



Digital Tools for Small Businesses

Jon Fraser, Google



Making The Web Work For You



reach more
customers

by engaging millions of people, in the right context, with customized experiences they love



make better
decisions

by accessing unique customer, industry and performance insights



get more
done

by having access to your business information, anywhere, anytime

Reach more customers



Does this look familiar?



Are You Mobile-Friendly?



GoMo: An Initiative From Google

www.howtogomo.com/en/#homepage

GO MO Mobilize your site now. a Google Initiative

WHY GO MO? TEST YOUR SITE BUILD YOUR SITE MOBILIZING MOBILE, AL FOR AGENCIES

READY TO GO MO?

Millions more people are using mobile devices to get online every day. Does your business have a mobile-friendly site? If not—or if you're not sure—you've come to the right place to get started.

- ▶ LEARN WHY MOBILE SITES MATTER
- ▶ SEE HOW YOUR CURRENT SITE LOOKS IN MOBILE
- ▶ FIND RESOURCES TO HELP BUILD YOUR SITE

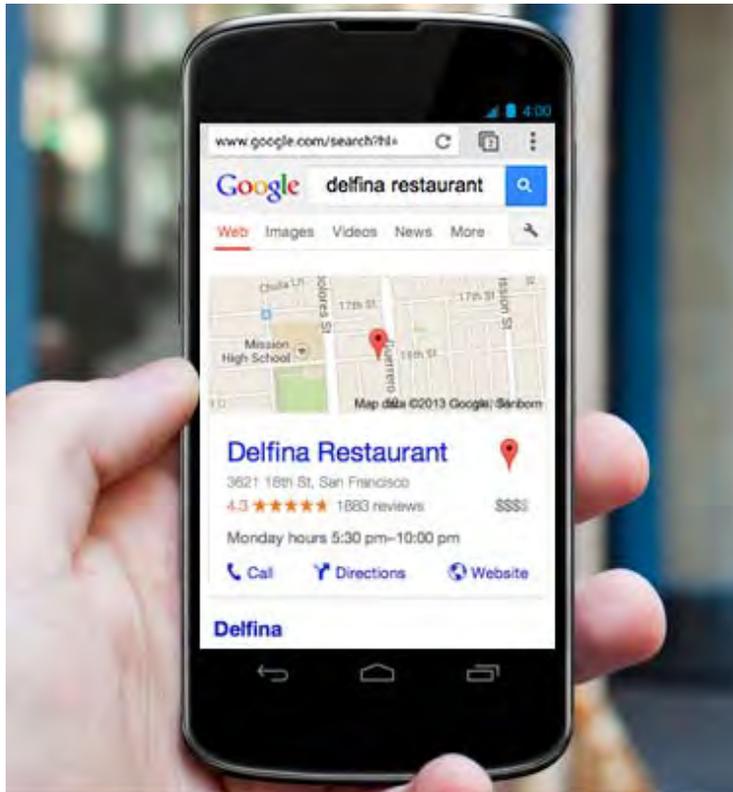
PUT YOUR SITE TO THE TEST
Our GoMoMeter shows you how your site looks to mobile users right now.

FIND A MOBILE SITE DEVELOPER
Check out our list of professionals who can help you create your new mobile site.

Are You Mobile-Friendly?



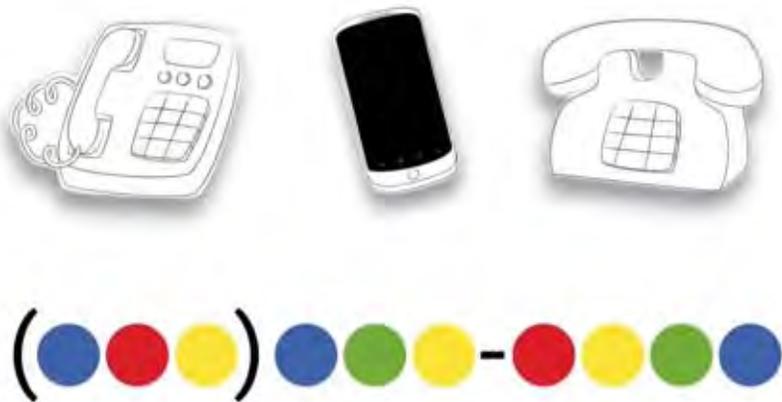
Update your Google Places profile to put your best foot forward



- Give customers the right information about your business
- Hours, phone number and directions are key
- Track and respond to customer reviews

www.google.com/placesforbusiness

One number for all your phones, free forwarding and online voicemail



- Pick a free local number, record your greeting, and tell Google where to forward the call.
- Great for protecting your personal cell number.
- Get your voicemails transcribed and delivered to your email inbox.

www.google.com/voice

Make Better Decisions



Google's ThinkInsights Research Hub



Google Think Insights

Home Industries Marketing Objectives Ad Types Perspectives Creative Sandbox **Products & Tools**

Count Customers First

How marketers can move beyond last-click attribution models

[Read more](#)

ThinkLetter
Put insights in your inbox.
[Sign up now](#)

Follow

TOP PICKS

RESEARCH STUDY
Brand Engagement in the Participation Age

GET INSPIRED

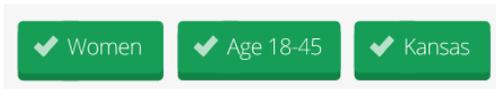
CREATIVE SANDBOX
Ideas that blend creativity with technology.
[Explore](#)

www.google.com/think

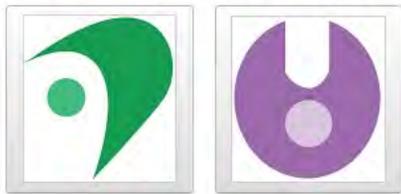
Smarter, faster research – from R&D to marketing

Problem: You need relevant data from real consumers, and you need it fast

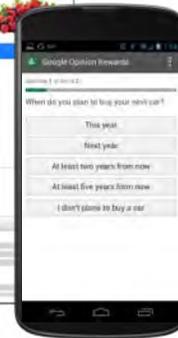
Solution: GCS allows you to make fast, data-driven decisions for your brand



Which of these two logos do you like most?



Design, target and launch a survey (up to 10 questions) in minutes



Your survey is answered by real consumers on partner sites & the Google Opinion Rewards mobile app



Receive initial analyzed results in hours, complete results in just a few days

Google Alerts



The screenshot shows a browser window titled "Google Alerts - Monitor the Web for interesting new content". The address bar shows "www.google.com/alerts". The page features the Google Alerts logo and a search query input field. Below the search field are four dropdown menus for "Result type" (set to "Everything"), "How often" (set to "Everything"), "How many" (set to "Once a day"), and "Deliver to" (set to "As-it-happens"). A "Deliver to" dropdown menu is open, showing options: "As-it-happens", "Once a day", "Once a week", and "BOOKS". To the right, there is a section titled "Monitor the Web for interesting new content" with a brief description and a list of use cases: monitoring a developing news story, keeping current on a competitor or industry, getting the latest on a celebrity or event, and keeping tabs on favorite sports teams. At the bottom left, there is a link "Manage your alerts - C" and at the bottom right, "me - © 2011 Google".

Search query:

Result type: **Everything**

How often: **Everything**

How many: **Once a day**

Deliver to: **As-it-happens**

Once a day

Once a week

BOOKS

Monitor the Web for interesting new content
Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.
Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Manage your alerts - C [me](#) - © 2011 Google

www.google.com/alerts

Get More Done





Access anything, anywhere with Google Apps

Party RSVP

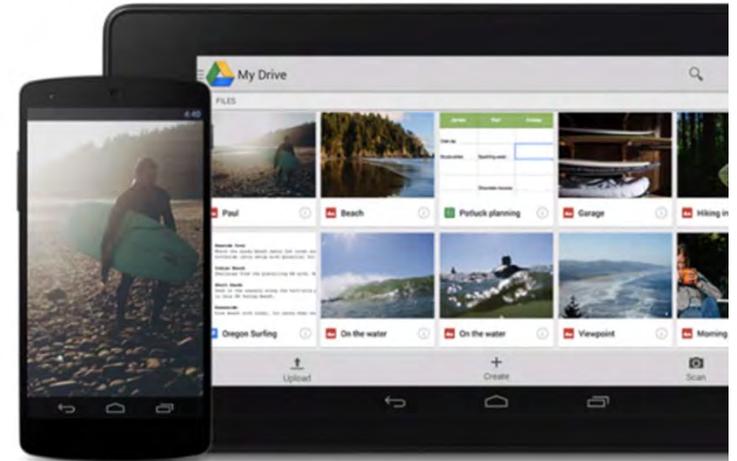
Your Name

Company

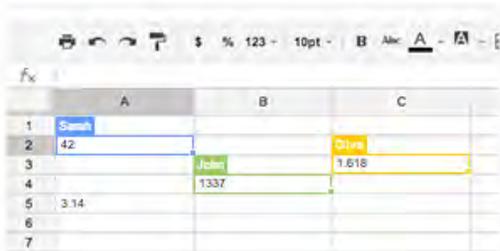
Address



From lead gen forms to budget spreadsheets to proposal documents to tomorrow's presentation — work together from anywhere, anytime.

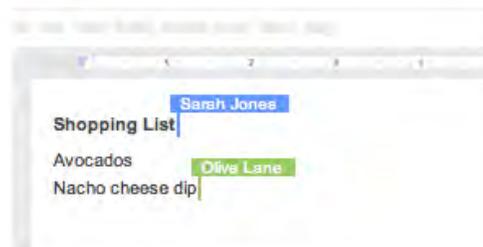


Sheets



	A	B	C
1	Sarah		Oliver
2	42		1.618
3		Jules	
4		1337	
5	3.14		
6			
7			

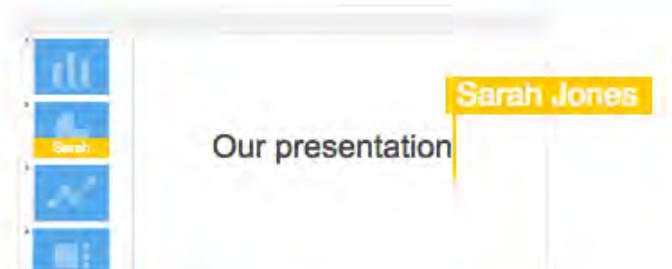
Docs



Sarah Jones
Shopping List
Avocados
Nacho cheese dip

Oliver
Oliver Lane

Slides





Working from home? Try free video meetings with Google Hangouts



Recap: Making The Web Work For You



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by accessing unique customer, industry and performance insights



get more
done

by having access to your business information, anywhere, anytime

You need a Google account



Sign in

Create a new Google Account

1



Your Google Account is more than just Search.

Talk, chat, share, schedule, store, organize, collaborate, discover and create. Use Google products from Gmail to Google+ to YouTube, view your search history, all with one username and password, all backed up all the time and easy to find at (you guessed it) Google.com.



Take it all with you.

A Google Account lets you access all your stuff — Gmail, photos and more — from any device. Search by taking pictures, or by voice. Get free turn-by-turn navigation, upload your pictures automatically, and soon even buy things with your phone using Google Wallet.

2

3

Name

First Last

Choose your username

@gmail.com

Create a password

Confirm your password

Birthday

Month Day Year

Gender

I am...

Mobile phone

google.com/accounts

Thank You!

jonfraser@google.com



Resources



Google AdWords: [google.com/adwords](https://www.google.com/adwords)

Google+ Page: [google.com/+business/](https://www.google.com/+business/)

Add a +1 Button: [google.com/webmasters/+1/button/](https://www.google.com/webmasters/+1/button/)

Google Analytics: [google.com/analytics](https://www.google.com/analytics)

Insights for Search: [google.com/trends/](https://www.google.com/trends/)

Google Alerts: [google.com/alerts](https://www.google.com/alerts)

Mobile Compatibility: [howtogomo.com](https://www.howtogomo.com)

Google Apps: [google.com/a](https://www.google.com/a)

How Google search works: search query



The screenshot shows a Google search interface with the query 'plymouth restaurants' entered in the search bar. Below the search bar are navigation tabs for 'Web', 'Images', 'Maps', 'Shopping', 'More', and 'Search tools'. The search results are displayed in a grid format, listing several restaurants with their addresses, phone numbers, and Google review scores. A map on the right side of the results shows the location of the restaurants in Plymouth, Michigan. A large blue arrow points from the search bar to a blue box containing the text 'This is the search query'.

Restaurant Name	Address	Phone Number	Google Reviews Score
Station Restaurant	885 Starkweather Street Plymouth	(734) 459-0885	Score: 21 / 30 - 20 Google reviews
Box Bar	777 West Ann Arbor Trail Plymouth	(734) 459-7390	Score: 9 / 30 - 45 Google reviews
Fiamma Grill	380 South Main Street Plymouth	(734) 416-9340	Score: 17 / 30 - 15 Google reviews
Ironwood Grill of Plymouth	840 West Ann Arbor Trail Plymouth	(734) 667-5614	Score: 20 / 30 - 30 Google reviews

[Plymouth Restaurants: See 66 restaurants with 499 reviews ...](#)

How Google search works: organic results



The screenshot shows a Google search for "brooklyn clothing boutiques" with approximately 673,000 results. The search results are displayed in a grid format. A blue arrow points to the first organic result, which is a listing for "Bird shopbird" located at 203 Grand Street, Brooklyn, with a phone number of (718) 388-1655. Other organic results include "Plus Size Clothing Boutique | L...", "Alter", and "DIGS Flagship Store". To the right of the search results is a map titled "Map for brooklyn clothing boutiques" showing the location of the search results in Brooklyn, New York. A blue box with the text "Organic search results" is overlaid on the bottom of the screenshot, with a blue arrow pointing to the first organic result.

How Google search works: paid ads



The screenshot shows a Google search for "brooklyn clothing boutiques". The search results are divided into organic results and paid advertisements. A large blue arrow labeled "Paid Ads" points from the organic results to the advertisement section.

Search Results:

- Search:** About 673,000 results (0.29 seconds)
- Everything:** **JustFab Clothing Boutique - Only 39.95 & Free Shipping.** www.justfab.com/Join-Free Get Your Own JustFab Style Expert! (Ad - Why this ad?)
- Organic Results:**
 - Brooklyn Clothing Boutiques Clothing on Citysearch** - Citysearch® helps you find Clothing Boutiques: Clothing in Brooklyn. Check out our Editors' Picks, user reviews, maps and ...
 - Women's clothing boutiques Brooklyn** - Search?find: Clothing+Boutiques: Brooklyn%2C. Reviews: mens clothing boutiques in Brooklyn - Goldy & Mac, Dalaga NYC, Cue Fieldbinder, Better Than Jam, Flirt, Pema NY, Neda, ...
 - Plus Size Designer Clothing Boutique | L...** - www.ellelaure.com/ Plus Size Designer Clothing Boutique in Brooklyn, NY catering to women size 14 to 24 & 10-28 ... 5 Google reviews
 - Alter** - www.alterbrooklyn.com/ 2 Google reviews

Map for brooklyn clothing boutiques

Ads - Why these ads?

- Trendy and Chic Fashion** - www.necessaryclothing.com Find the hottest new styles: shoes, clothing, accessories. 501 Broadway, New York, NY (646) 214-7881
- DIGS Flagship Store** - www.digsmoda.com DIGS SoHo Flagship Store Features European Inspired Chic Styles. SOHO Shopping, New York, NY (888) 254-3447
- Trendy Boutique Clothing** - www.ellelaure.com Buy fun, flirty celebrity dresses & blouses exclusively by ellelaure.
- Women's Clothing Boutique** - www.luxagogo.com Sophisticated luxury basics. Free Shipping. Easy Returns.

Search Engine Optimization (SEO)



- **Content** is the key
 - Be engaging
 - Use important keywords
 - Keep up-to-date
- Use **Webmaster Tools** (google.com/webmasters)
 - Find out how Google sees your site
 - Sign up for alerts
 - Tell Google about your site
- Set **realistic expectations**
 - Ask the right questions



Tips for promoting your website



- Use **email** for efficient, inexpensive communication.
- Use **social media** to develop relationships with fans.
- Promote your website on **receipts** and other print materials.
- Give people an **incentive** to visit you online.
- Invite happy customers to **recommend your site**.



Search Engine Marketing (SEM)



- Pay-Per-Click (PPC) model
 - Advertisers do not pay to show ads
 - Pay only for clicks on ads
- Google offers two options:
 - **Google** AdWords (google.com/adwords)
 - **Google** AdWords Express (google.com/awexpress)