

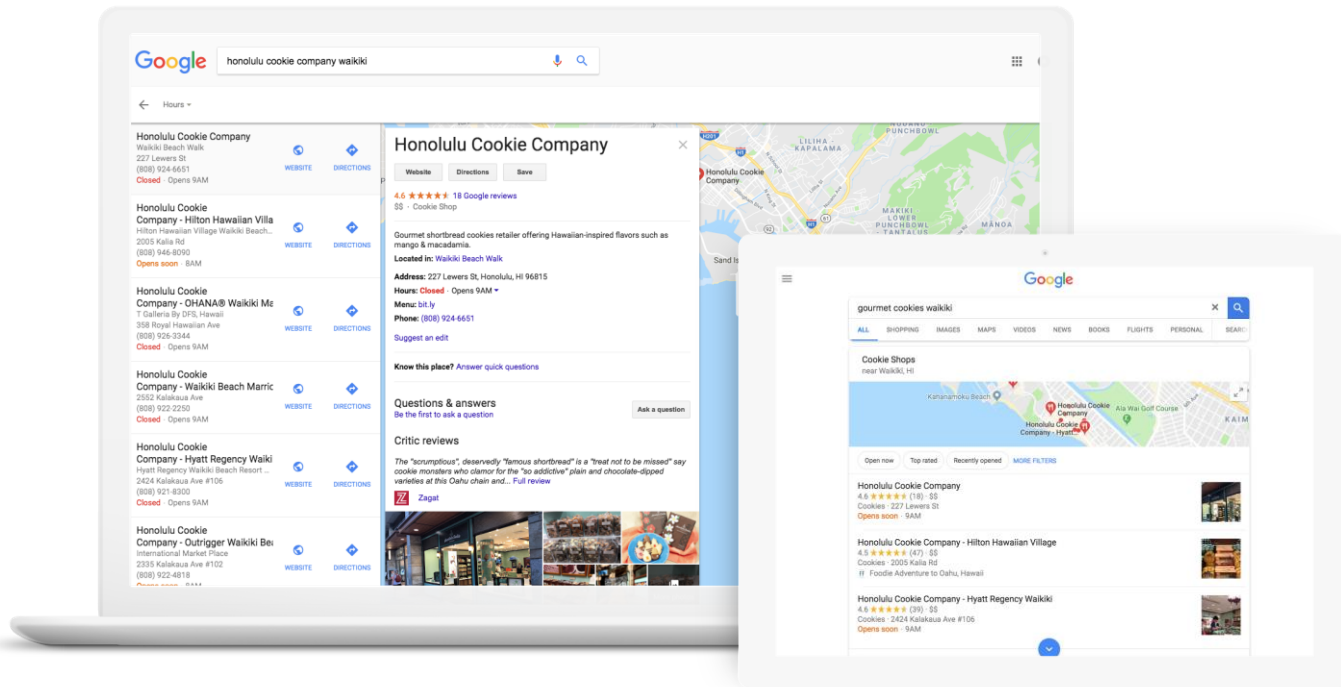
# Free Google Tools for Business Success



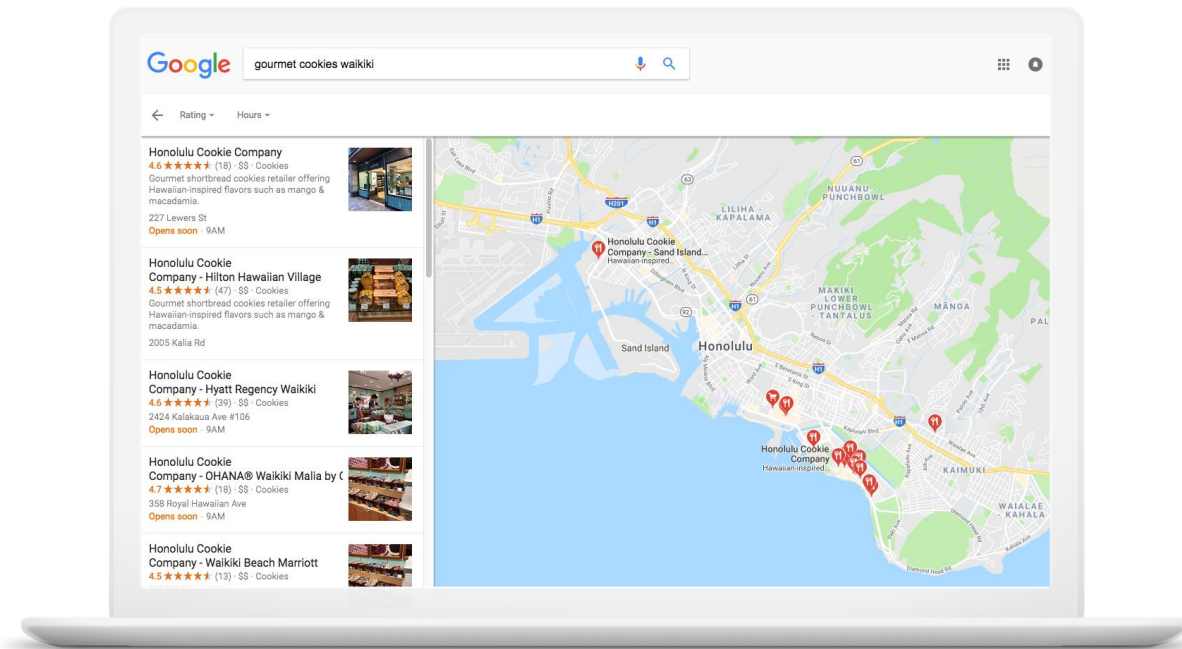
# Agenda

- Get your business on Google for free
- Take a tour of Google My Business
- Review free Google tools to help grow your business

# Connect with customers when they search Google

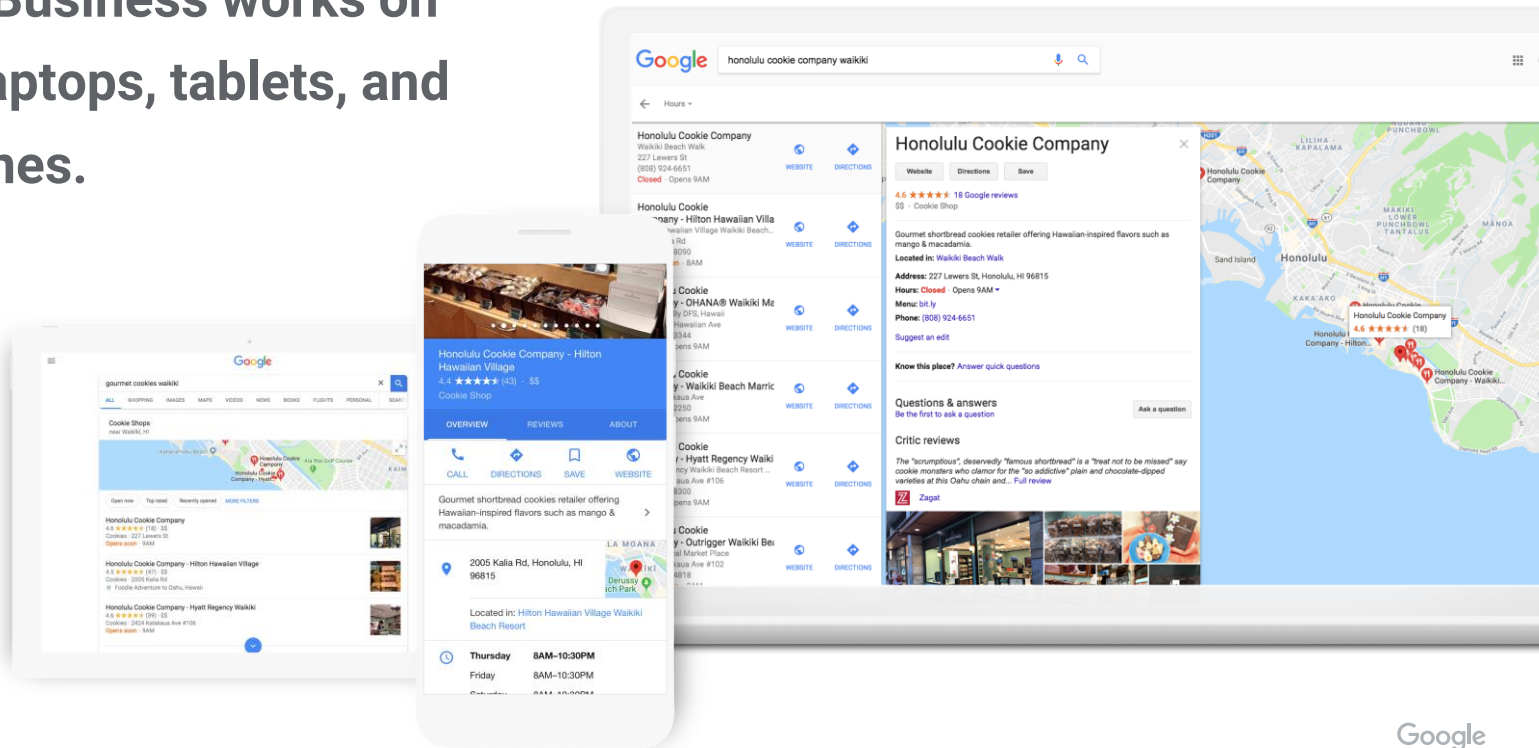


# Connect on Google Maps



# Connect across devices

Google My Business works on desktops, laptops, tablets, and mobile phones.



Google mexican food near me

Rating Mexican Hours Clear Filters X

- Fiesta Bamba**  
 4.6 ★★★★★ (370) · \$\$ · Mexican  
 Springville, NY  
 "Food was delicious. Waitress was polite and attentive. Service was..."
- Taco Bell**  
 3.5 ★★★★★ (104) · \$ · Mexican  
 Springville, NY  
 Fast-food chain serving Mexican-inspired fare such as tacos, quesadillas & nachos.
- Panda House**  
 4.5 ★★★★★ (64) · \$ · Chinese  
 Springville, NY  
 "Great food served quickly with very friendly service!"
- King Buffet**  
 3.3 ★★★★★ (124) · Chinese  
 Springville, NY  
 "I am going to give it a 3-star the food was delicious it was hot ready..."
- Tim & Bonnies Pizza**  
 4.0 ★★★★★ (188) · Pizza  
 Springville, NY  
 Closes soon · 9PM  
 "Consistently good pizzeria food. My..."

### Fiesta Bamba

Directions Save

4.6 ★★★★★ 370 Google reviews  
 \$\$ · Mexican restaurant

Address: 60 S Cascade Dr, Springville, NY 14141  
 Hours: Open · Closes 10PM  
 Phone: (716) 522-2033

Suggest an edit · [Own this business?](#)

Add missing information  
 Add website

Know this place? Answer quick questions

Questions & answers  
 Q: How is this place for toddlers? kid friendly?  
 A: Yes  
 (6 more answers)  
 See all questions (1)

Popular times

Sundays



https://business.google.com/create?fp=3526860286998366163&hl=en&getstarted&gmb-src=us-en-et-ip-z-gmb-s-z-l~skp%7Cclaimbz%7Cu&p-psrc=GMBSI



### Fiesta Bamba

4.6 ★★★★★ (370) · \$\$

Mexican restaurant · [Open](#)

[OVERVIEW](#) [REVIEWS](#) [PHOTOS](#) [ABOUT](#)



CALL



DIRECTIONS



SHARE



SAVE

Happy hour food · Comfort food · Small pl... >



60 S Cascade Dr, Springville,  
NY 14141  
0.7 mi



**Open** · Closes 10PM ▾



(716) 592-2033



[Suggest an edit](#)



[Own this business? Claim it now](#)



[Add website](#)



# Take a tour of Google My Business



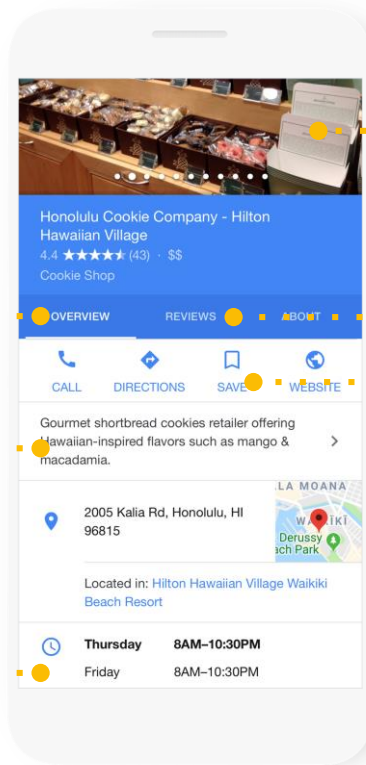


# Anatomy of a Business Profile on Google

Business  
overview

Description

Business hours



Photos and  
videos

Reviews

Quick links

# Make updates from the GMB dashboard

Up-to-date profiles are:

**2.7x**

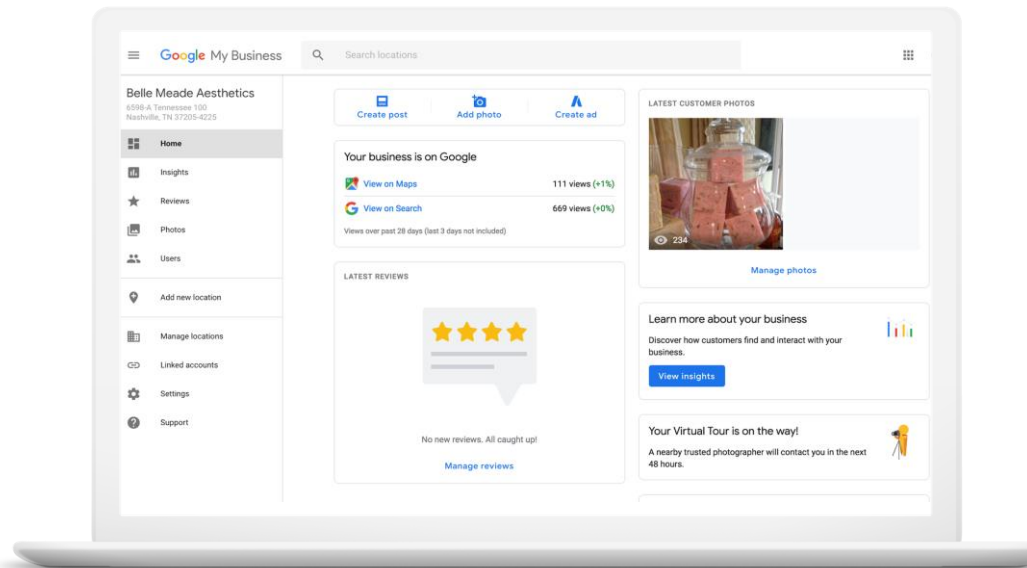
more likely to be considered  
reputable.

**70%**

more likely to attract location visits.

**50%**

more likely to lead to a purchase.



# Connect with customers in moments that matter

**87%**

of smartphone owners turn to  
search first in a moment of need.

**30%**

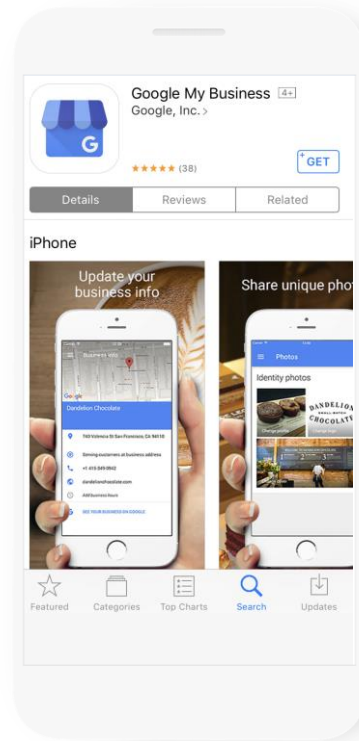
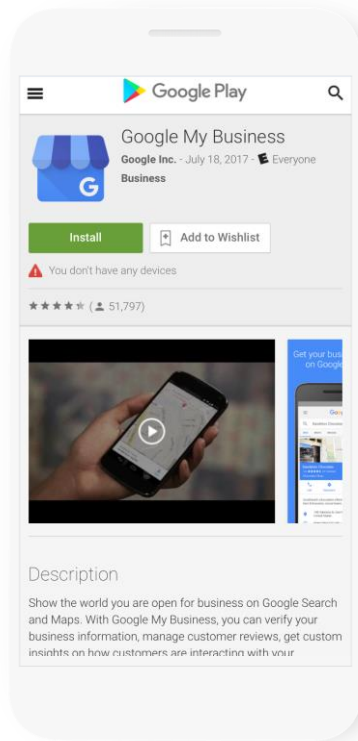
of all mobile searches are related  
to location.

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.



# Make updates with the mobile app

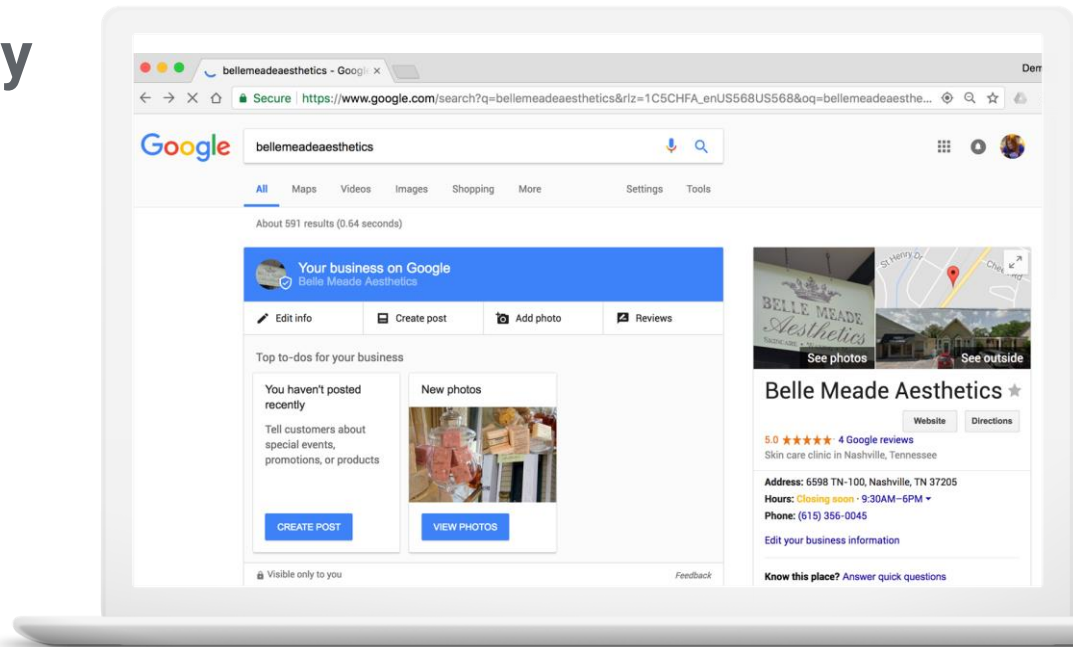
Download the free app  
for Android or iOS.



# Make updates from search results

This option is visible only to managers of verified businesses.

- Edit business info
- Create posts
- Add photos
- Manage reviews

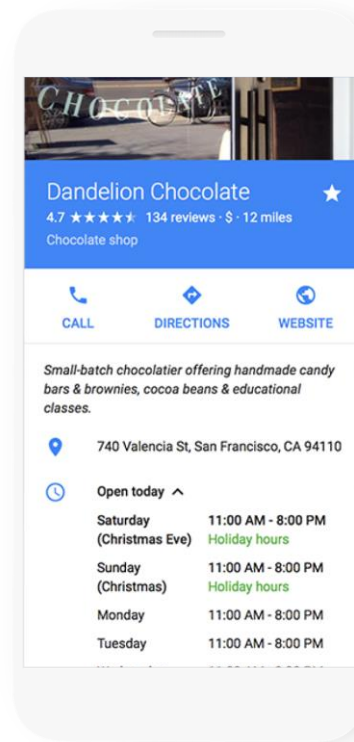
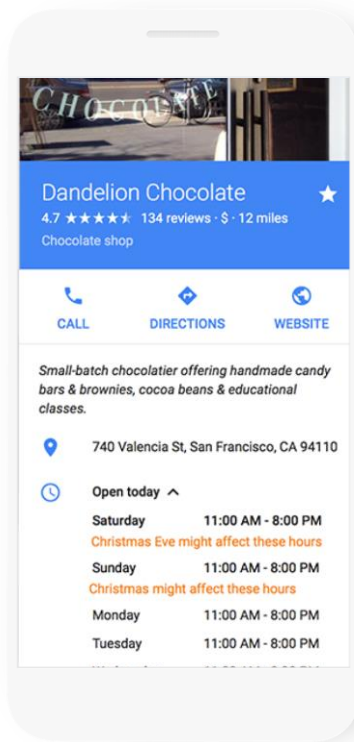


# Confirm your special hours on Google

40%  
of local business  
searchers want to  
find hours of  
operation.



Unconfirmed

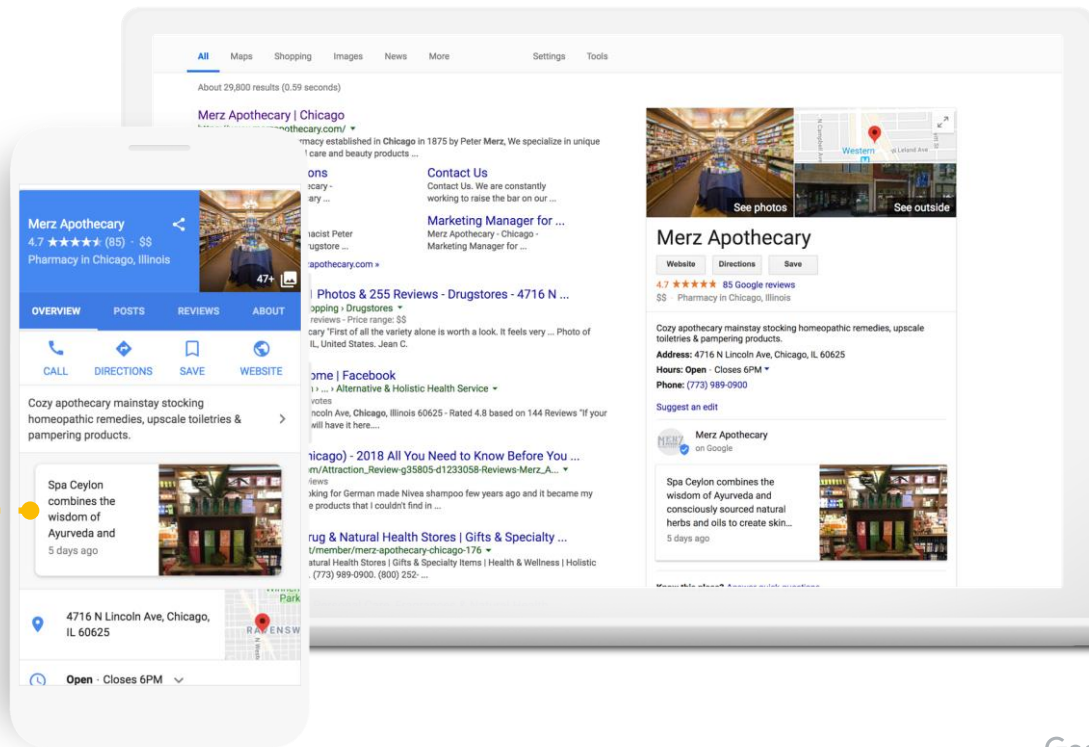


Confirmed

# Share updates with Posts

Post updates  
directly on your  
Business Profile.

\* Posts expire in  
about 7 days.\*



# Posts help your business in many ways



Announcements



Events



Products

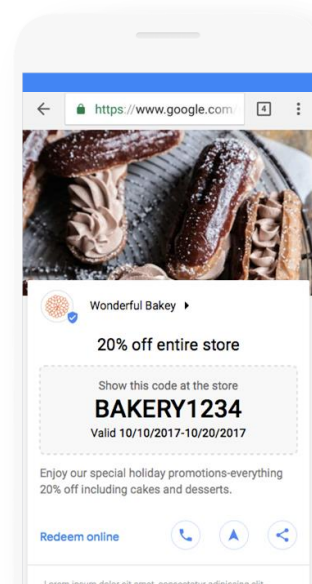
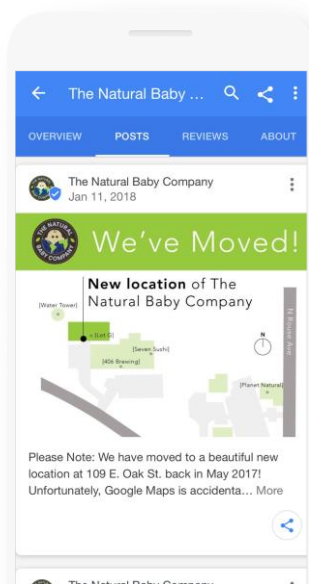
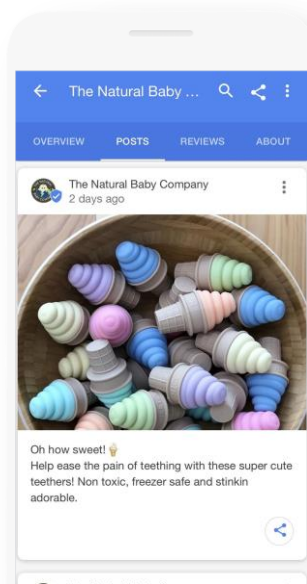
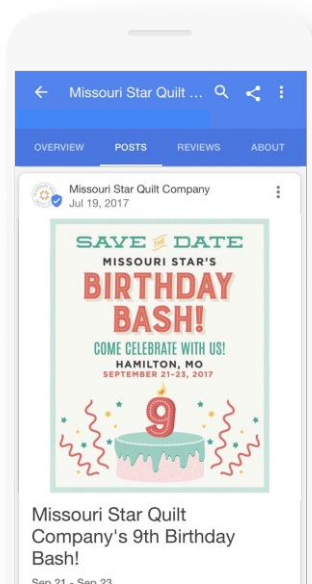


Business info



Offers

NEW



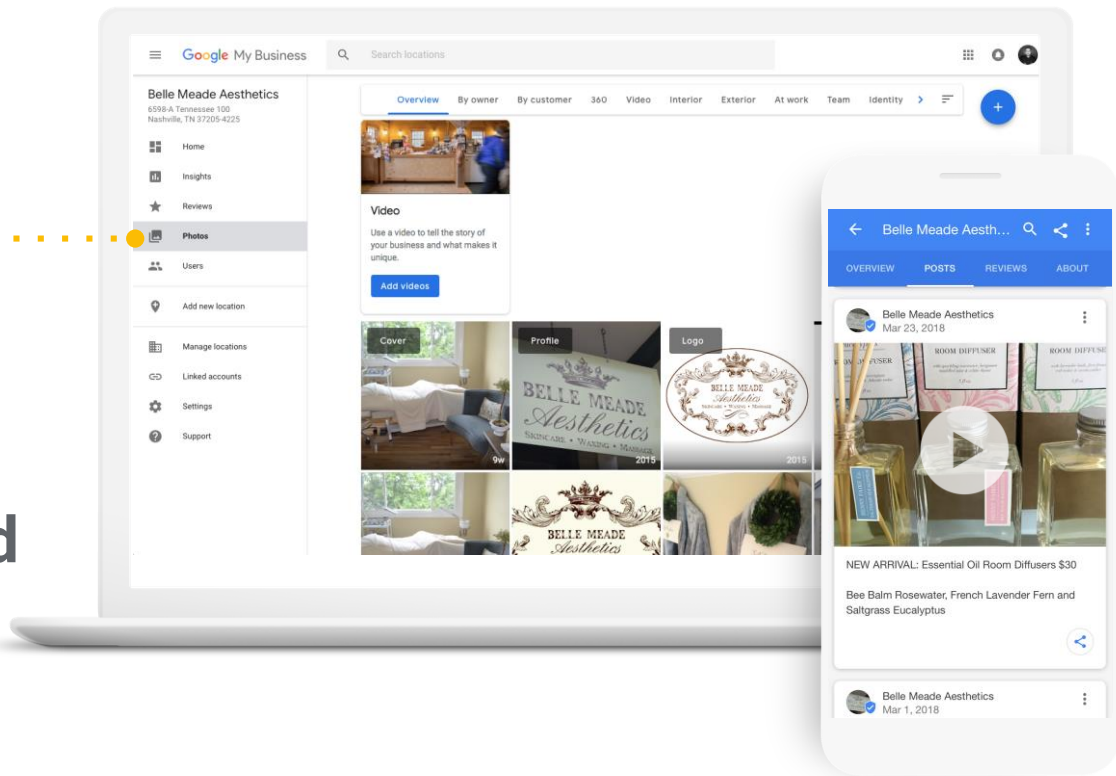


# Add business photos and video

**90%** of customers more likely to visit.

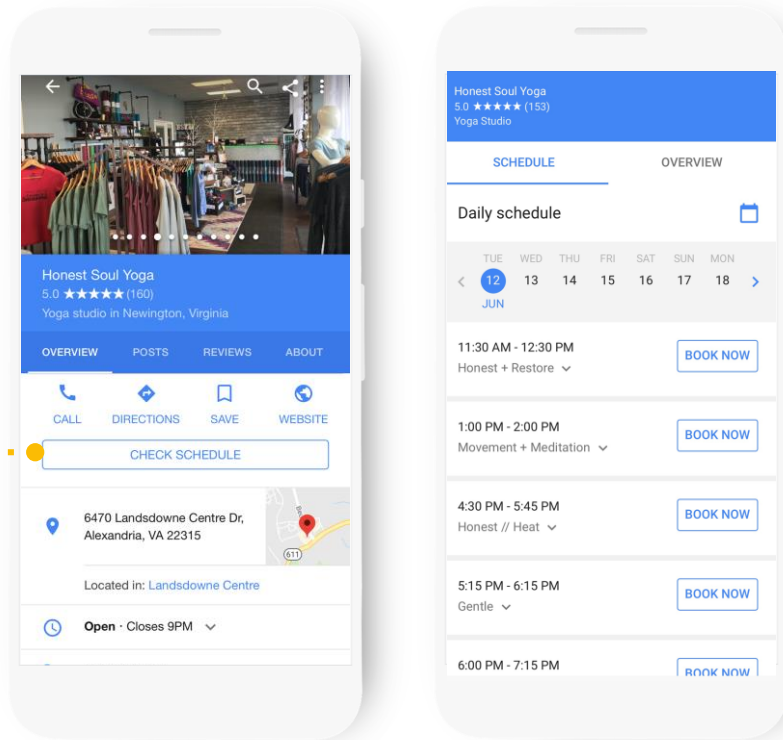
**Click** to manage photos & video.

**Virtual Tour** by a trusted photographer



# Customers can book appointments

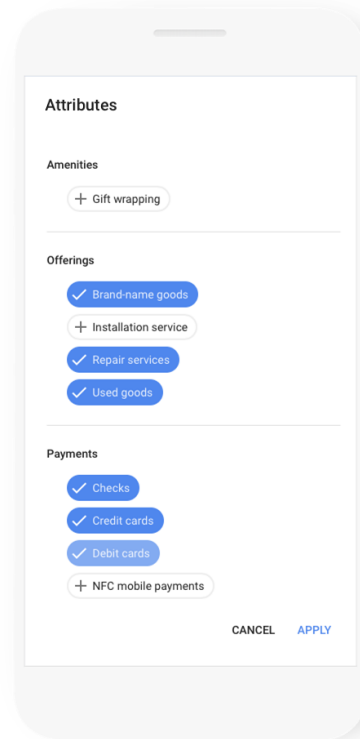
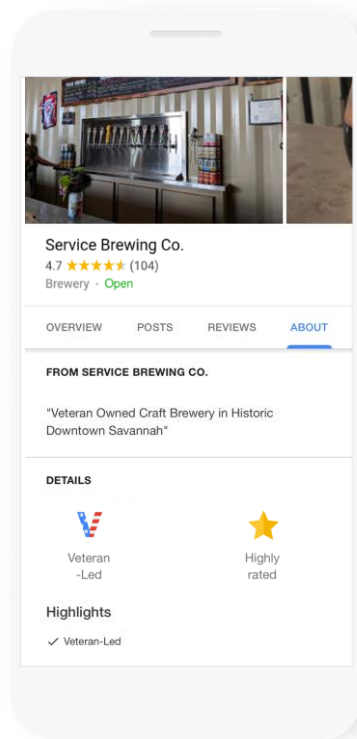
Book an appointment  
in under a minute,  
directly through your  
Business Profile.



# Add details with attributes

**Attributes** can appear as highlights to help your business stand out in search results.

New “Veteran-Led” attribute.

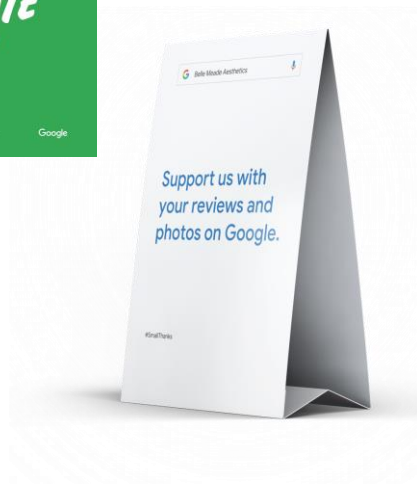
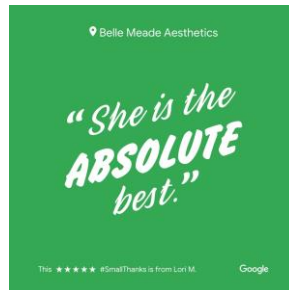
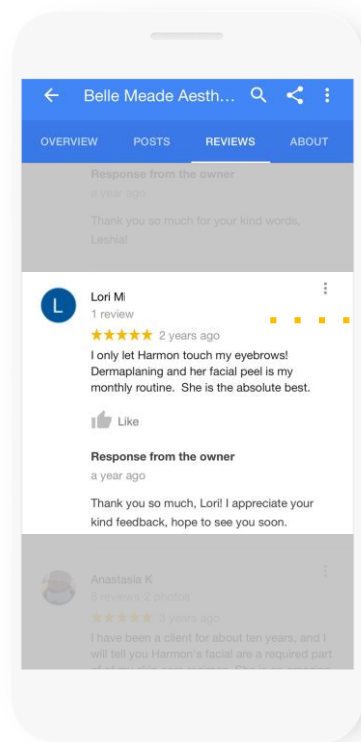


# Read and respond to reviews

**Be notified** when customers write reviews about your business.

**Build brand loyalty** by responding.

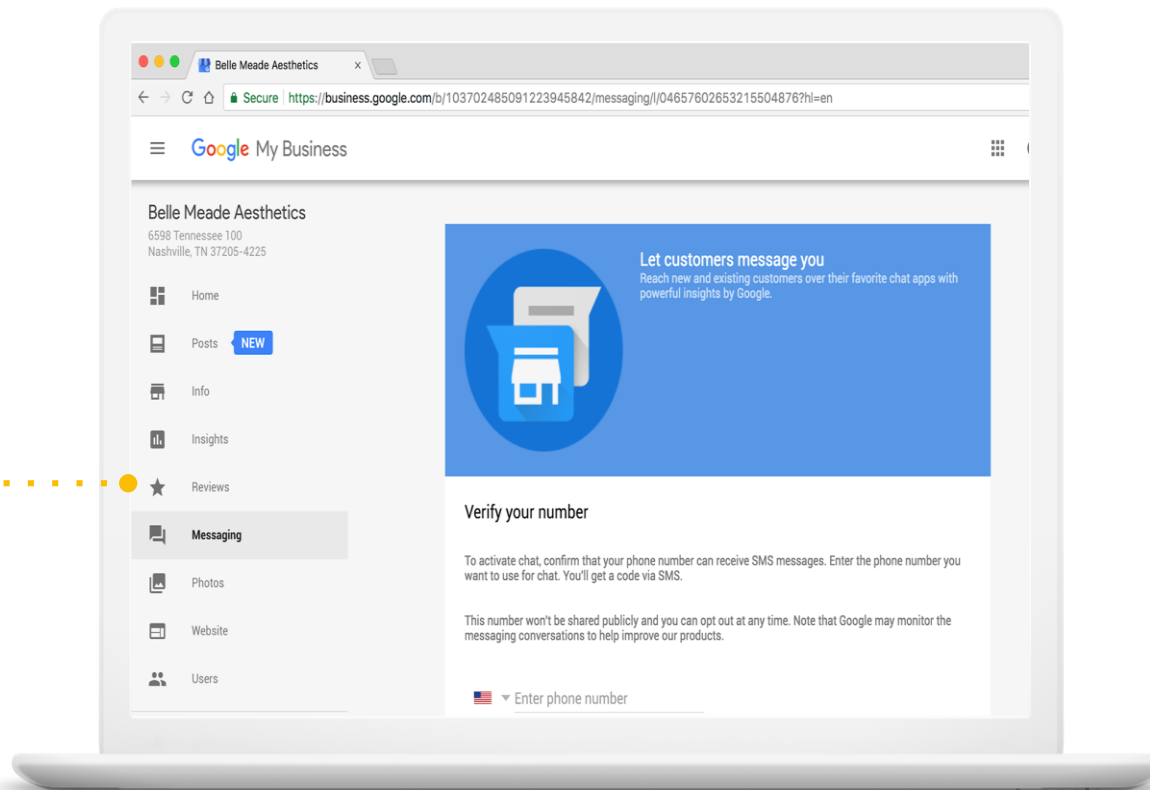
**Reply** with your point-of-view, solutions, answers, or thanks.



[smallthanks.withgoogle.com](https://smallthanks.withgoogle.com)

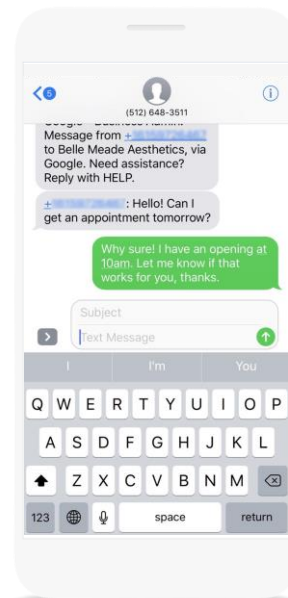
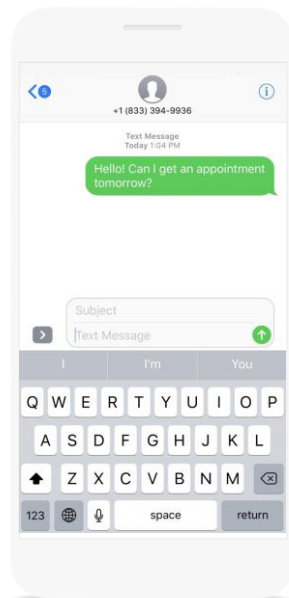
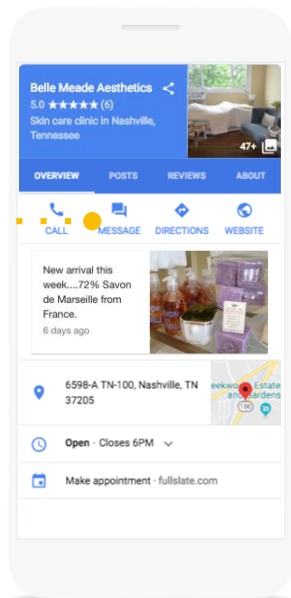
# Use messaging to communicate...

First, set up  
Messaging.



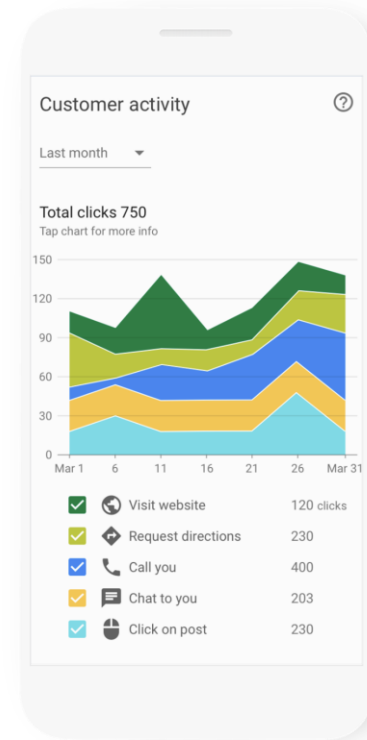
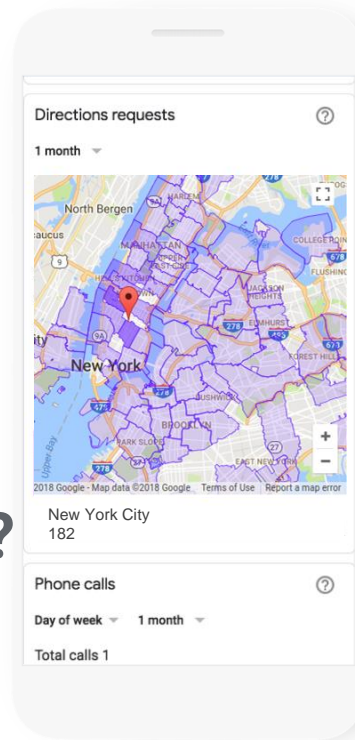
# ...via text message

Customers  
can send  
messages.



# See what's working with insights

- How do searchers find you?
- How do they interact with the profile?
- Do they call, request directions, and visit your website?
- Where do customers come from?
- What days have the most activity?



# What About Your Website?

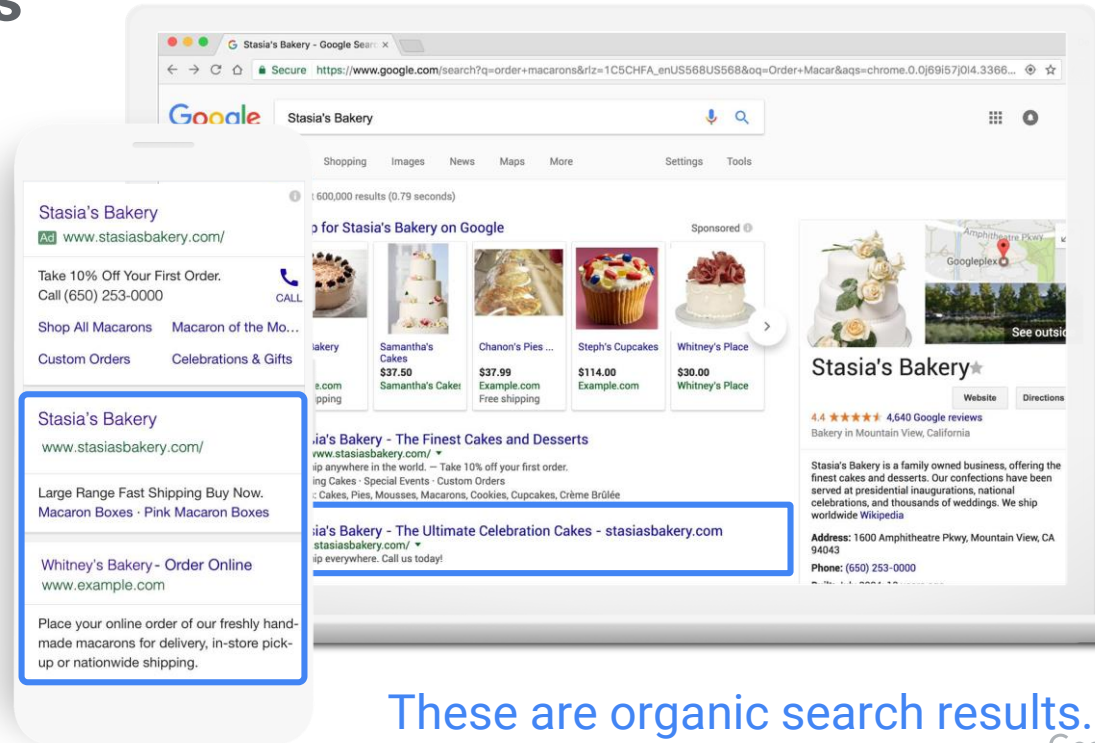
Besides Google Analytics...





# Search engine optimization

- Organization matters
- Useful, original content
- Good page titles & descriptions
- Fast load time
- Optimize images
- Links



These are organic search results.

# 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**

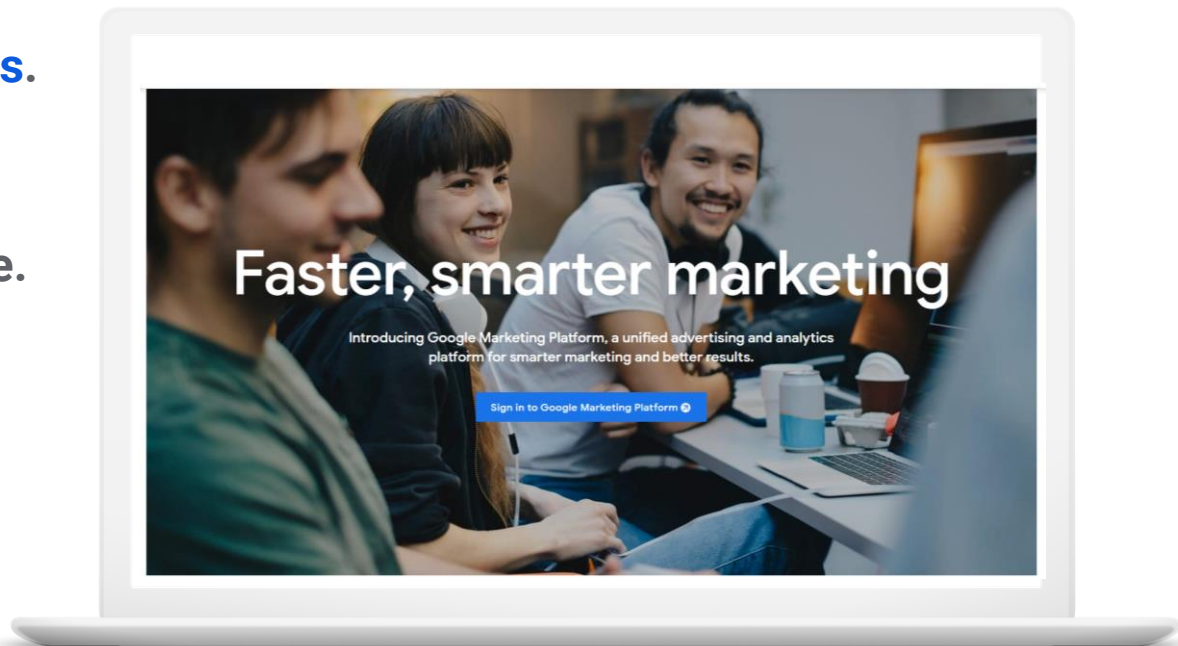


**Make it easy to complete tasks**

# Google Marketing Platform

Free, powerful web **Analytics**.  
Reports show how visitors  
found your site, and what  
they did when they got there.

- Google Analytics
- Tag Manager
- Data Studio
- Optimize
- Surveys



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

# Welcome. Get started with your first product.



Looking for insights and data?

## Analytics

Get a deeper understanding of your customers. Google Analytics gives you the free tools you need to analyze data for your business in one place.

[Set up](#) [Learn more](#)

## Data Studio

Unlock the power of your data with interactive dashboards and engaging reports that inspire smarter business decisions. It's easy and free.

[Create report](#) [Learn more](#)

## Optimize

Make a great impression on each and every visitor. Easily run tests on your website – for free – so it works better for your customers and your business.

[Set up](#) [Learn more](#)

## Surveys

Google Surveys gives you a quick, cost-effective way to get valuable insights into the minds of your target audience. Gather the insights you need to make smarter and faster business decisions.

[Set up](#) [Learn more](#)

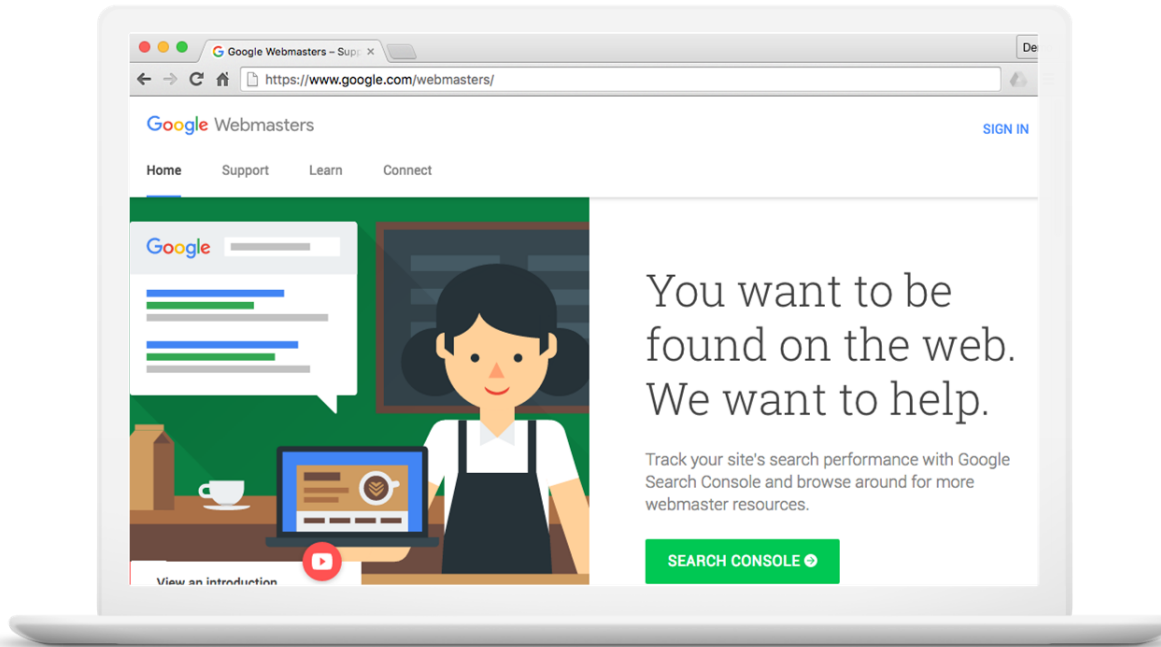
## Tag Manager

Get up and running with measurement faster. Tag Manager delivers simple, reliable, easily integrated tag management – for free.

[Set up](#) [Learn more](#)

# Google Search Console

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

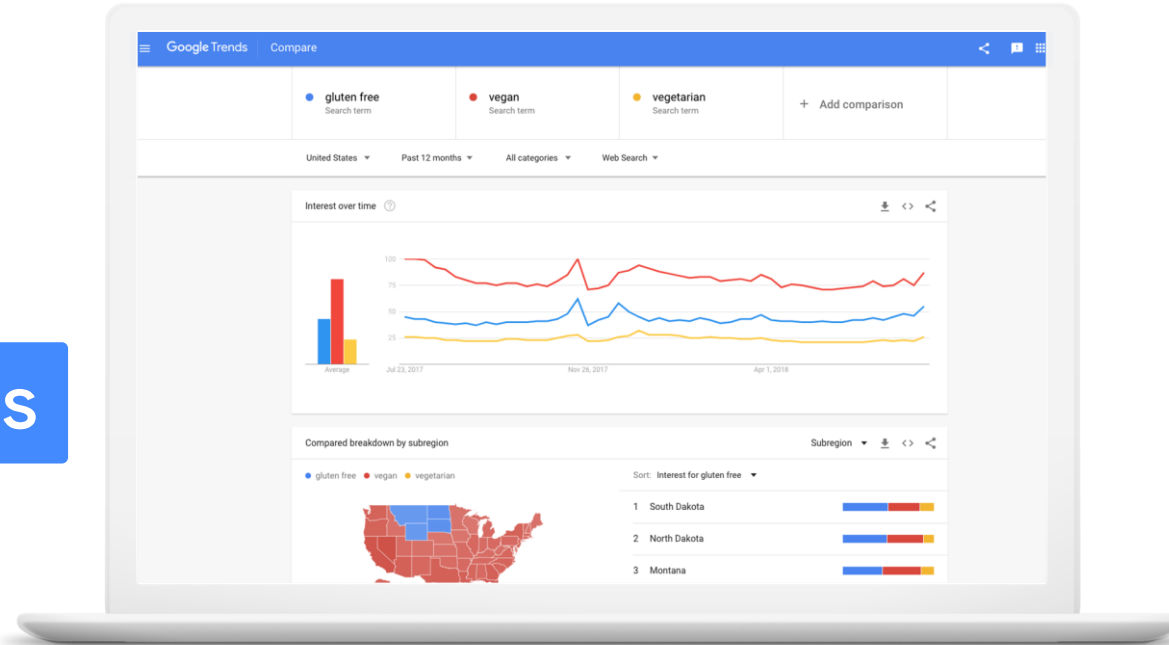


google.com/webmasters

# Google Trends

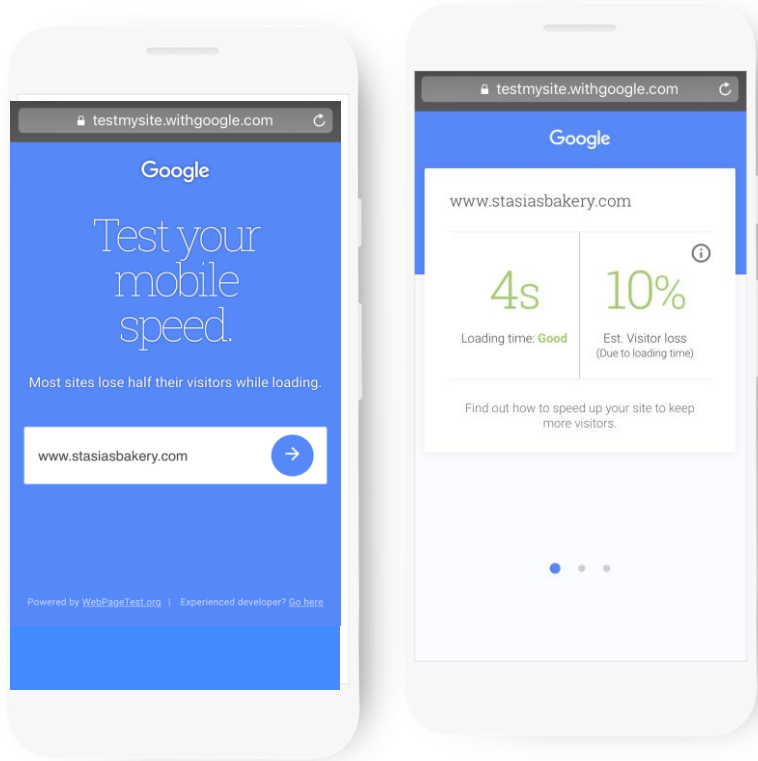
Find quick and useful insights on what people are searching for.

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



# Test your website speed

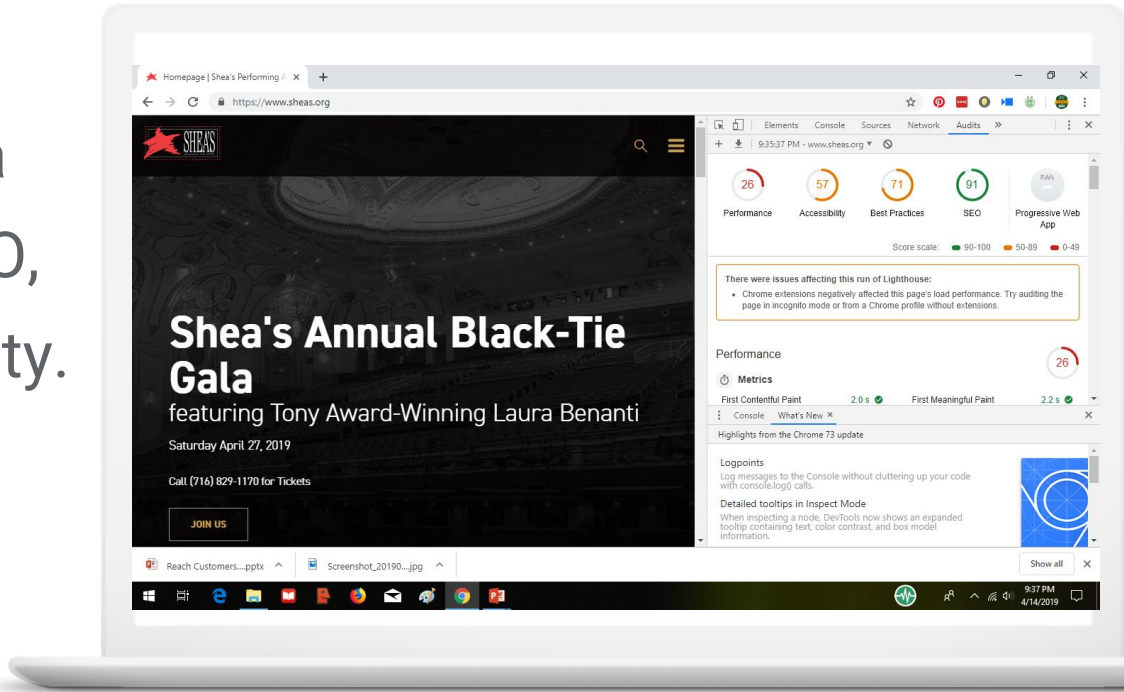
testmysite.thinkwith  
google.com



# Google Lighthouse Audit

Webpage auditing tool that gives insights into a page's performance, SEO, usability, and accessibility.

Right click > Inspect  
>>Audits





# 15 Google Tools

## 1. Google My Business

- Mobile app
- 360 Virtual Tour
- Posts & CTAs
- Appointments
- Attributes
- Small Thanks
- Messaging
- Insights
- Website

## 2. Google Analytics

## 3. Google Search Console

## 4. Google Trends

## 5. Test My Site (speed)

## 6. Google Lighthouse (audit)

For additional help, contact  
Small Business Development Center  
at JCC, 716-338-1024

All assistance is free & confidential

Thank you!

