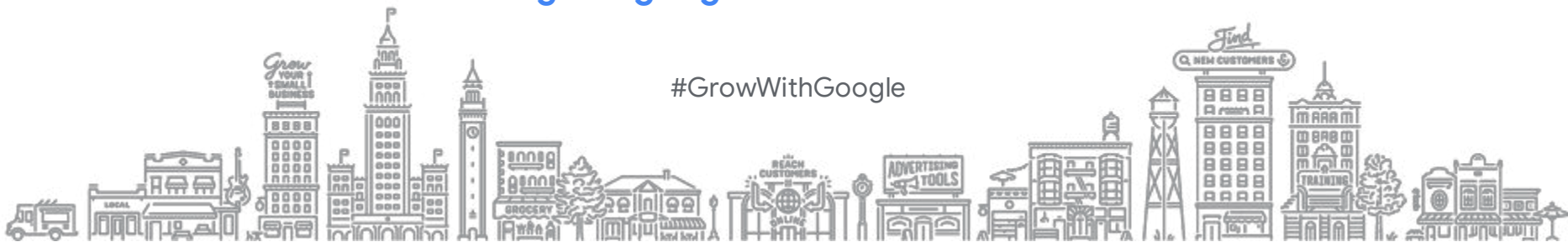


Grow with Google

# Make Your Website Work for You

[grow.google/smallbusiness](https://grow.google/smallbusiness)

#GrowWithGoogle

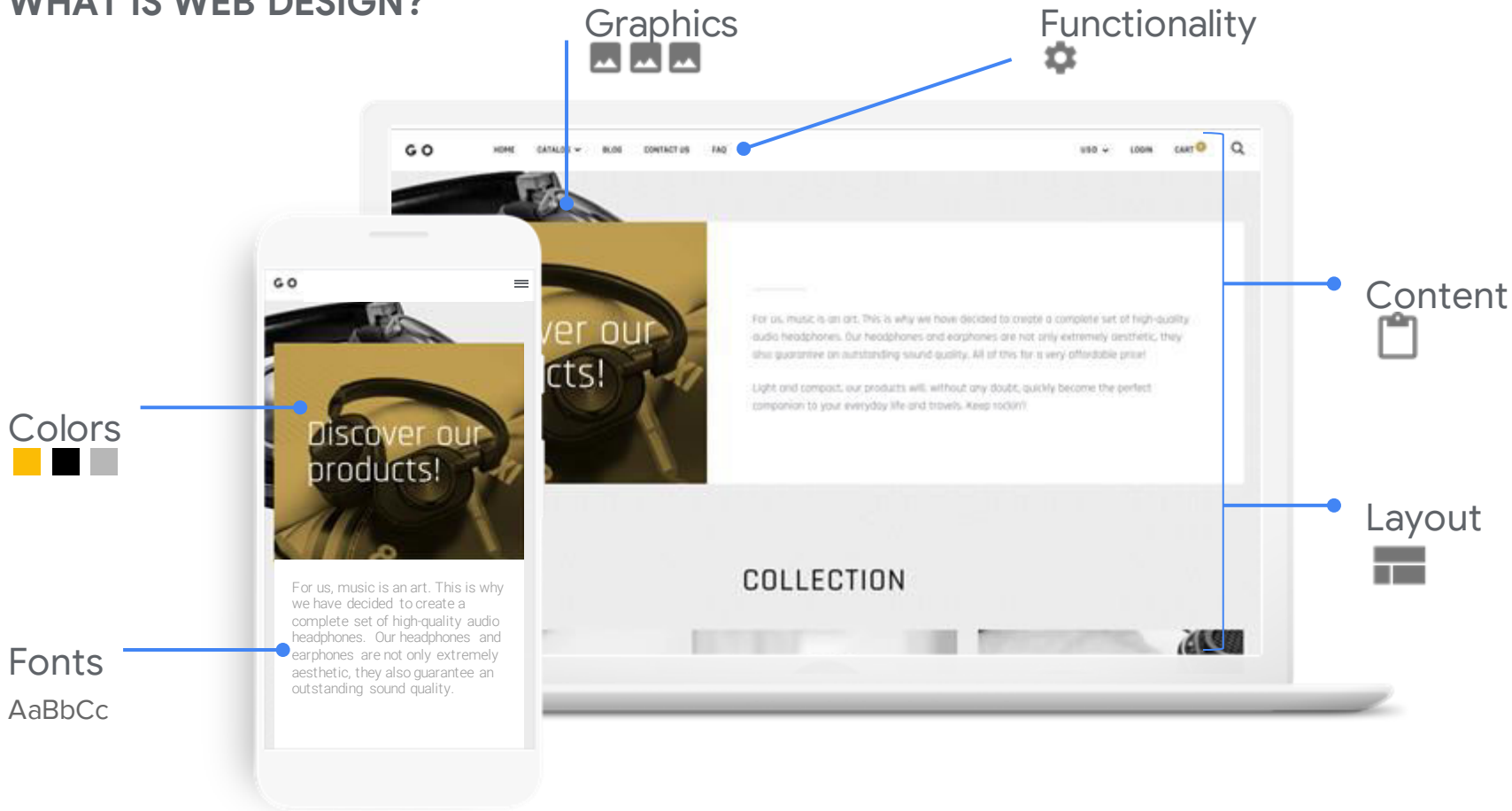


# Today

more than ever, small businesses are getting online to connect with consumers and drive sales.



# WHAT IS WEB DESIGN?



## A GREAT WEBSITE IS



### Goal-oriented

How will your site grow your business?



### Organized

Is your site easy to navigate?



### Useful

Does your site have useful content?



### Functional

Does your website do useful things?



### Intuitive

Is it easy to use your site on all devices?



### Search-friendly

Can search engines find your site?

# A Great Website Is Goal-Oriented



## WHY DO YOU WANT A WEBSITE?



Build brand



Re-engage customers



Generate leads



Attract employees



Make sales



Provide support

## WHO IS YOUR TARGET AUDIENCE?

Try to understand your customers.

- How they act
- How they think
- How they live

It's helpful to:

- Define audience narrowly
- See the world like them
- Understand their emotions, motivations, and desires

## HOW WILL YOU MEASURE SUCCESS?

- Track online sales
- Collect form submissions
- Monitor phone calls
- Measure engagement

Think about your existing or future website. What do you want this site to accomplish?



Be specific



Be realistic



How can you track and measure success?



# GOOGLE ANALYTICS

Use [Google Analytics](#) to learn how people engage with your website.

## Quick Tip:

Set up Google Analytics

[g.co/analytics](https://g.co/analytics)



Learn which search terms  
and sources drive traffic



See demographic information  
for your profitable customers



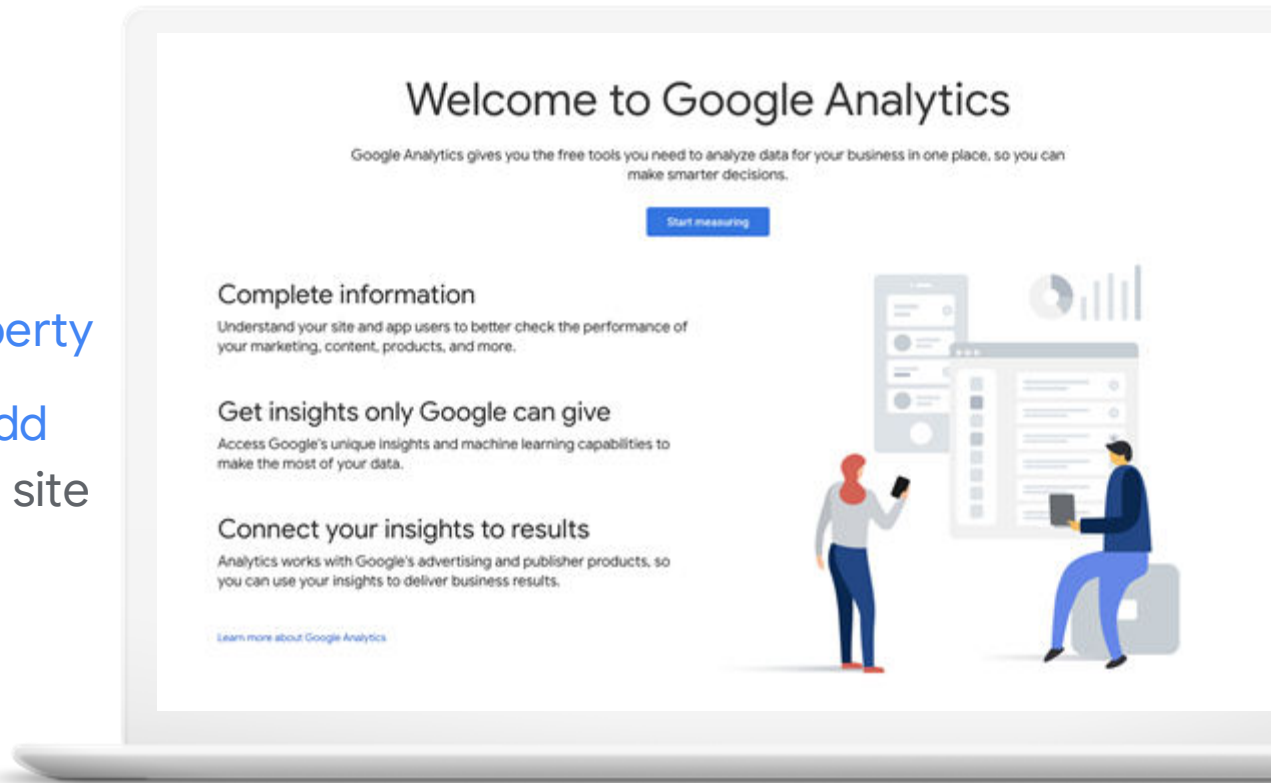
Understand what content  
your audience is interested  
in



Evaluate which channels  
drive the most conversions

# SET UP GOOGLE ANALYTICS

- Go to [g.co/analytics](https://g.co/analytics)
- Click [Start for free](#)
- Set up a [website property](#)
- Follow instructions, [add tracking code](#) to your site



# GOOGLE ANALYTICS

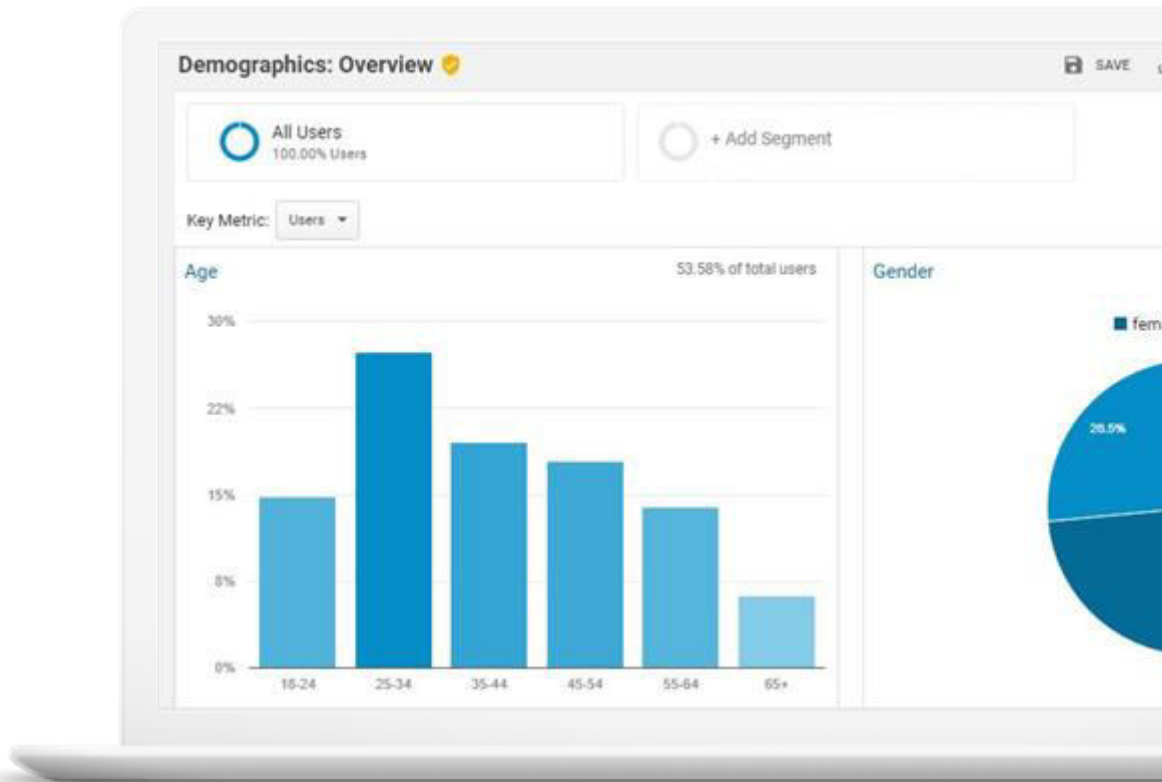
Who is your target audience?

Demographic reports



## Quick Tip:

A new version of Google Analytics launched on 10/14/2020. This screenshot features an older report.



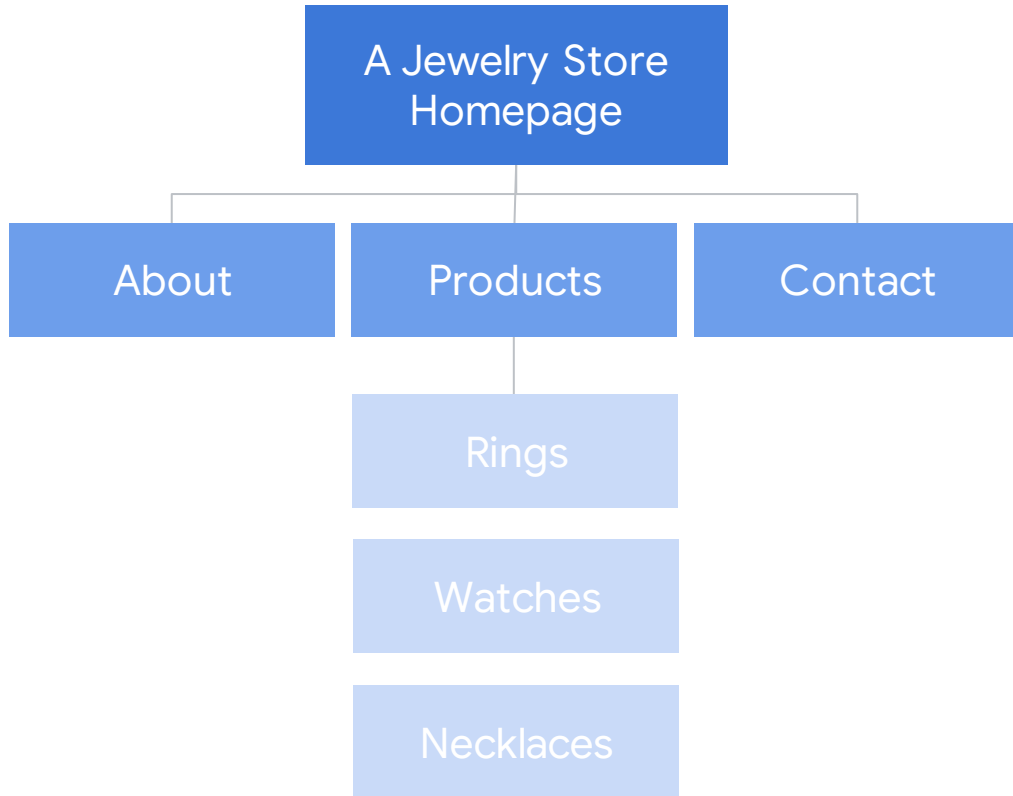
# A Great Website Is Organized



## START WITH A PLAN

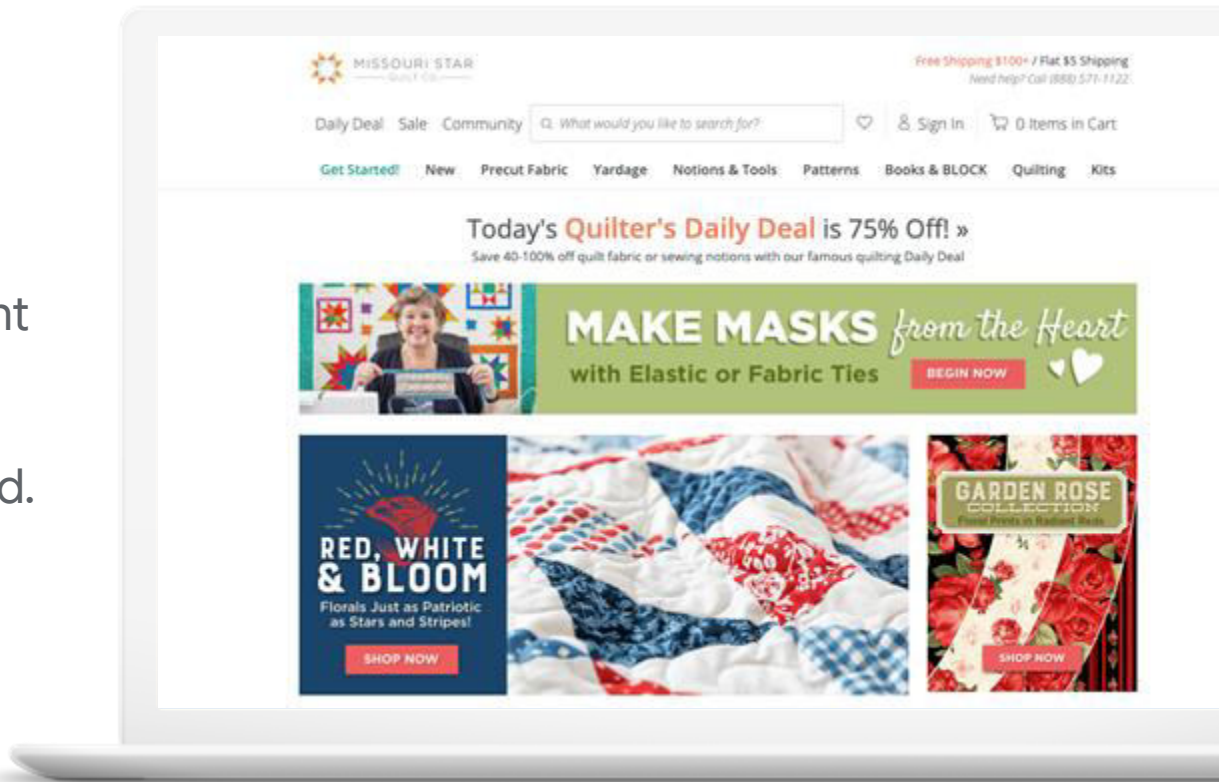
### What is “Information Architecture,” or IA?

It’s a way to organize information on your site to achieve business goals.



## TIPS FOR ORGANIZING YOUR WEBSITE

- Use short, descriptive names and labels.
- Keep the most important info in main navigation.
- Keep site visitors in mind.  
Where and how would they look for info?



# A Great Website Is Useful



# 46%

of people say they would not purchase from a brand again if they had an interruptive mobile experience.

Source: Google/Purchased, U.S., "How Brand Experiences Inspire Consumer Action," n=2,010 U.S. smartphone owners 18+, brand experiences=17,726, April 2017





## WHAT IS USEFUL CONTENT?



### Text

Use headlines and bullet points



### Images

Add a photo gallery



### Videos

Add how-to videos

## Try to understand customers

- Publish useful, original content
- Use IA to stay organized
- Use short, descriptive names and labels
- Make content visible to search engines

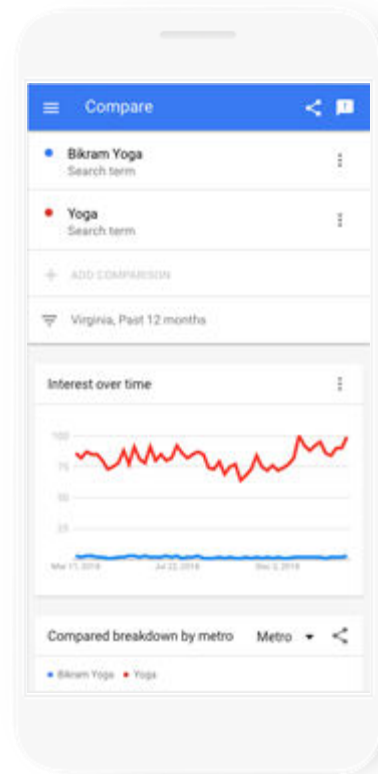
# GOOGLE TRENDS

- Compare search query volume over time
- Incorporate relevant keywords into your website content to connect with searchers
- Monitor brand popularity

## Quick Tip:

Find popular search terms on Google.

[g.co/trends](https://www.google.com/trends)



# A Great Website Is Functional



# WHAT DOES “FUNCTIONALITY” MEAN?

Functionality: what your website can do



Site search



Online store



Online form



Online tools

## HOW CAN YOUR WEBSITE HELP?

### Scenario #1

You run a shoe repair business. People call or visit to get quotes.



Create an online form so people can request quotes from your website.

### Scenario #2

You run a cafe. Many people call and ask about the menu and deliveries.



Publish a web page that answers frequently asked questions.

## DO'S AND DON'TS OF FUNCTIONALITY



- Add useful functionality
- Keep forms short
- Make checkout easy



- Avoid automatic pop-ups
- Don't autoplay videos with sound
- Never sacrifice user experience for design

# A Great Website Is Intuitive



## TIP #1: NAVIGATION

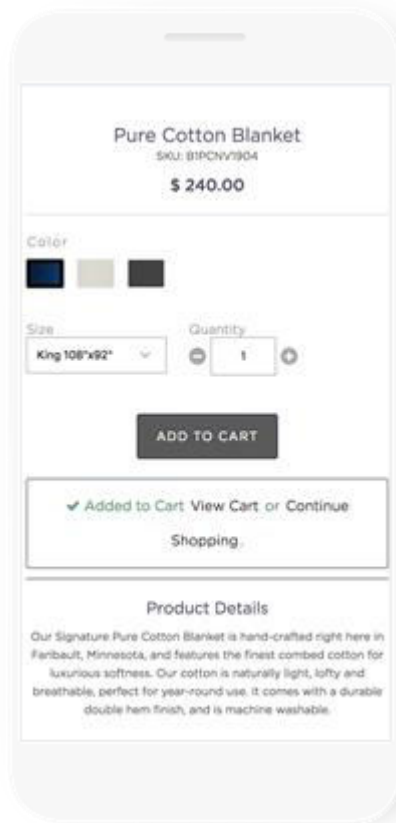
- Highlight selected elements
- Allow plenty of space for users to tap
- Ensure the call-to-action can be tapped





## TIP #2: SHOPPING

- Help users backtrack or continue shopping after a break
- Recommend similar products



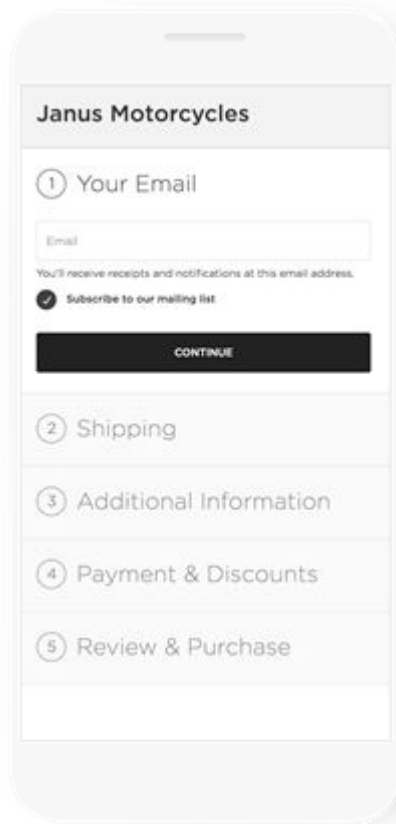
## TIP #3: CHECKOUT

- Reduce checkout steps
- Show visitors their progress
- Offer guest checkout
- Enable digital wallets

### Quick Tip:

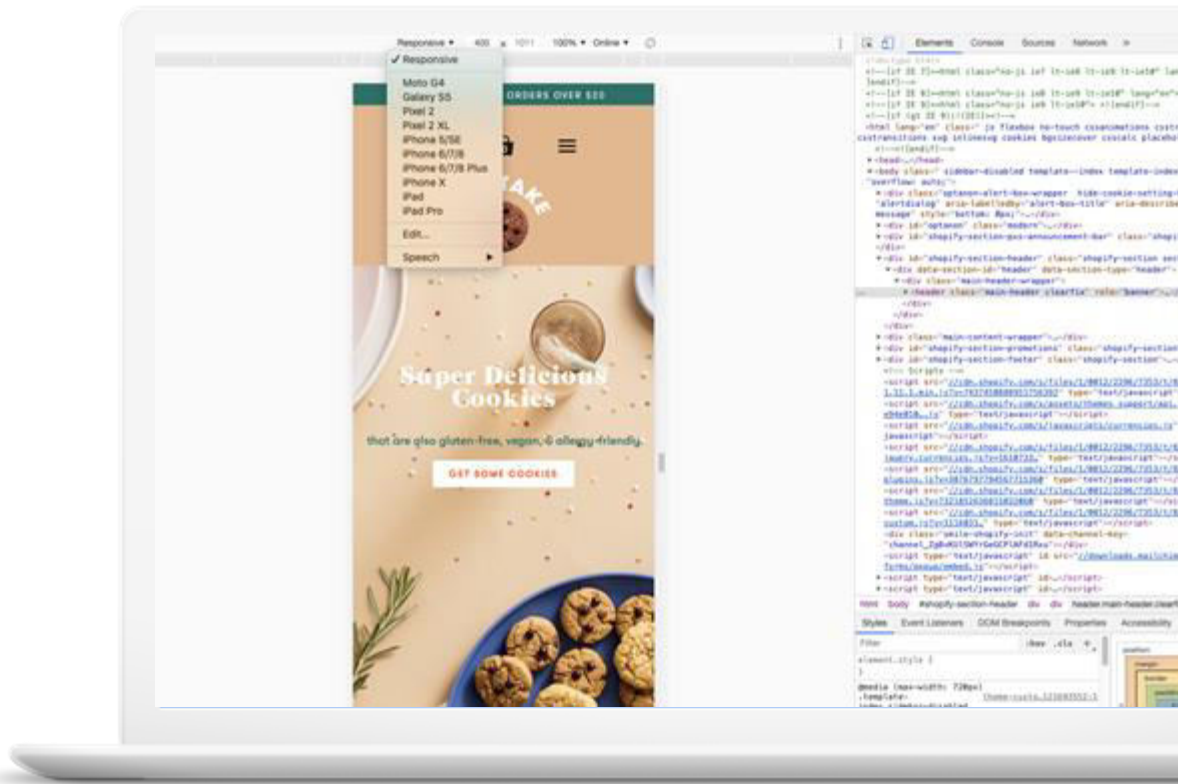
For personalized tips to improve your online store experience, check out

[g.co/growmystore](https://g.co/growmystore)



# RESPONSIVE DESIGN

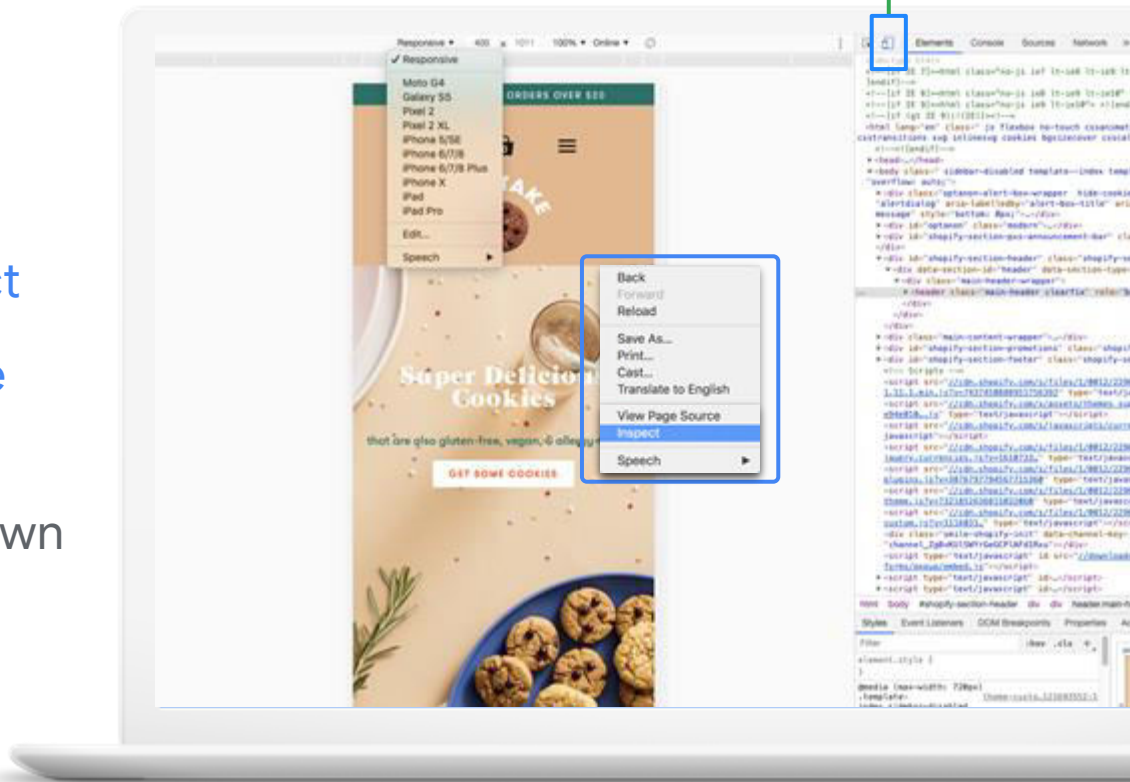
Use the the [Chrome Inspector](#) tool to test your website's compatibility with all devices.



# EXPLORE CHROME INSPECTOR

Toggle device toolbar

- Visit [your website](#) from a Chrome browser window
- Right click and select [Inspect](#)
- Click the icon for the [Toggle device toolbar](#)
- Use the [Responsive](#) drop down to select the device type
- View your website from different device types



# A Great Website Is Search-Friendly



# 75%

of smartphone owners turn to search first to address their immediate needs.

Source: SOASTA, How Consumers Solve Their Needs in the Moment, May 2016

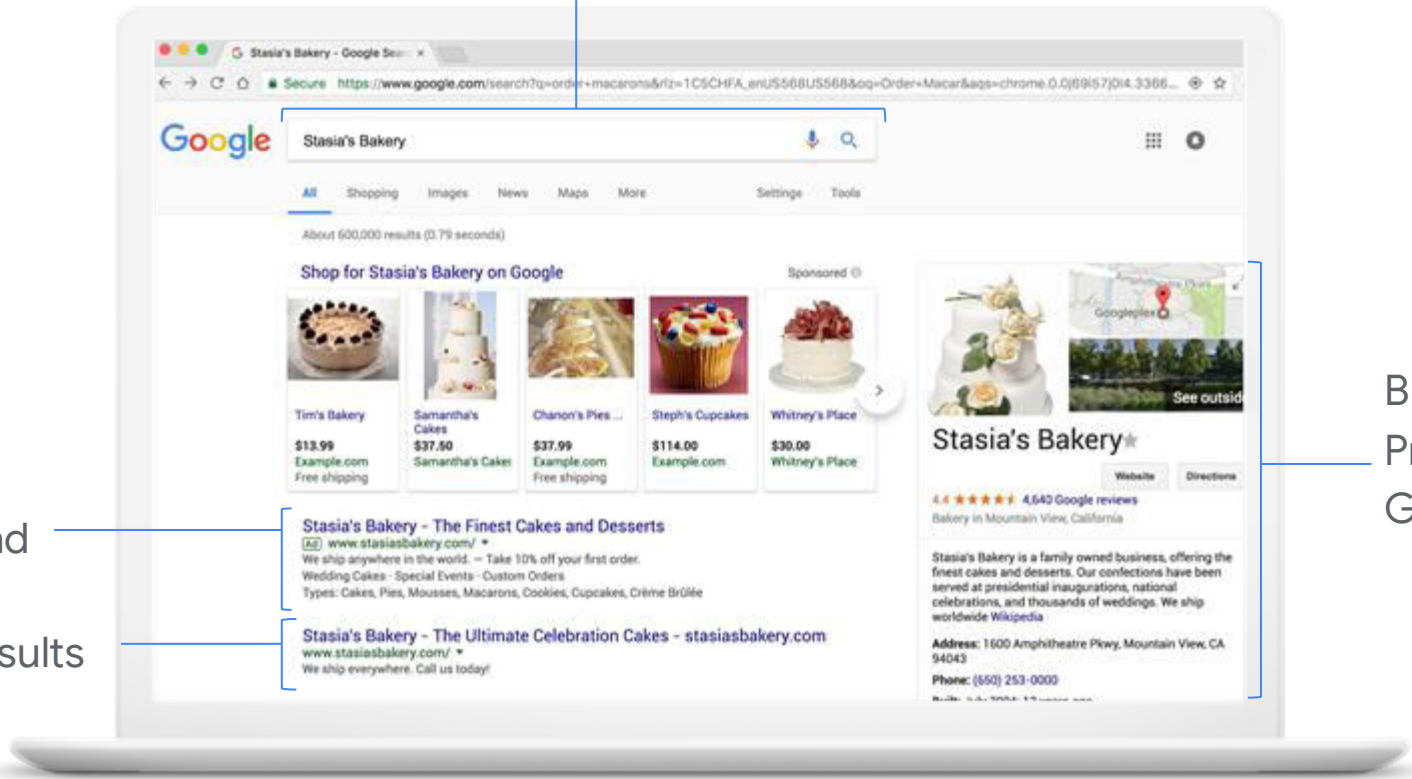


# HOW SEARCH RESULTS LOOK

Search query

Text ad

Organic results



Business  
Profile on  
Google

## BEHIND THE SCENES: HOW GOOGLE WORKS

1

Web crawlers find new web pages and add them to Google's index.

2

When you search, Google's algorithm searches this index for info.

3

Google uses 200+ signals to find the most relevant content.

4

Google Search results are ranked in order by relevance.

Source: SOASTA, How Consumers Solve Their Needs in the Moment, May 2016



# SEARCH ENGINE OPTIMIZATION



## Fast load time

Test your  
website's speed:  
[g.co/testmysite](https://g.co/testmysite)



## Useful content

Publish info-rich  
content for site  
visitors



## Text links

Connect the  
content on your  
site's pages

# SEARCH ENGINE OPTIMIZATION



## Page titles and descriptions

Include keywords your target audience might search for



## Information architecture

Build an organized website that Google can see and understand



## All browsers and devices

Design a user experience that works on all devices

# GOOGLE SEARCH CONSOLE

Use [Google Search Console](#) to monitor, maintain, and troubleshoot your site's presence in Google Search results.

## Quick Tip:

Set up Google Search Console  
[g.co/searchconsole](https://g.co/searchconsole)



Confirm that Google can find and crawl your site.



Request indexing of new or updated site content.



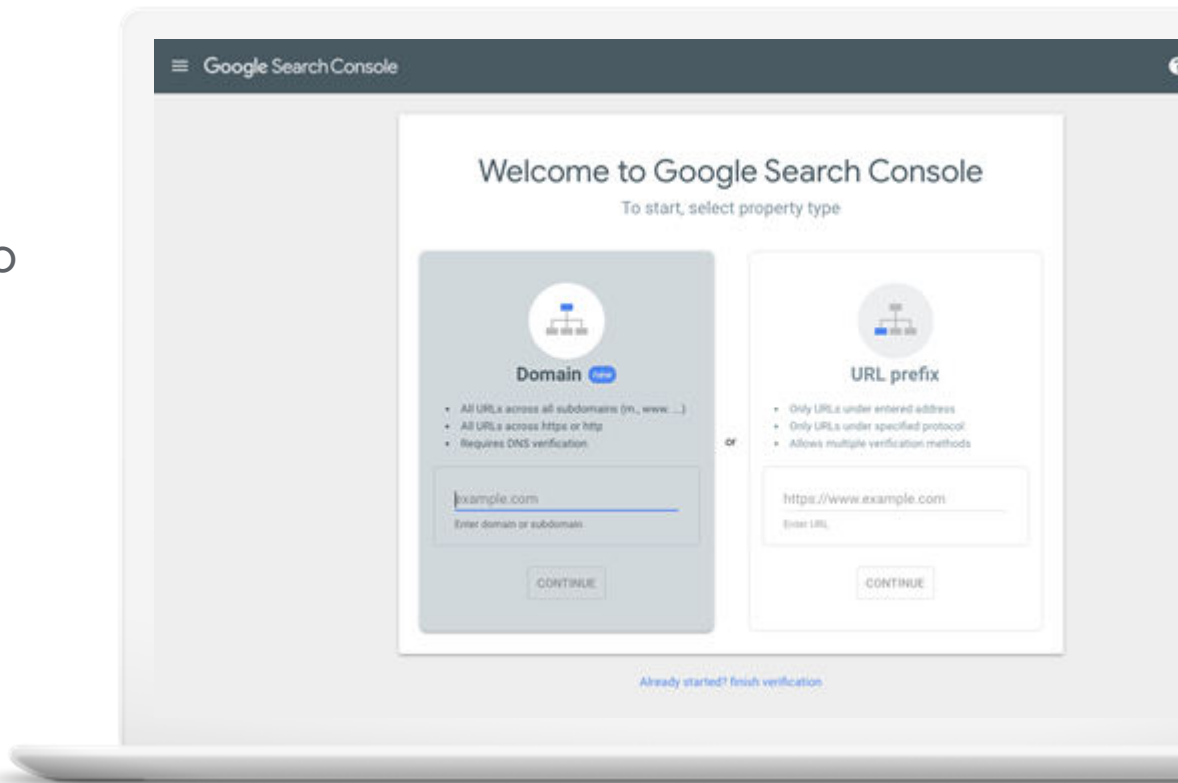
View Google Search traffic data for your site.



Receive email alerts when Google encounters issues.

# SIGN UP FOR SEARCH CONSOLE

- Visit [g.co/searchconsole](https://g.co/searchconsole)
- Add a [website property](#)
- Tell Google which pages to crawl by [updating your sitemap](#)

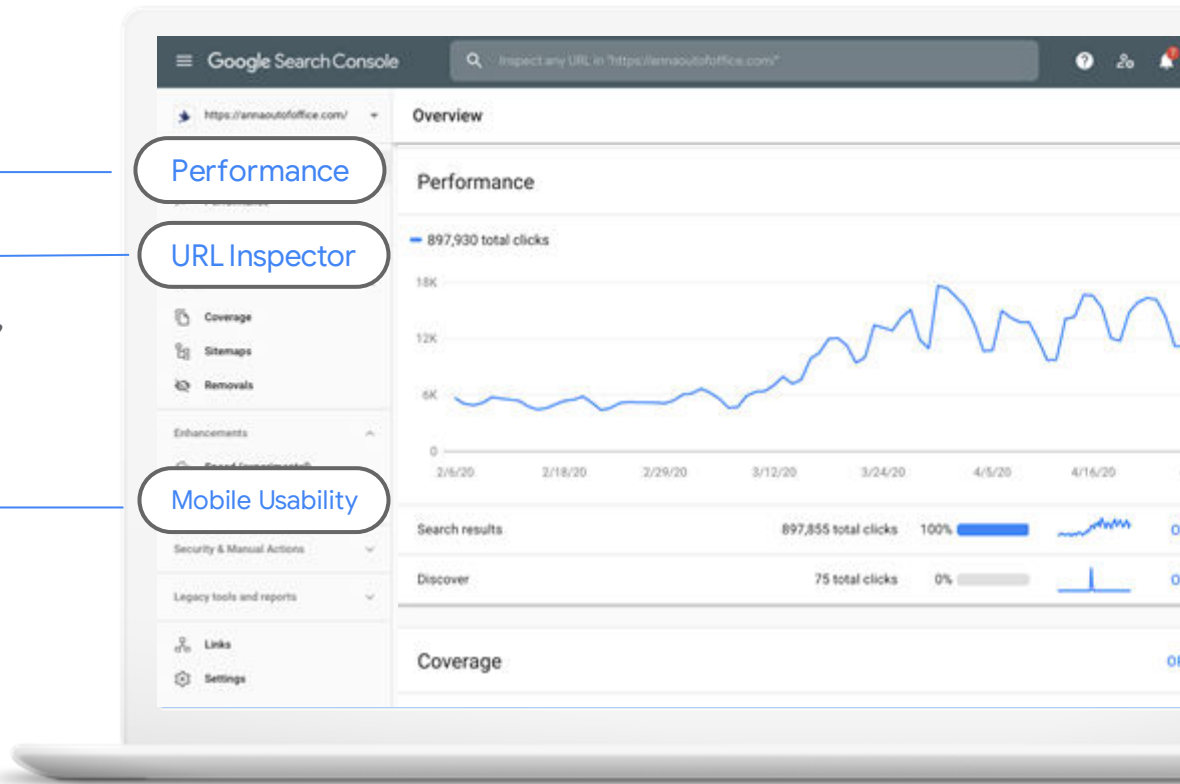


# SEARCH CONSOLE FEATURES

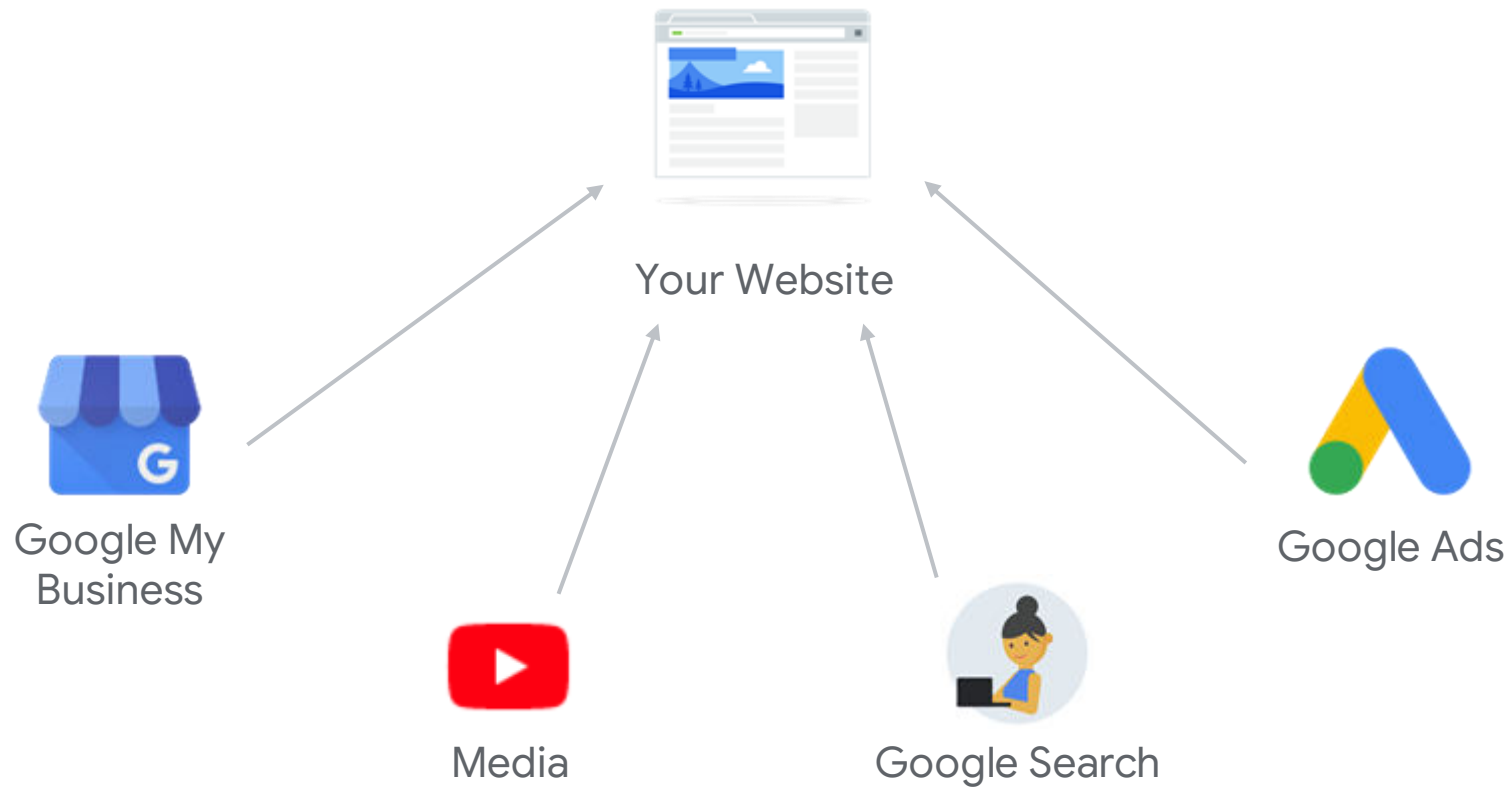
**Performance report** shows how your site performs in Google Search.

Use the **URL Inspector** to check a page on your site, to learn how Google sees it.

**Mobile Usability** identifies pages with mobile compatibility issues.



## HOW DOES IT ALL WORK TOGETHER?



# Next Steps



## WHAT'S NEXT?

- Make a list of goals
- Select an intuitive design
- Plan information architecture

- Create useful content
- Add useful functionality
- Be search engine friendly



# Resources



## BUSINESS AND MARKETING LESSONS AT G.CO/PRIMER

- Quick, easy lessons on your phone
- Learn whenever you have a few minutes free
- Practical, personalized next steps

### Quick Tip:

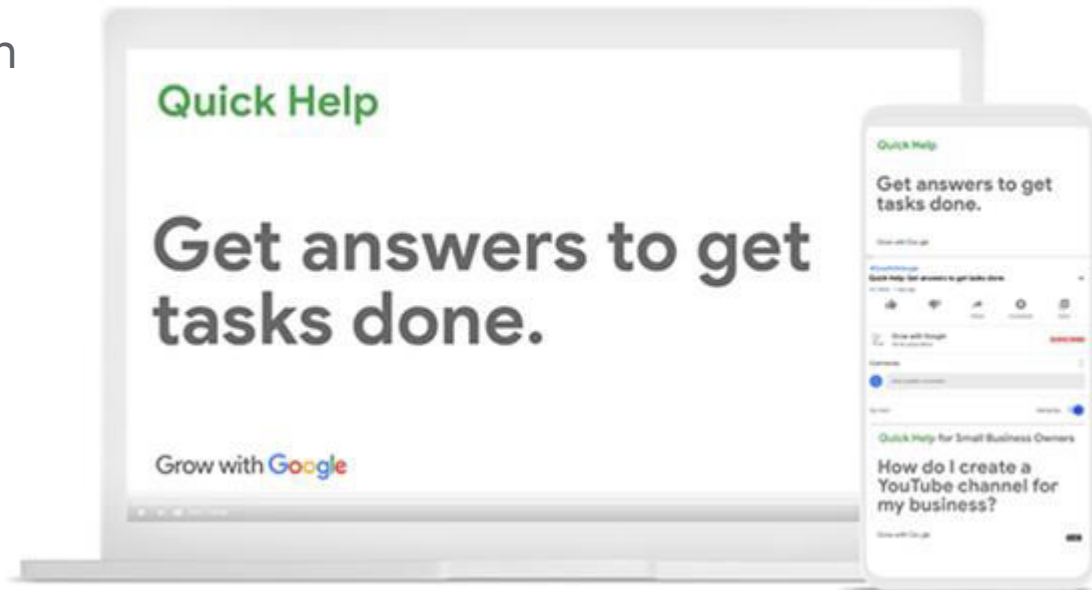
Download the Primer app

[g.co/primer](https://g.co/primer)



## QUICK HELP VIDEOS FOR SMALL BUSINESSES

- Watch short videos to learn how to use Google's tools
- Find answers to frequently asked questions
- Learn about new features



### Quick Tip:

Watch on Youtube

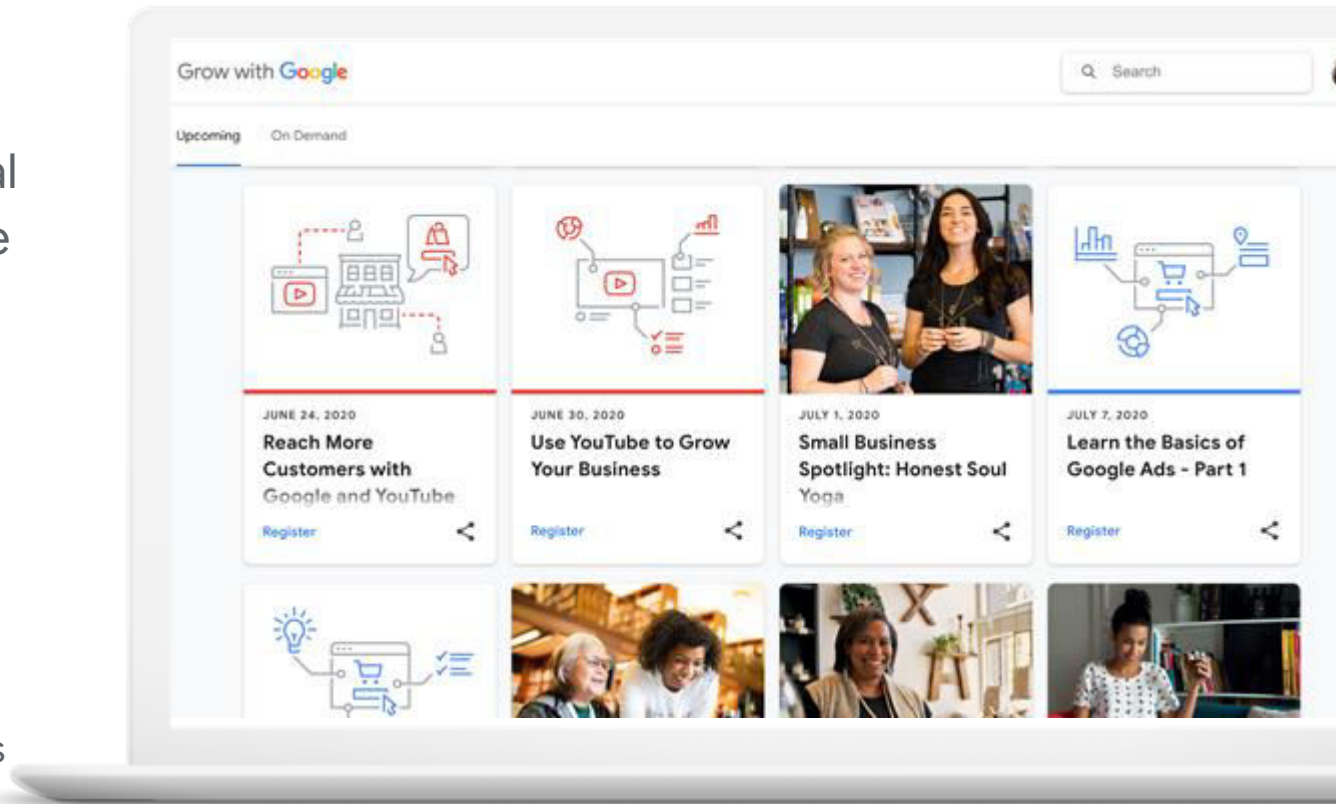
[g.co/grow/quickhelp](https://g.co/grow/quickhelp)

# CONTINUE YOUR EDUCATION WITH GROW WITH GOOGLE ONAIR

Register for free virtual workshops to enhance your digital skills and grow your business.

## Quick Tip:

Register for virtual workshops  
[g.co/GrowOnAir](https://g.co/GrowOnAir)



# FREE ONLINE TRAINING AND TOOLS AT [GOOGLE.COM/GROW](https://grow.google)

## For teachers and students

Bring digital tools into your classroom

## For local businesses

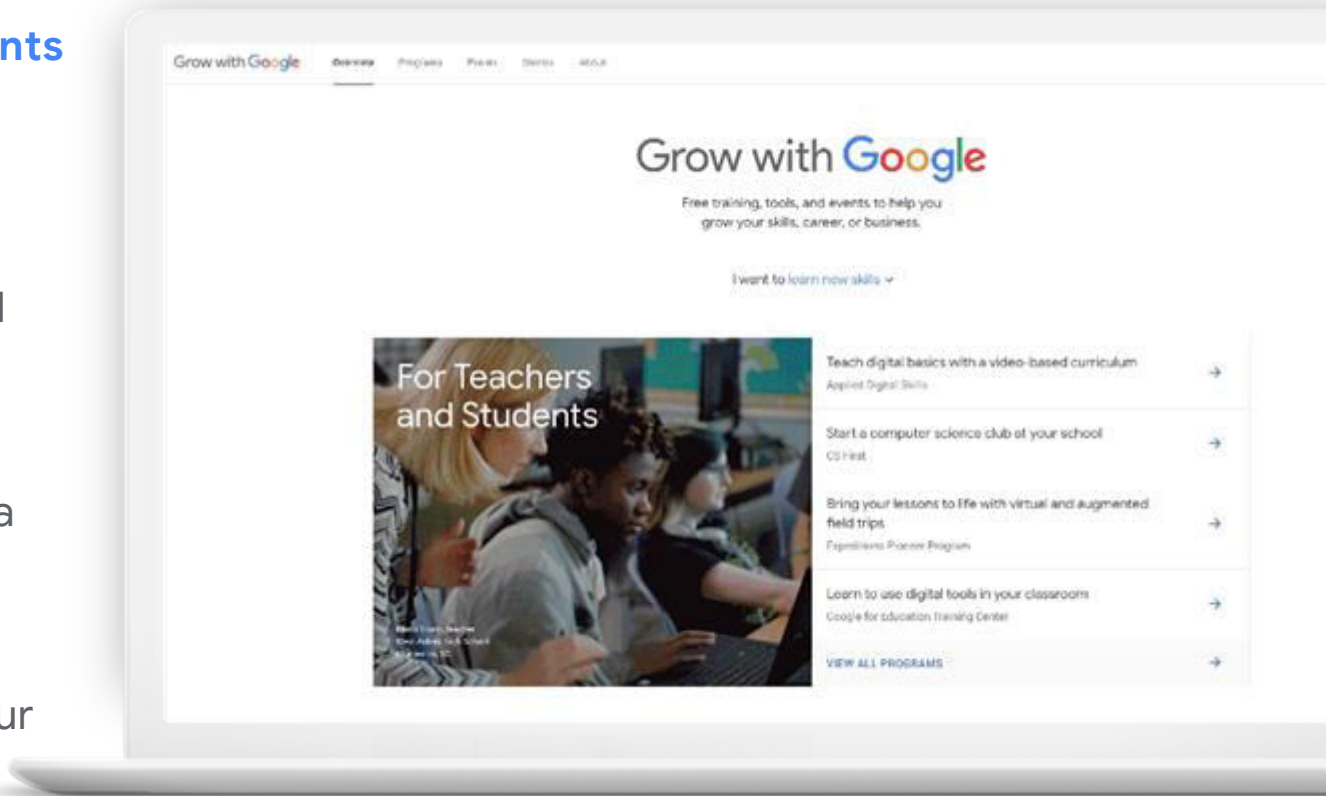
Help new customers find you online

## For job seekers

Boost your resume with a new certification

## For developers

Learn to code or take your skills to the next level



Grow with Google

# Thank You

#GrowWithGoogle



Grow with Google