



Tell Your Story Online

Improve your digital presence

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Agenda

01 Build a consumer friendly website

02 Boost your social presence

03 Learn how to measure online success



More people are going online than ever in the UK

94%

of Brits are online

5h 48m

average daily time spent online

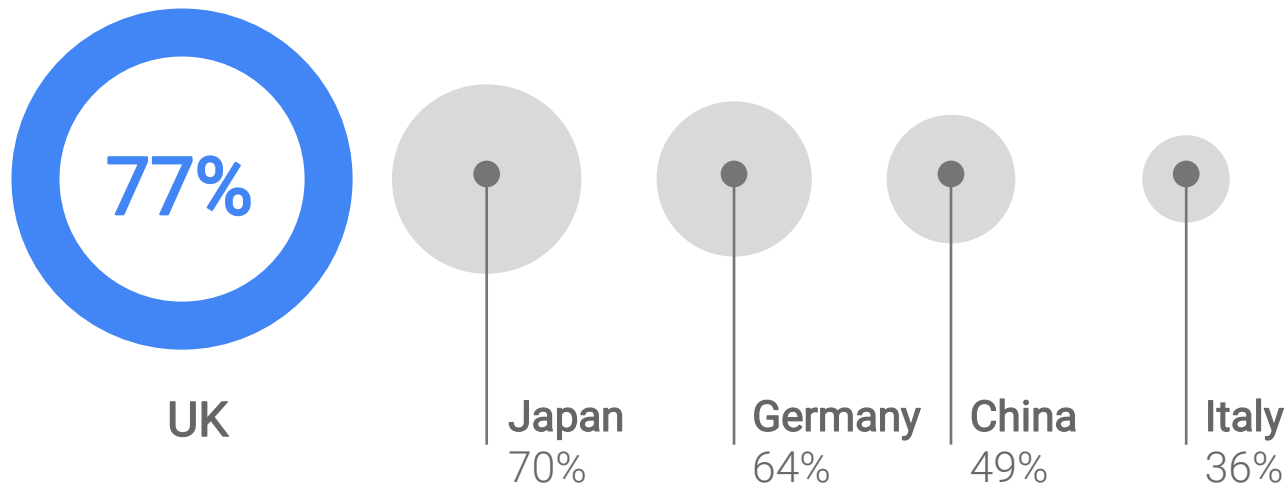
42 million

People use social media

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UK consumers love buying online





Small businesses with a strong web presence

A decorative pattern of small dots in various colors (grey, blue, red, green) is located on the left side of the slide.

2x

Business growth

2x

Job creation

>50%

Expanded region of sales



Your digital opportunity

53%

Small businesses and charities have a website online

21%

of those provide anything more than basic company information



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Google

Build an optimised and
consumer-friendly website

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Ways to have a presence online

Your own website



Full control over your brand



Opportunity for extra features



Difficult and costly to create

Other web platforms



Quick to set-up



Free or low cost



Harder to personalise to your business



Why do you want
to be online?



Build your
brand



Win more
customers



Sell your
products



Help customers
find you



A simple way to build your website

Website builders like the ones shown here can make the job easier. Benefits include:

- Pick from loads of ready-made templates
- Easy to keep every page looking the same
- Simple to drag and drop photos and other content into place



Google Sites

 SQUARESPACE

 **Wix**.com

weebly



What are the key ingredients of a website



A domain
name



Simple and easy
design



Text and photos
showing what you
offer



Extra features
Eg. site search



Make your website easy to use

When creating your website, think about:

- Making it simple and easy to use
- Only using photos and content that's useful and relevant to users
- Giving users clear directions on how to buy, learn more, etc.
- Ensuring it looks great on mobiles



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Make your website shine on mobile

When creating your website, consider these key factors for mobile users:

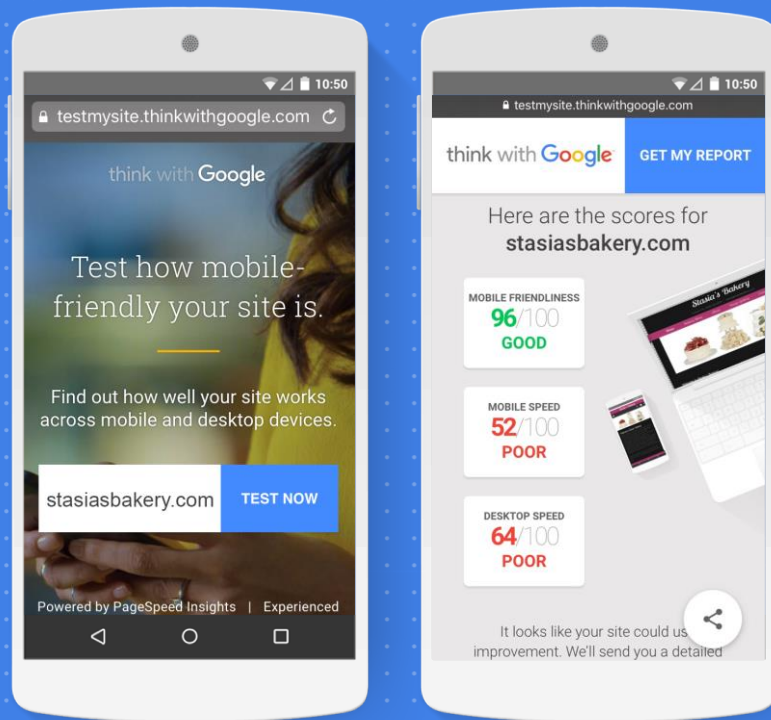
- Is the navigation easy to use?
- Does it load quickly (3 secs or less)
- Is it easy to complete tasks, like buying, or getting in touch?
- Are forms easy to find and fill out?



Google

Let's test it and see

testmysite.thinkwithgoogle.com



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Google

How can social
media help to
grow a business?

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Maintaining digital presence in other ways





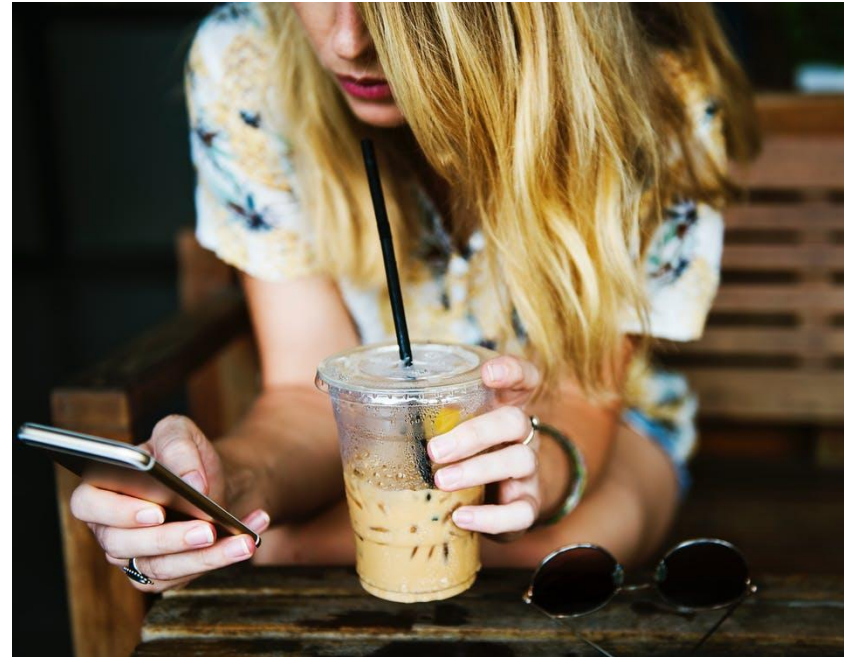
Your customers live
on social

42million

Active social media users

1_H 48_M

average daily use of social media, on any
device



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Business goals vs. social media goals



Business Goals

Branding & Awareness

Customer Service

Sales & Leads



Social Media Goals

Total followers and impressions

Response time and engagement

Web traffic, Sign-ups, and Sales



Write an effective social media bio

Keep it relevant

Keep it clear & consistent

Show your personality & have fun

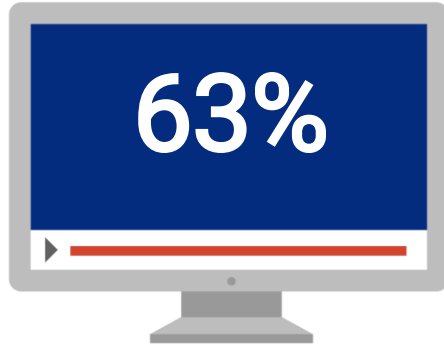


A trusted community connecting dog owners and local borrowers to leave 'Pawprints of Happiness'. Sign up here bmd.iljmp.com/1/SignUp

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Maintaining digital presence in other ways



Digital video viewers in 2016



Digital video viewed through
mobile

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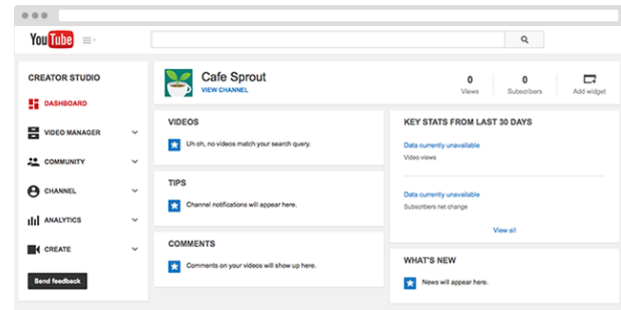


Setting up a YouTube channel

Start by visiting youtube.com

Creating a free channel for your business or brand.

Add videos about your products, services and company.



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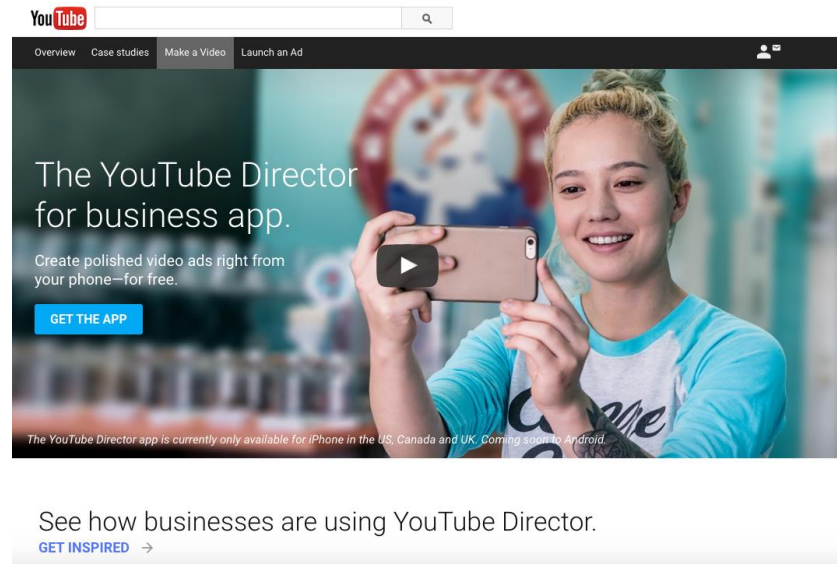
Get started with YouTube

Choose a template on the app

Shoot and edit with text & animations

Start advertising with you video ad

<https://director.youtube.com>



The YouTube Director app interface is shown. At the top, there's a YouTube logo and a search bar. Below that, a navigation bar includes 'Overview', 'Case studies', 'Make a Video', and 'Launch an Ad'. The main content area features a large image of a woman holding a smartphone, with the text 'The YouTube Director for business app.' and 'Create polished video ads right from your phone—for free.' A blue button labeled 'GET THE APP' is prominent. At the bottom, a small text line states: 'The YouTube Director app is currently only available for iPhone in the US, Canada and UK. Coming soon to Android.' Below the main content, there's a section titled 'See how businesses are using YouTube Director.' with a blue button labeled 'GET INSPIRED' and a right-pointing arrow.

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Google

Using insights and
stats to find more
customers

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Why do we track and measure websites?

See which channels lead people to your site

Understand website and app performance

Understand your audience

Use resources wisely





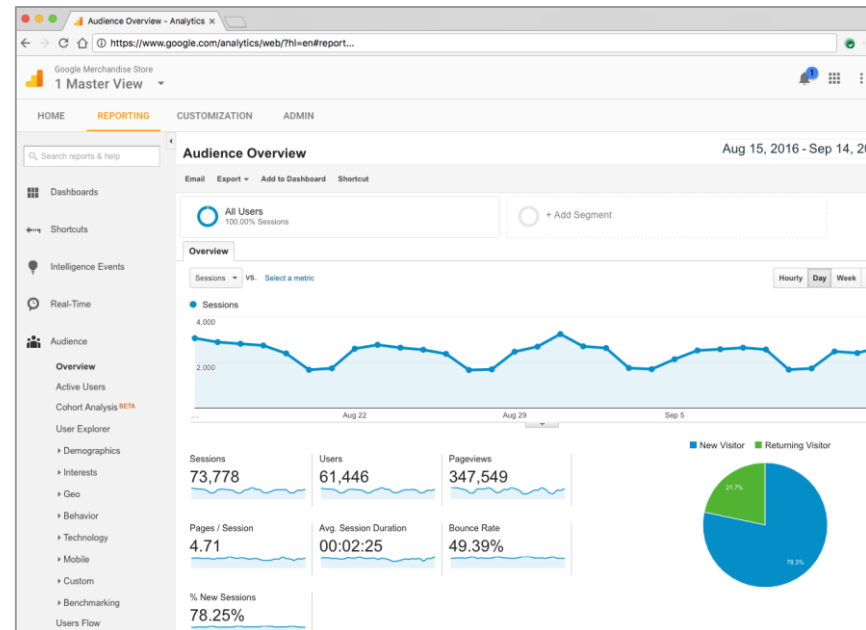
What can Google Analytics tell you?

Who are my visitors?

How did they find me?

What are they doing on my site?

What are they worth to me?



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The 5 steps to Google Analytics success



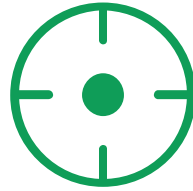




Next steps



Make your
website mobile
friendly



Define your goals
for social media



Track your website
with Google Analytics

Google

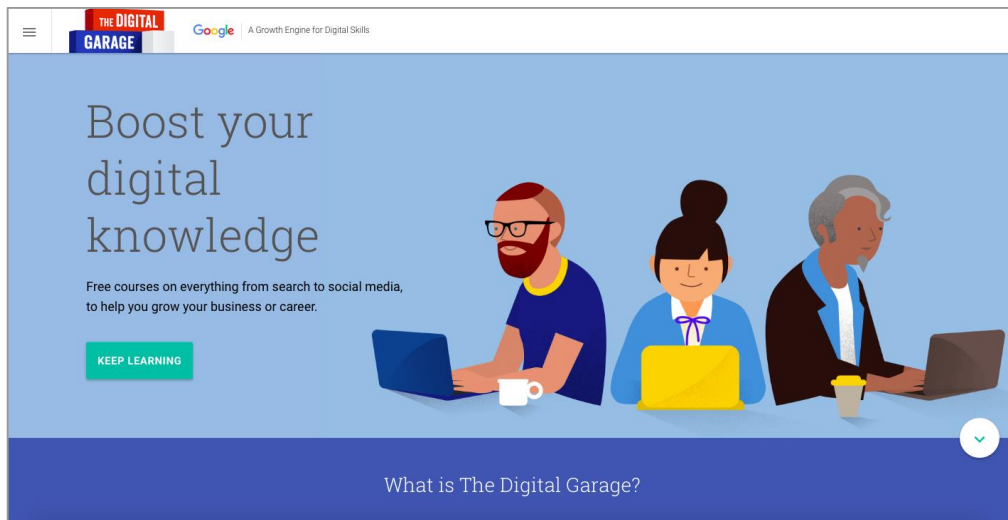
Opportunities for further learning

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Visit the Digital Garage online:

g.co/digitalgarage



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Thank you

Upcoming Google events:

bit.ly/DGOTevents

Request free training:

bit.ly/DGOTRequest

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Access these slides:

goo.gl/5qjqNo

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