
g.co/trends

EXPLORE GOOGLE TRENDS

Explore what the world is searching

Enter a search term or a topic

Or start with an example   HIDE

- Taylor Swift - Kim Kardashian   - World Cup   - Football - American football

Interest by subregion, Past 7 days, United States   Interest by region, Past 7 days, Worldwide   Interest by subregion, 2004 - present, United States
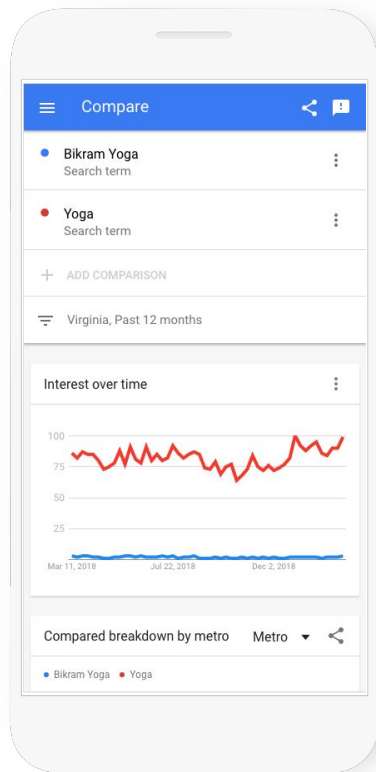
Showing 1-3 of 6 examples

1 Visit **g.co/trends**

2 Enter words or phrases related to your business and compare the results.

3 Narrow down results by location

4 Adjust date range

5 Explore related queries

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A great website is functional

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WHAT DOES "FUNCTIONALITY" MEAN?

Functionality refers to features that allow site visitors to take actions.

A site search

An online store

An online form

An online tool

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HOW CAN YOUR WEBSITE HELP?

Scenario #1

You run a shoe repair business. People either call or stop by to get quotes on their repairs.

Scenario #2

You are a counselor and you don't have anyone to answer calls and schedule virtual appointments.

Scenario #3

Your cafe offers delivery. People call and ask the same questions about your menu and delivery area.

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HOW CAN YOUR WEBSITE HELP?

Scenario #1

You run a shoe repair business. People either call or stop by to get quotes on their repairs.

Offer an online form with the ability to attach a photo of the item

Scenario #2

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Create or license an appointment scheduling tool for online booking

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Your cafe offers delivery. People call and ask the same questions about your menu and delivery area.

Compose a simple web page with frequently asked questions

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THE DO'S AND DON'TS OF FUNCTIONALITY

✓

- **DO** think about adding functionality that your customers need and want

- **DO** minimize customer time spent in shopping carts and forms

- **DO** focus on creating an engaging and efficient user interface

X
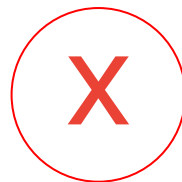
- **DON'T** show automatic pop-ups as soon as visitors land on your site

- **DON'T** autoplay videos with sound

- **DON'T** sacrifice user experience for the sake of a beautiful design

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A great website is intuitive

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Nearly

9 out of 10

times, when people had a helpful or relevant mobile brand experience, they said they would purchase from the brand in the future.

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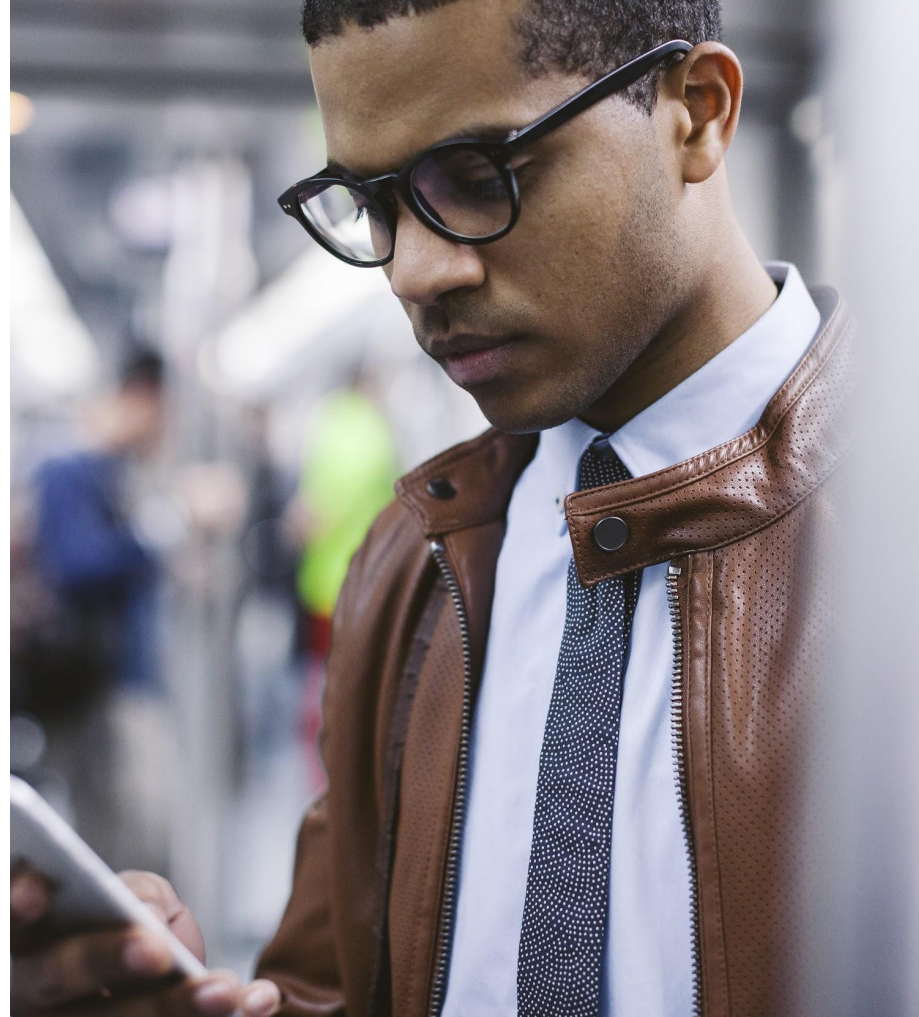
46%

of people say they would not
purchase from a brand again
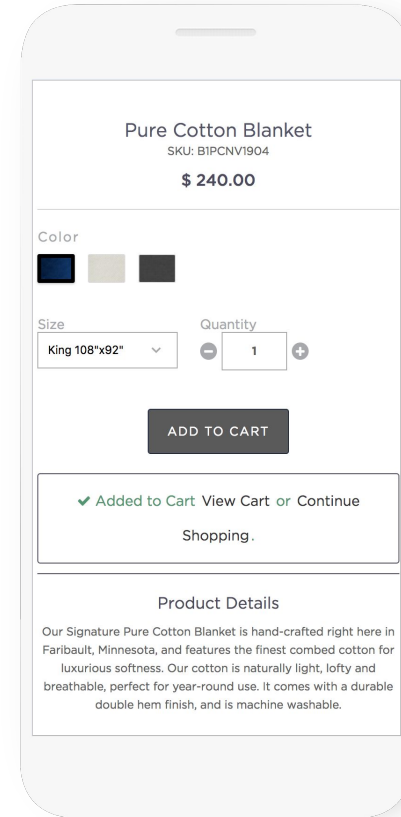if they had an interruptive
mobile experience.

Grow with Google
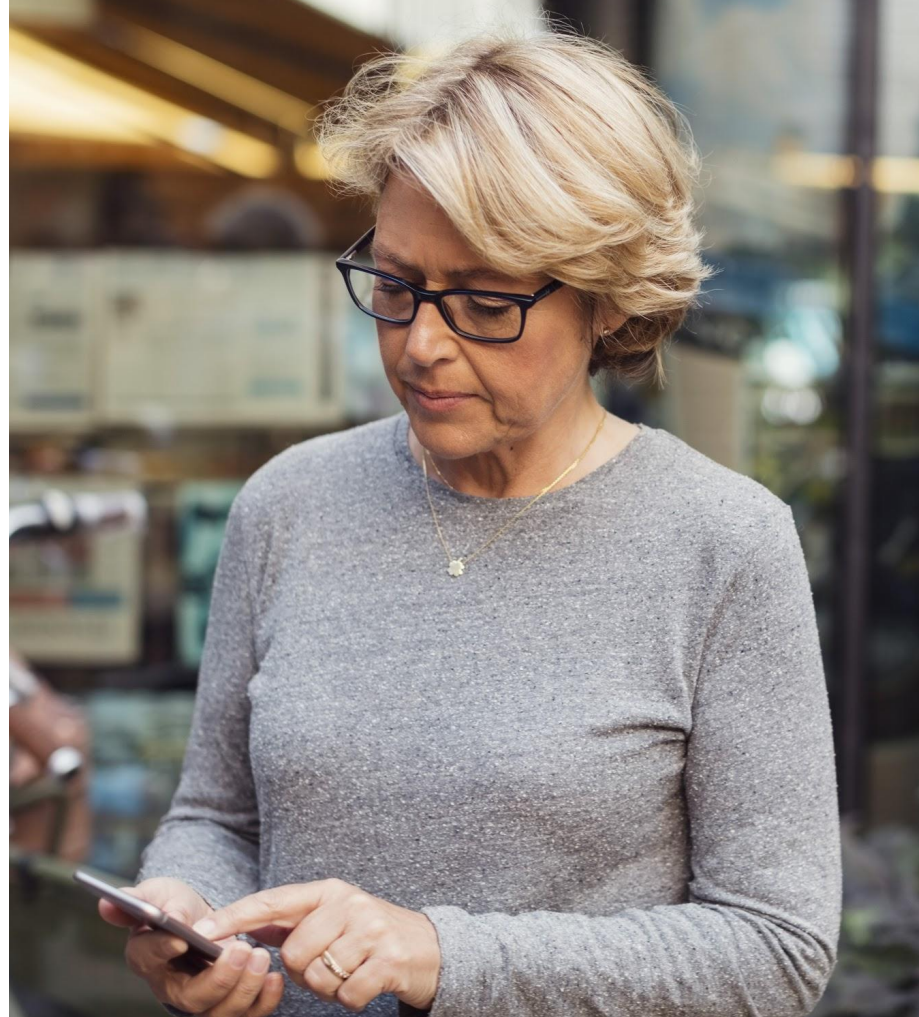
TIP #1: NAVIGATION

- Highlight selected elements

- Design site to allow plenty of space for users to tap

- Ensure that call-to-action can be tapped

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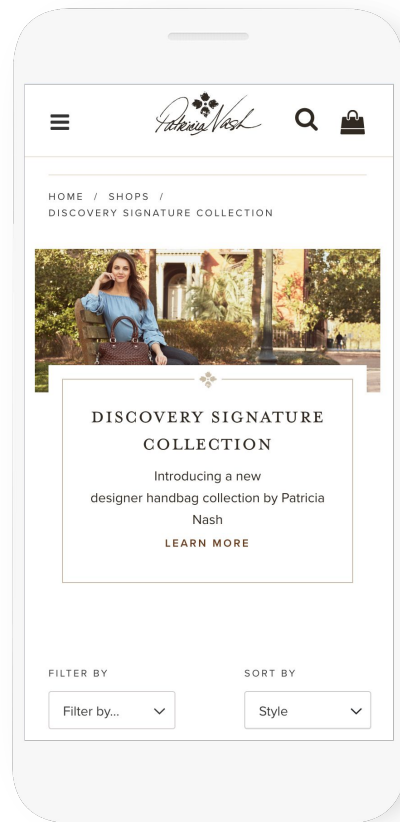
TIP #2: SHOPPING

- Help them backtrack or continue shopping after a break

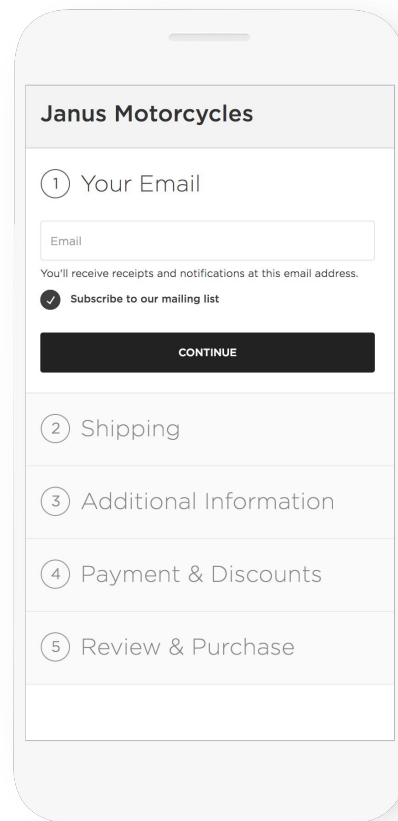- Recommend similar products

TIP #3: CHECKOUT

- Reduce checkout steps

- Show visitors their progress

- Offer guest checkout

- Enable digital wallets

Quick Tip!

For more personalized tips to improve your online store experience, check out
g.co/growmystore

Janus Motorcycles

① Your Email

Email

You'll receive receipts and notifications at this email address.

✓ Subscribe to our mailing list

CONTINUE

② Shipping

③ Additional Information

④ Payment & Discounts

⑤ Review & Purchase

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A great website is search-friendly

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75%

of smartphone owners turn to search first to address their immediate needs.

HOW SEARCH RESULTS LOOK

This is the search query

This is a business listing
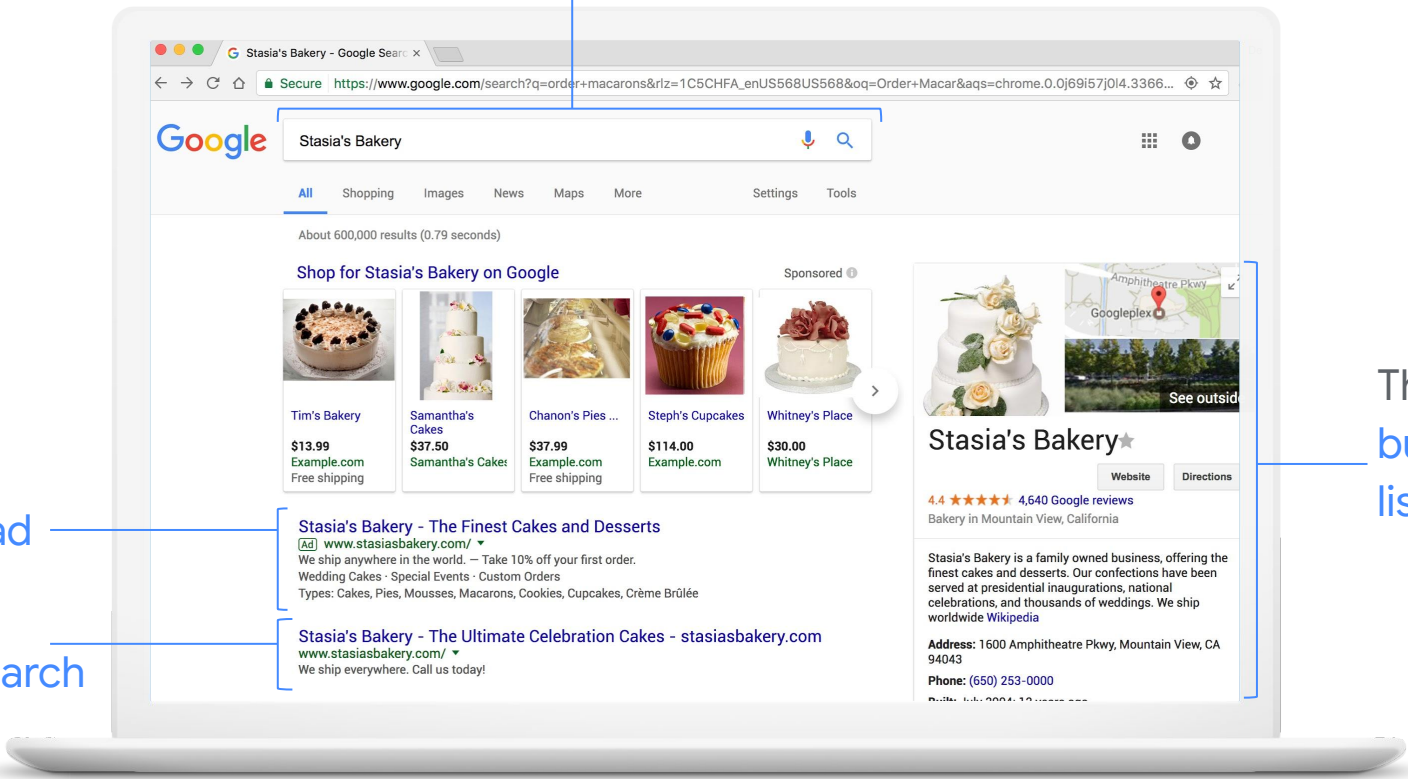
This is an ad

This is an organic search result

HOW GOOGLE 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's servers.

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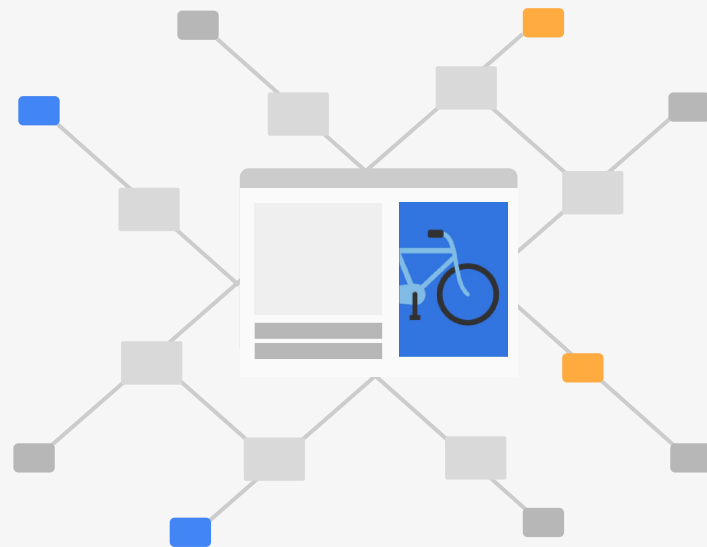
GOOGLE ORGANIZES INFORMATION

- Info is stored in Google's index.

- The index organizes info by page content and other factors.
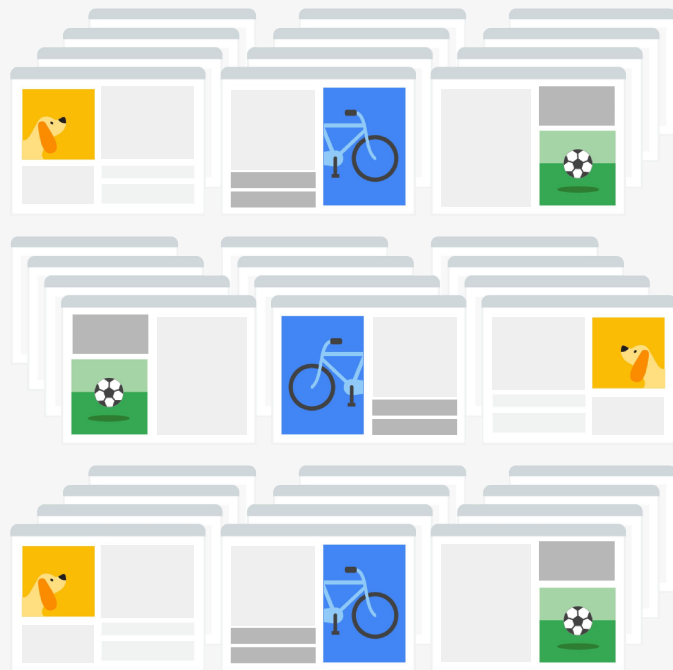
WHEN SOMEONE SEARCHES...

- Googlebot crawls and indexes billions of web pages.

- When someone searches Google, relevant and useful results—pulled from the index— are displayed in milliseconds.

BE PRESENT IN SEARCH

Search Engine Optimization (SEO) refers to the techniques that improve your website rank in Google search results, and attract higher quantity and quality website visits to grow your online presence.

Make your website more visible to those who can benefit from your product, service or brand

Connect with consumers making immediate buying decisions

Increase the number of potential customers who see your website in search results

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SEARCH ENGINE OPTIMIZATION

Fast load time

Test your site speed
g.co/testmysite

Useful content

Include relevant
keywords

Create information-rich
content designed for
your target audience

Text links

Keep your
audience engaged
with internal links,
external links and
backlinks

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SEARCH ENGINE OPTIMIZATION

Page titles and descriptions

Think about the keywords your target audience might use to find you and include them

Information architecture

Build an organized website that helps Google better interpret your content

All browsers and devices

Design a user experience that will translate across all types of devices

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GOOGLE SEARCH CONSOLE

Use Google Search Console to monitor, maintain, and troubleshoot your site's presence in Google Search results.

Quick Tip:
Set up Google Search Console
g.co/searchconsole

Confirm that Google can find and crawl your site
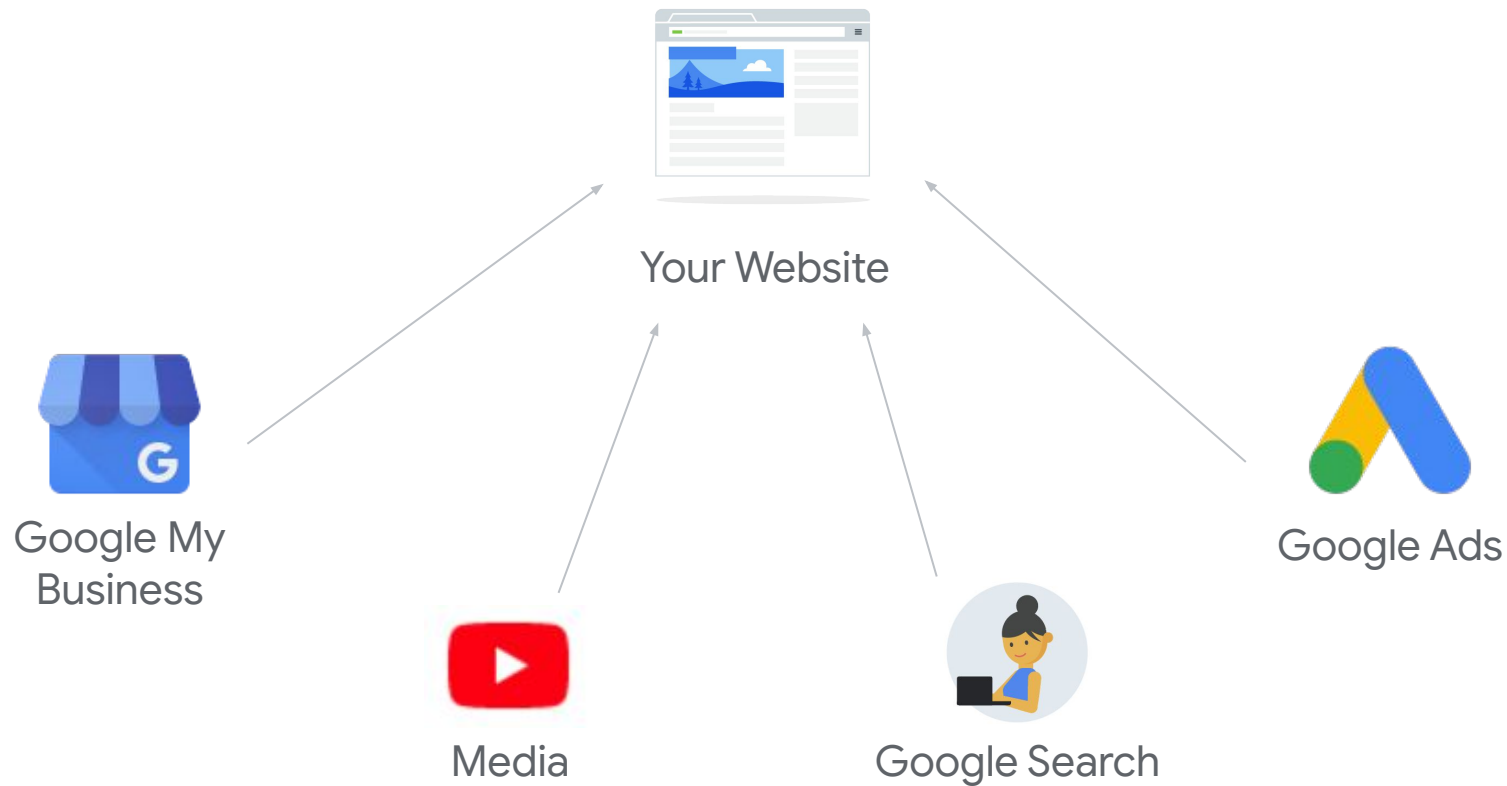
Request indexing of new or updated site content

View Google Search traffic data for your site

Receive email alerts when Google encounters site issues

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HOW DOES IT ALL WORK TOGETHER?

Your Website

Google My Business

Media

Google Search

Google Ads

Resources

Grow with Google

GOOGLE PRIMER: BUSINESS AND MARKETING LESSONS

- Quick, easy lessons on your phone
- Learn whenever you have a few minutes free
- Practical, personalized next steps

Google Primer Suggested Minicourses

Make Your Website Work Hard for Your Business
Get Online with a Strong Business Website
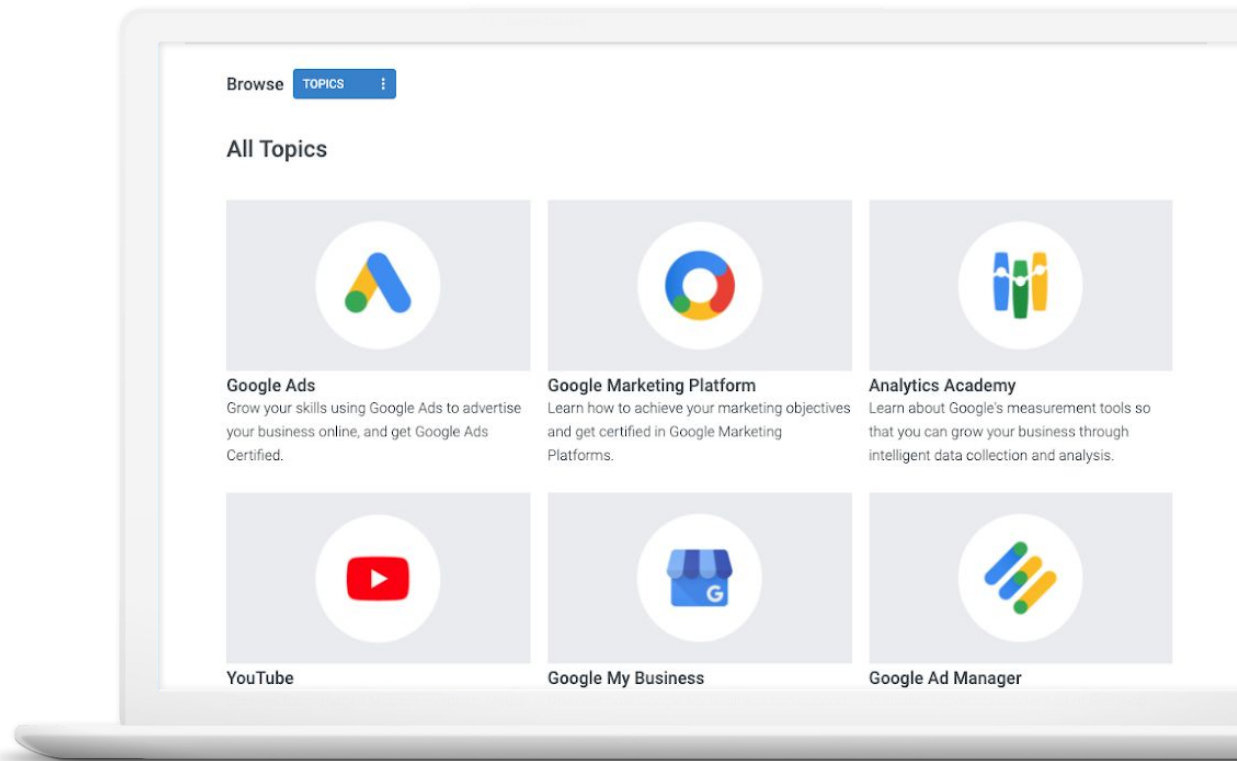Connect with Customers by Taking Your Business Online

Quick Tip:
Download the Primer app
g.co/primer/fromhome

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SKILLSHOP: TRAINING ON GOOGLE'S PROFESSIONAL TOOLS

Develop skills you can apply right away with free e-learning courses. Learn at your own pace and get Google product certified.
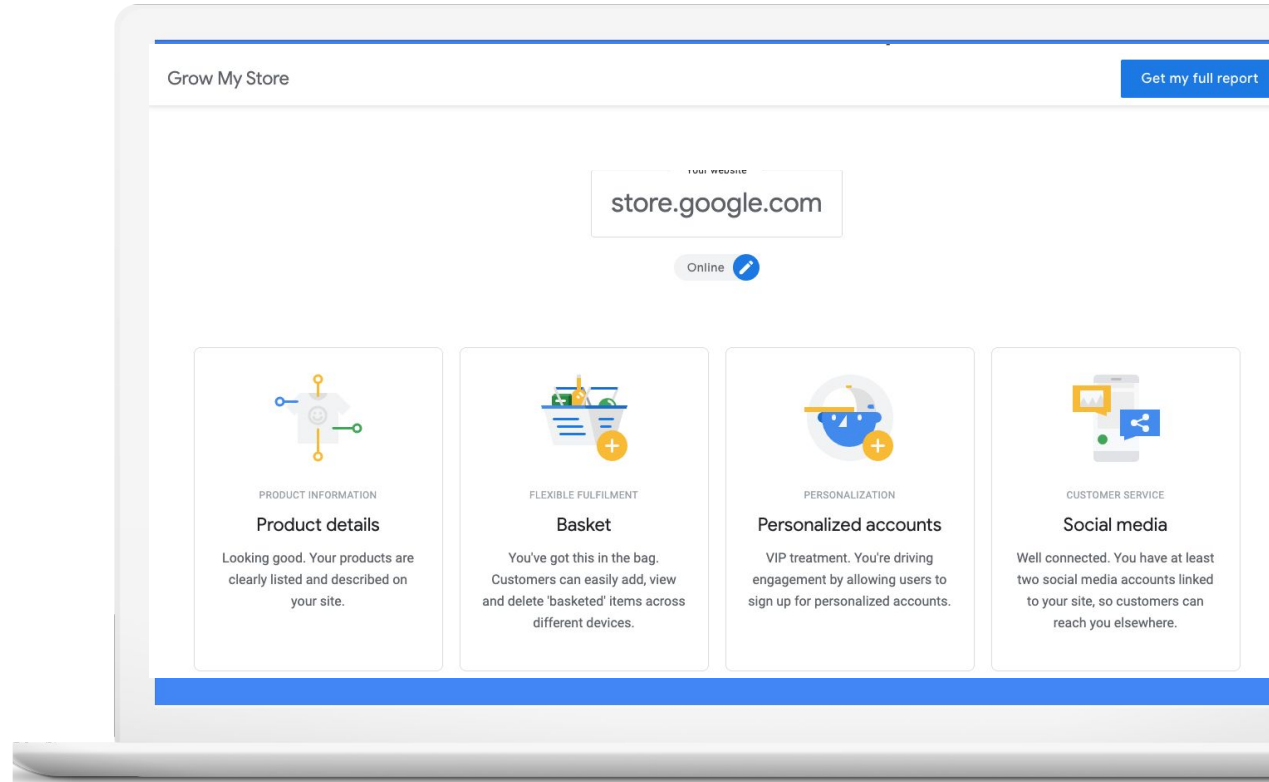
Quick Tip:

Master Google tools

g.co/skillshop

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GROW MY STORE: PERSONALIZED TIPS FOR IMPROVING YOUR ONLINE STORE

Whether you sell online or in-store, boost your business with a quick and easy evaluation of your retail website.
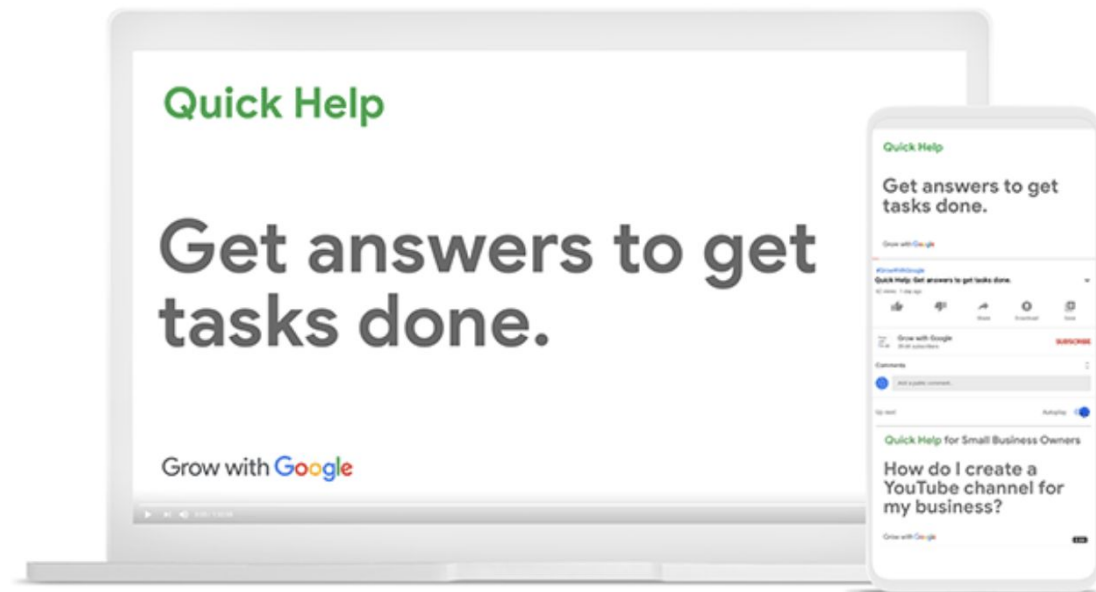
Quick Tip:
Get your report
g.co/growmystore

Grow My Store

Get my full report

Your website
store.google.com

Online

PRODUCT INFORMATION
Product details
Looking good. Your products are clearly listed and described on your site.

FLEXIBLE FULFILMENT
Basket
You've got this in the bag. Customers can easily add, view and delete 'basketed' items across different devices.

PERSONALIZATION
Personalized accounts
VIP treatment. You're driving engagement by allowing users to sign up for personalized accounts.

CUSTOMER SERVICE
Social media
Well connected. You have at least two social media accounts linked to your site, so customers can reach you elsewhere.

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QUICK HELP VIDEOS FOR SMALL BUSINESSES

- Watch short videos to learn how to use Google's tools
- Find answers to frequently asked questions
- Learn about new features

Quick Tip:
Watch on Youtube
g.co/grow/quickhelp

FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students
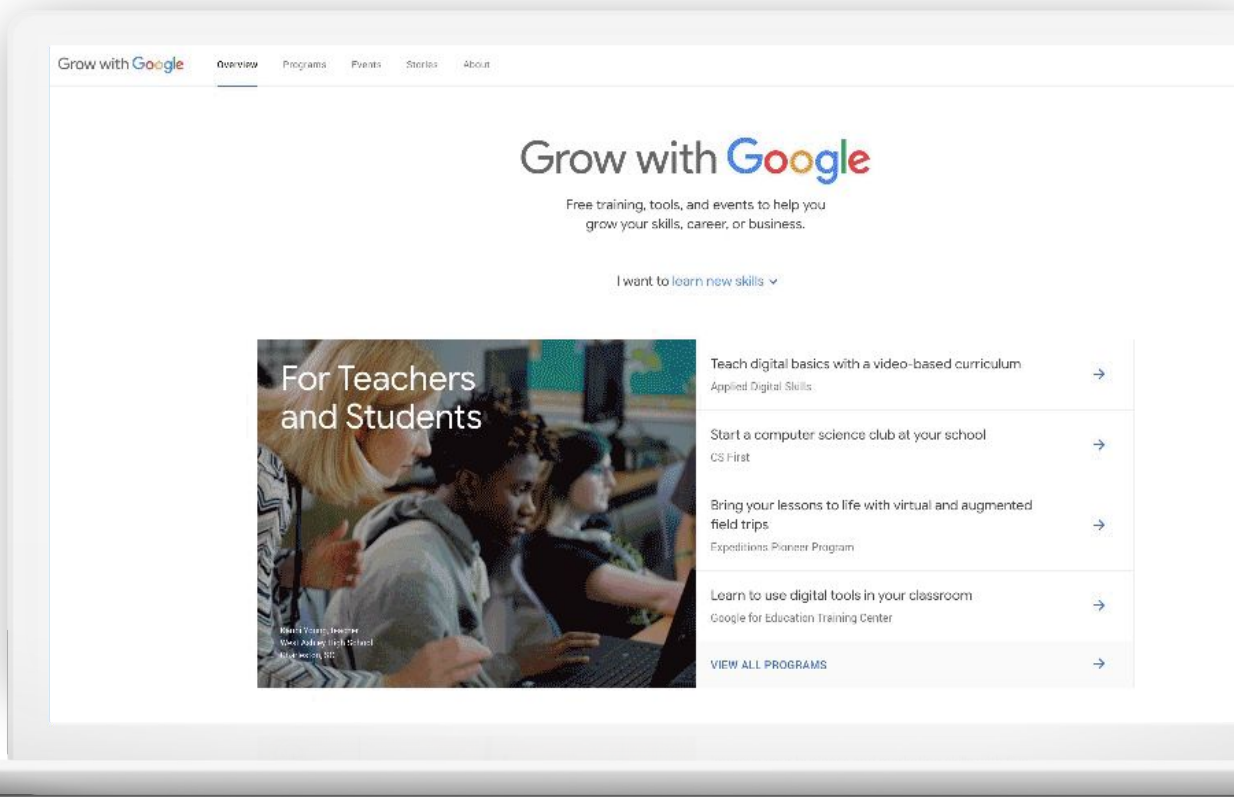Bring digital tools into your classroom.

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

corissasaintlaurent.com/events

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