



# Build your online presence in a few steps

A simple guide for local businesses without a website

# Contents

We're here to help your business stand out online. Follow our simple guide and discover how to build your online presence. We recommend printing this guide, so you can easily make notes as you progress through.

[Track your progress here:](#)

01

Stand out on Google with a free Business Profile

---

02

Build your presence with a website

---

03

Build customer relationships with video, email, and social media

---

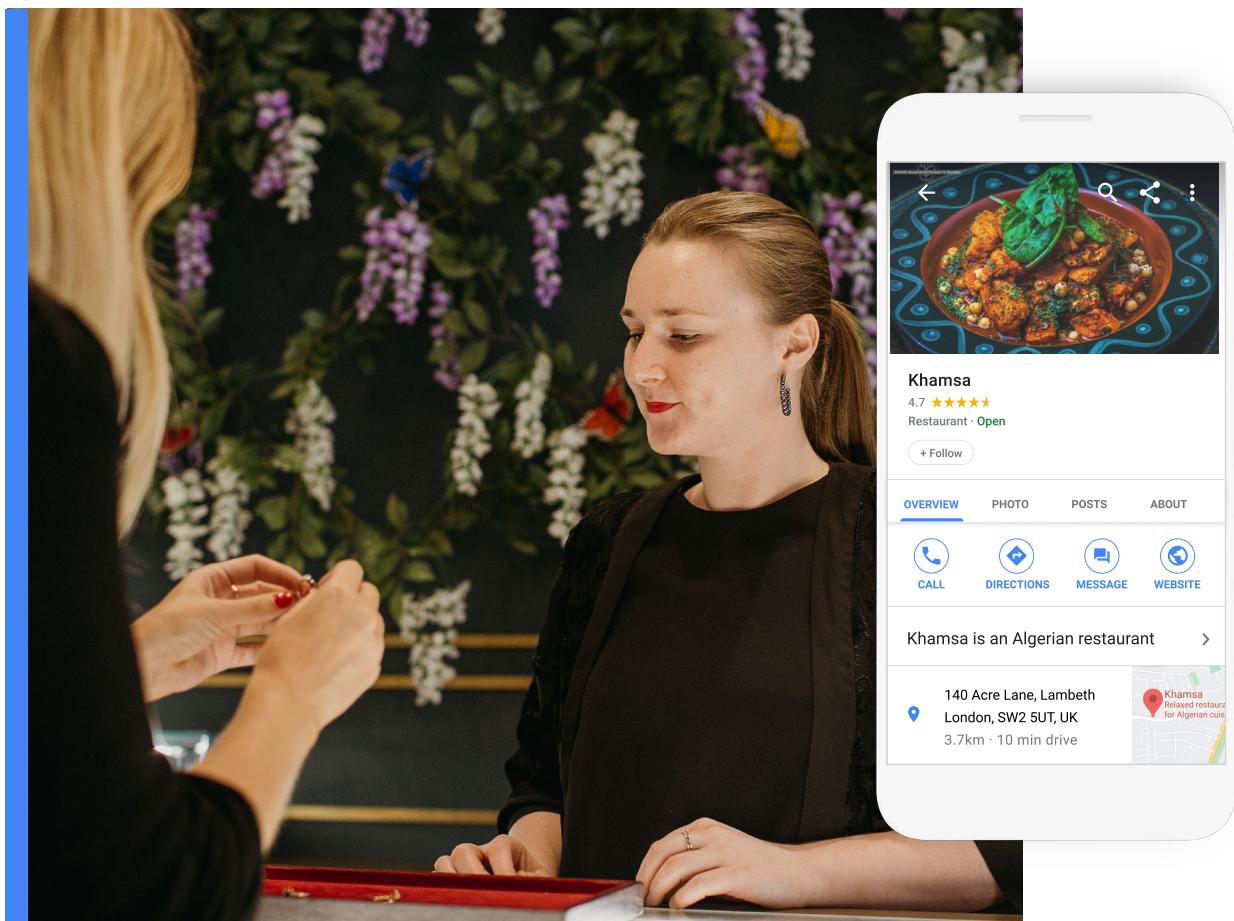
04

Reach more customers with online advertising

---

05

Work with anyone, from anywhere



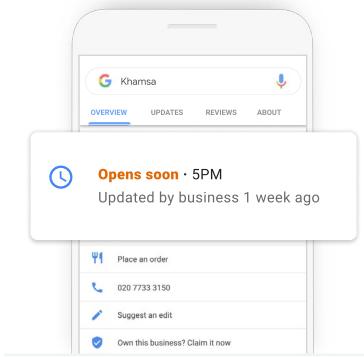
# Stand out on Google with a free Business Profile

Control how your business appears on Google Search and Maps and engage with customers with your free Business Profile

1.7x  
more  
trustworthy

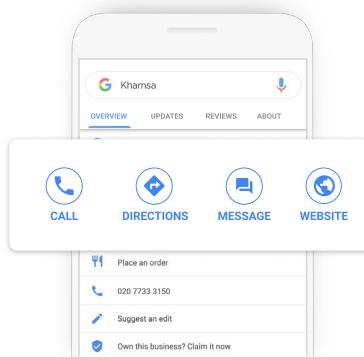
According to consumers, businesses that respond to reviews are 1.7x more trustworthy than businesses who don't (76% vs. 46%)<sup>1</sup>

<sup>1</sup> Google/Ipsos Connect, Benefits of a Complete Google My Business Listing, October 2016. A total of N=15,904 adults 18-64.



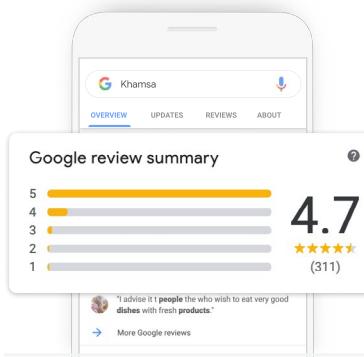
## Keep customers up-to-date

Your Business Profile on Google lets you keep your contact info current and highlights features of your business such as product photos, opening hours and menus.



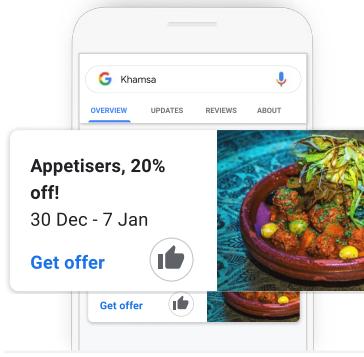
## Give customers more ways to reach you

Your customers are ready to connect – by calling, messaging or finding your location. Now, with more ways to transact, you can do more business.



## Connect with customers

Customers can leave reviews and book services right from your profile. And you can easily respond too. When you make it easy to do business, your business grows.



## Show customers more

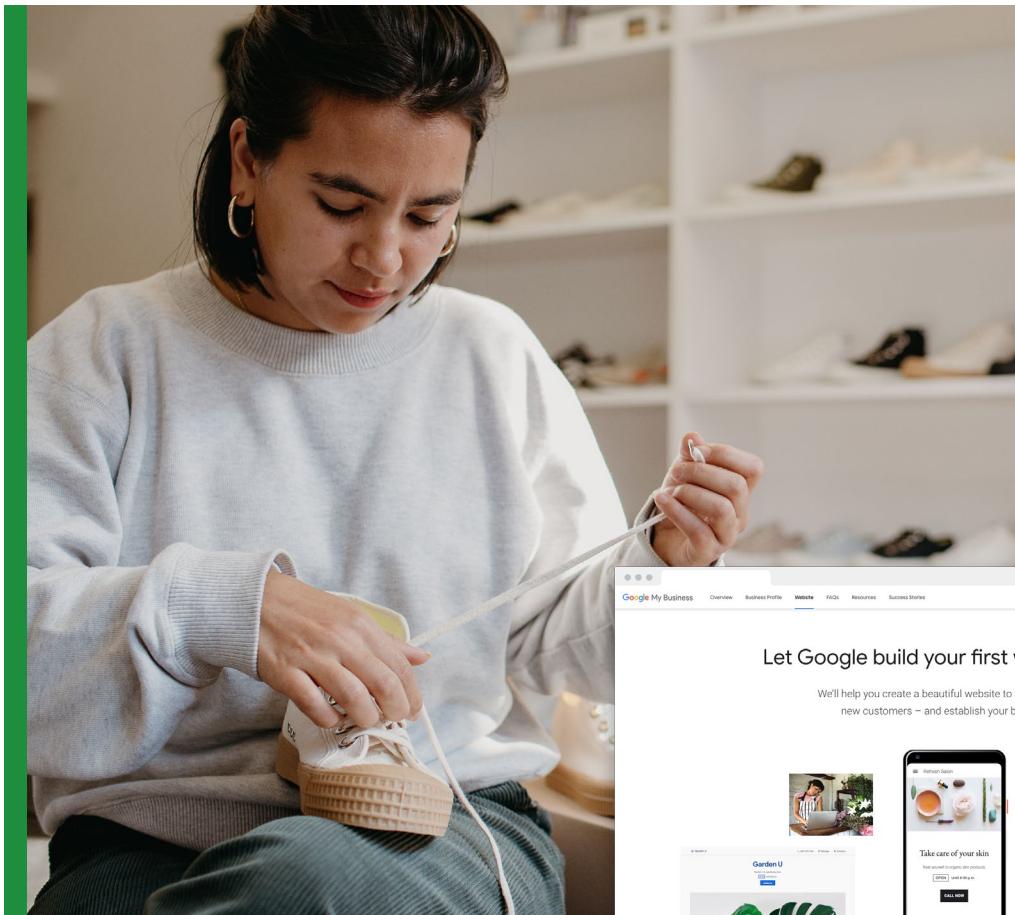
You can post photos and offers to your profile to show what makes your business different, and give customers reasons to choose you every time.

Create a Business Profile: [goo.gle/3aqiPpP](https://goo.gle/3aqiPpP)

Read our step-by-step guide on how to sign up: [goo.gle/3gfZFUZ](https://goo.gle/3gfZFUZ)

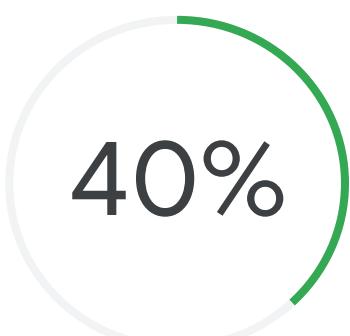
Already have a Business Profile? [goo.gle/2FC2wuL](https://goo.gle/2FC2wuL)

Get tips on how to optimise your profile: [goo.gle/3gjiFlt](https://goo.gle/3gjiFlt)



# Build your presence with a website

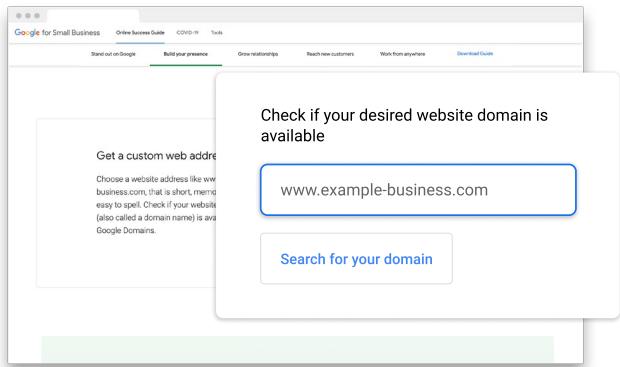
Create a website to showcase your products and services, share your story, and sell products with ecommerce tools



40%

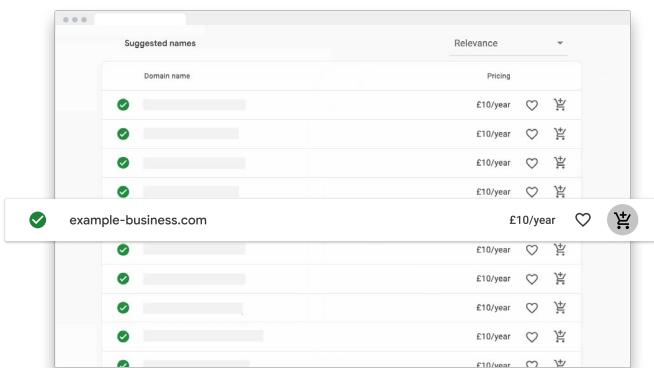
Over 40% of people who find local information online look at a business website<sup>2</sup>

<sup>2</sup> Google Consumer Barometer



## Choose a web address

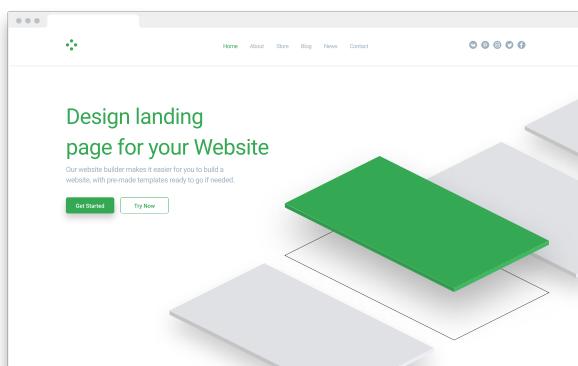
Choose a website address like [www.example-business.com](http://www.example-business.com), that is short, memorable, and easy to spell.



## Purchase your web address

Check if your desired website address (also called a domain name) is available from Google Domains.

Visit: [domains.google](http://domains.google)



## Get started with a website builder tool

Website builders make it easier for you to build a website, with pre-made templates ready to go if needed. Some even support the ability to sell products online.

Create your website with one of our partners:



[www.shopify.co.uk](http://www.shopify.co.uk)



[goo.gle/30Xvld](http://goo.gle/30Xvld)



[www.wix.com](http://www.wix.com)

Already have a website?

Boost your mobile site experience with Test My Site: [goo.gle/3h14y5q](http://goo.gle/3h14y5q)

Improve your retail site with Grow My Store: [goo.gle/2PVmLFS](http://goo.gle/2PVmLFS)

Discover the basics of SEO: [goo.gle/2FgnqiT](http://goo.gle/2FgnqiT)



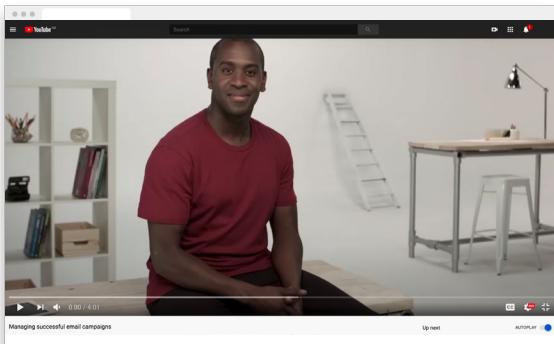
# Build customer relationships with video, email and social media

See how to use video, email, and social media to engage with customers directly, keep them informed, and build loyalty

90%

Over 90% of consumers say they've discovered new products and brands on YouTube<sup>3</sup>

<sup>3</sup> Google/Magid Advisors, "The Role of Digital Video in People's Lives", Global, August 2018



## How to promote your business with YouTube

Connect with customers by having a home for your business on YouTube, and creative effective video content which gets your message to the right people.

Download the YouTube Playbook:  
[goo.gle/2FqKHij](http://goo.gle/2FqKHij)

The screenshot shows a course page for 'Email marketing basics' within the 'Promote a business with online advertising' module. It features a video thumbnail of a man in a red shirt, a progress bar showing 0 / 5, and two interactive buttons: 'Watch the lesson' and 'Check your knowledge'. Below the video, there is a summary of the lesson content.

## How to connect with email marketing

Take our course to learn the basics of email marketing, crafting great marketing emails, managing email campaigns and measuring how successful your email marketing is.

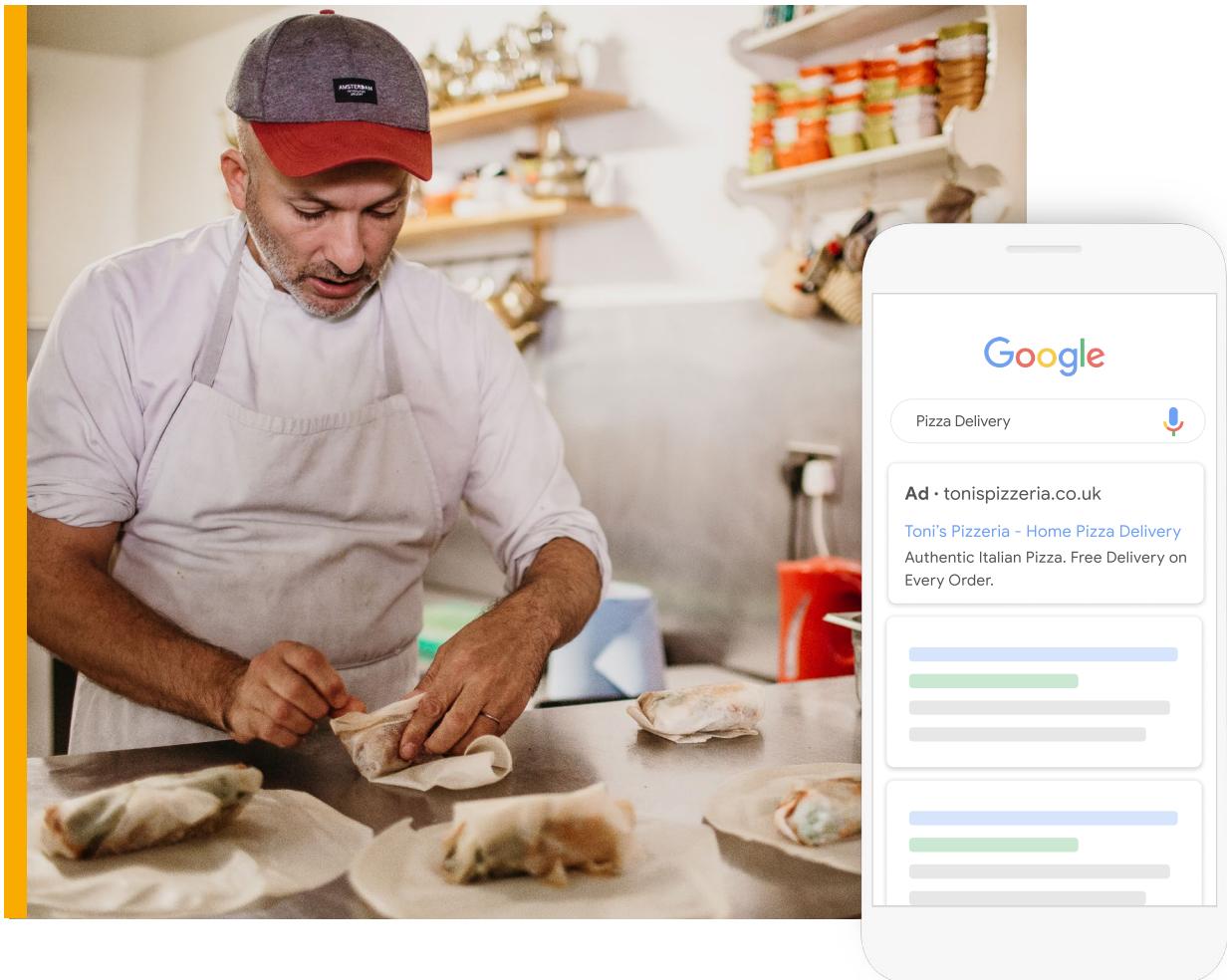
Sign up to start learning:  
[goo.gle/30XWFYQ](http://goo.gle/30XWFYQ)

The screenshot shows a course page for 'Social media basics' within the 'Promote a business with online advertising' module. It features a video thumbnail of a woman in a red shirt, a progress bar showing 0 / 4, and two interactive buttons: 'Watch the lesson' and 'Check your knowledge'. Below the video, there is a summary of the lesson content.

## How to get noticed with social media

Take our course on how to use popular social media networks to your advantage. Learn why you need to be there, which social media sites are right for your audience and how to get started.

Sign up to start learning:  
[goo.gle/326Wx99](http://goo.gle/326Wx99)



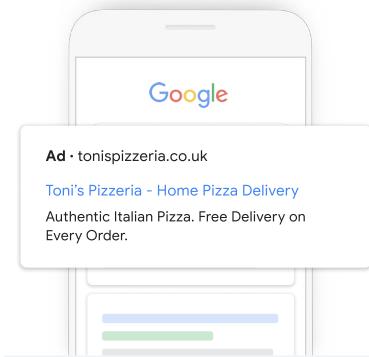
# Reach more customers with online advertising

Your ad can appear on Google Search and Maps at the very moment someone is looking for products or services like yours. Whether they're on desktop or mobile, a well-timed ad can turn people into valuable customers

67%

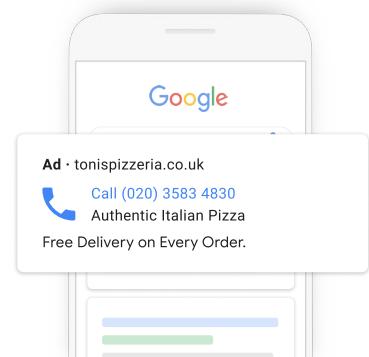
67% of small businesses believe Google is easy-to-use as an advertising platform<sup>4</sup>

<sup>4</sup> Google/Ipsos, SMB Perceptions, May 2018



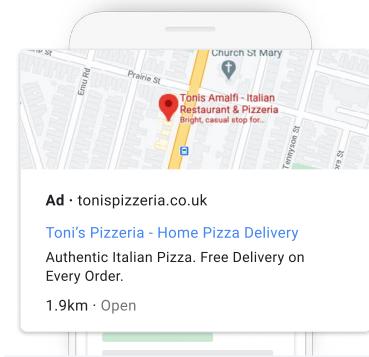
## Drive website visits

Grow online sales, bookings or mailing list signups with online ads that direct people to your website.



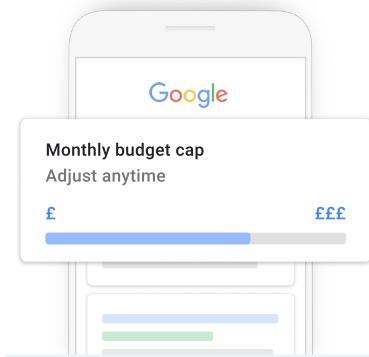
## Get more phone calls

Increase customer calls with ads that feature your phone number and a click-to-call button.



## Increase store visits

Get more customers in the door with business ads that help people find your company on the map.



## Set a budget that works for you

Google Ads can work for almost any advertising budget. Set a monthly budget cap, and never go over it. Plus, you can pause or adjust your spend anytime.

Grow your business with Google Ads: [goo.gle/3fYkR1l](https://goo.gle/3fYkR1l)

Learn the basics of Google Ads: [goo.gle/3I9EYO4](https://goo.gle/3I9EYO4)

Learn about online Search Ads: [goo.gle/3kKxPDI](https://goo.gle/3kKxPDI)

Learn about Smart Shopping Campaigns: [goo.gle/34imBkd](https://goo.gle/34imBkd)



# Work with anyone, from anywhere

Google Workspace is a collection of work applications that make it easier to create, collaborate, and get things done - no matter where you're working from.



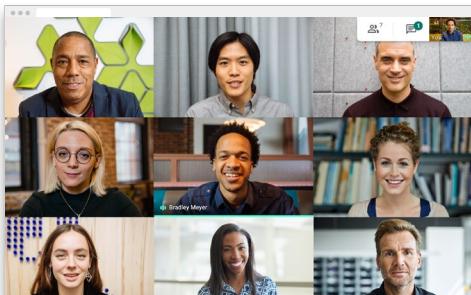
Get a custom, professional email address like [joe@your-company.com](mailto:joe@your-company.com) with Gmail.



Enjoy easy, secure video conferencing with Google Meet.

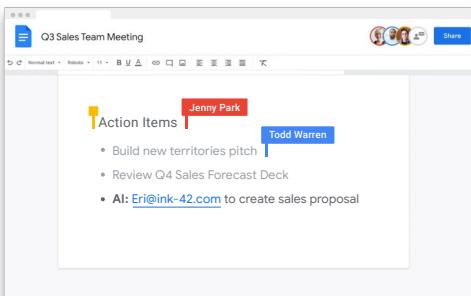


Collaborate on documents, spreadsheets, and presentations.



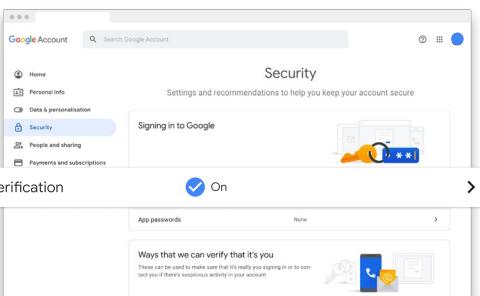
## Make decisions faster, face to face

Use shared calendars to see when others are available and schedule meetings with automatic email invitations. With one click, turn your meeting into a video conference and share your screen to review your work as a team.



## Collaborate in real time

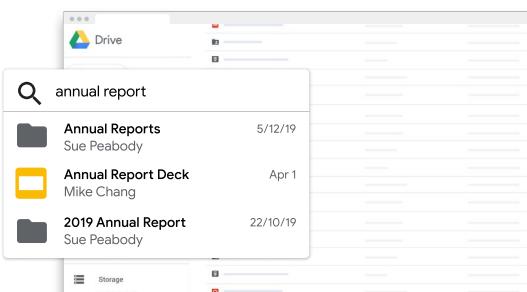
Easily work on documents, spreadsheets and slides across your devices, with or without Internet. Work on a single document with team members or people outside your company, at the same time.



## Secure your data and devices

Protect your company's data with security options like 2-Step Verification and Single Sign-On, and use endpoint management to keep your data safe in the case of a lost device or employee turnover.

Archive email messages and on-the-record chats, and control how long they are retained for.



## Store and share files in the cloud

Keep all your work in one place with secure access from your computer, phone or tablet. Quickly invite others to view, download and collaborate on any file – no email attachment needed.

Trial Google Workspace for free: [goo.gle/30VVfy2](https://goo.gle/30VVfy2)

Learn more about Google Workspace features: [goo.gle/3fUGWY5](https://goo.gle/3fUGWY5)

Discover how easy it is to work remotely: [goo.gle/2DSOPqV](https://goo.gle/2DSOPqV)

# Notes

# Congratulations for making progress on taking your business online with the help of Google

Keep coming back to [google.com/smallbusiness](https://google.com/smallbusiness) for more  
tools, tips, and resources to help you stand out online,  
reach more customers, and work more efficiently