

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

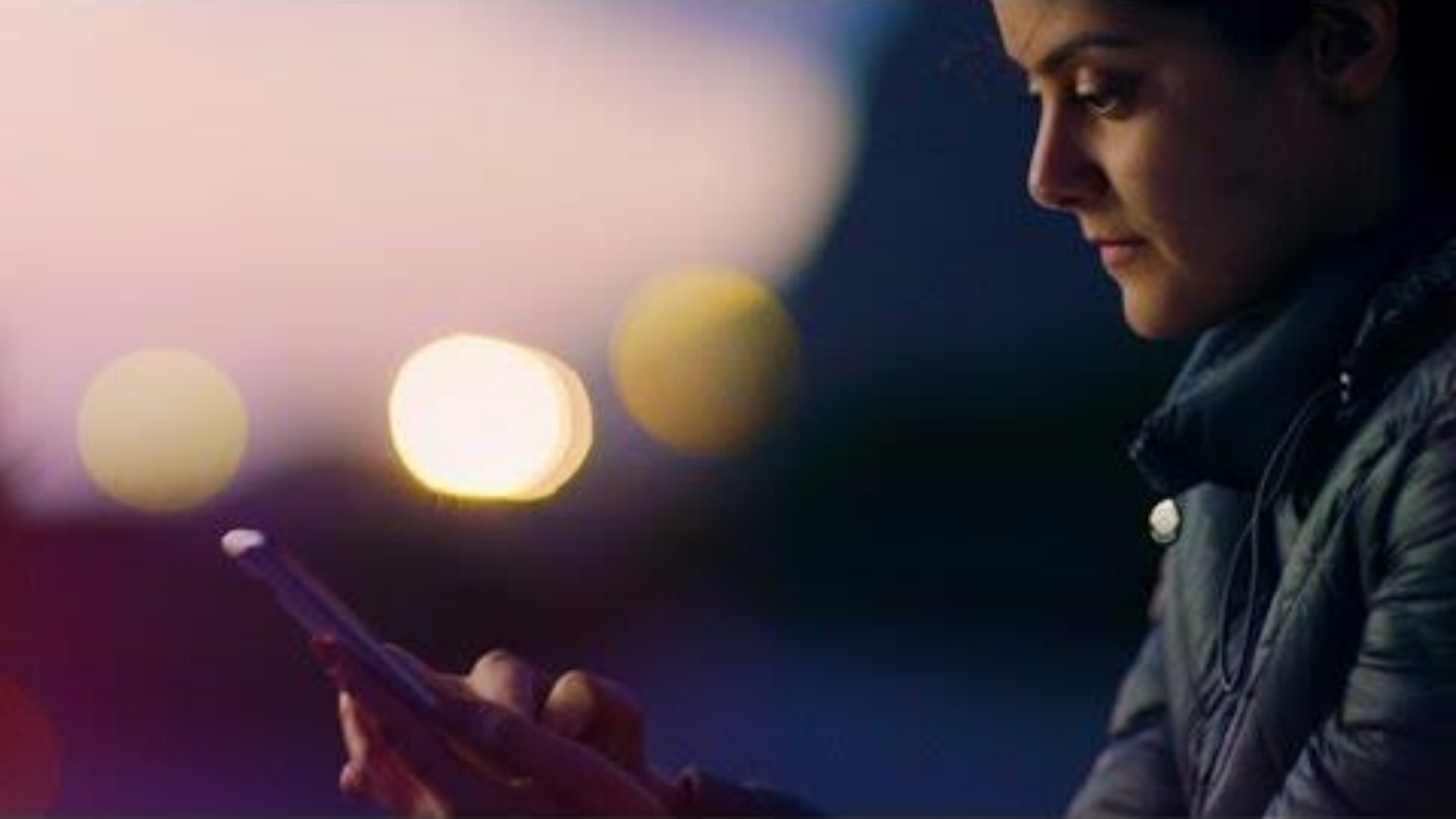
Optimize your website for search and mobile.



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

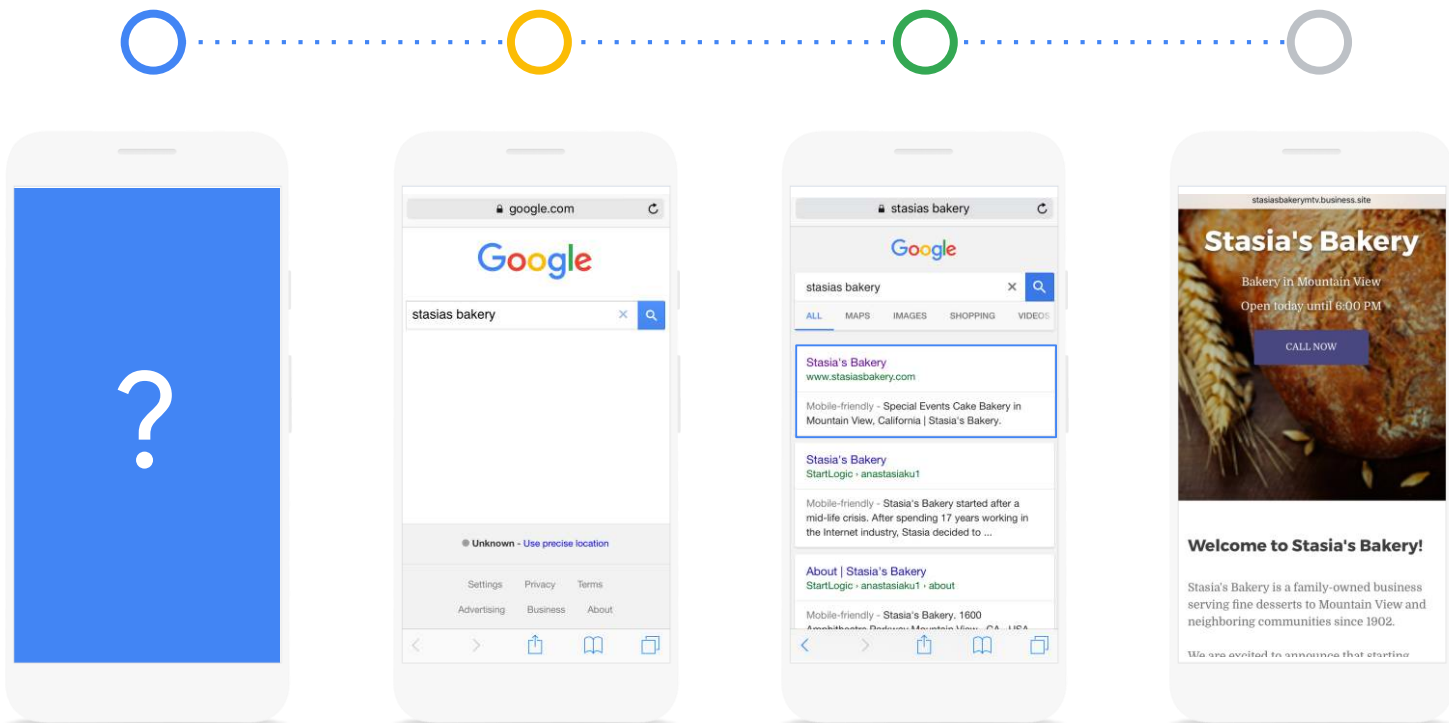
30%

of all mobile searchers are related
to location. ²

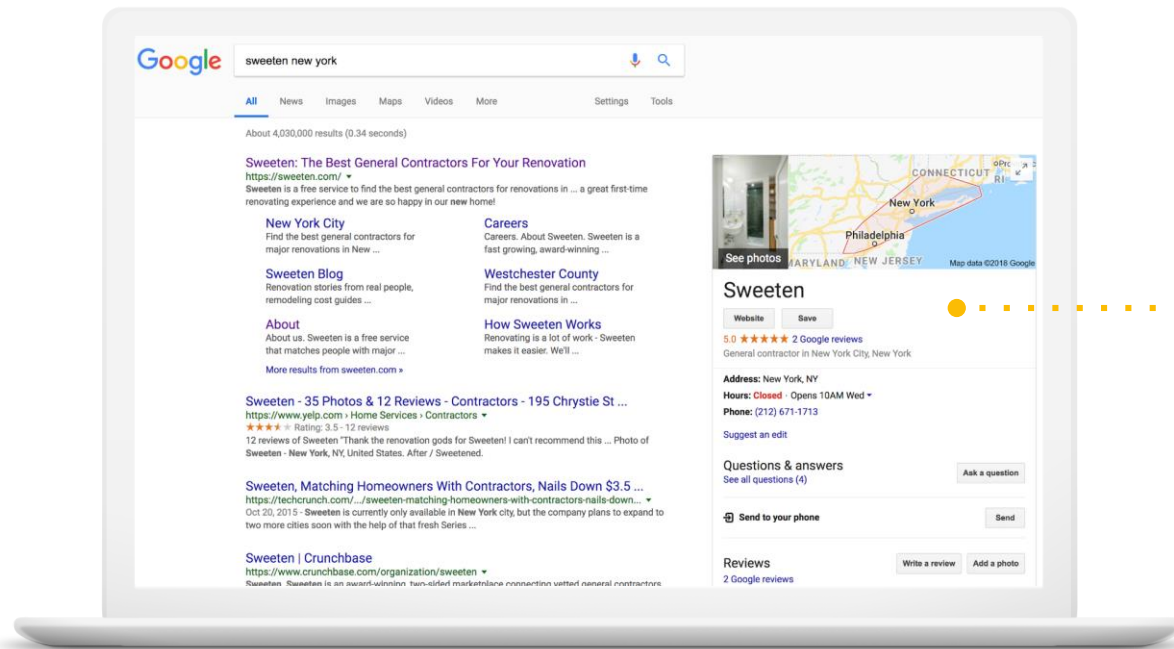
Source: ¹ Google/Purchased, U.S., "Digital Diary: How Consumers Solve Their Needs in the Moment," n=1,000 U.S. smartphone users 18+, responses=14,840, needs=10,540; May 2016. ² Google internal data, Jan 2017.



“Near me” searches = Near you opportunities



Google My Business

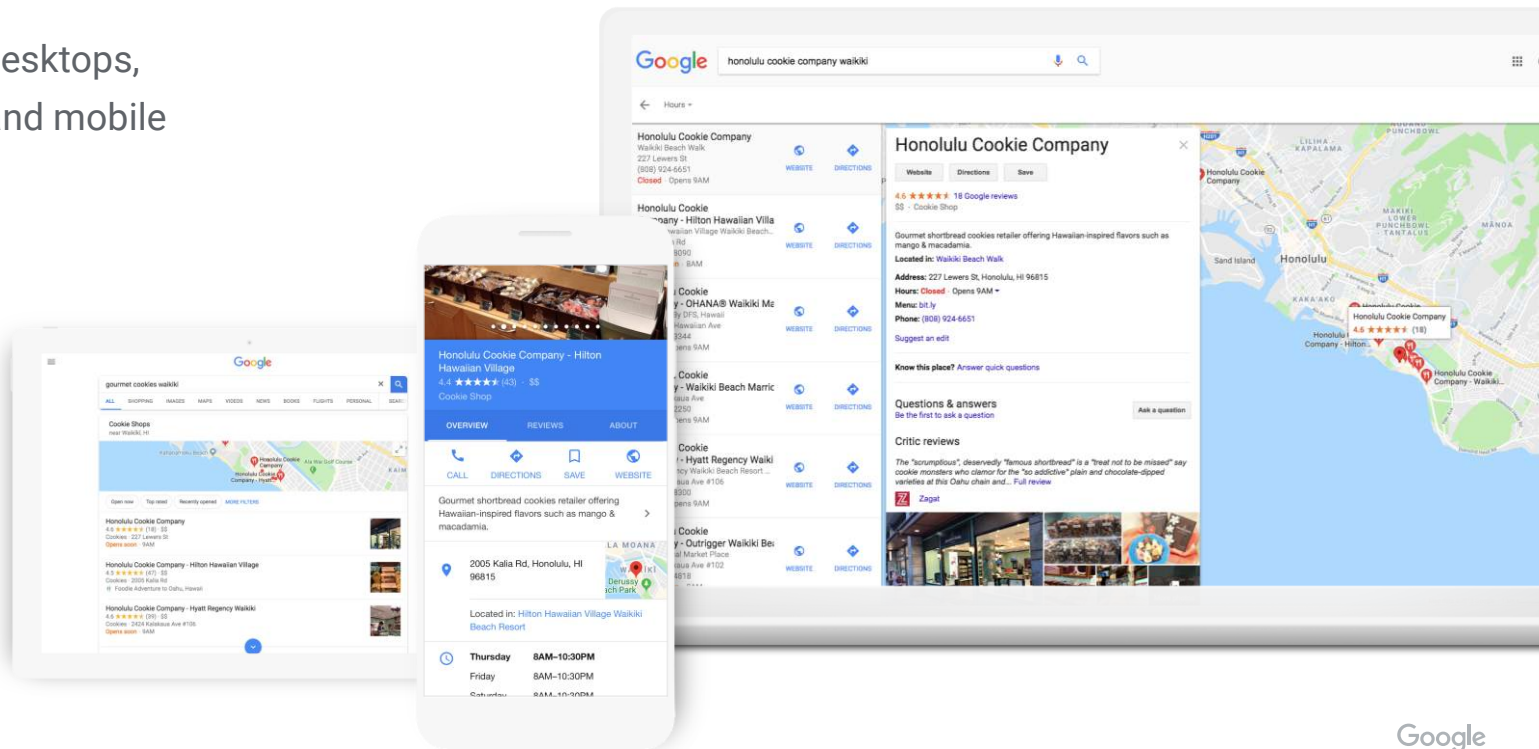


This is a
business listing.

gybo.com/business

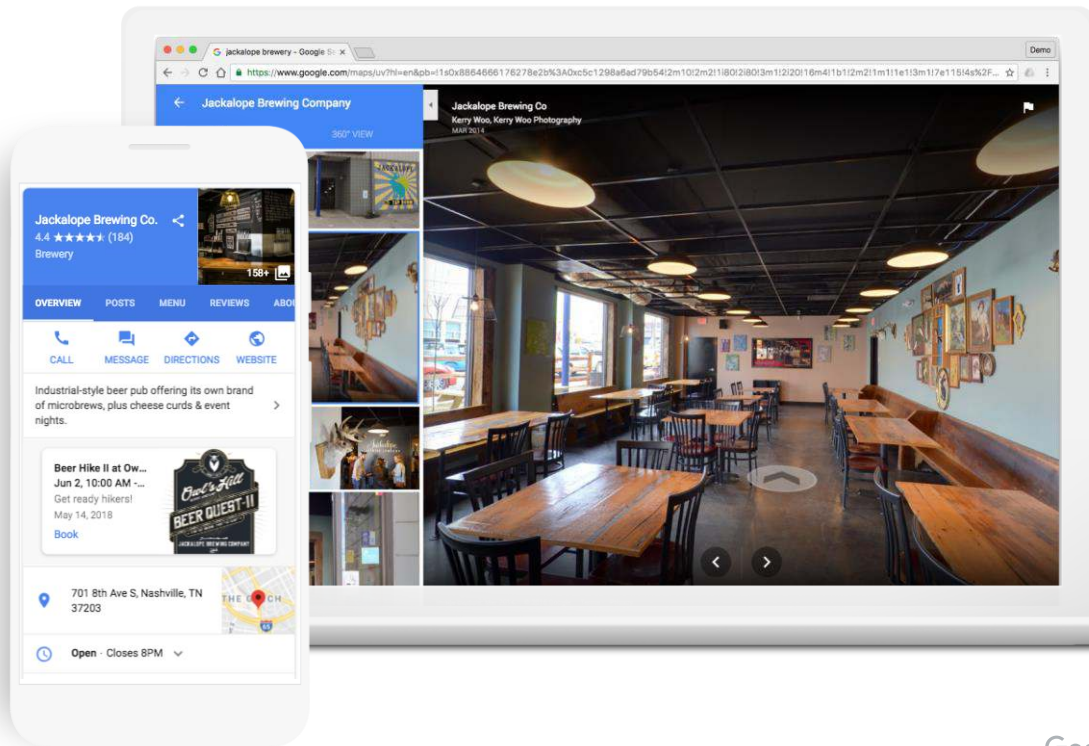
Local results on Google

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



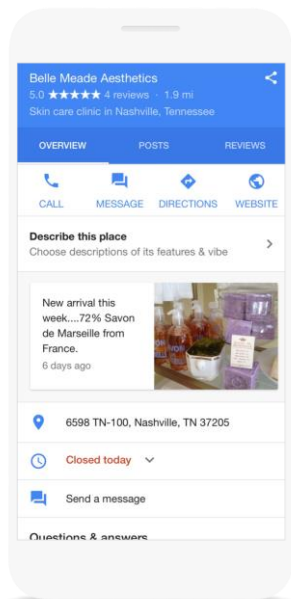
Make the most of your listing

- 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

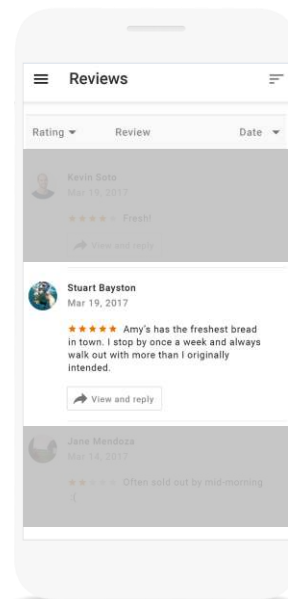
- Share updates with **Posts**.
- Communicate with **Messaging**.
- Read and respond to **Reviews**.



Posts



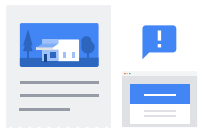
Messages



Reviews

Reach everyone,
on all devices

Before you begin, make a plan



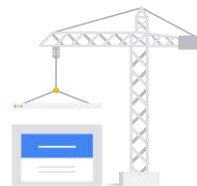
Why do you want a website?



How will you reach them?



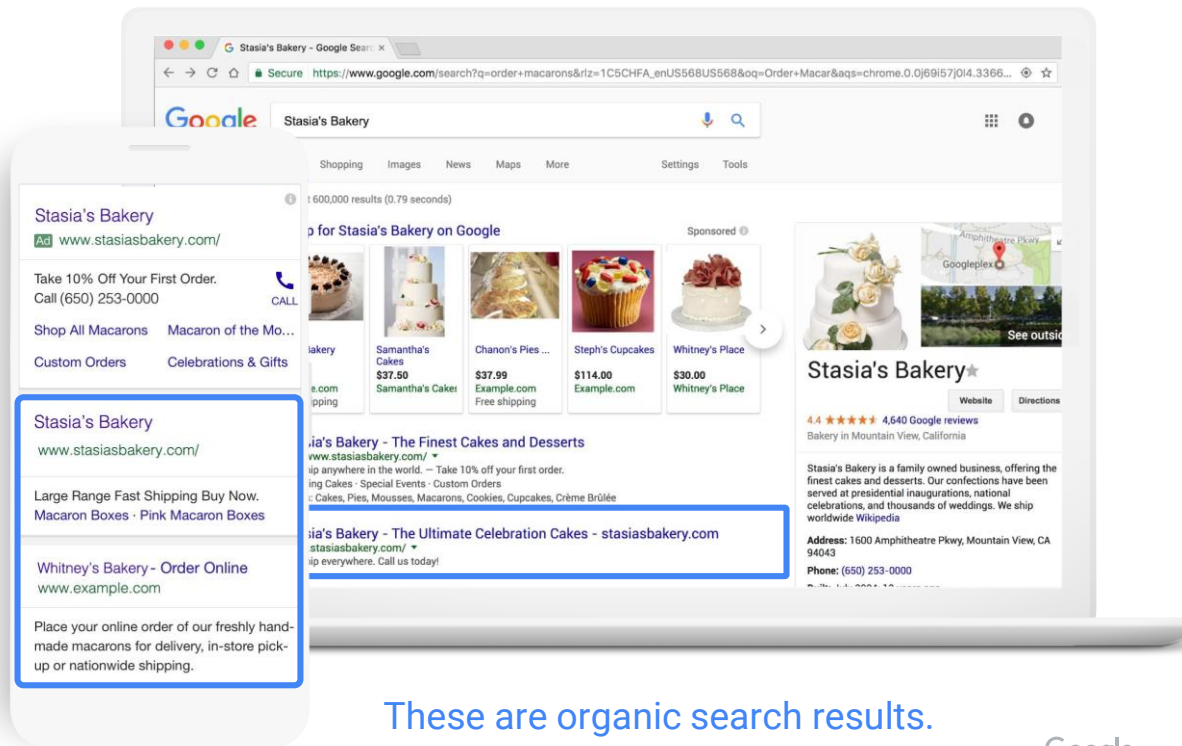
Who is your ideal audience?



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

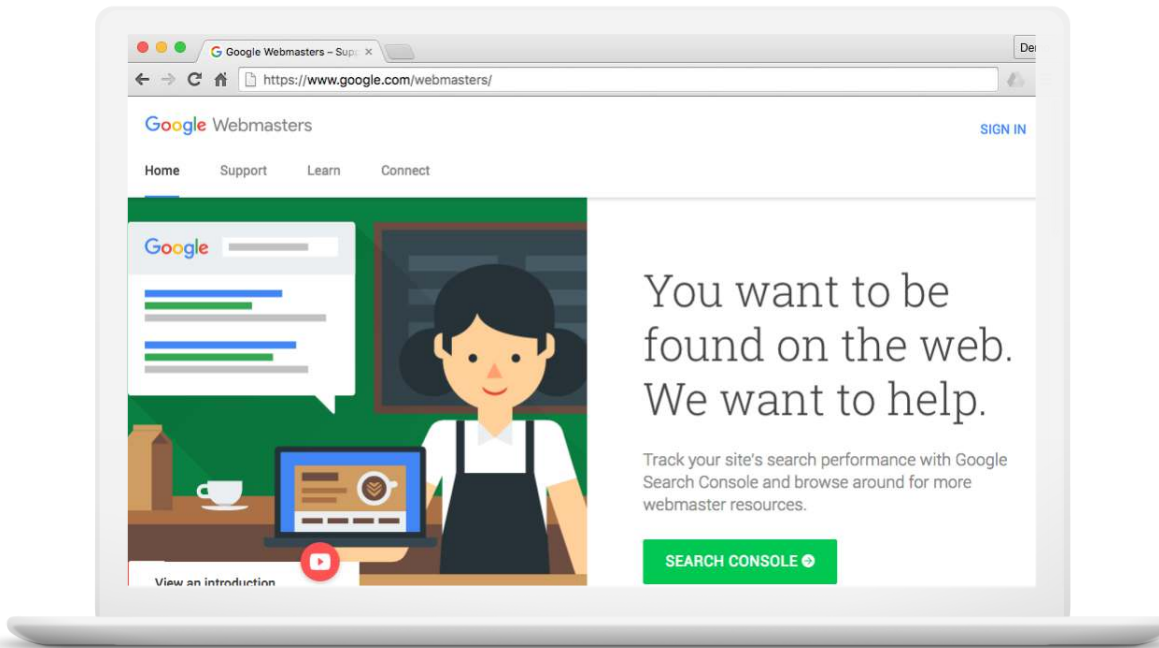


These are organic search results.

Google Search Console

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

google.com/webmasters



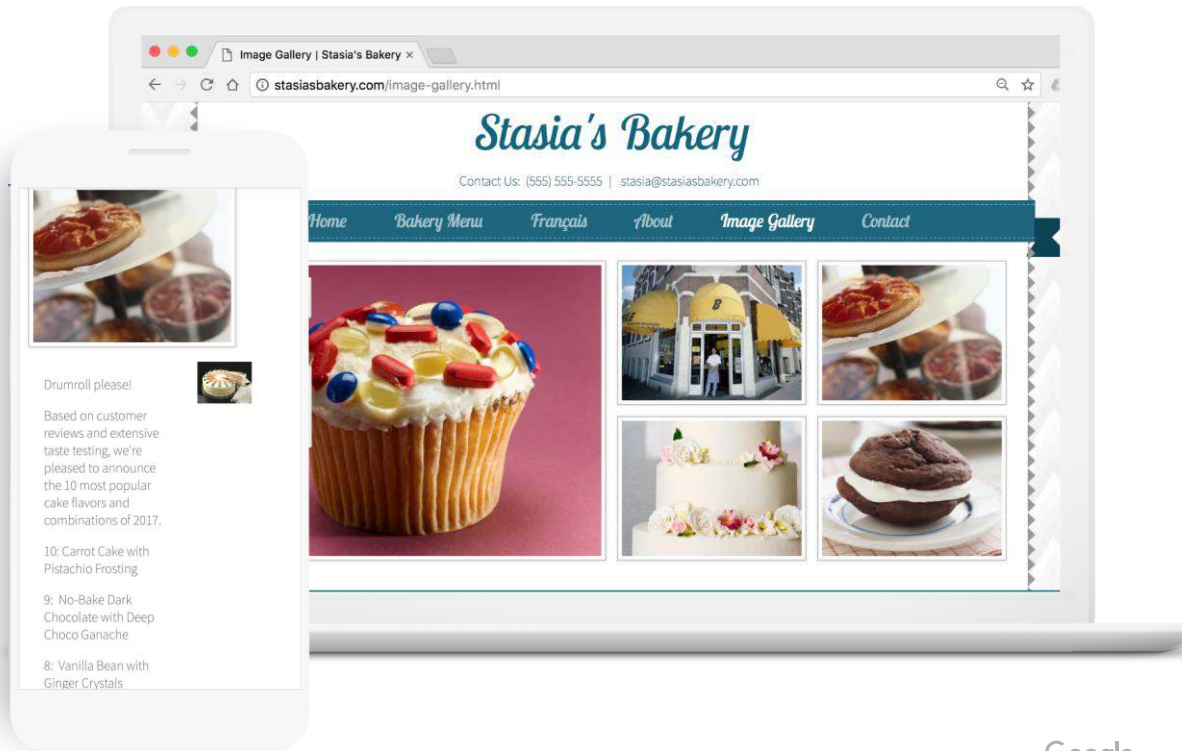
Content marketing

Try different formats, like text and video.

Try different types of content, like:

- “How to” articles
- “Top 10” lists
- Educational material

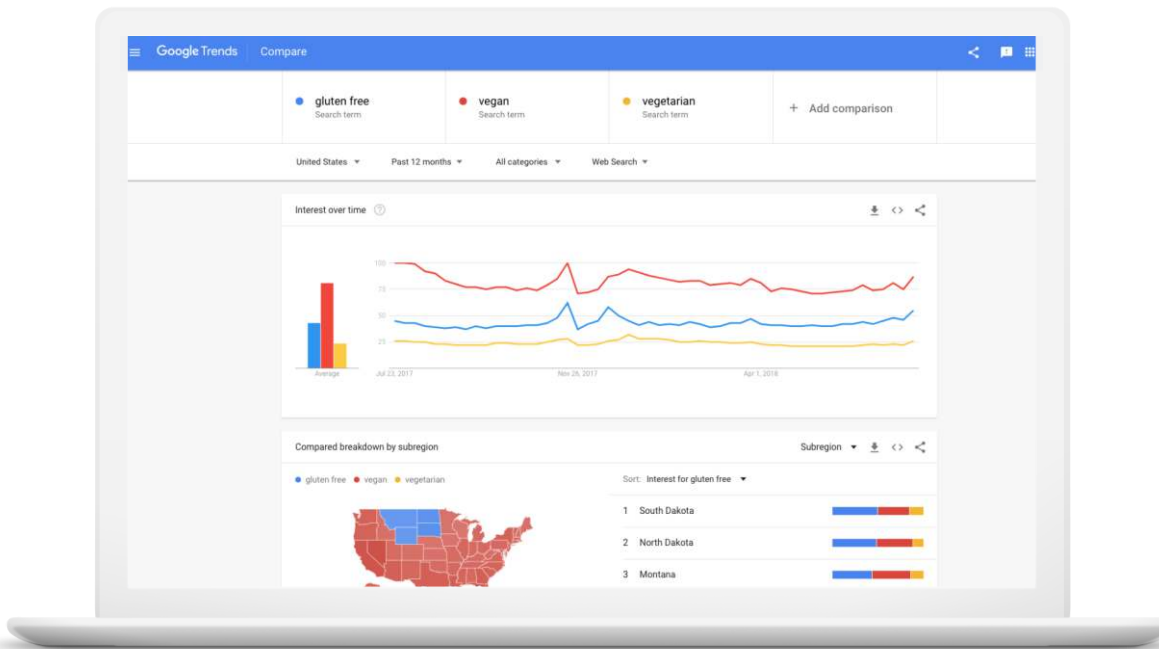
Latest research and trends.



Google Trends

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

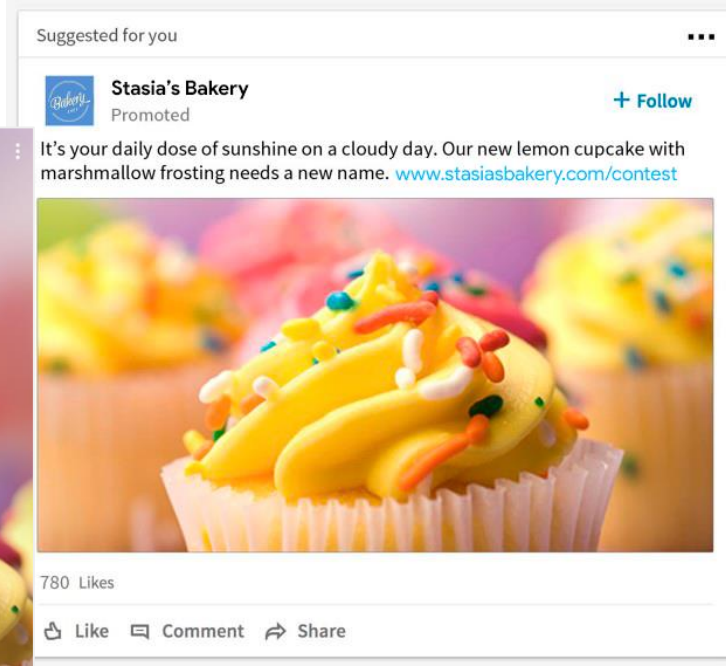
google.com/trends



Social media marketing

Content should be:

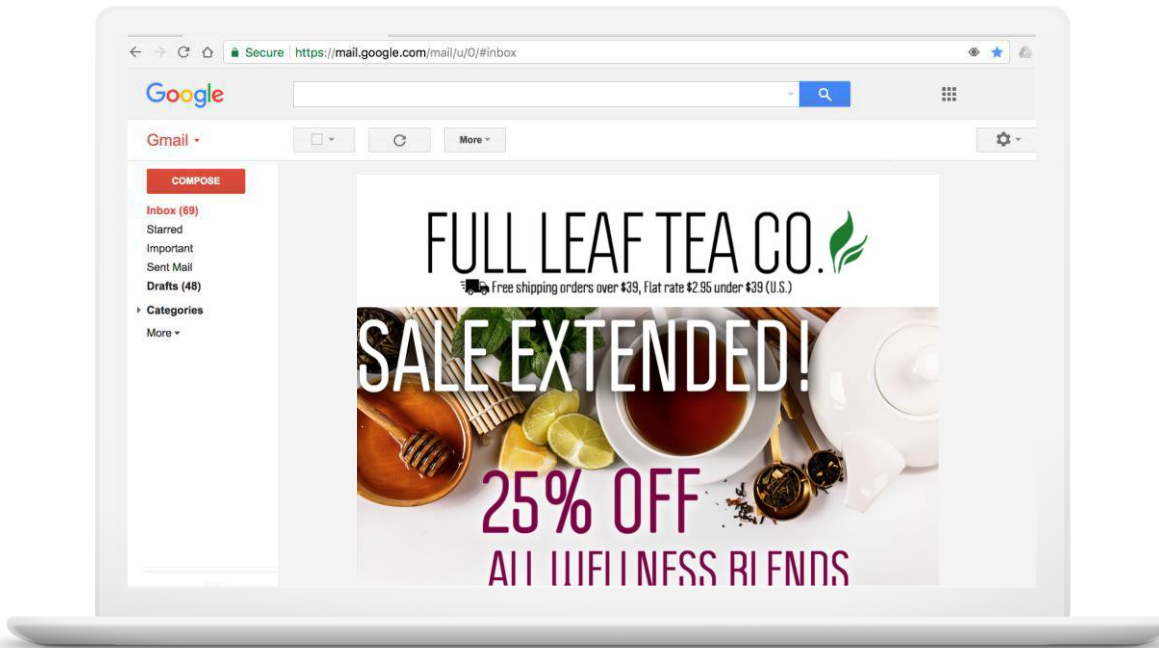
- Entertaining & engaging
- Useful & actionable
- Visually appealing
- Intentional



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



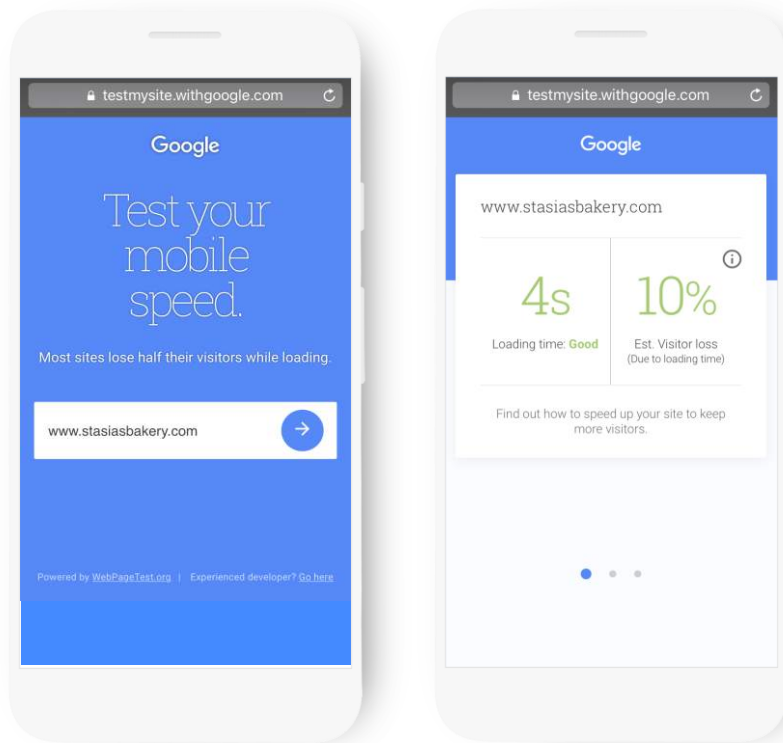
Optimize for usability



Make it easy to complete tasks

Test your website speed

testmysite.thinkwithgoogle.com

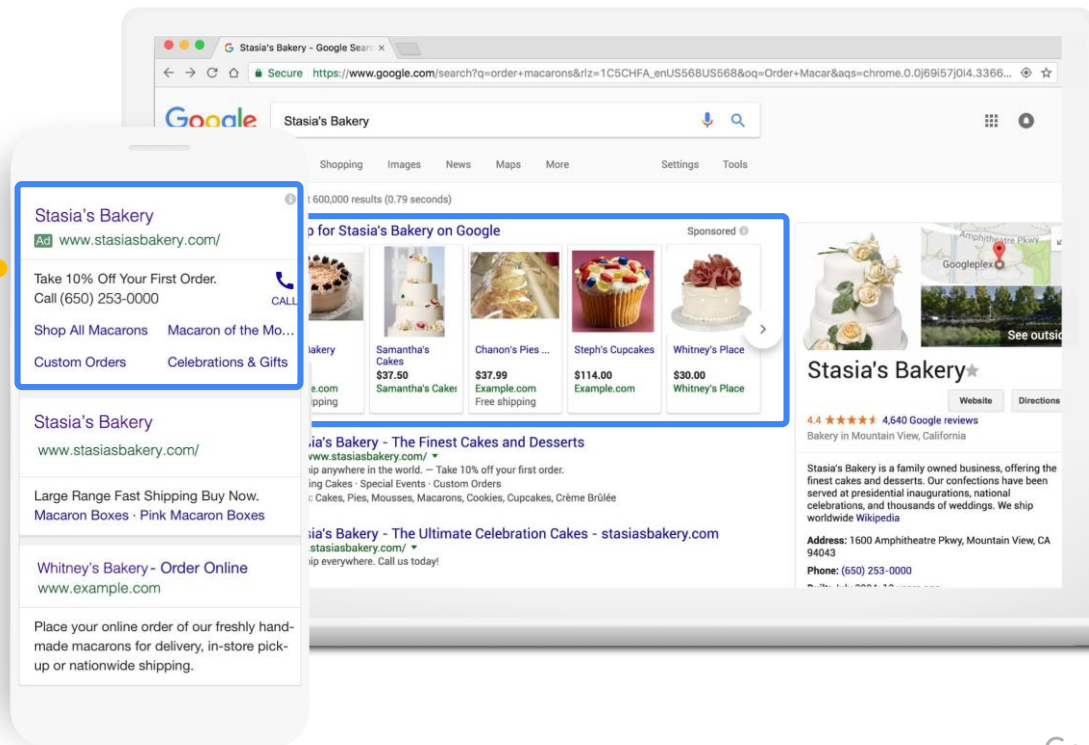


Reach customers with online advertising



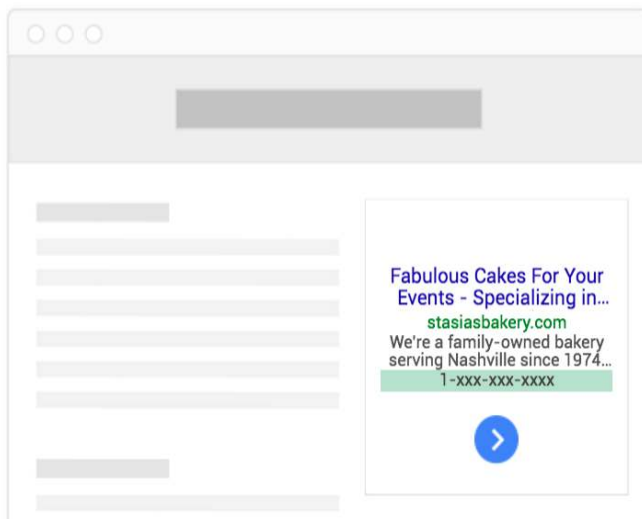
Ads appear on Google

These are ads.

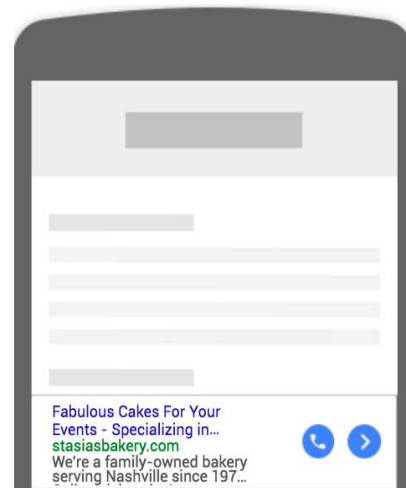


...and partner websites

Ads can help reach the right customers.



Ad on desktop sites

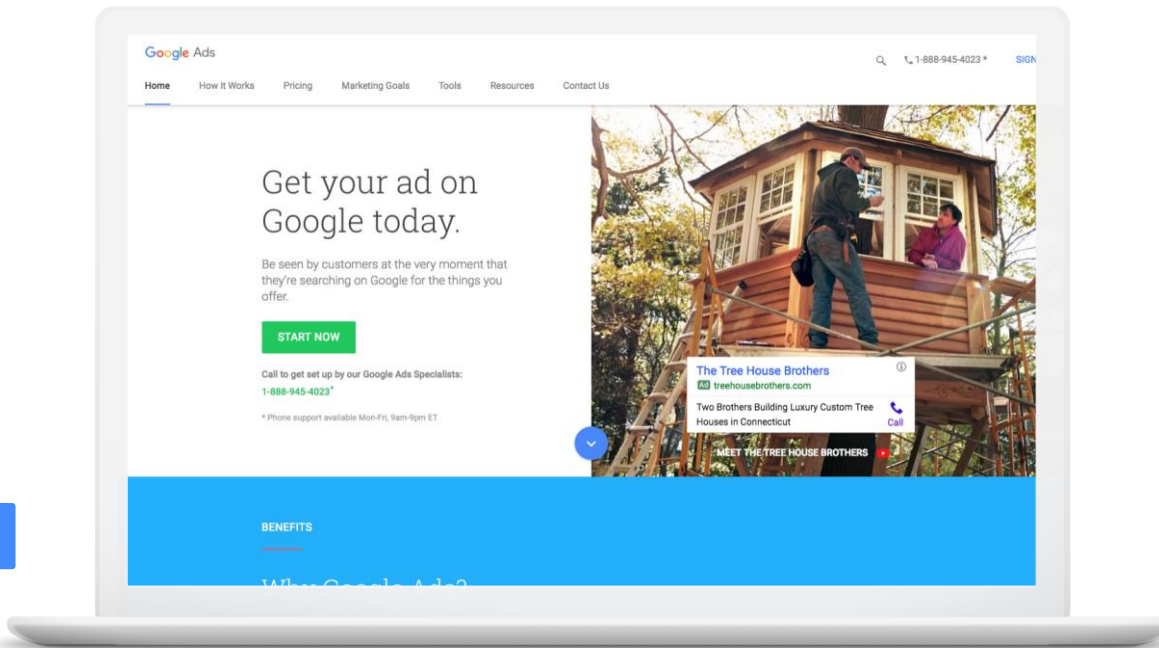


Ad on mobile sites

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



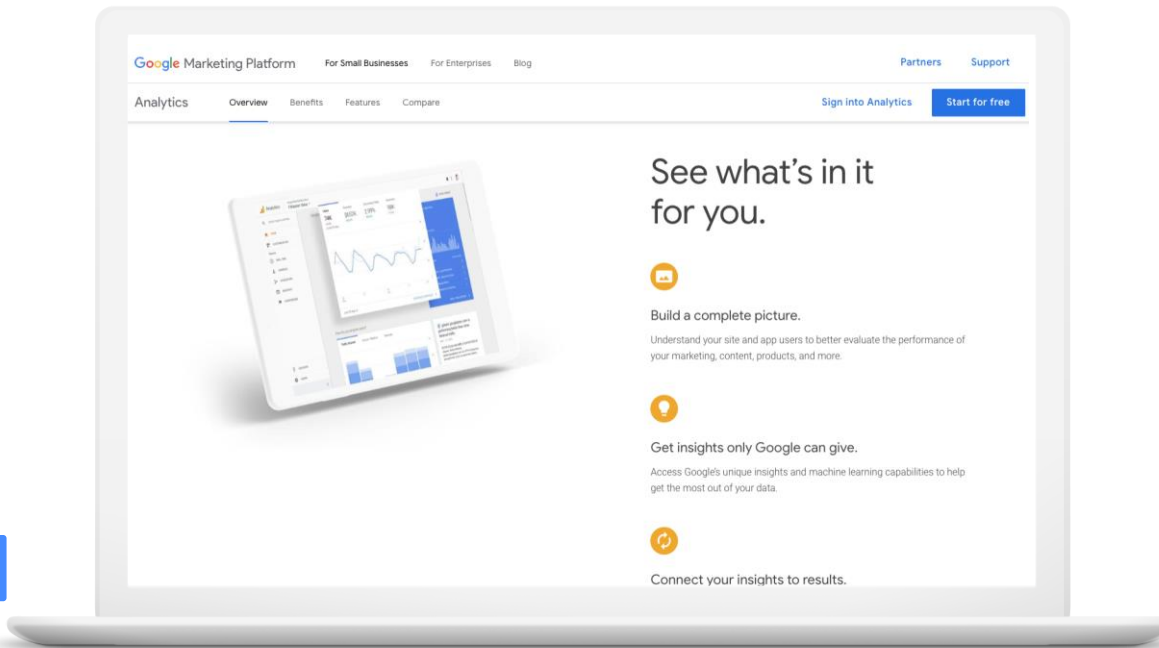
Google Analytics

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.



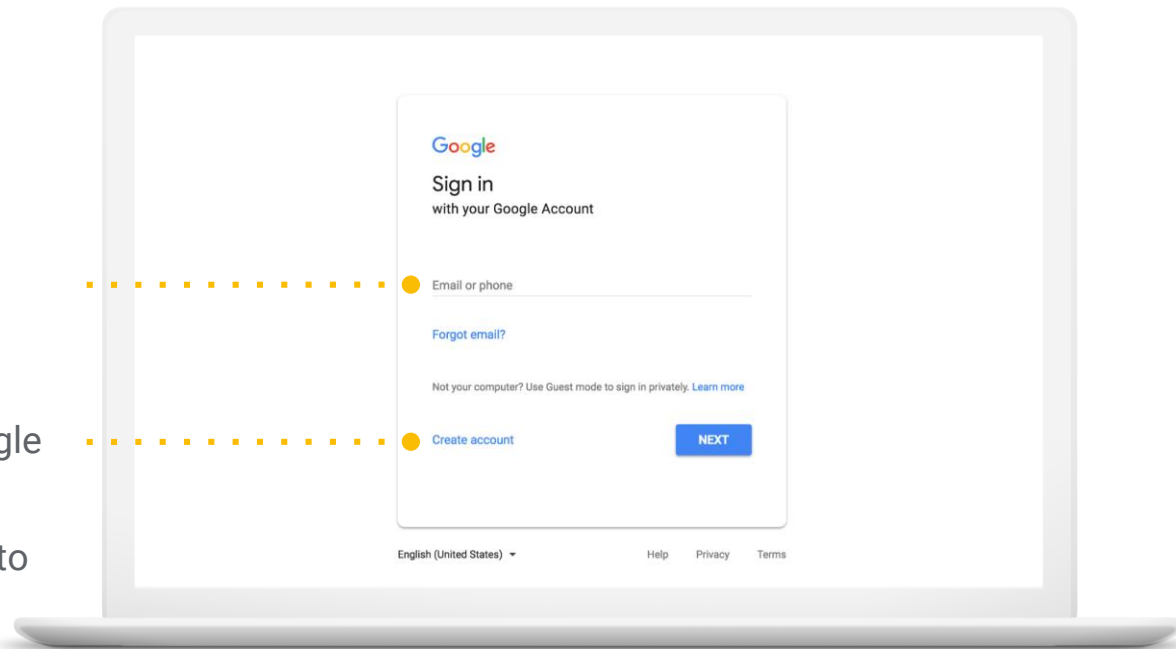
Reach customers with online advertising

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

