

Worksheet: Why your business needs a website

Recent research shows that nearly all online consumers — 97% — use online media when researching products and services, even if the purchase is made offline.

1) If you have a website

Take a fresh look. Imagine you are a potential customer visiting the site for the first time. Can you do all the following, easily?

- Find your store location
- Find hours of operation
- Find the telephone number
- Find an email address
- Learn about products and services
- Find special offers and promotions

Is there any other information that you want to share on your site?

2) If you need a website

You want a website that you're proud of and excited to share with customers.

Google, in partnership with Intuit, is offering free websites to small businesses through the Get Your Business Online program. The offer includes a free domain name and web hosting for one year.

- Visit: www.gybo.com
- Select your state to get started. You can create and publish a site in about an hour.

3) Promote your site

List three offline ways you can help people find you online:

- Option 1: _____
- Option 2: _____
- Option 3: _____

4) Explore Google's products for businesses

- Google AdWords: www.google.com/adwords
- AdWords Express: www.google.com/awexpress
- Google+ for Business: www.google.com/+business



Worksheet: Create your website and make it look good

Always keep your customers in mind! Your website is for them, first and foremost, so don't lose sight of their needs in your quest to achieve your own business goals.

1) Decide: what is the primary focus of your new website?

(e.g. Selling products online, helping people find your store, providing information about products and services, etc.)

2) Find a name for your website: “.com” “.net” “.biz” “.org” “.info”

You will need to register a domain name for your new site. This is your URL. Try to find a name that uses words that describe your business. Keep it short and sweet! Your first choice may be unavailable – list three variations below to get started:

- Option 1: _____
- Option 2: _____
- Option 3: _____

3) Checklist: gather content for your website

- Company logo
- High quality photos showcasing your products and services
- Welcome text for homepage
- “About Us” text
- Contact information
- Descriptions of products and services
- Customer testimonials
- Links to social networks like Google+ for Business

What else would you like to include?

4) Make a plan for website updates

- Who is responsible for website updates? _____
- What sections will be updated? _____
- How often will updates be made? _____



Worksheet: How your website is found on Google

If someone searches for the products and services you offer, it's important that your business be listed in Google's search results.

1) Start with a search

- Search for your company, products and services on Google.
- Does your website show up in the results?

What search terms are important for your business?

2) Getting started with Search Engine Optimization (SEO)

- Review your website text. Does the content include the search terms you listed above?
- Visit Google's Webmaster Central to find out how Google sees your site: www.google.com/webmasters
- Review the Search Engine Optimization Starter Guide at: www.google.com/support/webmasters

3) Getting started with Search Engine Marketing (SEM)

Option 1: AdWords Express

- Visit: www.google.com/awexpress
- List up to three categories that describe your business:
 - Category 1: _____
 - Category 2: _____
 - Category 3: _____
- Write one ad:
 - Title: (25 characters maximum) _____
 - Description Line 1 (35 characters maximum) _____
 - Description Line 2 (35 characters maximum) _____
- My monthly budget is: _____
- Launch!

HOT TIP

Need help writing an ad?
See the lesson
"Writing ads that attract customers"
on the Learn With Google
website: google.com/ads/learn

Option 2: Google AdWords

- Visit the Learn With Google website to learn how AdWords works: www.google.com/ads/learn
- Create an AdWords account at: www.google.com/adwords
- Set goals and remember to check in often!



Worksheet: Connect with local customers online

Did you know that one out of every five searches on Google is “local”? That means the searcher typed “city or town + something they want.”

1) Does your website mention your location?

- Add your physical address or service area to every page.
- Mention your location in the text: “We’re conveniently located near _____.”

2) Get social with Google+ for Business

- Create your page at: www.google.com/+business
- Gather content for your new page. Look for:
 - News relevant to your business
 - Links
 - Photographs
 - Promotions
 - And more!
- Create “circles” and add people you know.
- Try a Google+ Hangout – a free group video chat that makes it easy to connect with fans.

3) Monitor what people say about your business

- Create a list of online places where your business is mentioned, including:
 - Search engine directories
 - Yelp
 - Citysearch
 - Etc.
- Read customer reviews and respond if appropriate.
- How often? I will check reviews every: _____
- Ask happy customers to leave positive reviews for your business.
- Sign up for Google Alerts to get notified when your business is mentioned online.
Visit: www.google.com/alerts



Worksheet: Build a community of loyal fans

An online community is a group of people with a common interest who visit a particular website. Your community wants to hear from you, and they will introduce others to your website, products and services.

1) Decide: what is your passion? What is the focus of this online community?

2) Decide: what content will you publish?

I am comfortable:

- Writing a blog
- Taking photos and publishing them on my site
- Creating videos and featuring them on my site
- Moderating an online forum
- Creating an email newsletter

Add new content frequently, to give people a reason to return.

My goal: I will update my website: _____

People will return because:

- I publish new coupons
- I offer a monthly giveaway
- My blog is hilarious
- My videos offer helpful information

Any additional ideas for interesting content?

Anything else?

3) Evaluate what you've got

Your goal is to make the website easy to use, and compelling so visitors come back!

- Is my website easy to navigate and use?
- Is my content interesting for my audience? Ask for other opinions.

4) Promote yourself

- Once your website is ready, tell people about it.
 - Signs in your store
 - Signs on company vehicles
 - Business cards, estimates and invoices
- Participate in related online forums, like Google Groups: groups.google.com.
- Read blogs and publish comments on articles you like.
- Connect with people via social networking sites like Google+ for Business.



Worksheet: Serve on-the-go customers via mobile phone

More and more, customers search for products and services while they are out and about. If they are searching for you or something you offer, it's critical that your business shows up.

1) Evaluate what you have

- If you have a smartphone handy, look at your website.
 - Does it look right?
 - Is it usable on a mobile phone?
 - Is it easy to navigate?
- If you don't have a smartphone, visit: www.howtogomo.com
This free tool shows how your website looks on a smartphone.
It also provides a report on what's working and what you can do better.

2) Checklist: Mobile site content

What information is most important for mobile visitors on your site?

- Phone number
- Maps, directions and store hours
- Easy-to-use product pages
- Site search

What else would you like to feature on your mobile website?

You may want to show less content on some mobile pages. What information is less useful for website visitors using mobile devices?

3) Promote your mobile site

The good news: once you launch your mobile website, it appears automatically when viewed on a smartphone. You do not need to promote a separate URL. You should mention your cool mobile version, but you can use the same URL on signs, press releases, print ads, etc.

4) Track Results

Last but not least, track results. Web analytics software, like Google Analytics, shows how many visitors came to your website using mobile devices. Use the reports to learn what information interests them. This can help you make improvements!



Worksheet: Understand what works through measurement

Wouldn't it be nice to know how people find and use your website? Google offers a free, easy-to-use web analytics tool called Google Analytics. Google Analytics provides insights that can improve your site.

1) Learn how Google Analytics can help your business

Visit: www.google.com/analytics for information about setting up, understanding, and using Google Analytics.

You'll find helpful resources for getting started, including:

- Setup checklist
- Support resources
- Help center
- User forum
- Educational videos on a YouTube channel

2) Create a free Google Analytics account

Option 1: If you use Google AdWords

- Login to your AdWords account and setup Google Analytics from the Tools & Analysis section.
- Add the tracking code to the pages of your website.

Option 2: If you do not use Google AdWords

- Sign up for an account at: www.google.com/analytics
- Add the tracking code to the pages of your website.

3) Collect data and review your reports

Google Analytics provides reports with incredible insight into user behavior. Take a look at:

- How many people visited your site?
- How did they arrive at your website?
- If they found you via search engine, what words did they search for?
- What content is most popular on your website?
- Where are people leaving your website?
- If you have an eCommerce website, which products were purchased?
- If you use Google AdWords, how effective are your campaigns? Where can you make improvements?

