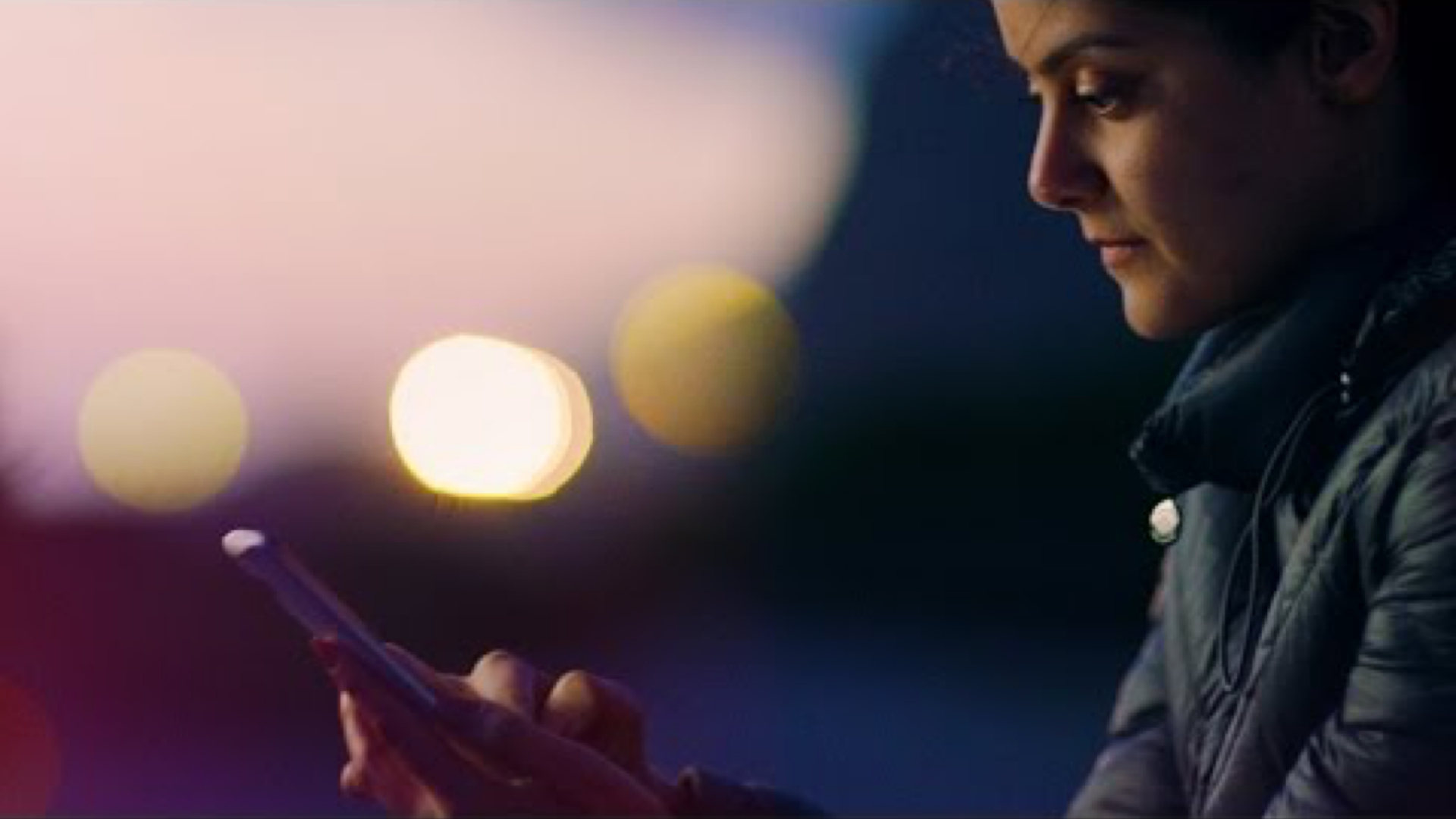


# Reach Customers Online With Google







# Agenda



## **Reach local customers with Google My Business**

Create a free Business Profile on Google.



## **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. <sup>1</sup>

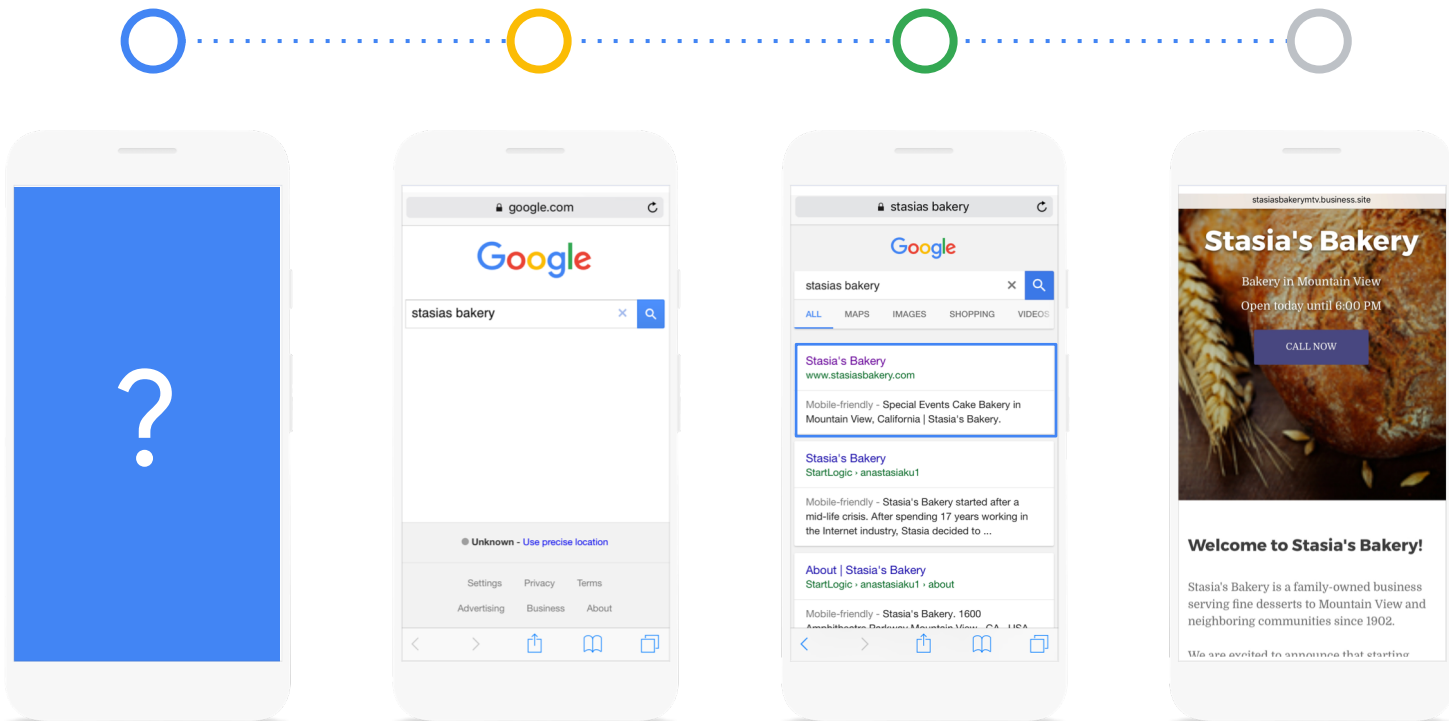
30%

of all mobile searches are related to  
location. <sup>2</sup>

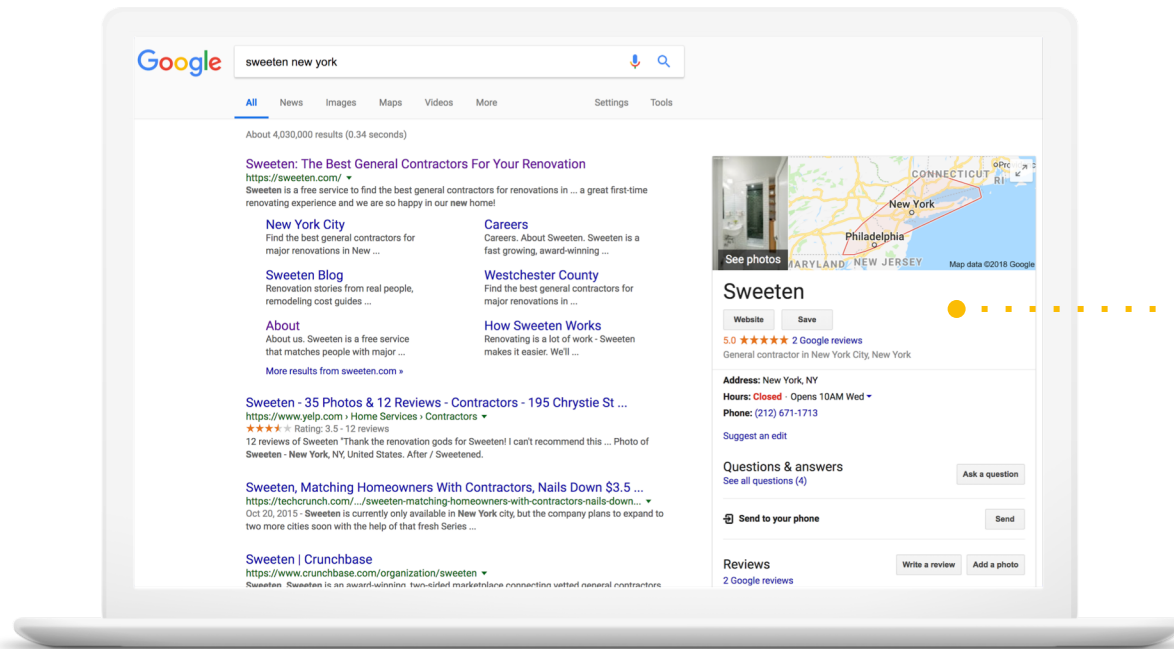
Source: <sup>1</sup> Google/Purchased, U.S., "Digital Diary: How Consumers Solve Their Needs in the Moment," n=1,000 U.S. smartphone users 18+, responses=14,840, needs=10,540; May 2016. <sup>2</sup> Google internal data, Jan 2017.



# “Near me” searches = Near you opportunities



# Google My Business

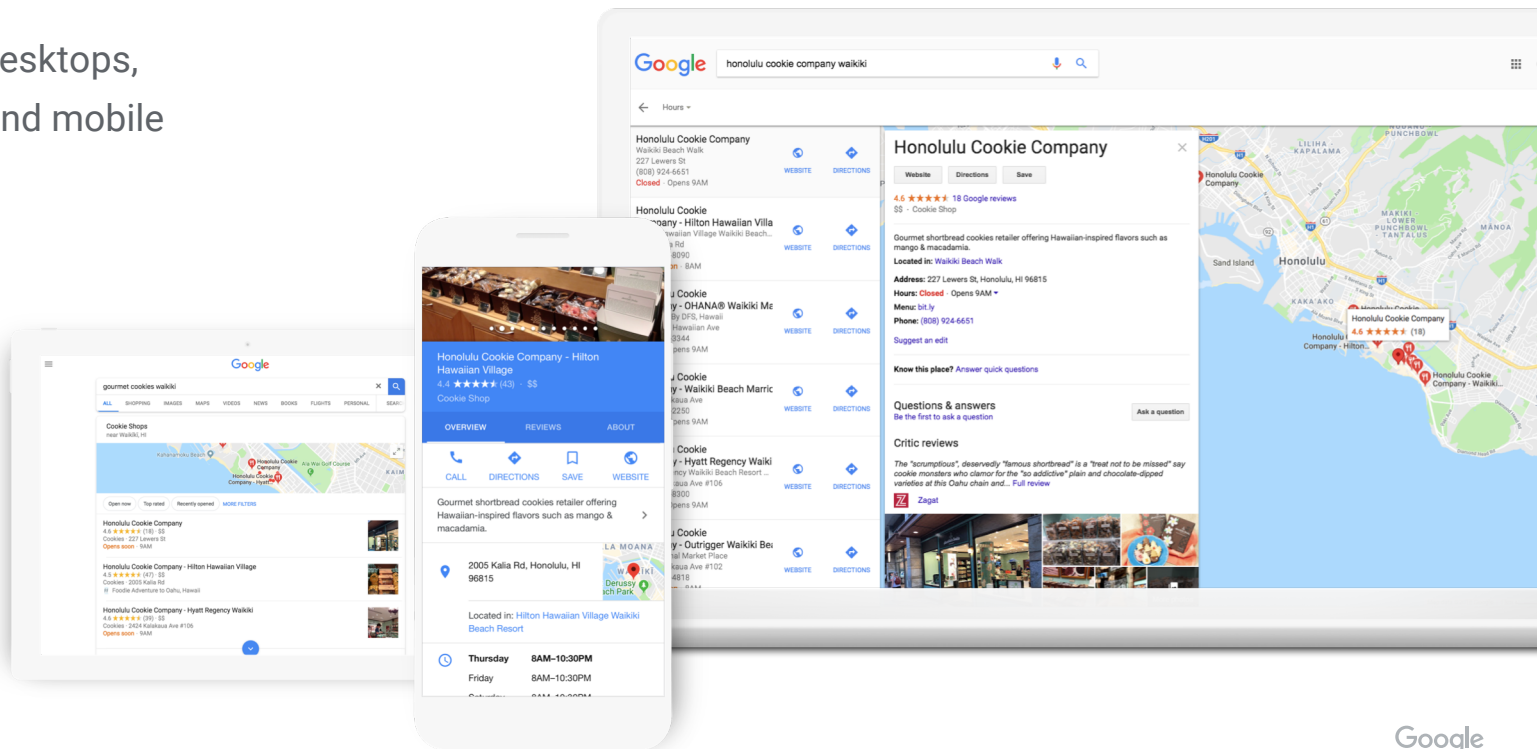


This is a  
Business  
Profile.

gybo.com/business

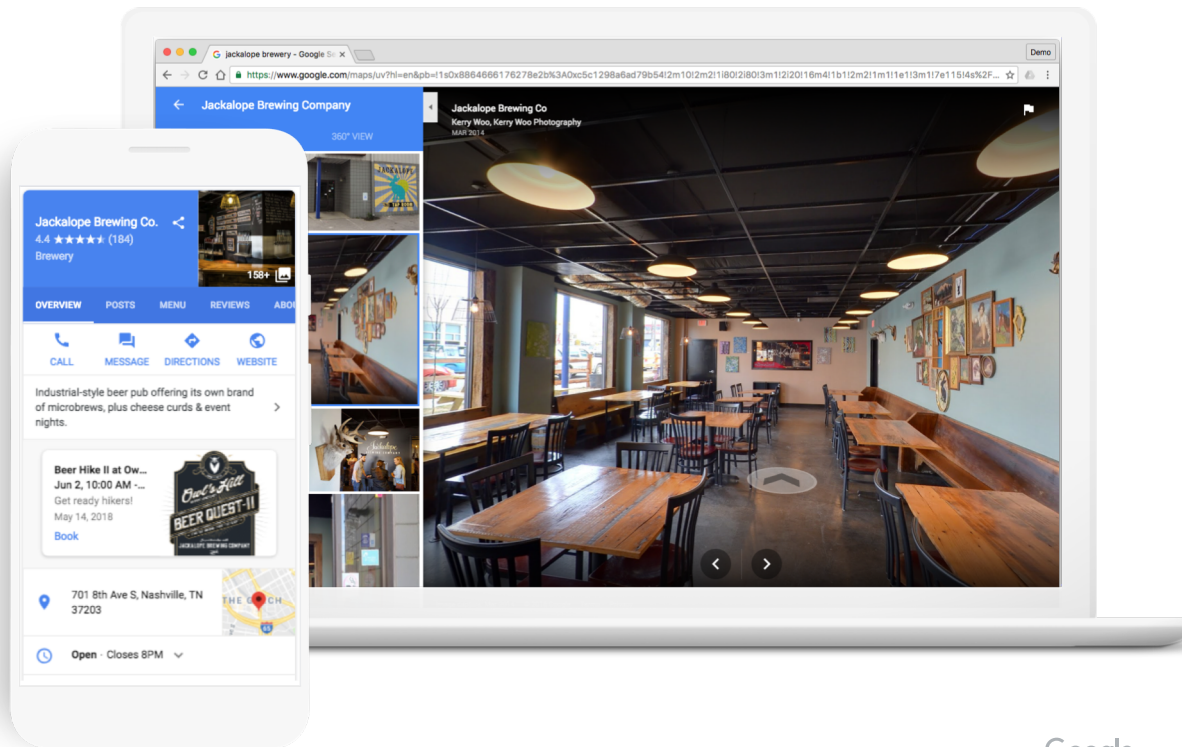
# Local results on Google

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



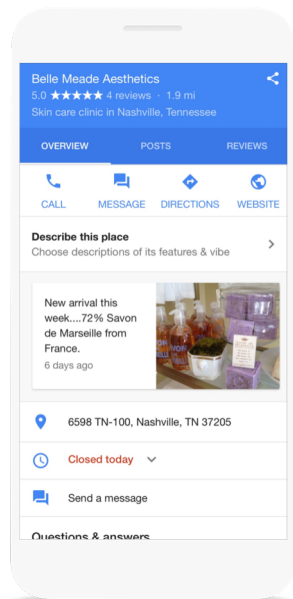
# Make the most of your Business Profile

- 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.

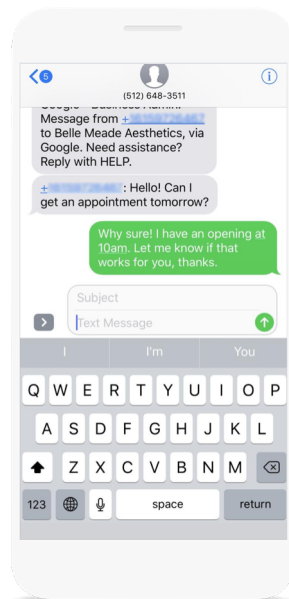


# Engage with customers

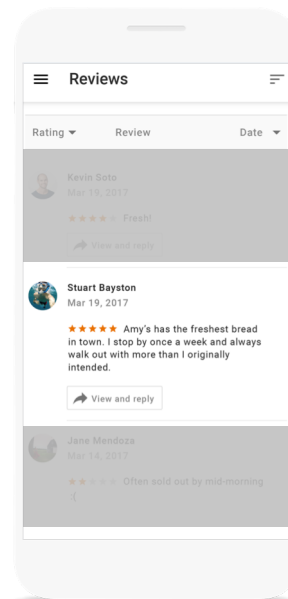
- Share updates with **Posts**.
- Communicate with **Messaging**.
- Read and respond to **Reviews**.



Posts



Messages



Reviews



# Reach more customers with Google My Business

“For us, it comes down to being searchable, sharing reviews that reflect who we really are, and providing clear directions to our location—those are what bring people through the front door.”

— Honest Soul Yoga | Alexandria, VA



Reach everyone,  
on all devices

# Before you begin, make a plan



Why do you  
want a website?



How will you  
reach them?



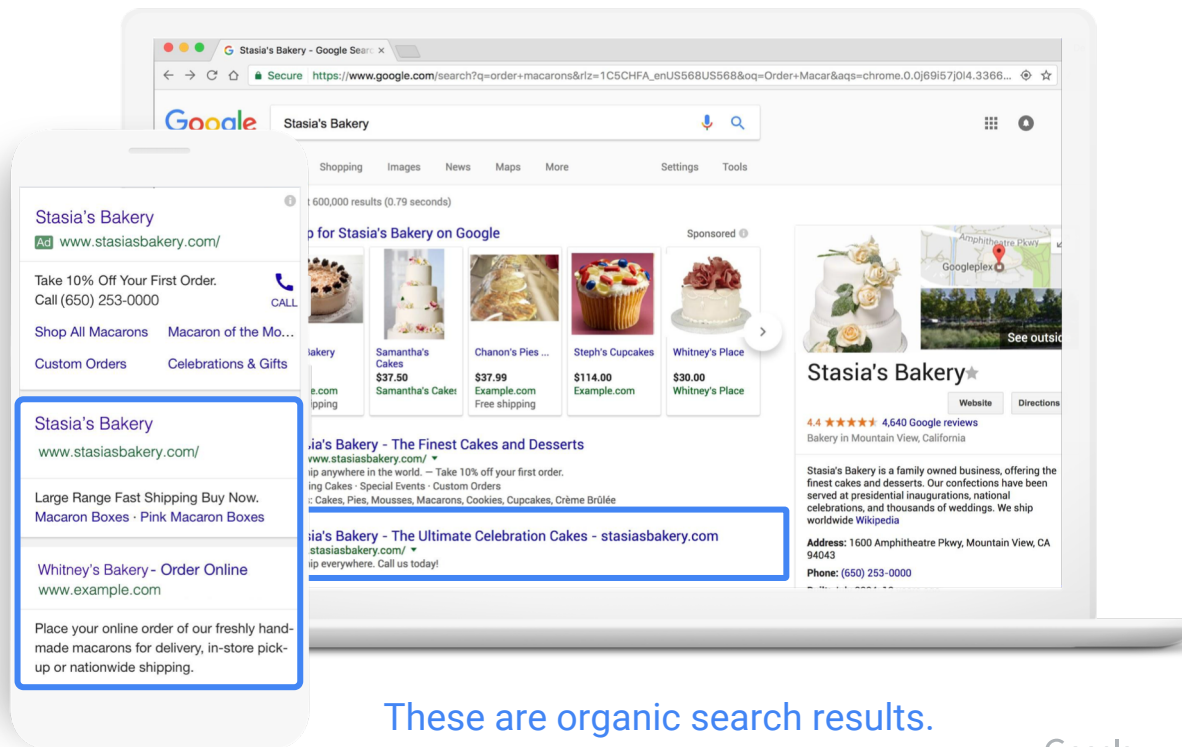
Who is your  
ideal audience?



How will you  
measure success?

# Search engine optimization

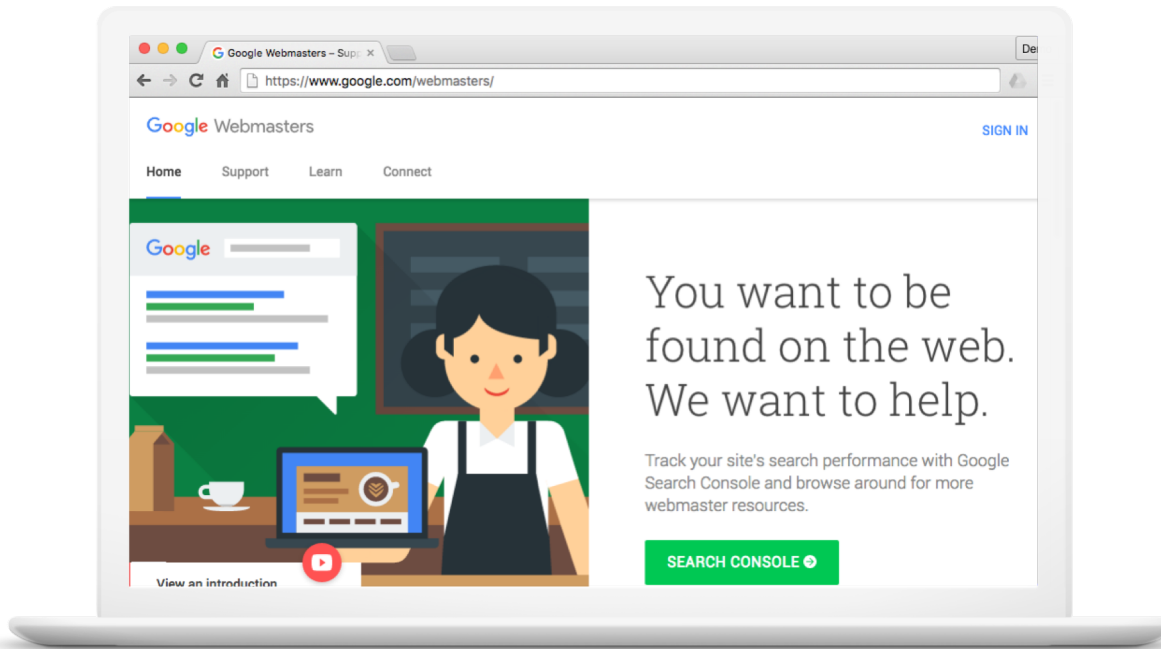
- Organization matters
- Useful, original content
- Text links
- Good page titles and descriptions
- Fast load time
- Optimize images



# Google Search Console

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

[google.com/webmasters](https://google.com/webmasters)



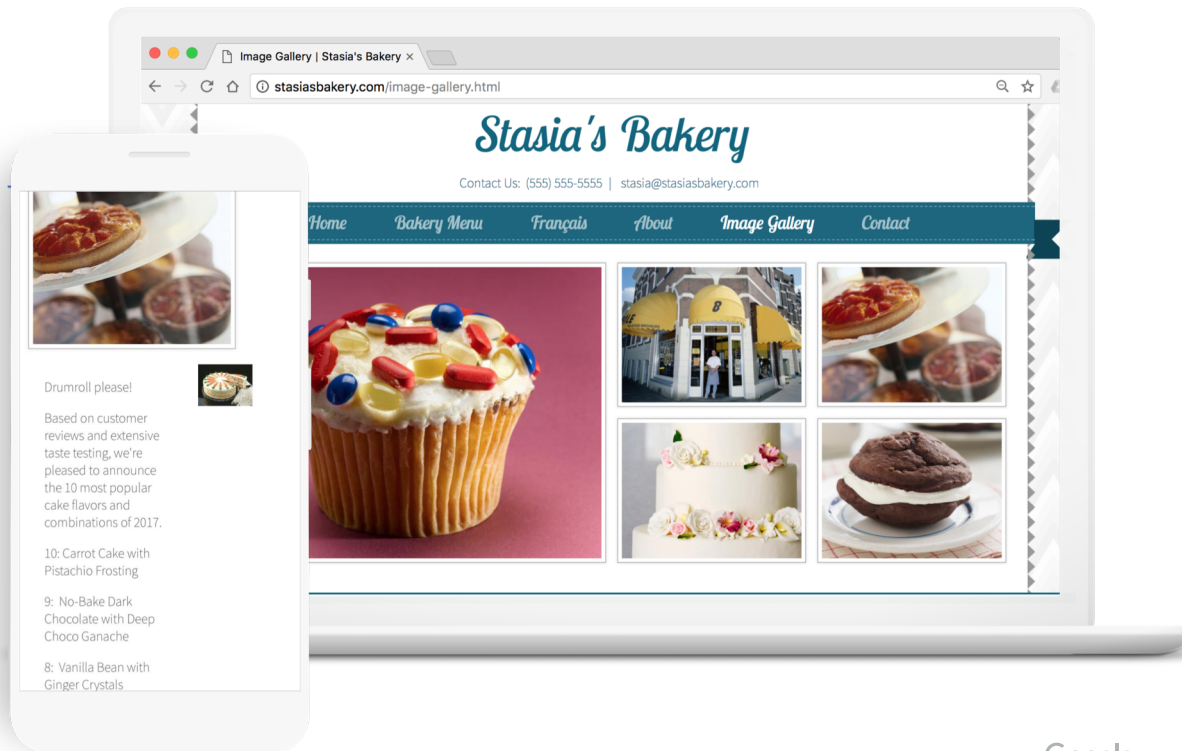
# Content marketing

Try different formats, like text and video.

Try different types of content, like:

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

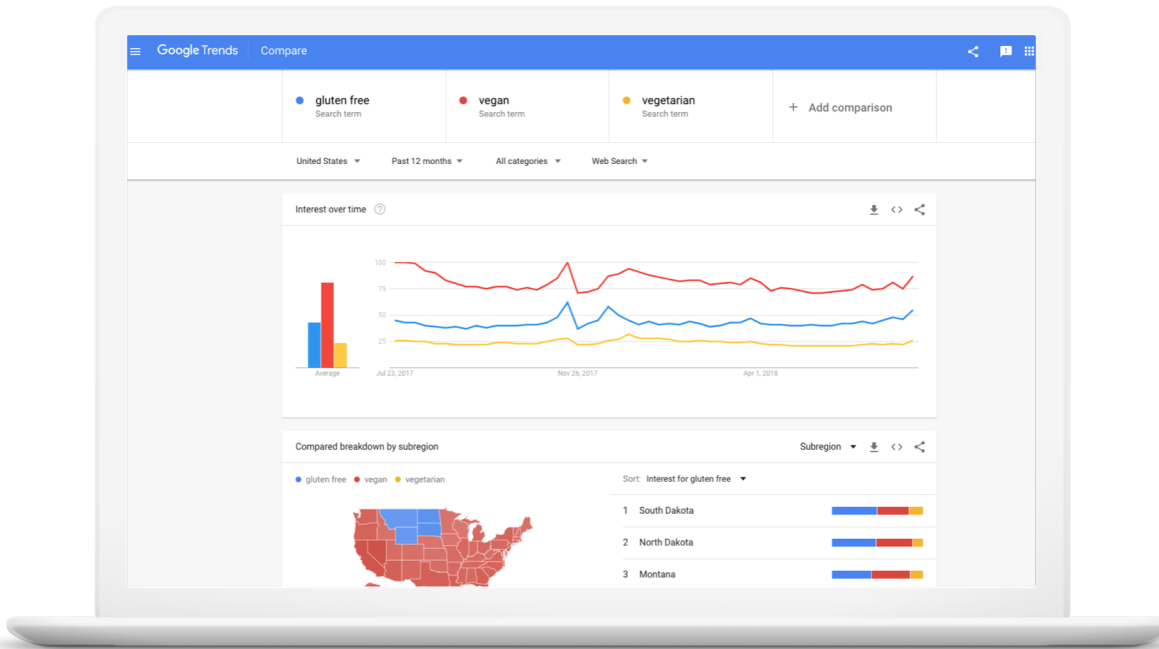
Latest research and trends.



# Google Trends

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

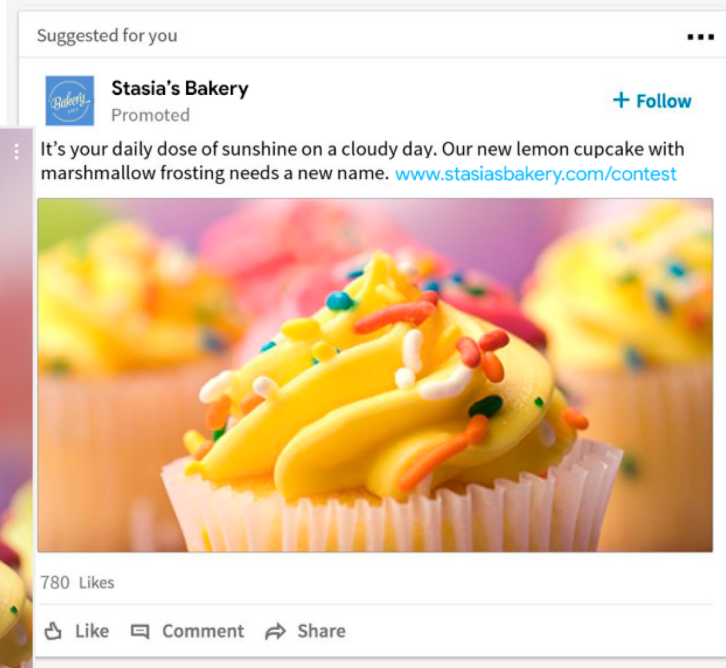
[google.com/trends](https://google.com/trends)



# Social media marketing

Content should be:

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

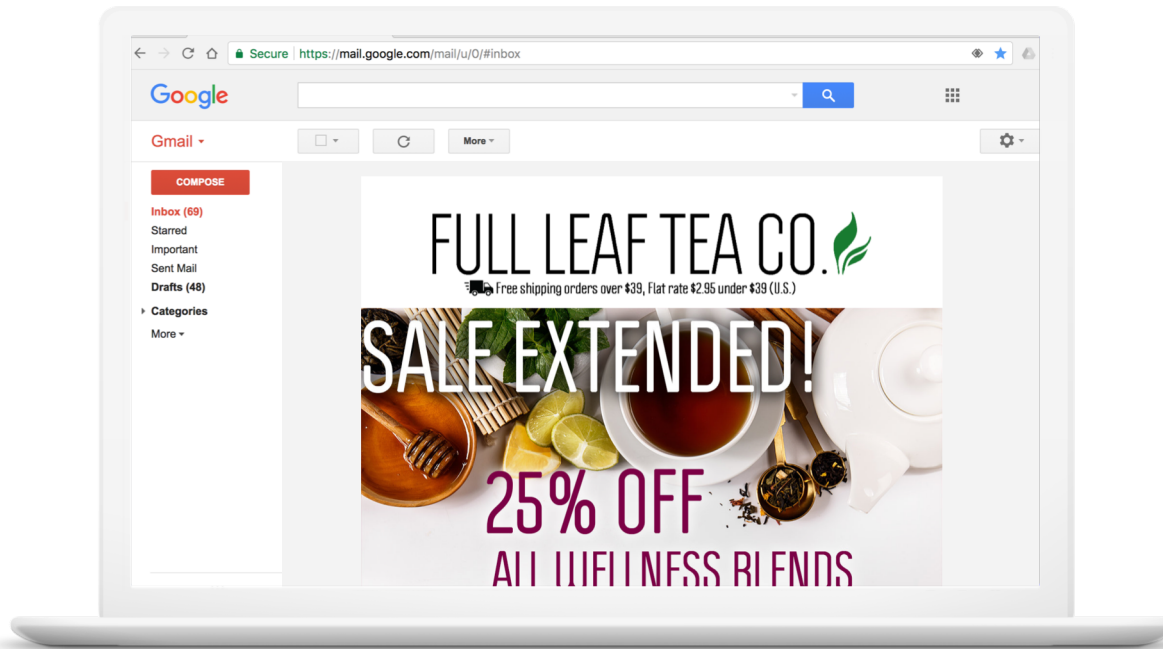




# Email marketing

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



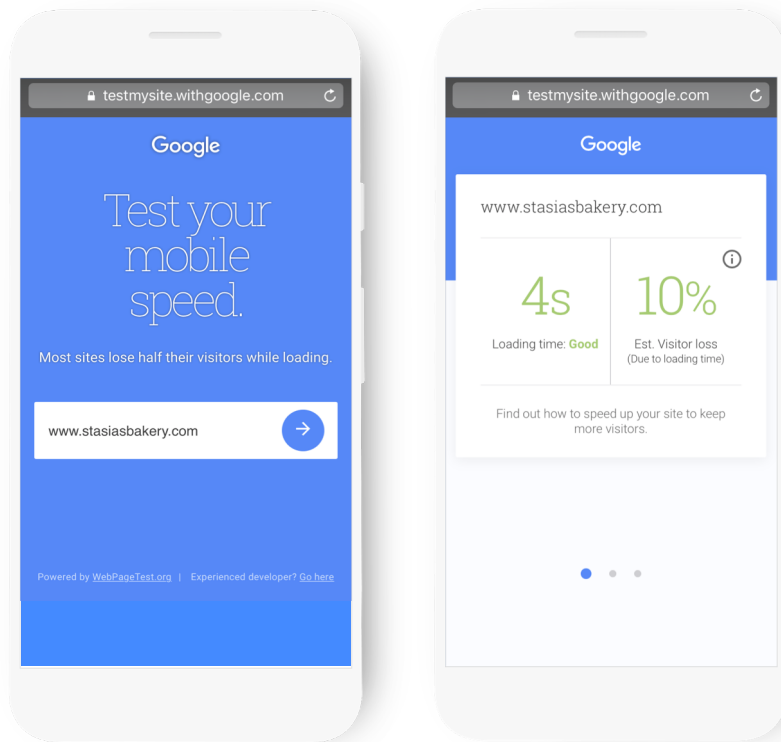
Optimize for usability



Make it easy to complete tasks

# Test your website speed

testmysite.thinkwithgoogle.com



# Reach more customers with social media

“Through generating a following on social media and traffic on the blog, I'm able to make a living”

— My Name is Yeh | East Grand Forks, MN

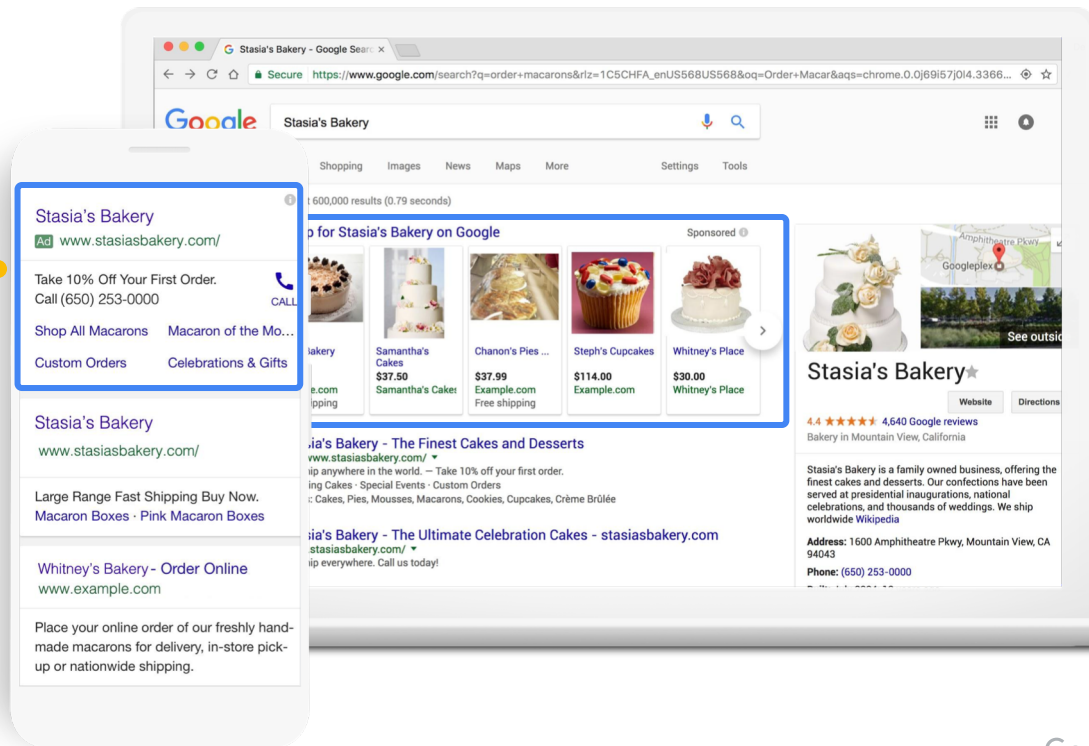


# Reach customers with online advertising



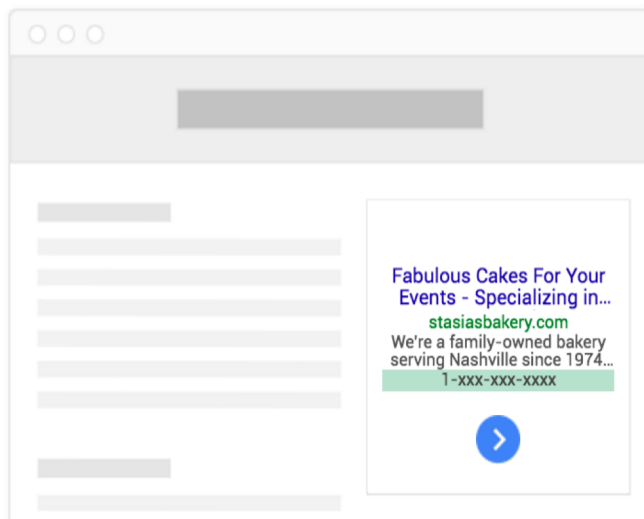
# Ads appear on Google

These are ads.

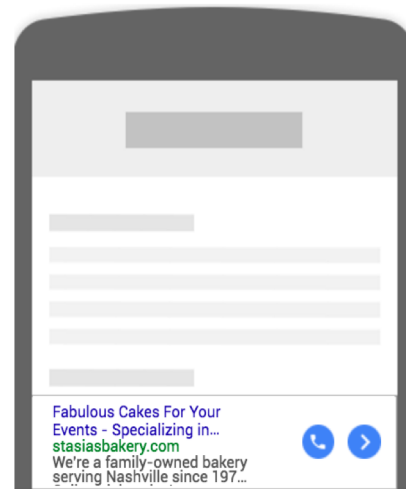


# ...and partner websites

Ads can help reach the right customers.



Ad on desktop sites

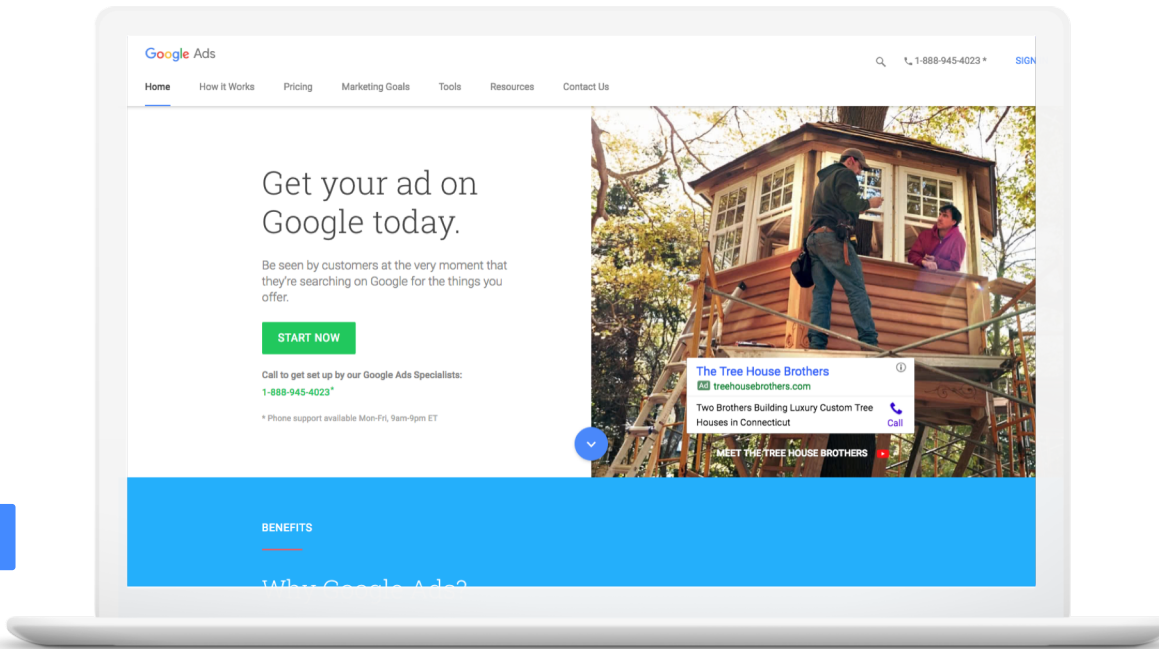


Ad on mobile sites

# 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





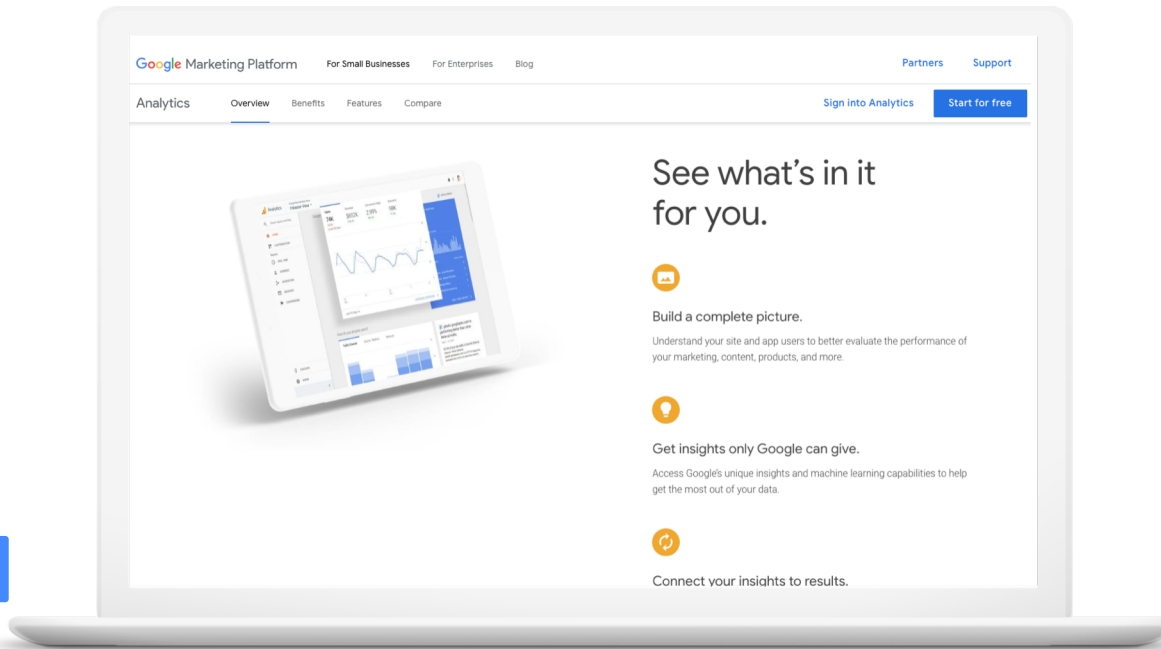
# Google Analytics

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](https://marketingplatform.google.com)



# Reach more customers with search engine marketing

“Google really allows us to reach  
people we wouldn’t have been able to  
reach otherwise.”

— Wise Guys Technologies | Brandon, MS





# Next steps

# Your next steps



## **Reach local customers with Google My Business**

Create or claim your free Business Profile at [google.com/business](https://google.com/business).



## **Reach everyone, on all devices**

Try a combination of digital marketing channels.



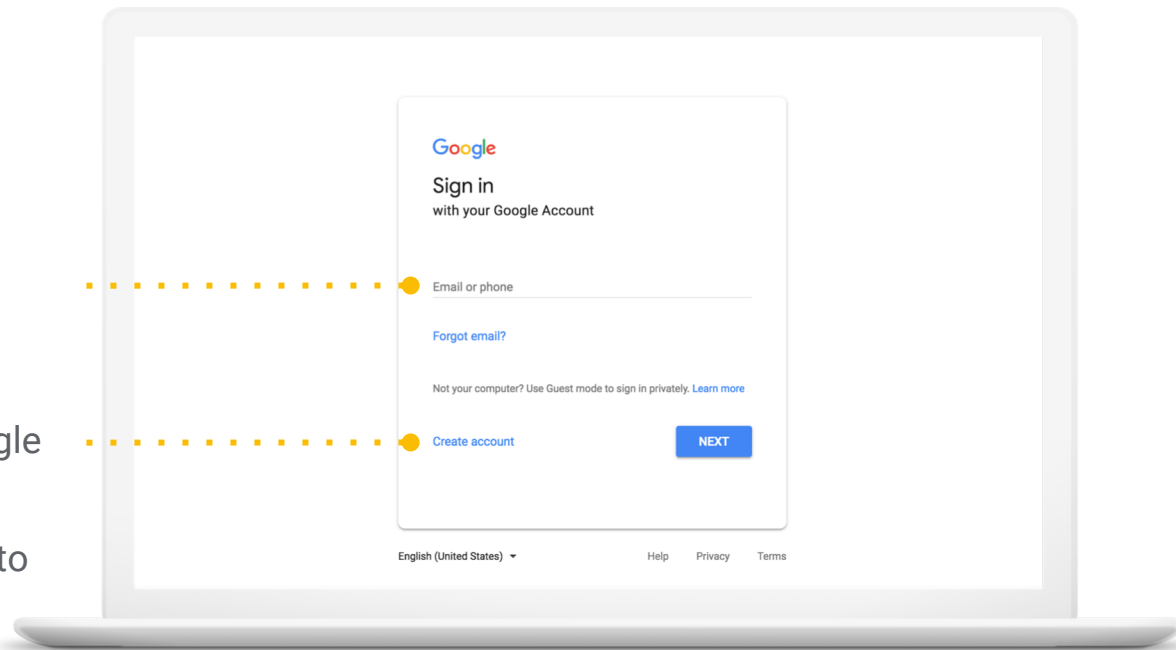
## **Reach customers with online advertising**

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](https://google.com/accounts)

# Resources

<a href="https://google.com/business">Google My Business</a>	<a href="https://google.com/business">google.com/business</a>
<a href="https://google.com/partners">Google Partners</a>	<a href="https://google.com/partners">google.com/partners</a>
<a href="https://google.com/accounts">Google Accounts</a>	<a href="https://google.com/accounts">google.com/accounts</a>
<a href="https://google.com/webmasters">Google Search Console</a>	<a href="https://google.com/webmasters">google.com/webmasters</a>

<a href="https://google.com/trends">Google Trends</a>	<a href="https://google.com/trends">google.com/trends</a>
<a href="https://testmysite.thinkwithgoogle.com">Mobile-friendly test</a>	<a href="https://testmysite.thinkwithgoogle.com">testmysite.thinkwithgoogle.com</a>
<a href="https://ads.google.com">Google Ads</a>	<a href="https://ads.google.com">ads.google.com</a>
<a href="https://marketingplatform.google.com">Google Analytics</a>	<a href="https://marketingplatform.google.com">marketingplatform.google.com</a>

Thank you

