

Top 9 Google Tools for Your Business



Websites 4 Small Business

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 **websites**
4 Small Business

Google is mostly known for its search capabilities, but did you know there are many other services that Google offers and most of them are free – tools beyond Google Maps, Gmail and YouTube.

Check out the following excellent products which may help run your business more efficiently.

1. Google Analytics

If you have a website, Google Analytics can track all your traffic, referrals, ads, sales and conversions. It gives you insight into how visitors behave on your website:

- which page they arrived on,
- how long they stay,
- how many pages they view,
- what search words they use to find you

and so much more.

It also lets you see how effective your social media efforts are and which parts of your website are performing well.

To install Google Analytics, all you (or your web developer) need to do is place some simple HTML code into your site and the tracking begins immediately.

Find out more at:

www.google.com/analytics/

Google Analytics not only lets you measure sales and conversions, but also gives you fresh insights into how visitors use your site, how they arrived on your site, and how you can keep them coming back..

2. Google Alerts

Google Alerts lets you set up email updates of the latest relevant Google results, so you can monitor current news stories, keep an eye on competitors or the industry and to find out what others may be saying about you or your products and services. Google alerts are easy to set up.

www.google.com/alerts

3. Google Drive

Google Drive is a great suite of products, which lets you share files and folders with other people including your customers and business associates.

It allows for multiple people to work on the same document at the same time. Google Docs, which is like MS Word, Google Spreadsheet, similar to MS Excel and Google Slide the equivalent of MS Powerpoint can all be shared on Google Drive.

No more having to email yourself files or transfer them via a USB stick. Simply connect to the internet and all your files are accessible from any computer.

www.google.com/drive/



Docs

All your documents, editable and shareable, wherever you are.



Sheets

Make your data count with spreadsheets you can edit anywhere.



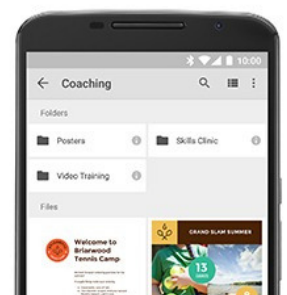
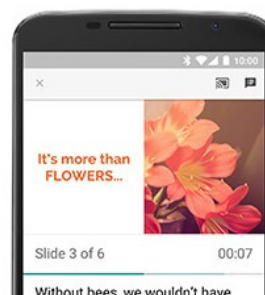
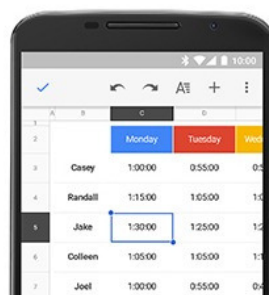
Slides

Tell stories with presentations you can create and take anywhere.



Drive

A safe place for all your files.



4. Google Translate

Google translate allows your website to be translated to other languages including Spanish, French, German, Chinese and over 60 other languages.

The free website translator plugin expands your global reach quickly and easily. Google Translate is also useful if you need to have phrases / comments or documents translated to English.

Go to: <http://translate.google.com/>

5. Blogger

Blogger is Google's own blogging tool. Blogs provide a way for you to communicate with your customers and give you an increased presence on major search engines.

Most people update their blogs daily or weekly with information about their business, industry news and useful tips and tricks. Blogger is free and extremely easy to use:

Visit: www.blogger.com

6. Google Calendar

Google Calendar lets your co-workers and staff see your calendar and schedules, helping you to manage your time and appointments easily.

Two way syncing with your mobile phone's calendar means you can access your information even when you are away from your desk.

You can set customizable reminders and even invite other people to events in your calendar. Guests can RSVP to invitations by email or via the Google Calendar.

<http://calendar.google.com>

7. Google Photos

Share photos of your products, recently completed projects and pictures from tradeshows and seminars with your business partners and customers.

You can auto upload your photos from all your devices, then see all your pictures organized by people, places, and things. Search by what you remember about a photo, no description needed.

Crop, add filters, and adjust your photos in your browser. Share lots of photos at once, even with people who don't have the app.

<https://photos.google.com>

8. Google Adwords

Google AdWords is an easy way to advertise your products and services on Google, regardless of your budget.

The ads are displayed along with search results, generally at the top of the page or on the right handside. When you create an AdWords keyword-targeted ad, you choose keywords and key phrases for which your ad will appear and set the maximum amount you're willing to pay for each click.

<http://adwords.google.com>

9. Google News

Stay up to date with current affairs and information from your industry. Google News is a computer-generated news site that displays headlines from news sources around the world, groups similar stories together and displays them. You can set up your page to show you the stories that interest you most, not only on your computer, but also your mobile phone.

<https://news.google.com>

Google offers many more useful tools and services including Hangouts, AdSense, Google+, Custom Search, Webmaster Tools and others. The great news is that most of these are free and easy to use.



I sincerely hope that you have found this information useful and wish you the best of luck in getting your business online.

If you are a woman planning your first website and want to avoid costly blunders or if your current website is not working, then “The Savvy Woman’s Practical Guide to Online Business”, is a must read for you. It is packed with useful information about website design, marketing, social media, legal obligations, time and sanity saving tools and much much more.

<http://www.web4business.com.au/savvy-womans-practical-guide/>

And if you want my help with an Awesome Logo or a Great Website give me a call on 02 9907 7777 or go to www.web4business.com.au to see how I can help you with your business.

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