

Google

FREE GOOGLE RESOURCES

Google My Business

www.google.com/business

This allows you to create a profile for your business. This will show up on Google Maps and search.

You can list all of your business information: website, phone number, opening hours and upload images of your business and products. You can also update social media posts and reviews will also show up on listings too.

Google Trends

trends.google.com/trends/?geo=GB

See what is trending on Google Search by area. Find out related search terms and related topics. Compare search terms and how they compare over time.

Google Alerts

www.google.co.uk/alerts

Set up alerts to be sent to your email which are related to search terms that you select.

Digital Garage

learndigital.withgoogle.com/digitalgarage

Free online courses from Google showing you how to complete various marketing tasks.

Google Reviews

When you set up Google My Business, you will receive alerts when users leave reviews for your business. These reviews show up on Maps and are free for users to create.

Google Analytics

analytics.google.com/analytics

This allows you to view all the data about the people who visit your website e.g. where they come from, where they live, their demographics and their journey through your website.

PAID GOOGLE RESOURCES

Google Ads

Google Ads are paid ads which show up when a user searches for something using Google. You create ads for your business and select keywords that you want to target. Depending on your budget, these ads may show up when users type one of your keywords into Google.

Things to consider for Google Ads

- **Competitors and Google Ads:** Are your competitors using Google Ads? Is there a lot of competition for your product or service?
- **Do some keyword research:** Find out what words are relevant to your business. How much do your keywords cost? Are there other keywords which are cheaper and more specific to your business? (This may bring in more of the correct customer type) Based on your budget, where will your ads rank with these keywords?
- **Use Google's Keyword Planner:** ads.google.com/intl/en_uk/home/tools/keyword-planner/
- **Spending on Ads:** Will you get the amount back you're spending on ads? Is there a good return on investment?
- **When creating ads don't forget extensions and callouts:** This is where you can add lots of other business information, which gives the user more information on your ads such as phone numbers, addresses.
- **Target customers:** by demographics, affinity, in-market, similar audiences: these include things like: age, gender, income, location, device type, interests and education.
- **Consider which kind of Google Ad is best for your business:** Search, Display or Video.
- **Watch YouTube videos and Google Digital Courses before you start:** These will help you in setting up and creating your ads.
- **Start off small:** Once you know your ads are delivering and producing results, then you can expand your ads, target more granular audiences and up your budget.
- **Get the Google Ads app on your phone:** This allows you to monitor your ads regularly.