



Google Agenda

It's simple – people search for what they want online. Even if you run a brick and mortar shop your customers and prospects are online. It's probably how they found you in the first place and why they continue to shop with you. So whether you're looking for foot traffic or web traffic, Google is the ultimate search referrer.

In this training module we will walk through Google products and their impact on your web presence.

Google my Business

The lead factor in your SERP – Search Engine Results Page. How and where you show up. We will walk through what to fill out, how to get more reviews, and how to connect it to your website.

Google Analytics

Analytics is the most important tool that allows you to better understand your customers. It will provide you with visitor data so you can identify how they found your site, what they did when they were on it and did they complete a goal. With this information you can create content, keep people on your site longer, set up sales funnels and help you make better business decisions.

Google Search Console

Google Search Console is a free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results. – That's all

Google Ads

There's still some truth to that statement that 75% of people will never scroll past the first page on a Google search. That means you can't afford to be ranking at the bottom of the page. Sometimes the easiest way to stay on the top in a search is to create a Google Ad. Ranking is important because 93% of online experiences begin with a search; you would probably be wise to use a little of both PPC and Organic SEO.

Search campaigns | Text ads on search results

Display campaigns | Image ads on websites

Video campaigns | Video ads on YouTube

Shopping campaigns | Product listings on Google

App campaigns | Promote your app on many channels

Local campaigns | Promote locations on many channels

Smart campaigns | Automate your campaigns