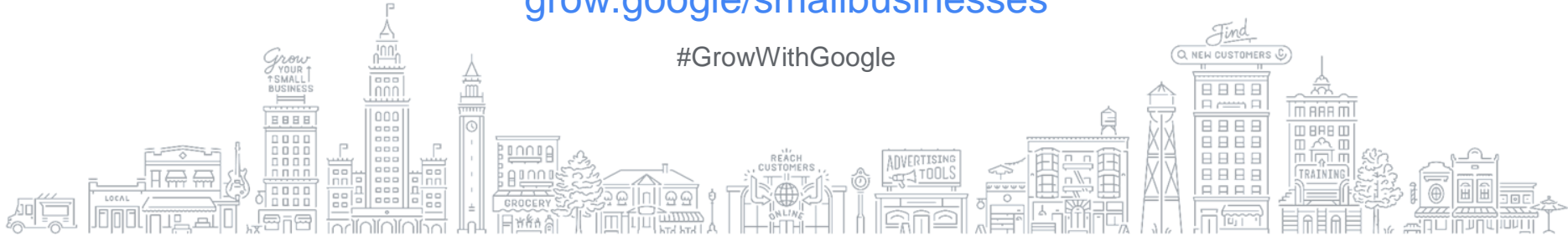


Grow with Google

# Reach Customers Online with Google

[grow.google/smallbusinesses](https://grow.google/smallbusinesses)

#GrowWithGoogle



\*2019\*

Grow with **Google**  
HIGH IMPACT PARTNER



THE  
**LOOP**  
MARKETING

[theloopmarketing.com](http://theloopmarketing.com)



@TheLoopConnect

# Elijah Litscher

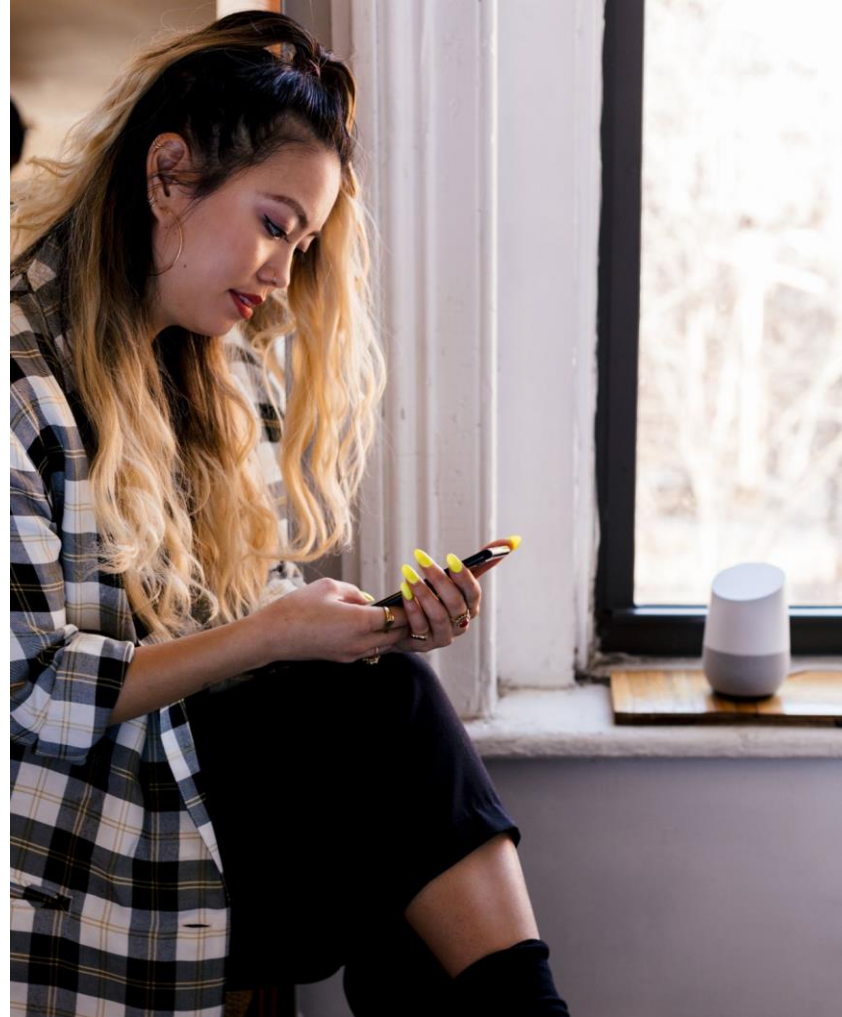
Founder and Chief Digital Strategist

<https://www.linkedin.com/in/elijahlitscher/>



How do you typically  
find the things you want  
and need?

Answer: Google



## CONNECT IN MOMENTS THAT MATTER

**80%+**

growth of searches for “local” + “business(es)” year over year, including searches like “local businesses near me” and “support local businesses.”<sup>1</sup>

**61%**


of U.S. consumers think buying online and picking up in-store/curbside will be a beneficial way for them to shop, even when there are no restrictions.<sup>2</sup>

<sup>1</sup> Google Data, U.S., February 2021

<sup>2</sup> Google commissioned Ipsos COVID-19 tracker, June 2021



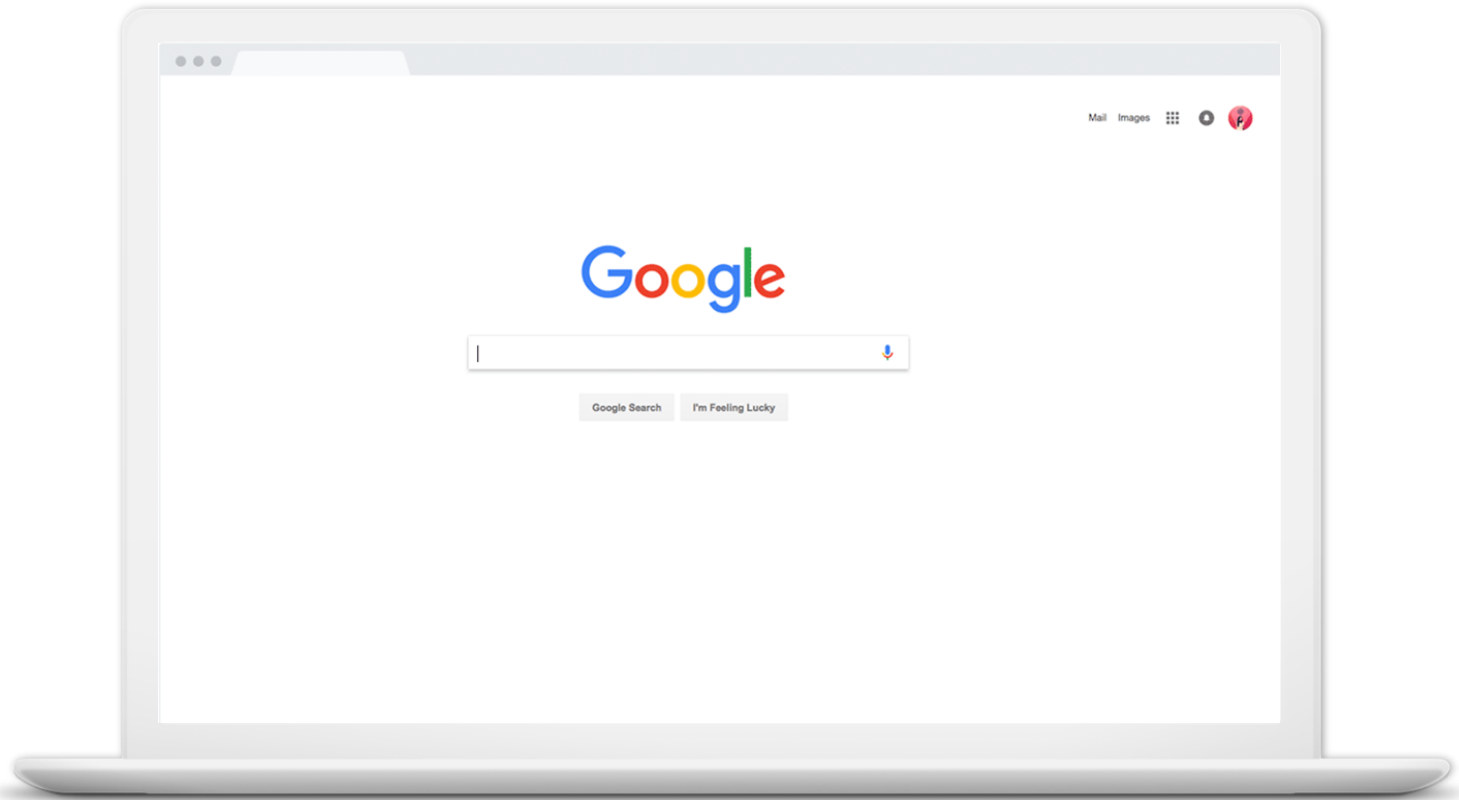
# AGENDA

- 
- HOW GOOGLE SEARCH WORKS**
  - REACH CUSTOMERS WITH SEARCH ENGINE OPTIMIZATION**
  - CREATE YOUR BUSINESS PROFILE**
  - AMPLIFY WITH ONLINE ADVERTISING**
  - RECAP & RESOURCES**

# How Google Search works

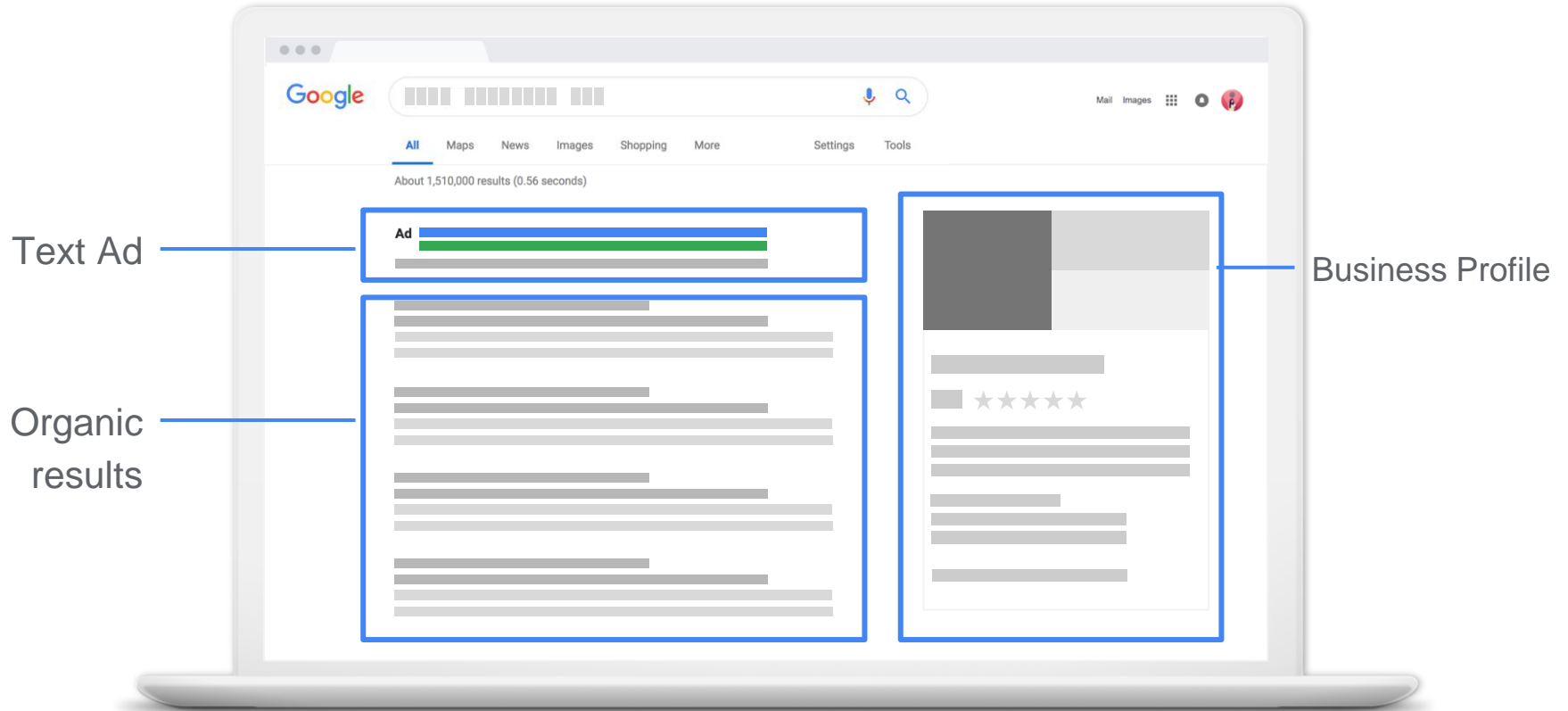


# IT STARTS WITH A SEARCH





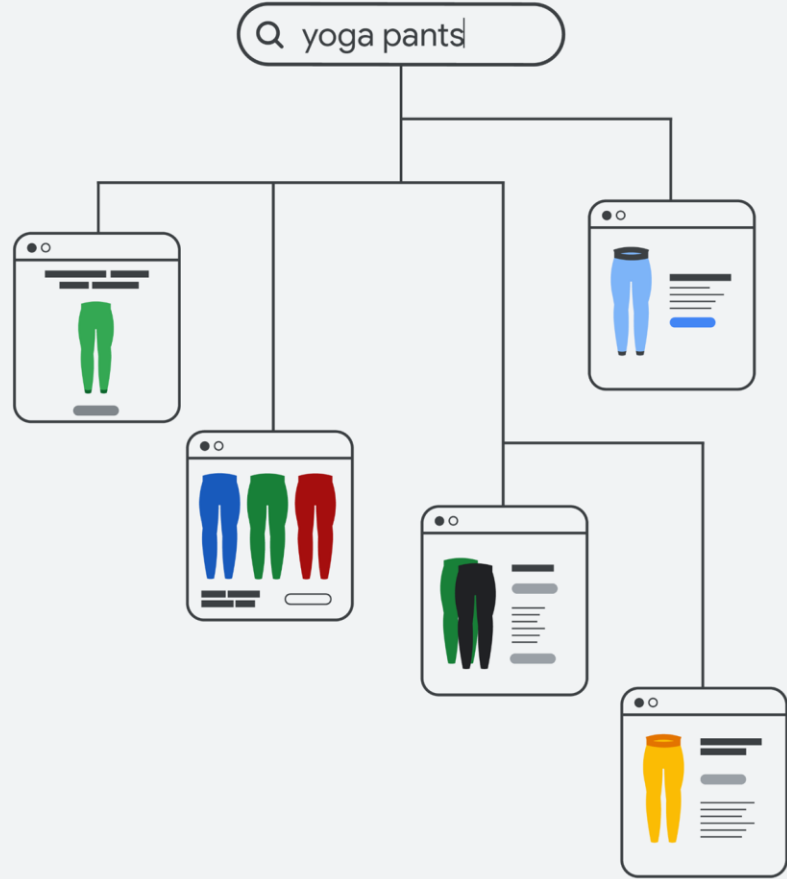
# AND ENDS WITH PAGES OF ANSWERS



## BEHIND THE SCENES

Google downloads a copy of the web, scans it, and catalogs the information.

Google ranks the information to show the most useful results.



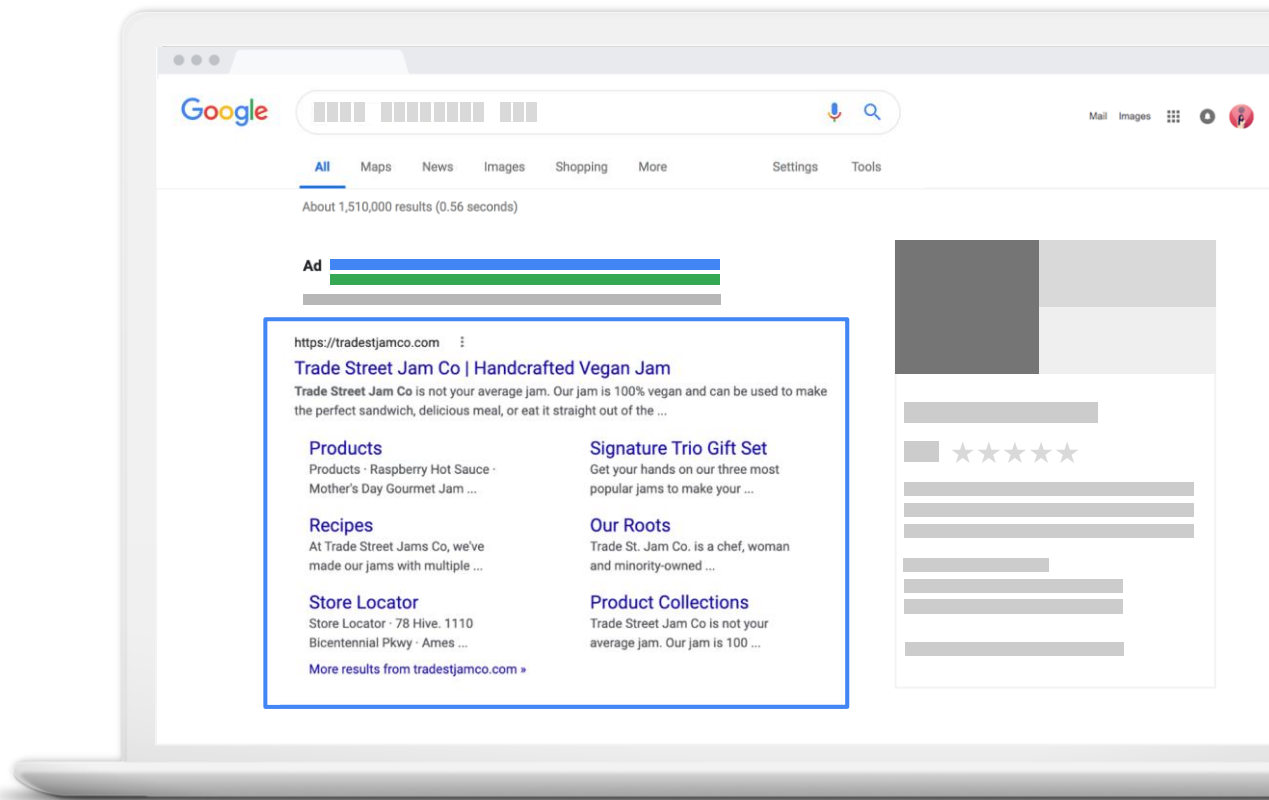
# Reach customers with search engine optimization



# ORGANIC RESULTS IN GOOGLE SEARCH

The organic results appear in the center area of the search results page.

The page changes to show the most relevant results for each searcher.



## WHAT IS SEO?

Search Engine Optimization (SEO) is the process of making your website better for search engines.

### Quick Tip:

Learn more by reading Google's Search Engine Optimization (SEO) Starter Guide.

[g.co/SEOstarterguide](https://g.co/SEOstarterguide)



**Make your website more visible** to people searching for products, services, or brands.



**Connect with consumers** actively looking for products and services you offer.



**Increase potential sales** by appearing more prominently in the search results.

# CONTENT IS KEY



## Publish great content

Publish relevant, original content. It should be useful and accurate.



## Use page titles and descriptions

Describe each web page clearly with page titles and descriptions.



## Be organized

Organize content so Google can understand your site.

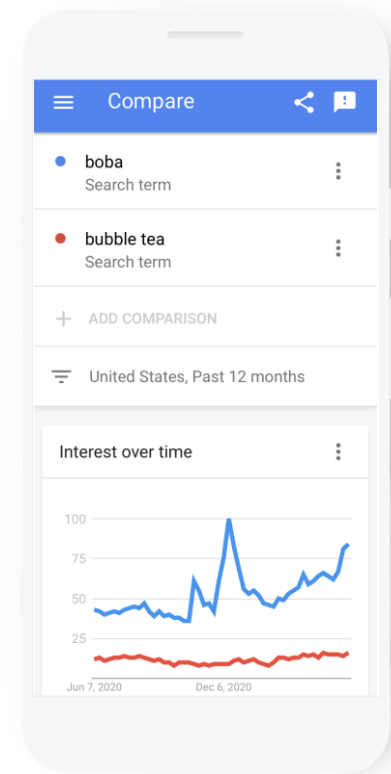
# GOOGLE TRENDS

- See what words and phrases are popular searches on Google
- Compare the popularity
- See how search patterns change over time
- Research keywords for your website
- Monitor your brand's popularity

## Quick Tip:

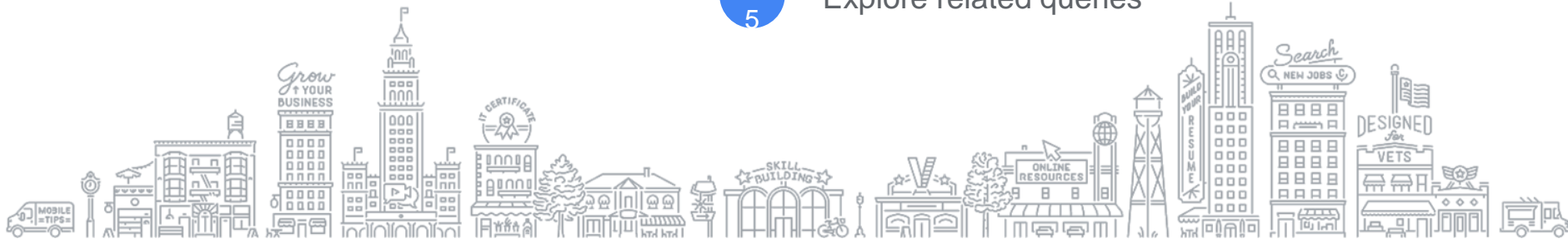
Find popular search terms on Google.

[g.co/trends](https://www.google.com/trends)



## ACTIVITY: EXPLORE GOOGLE TRENDS

- 1 Open a web browser window and visit [g.co/trends](https://www.google.com/trends)
- 2 Enter words or phrases related to your business and compare the results
- 3 Narrow down results by location
- 4 Adjust date range
- 5 Explore related queries





# DESIGN FOR SPEED AND USABILITY



## Fast load time

Your website should load quickly on all devices.



## All browsers & devices

Design a site that's easy to use on all device types.



## Resources

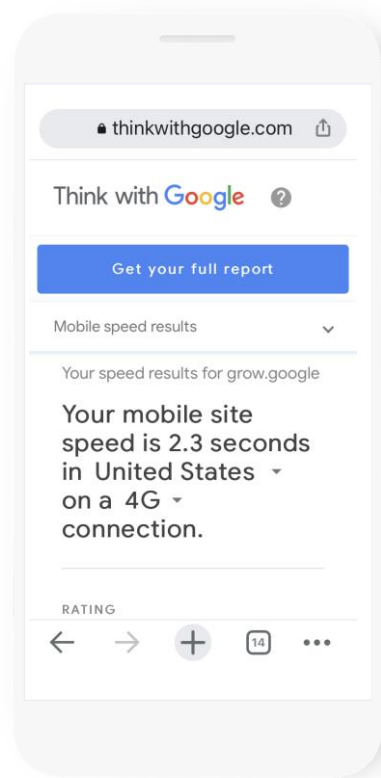
Use Google's Test My Site tool and Google Search Console.

## TEST MY SITE

- Measure your site's speed on mobile
- Get customized recommendations to improve your mobile website
- Marketers: share the report with your IT team to review recommendations
- Developers: use the tech-specific fixes

### Quick Tip:

Test your mobile site speed at  
[g.co/testmysite](https://g.co/testmysite)

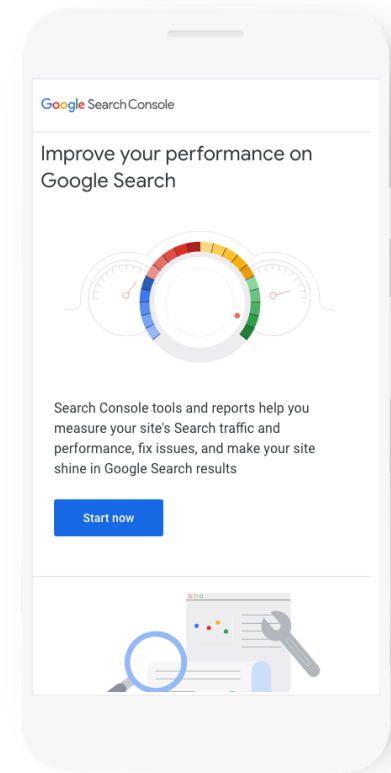


# GOOGLE SEARCH CONSOLE

- Confirm that Google can find and “see” your site
- Submit a request to Google to check your site for new or updated content
- See how Google Search brings visitors to your site
- Receive email alerts if Google encounters a problem accessing your site

## Quick Tip:

Sign up for Search Console at  
[g.co/searchconsole](https://g.co/searchconsole)



## ACTIVITY



Go to **Google.com**



Search for words and phrases that should surface your business in the search results

**Does your business show up?**

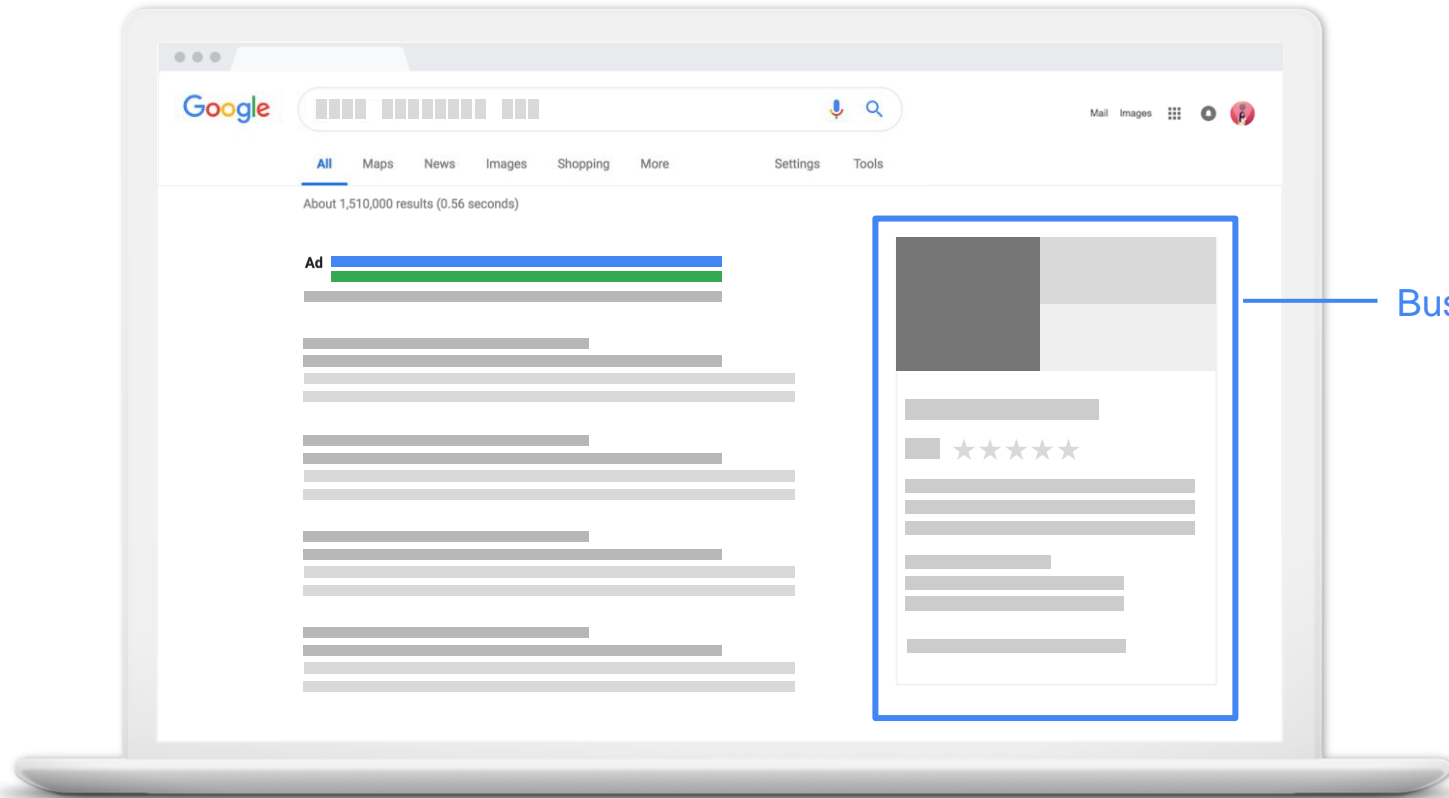
**If yes:** What text appears? How does it look?

**If no:** What sites show up? Do you recognize these businesses?

# Create your Business Profile



# A BUSINESS PROFILE HELPS YOU STAND OUT ON GOOGLE

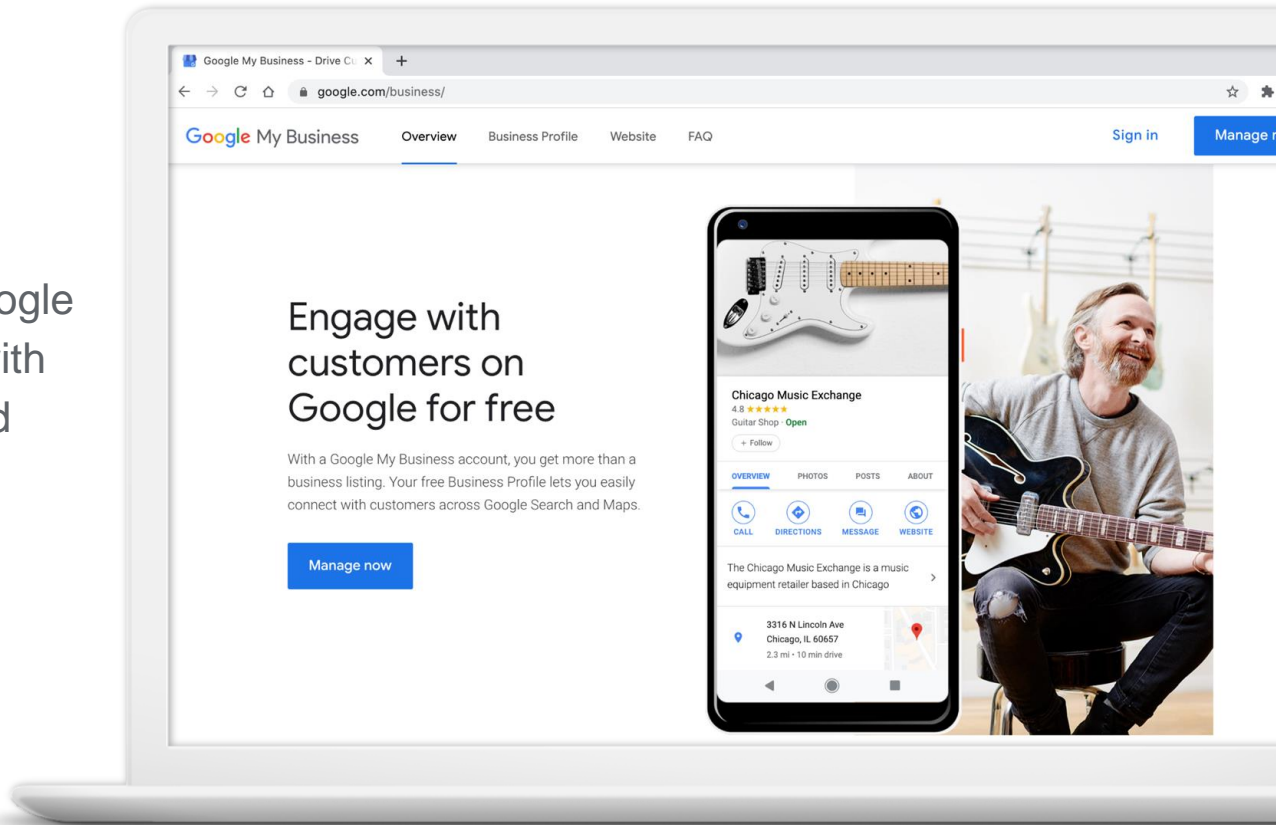


Business Profile

# HOW DO YOU CREATE A BUSINESS PROFILE?

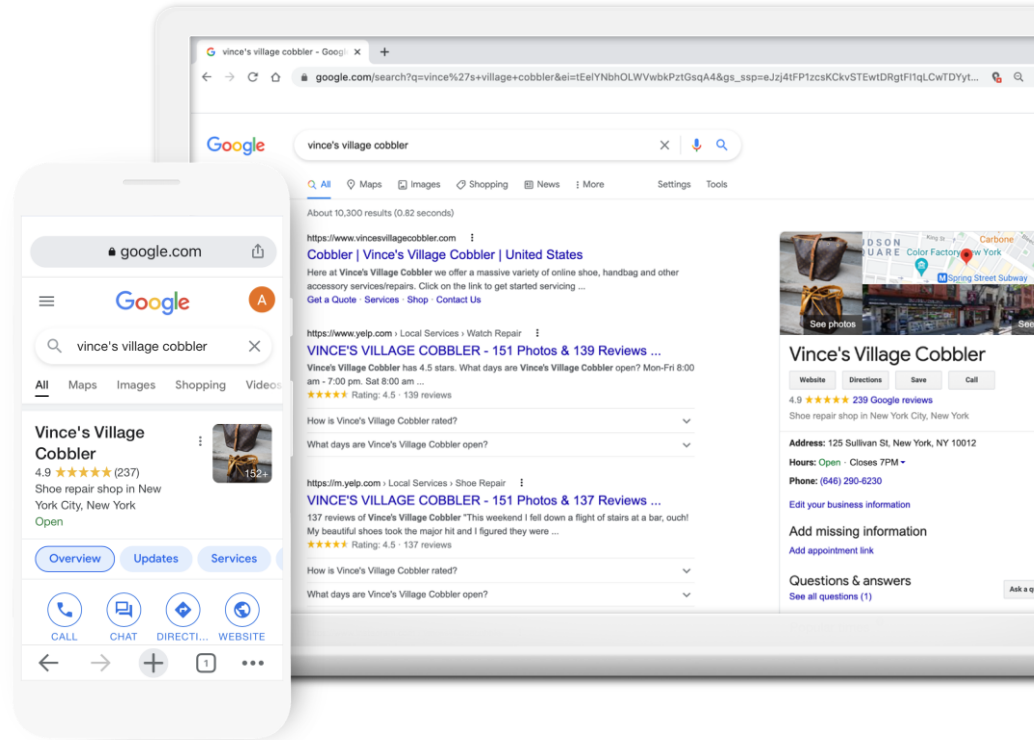
Visit [google.com/business](https://google.com/business)

Use your Business Profile to manage business info on Google Search and Maps, connect with customers, post updates, and more.



# MAKE THE MOST OF YOUR BUSINESS PROFILE

- Complete your [business info](#)
- Add [photos and videos](#)
- Explore other features that may be available for your Business Profile, like [bookings](#), [products](#), and [services](#).

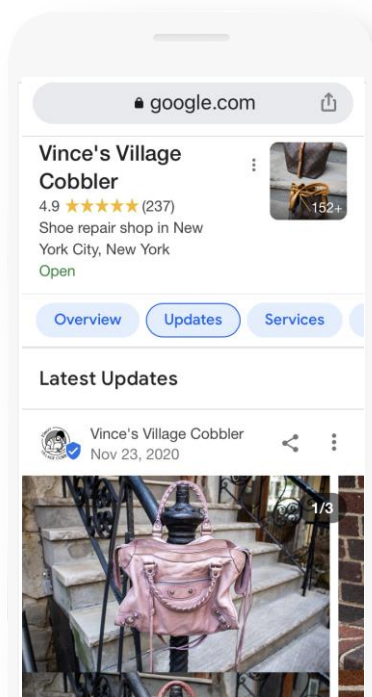




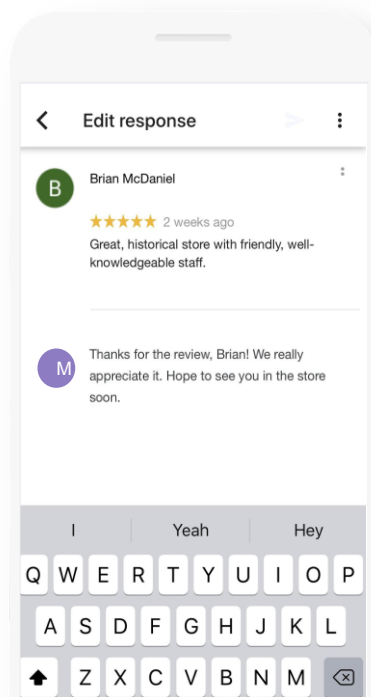
# ENGAGE WITH CUSTOMERS



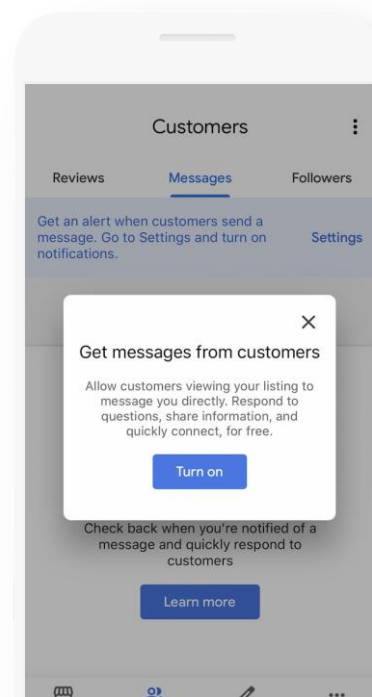
## Posts



## Reviews



## Messages



## NEXT STEPS

1

Visit [google.com/business](https://google.com/business)

2

Claim or complete your Business Profile

3

Request a postcard

- It should arrive in 5-14 days
- When received, sign in and enter verification code to complete

4

In the meantime, explore your Business Profile and update your info

# Amplify with online advertising



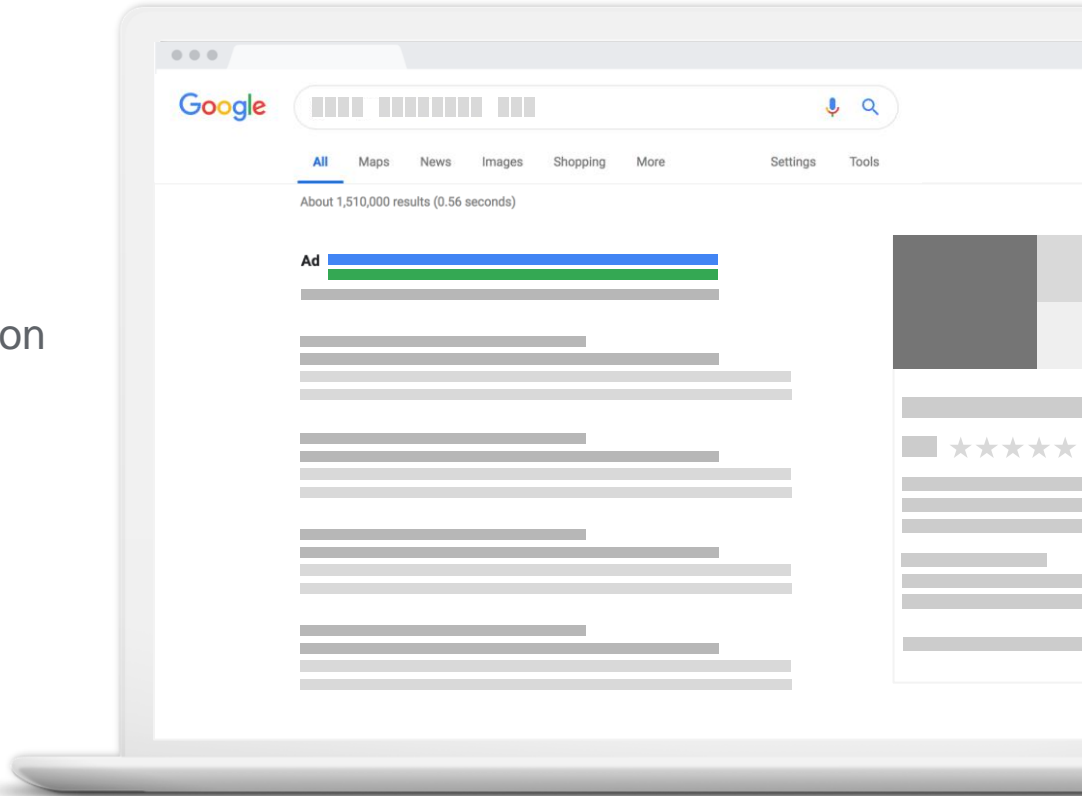


# ADS APPEAR ON GOOGLE AND PARTNER WEBSITES

- Reach people who are searching for your products or services
- Control your ads and budget
- Pay only when customers take action
- Track and measure success

## Quick Tip:

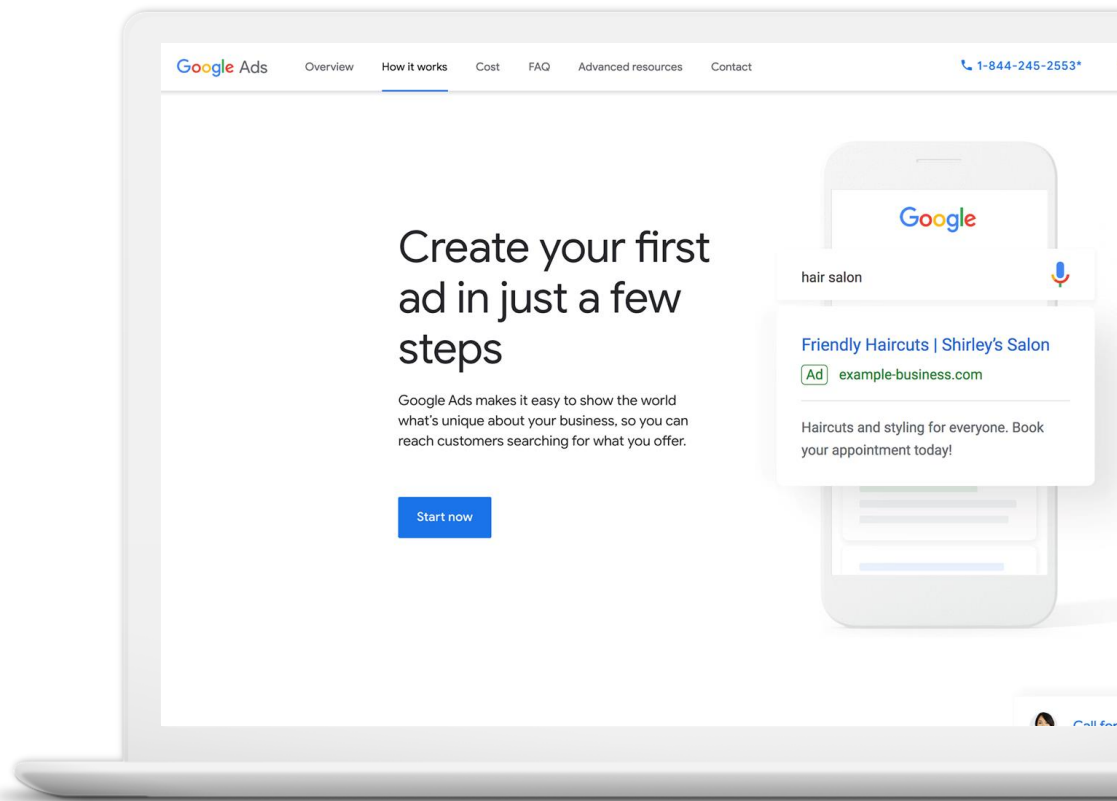
Grow your business with Google Ads at [g.co/ads](https://g.co/ads)



# START ADVERTISING WITH SMART CAMPAIGNS

Smart campaigns are Google's solution for new advertisers and small businesses.

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



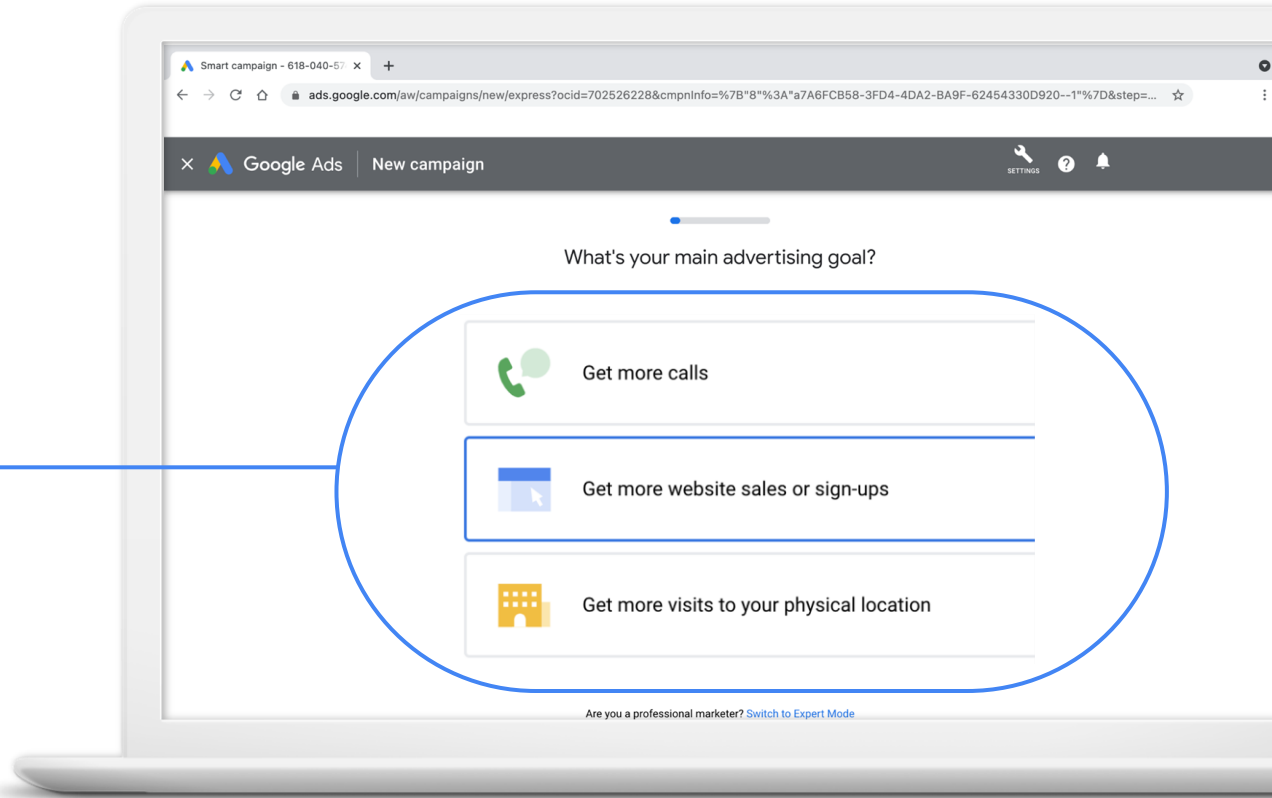
## SMART CAMPAIGN CHECKLIST

- Decide** what the goal is. What action should people take?
- Connect** to your Business Profile or enter business info.
- Identify** or create a relevant web page to connect to your ad.
- Write** a compelling ad.
- Choose** keyword themes and locations where the ad can appear.
- Set** a daily budget.
- Launch!**

**Let's walk through it, step by step.**

# START WITH A GOAL

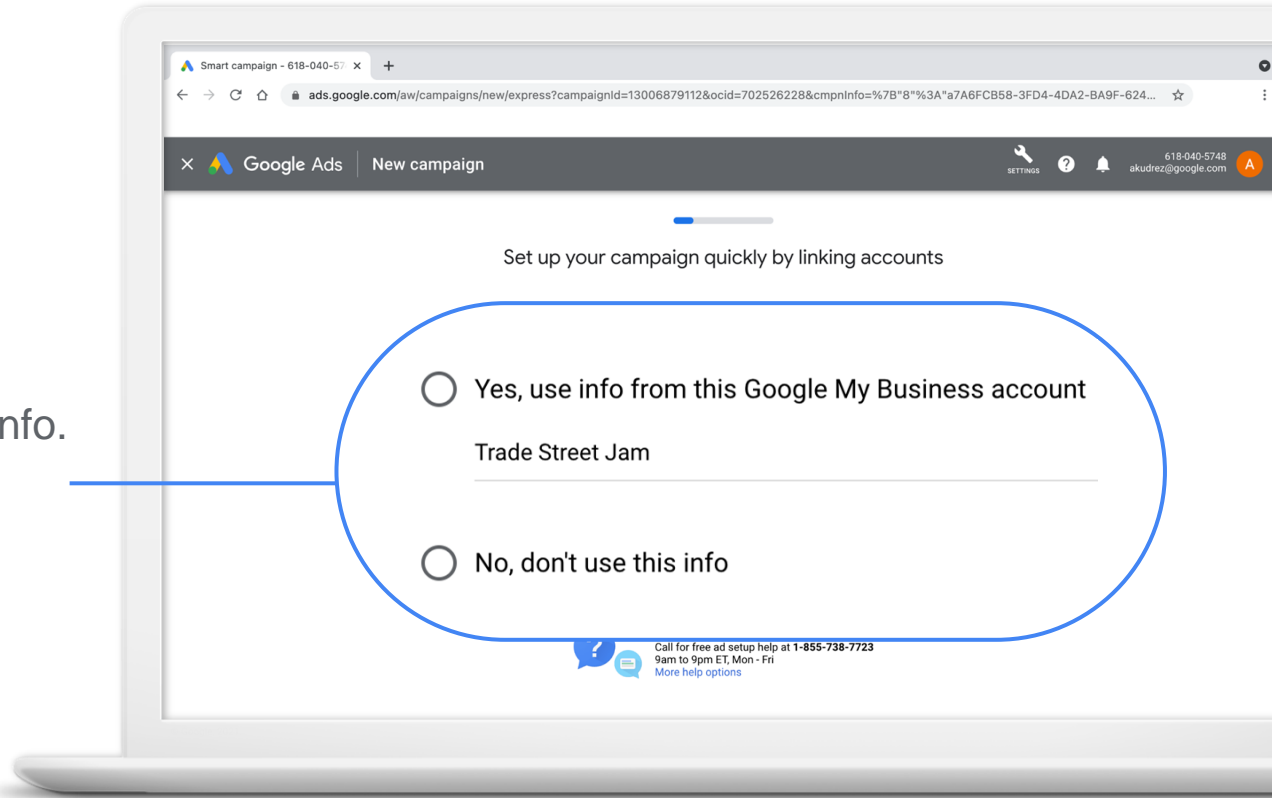
Select your advertising goal. What is your ad trying to accomplish?





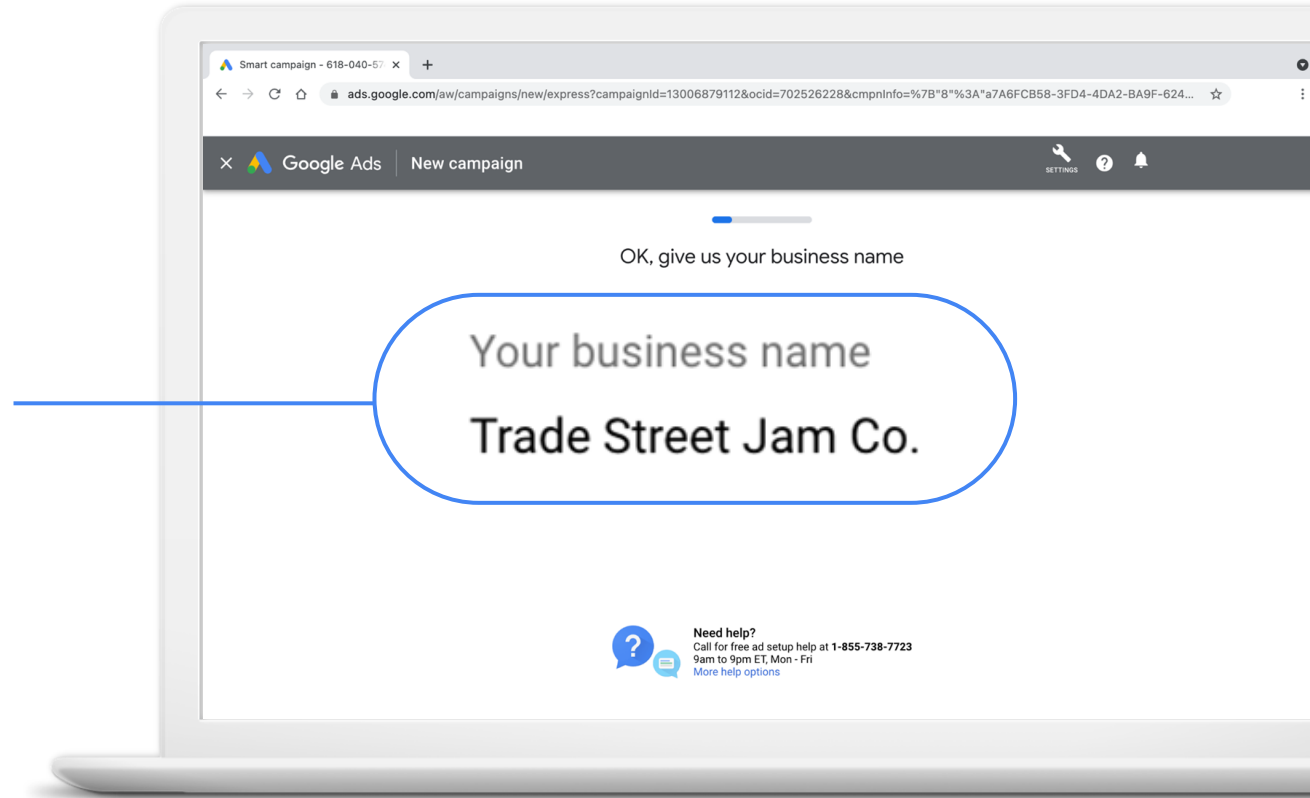
# IF YOU ALREADY HAVE A BUSINESS PROFILE...

Do you have a Business Profile? You can use that info. Otherwise, enter different business details.



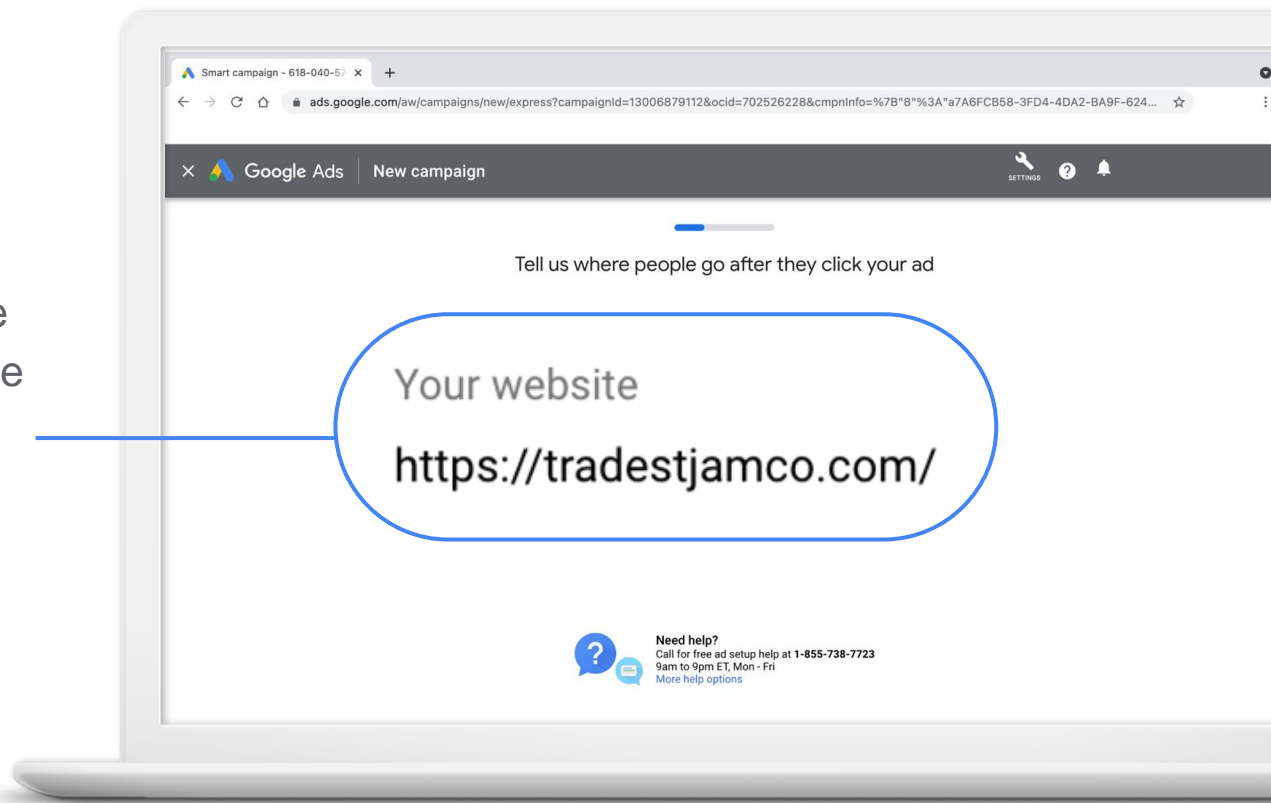
# ENTER YOUR BUSINESS NAME

Enter the name of your business as it should appear in the ad.

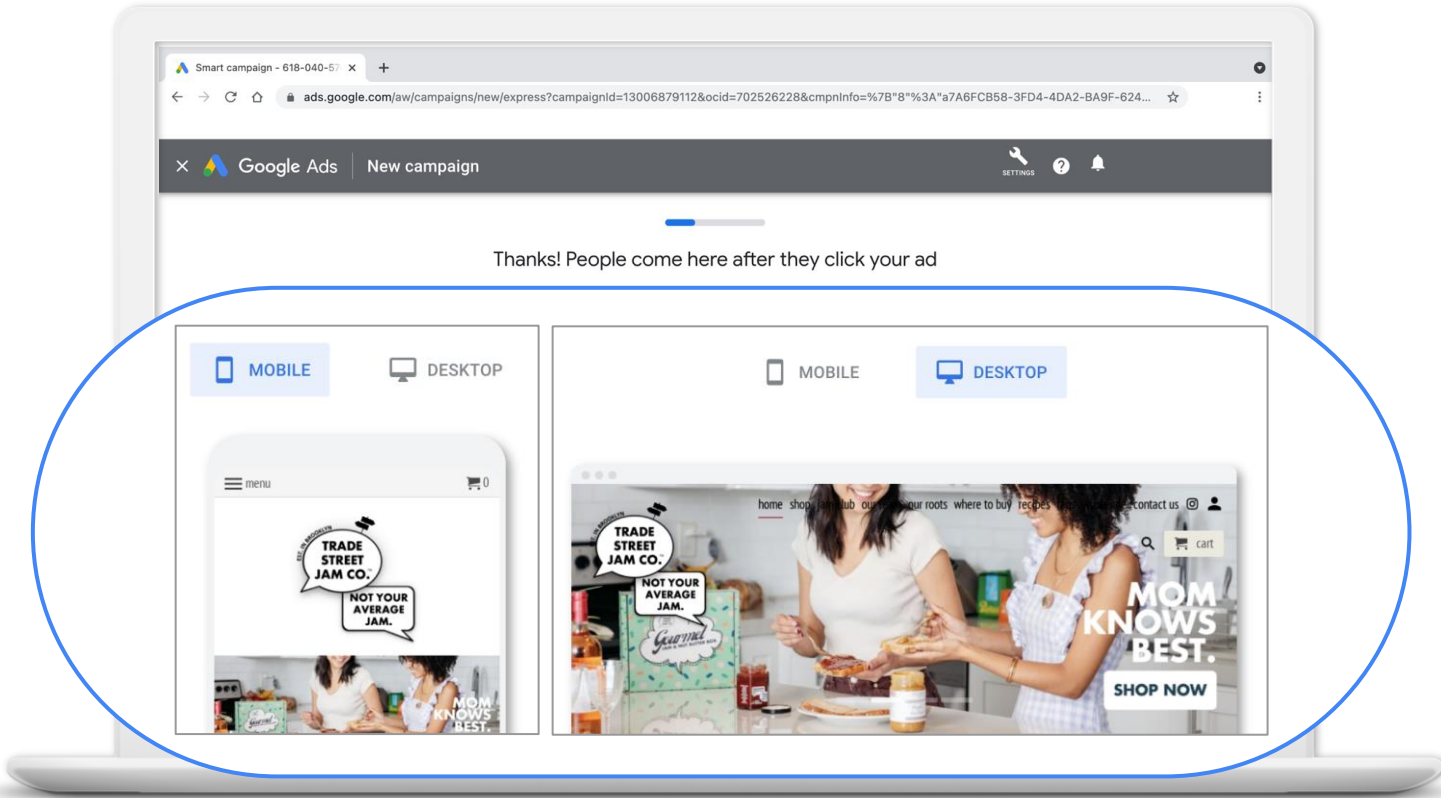


# WHERE SHOULD THE AD LEAD PEOPLE?

Enter the web page people should see after clicking the ad. This will be displayed with your ad.

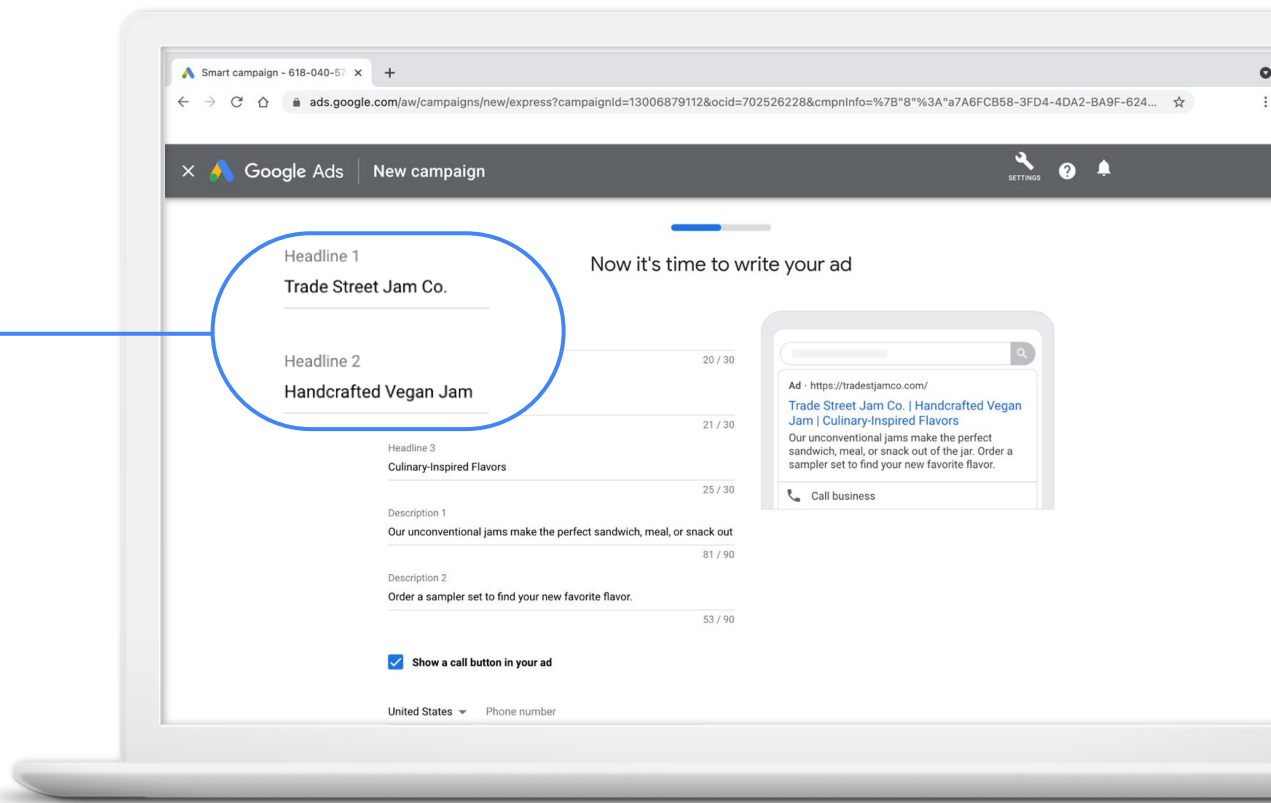


# (THIS IS WHAT PEOPLE WOULD SEE)



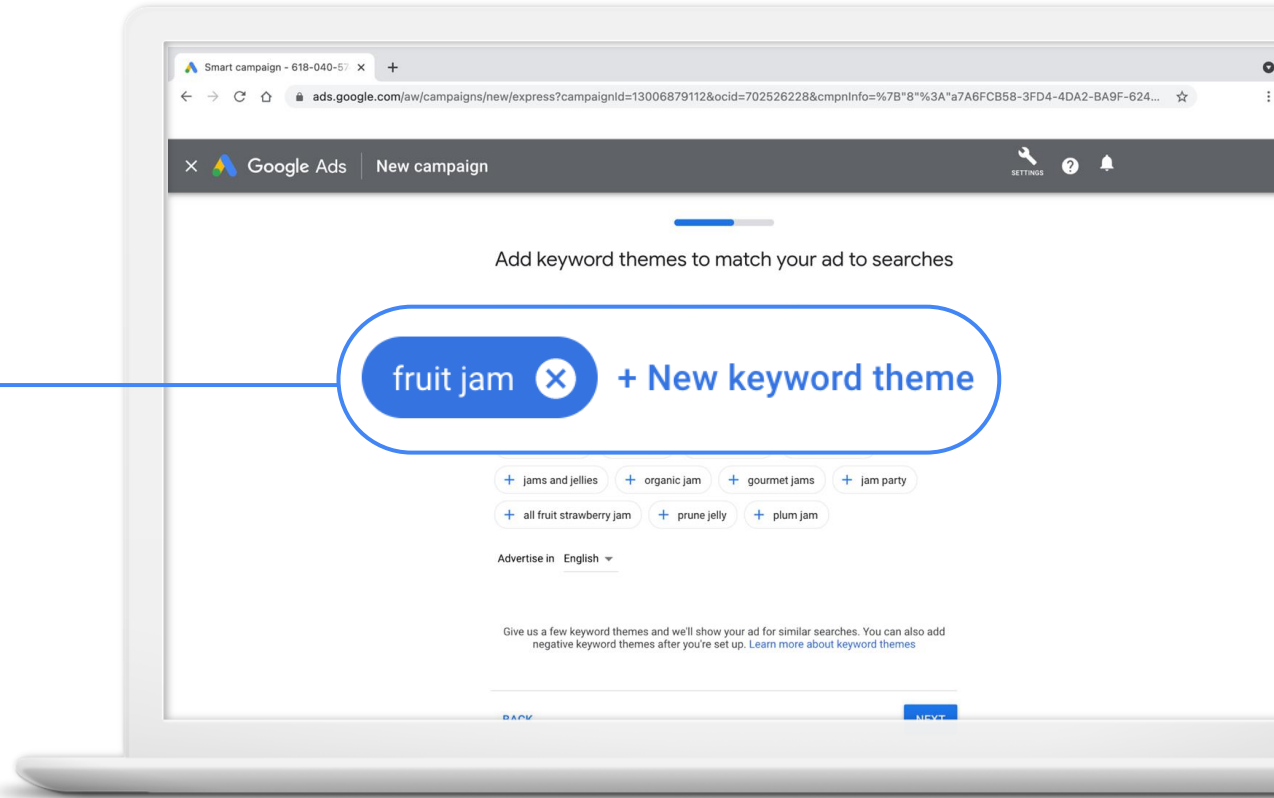
# WRITE YOUR AD

Write three headlines and two description lines. You can add a phone number, too.



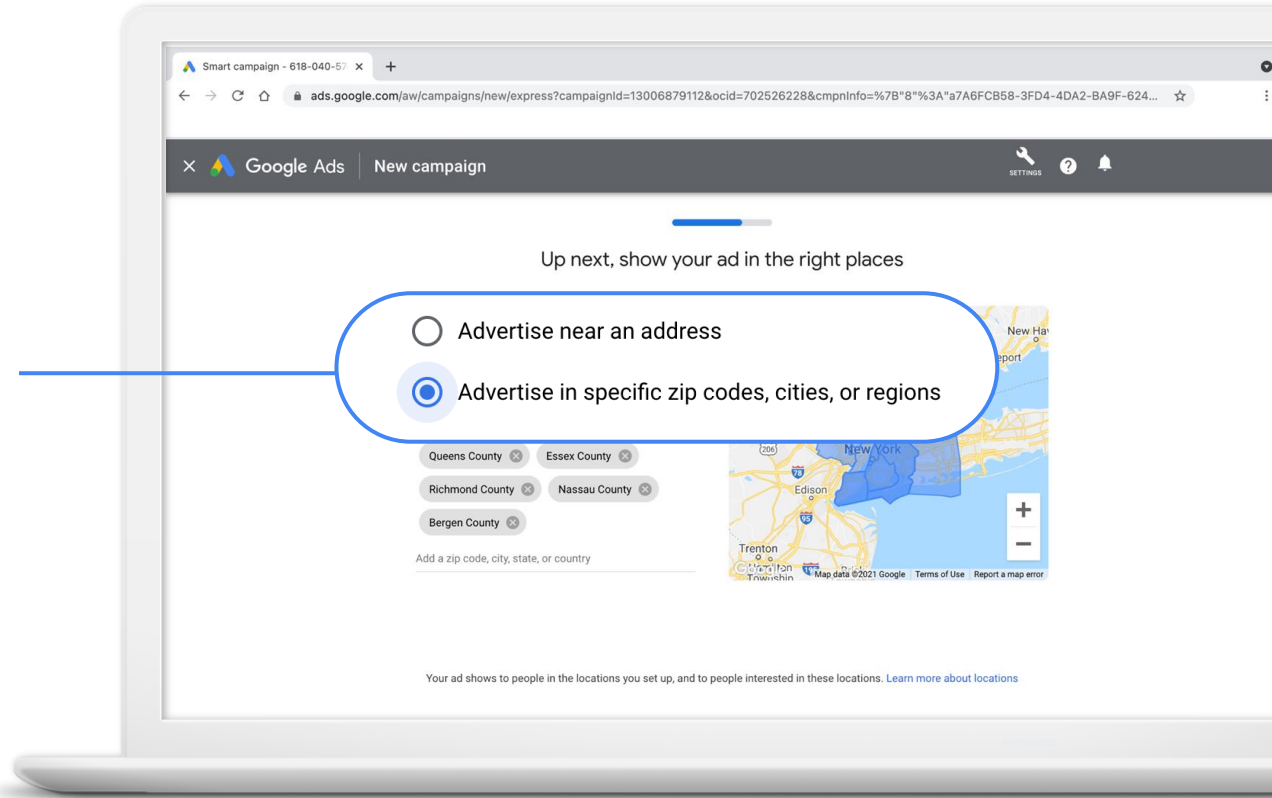
# REVIEW KEYWORD THEMES

Keyword themes help Google show your ad to relevant searches.



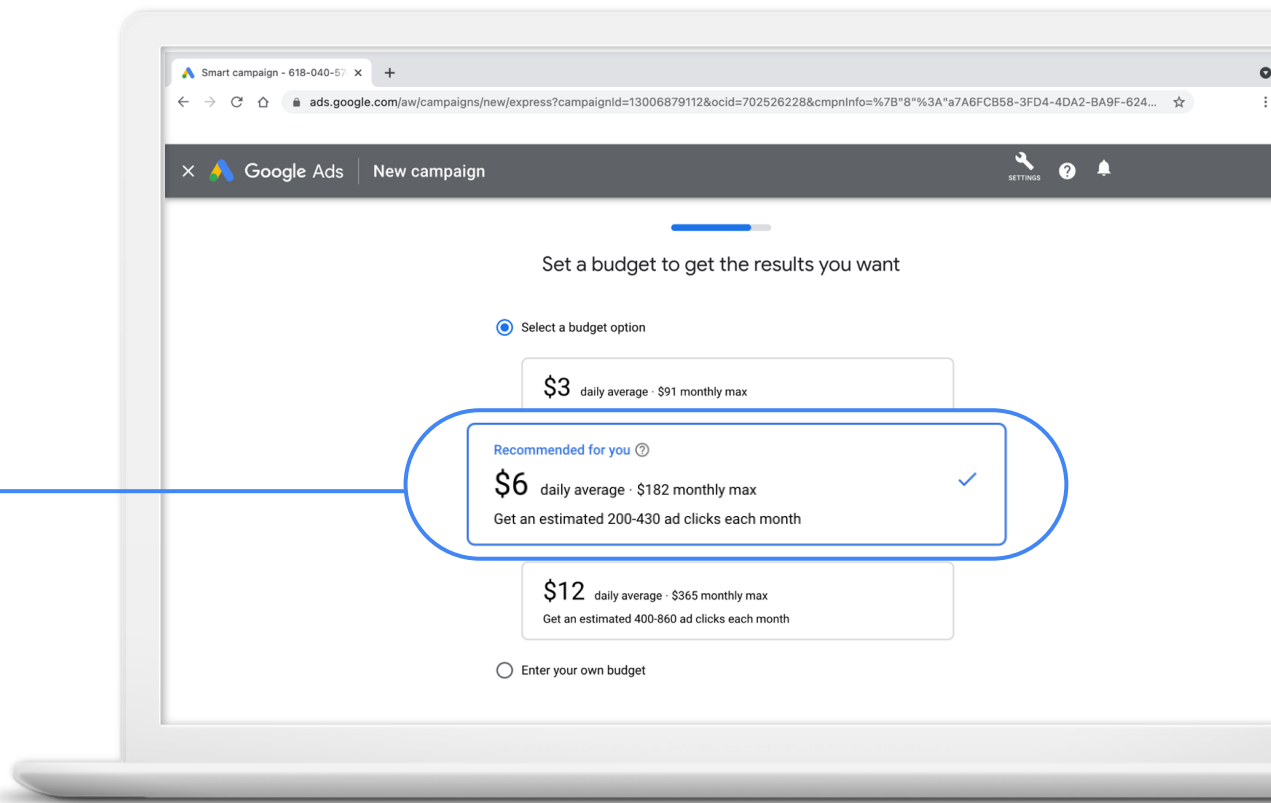
# WHERE CAN YOUR ADS APPEAR?

Choose where your ads can appear. Set a radius around an address or select specific areas.



# SET A DAILY BUDGET

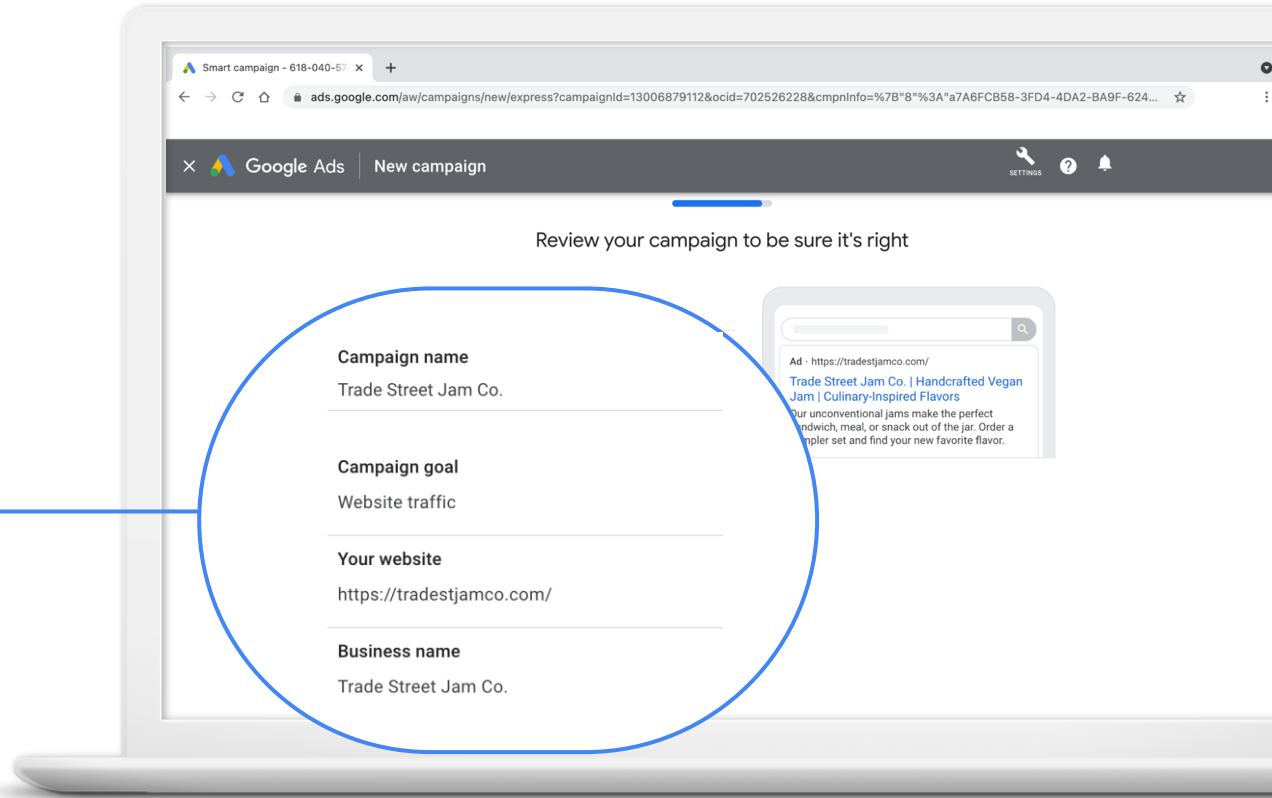
Select or set a budget that makes sense for your business.





# REVIEW YOUR CAMPAIGN AND LAUNCH

Review your ad campaign info. Edit or pause your campaign any time.

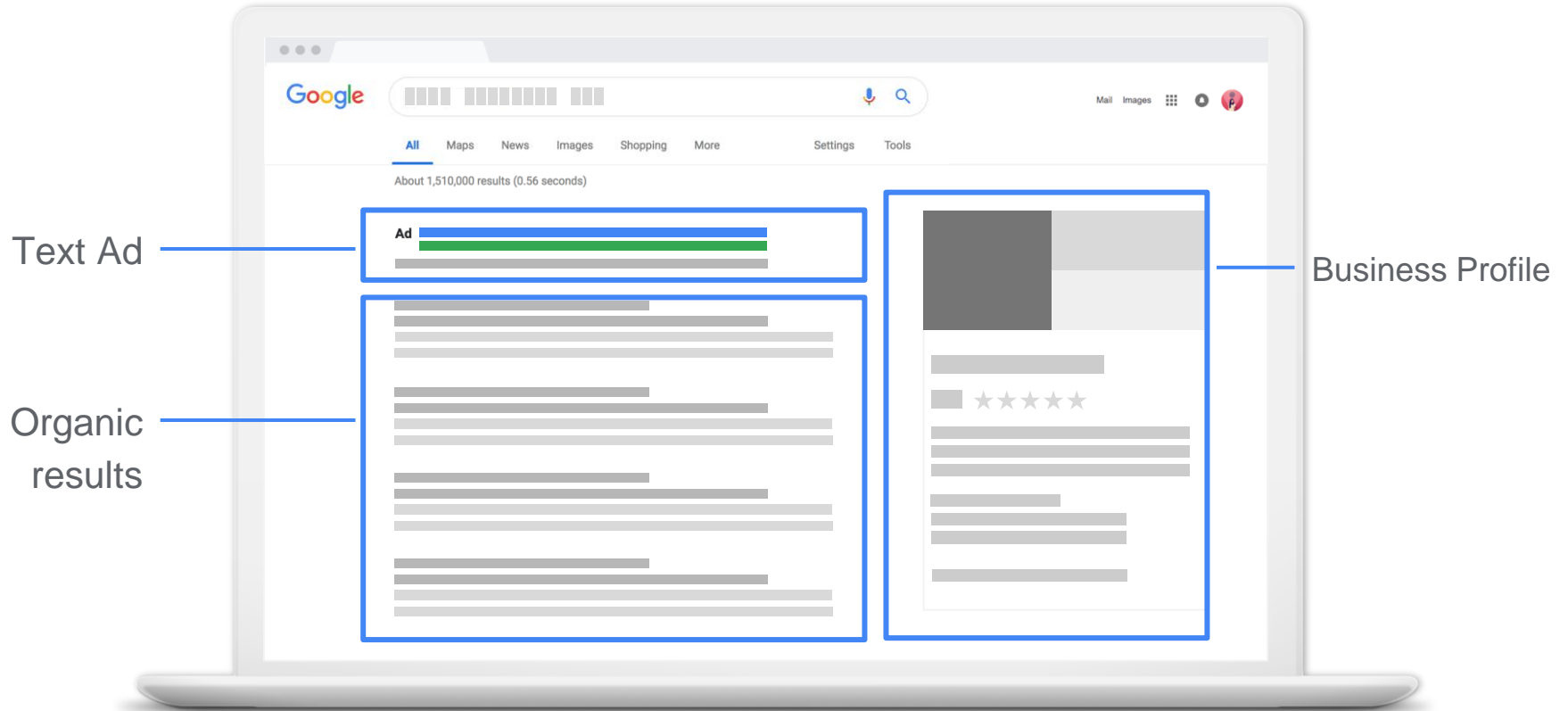




# Recap & resources



# REVIEW: THREE WAYS TO APPEAR ON GOOGLE



## YOUR NEXT STEPS



Help your website appear in Google's organic search results.

[g.co/trends](https://g.co/trends)

[g.co/testmysite](https://g.co/testmysite)

[g.co/searchconsole](https://g.co/searchconsole)



Create a free Business Profile to improve your presence on Google Search and Maps.

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



Use Google Ads to reach more potential customers online.

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

## RESOURCES FROM THIS WORKSHOP

### [SEO Starter Guide](#)

[g.co/SEOSTarterGuide](https://g.co/SEOSTarterGuide)

### [Google Accounts](#)

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

### [Business Profile](#)

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

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### [Google Trends](#)

[g.co/trends](https://g.co/trends)

### [Google for Small Business](#)

[g.co/smallbusiness](https://g.co/smallbusiness)

### [Google Ads](#)

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

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### [Test My Site](#)

[g.co/testmysite](https://g.co/testmysite)

### [Grow OnAir](#)

[g.co/growonair](https://g.co/growonair)

### [Grow with Google](#)

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

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### [Google Search Console](#)

[g.co/searchconsole](https://g.co/searchconsole)

### [Google Primer](#)

[g.co/primer](https://g.co/primer)

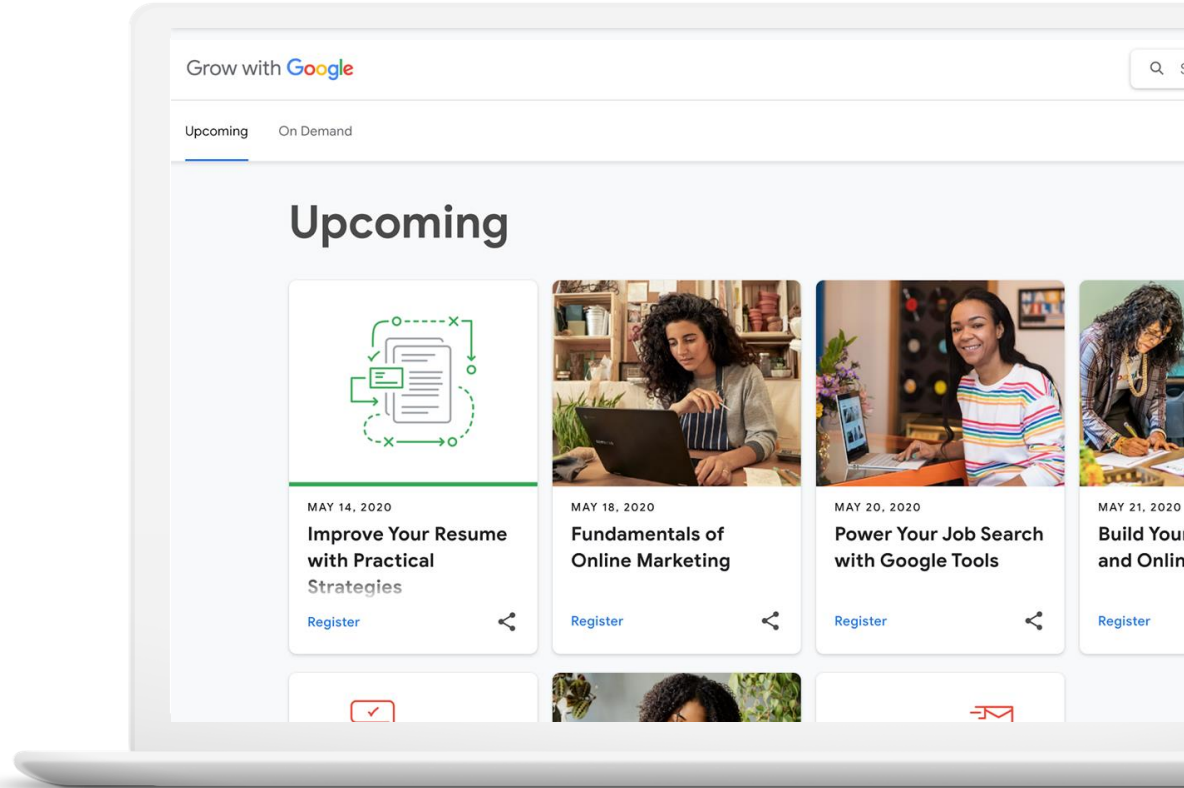
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# CONTINUE YOUR EDUCATION WITH GROW WITH GOOGLE ONAIR

Register for free virtual workshops to enhance your digital skills and grow your business.

## Quick Tip:

Register for virtual workshops.  
[g.co/GrowOnAir](https://g.co/GrowOnAir)



# BUSINESS AND MARKETING LESSONS AT [G.CO/PRIMER](https://g.co/primer)

- Quick, easy lessons on your phone
- Learn whenever you have a few minutes free
- Practical, personalized next steps

## Google Primer Suggested Minicourses

Appeal to Searchers and Search Engines with SEO

Get Online with a Strong Business Website

Connect with Customers by Taking Your Business Online

### Quick Tip:

Download the Primer app.

[g.co/primer](https://g.co/primer)





# 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

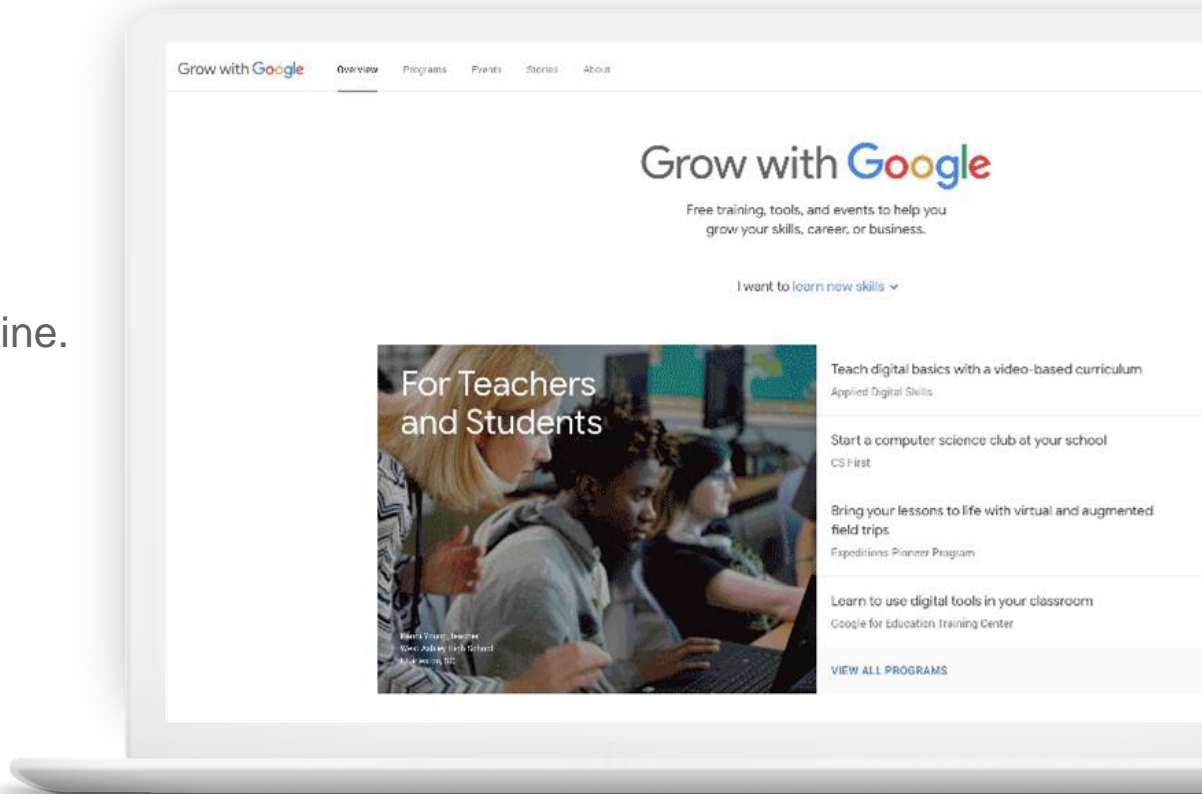
Help new customers find you online.

## For job seekers

Boost your resume with a new certification.

## For developers

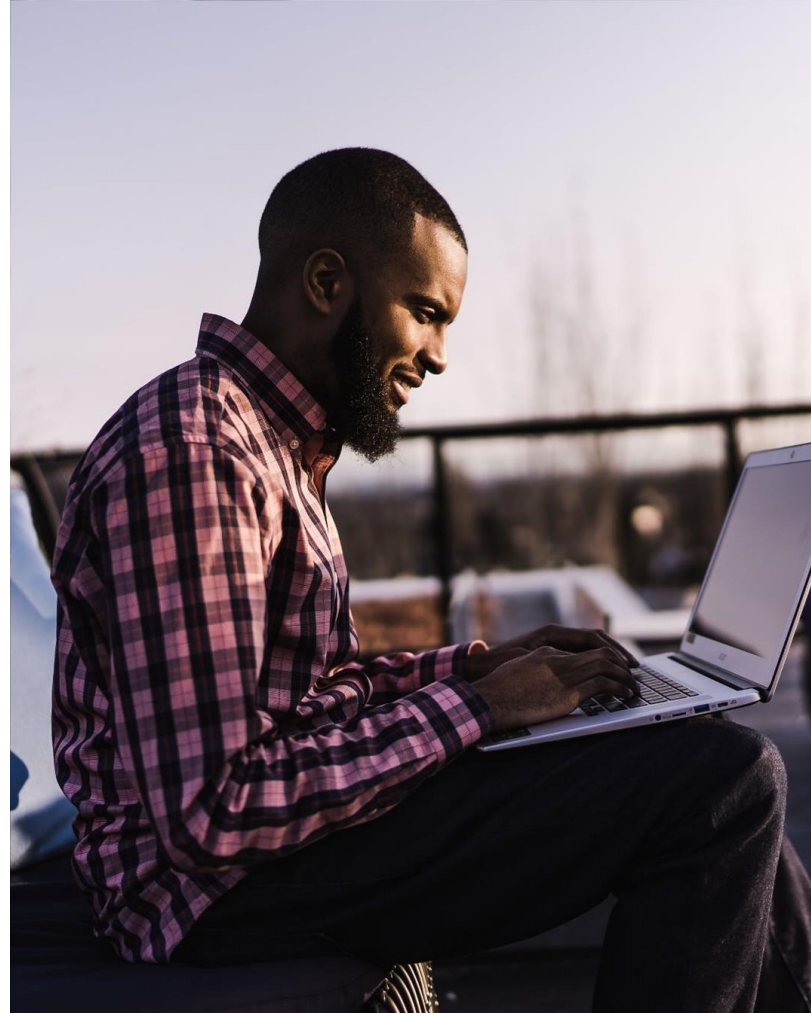
Learn to code or take your skills to the next level.



## SOMETHING TO THINK ABOUT

What will you do today  
to grow your online  
presence?

**It's time to take action!**



Grow with Google

# Thank You



Grow with 