Grow with Google

Make Your Website Work for You

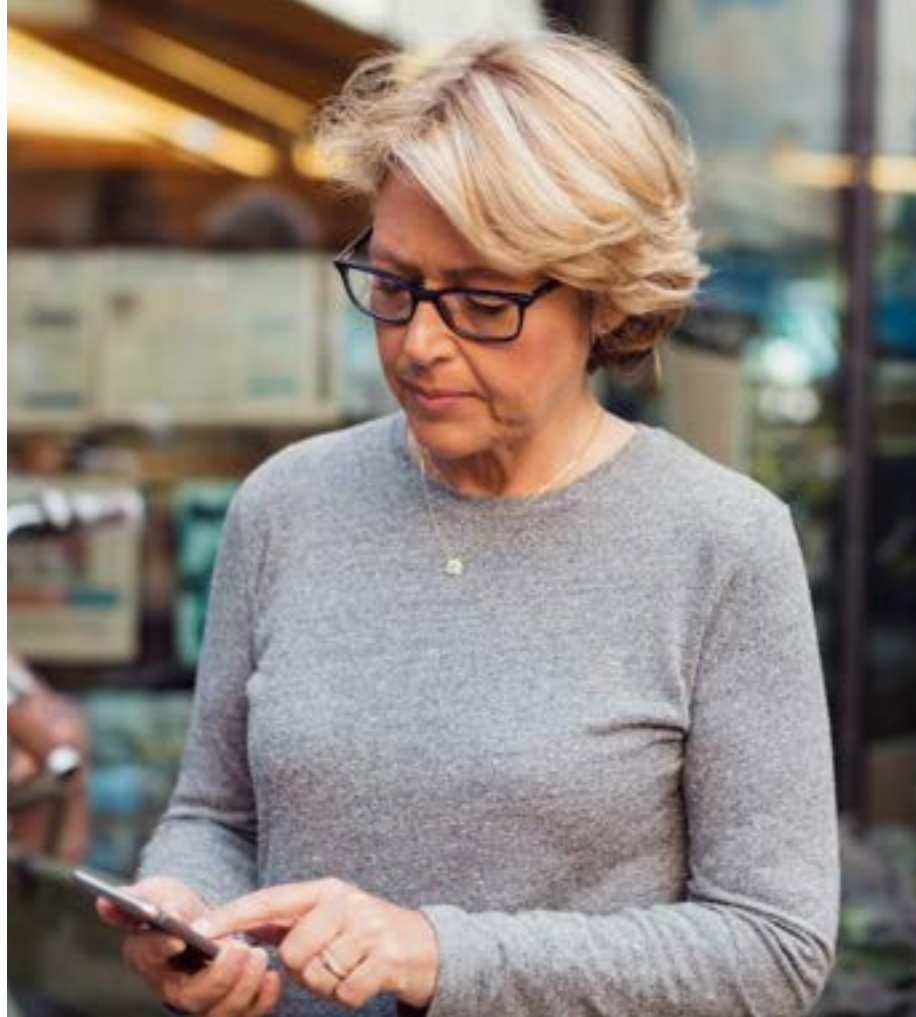grow.google/smallbusinesses

#GrowWithGoogle

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More than **70%** of surveyed participants reported that their shopping involved online touchpoints.[2]

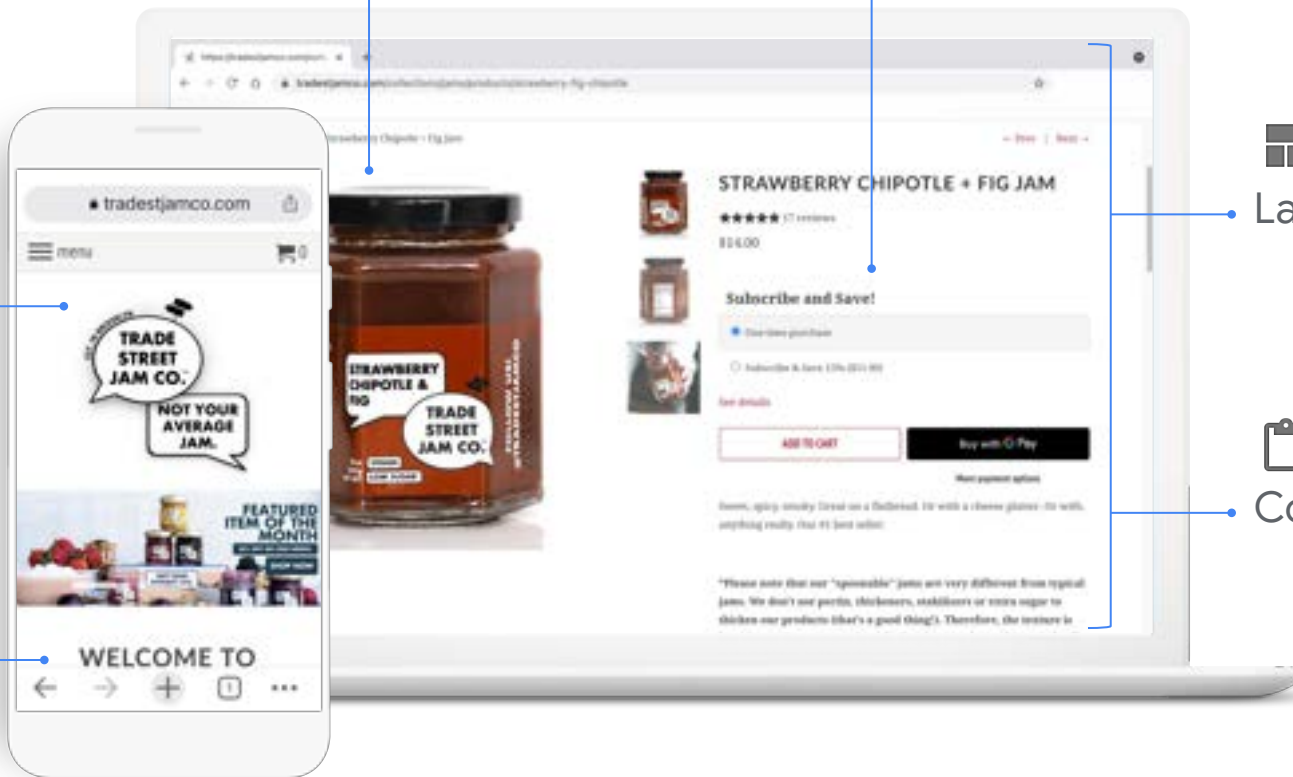Grow with Google

WHAT IS WEB DESIGN?

Graphics

Functionality

Layout

Colors

Content

Fonts

AaBbCc

AGENDA

A great website is...

○ **GOAL-ORIENTED**
Google Analytics

○ **SEARCH-FRIENDLY**
Google Search Console

○ **CONVENIENT**
Mobile-Friendly Test

○ **ORGANIZED**
Google Trends

○ **TRUSTWORTHY**
SSL certificate, Google Pay

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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 AUDIENCE?

Try to understand your customers:

- How they act

- How they think

- How they live

It's helpful to:

○ Define audience narrowly

○ Try to see the world like them

○ Understand their emotions, motivations, and desires

SET SMART GOALS FOR YOUR WEBSITE

S	M	A	R	T
Specific	Measurable	Attainable	Relevant	Time-Bound

Increase unique website visits by 20% over the next two months.

Promote seasonal products online and generate 10% more in-store purchases over the next quarter.

Add 1,000 new email subscribers in six months.

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

Google Analytics is free software that you can use to understand visitor behavior on your website and mobile app.

Learn which search terms and sources drive traffic

Discover what content your audience is interested in

Understand what your website visitors are like

Evaluate which channels drive the most conversions
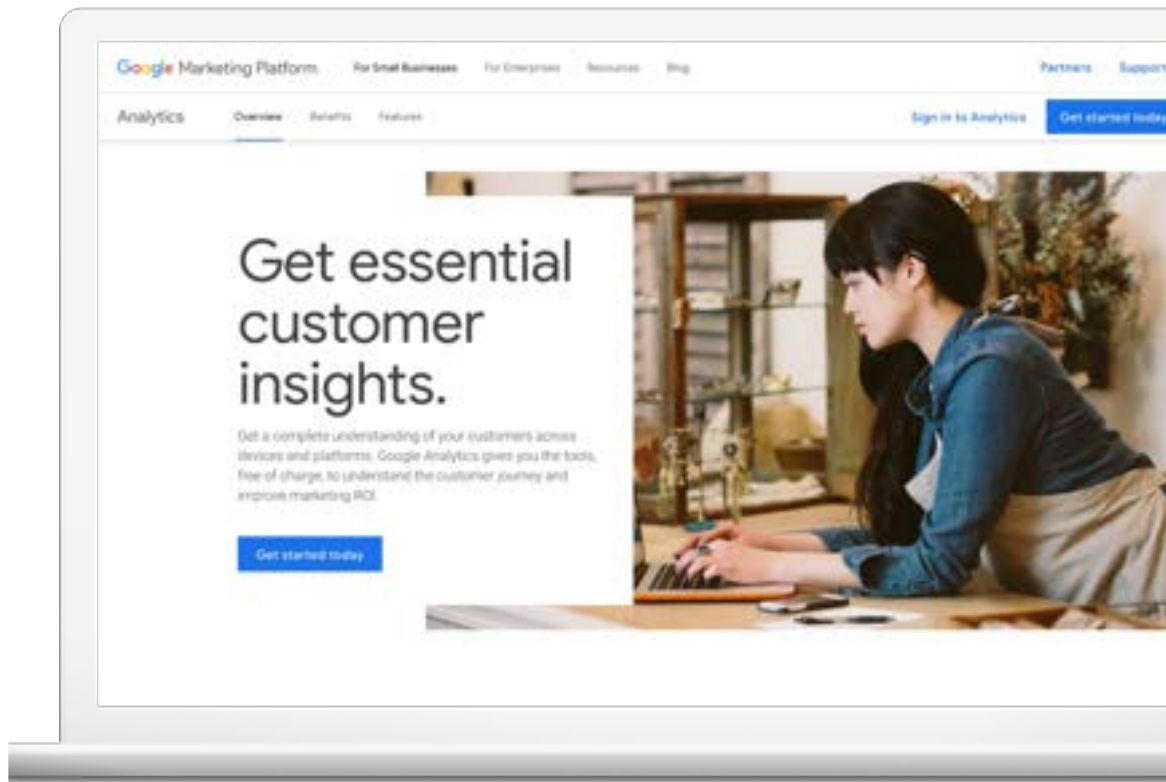
Quick Tip:
Set up Google Analytics
g.co/analytics

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SET UP GOOGLE ANALYTICS FOR THE FIRST TIME

- Visit **g.co/analytics**.

- To create an account, click **Get started today**.

- Set up a **property** in your Analytics account.

Quick Tip:
Google Analytics on CMS platforms
**g.co/grow/platforms**

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❗ IT'S TIME TO USE GOOGLE ANALYTICS 4

- The new version of Google Analytics 4 (GA4) became available in 2020.

- The previous version—Universal Analytics—stopped gathering data on July 1, 2023.

- You can now use GA4 to understand the customer journey.

- Use the Setup Assistant to configure GA4.

Quick Tip:
Google Analytics Help Center
help.google.com/analytics

Complete GA4 setup

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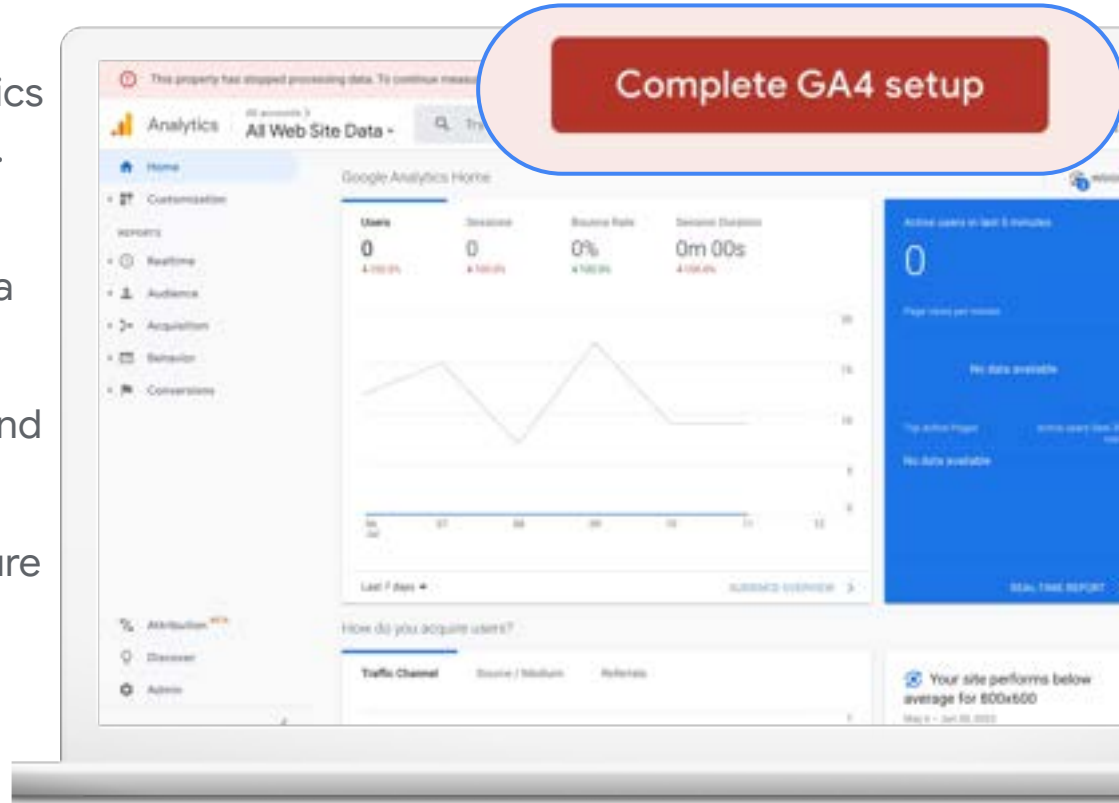
EXAMPLE REPORTS

Real-Time
- What's happening right now?
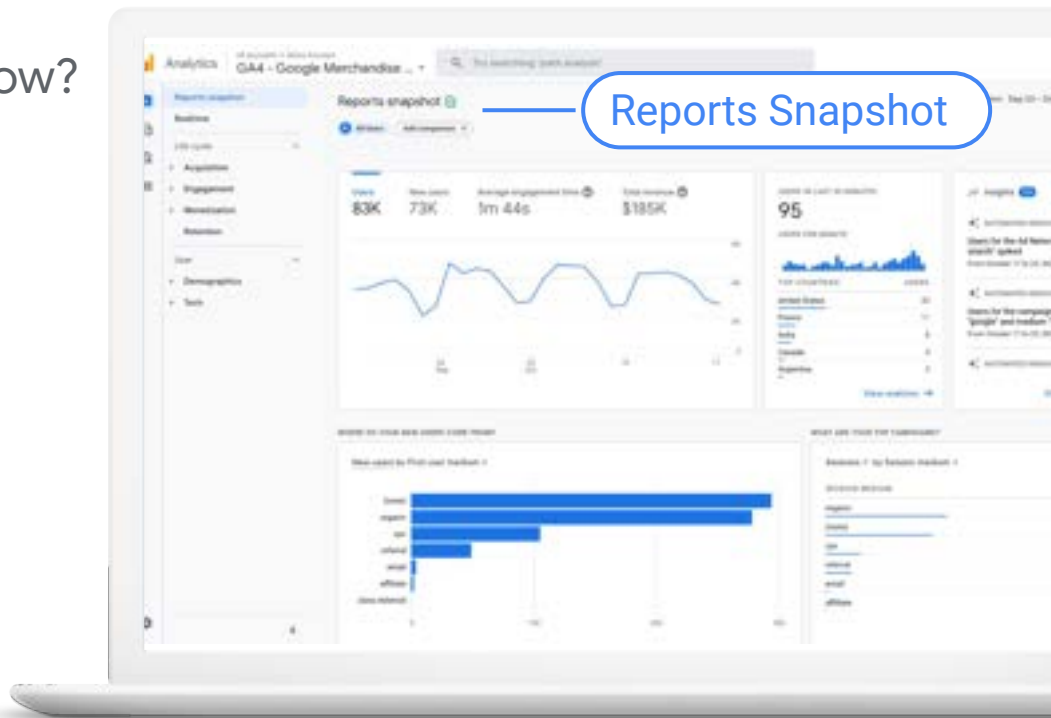
Life Cycle
- Acquisition
- Engagement
- Monetization
- Retention

User
- Demographics
- Tech

Reports Snapshot
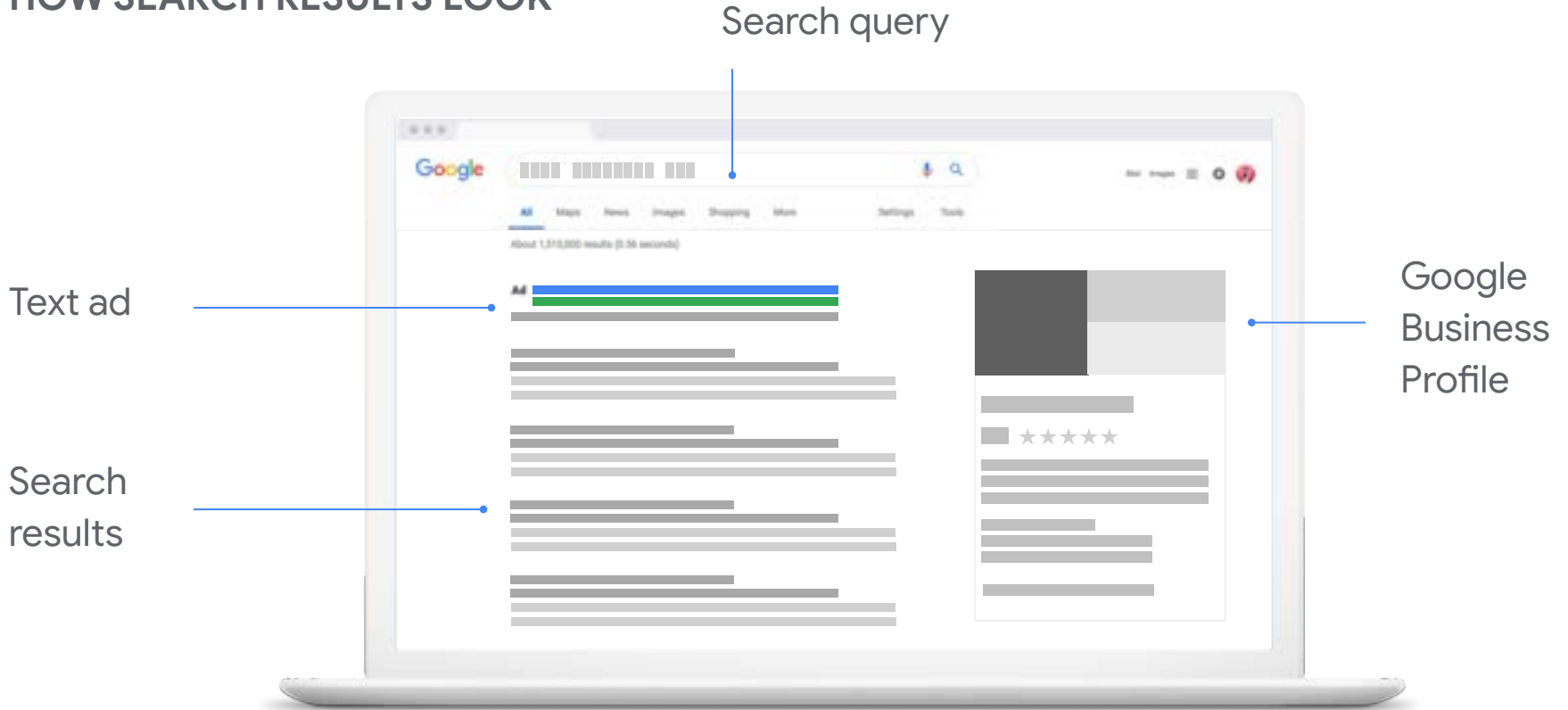
A great website is search-friendly

100%+

Year-over-year growth of global Google searches for "now near me."

Source: Google Data, Global English, Jan. 26, 2021–March 26, 2021 vs. Jan. 26, 2020–March 26, 2020

HOW SEARCH RESULTS LOOK

Search query

Text ad

Search results

Google Business Profile

CHARACTERISTICS OF A SEARCH-FRIENDLY WEBSITE

Fast load time

Prioritize understanding & improving speed

Useful content

Publish original, info-rich content for website visitors

Text links

Connect the content on your website's pages

CHARACTERISTICS OF A SEARCH–FRIENDLY WEBSITE

Page titles and descriptions

Include keywords your audience might search for

Information architecture

Build an organized site that Google can see and understand

All browsers and devices

Design a website that works on all devices
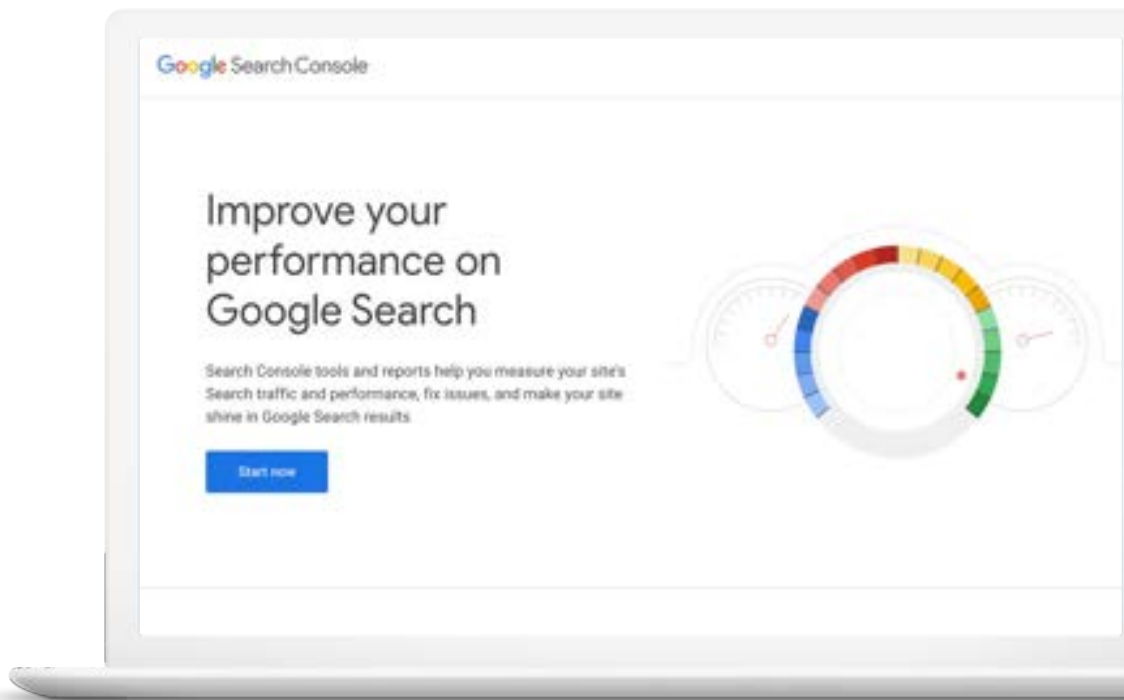
WHAT IS GOOGLE SEARCH CONSOLE?

Helps you to monitor, maintain, and troubleshoot your site's presence in Google Search results.

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

Quick Tip:

Monitor your website's search presence with Search Console

**g.co/searchconsole**

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GOOGLE SEARCH CONSOLE

- 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 site issues

SIGN UP FOR SEARCH CONSOLE

- Visit **g.co/searchconsole**

- Add a website property

- Tell Google which web pages to crawl by updating your sitemap
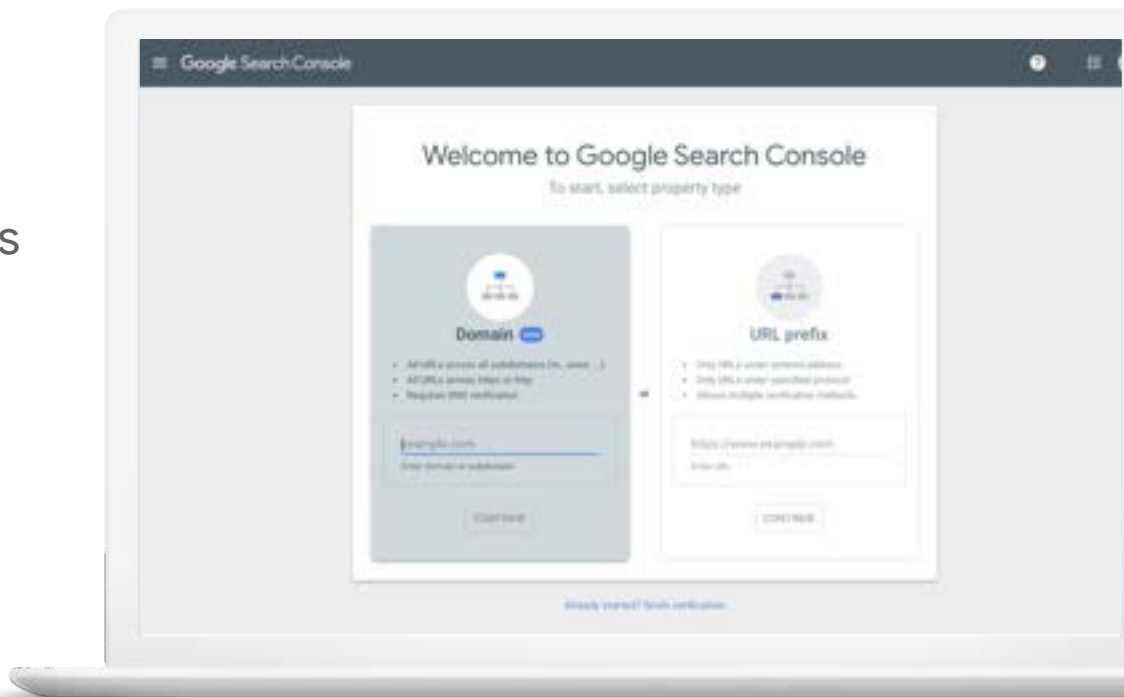
A great website is convenient

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Since COVID, more than

25%

of online shoppers are shopping on mobile devices—reaching as high as 44% for grocery—despite nearly constant access to home computers.

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HOW WEBSITES CAN OFFER EASE AND CONVENIENCE

Ease

Responsive design

Make payment process simple

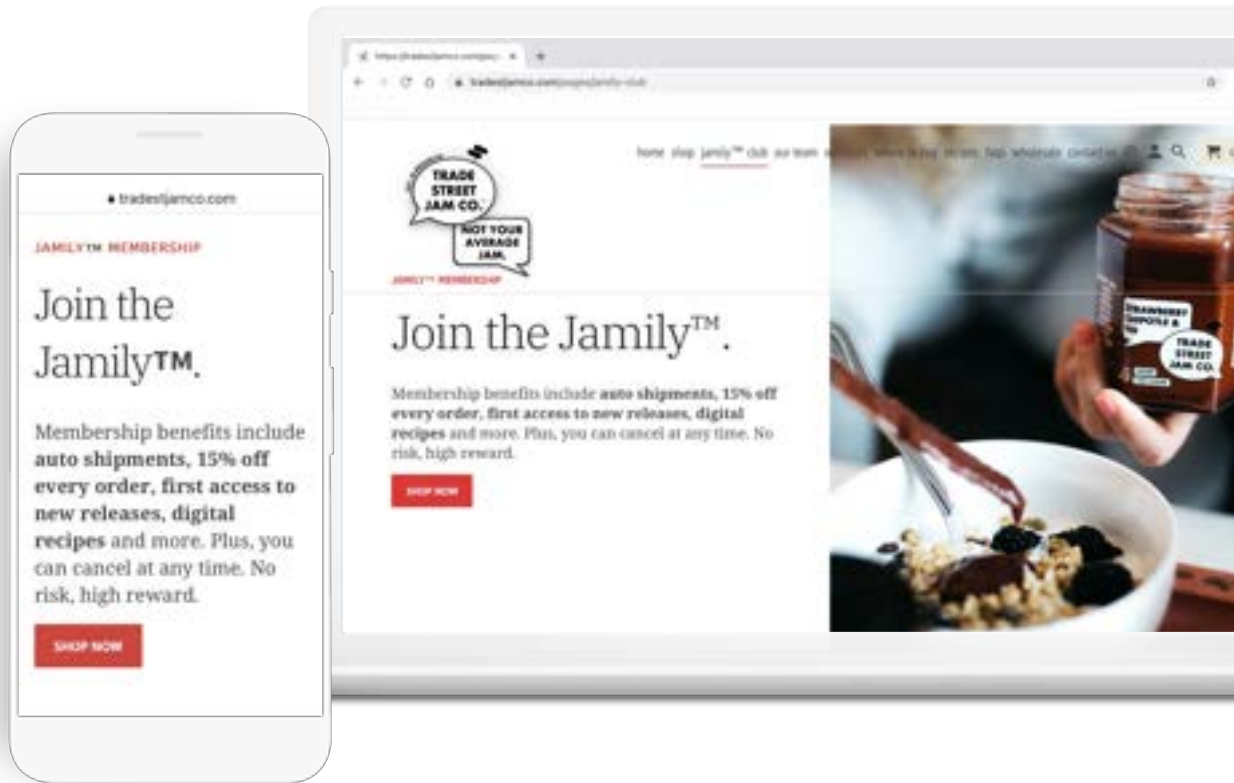Personalized recommendations

Convenience

Curbside pickup

Fast and flexible delivery and shipping
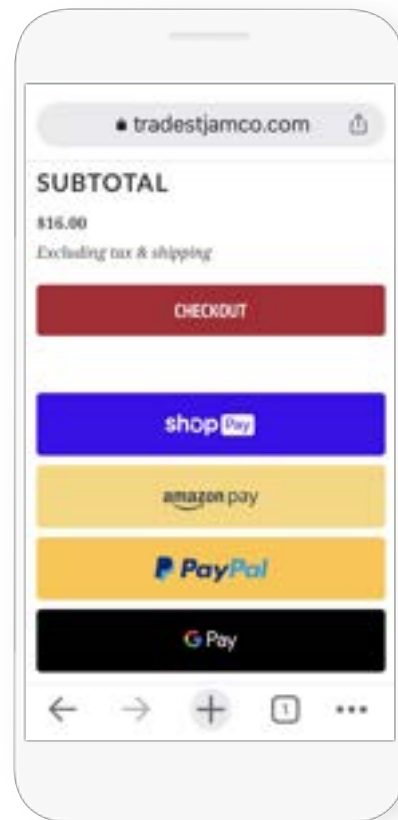
Virtual consultations

RESPONSIVE DESIGN

- Take mobile-first approach

- Create fluid grids and images

- Use vector graphics

    - .ai, .eps, .svg

- Aim for minimalism

- Apply accessibility standards to font sizes and styles

MAKE PAYMENT PROCESS SIMPLE

- Reduce checkout steps

- Show visitors their progress

- Offer guest checkout

- Enable digital wallets

RECOMMEND SIMILAR PRODUCTS OR SERVICES

- Recommend based on purchase history within your site

- Recommend based on view history within your site

- Recommend products or services that complement items in shopping carts

BUILD CONVENIENCE INTO YOUR WEBSITE

Curbside pickup

Blend digital and physical experiences for convenience

Fast and flexible delivery and shipping

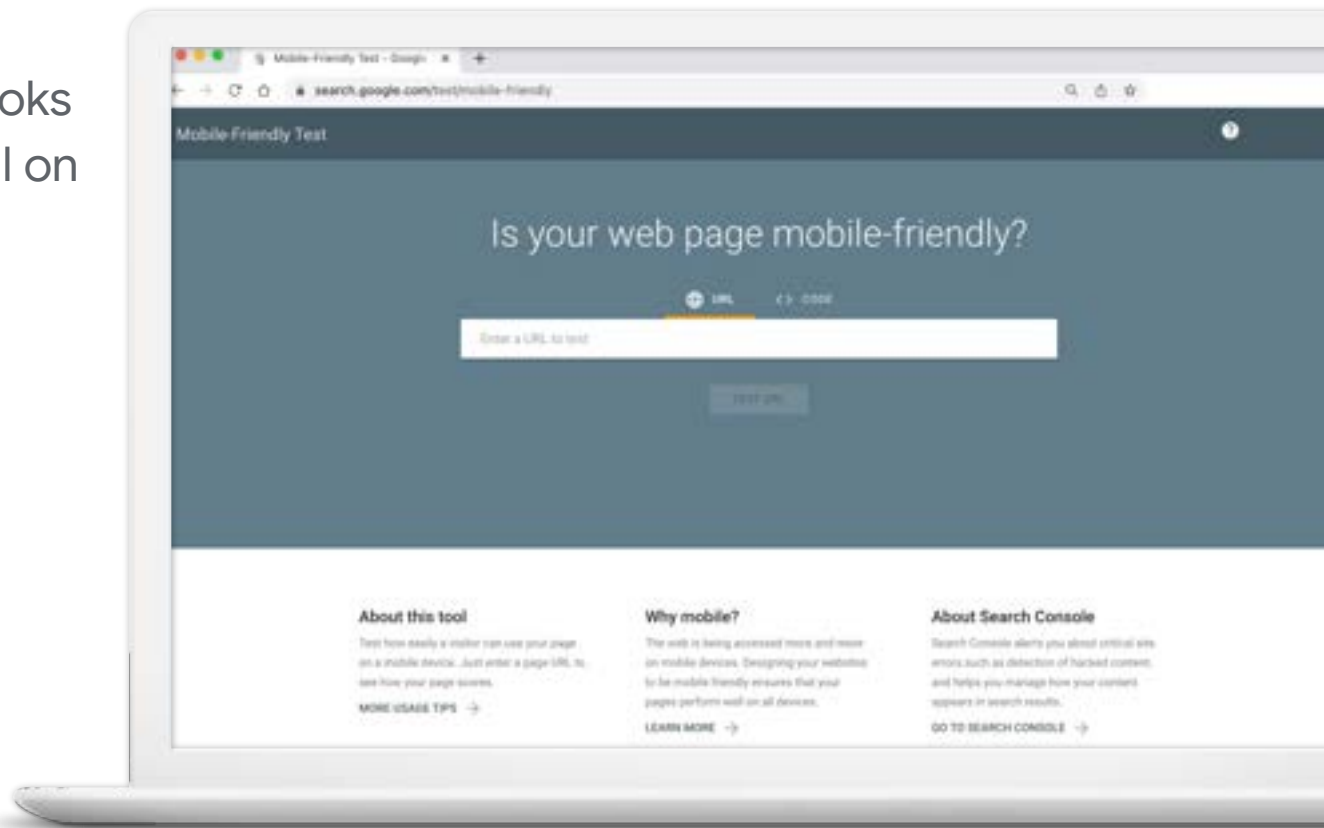Offer customers quick and easy access to your products or services

Virtual consultations

Allow customers to experience your brand from anywhere

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THINK MOBILE FIRST

Be sure your website looks good and performs well on mobile devices.

g.co/mobilefriendly

WHAT THE TEST CAN TELL YOU

If your page is usable on mobile

See a report of any mobility issues.

How your page appears on mobile

View an image of how your page appears on a mobile device.

Additional resources

Link to Search Console to see additional reports.

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BONUS TIP: IS YOUR WEBSITE DESIGN RESPONSIVE?

Mobile-friendly websites can perform better in Google's mobile search results.

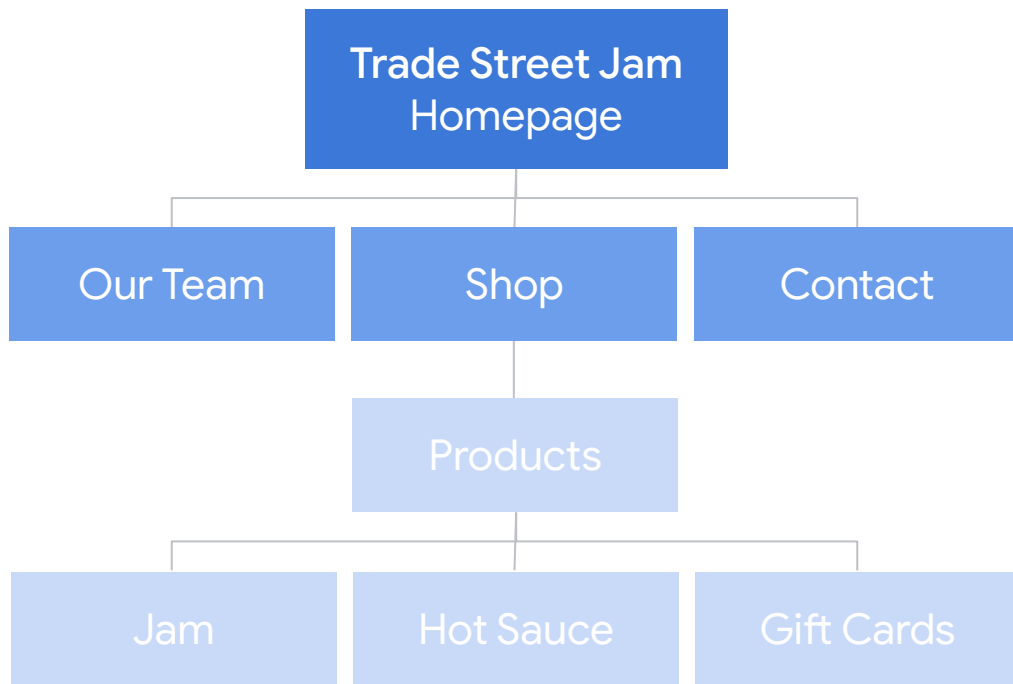Use the Chrome Inspector tool to test your website's compatibility with all devices.

Toggle device toolbar

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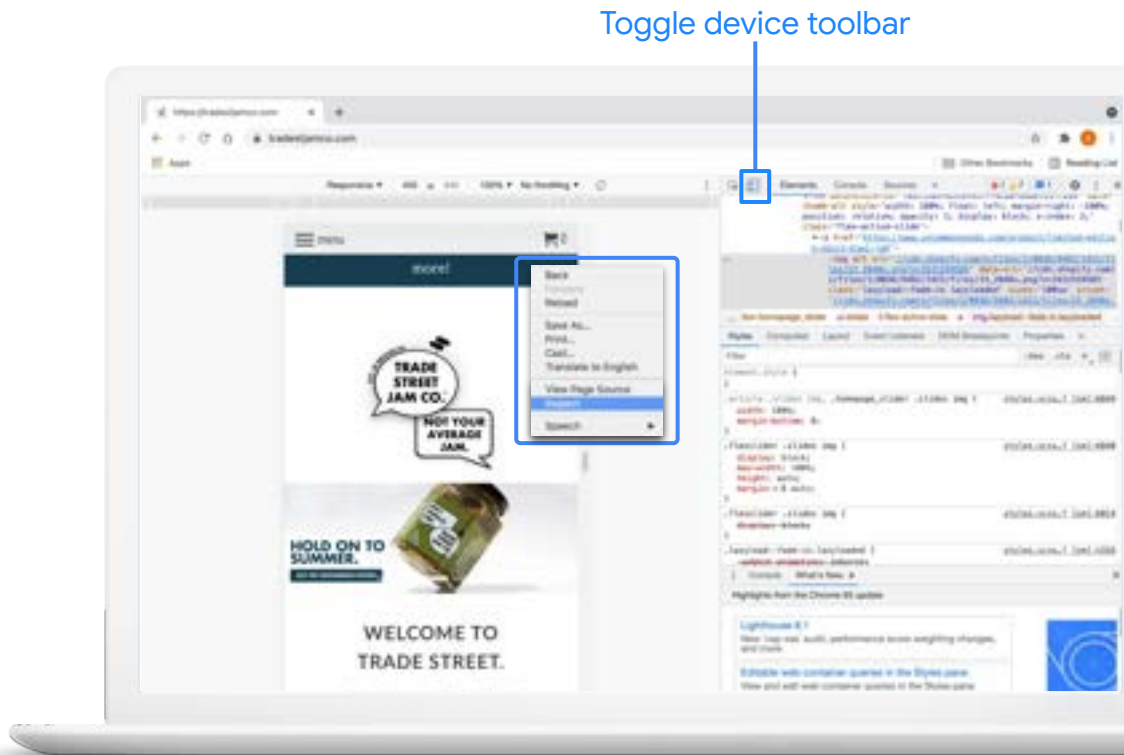
# A great website is organized

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START WITH A PLAN

What is "Information Architecture," or IA?

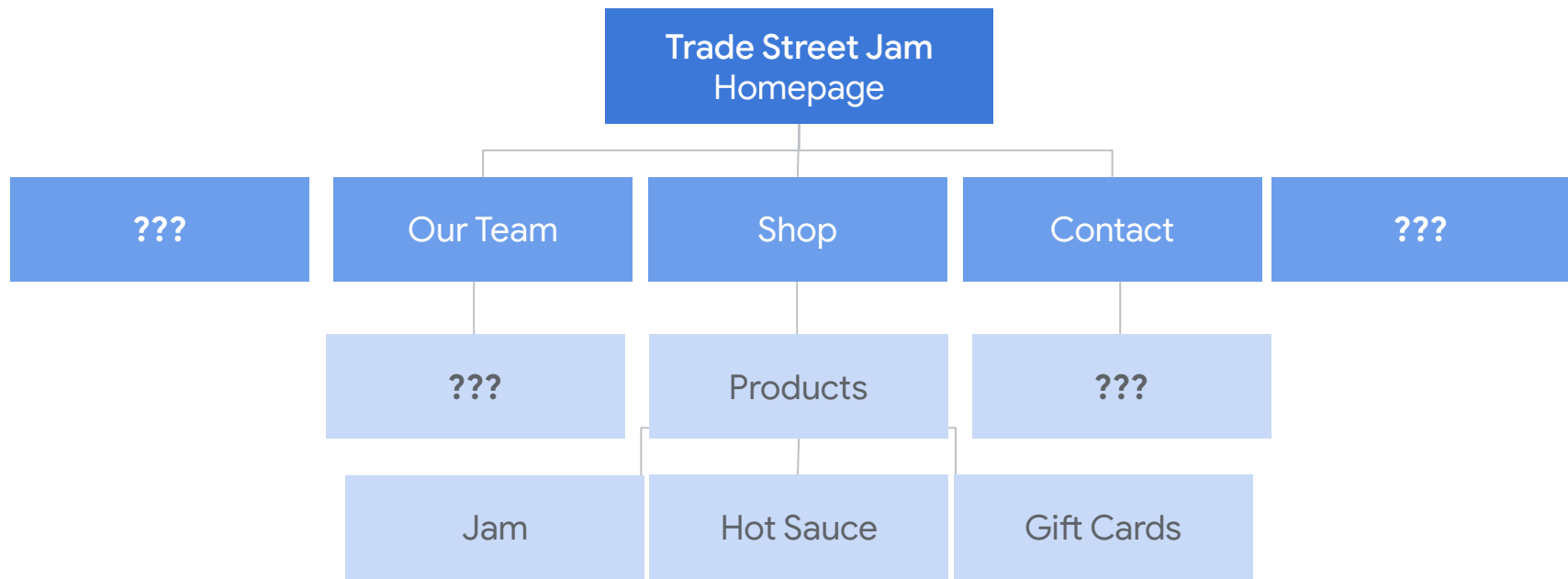It's a plan to organize the information on your site in an effective and sustainable way.

TIPS FOR ORGANIZING YOUR WEBSITE

- List the pages of your website

- Assign each page a clear call to action

- Use visual elements to highlight helpful info

- Optimize navigation

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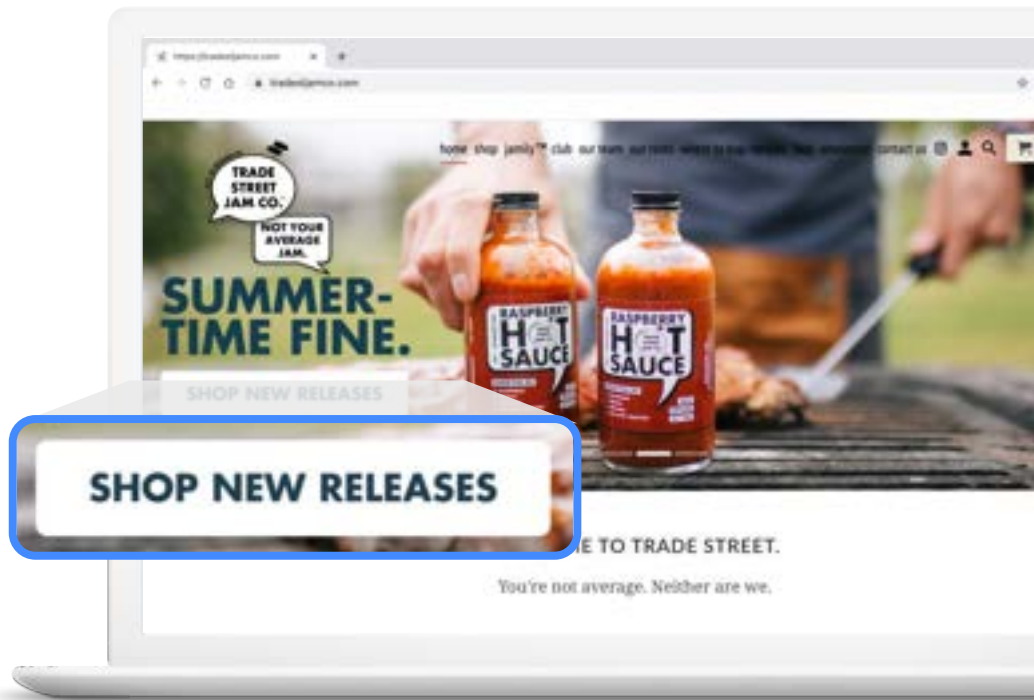
INFORMATION ARCHITECTURE HELPS ORGANIZE YOUR SITE

But how can you find ideas for new, relevant content?

```
                        Trade Street Jam
                           Homepage

  ???      Our Team        Shop        Contact      ???

            ???          Products        ???

            Jam          Hot Sauce     Gift Cards
```

USE GOOGLE TRENDS TO LEARN WHAT CONTENT IS POPULAR NOW

Google Trends is a free, web-based tool that shows the relative popularity of words and phrases searched on Google.
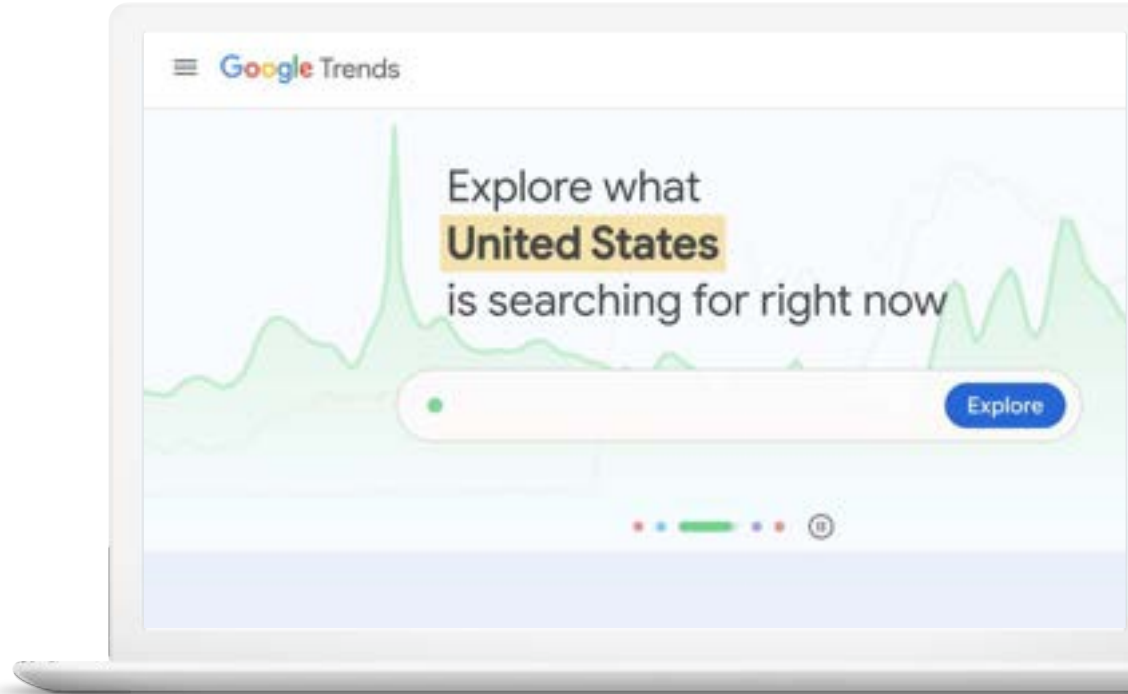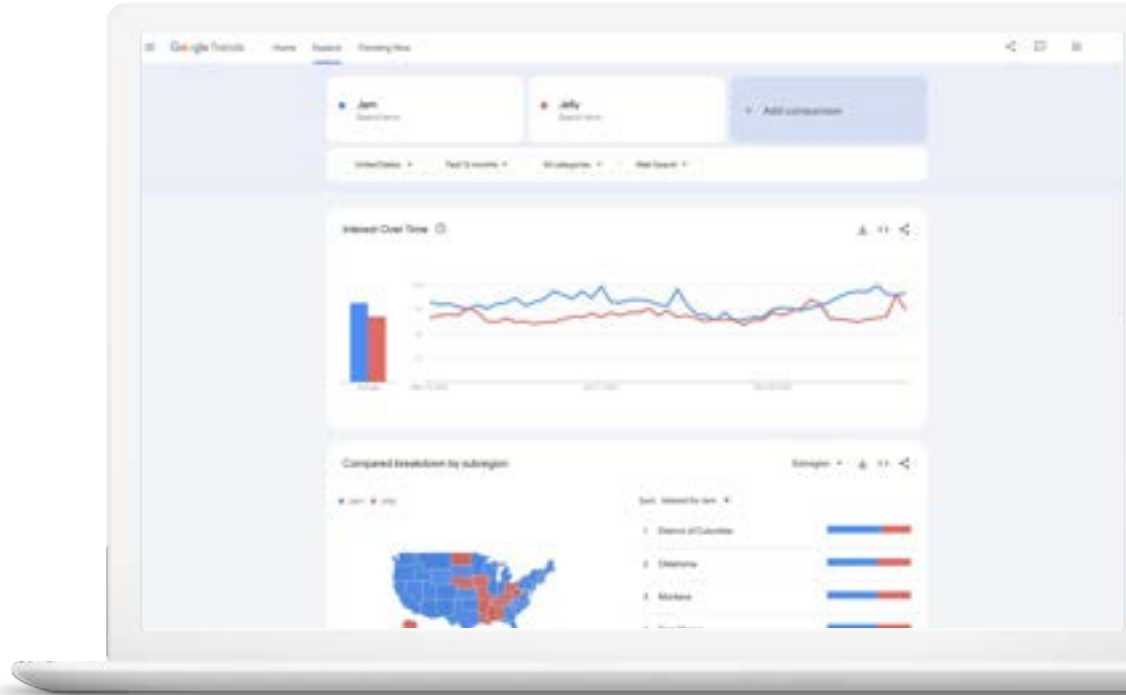

Quick Tip:
Find popular search terms on Google
g.co/trends

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HOW CAN GOOGLE TRENDS HELP?

- Research keywords over timeframe and region

- See trends for search, images, shopping, news, and YouTube videos related to the keyword

BONUS TIP: FRIENDLY, USEFUL 404 PAGES

Creating a custom 404 page that guides visitors back to a working web page can greatly improve the visitor's experience.
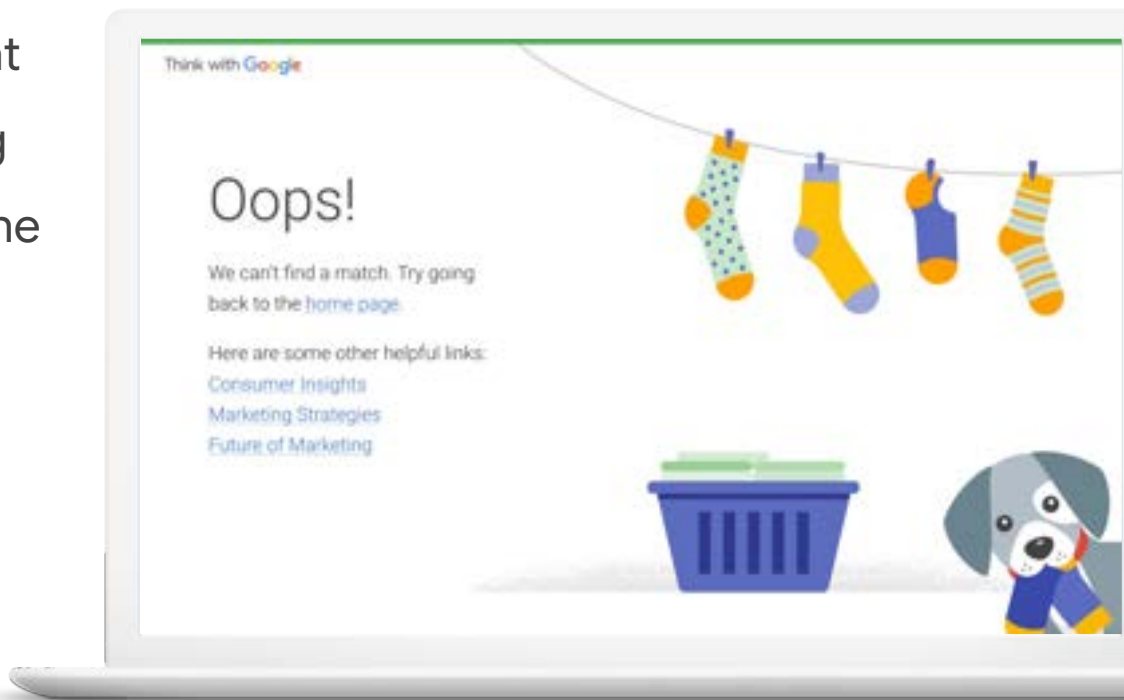
A great website is trustworthy

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HOW WEBSITE SECURITY BUILDS CUSTOMER TRUST

Secure Socket Layer (SSL) Certificate

Authenticates the identity of your site and lets users know they are on a secure connection.
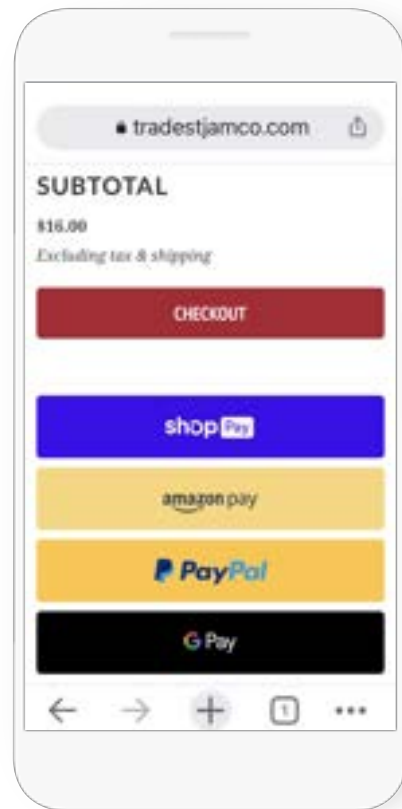
Secure Payments with Google Pay

Encrypts info to protect financial details and other sensitive data.

Learn More
pay.google.com/about/business

HOW WEBSITE REPUTATION BUILDS CUSTOMER TRUST

Business Reviews

Reviews based
on real experiences
establish credibility

Show Ratings

Shoppers use customer
ratings to validate their
choices

Contact Info

Help customers feel
confident they can
get support

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Next steps & resources

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WHAT'S NEXT?

○ Goal-oriented: Google Analytics

○ Search-friendly: Google Search Console

○ Convenient: Mobile-Friendly Test

○ Organized: Google Trends
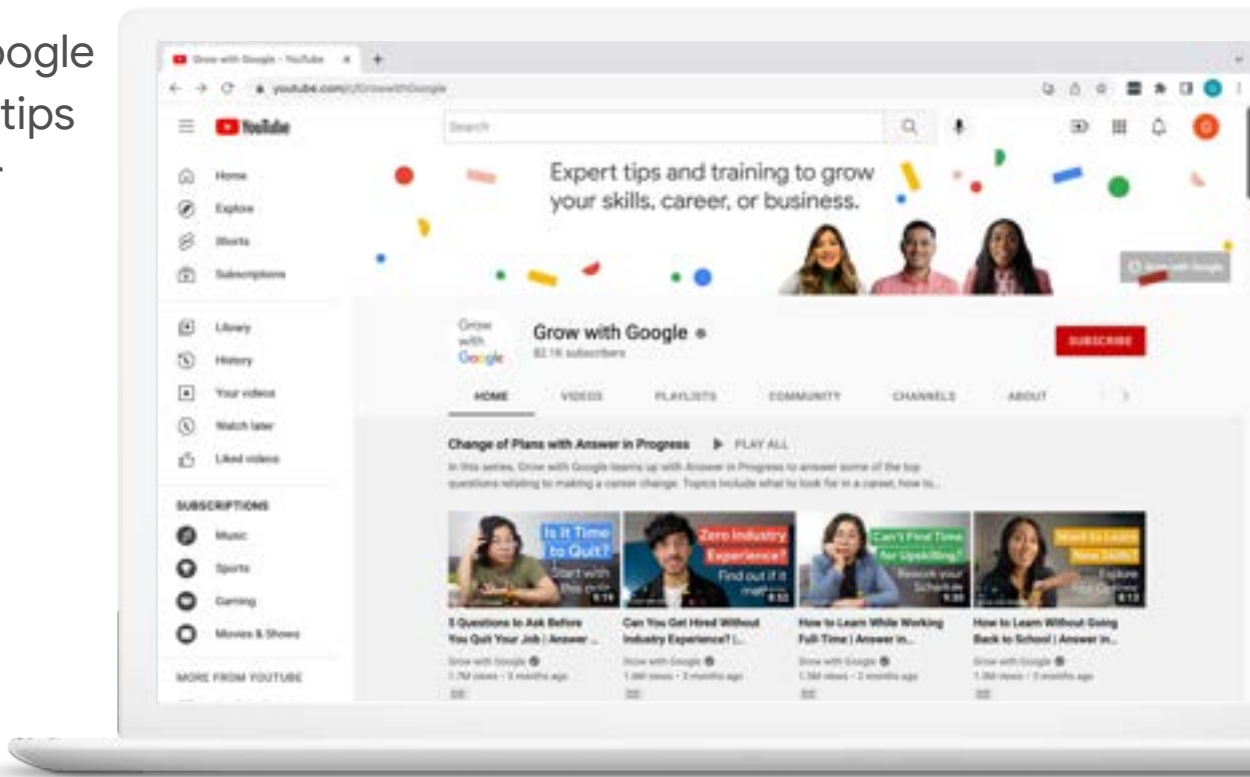
○ Trustworthy: Google Pay

KEEP LEARNING ON YOUTUBE

Check out the Grow with Google YouTube Channel for expert tips to grow your skills, career, or business.

Quick Tip:
Subscribe on YouTube
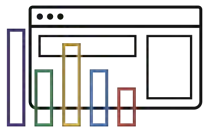**YouTube.com/GrowWithGoogle**

Grow with Google
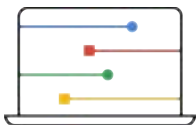
GOOGLE CAREER CERTIFICATES

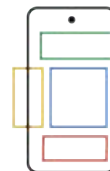## Get qualified for in-demand jobs in high growth fields

- Data Analytics
- Advanced Data Analytics
- Business Intelligence

- Digital Marketing & E-Commerce

- IT Support
- IT Automation with Python

- UX Design

- Project Management

- Cybersecurity

Get started at **grow.google/certificates**

FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students
Bring digital tools into
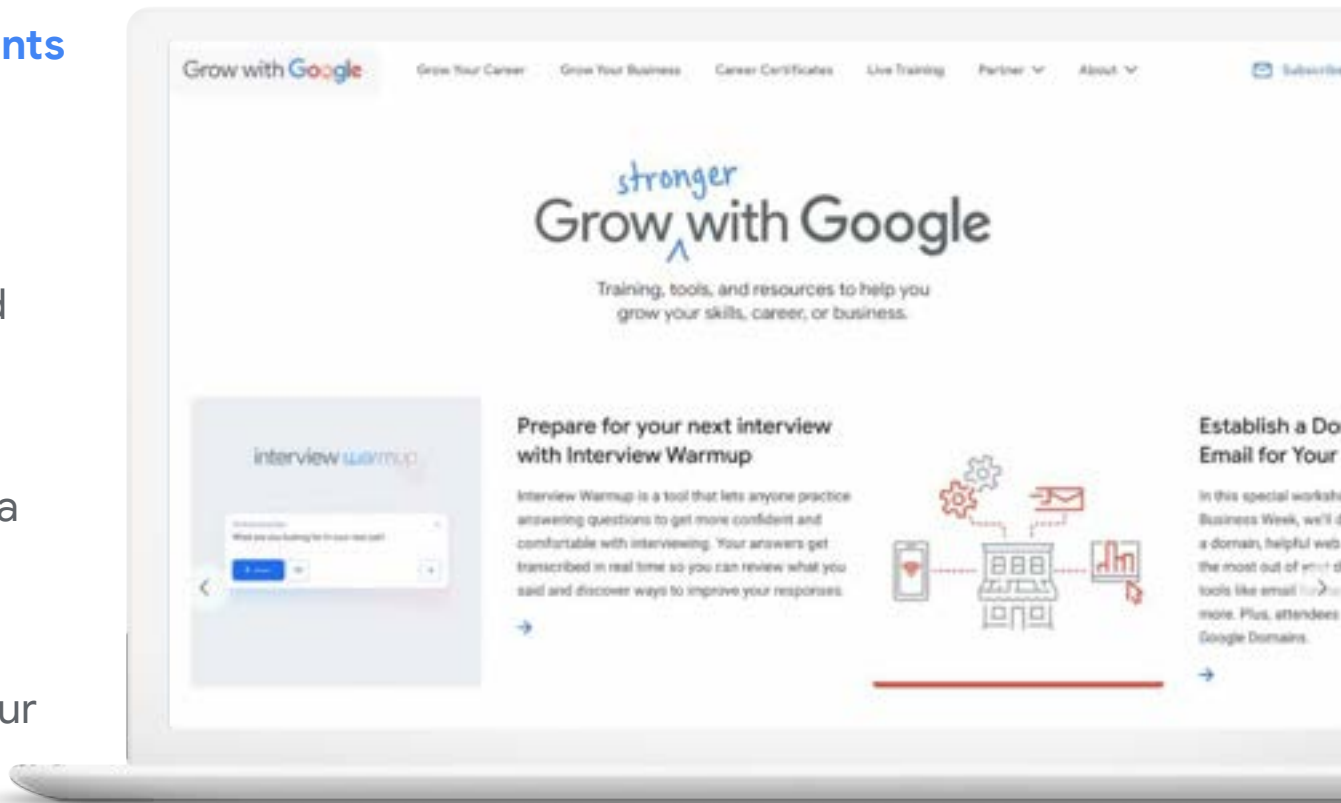your classroom.

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.

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stronger
Grow ∧ with Google

Training, tools, and resources to help you
grow your skills, career, or business.

interview warmup

**Prepare for your next interview
with Interview Warmup**

Interview Warmup is a tool that lets anyone practice
answering questions to get more confident and
comfortable with interviewing. Your answers get
transcribed in real time so you can review what you
said and discover ways to improve your responses.

**Establish a Do
Email for Your**

In this special worksh
Business Week, we'll d
a domain, helpful web
the most out of your d
tools like email
more. Plus, attendees
Google Domains.

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Thank You

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