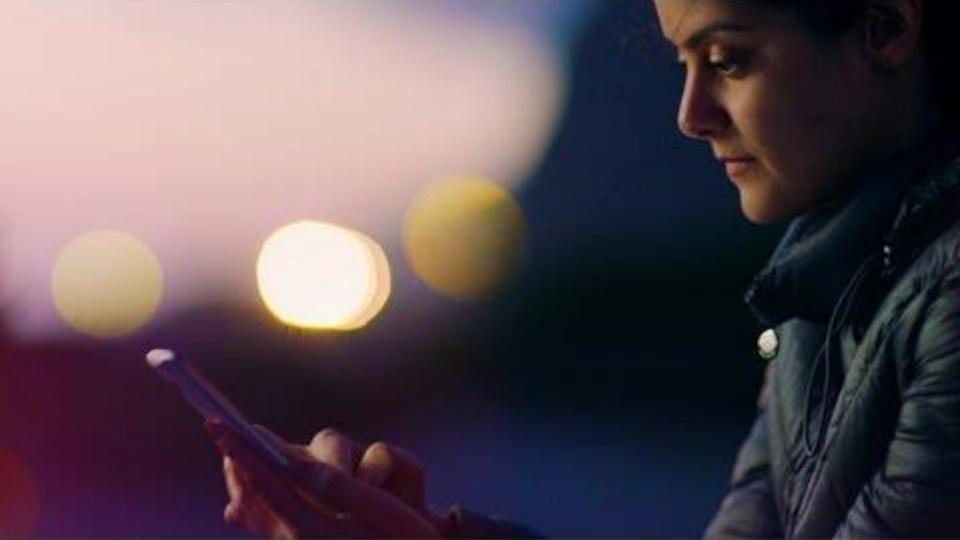
Reach Customers Online With Google



Agenda

- Reach local customers with Google My Business
 - Create a free Google My Business listing.
- Reach everyone, on all devices
 - Optimize your website for search and mobile.
- Reach customers with online advertising
 - Advertise your business on Google

Reach local customers with Google My Business



Connect with customers in moments that matter

87%

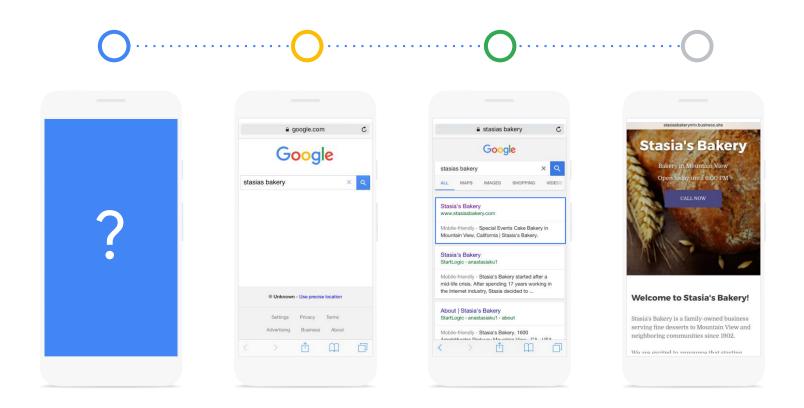
of smartphone owners turn to search first in a moment of need. ¹

30%

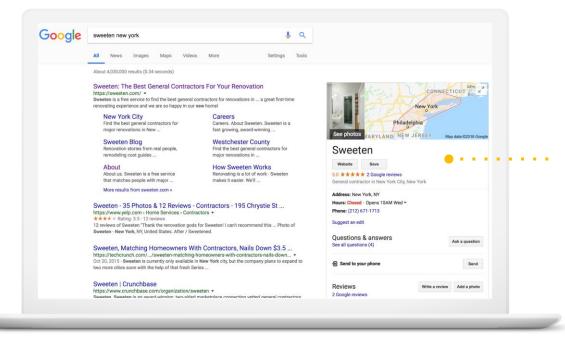
of all mobile searchers are related to location. ²



"Near me" searches = Near you opportunities



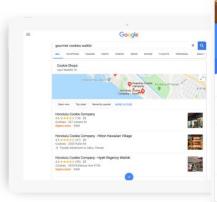
Google My Business

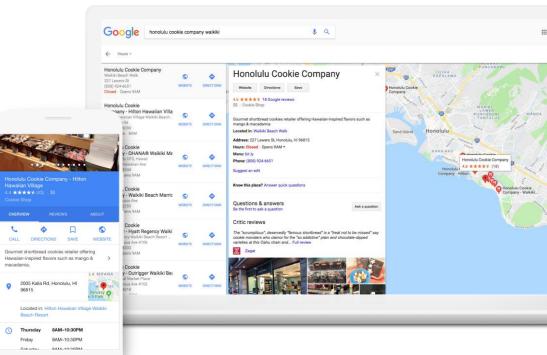


This is a business listing.

Local results on Google

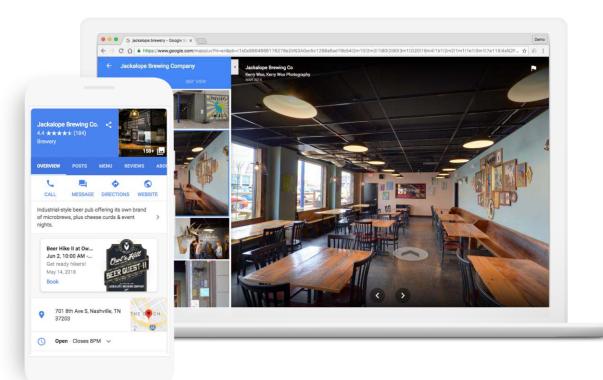
Info appears on desktops, laptops, tablets, and mobile phones.





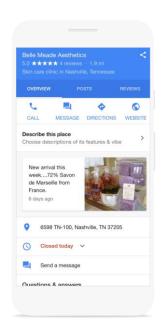
Make the most of your listing

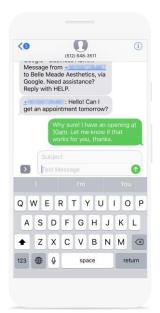
- Complete your business info.
- Add special hours, like holiday hours.
- Add photos.
- Have a cool space? Consider a virtual tour, created by a Trusted Photographer.

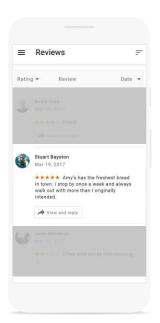


Engage with customers

- Share updates with Posts.
- Communicate with Messaging.
- Read and respond to Reviews.







Posts

Messages

Reviews

Reach everyone, on all devices

Before you begin, make a plan



Why do you want a website?



How will you reach them?



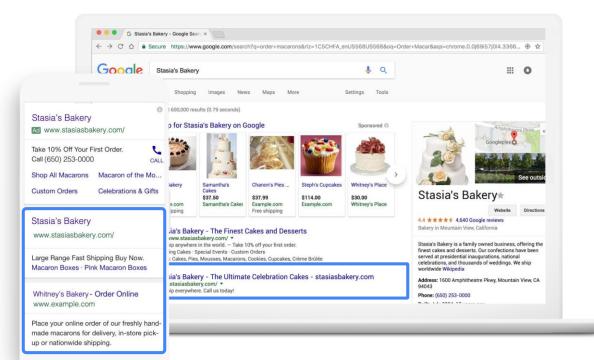
Who is your ideal audience?



How will you measure success?

Search engine optimization

- Organization matters
- Useful, original content
- Text links
- Good page titles and descriptions
- Fast load time
- Optimize images

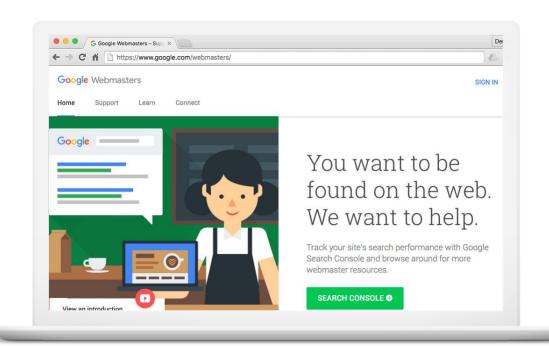


These are organic search results.

Google Search Console

Get data, tools, and diagnostics for a healthy, Google-friendly website.

google.com/webmasters



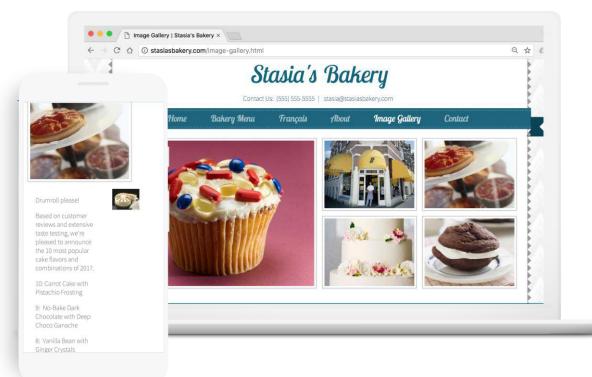
Content marketing

Try different formats, like text and video.

Try different types of content, like:

- "How to" articles
- "Top 10" lists
- Educational material

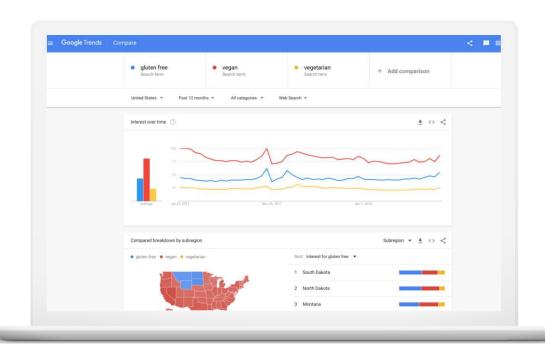
Latest research and trends.



Google Trends

Find quick and useful insights on what people are searching for.

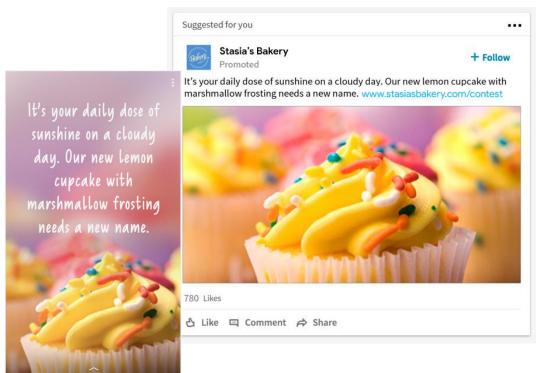
google.com/trends



Social media marketing

Content should be:

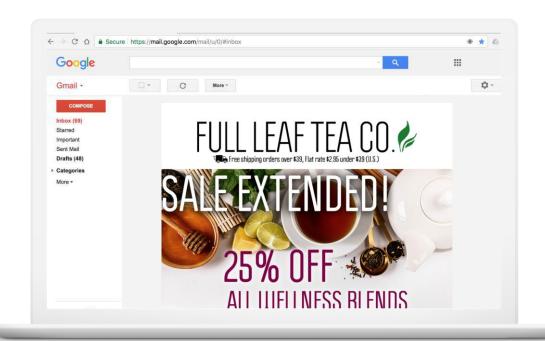
- Entertaining & engaging
- Useful & actionable
- Visually appealing
- Intentional



Email marketing

Great emails have:

- Clear subject lines
- A call to action
- Great mobile design
- Content personalized for recipients
- Correct spelling and grammar



Don't forget mobile



Focus on nav & homepage



Make it easy to fill out forms



Make it easy to search the site



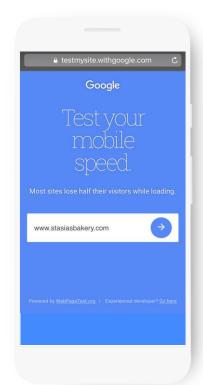
Optimize for usability

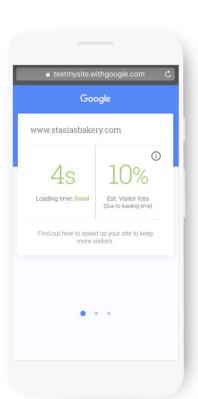


Make it easy to complete tasks

Test your website speed

testmysite.thinkwithgoogle.com





Reach customers with online advertising



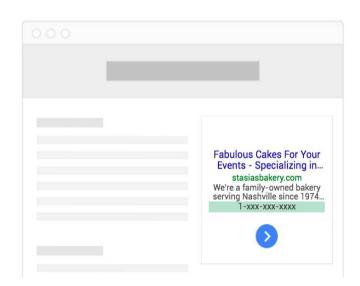
Google Ads

Ads appear on Google

G Stasia's Bakery - Google Searc × Google Stasia's Bakery J Q ::: O Settings Tools 600,000 results (0.79 seconds) Stasia's Bakery o for Stasia's Bakery on Google Sponsored (1) Ad www.stasiasbakery.com/ These are ads. Take 10% Off Your First Order. Call (650) 253-0000 Shop All Macarons Macaron of the Mo. Samantha's Whitney's Place Chanon's Pies .. Steph's Cupcakes Custom Orders Celebrations & Gifts Stasia's Bakery* \$37.50 \$37.99 \$114.00 \$30.00 Samantha's Caker Example.com Example.com Whitney's Place ipping Free shipping Directions Stasia's Bakery 4.4 *** * 4.640 Google reviews Bakery in Mountain View, California ia's Bakery - The Finest Cakes and Desserts www.stasiasbakery.com/ vww.stasiasbakerv.com/ * Stasia's Bakery is a family owned business, offering the ip anywhere in the world. - Take 10% off your first order. finest cakes and desserts. Our confections have been ing Cakes · Special Events · Custom Orders served at presidential inaugurations, national Large Range Fast Shipping Buy Now. : Cakes, Pies, Mousses, Macarons, Cookies, Cupcakes, Crème Brûlée celebrations, and thousands of weddings. We ship Macaron Boxes · Pink Macaron Boxes worldwide Wikipedia sia's Bakery - The Ultimate Celebration Cakes - stasiasbakery.com Address: 1600 Amphitheatre Pkwy, Mountain View, CA stasiasbakery.com/ * ip everywhere. Call us today! Whitney's Bakery - Order Online Phone: (650) 253-0000 www.example.com Place your online order of our freshly handmade macarons for delivery, in-store pickup or nationwide shipping.

...and partner websites

Ads can help reach the right customers.





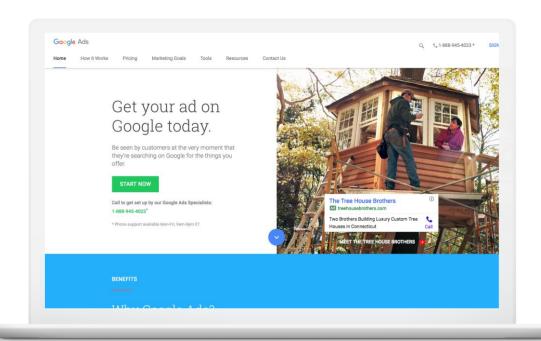
Ad on desktop sites

Ad on mobile sites

Search engine marketing tips

- 1. Define goals in advance.
- 2. Create compelling ads.
- 3. Control where ads are displayed.
- 4. Pay for clicks or phone calls.
- 5. Track performance and improve.

ads.google.com



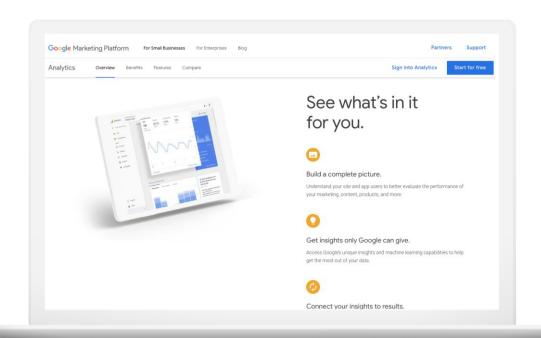
Google Analytics

Free, powerful web analytics.

Reports show how visitors found your site, and what they did when they got there.

Measures effectiveness of online and offline marketing campaigns.

marketingplatform.google.com



Next steps

Your next steps

Reach local customers with Google My Business

Create or claim your free business listing at google.com/business.

Reach everyone, on all devices

Try a combination of digital marketing channels.

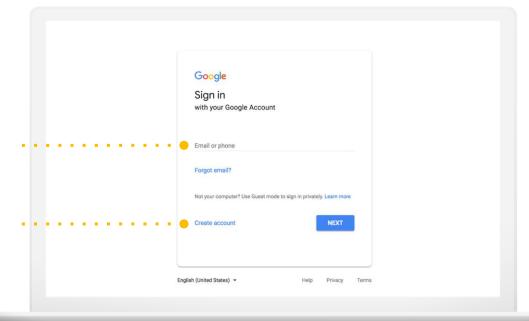
Reach customers with online advertising

Promote your business with online advertising.

You need a Google account

Sign into the Google account you use for your business.

Don't have a Google account? Click "create account" to get started.



google.com/accounts

Resources

Google My Business	google.com/business
Google Partners	google.com/partners
Google Accounts	google.com/accounts
Google Search Console	google.com/webmasters

Google Trends	google.com/trends
Mobile-friendly test	testmysite.thinkwithgoogle.com
Google Ads	ads.google.com
Google Analytics	marketingplatform.google.com

Thank you

demming@newmarketingmakeover.com

