



What Google products are right for your business?

Get Found

Google Places

Your complete online business listing that helps customers find you when they search on properties like Google.com and Google Maps

It is good for: Businesses with a physical location, such as a store, office or service area

Attract Customers

Google AdWords

A flexible and effective way to advertise your business online

It is good for: Businesses with a website wanting to find more customers online

Google Analytics

A powerful tool to help analyze your website traffic so you can see how people find and engage with your site

It is good for: Businesses wanting to understand current website traffic to improve their site and online marketing

Increase Productivity

Google Apps

Email, calendar, docs and spreadsheets all online so you can collaborate with your team anytime & anywhere

It is good for: Growing businesses looking for ways to increase productivity while managing costs

Get found with... Google Place Pages



What it is:

- An online listing for your business that appears when users search for you on Google Maps and Google.com
- As the business owner you can “claim” this page, and update it with information unique to your business such as photos, videos, coupons, and more

What it does:

- Allows customers to find your business when they search for products or services you offer in your area
- Gives you statistics on how many people have searched for your business, and what search terms drove them to your site
- Provides you with customer reviews and feedback to help make decisions about which products to carry and how to talk about the products and services you provide
- Allows you to keep your business information accurate and provide regular updates to your customers

Who it is good for:

- New and existing businesses with a physical location or local service
- Businesses with local customers searching for terms related to their product and services (e.g. *Nashville shoe repair* or *Springfield steakhouse*)

Where to get started:

- www.google.com/places

Attract customers with... Google AdWords



What it is:

- A flexible online advertising platform for businesses with a website
- You create your ad, decide who sees it, and set how much you want to spend; there is no contract or minimum spend requirement

What it does:

- Allows you to develop a promotional plan based on your budget and you pay only when customers click on your ad
- Advertise on Google.com and thousands of third party websites
- See which ads and keywords are performing the best for you using powerful reporting tools
- Reach new customers around the corner or around the world with location targeting

Who it is good for:

- Any business interested in finding more customers online – from companies with very specialized and unique products and services all the way to mass produced commodities

Where to get started:

- www.google.com/adwords

Attract customers with... Google Analytics



What it is:

- A tool that analyzes your website traffic

What it does:

- Provides insights into how users found your site, what they did, what they looked at, and much more
- Allows you to track success of your marketing initiatives
- Provides search terms that visitors used to get to your site

Who it is good for:

- Any business that wants to better understand website traffic to improve their site and online marketing

Where to get started:

- www.google.com/analytics

Increase productivity with... Google Apps



What it is:

- Applications like calendar, documents, and spreadsheets – all stored online

What it does:

- Provides cost-effective business solutions
- Facilitates easy collaboration with colleagues or business partners near and far
- Offers customizable email, with your business name

Who it is good for:

- Businesses that want to reduce their IT costs
- Businesses that want to communicate and collaborate more effectively with extended team members

Where to get started:

- www.google.com/apps