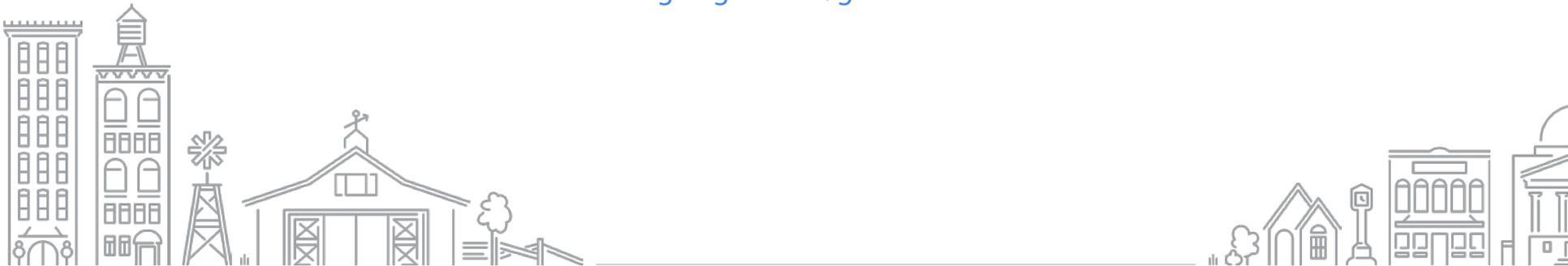


Grow with Google

Reach Customers Online with Google

google.com/grow

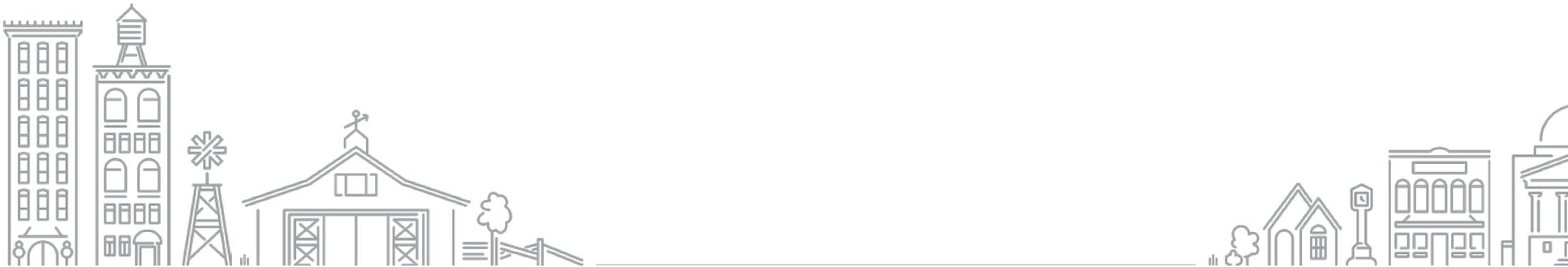


AGENDA

- **HOW GOOGLE HELPS BUSINESSES REACH CUSTOMERS**
Learn how Google works and how your businesses can be found.
- **REACH CUSTOMERS WITH A BUSINESS PROFILE ON GOOGLE**
Learn how a business profile helps you stand out online.
- **REACH CUSTOMERS WITH ONLINE ADVERTISING**
Learn how to advertise your business 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.

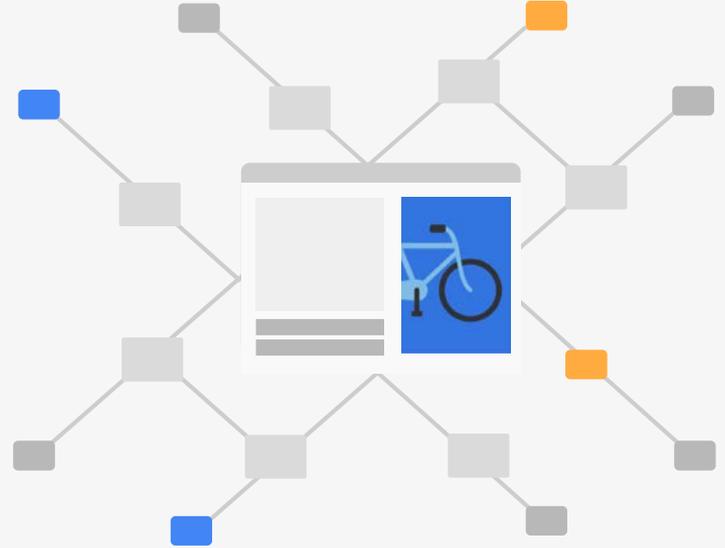
How search works



SEARCH ENGINES CRAWL THE WEB

A web crawler is software that fetches and indexes publicly available web pages.

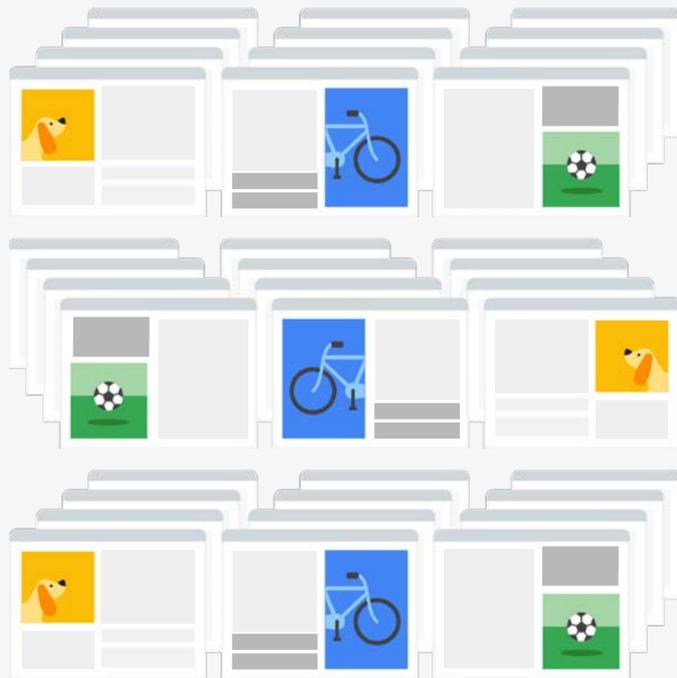
Google's crawler, called Googlebot, follows links from page to page, sending website info back to Google's servers.



GOOGLE ORGANIZES INFORMATION

Info is stored in Google's index.

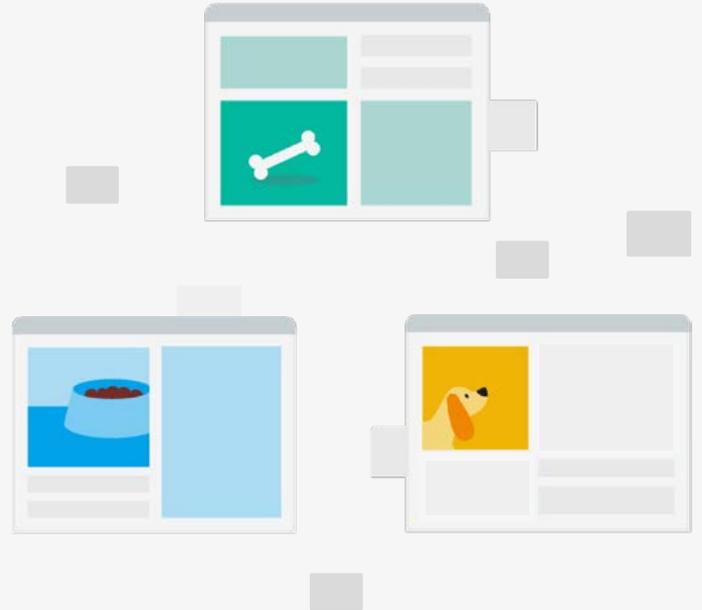
The index organizes info by page content and other factors.



WHEN SOMEONE SEARCHES...

Googlebot crawls and indexes billions of web pages.

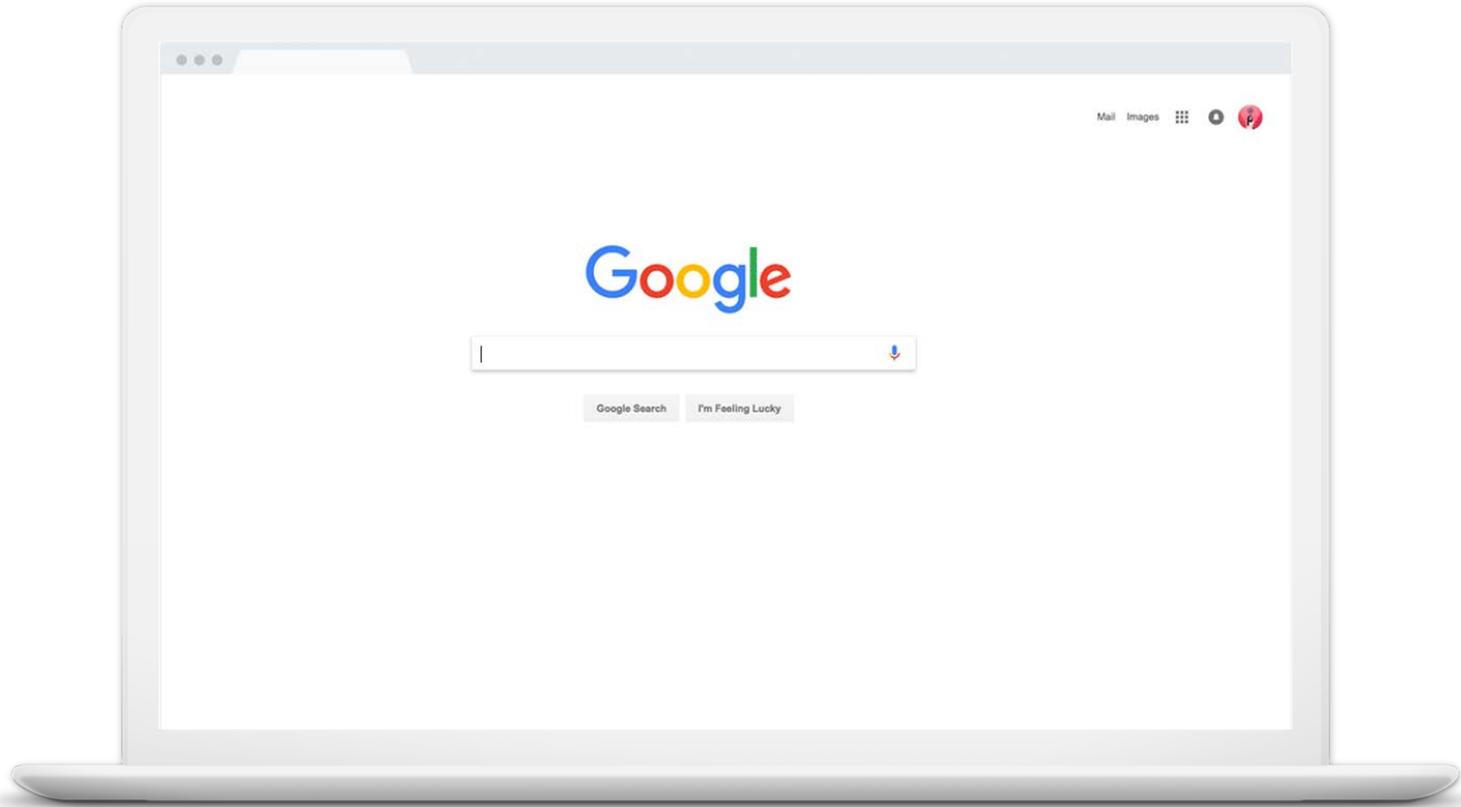
When someone searches Google, relevant and useful results—pulled from the index—are displayed in milliseconds.



Anatomy of a search results page

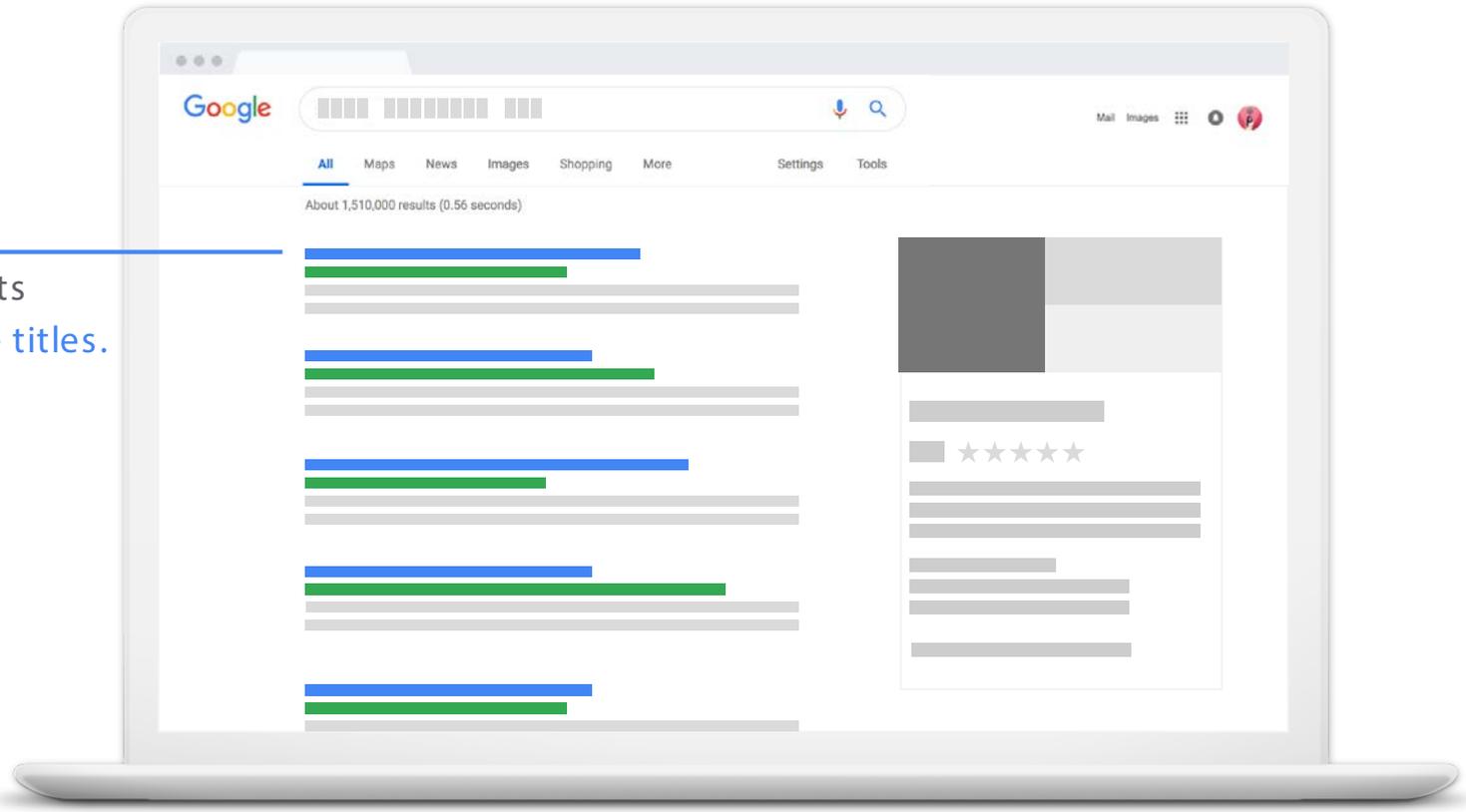


A PERSON ENTERS A SEARCH QUERY



GOOGLE CREATES A SEARCH RESULTS PAGE

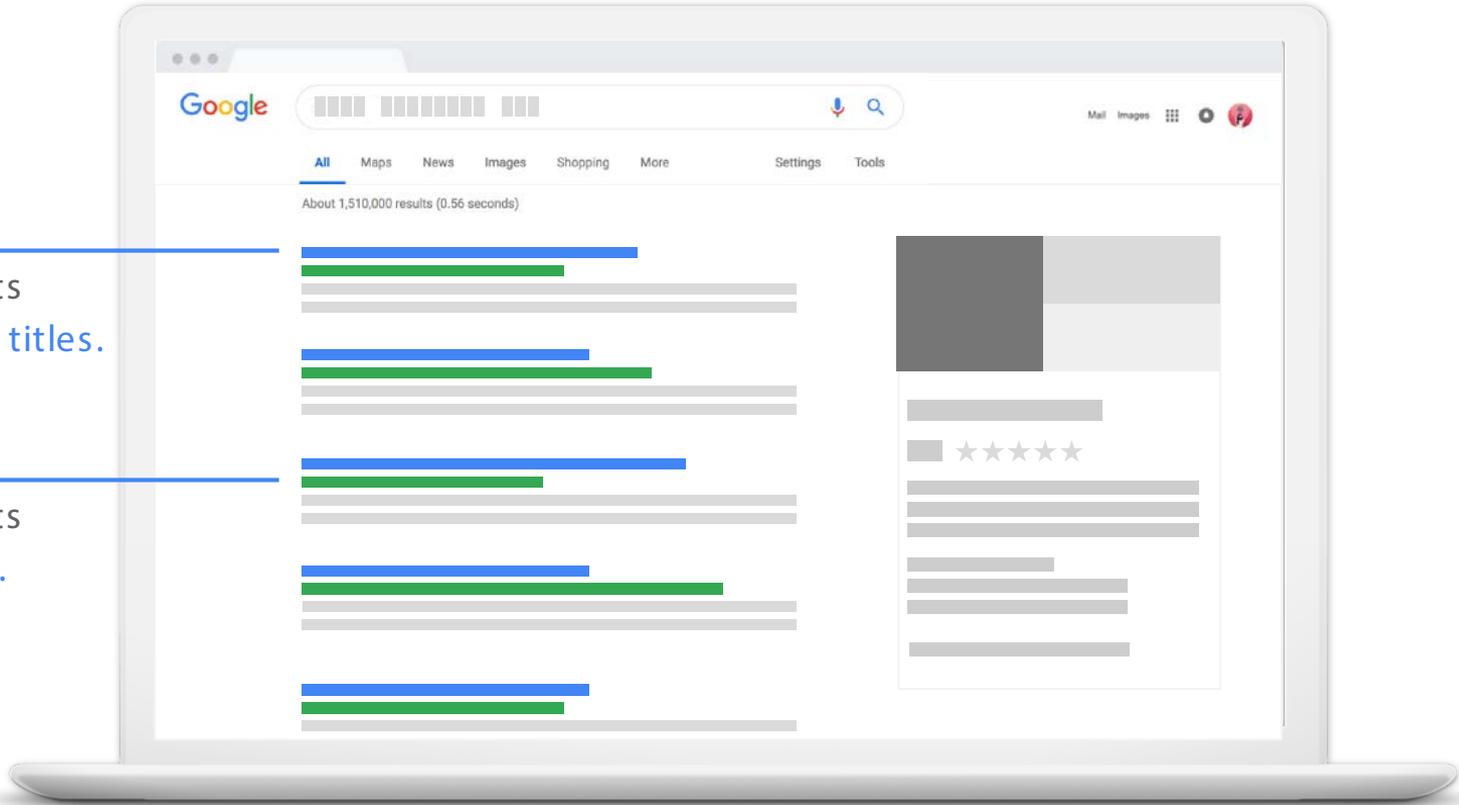
Search results include **page titles**.



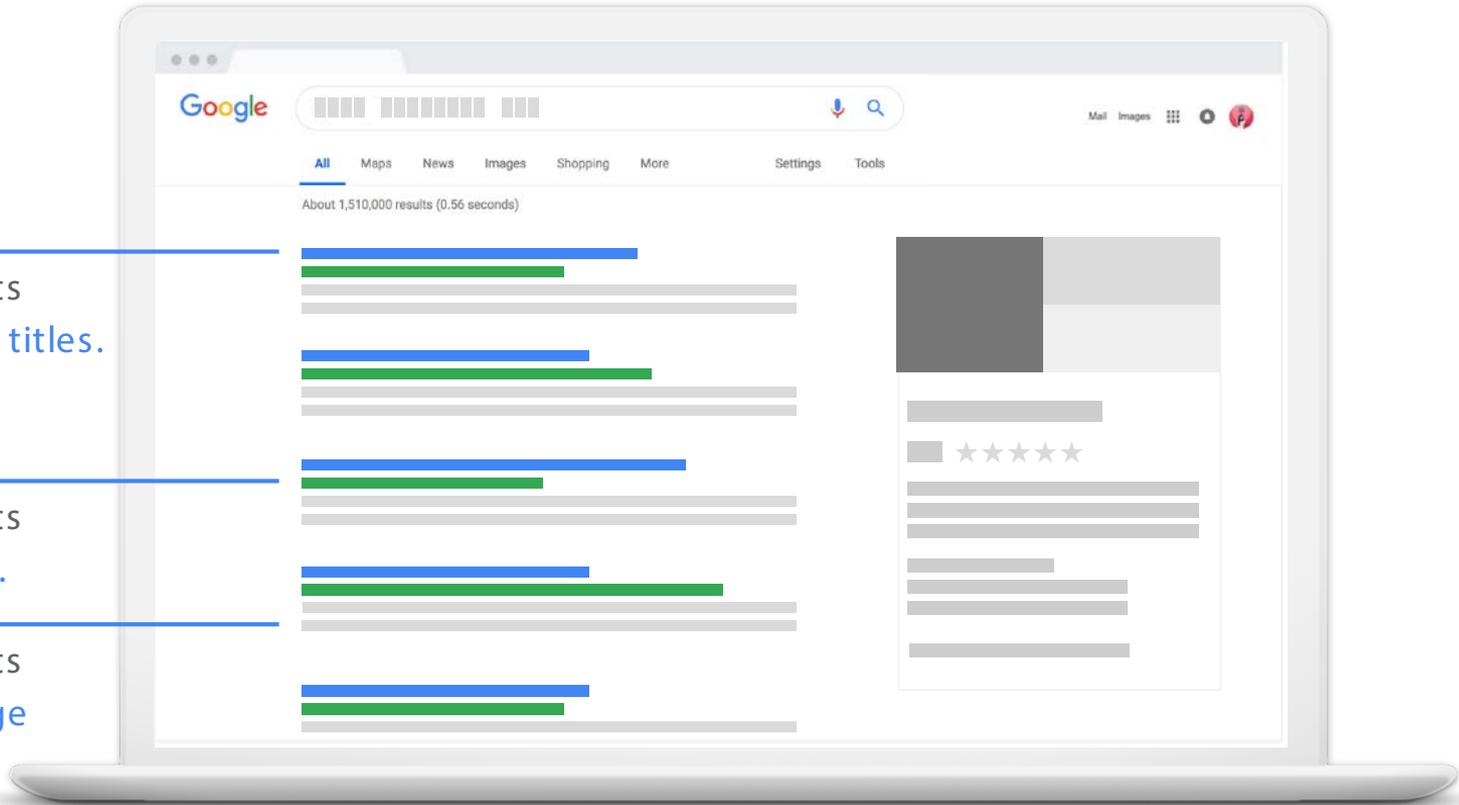
GOOGLE CREATES A SEARCH RESULTS PAGE

Search results include **page titles**.

Search results include **URLs**.



GOOGLE CREATES A SEARCH RESULTS PAGE

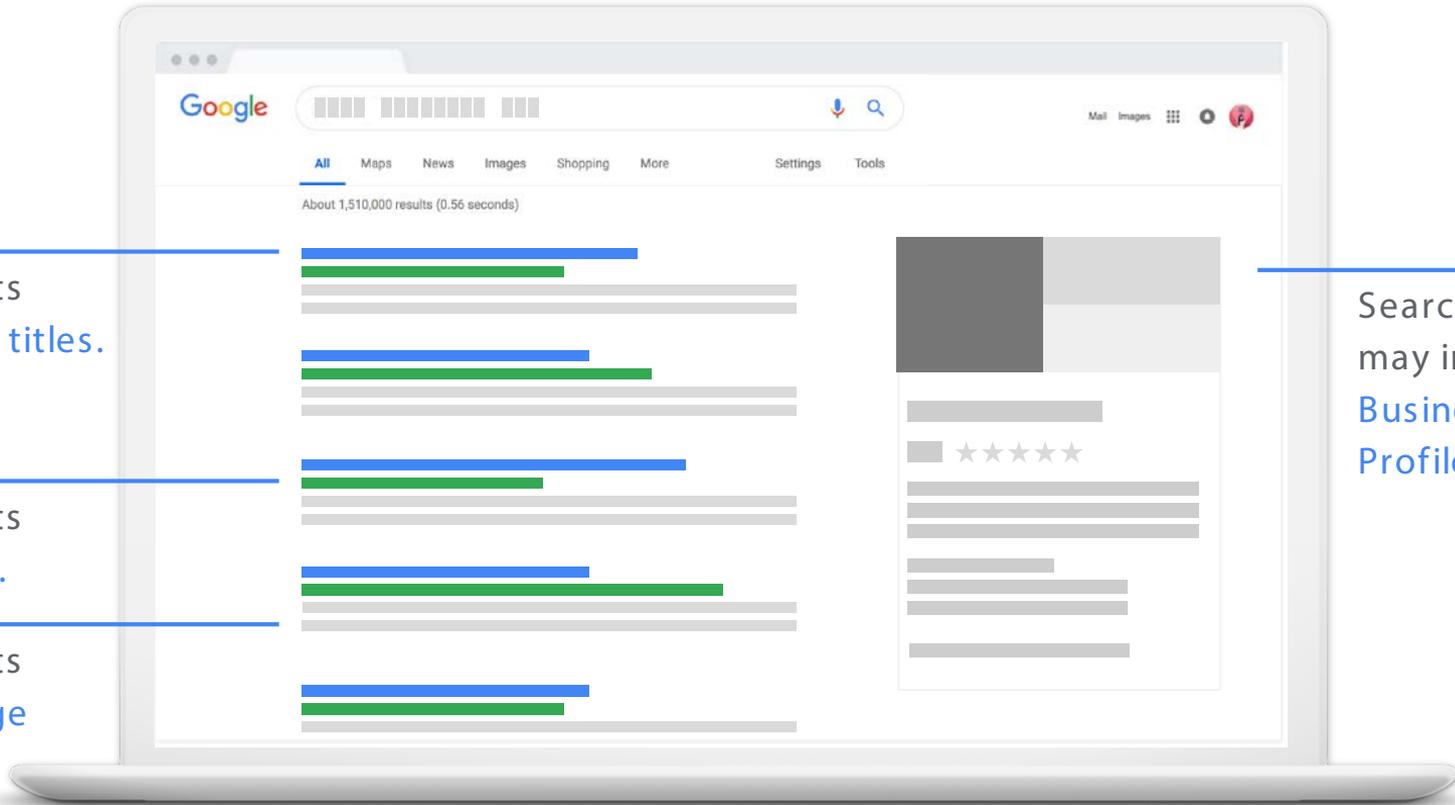


Search results include **page titles**.

Search results include **URLs**.

Search results include a **page description**.

GOOGLE CREATES A SEARCH RESULTS PAGE



Search results include **page titles**.

Search results include **URLs**.

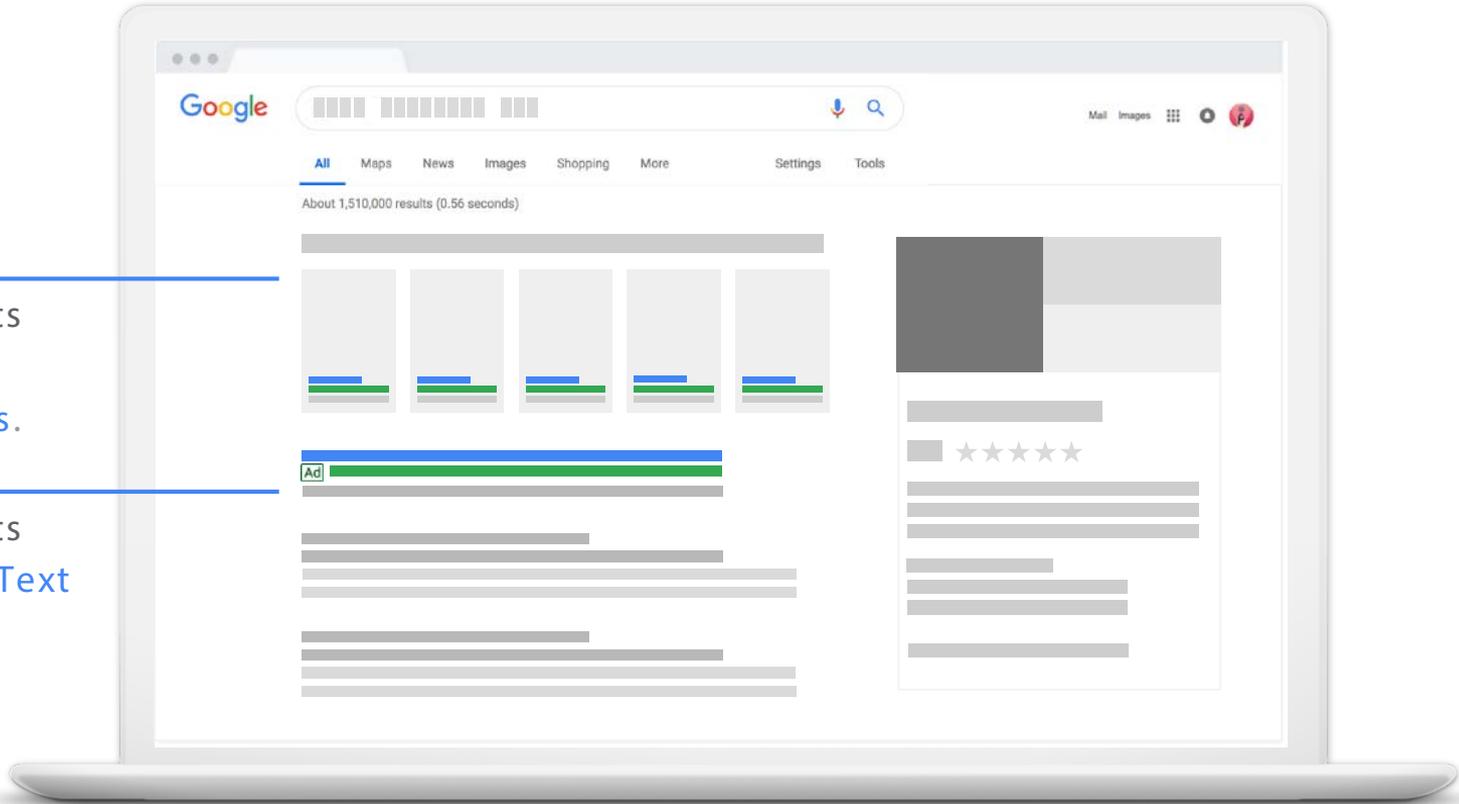
Search results include a **page description**.

Search results may include a **Business Profile**.

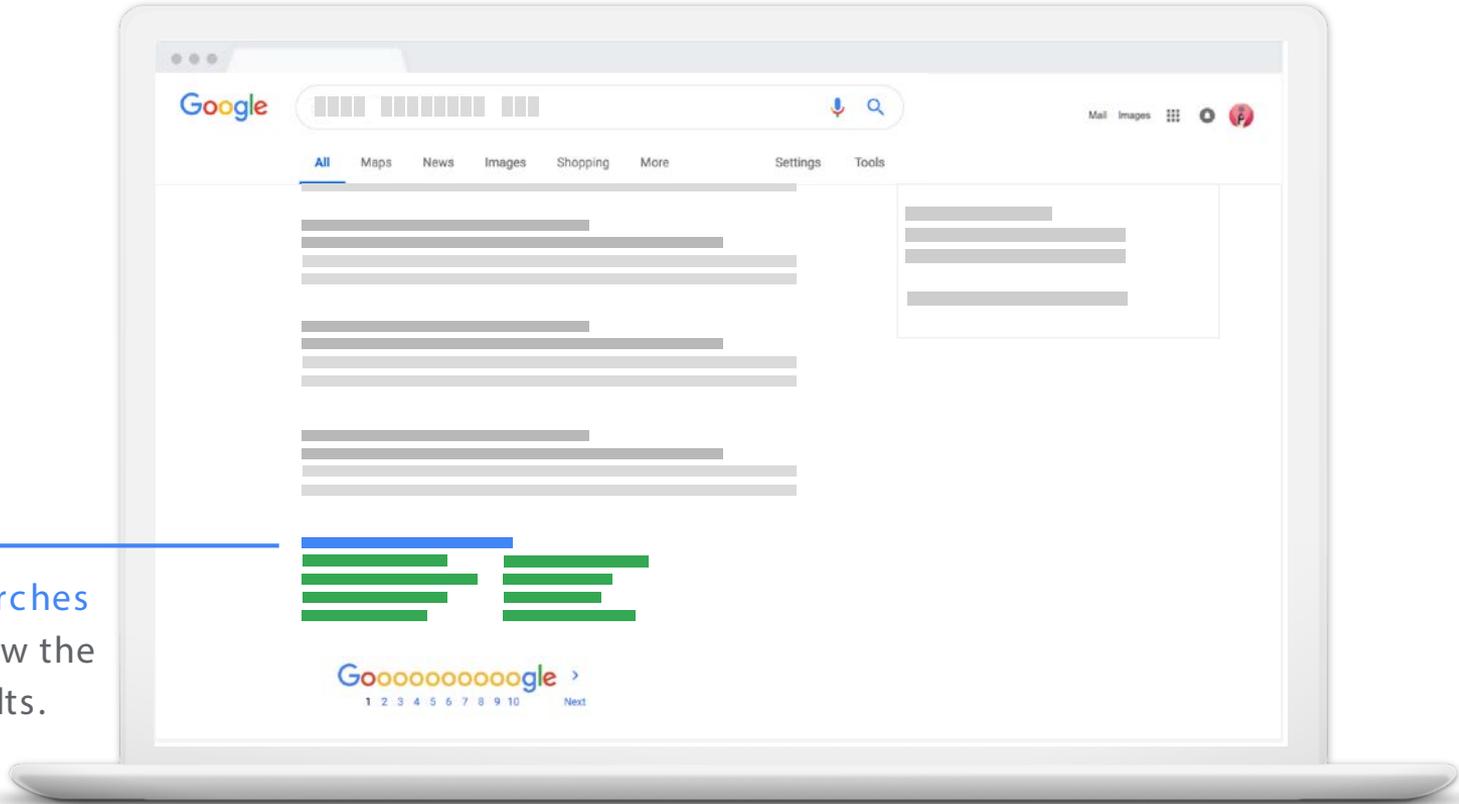
GOOGLE CREATES A SEARCH RESULTS PAGE

Search results may include **Shopping ads.**

Search results may include **Text ads.**



GOOGLE CREATES A SEARCH RESULTS PAGE



Related searches
appear below the
search results.

Resources and tools to help



TIPS FOR APPEARING IN ORGANIC RESULTS

Relevant, original
content

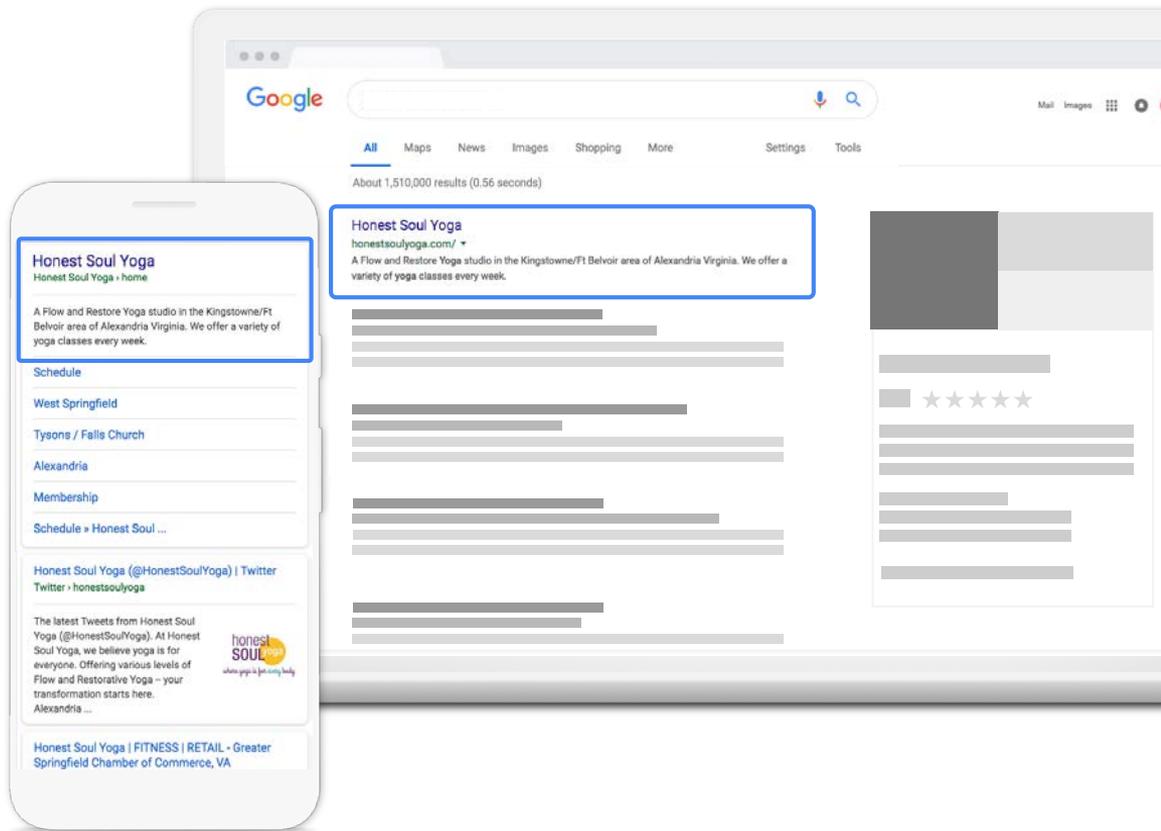
Logical organization

Good page titles
and descriptions

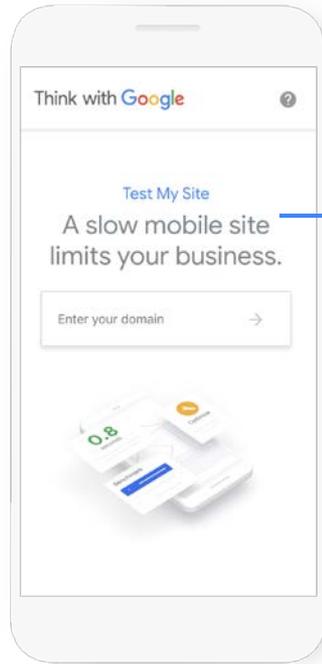
Optimized images

Fast load time

- Optimize for mobile



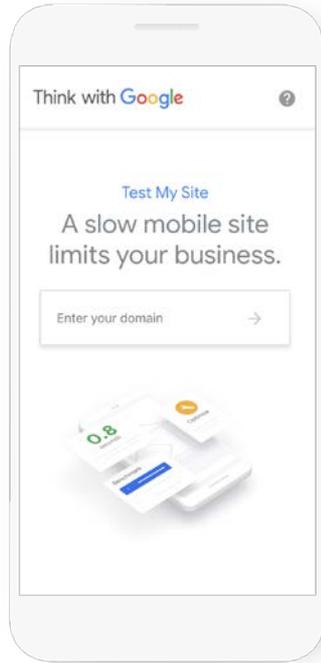
TOOLS TO MONITOR AND MAINTAIN A STRONG ONLINE PRESENCE



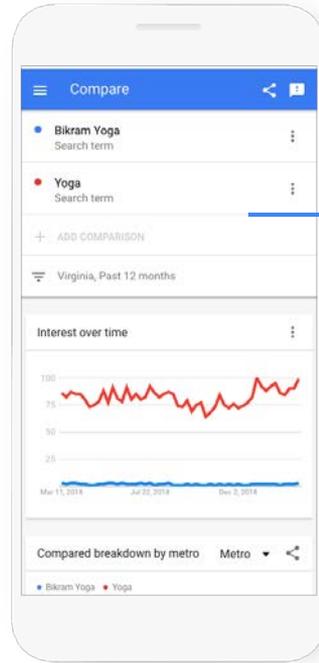
Use the
[Test My Site](#) tool
to check site
speed

g.co/testmysite

TOOLS TO MONITOR AND MAINTAIN A STRONG ONLINE PRESENCE



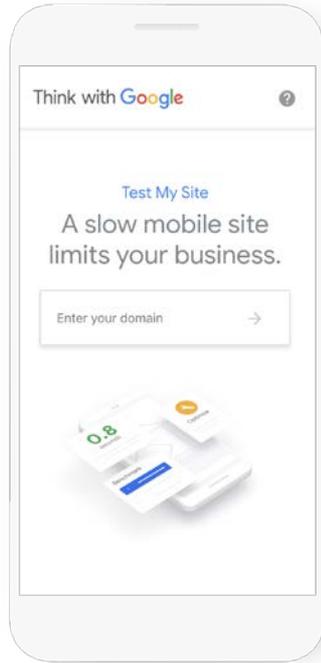
g.co/testmysite



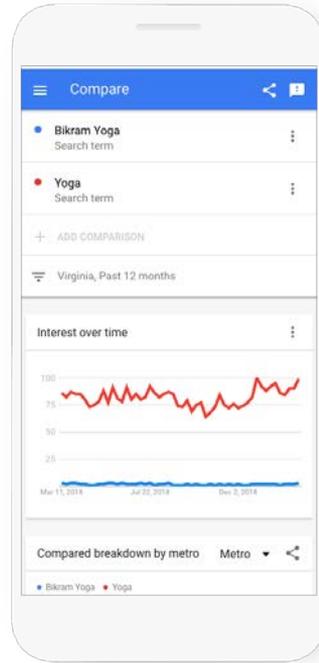
g.co/trends

Use [Trends](#) to find popular search terms on Google

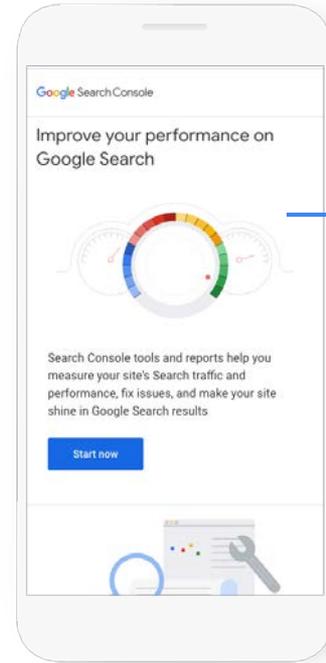
TOOLS TO MONITOR AND MAINTAIN A STRONG ONLINE PRESENCE



g.co/testmysite



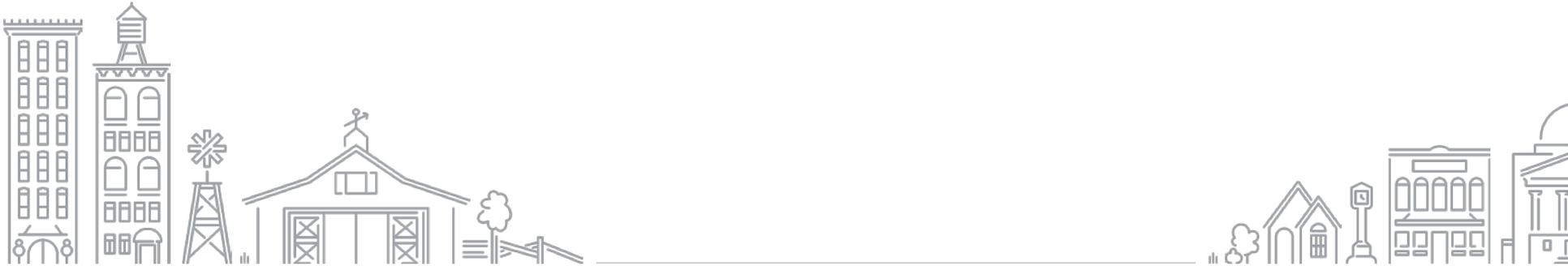
g.co/trends



g.co/searchconsole

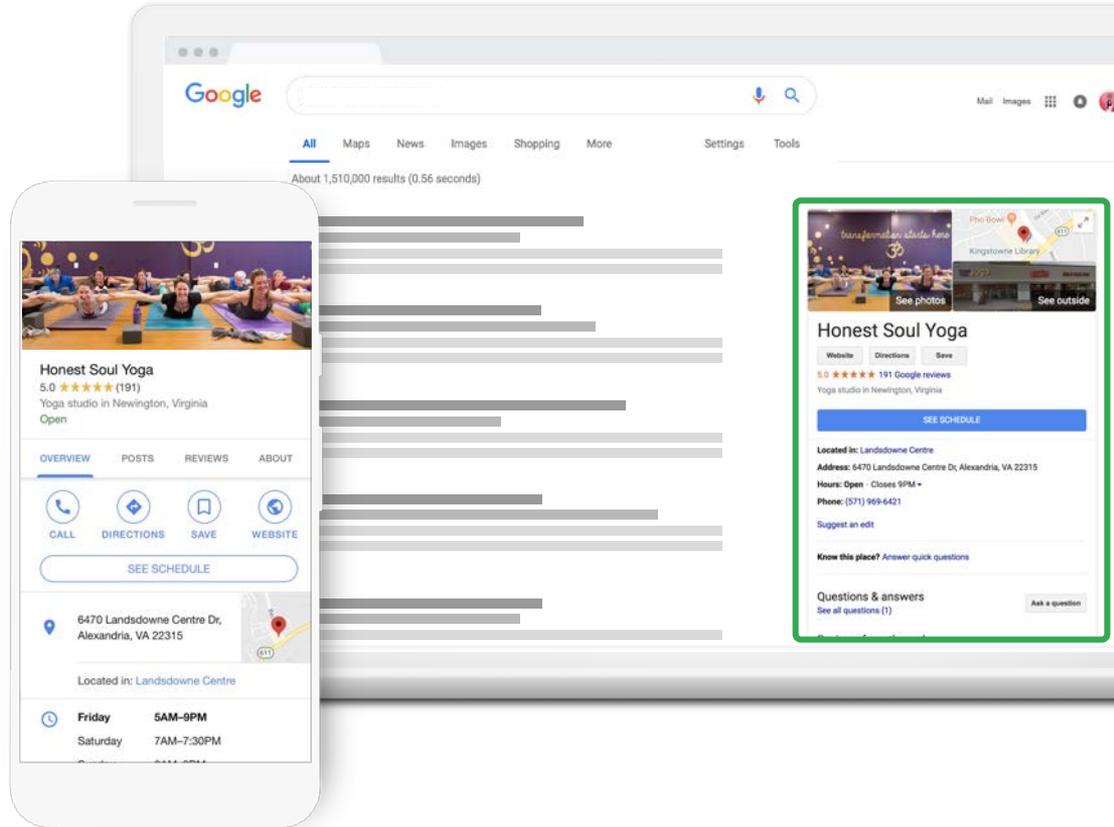
Use [Search Console](https://g.co/searchconsole) to measure site performance

Reach customers with a Business Profile on Google



CREATE A BUSINESS PROFILE ON GOOGLE

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



GOOGLE MY BUSINESS HELPS YOU...



Reach on Google by
sharing fresh content



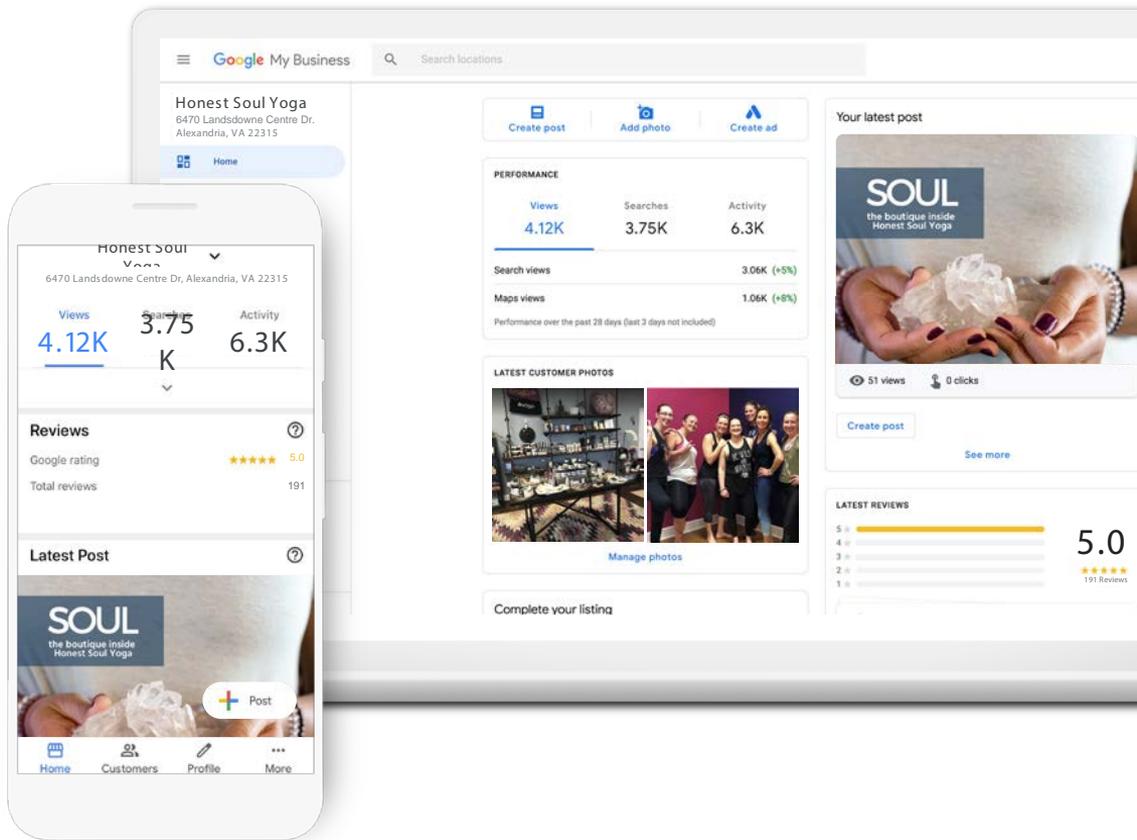
Engage with local
customers



Discover new local
customers

MANAGE YOUR BUSINESS INFO ON GOOGLE

Control how your business appears on Google by using the Google My Business mobile app to update your info.

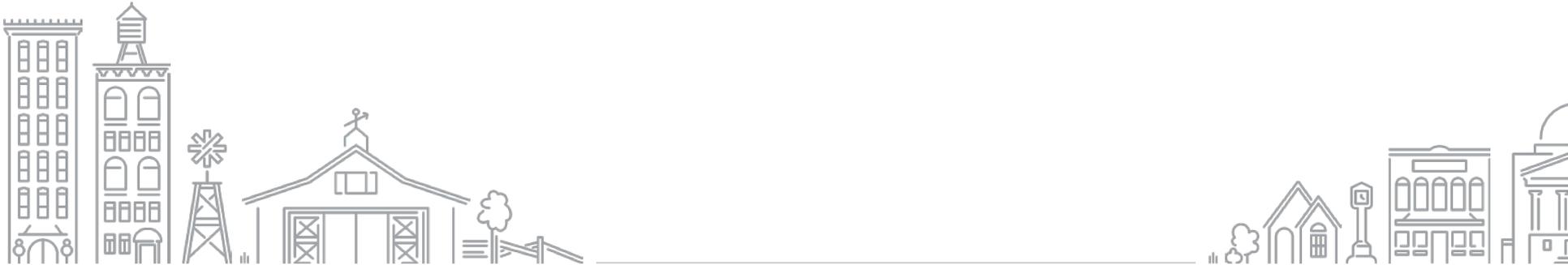


GET STARTED WITH GOOGLE MY BUSINESS

To get started
download the free app
for Android or iOS or visit
google.com/business

The image illustrates the Google My Business ecosystem. On the left, a smartphone displays the app interface, which includes a 'Google My Business' logo, a rating of 4.7 stars from 13.1K users, and 82 businesses. Below this, there's a 'What's New' section for version 3.4.0 and a 'Preview' section with two cards: 'Manage your Business Profile on Google' and 'Attract customers by sharing offers'. On the right, a laptop displays the website. The website header includes 'Google My Business' and navigation links like 'Overview', 'Business Profile', 'Website', 'FAQ', and 'Contact'. The main content area features the headline 'Engage with customers on Google for free' and a 'Manage now' button. A secondary image shows a smartphone displaying a business listing for 'Chicago Music Exchange' with a photo of a man playing a guitar.

Reach customers with online advertising



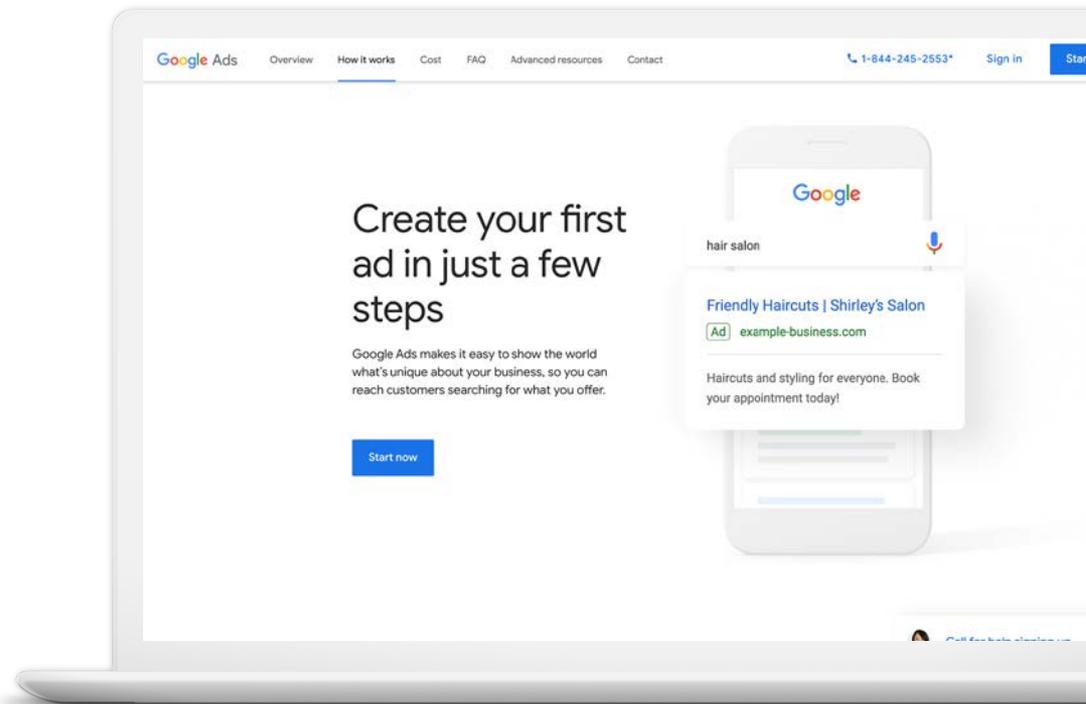
honest SOUL yoga



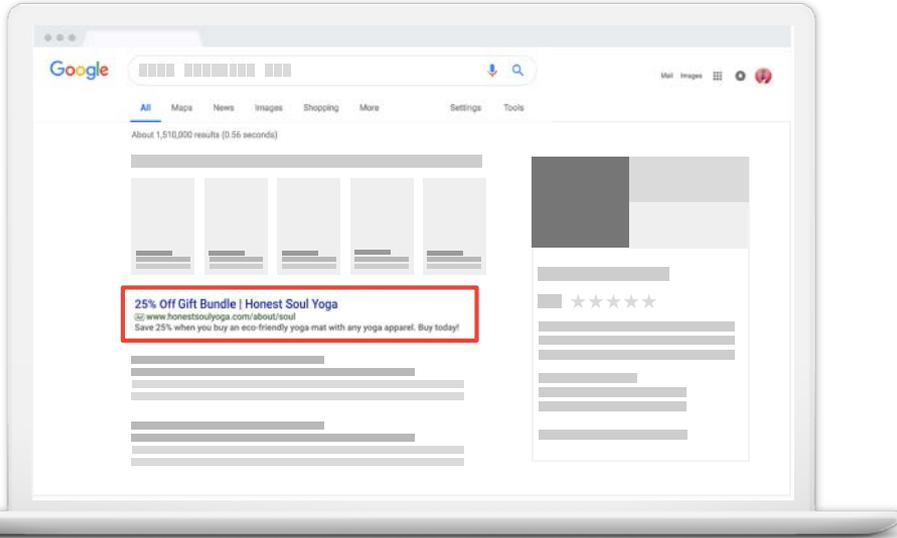
START ADVERTISING WITH SMART CAMPAIGNS

Smart campaigns are Google's solution for small businesses.

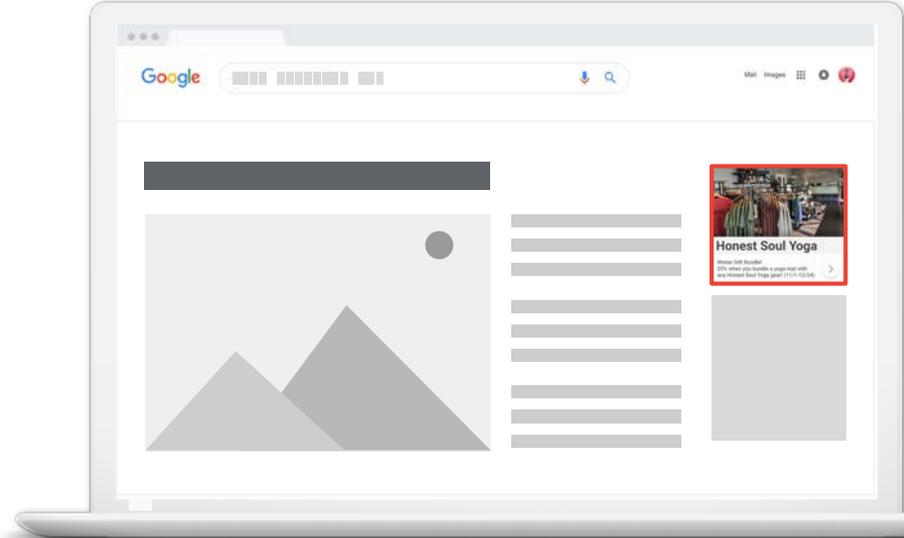
Smart campaigns can be set up and run in a few steps.



WHERE YOUR ADS CAN APPEAR



Google Search Network



Google Display Network

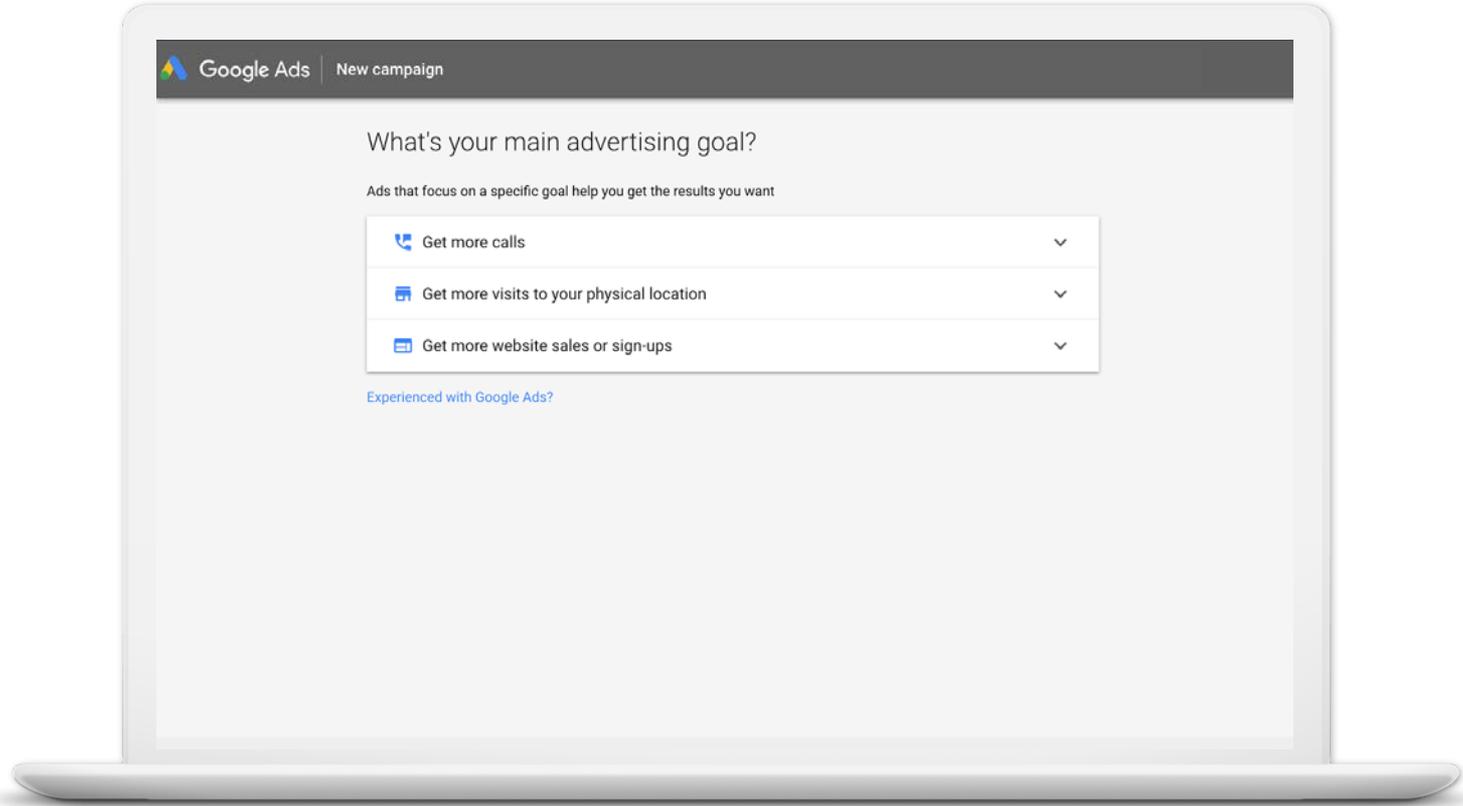
CREATE A GOOGLE ADS ACCOUNT AT [ADS.GOOGLE.COM](https://ads.google.com)

Enter business
name

The screenshot shows the Google Ads 'New campaign' setup page. At the top, there's a dark header with the Google Ads logo and 'New campaign'. Below that is a progress bar with four steps: 1. Your business & audience (active), 2. Your ad, 3. Budget and review, and 4. Set up billing. The main content area is titled 'Describe your business' and includes the instruction 'This info will be used to create an ad that reaches the right customers'. There are two input fields: 'Business name' and 'Business website'. The 'Business website' field has a placeholder 'Example: www.example.com' and a character count '0 / 120'. At the bottom of the form are 'BACK' and 'NEXT' buttons. A 'Need help?' link is visible at the very bottom of the page.

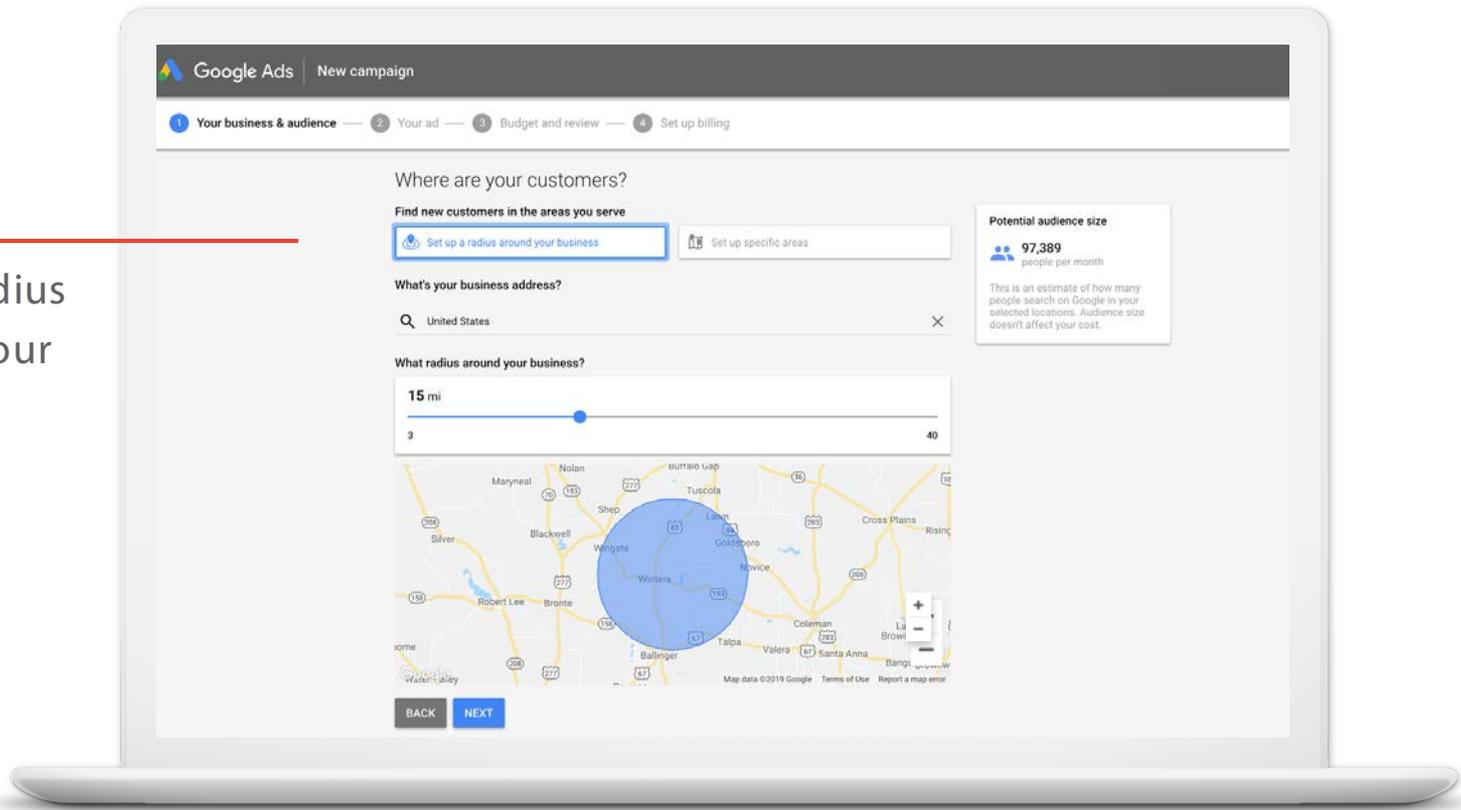
Enter website
URL

SELECT A GOAL FOR YOUR AD



CHOOSE AREAS WHERE ADS CAN SHOW

Select radius
around your
business
location



CHOOSE AREAS WHERE ADS CAN SHOW

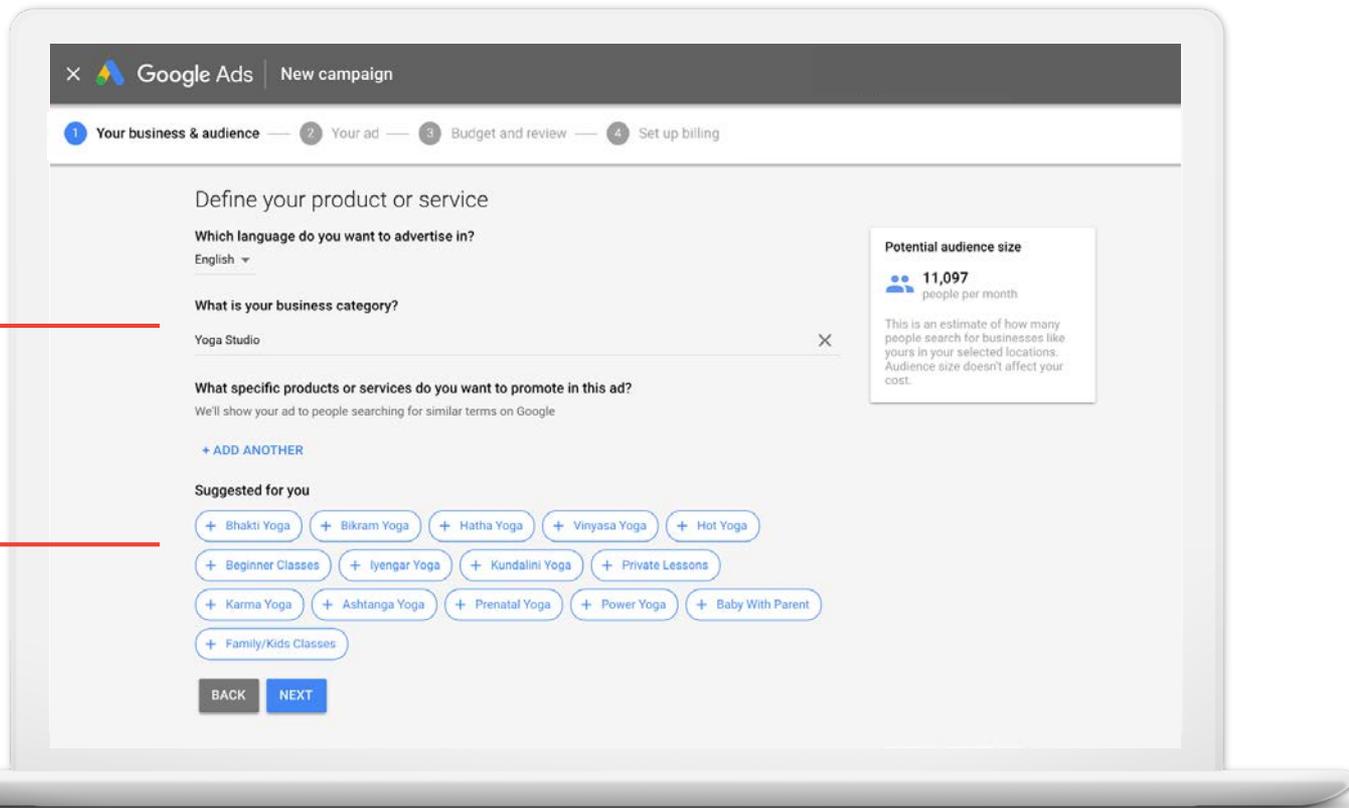
The screenshot shows the Google Ads 'New campaign' setup interface. At the top, the 'Your business & audience' step is active. Below this, the question 'Where are your customers?' is posed. Two options are provided: 'Set up a radius around your business' and 'Set up specific areas'. The 'Set up specific areas' option is highlighted with a blue border and a red line pointing to a callout box. This callout box, titled 'Potential audience size', displays '2,415,552 people per month' and includes a disclaimer: 'This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.' Below the location selection options, a list of selected locations is shown: Alexandria, Springfield, Belle Haven, Groveton, Rose Hill, and Franconia. A map of the Alexandria, VA area is displayed below, with several blue-shaded regions indicating the selected target areas. At the bottom of the interface, 'BACK' and 'NEXT' buttons are visible.

Select specific areas for ads to appear

DESCRIBE YOUR PRODUCT OR SERVICE

Choose a
business
category

Choose
products
or services you
want to promote



CREATE YOUR AD

Two headlines

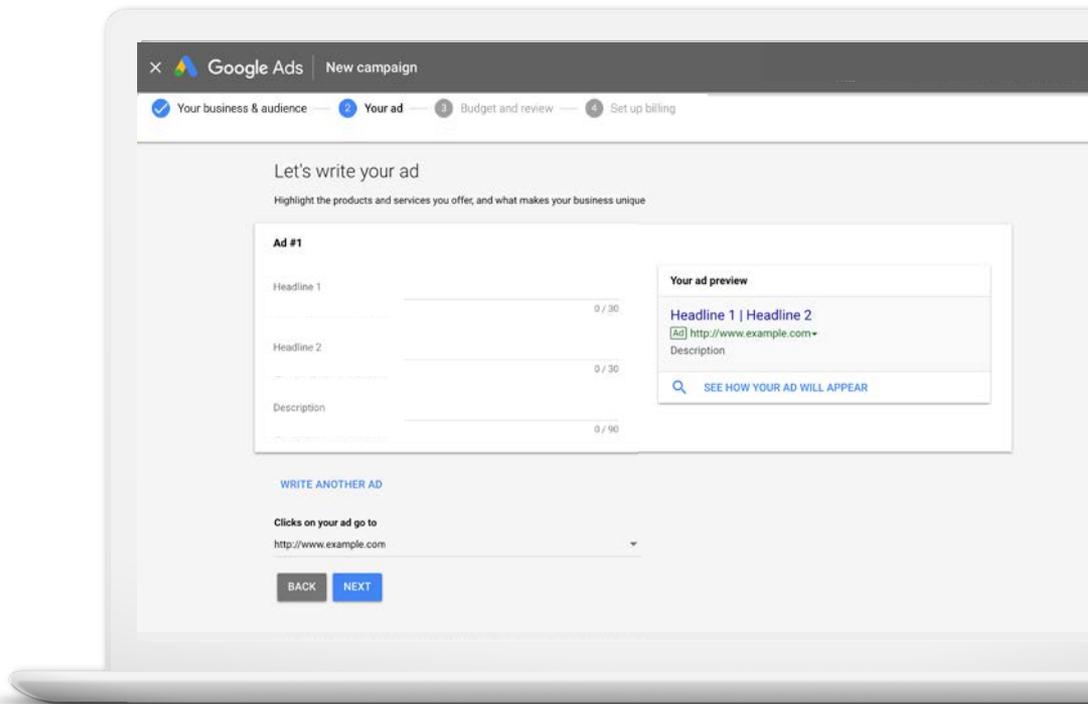
30 characters max, each

One description line

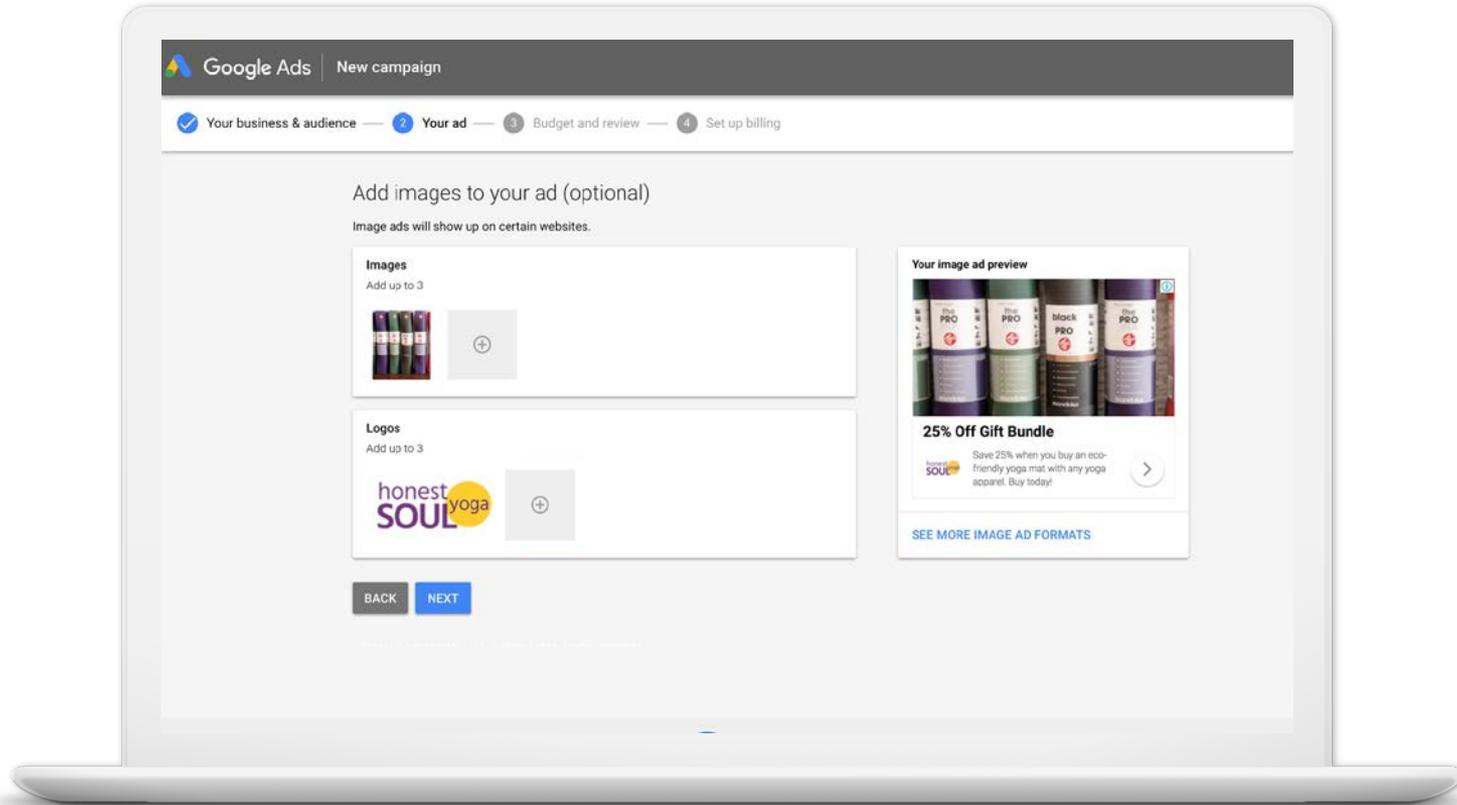
90 characters max

One display URL

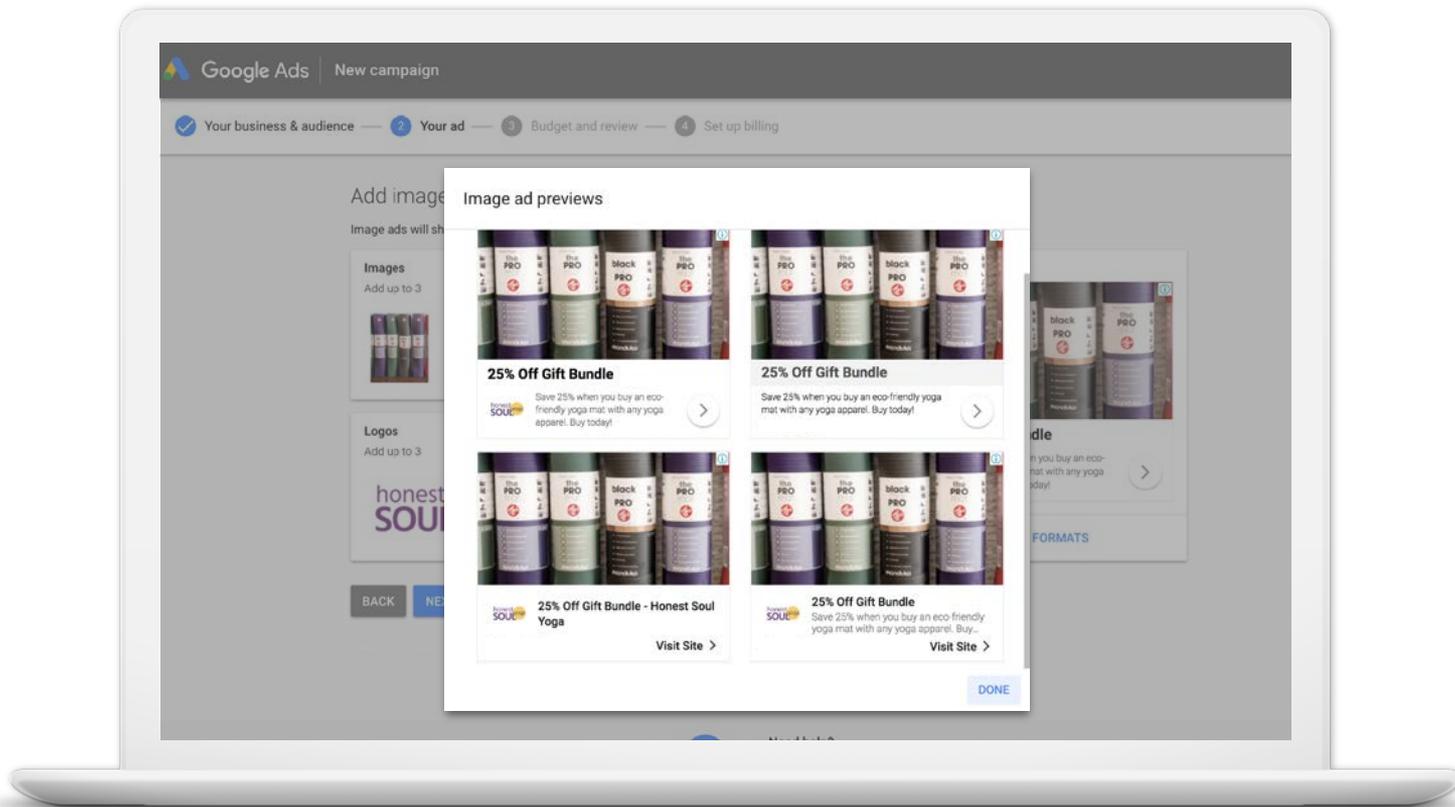
Choose the most relevant page on your site



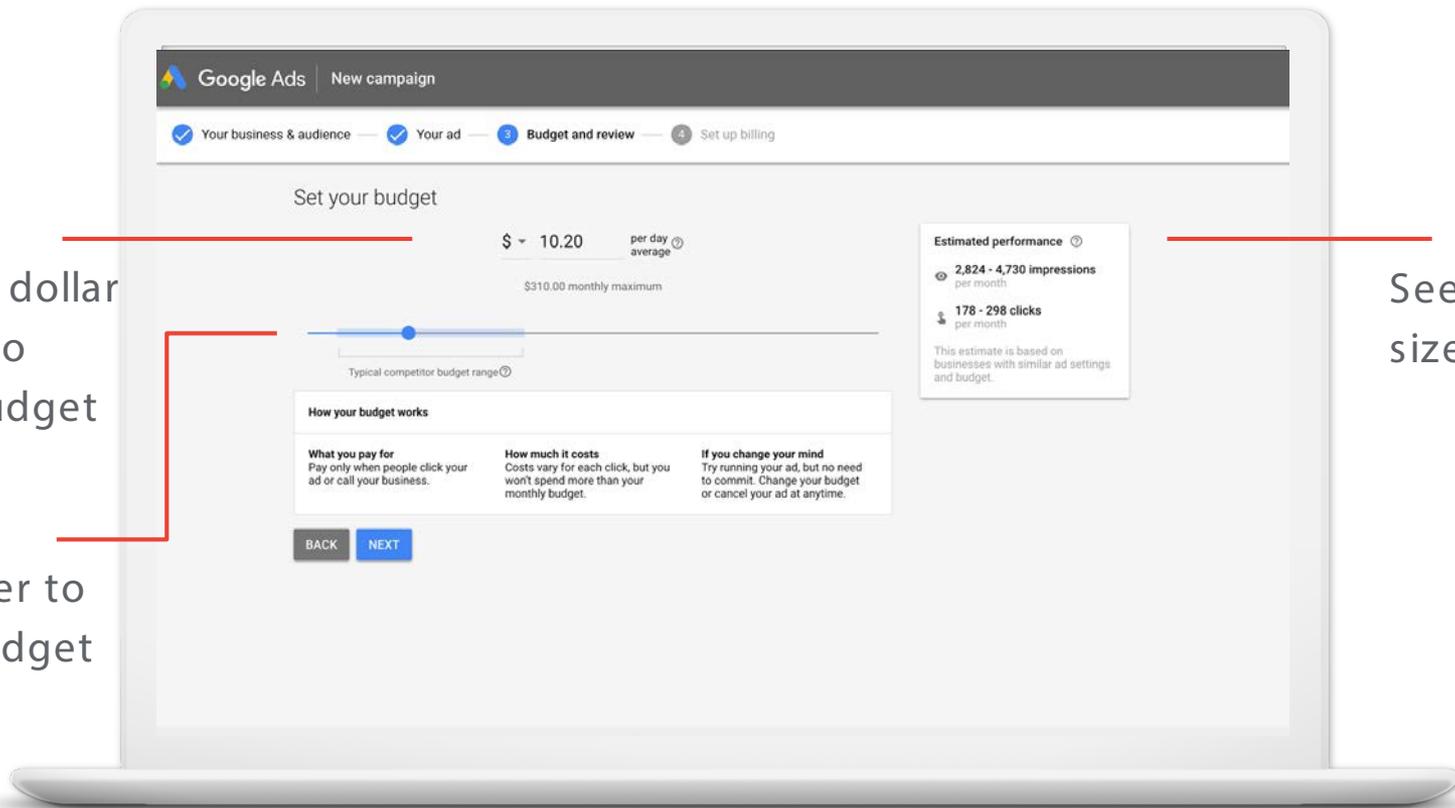
ADD IMAGES TO YOUR AD



SEE MORE IMAGE AND AD FORMATS



SET YOUR BUDGET

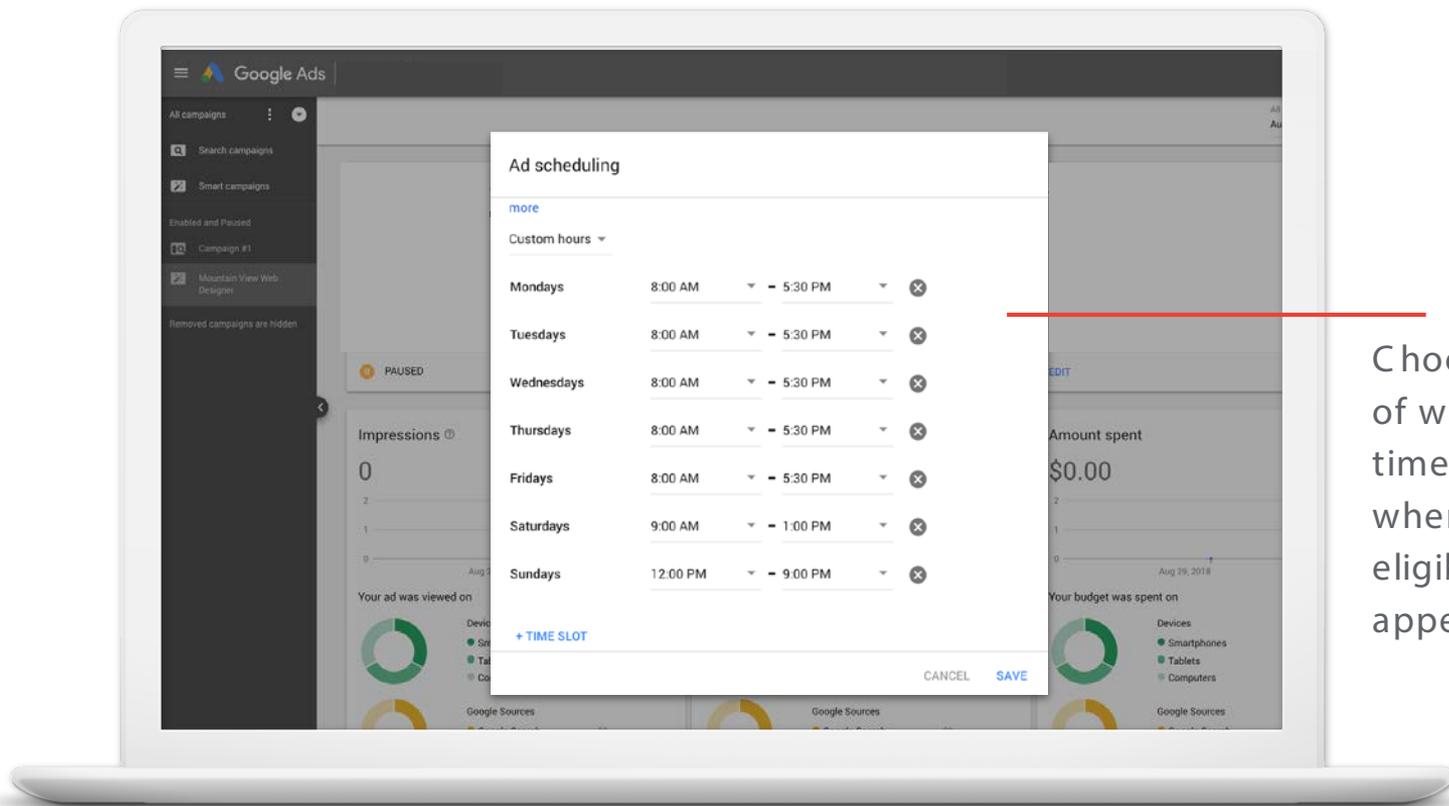


Type in a dollar amount to adjust budget

Drag slider to adjust budget

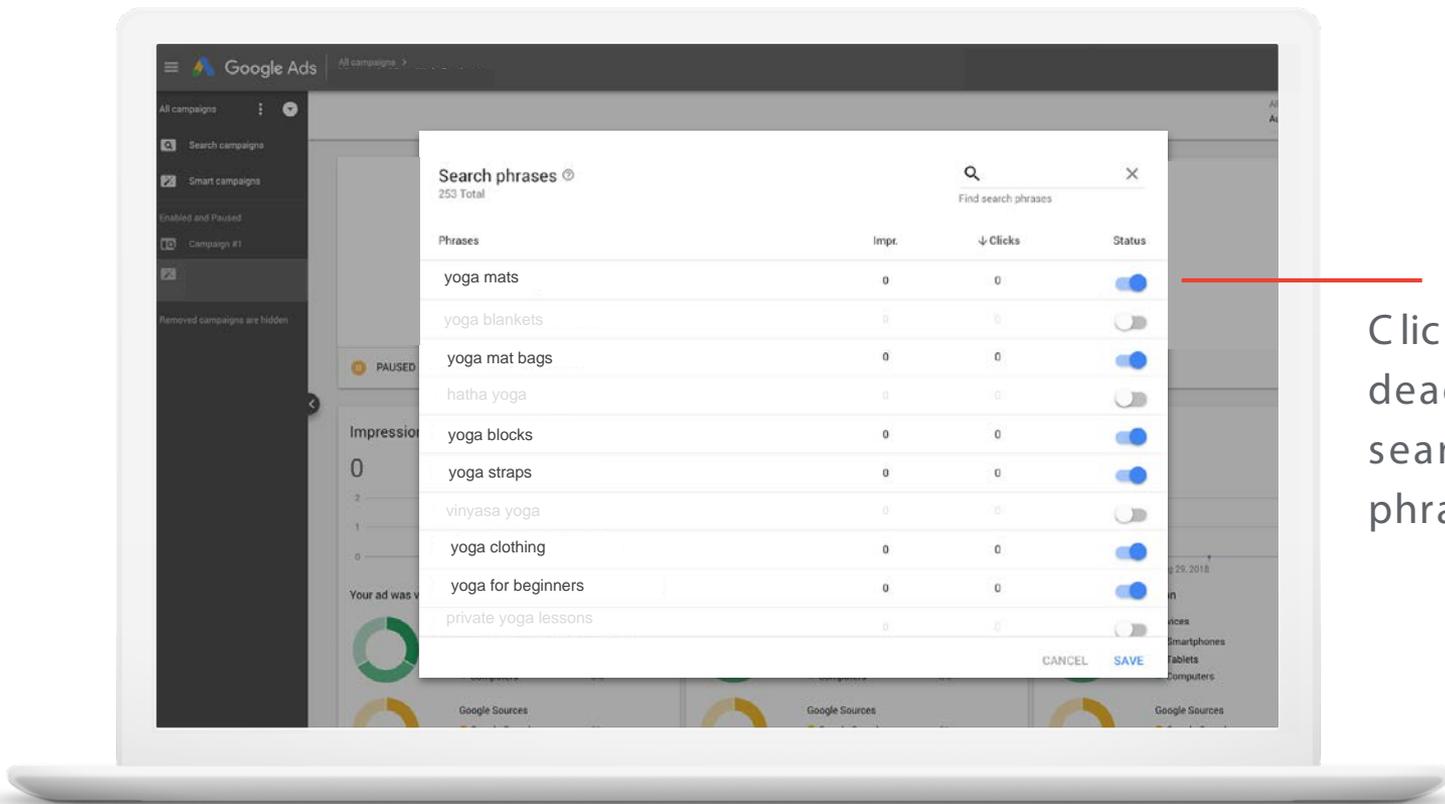
See audience size estimate

SCHEDULE YOUR AD



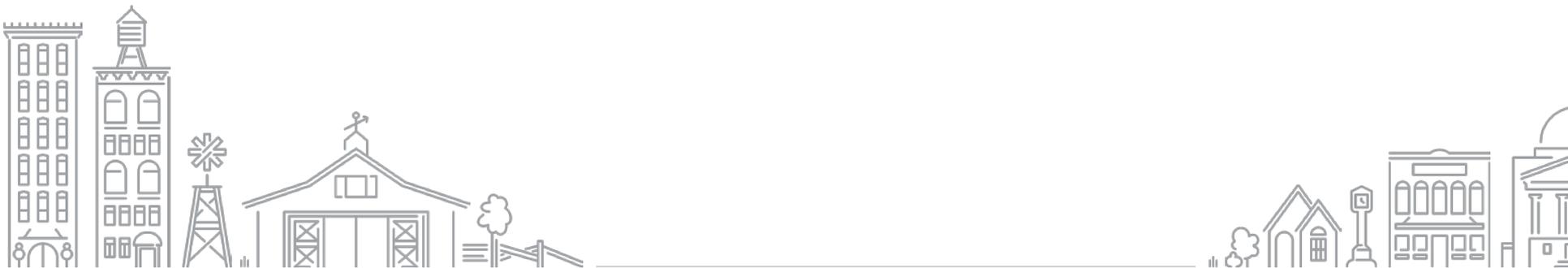
Choose dates of week and times of day when the ad is eligible to appear

REMOVE IRRELEVANT SEARCH PHRASES



Click to deactivate search phrases

Activity time!



HONEST SOUL YOGA SAMPLE AD

The screenshot shows the Google Ads 'New campaign' interface. The top navigation bar includes the Google Ads logo and 'New campaign'. Below it, a progress bar shows four steps: 1. Your business & audience (checked), 2. Your ad (active), 3. Budget and review, and 4. Set up billing.

The main content area is titled 'Let's write your ad' and includes instructions: 'Highlight the products and services you offer, and what makes your business unique' and 'Get tips and view sample ads'. Under 'Ad #1', the following details are shown:

- Headline 1: 25% Off Gift Bundle (19 / 30)
- Headline 2: Honest Soul Yoga (16 / 30)
- Description: Save 25% when you buy an eco-friendly yoga mat with any yoga apparel. Buy (80 / 90)

Below the ad details, there is a 'WRITE ANOTHER AD' link, a dropdown menu for 'Clicks on your ad go to' with the URL 'http://www.example.com', and 'BACK' and 'NEXT' buttons.

A 'Your ad preview' overlay is positioned on the right side of the screen. It displays the ad text: '25% Off Gift Bundle | Honest Soul Yoga', followed by a link 'Ad http://www.example.com' and a phone number '1-###-###-####'. Below the link is the text: 'Save 25% when you buy an eco-friendly yoga mat with any yoga apparel. Buy today!'. At the bottom of the preview is a magnifying glass icon and the text 'SEE HOW YOUR AD WILL APPEAR'.

At the bottom of the interface, there is a help icon (a question mark in a blue circle) and the text: 'Need help? Call for free ad setup help at 1-855-738-7723 9am to 5pm ET, Mon - Fri More help options'.

ACTIVITY: PRACTICE WRITING YOUR AD

1

Sign into your Google account and go to g.co/grow/AdsTemplate

2

Click **make a copy** to get started.

3

Enter text in the outlined boxes.

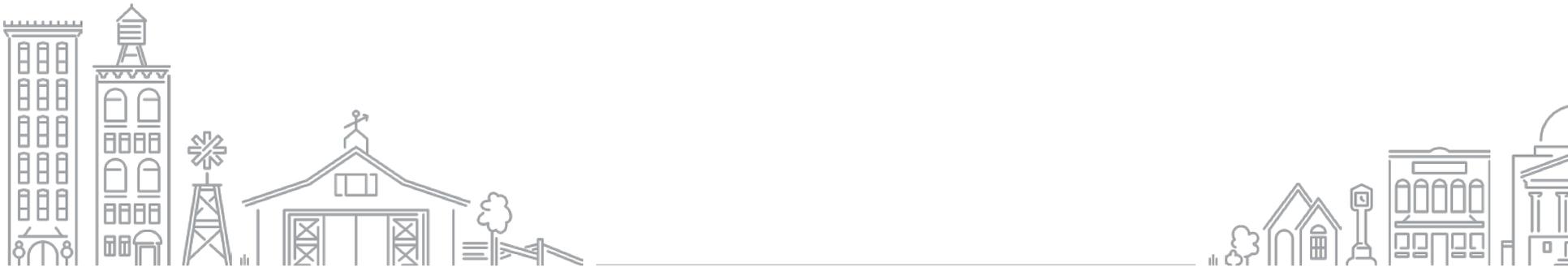
4

Use the character counter to check if your ad has exceeded the character limit. (If you are over the character limit this number will turn red.)

Tips: Highlight what makes your business, service or offer unique.



Let's recap



YOUR NEXT STEPS



Create a site with useful info and resources. It should work on all devices and load quickly.



Create a free Business Profile by setting up Google My Business.
google.com/business



Use Google Ads to Reach customers with online advertising.
ads.google.com

RESOURCES

Test My Site

g.co/testmysite

Google Trends

g.co/trends

Google Search Console

g.co/searchconsole

Google My Business

google.com/business

Google Ads

ads.google.com

Google Ads
Practice

g.co/grow/AdsTemplate

Google Accounts

google.com/accounts

Grow With Google

grow.google.com

FREE ONLINE TRAINING AND TOOLS AT [GOOGLE.COM/GROW](https://www.google.com/grow)

For teachers and students

Bring digital tools into your classroom.

For local businesses

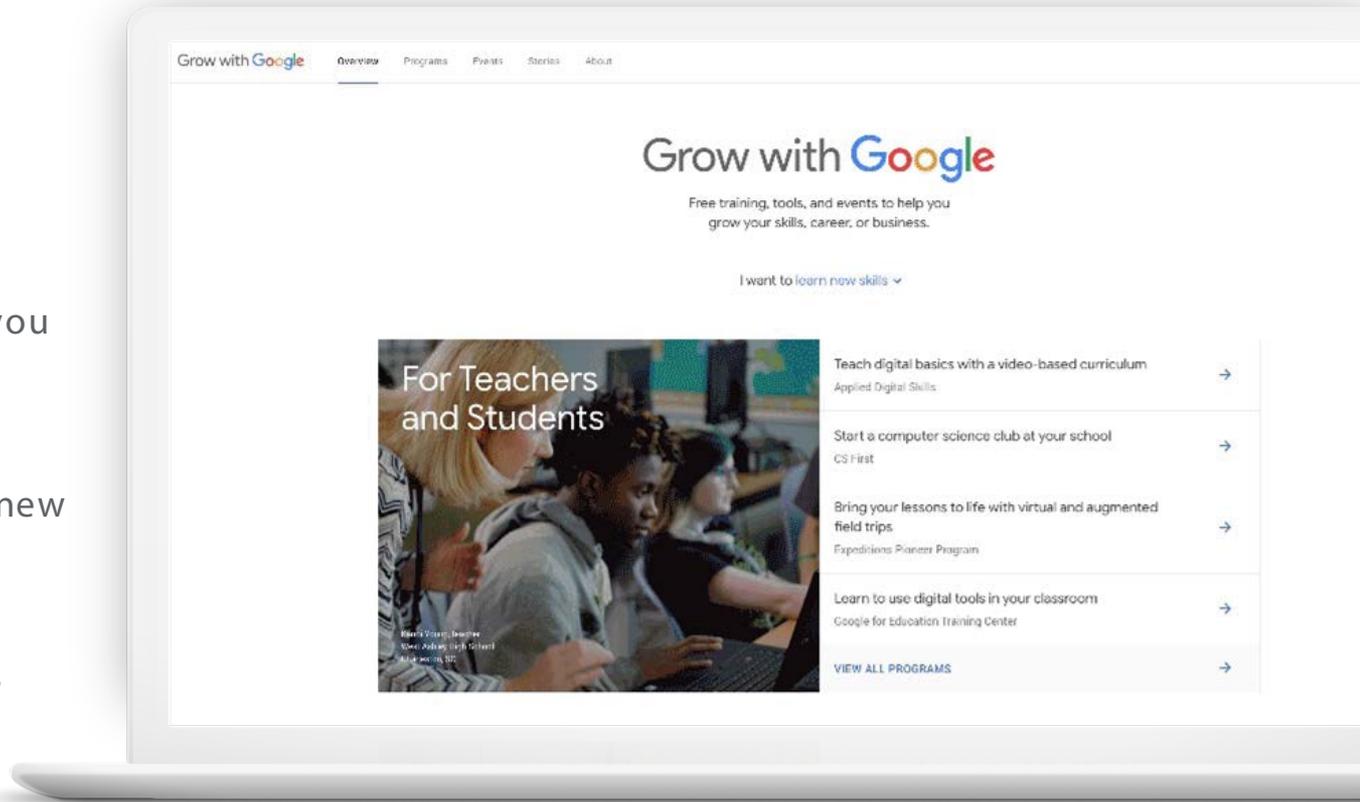
Help new customers find you online.

For job seekers

Boost your resume with a new certification.

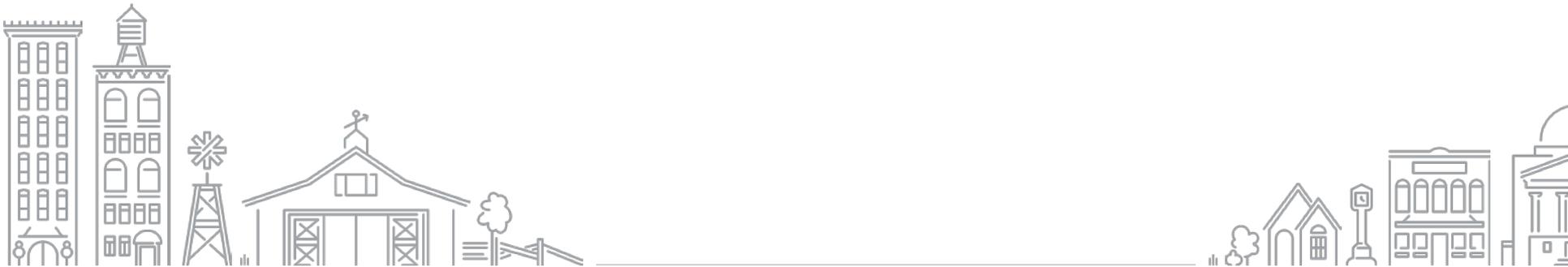
For developers

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



Thank You!

Please fill out our survey



Grow with 