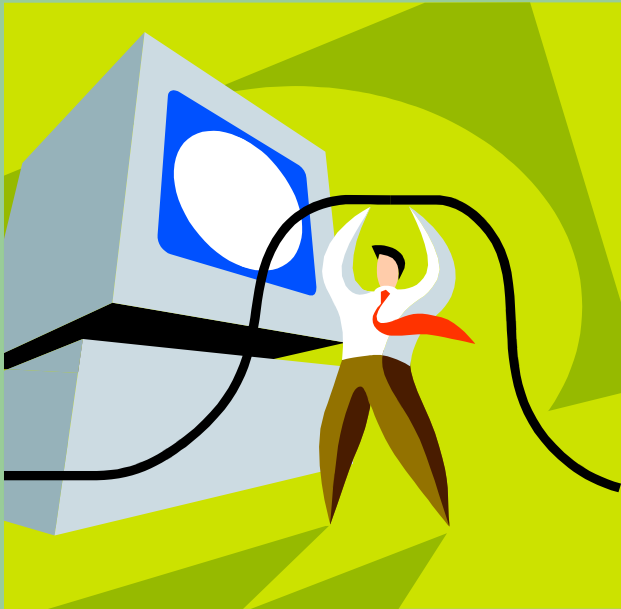


Google Tools For Small Business

A Service of The Vermont Small Business Development Center and e-Vermont



Statewide Broadband
Business Advisor
Patrick Ripley





e-Vermont
Community Broadband Project

e-Vermont: The Community Broadband Project

“e-Vermont helps rural Vermont towns take advantage of the Internet to advance a variety of local needs including economic development, school innovation, job creation, downtown marketing, community engagement, and e-commerce ... e-Vermont promotes new collaborative efforts for identifying previously untapped resources and helps towns fully realize the potential of the digital age.”

What Do We Do ?

VtSBDC MISSION STATEMENT:

“VtSBDC’s mission is to strengthen existing businesses and assist start-ups through high quality, no cost counseling, and high quality, affordable training programs.”

More at: www.vtsbdc.org

What Can Google Do For You?



Google Generated \$54 Billion In
Economic Activity In 2009.

www.google.com/economicimpact

Google Can Drive Small Business
Growth Through Low Or No-Cost
Tools.

What Can Google Do For You?

- **Business Productivity**
(E-Mail, Documents, Coordination and Communication)
- **Get Found**
(SEO, Places, Maps)
- **Business Intelligence**
(How Well Is Your Online Presence Working For You?)
- **Attract Customers**
(Paradigm Shift: Customers Look For Us Now, Adwords, Advertising)



Business Productivity

Google Aps:

- Up To 50 Members On Google Free Edition
- Premier Edition Is Unlimited And Also Offers More Memory (25 Gbs, Mobile Interoperability)
- Gmail, Docs, Sites, Calender

Get Found



Your Customers **Are** Online
And they Are Looking For
You. Can They Find You
Quickly And Easily?

97 Percent Of Customers
Research Products
Online Before Purchasing
Them.



Source: BIA.com

Anatomy Of A Google Search

- Query or Keyword Search
- Local Results *(Place Pages)*
- Organic Results
(Highly Coveted, But Lowest Billing On Page)
- Ads and AdWords



Search Engine Optimization

Add Your Site To Google And Consider:

- Google Sitemaps

<http://www.google.com/sitemap.html>

- Quality Links
- Smart Social Media Participation
- Link Sharing With Friends
- Ethical Linking (*Don't Cloak*)

More Ways To Get Found

- Gather e-Mail Addresses From Customers
- E-Mail Or Social Media Marketing
- Blog/Newsletter
- Integrated Online Advertising/Marketing
- Special Online Offers or Coupons
- Solicit Online Reviews and Testimonials



Business Intelligence

Free Software That Answers Difficult Questions

- How Can I Market More Effectively?
- Is My Content Effective?
- Where and Why Are Customers Not Converting?
- How Are Visitors Using My Site?

Google Webmaster Central

Webmaster Central tells us:

www.google.com/webmaster

- How our site is being viewed by users and google
- Monitors problems, such as blocking google from seeing your site (it happens)
- Control Over How Google Sees Your Site
- Webmaster Policies
- SEO Start-up Guide
- Contact With Other Webmasters

Jul 31, 2010 to Aug 30, 2010



Queries
3,788

Impressions
301,000
Displaying 165,000

Clicks
12,100
Displaying 5,400

	Query	Impressions	Clicks	CTR	Avg. position
☆	⊕ londen	14,800	320	2%	4.2
☆	⊕ delta airlines	14,800	91	1%	6.2
☆	⊕ schipholtickets.nl	8,100	590	7%	3.0
☆	⊕ singapore airlines	3,600	28	1%	5.9
☆	⊕ schiphol tickets	2,900	390	13%	2.7
☆	⊕ vliegtickets londen	2,400	58	2%	4.5
☆	⊕ trieste	2,400	22	1%	6.9
☆	⊕ vliegtickets new york	2,400	28	1%	9.3
☆	⊕ schipholtickets	2,400	480	20%	2.0
☆	⊕ https://esta.cbp.dhs.gov	1,600	58	4%	6.0
☆	⊕ online inchecken schiphol	1,600	140	9%	6.2

Google Analytics

Is My Online Presence Working Its Hardest For Me?

- Install and Pay Attention To Online Metrics and Analytics
- Are My Visitors Behaving As I Want Them To? (Known As Converting or Conversions)

www.google.com/analytics

Google Analytics

How Can It Help Me?

Metrics:

- Pageviews
- Bounce Rate
- Conversion Rate
- Time On Site
- Unique Visitors
- Keywords and Phrases
- Where They Came From
- Time Of Day



- Dashboard**
 - ↳ Home Report
 - 5 Visitors
 - 2 Traffic Sources
 - 1 Content
 - 1 Goals
 - 1 Ecommerce
-
- Settings**
- ⊞ Email
-
- Settings**
- ⊞ Admin Site Access
 - ⊞ Conversion Library
 - ⊞ Common Goals and
 - ⊞ Report Builder

Dashboard

Jan 1, 2007 - Jan 31, 2007



Site Usage

16,107 Visits
Dec 1, 2006 - Dec 31, 2006: 16,200 (-0.6%)

3,86 Pages/Visit
Dec 1, 2006 - Dec 31, 2006: 4.00 (-0.25%)

36.81% Bounce Rate
Dec 1, 2006 - Dec 31, 2006: 35.08% (5.0%)

62,142 Pageviews
Dec 1, 2006 - Dec 31, 2006: 59,055 (5.2%)

00:03:22 Avg. Time on Site
Dec 1, 2006 - Dec 31, 2006: 00:03:21 (+0.37%)

50.44% % New Visits
Dec 1, 2006 - Dec 31, 2006: 49.75% (1.42%)

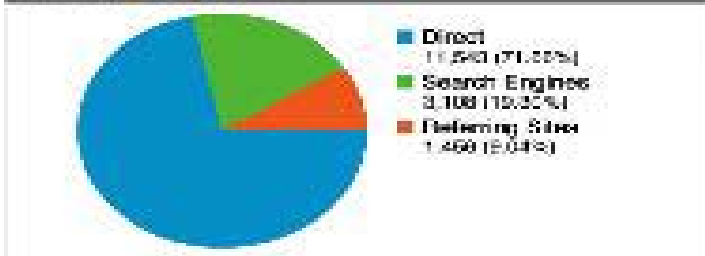
Visitors Overview



Map Overlay world



Traffic Sources Overview



Browsers

Browser	Visits	% of Visits
Internet Explorer	13,136	81.50%
Firefox	2,345	14.58%
Safari	388	2.41%
Netscape	116	0.72%
Opera	50	0.34%

Leveraging Analytics

Set Clear Goals and Plans To Achieve Them

- Monitor Goals and Progress In Analytics
- Fail Faster And Make Changes Quicker
- Notice Successes Quicker And Enhance Those Successes
- Track Successes and Act Accordingly
- SEO Work

More Office Intelligence

Website Optimizer: www.google.com/websiteoptimizer

- Provides analytics On Design Options That Work Best and What Your Visitors Like (Sticky Clicks, Conversion Design Decisions, eliminate guesswork)
- Experiment With Different Design Alternatives And Choose Best (increase visitor satisfaction)

Google Alerts: www.google.com/alerts

- Monitor Your Industry And Online Mentions

Google Insights For Search: www.google.com/insights/search

- Get Insight Into What World Is Searching
- Test Advertising Phrases Against Active Search
- Predict Regional Interest In Products

Search Volume: hotels in new york (Hotels & Accommodations)

United States, 2008

hotels in new york 76

Note: less than 25% of searches containing 'hotels in new y...' are categorized as Hotels & Accommodations. [Learn more](#)

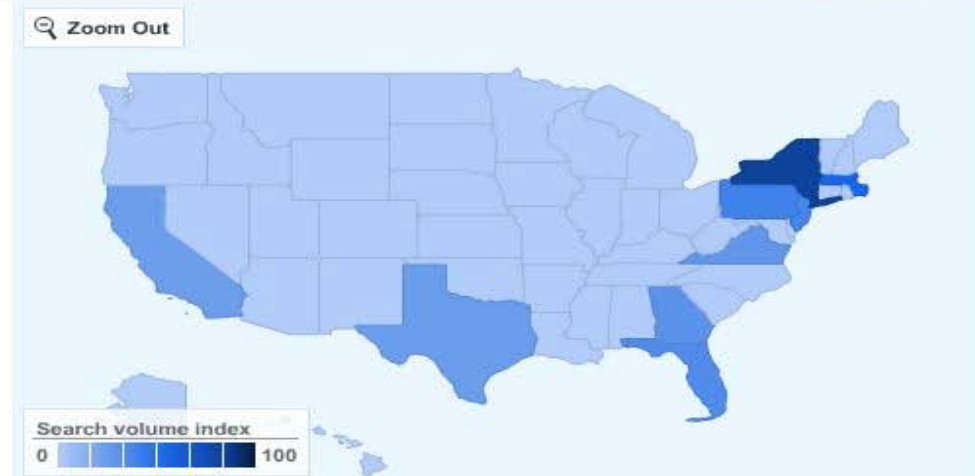
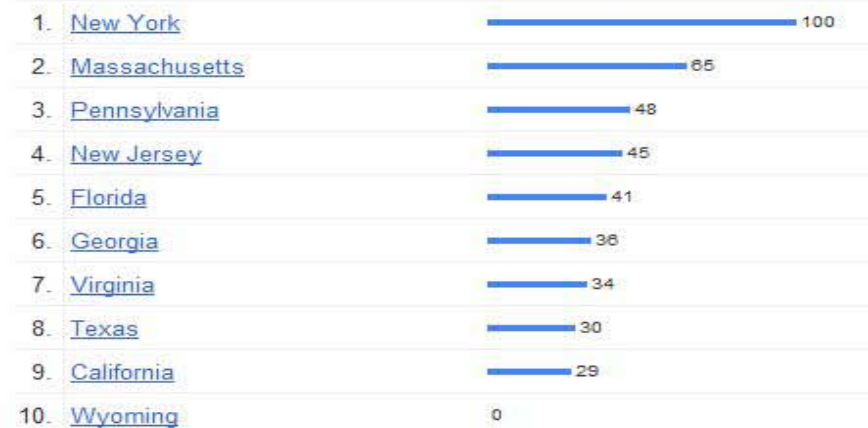
Interest over time

News is unavailable for specific categories.



Regional interest for hotels in new york

Subregion [City](#)

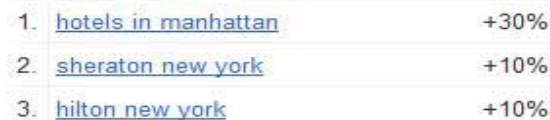


Search terms related to hotels in new york United States, 2008

Top searches



Rising searches



Attract Customers

Paradigm Shift Has Taken Place In Advertising/Marketing.

Today's Customers:

- Search For Info. On Products/Services Before Buying
- Are Empowered To Offer Feedback
- Offer Valuable Information Through Search Methods
- Expect To Be Able To Offer Opinions
- Expect Open Lines Of Communication
- Want To Be Part Of The Story
- Want To Communicate With Others Who Care
- Want To Promote You

Google Places

20 Percent Of Searches On Google Are Place Related www.google.com/local/add

How?

- Users Search Google Or Google Maps To Find Businesses
- Listings Are Made From Many Sources, Including You (*Websites, Yellow Pages, Submissions, Businesses Add Or Delete*)

Anatomy Of A Place Page

You Can Take Control Of Your Google Places Page – And You Should.

- Create Coupons On Your Place Page (*180 percent increase in search for coupons since 2006*)
- Monitor Interest In Listing (*Good Dashboard*)
- What Search Terms Brought Up My Biz?
- Use Info. To Make Decisions on Biz and SEO

Google AdWords

Fast Facts: www.google.com/adwords

- Only Pay Per Click To Your Site
- Control Who Sees Your Ad
- Determine Exact ROI
- Cap Spending Limit
- Decide Where Ads Will Appear
- Track Conversions

AdWords Ranking

Three Factors Determine Ad Ranking

- Live Auction For Every Query Or Adword Phrase
- Quality of Ad Times Cost Per Click
- Quality Of Ad (Performance History, Click Through Rate, Keyword Relevance)

To Contact Us

Statewide Broadband Business Advisor

Patrick Ripley

802-595-3388

pripley@vtsbdc.org

www.vtsbdc.org

Thanks so much for your time!

