

Free Google tools... TO HELP YOUR BUSINESS THRIVE



Put simply, the world searches on Google. It is undoubtedly the most powerful search engine, handling over 90% of all search queries and dominating the search market.

It's hard to remember a life before Google and the verb 'google' has even secured a place in the Oxford dictionary. But Google is much more than just a search engine, it has become the backbone of businesses; providing tools and insight to help you turn searchers into customers. They have a plethora of free tools that can help your business to thrive, by helping to:

1. **Understand what your audience wants**
2. **Boost your visibility online**
3. **Market your business online**
4. **Monitor the performance of your website**
5. **Generate revenue from your website visitors**



1 Understand what your audience wants



Google Trends

[Go to Google Trends](#)

Explore what's trending in your category or market and find out what your potential customers are engaging with and searching for. You can then use this insight to inform your marketing efforts, including paid search, content marketing, keyword targeting and ad creative. It also helps you explore the latest news, insights, stories, searches and more.

In a nutshell, you can:

- Understand how search volumes of keywords fluctuate over time in different regions.
- Compare multiple search keywords and related search terms to see how search interest varies.
- Change the location, time frame, category or industry and type of search (web, news, shopping, or YouTube) for more fine-grained data.



Google Surveys

Go to Google Surveys ▶

This market research tool allows you to create online surveys to gain insights from real people across the web – enabling you to make more informed business decisions, understand your marketing impact, and keep a pulse on the health of your brand.

In a nutshell, you can:

- Survey real people as they browse the web, including news, entertainment, and reference publication sites. They answer your questions to get access to the premium content they want or Google Play credit.
- Choose whether you want to focus on the general population in a country or a more specific, custom audience – for example, 55-to-75-year-olds, people who live in a certain region, a certain gender, or combinations of different segments.
- Access your findings in a simple online interface, with the responses already automatically aggregated and analysed. Instant, easy-to-digest graphs and charts help you make sense of the real-time data right away.

2 Boost your visibility online



Google My Business

Go to Google My Business ▶

With a Google My Business Account, you get more than just a business listing. Your Business Profile lets you connect with customers across Google Search and provides an opportunity for your business to appear in 'Near Me' search results in Google Maps as well.

In a nutshell, you can:

- Manage how your business appears on Google Search and Maps and attract new customers.
- Maintain accurate information about your business, including contact details, opening hours and directions.
- Post photos, updates and offers to your profile so that people can get to know more about you and gives them a reason to choose you.



Google Search Console

[Go to Google Search Console](#)

The Google Search Console tool helps you to understand how Google sees your web pages, by giving you detailed crawl reports and indexing information about your pages directly from the Google index.

In a nutshell, you can:

- Tell Google that you exist and make sure that Google has the freshest view of your website.
- Analyse your website performance to make improvements required and help you to identify any issues with your website so you can fix them and improve your rankings.
- Integrate it with your Google Analytics account so you can optimise your website content and search performance.

3 Market your business online



Google Ads

[Go to Google Ads](#)

Google Ads is the tool for running your paid search campaigns; enabling you to get in front of customers when they're searching for businesses like yours on Google Search and Maps. You'll only pay for results, like clicks to your website or calls to your business, but can also drive customers to your door with business ads that help people find your company on the map.

In a nutshell, you can:

- Reach the right people at the right times by showing your ad when people search for what you offer, in the location(s) you choose. Whether they're on desktop or mobile, a well-timed ad can turn searchers into valuable customers.
- Set a budget that works for your business, no matter how big or small. You set a monthly budget cap and can pause or adjust your spend any time.
- Set an advertising goal, such as get more calls to your business, increase visits to your store or drive people to your website and Google Ads will automatically optimise your ads to achieve your goal.

4 Monitor the performance of your website



Google Analytics

Go to Google Analytics



Google Analytics is one of the most powerful and effective tools to help monitor your website traffic and gain a deeper understanding of your customers. It has an easy-to-use interface and shareable reports so that you can analyse your data quickly.

In a nutshell, you can:

- Track people who visit your website, how they got there, what search queries they used, how much time they spend there and how your site users are engaging with your content, so you know what's working and what's not.
- Understand your customers better to optimise your website and deliver great user experiences.
- Use the information to make decisions on where to spend your marketing budget to increase traffic to your website and get the best return on investment (ROI).



Test My Site

Go to Test My Site



Simply enter your domain into this tool to compare your mobile site speed to industry peers and get specific tips to speed it up.

In a nutshell, you can:

- Find out;
 - If your site speed is getting faster or slower compared to the prior month.
 - If your site speed and page speed is considered Fast, Average, or Slow.
 - How your site speed compares to your competitors.
 - The potential impact site speed has on your revenue.
- Test and get recommended fixes for up to 5 individual pages on your site.
- Generate a personalised report based on the company information you enter so that you can share the results internally.

5 Generate revenue from your website visitors



Google AdSense

Go to Google AdSense 

You can generate revenue from your website by letting other advertisers who think that your content will appeal to their audiences place an advert on your website. All you have to do is drop the AdSense code in the header or sidebar of your website and you earn money when someone clicks on the ad.

In a nutshell, you can:

- Boost your revenue by tapping into the largest network of online advertisers who bid for your ad space.
- Block the ads you don't like so that your website visitors will only see high-quality ads, which are relevant to them.
- Create a better user experience by customising where the ad will appear.



For more information

 **01452 310777**

 **sourcing.enquiries@answersinretirement.co.uk**

 **airsourcing.co.uk**