



SESSION 1: GOOGLE OVERVIEW

WWW.GOOGLE4BUSINESS.COM

WWW.SOCIALNETWORKCONSULTING.COM

WWW.B2B-IM.COM

SESSION 1: GOOGLE OVERVIEW

1. What Is Google?
 2. Create An Account
 3. What Is SEO?
 4. What Is SEM?
 5. Analytics
 6. Google Yourself
 7. Google Alerts
 8. Final Thoughts
-

SECTION 1 - WHAT IS GOOGLE?

Google drives the bulk of search engine activity. It rewards businesses that provide information and utilize their services.

What comes up when you search Google for:

Your business name?

Your name?

Your product or service?

How findable are you?

What negative things, if any, come up in the searches?

Assess your current Google activity.

Google Product:	Low	Medium	High	Notes
Search Optimization				
Gmail				
Maps				
Places				
Check-In Reviews				
Advertising				
Cloud Services				
Google+ Personal				
Google+ Business				
Business Pages				
Analytics				
YouTube Videos				
Calendar				
Google Docs				

Where do you see potential opportunities to increase your involvement?

What products do you need to learn more about?

What is confusing to you?

60% of Google users are between 18 and 34 years old. How important is this age demographic to your business?

SECTION 1 - TAKEAWAYS & TO-DO:

This section - Write down your five actionable takeaways from your answers and notes

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: _____

SECTION 2 - CREATE AN ACCOUNT

Set up a Gmail account. Log in and follow the directions.

Explore accessing your account across all your devices.

Begin to explore Google+, the social network capability you automatically receive with your Gmail account.

Explore the other products and capabilities.

Which products have potential to assist your business?

What differences do you see in the displays on different devices?

How will this affect your listings?

What questions do you have at this time?

SECTION 2 - TAKEAWAYS & TO-DO:

This section - Write down your five actionable takeaways from your answers and notes

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: _____

SECTION 3 - WHAT IS SEO?

What if anything do you currently do to get found in online searches?

Is your primary audience local or more broadly based geographically?

Does your website have strong content?

Do you know what meta tags are, and do you use them?

What inbound links do you have to your website?

How prominent are the companies linking to your website?

Are your page titles relevant to search engines?

Do you have images with tags to assist search engines?

Do you pay an outside firm for SEO? If so:

Is the firm itself number one on Google?

Are you getting at least a 3x return on your investment?

Will the firm guarantee a 3x return on investment?

Search engine ranking is controlled by Google and is based on location, competitors and uniqueness.

What ideas do you have to maximize your presence, based on these factors?

CHAPTER 3 - TAKEAWAYS & TO-DO:

This section - Write down your five actionable takeaways from your answers and notes

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: _____

SECTION 4 - WHAT IS SEM?

Search Engine Marketing

What SEM do you do now?

Where do you do your placements?

How much do you spend?

Do you deal directly or through aggregators like yellow pages?

What is your return on investment?

Would Google be a better place for your SEM investment, due to their market size and the impact paid advertising has on organic placement?

Is SEM something that is worthwhile for you to begin or modify?

SECTION 4 - TAKEAWAYS & TO-DO:

This section - Write down your five actionable takeaways from your answers and notes

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: _____

SECTION 5 - ANALYTICS

What analytics do you review now?

How often do you review them?

What action do you take?

Do you understand what is meant by:

Hits:

Visits:

Pages:

What can inflate the hits statistic without providing value to you?

What can inflate the pages statistic?

How long do people spend on your website pages?

What does this tell you?

What is the impact of AdWords on your analytic data?

What opportunities do you see?

CHAPTER 5 - TAKEAWAYS & TO-DO:

This section - Write down your five actionable takeaways from your answers and notes

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: _____

SECTION 6 - GOOGLE YOURSELF

What comes up when you Google:

Your name:

Your business name:

Your industry or product:

Your business name and location:

Your industry and location:

Competitors:

Search phrases relevant to your business:

What is your assessment of your position?

What areas do you need to strengthen?

What are some strategies to do this?

CHAPTER 6 - TAKEAWAYS & TO-DO:

This section - Write down your five actionable takeaways from your answers and notes

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: _____

SECTION 7 - GOOGLE ALERTS

Sign up at [google.com/alerts](https://www.google.com/alerts)

How do you currently use Google Alerts?

What terms do you want to include? Upsells?

Item:	Your Information	Notice Frequency	Notes
Your Name			
Business Name			
Key Competitor			
Key Competitor			
Clients			
Clients			
Clients			
Keyword			
Keyword			
Keyword			
Keyword			
Other			
Other			
Other			

Use quotation marks to get identical matches only.

What actions do you want to take:

For positive comments?

For negative comments?

CHAPTER 7 - TAKEAWAYS & TO-DO:

This section - Write down your five actionable takeaways from your answers and notes

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: _____

SECTION 8 - FINAL THOUGHTS

What is your overall Google presence?

What are your strengths in Google?

What areas of opportunity do you see?

What can you do to improve your position?

Have you:

Created a Google account?

Accessed and started to explore the range of products?

Added one or more business pages?

Set up alerts for your business, competitors, and others you want to follow?

Googled yourself and your business?

CHAPTER 8 - TAKEAWAYS & TO-DO:

This section - Write down your five actionable takeaways from your answers and notes

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: _____
