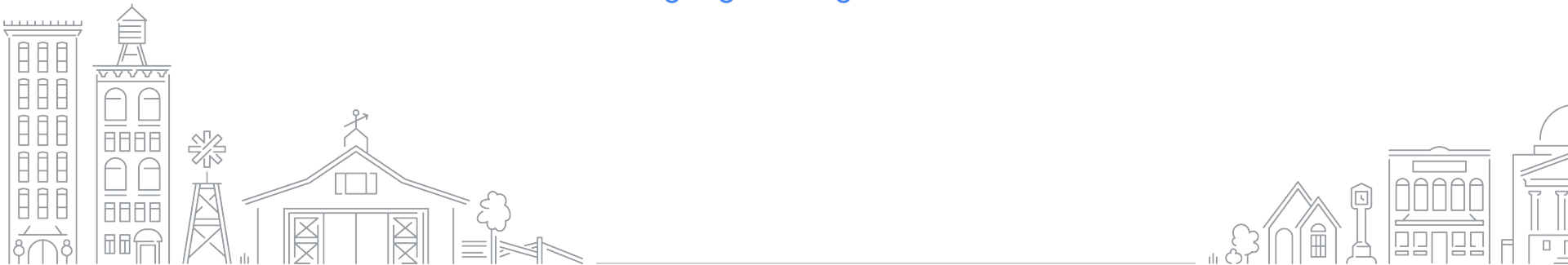


Grow with Google

Reach Customers Online with Google

google.com/grow



HI, I'M CORISSA



WEBSITE

corissasaintlaurent.com

EMAIL

hello@corissasaintlaurent.com

SOCIAL

@corissasaintlaurent



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**

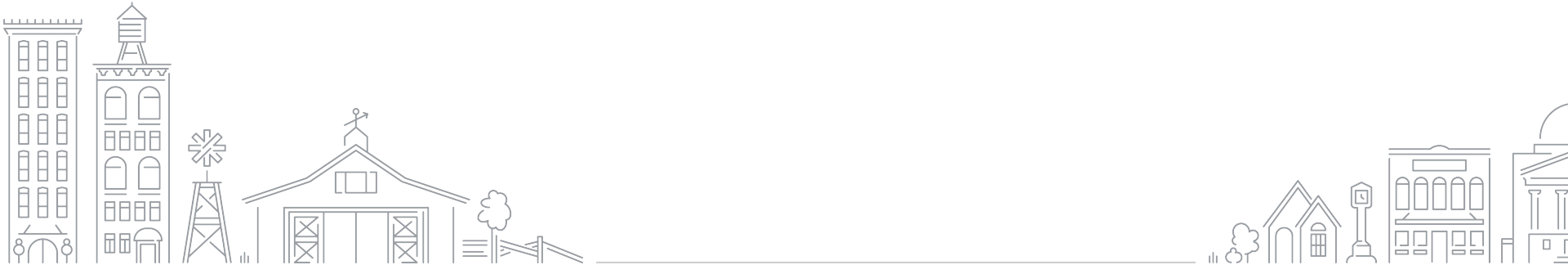
Learn how to use Google Trends to increase visibility.

○ **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



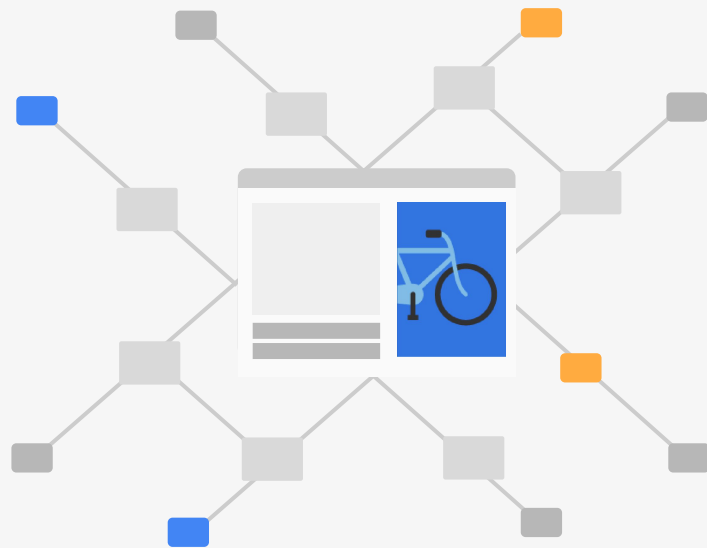
¹ Google Internal Data

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.

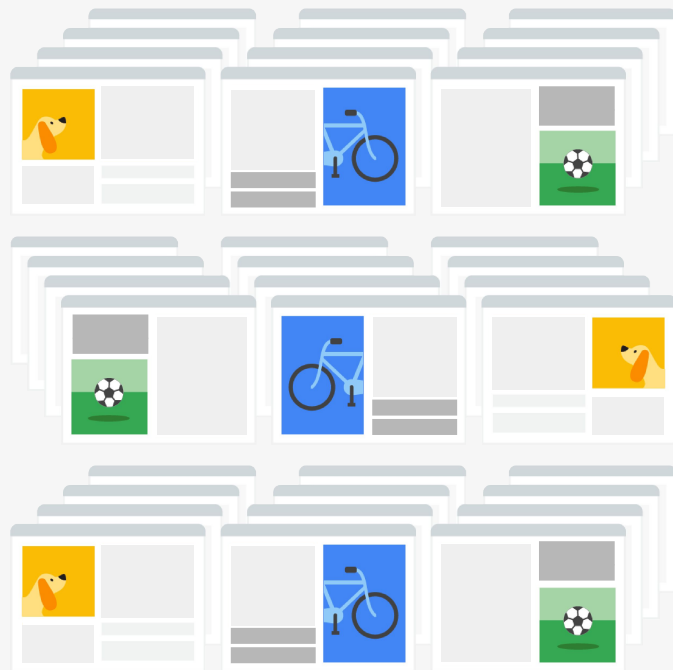
HOW SEARCH WORKS

- 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.

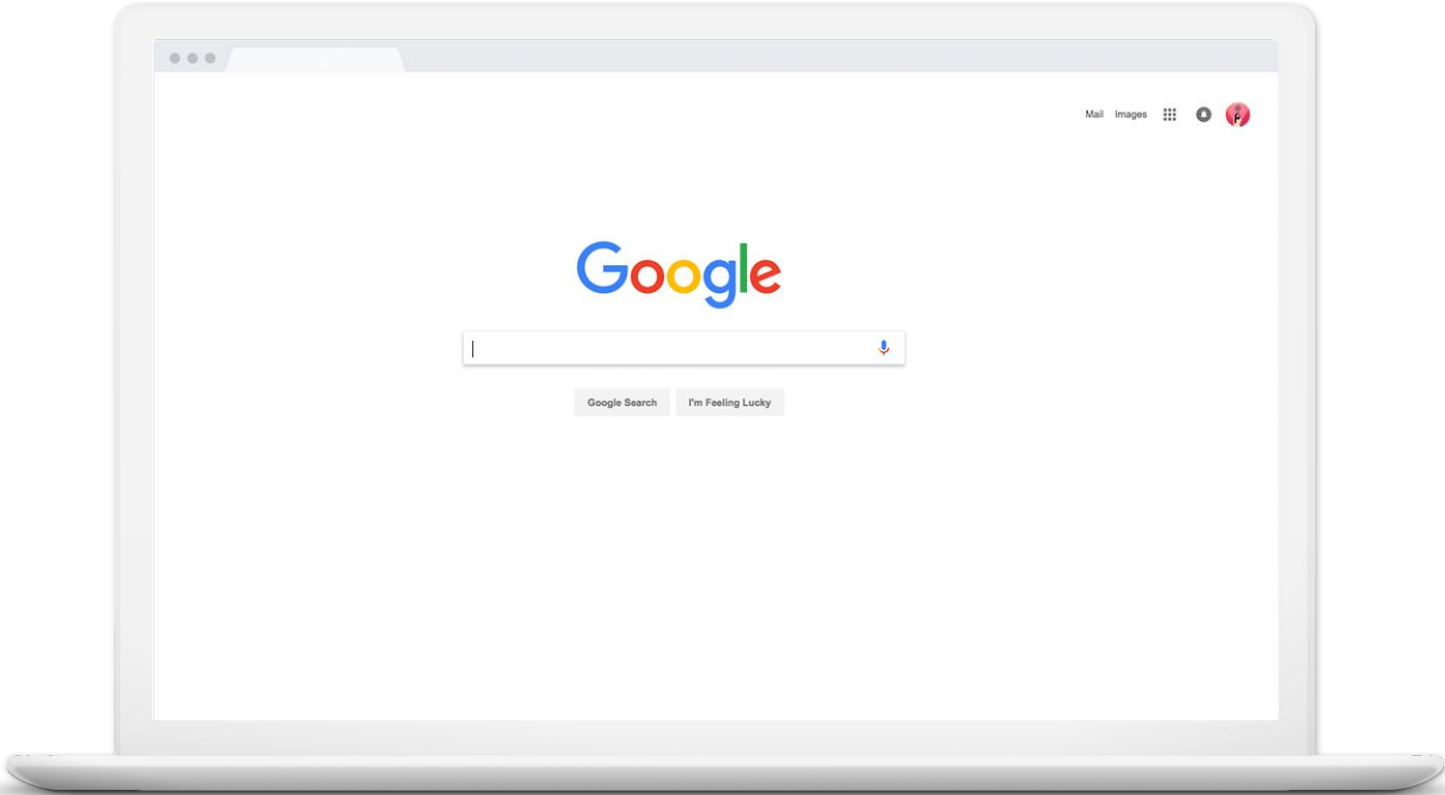


WHEN SOMEONE SEARCHES...

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



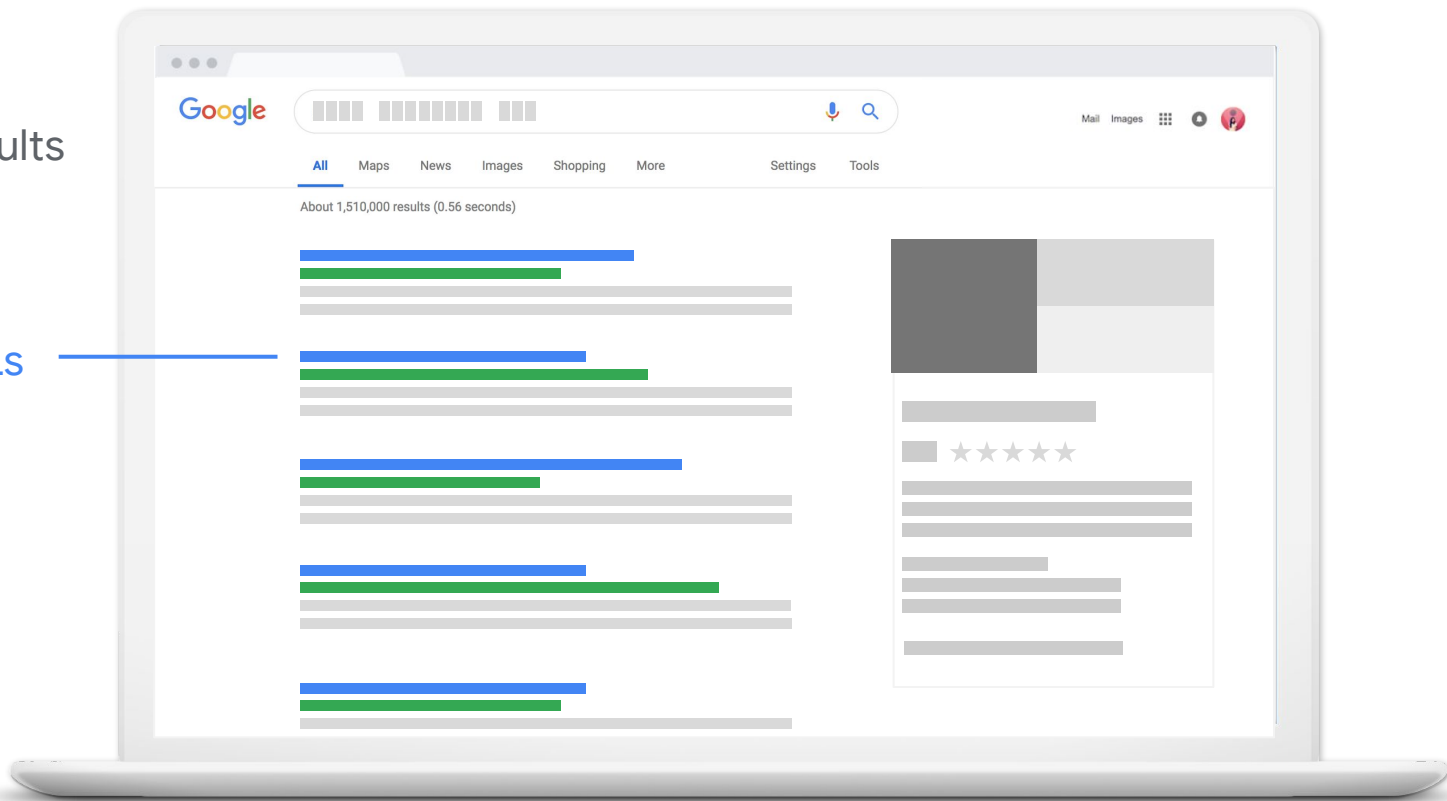
A PERSON ENTERS A SEARCH QUERY



GOOGLE CREATES A SEARCH RESULTS PAGE

Search results include:

URLs

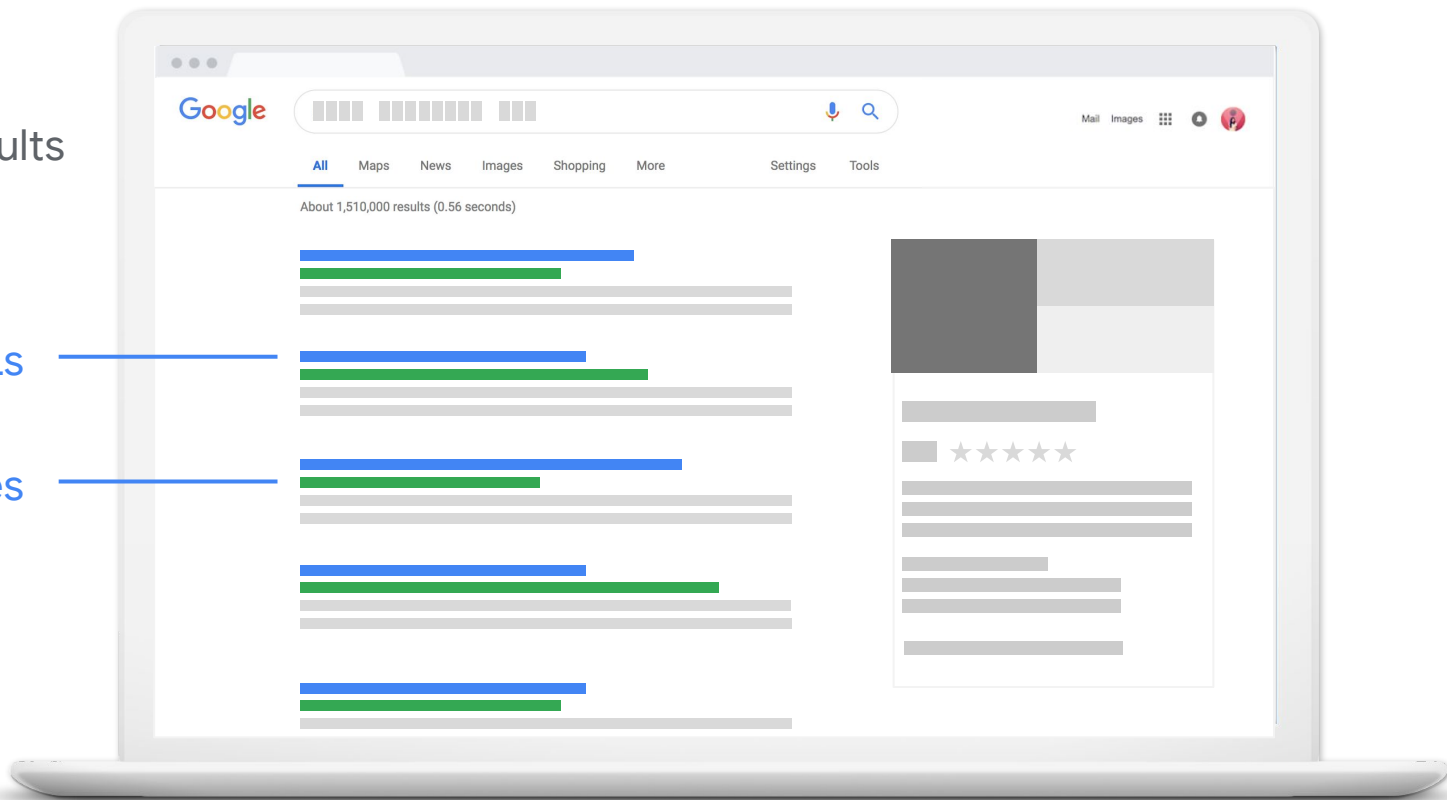


GOOGLE CREATES A SEARCH RESULTS PAGE

Search results include:

URLs

Page titles



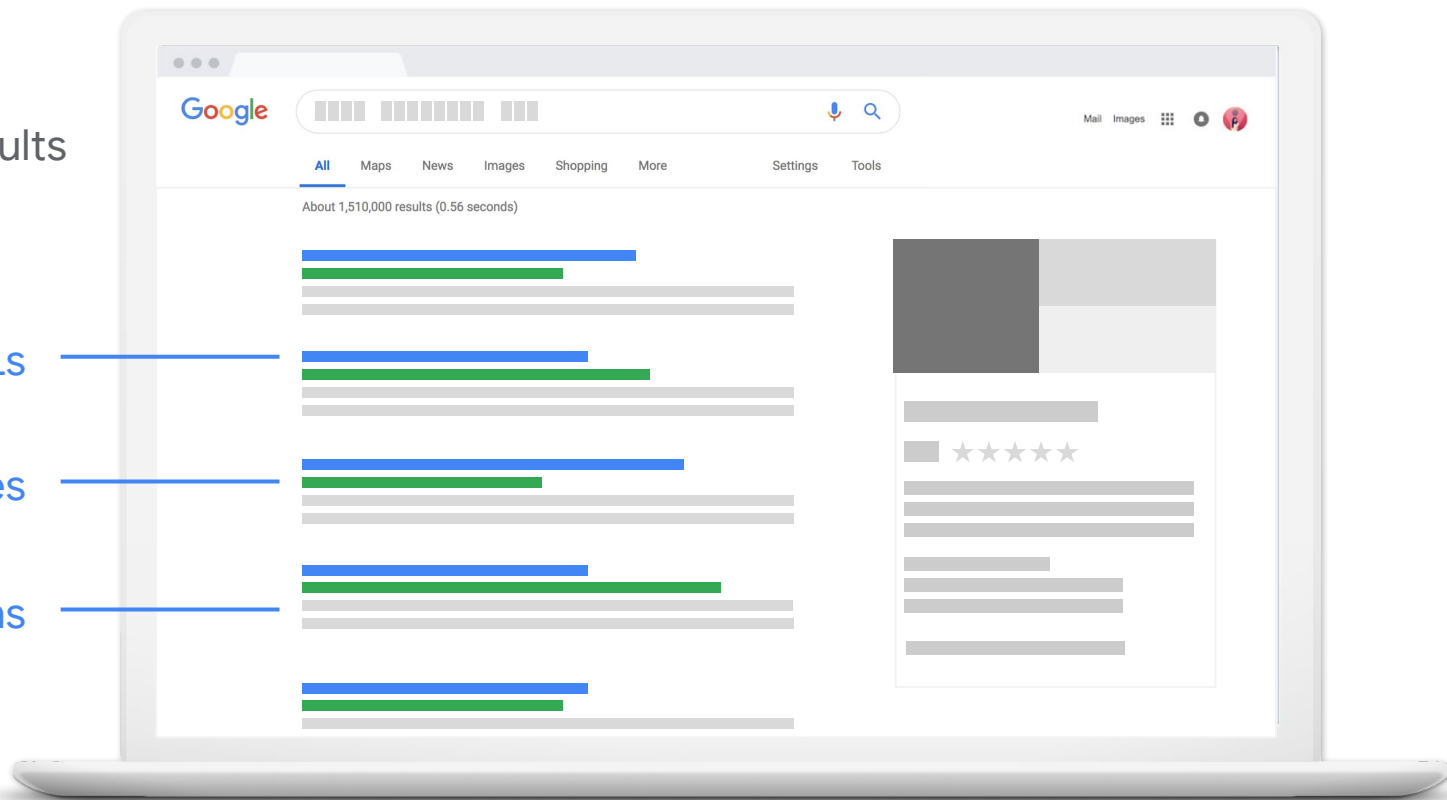
GOOGLE CREATES A SEARCH RESULTS PAGE

Search results include:

URLs

Page titles

Descriptions



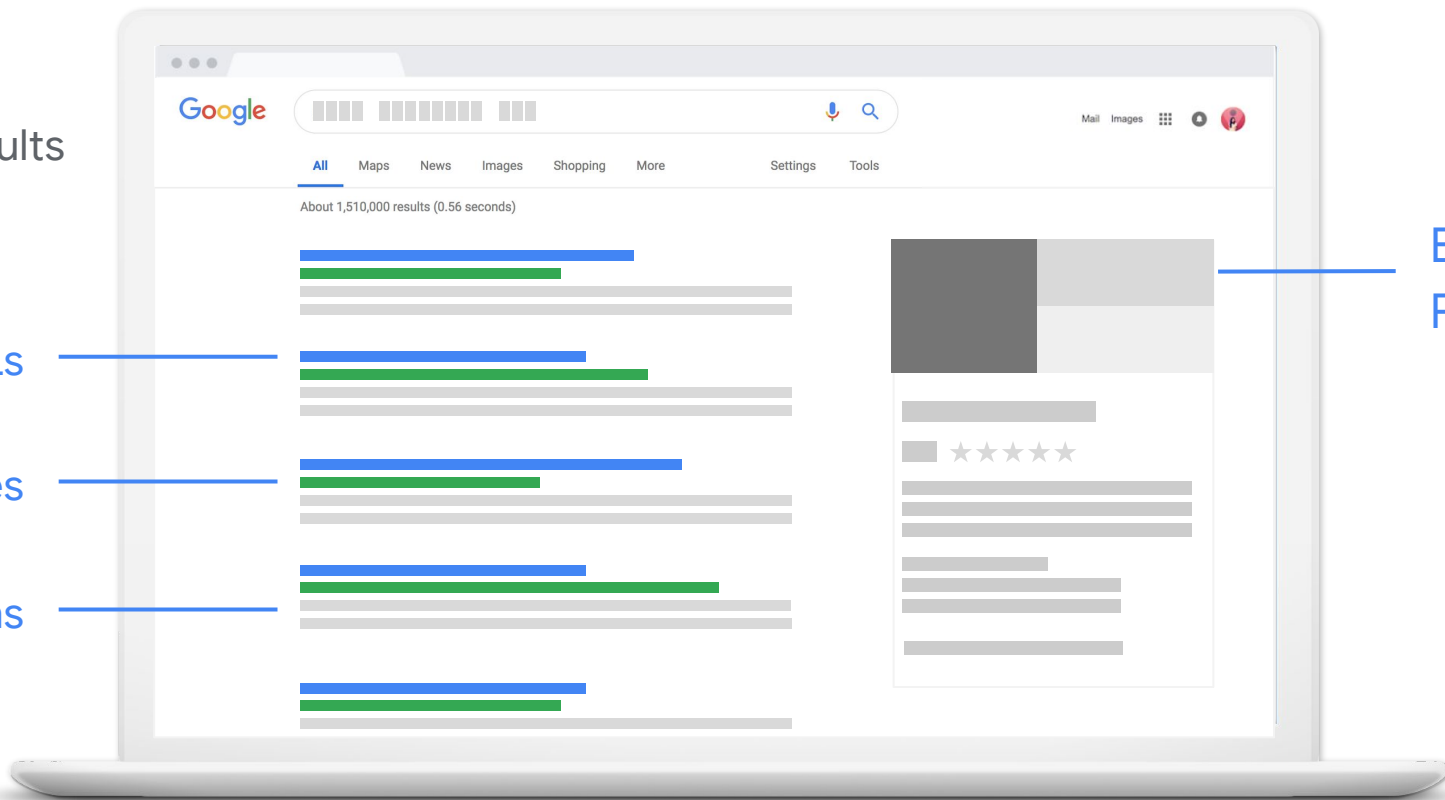
GOOGLE CREATES A SEARCH RESULTS PAGE

Search results include:

URLs

Page titles

Descriptions



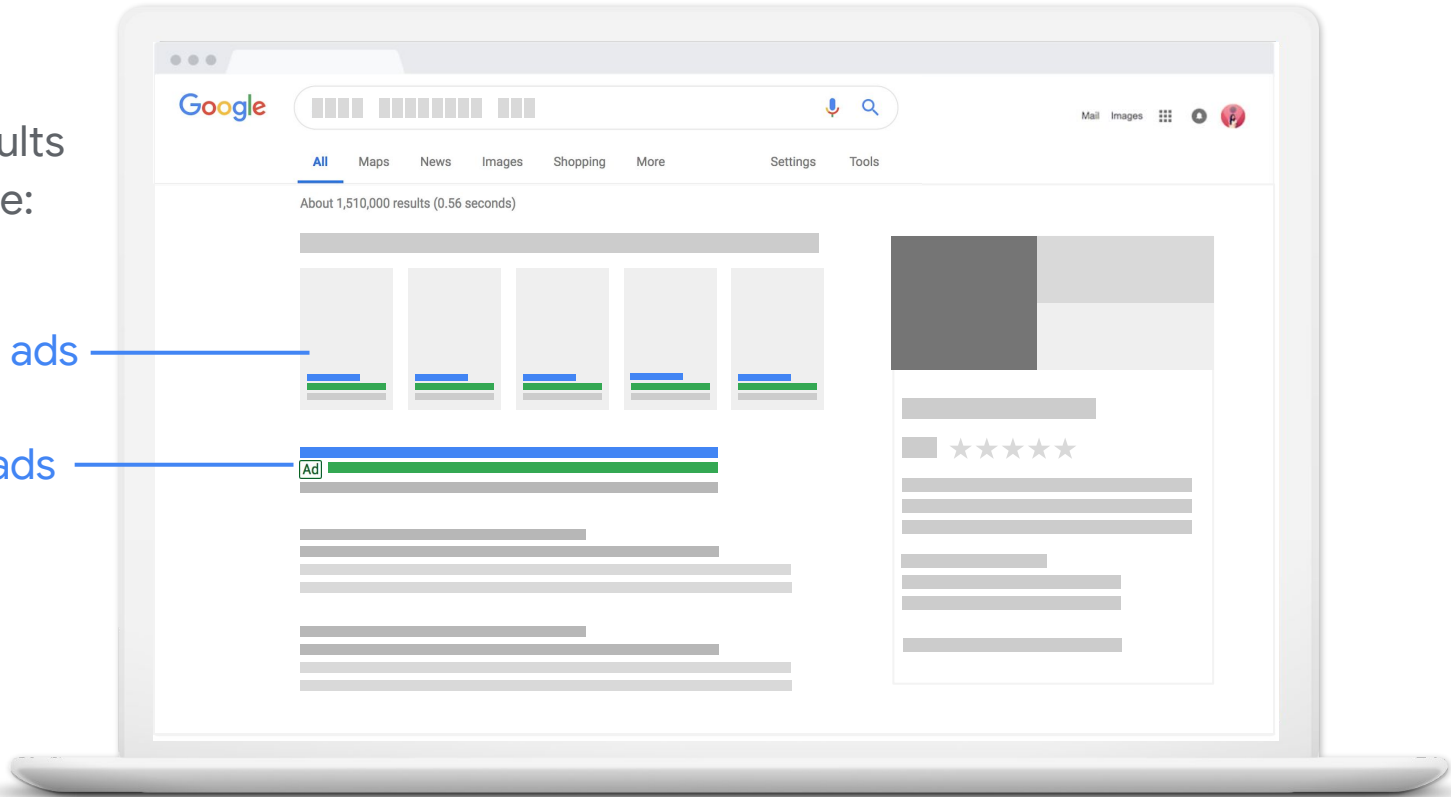
Business Profile

GOOGLE CREATES A SEARCH RESULTS PAGE

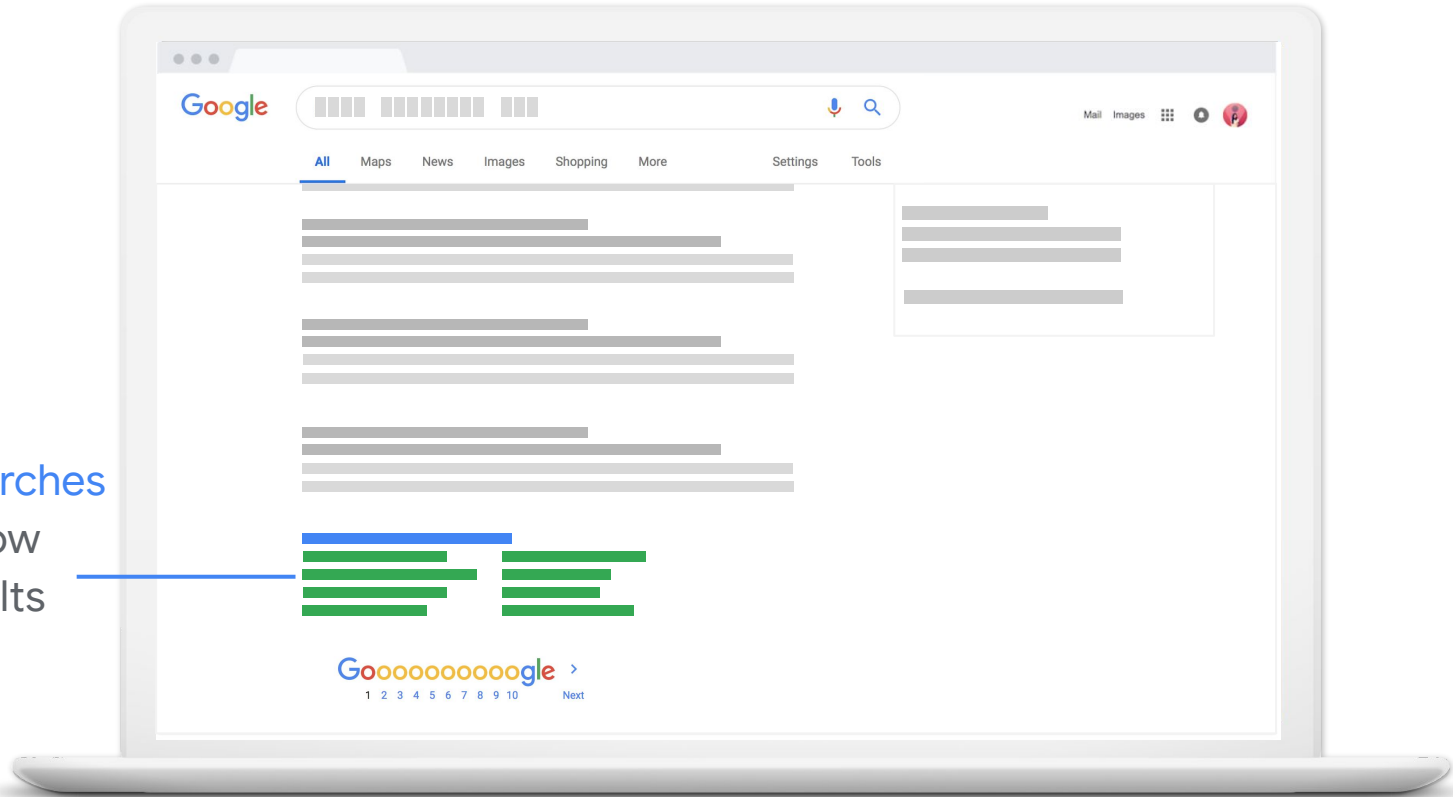
Search results may include:

Shopping ads

Text ads



GOOGLE CREATES A SEARCH RESULTS PAGE



Related searches
appear below
search results

ACTIVITY: ORGANIC SEARCH RESULTS

- 1 Open a web browser and visit [google.com](https://www.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?



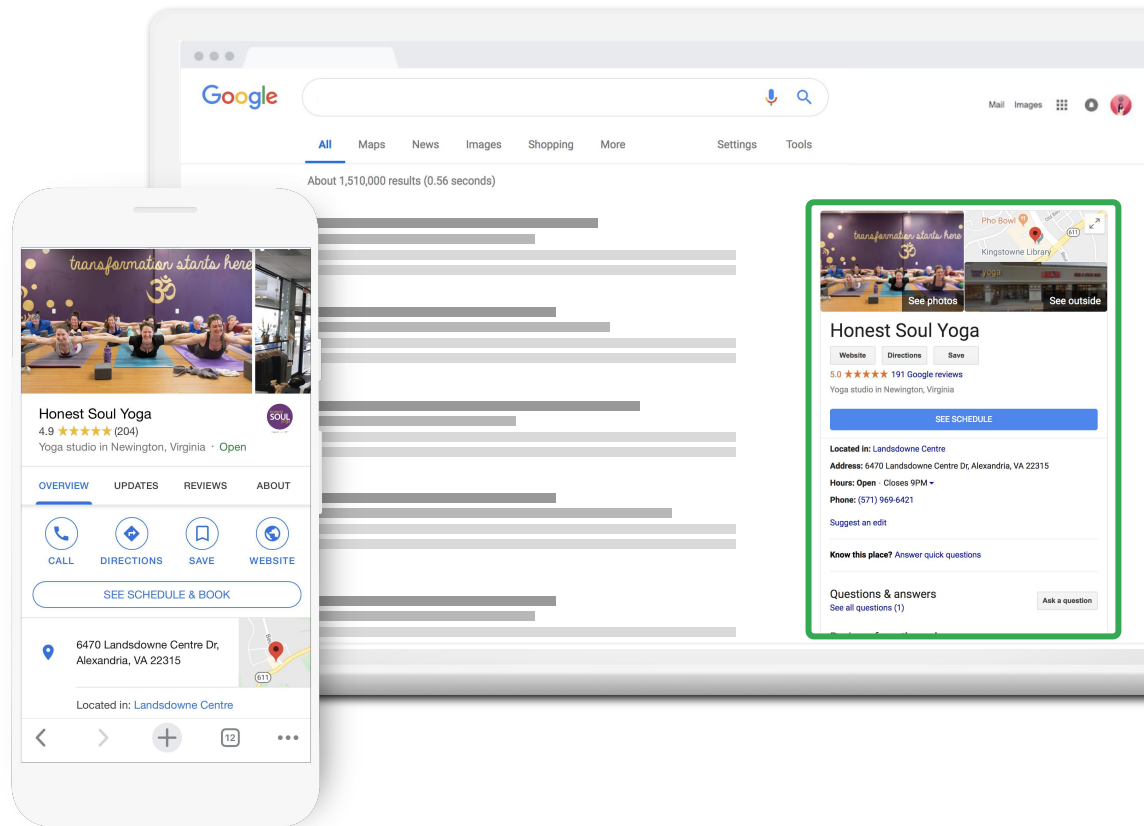
Resources to help you appear across Google



CREATE A FREE BUSINESS PROFILE ON GOOGLE

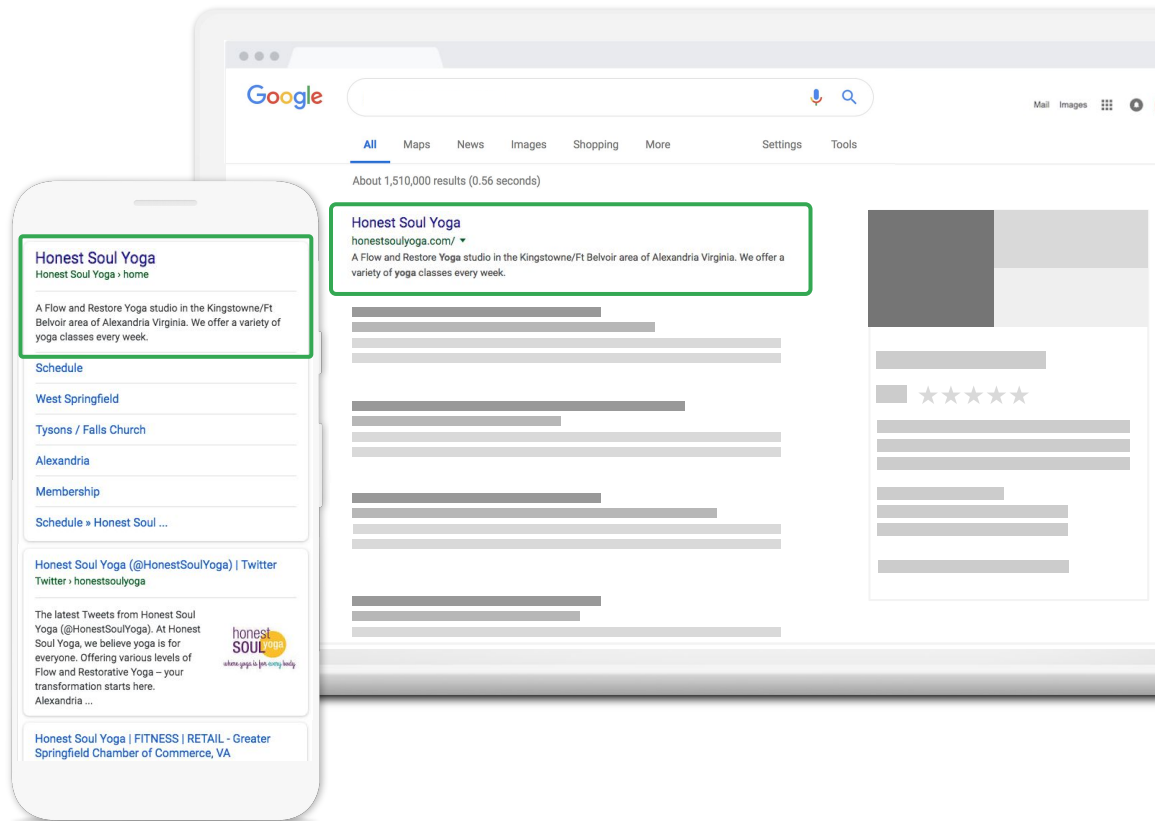
Stand out when customers search for your business or businesses like yours on Google Search and Maps.

google.com/business

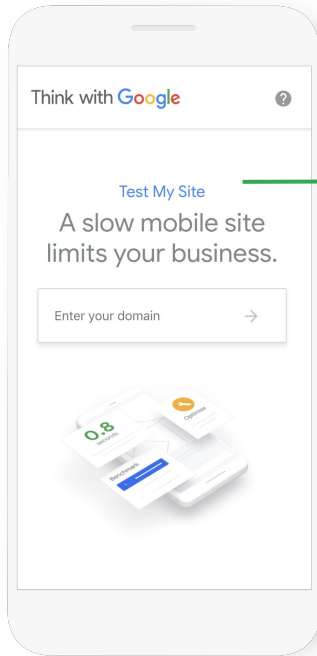


TIPS FOR APPEARING IN ORGANIC RESULTS

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



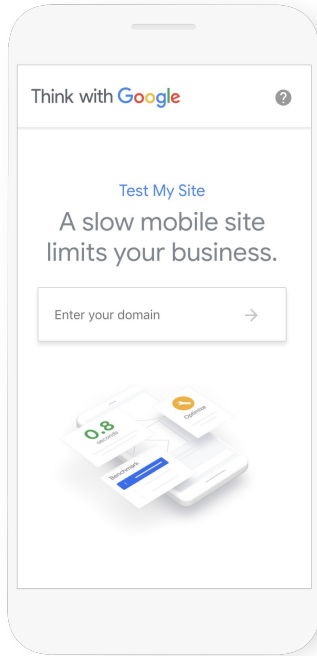
MORE TOOLS TO MAINTAIN A STRONG ONLINE PRESENCE



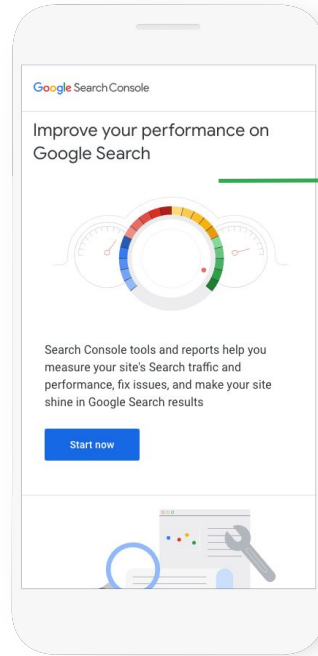
The **Test My Site** tool checks site speed

g.co/testmysite

MORE TOOLS TO MAINTAIN A STRONG ONLINE PRESENCE



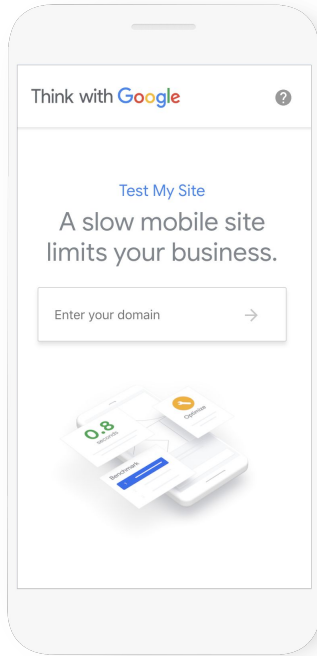
g.co/testmysite



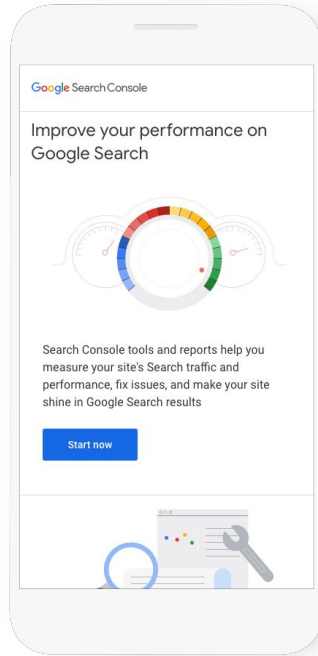
g.co/searchconsole

Search Console
measures site
performance

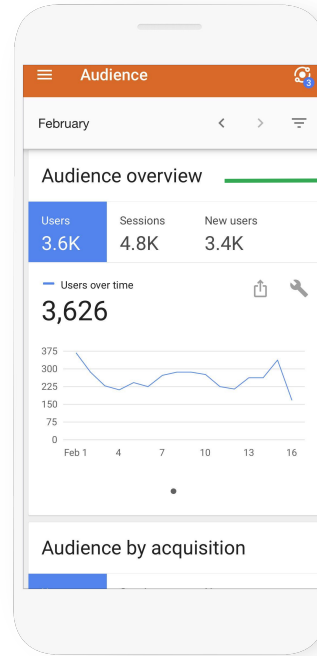
MORE TOOLS TO MAINTAIN A STRONG ONLINE PRESENCE



g.co/testmysite



g.co/searchconsole



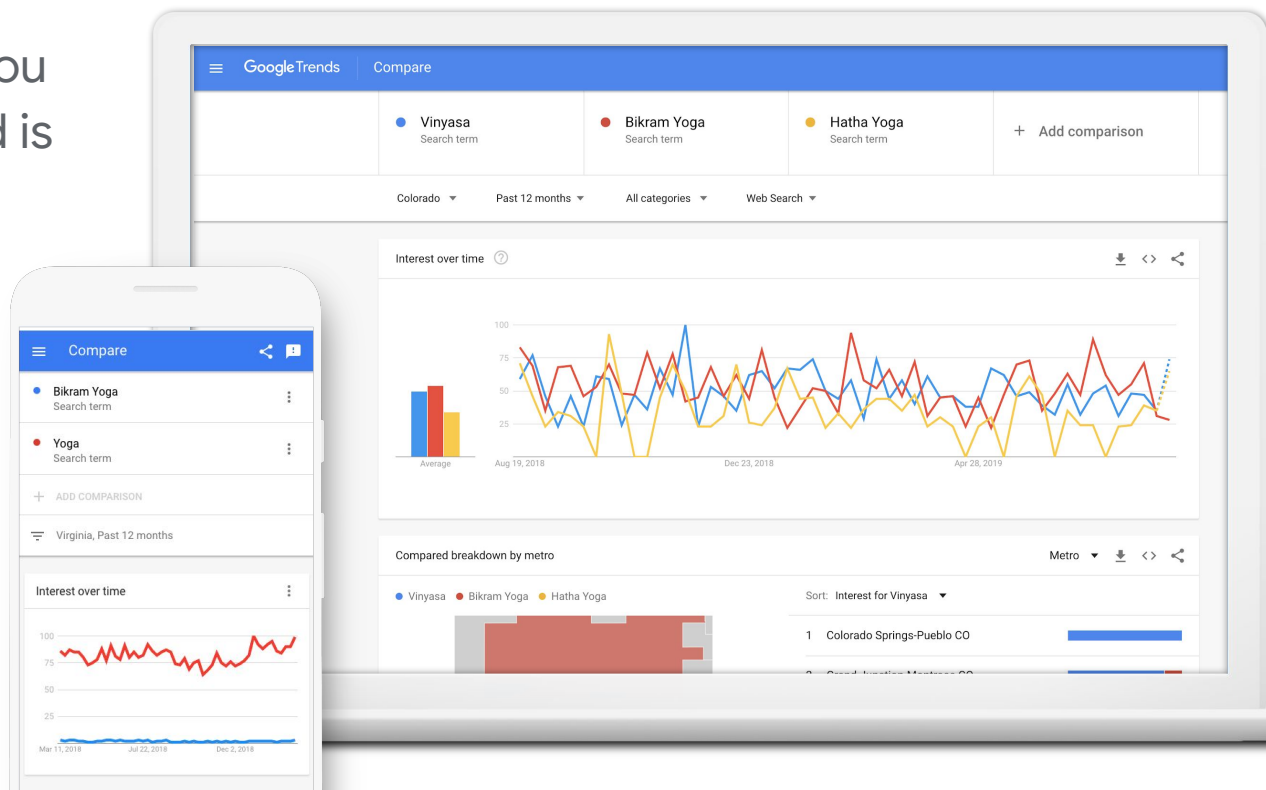
g.co/analytics

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

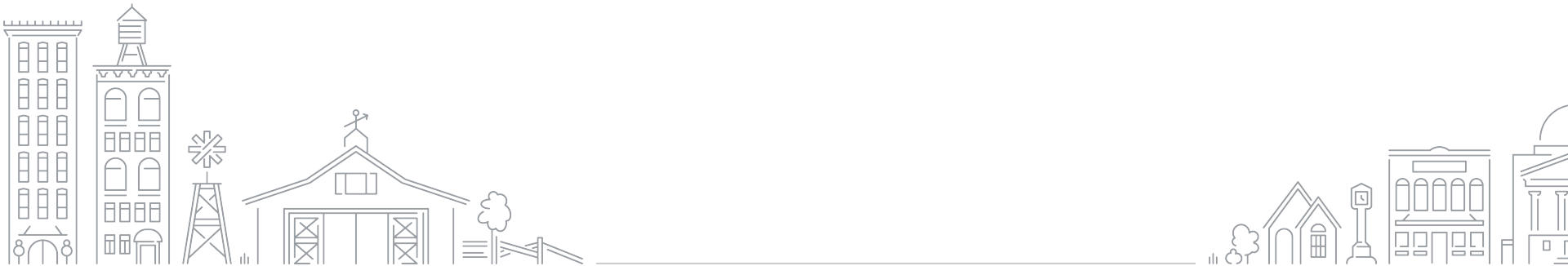


ACTIVITY: TRY GOOGLE TRENDS

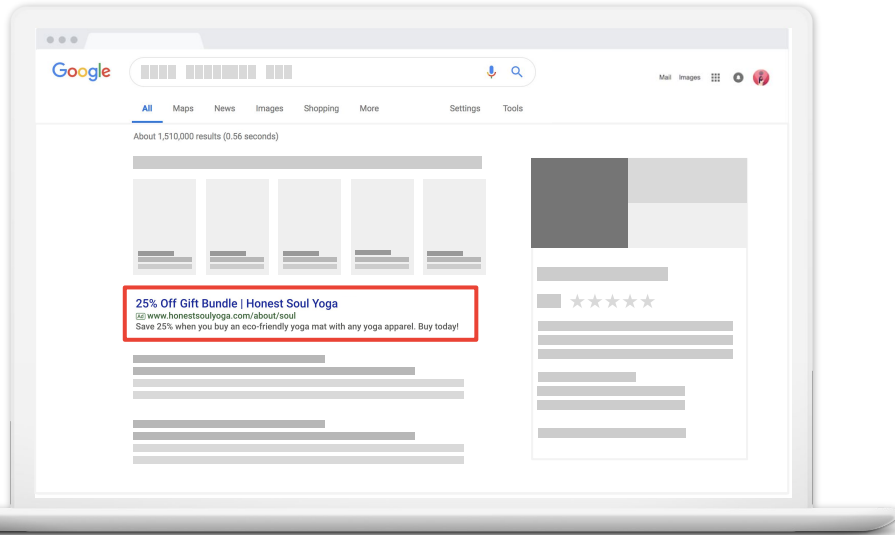
- 1 Open a web browser window and visit [g.co/trends](https://www.google.com/trends)
- 2 Enter words or phrases related to your business; compare results
- 3 Narrow down results by location
- 4 Adjust date range
- 5 Explore related queries



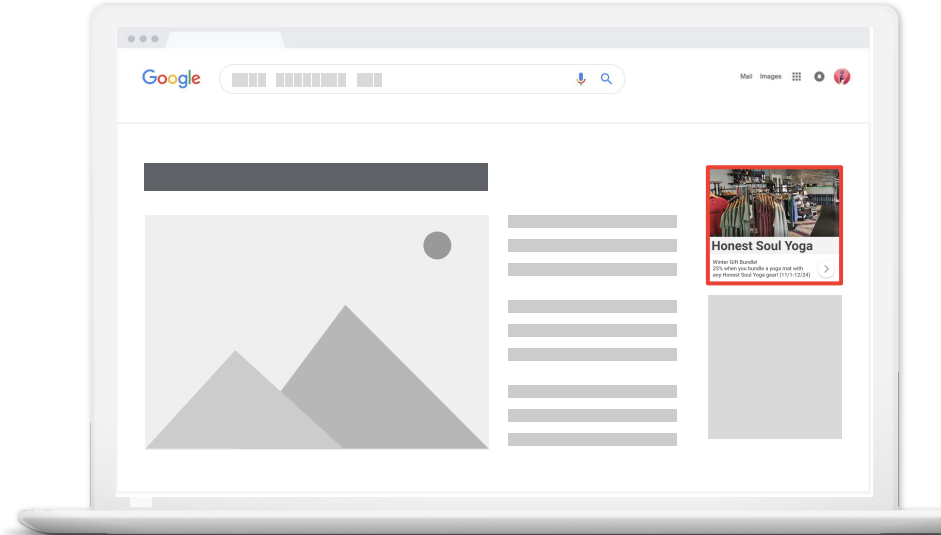
Reach customers with online advertising



WHERE ADS CAN APPEAR



Google Search Network

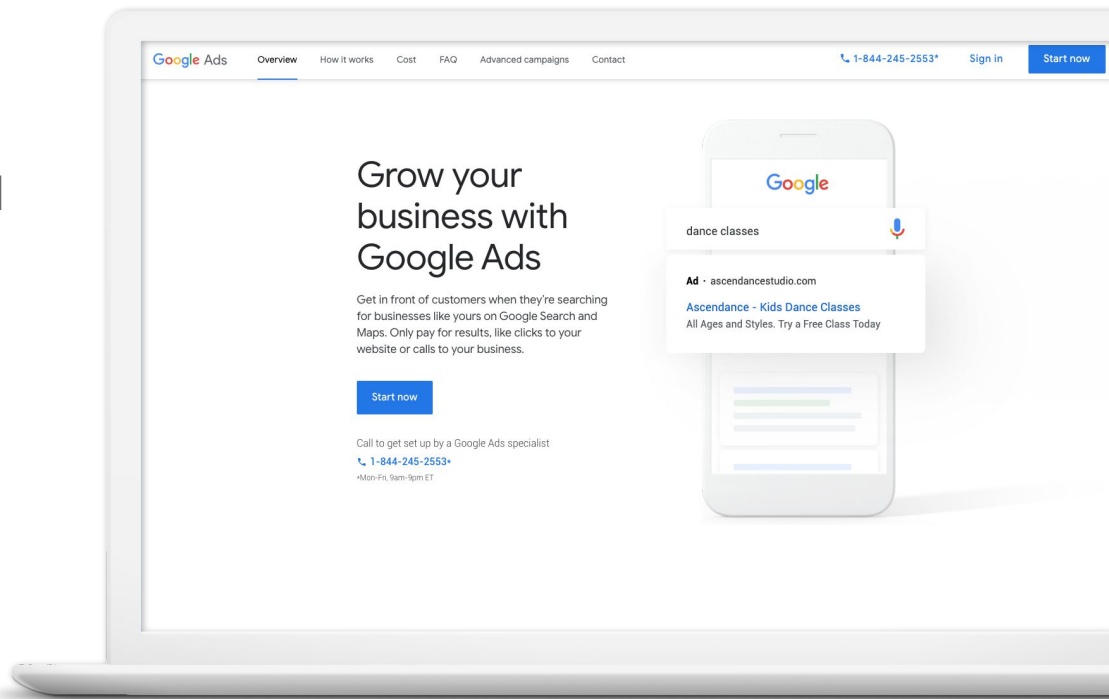


Google Display Network

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

Google Ads | New campaign

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Describe your business

This info will be used to create an ad that reaches the right customers

Business name

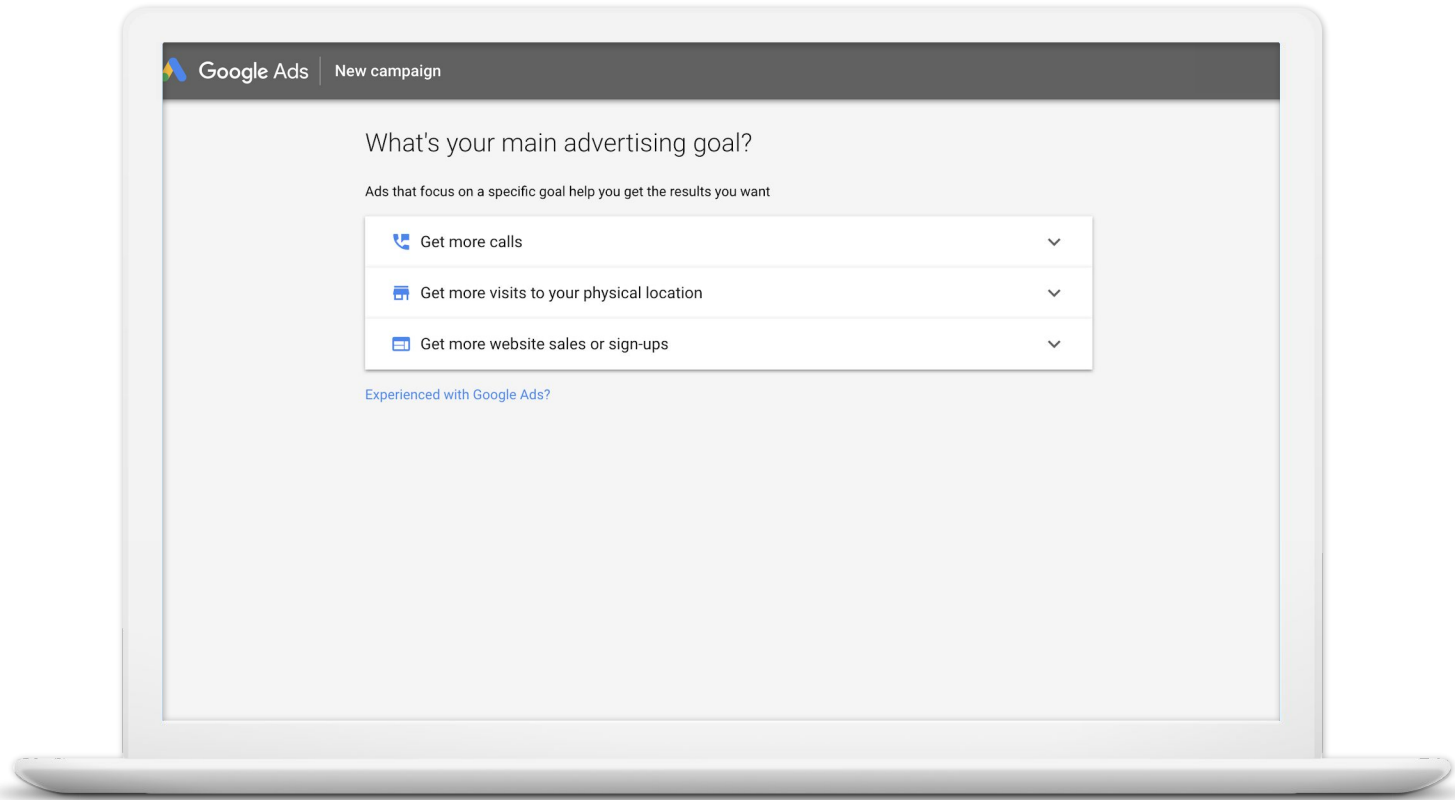
0 / 120

Business website
Example: www.example.com

BACK NEXT

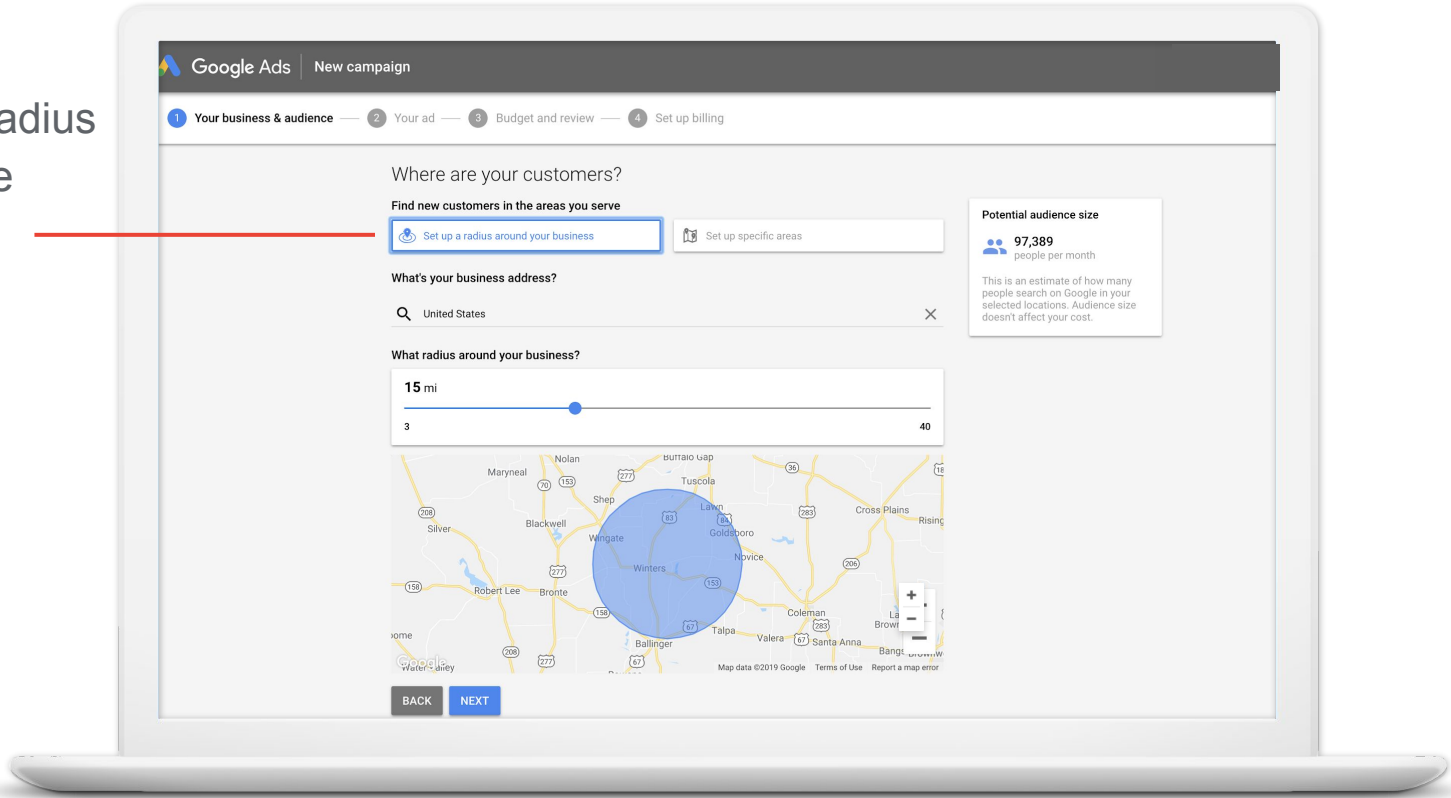
Enter URL

SELECT A GOAL

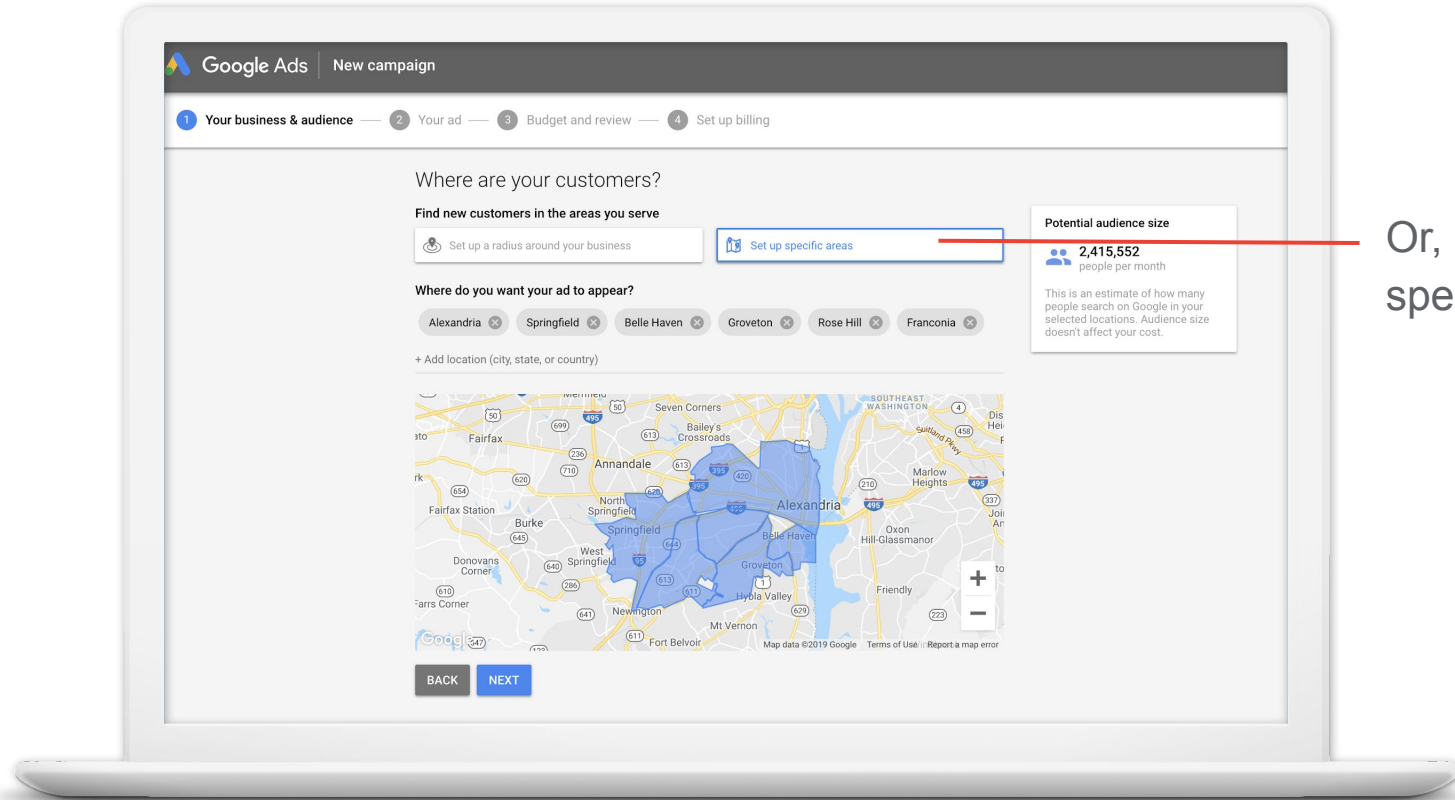


CHOOSE AREAS WHERE ADS CAN SHOW

Define a radius around the business



CHOOSE AREAS WHERE ADS CAN SHOW

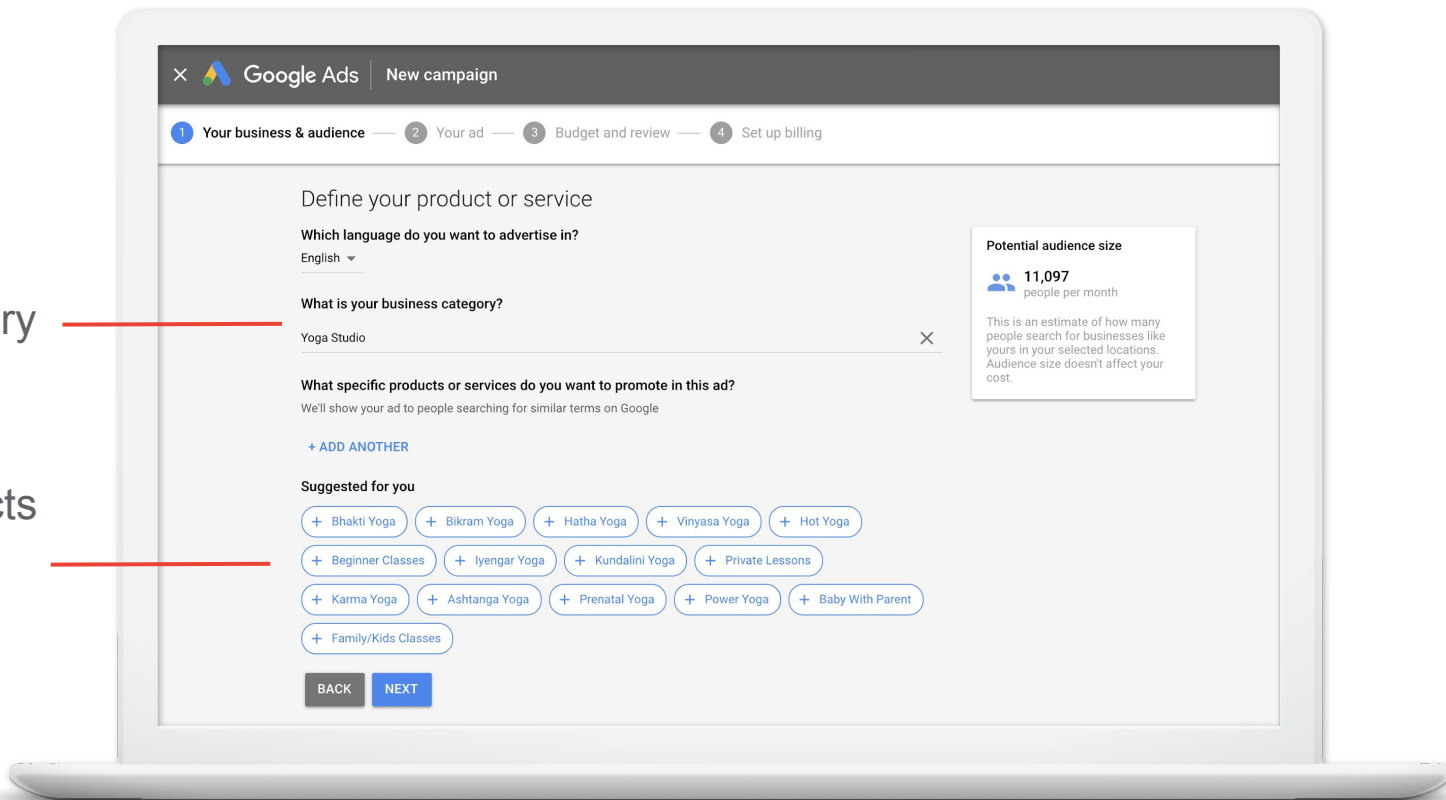


Or, add specific areas

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

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.

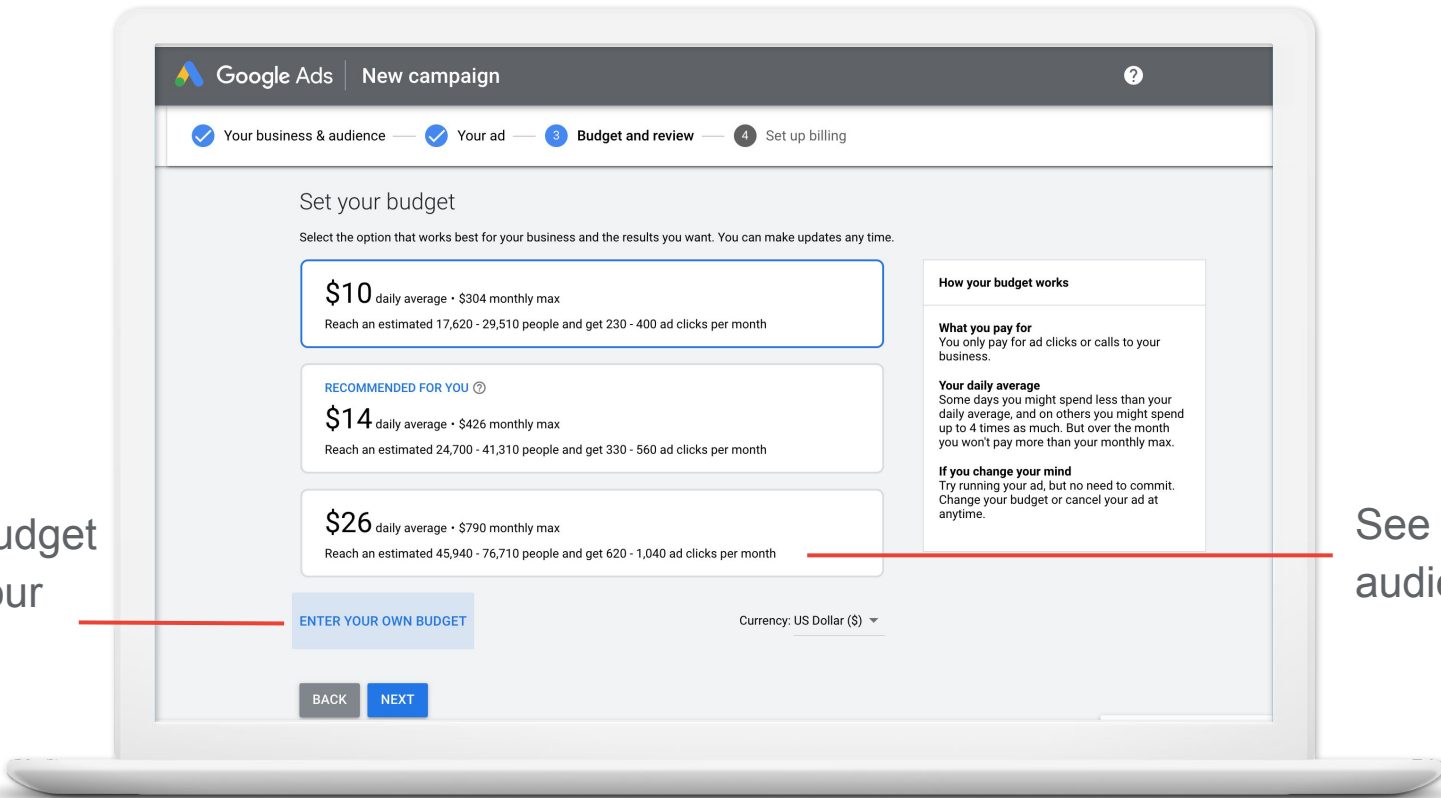
[SEE MORE AD LAYOUTS](#)

[WRITE ANOTHER AD](#)

Clicks on your ad go to 

[SAVE](#)

SET YOUR BUDGET



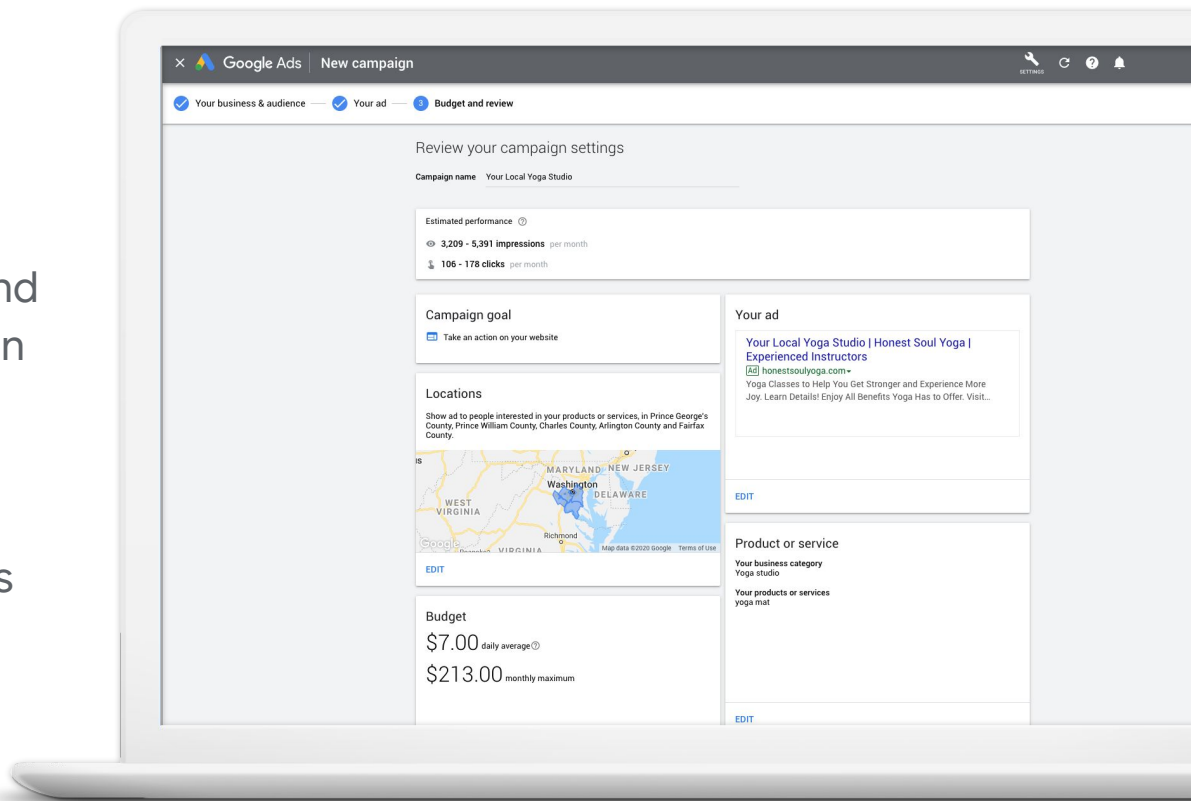
Select a budget
or enter your
own

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



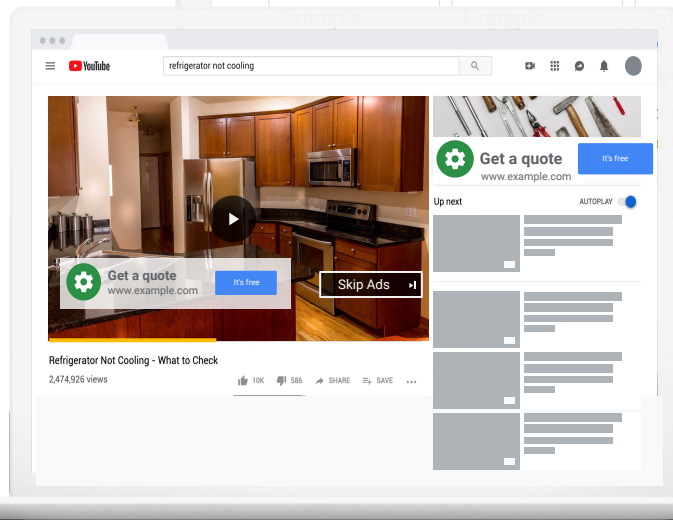
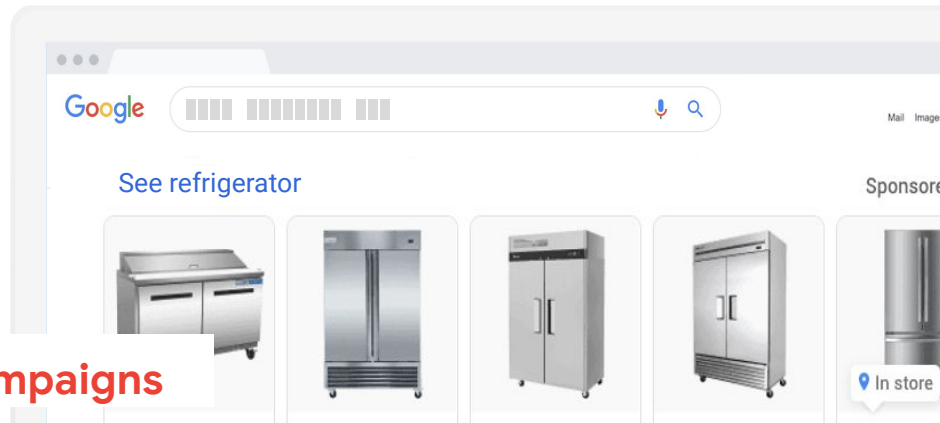
ADDITIONAL ADVERTISING OPTIONS

Use Smart Shopping campaigns to promote online and local inventory

google.com/retail/solutions/shopping-campaigns

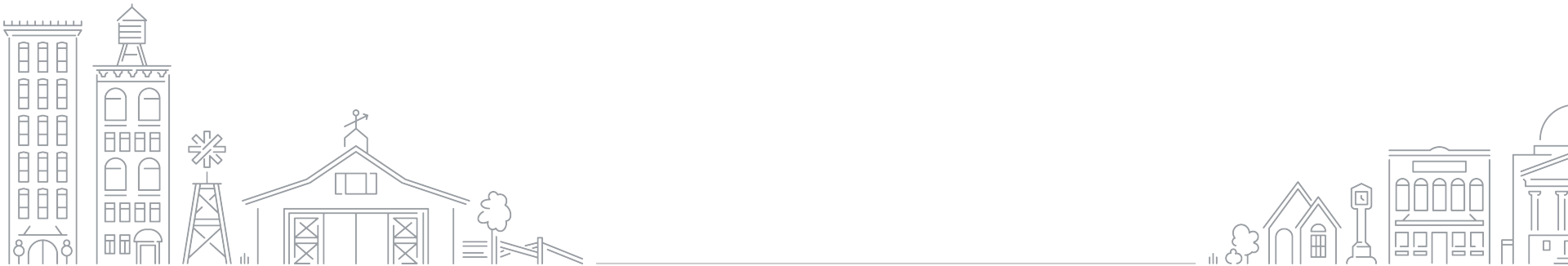
Show video ads on YouTube and across Google Display Network

youtube.com/ads



Product rating

Recap and resources



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

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:

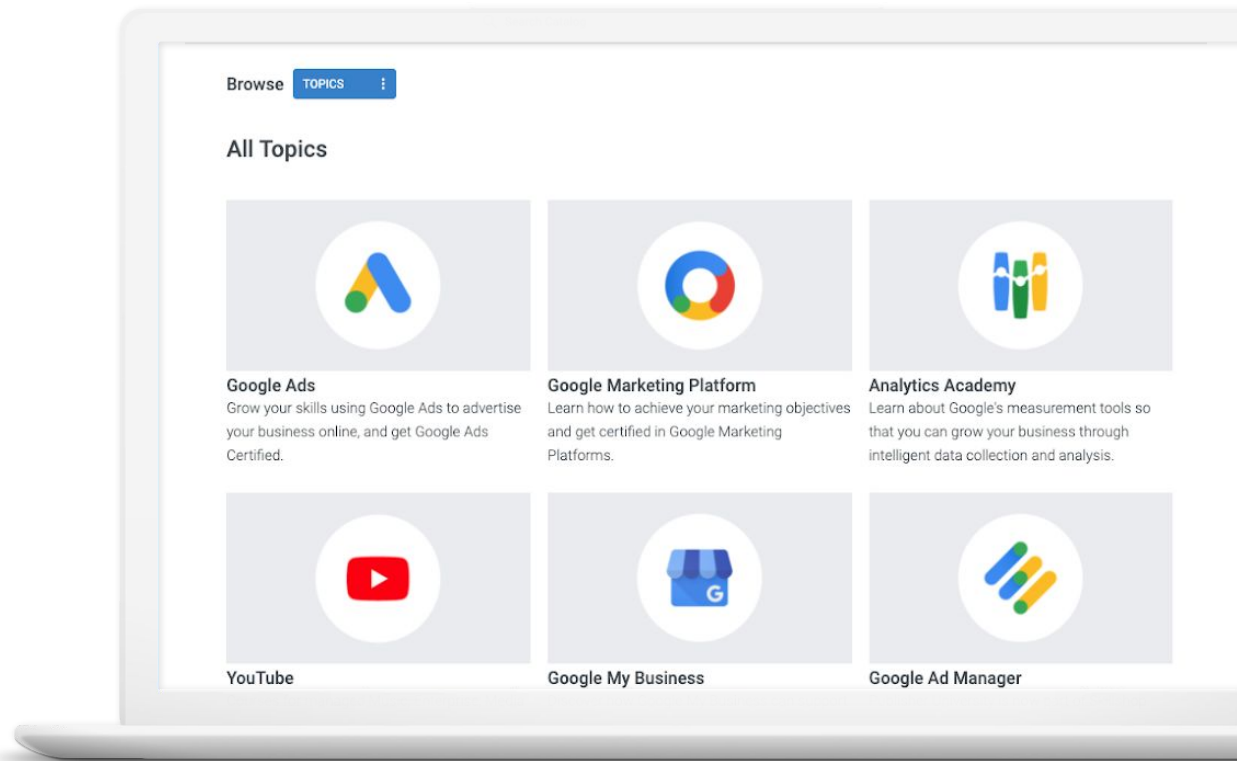
Download the Primer app

g.co/primer/fromhome



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.



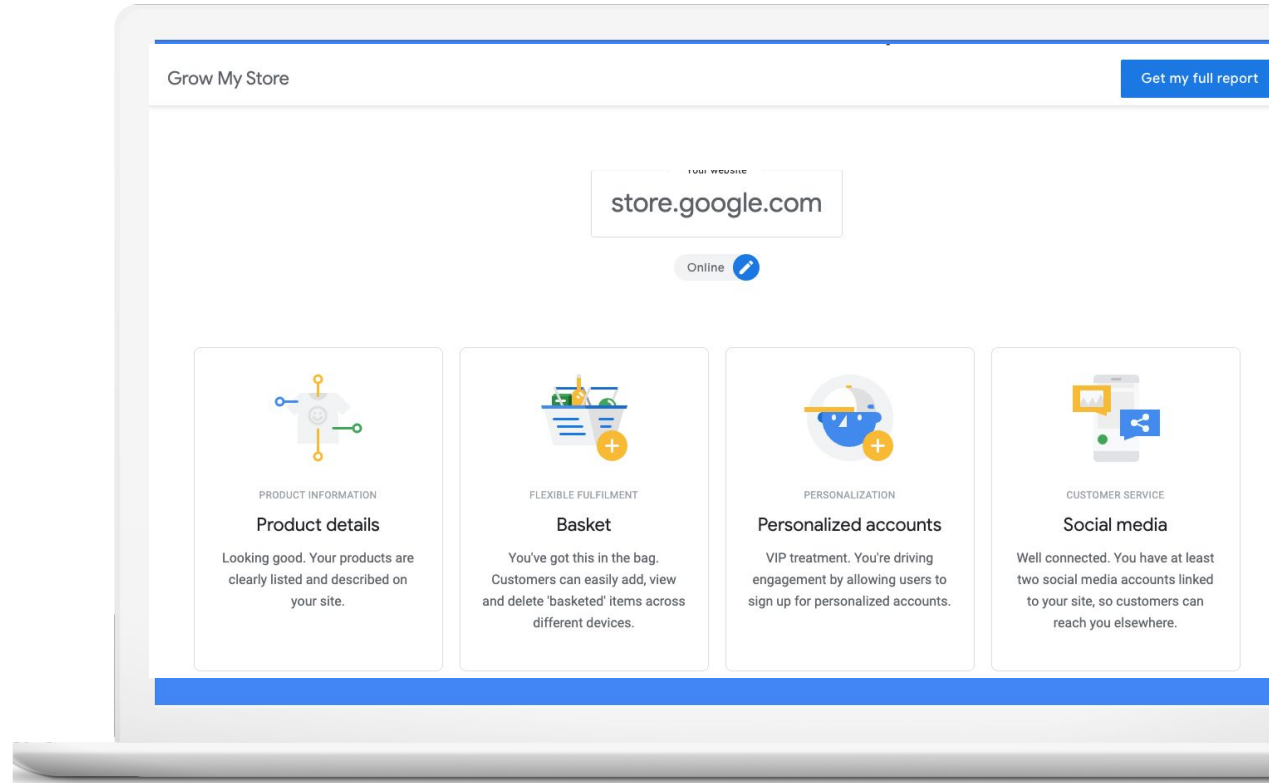
Quick Tip:

Master Google tools

g.co/skillshop

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

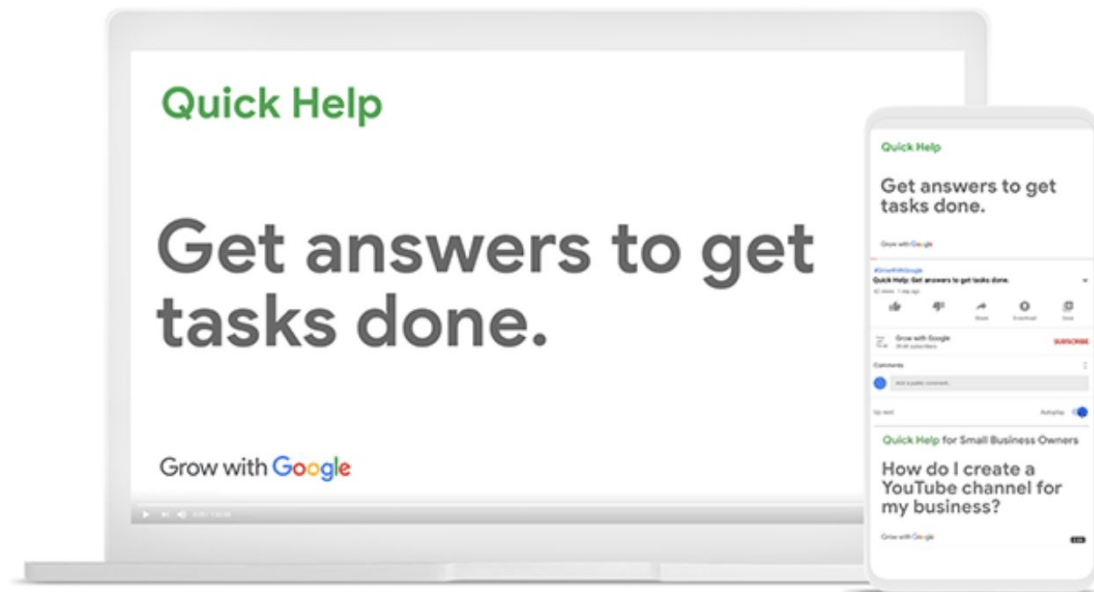
QUICK HELP VIDEOS FOR SMALL BUSINESSES

- 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

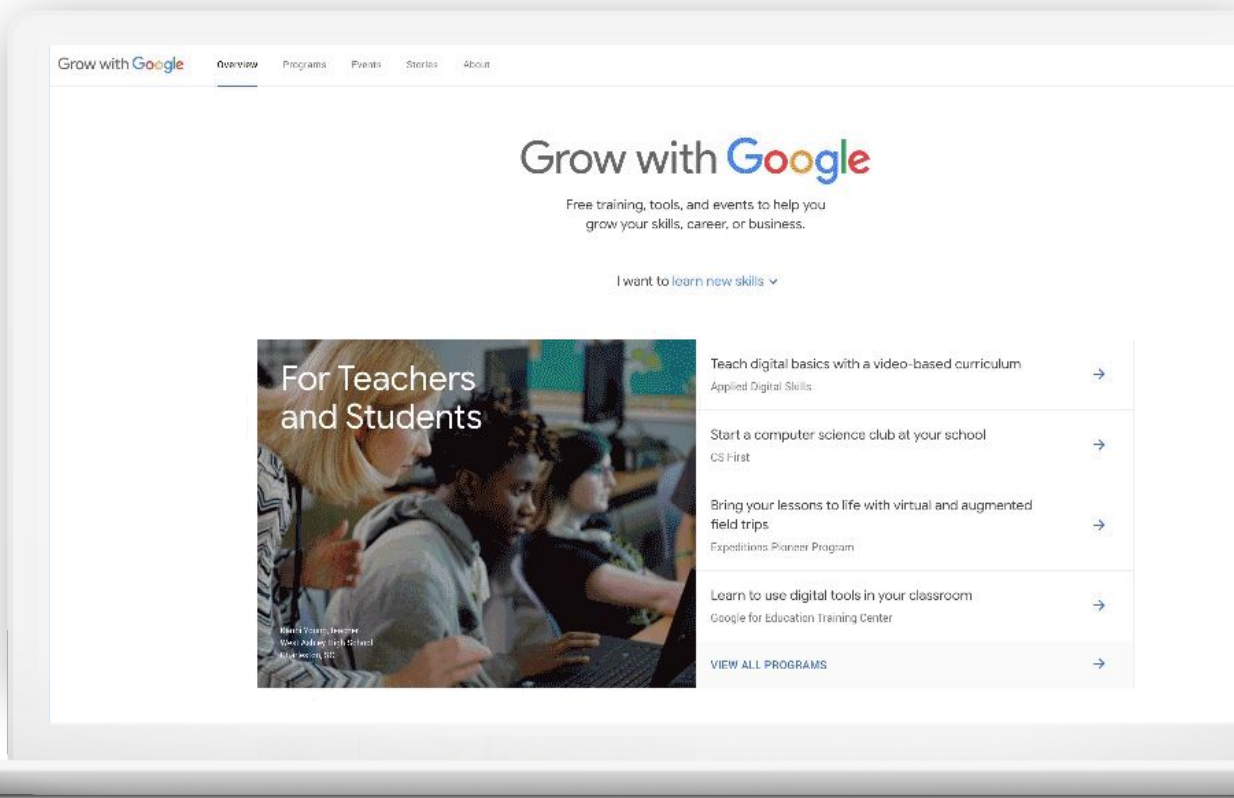
Help new customers find you online.

For job seekers

Boost your resume with a new certification.

For developers

Learn to code or take your skills to the next level.



Grow with Google

Thank You

corissasaintlaurent.com/events

#GrowWithGoogle

