



Reach Your Customers Online With Google

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Intro To Online Marketing

Agenda

Be found
by local
customers

Create a free
Google My
Business listing.

Be found
everywhere,
on all devices

Optimize your
website for search
and mobile.

Be found
with online
advertising

Advertise your
business on
Google.

Be found by local customers



BE FOUND BY LOCAL CUSTOMERS

Connect with customers in moments that matter

76%

of people who search on their smartphones for something nearby visit a business within a day.¹

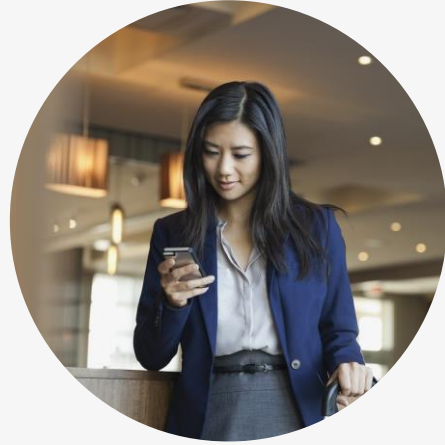
80%

of consumers used a search engine when looking for info about local businesses.²

Google

¹ Google/Purchased, "Digital Diary: How Consumers Solve Their Needs in the Moment," May 2016.

² The Consumer Barometer Survey, 2014/2015.



BE FOUND BY LOCAL CUSTOMERS

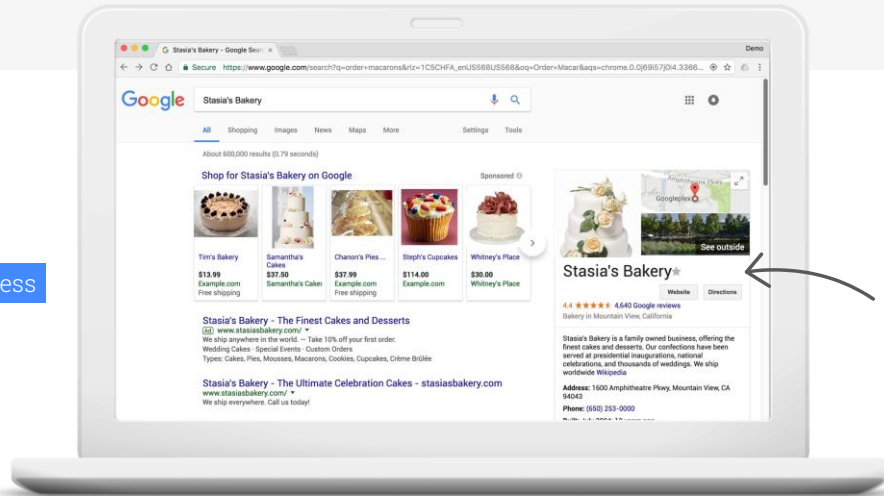
"Near me" searches = Near you opportunities



Google

BE FOUND BY LOCAL CUSTOMERS

Google My Business

gybo.com/business


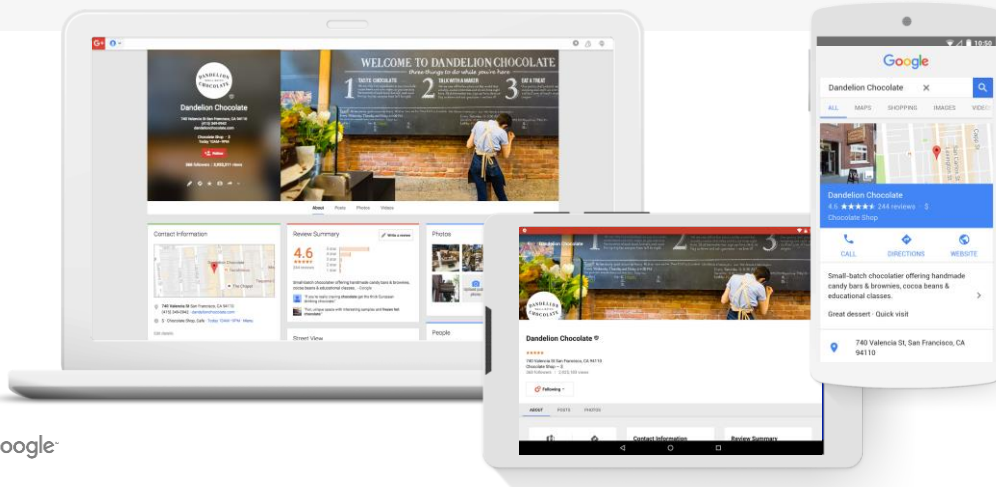
This is a
business
listing

Google

BE FOUND BY LOCAL CUSTOMERS

Google's local results

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



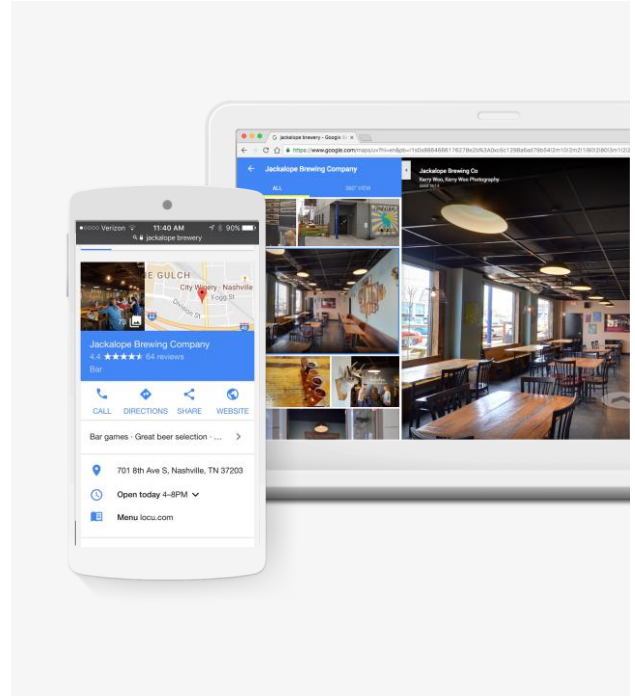
Google

BE FOUND BY LOCAL CUSTOMERS

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.

Google



BE FOUND BY LOCAL CUSTOMERS

Engage with customers

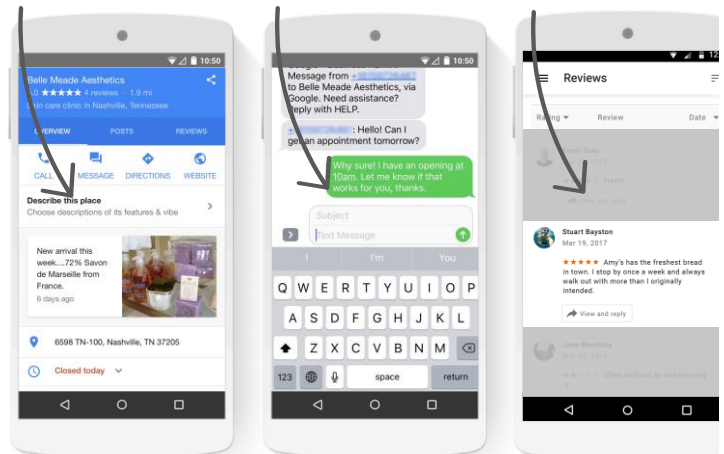
Posts

Messages

Reviews

- Share updates with posts.
- Communicate with messaging.
- Read and respond to reviews.

Google



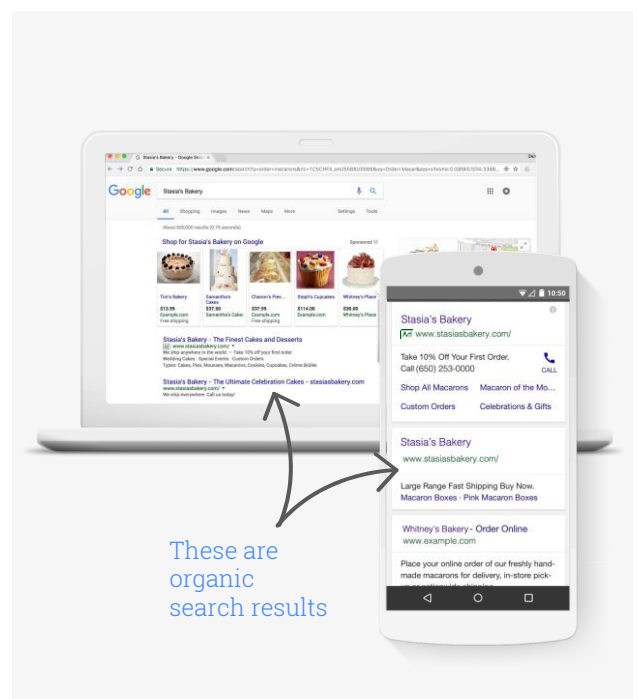
Be found everywhere, on all devices

BE FOUND EVERYWHERE, ON ALL DEVICES

Search engine optimization

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

Google



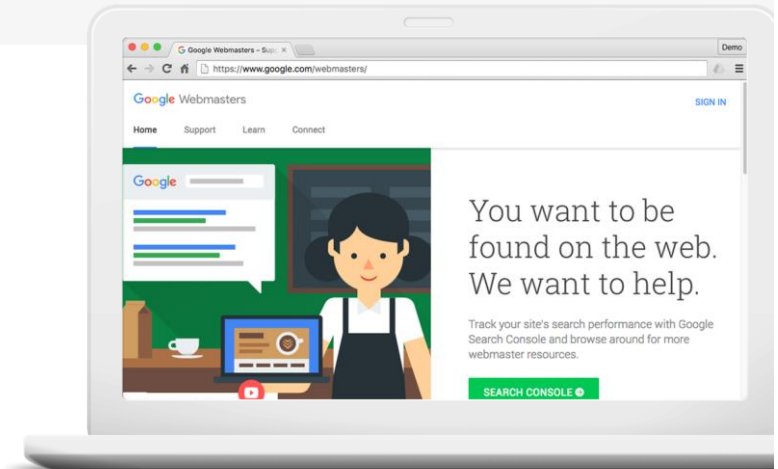
BE FOUND EVERYWHERE, ON ALL DEVICES

Google Search Console

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

google.com/webmasters

Google

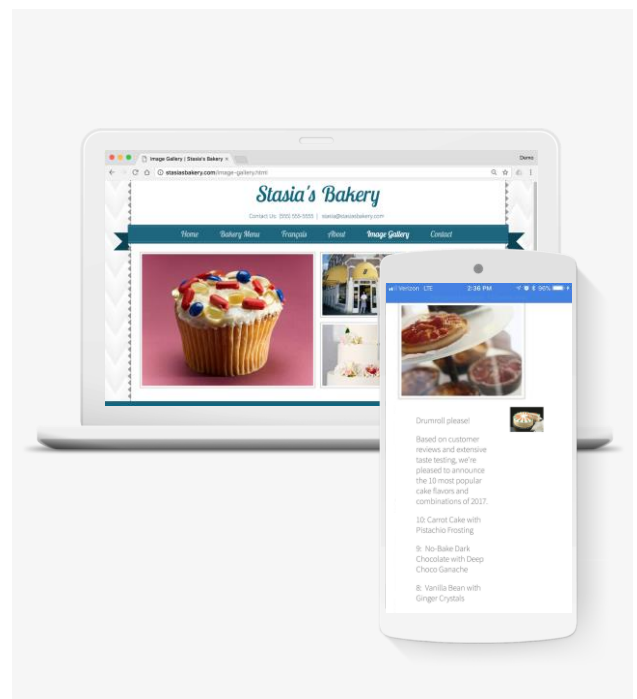


BE FOUND EVERYWHERE, ON ALL DEVICES

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



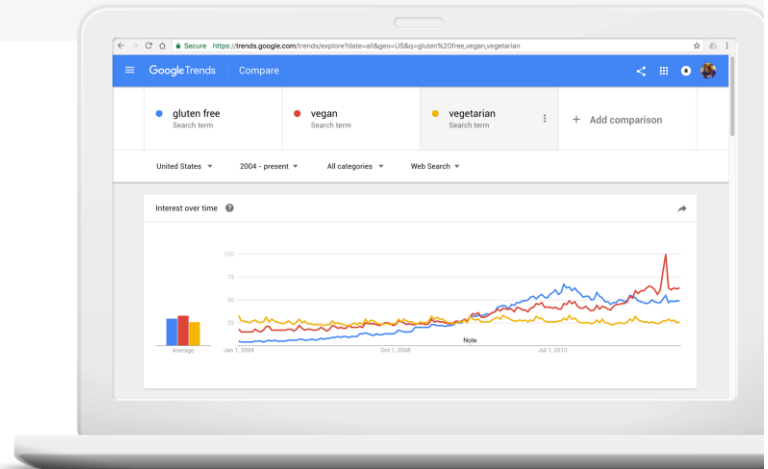
BE FOUND EVERYWHERE, ON ALL DEVICES

Google Trends

Find popular search terms on Google.

google.com/trends

Google



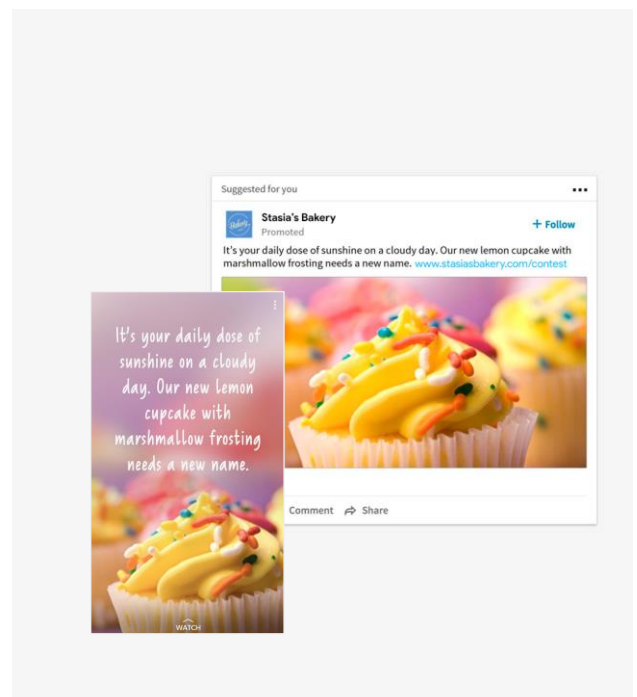
BE FOUND EVERYWHERE, ON ALL DEVICES

Social Media Marketing

Content should be:

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

Google



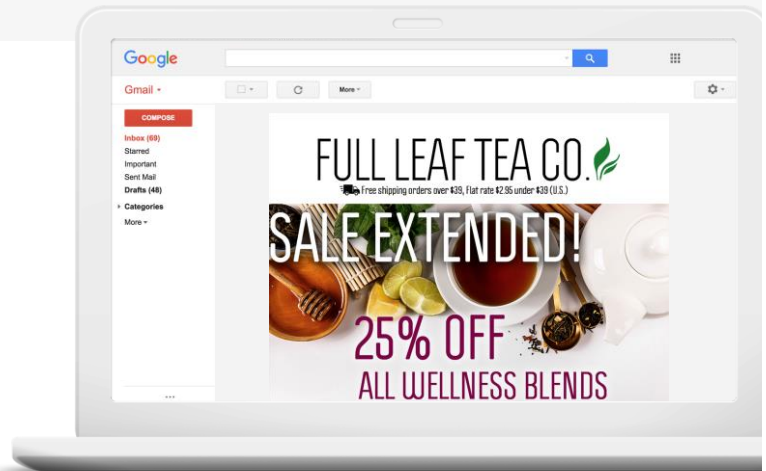
BE FOUND EVERYWHERE, ON ALL DEVICES

Email marketing

Great emails have:

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

Google



BE FOUND EVERYWHERE, ON ALL DEVICES

Don't forget mobile



Focus
on nav &
homepage



Make it easy
to search
the site



Make it easy to
complete tasks



Make it easy to
fill out forms



Optimize for
usability

Google

BE FOUND EVERYWHERE, ON ALL DEVICES

Test your website speed

testmysite.thinkwithgoogle.com

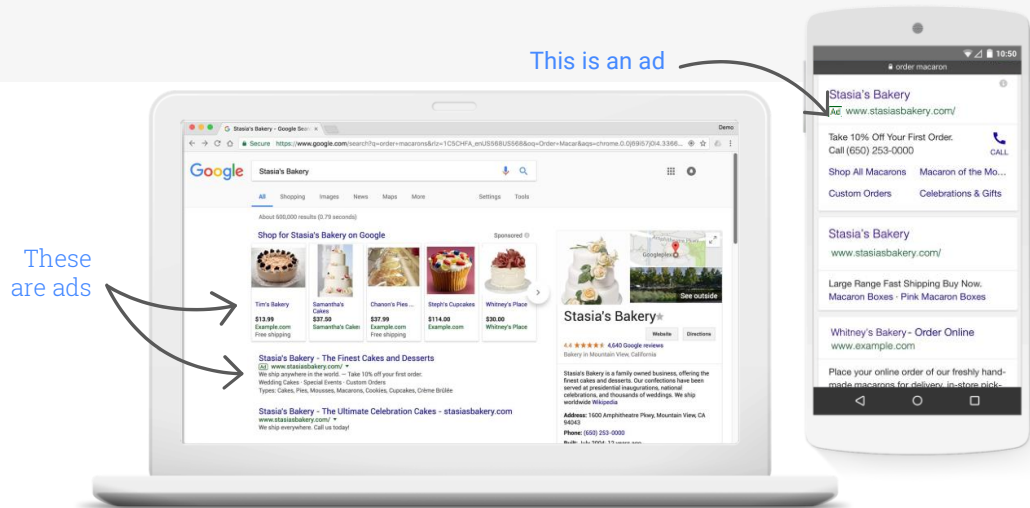
Google



Be found with online advertising

BE FOUND WITH ONLINE ADVERTISING

Ads appear on Google...



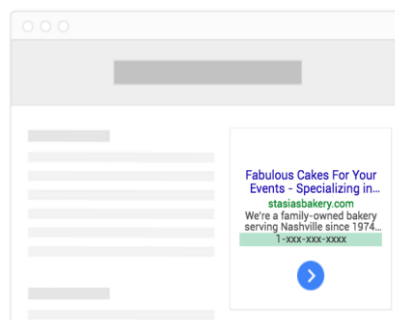
Google

BE FOUND WITH ONLINE ADVERTISING

...and partner websites

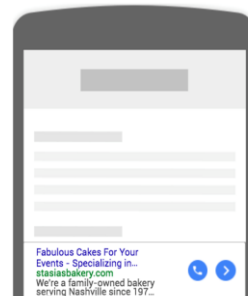
Ads are targeted to the right customers.

Ad on desktop sites



Google

Ad on mobile sites

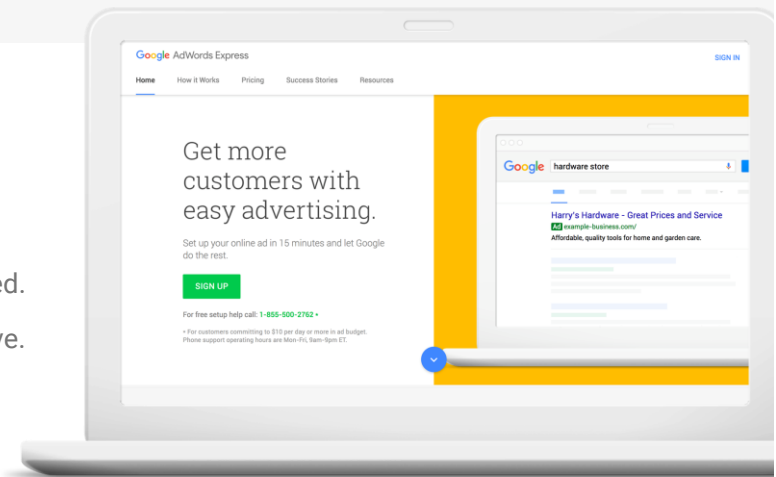


BE FOUND WITH ONLINE ADVERTISING

Search engine marketing tips

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

Google

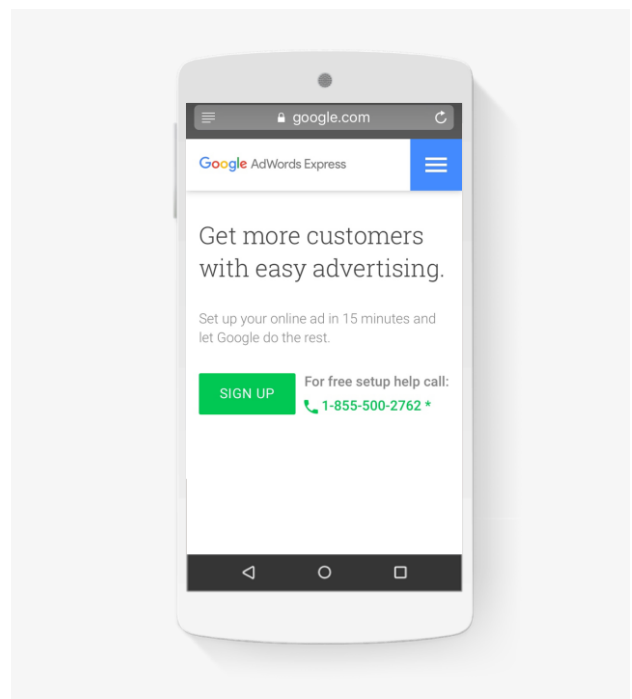


BE FOUND WITH ONLINE ADVERTISING

AdWords Express

- Start at gybo.com/awexpress and enter business details.
- Choose a category.
- Write an ad.
- Decide where to display ads.
- Set a budget.
- Launch!
- **Want help?** Call (855) 607-0426

Google



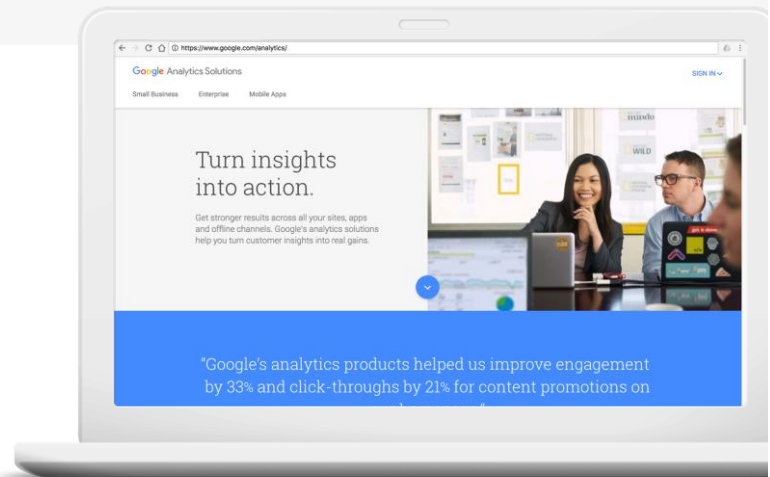
BE FOUND WITH ONLINE ADVERTISING

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

google.com/analytics

Google

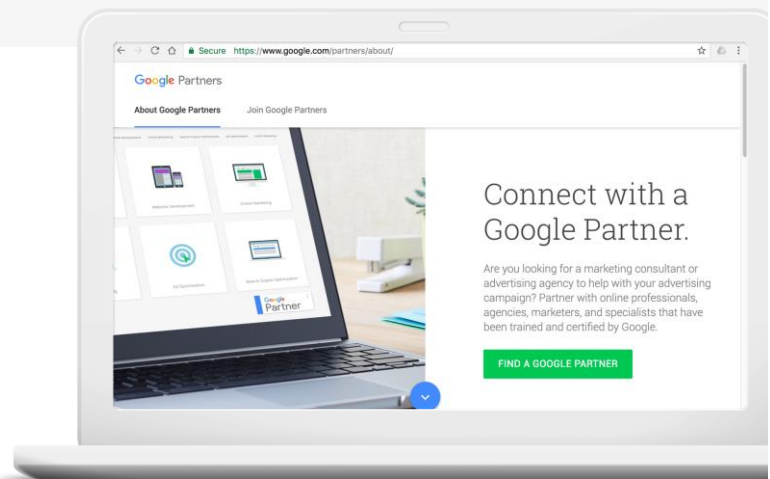


BE FOUND WITH ONLINE ADVERTISING

Want an expert to manage your online ads?

google.com/partners

Google



Next steps

NEXT STEPS

Your next steps

Be found
by local
customers



Be found
everywhere,
on all devices



Be found
with online
advertising

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

Try a combination
of digital marketing
channels.

Promote your
business with online
advertising.

Google

READY FOR MORE?

Resources

Google My Business

gybo.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

AdWords Express

Google Analytics

testmysite.thinkwithgoogle.com

gybo.com/awexpress

google.com/analytics

Google

Thank you

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