

Grow with Google

A guide to navigating your business through uncertain times

Tips, tools and resources to help your business.



Here's what we'll cover

01

Keep customers informed

Update your Business Profile on Google.

02

Adjust your advertising

Review what you're saying and how much you're paying.

03

Learn new skills

Better your business with free online training and tools.

04

Tips for remote working

Get the most out of your business and team.

05

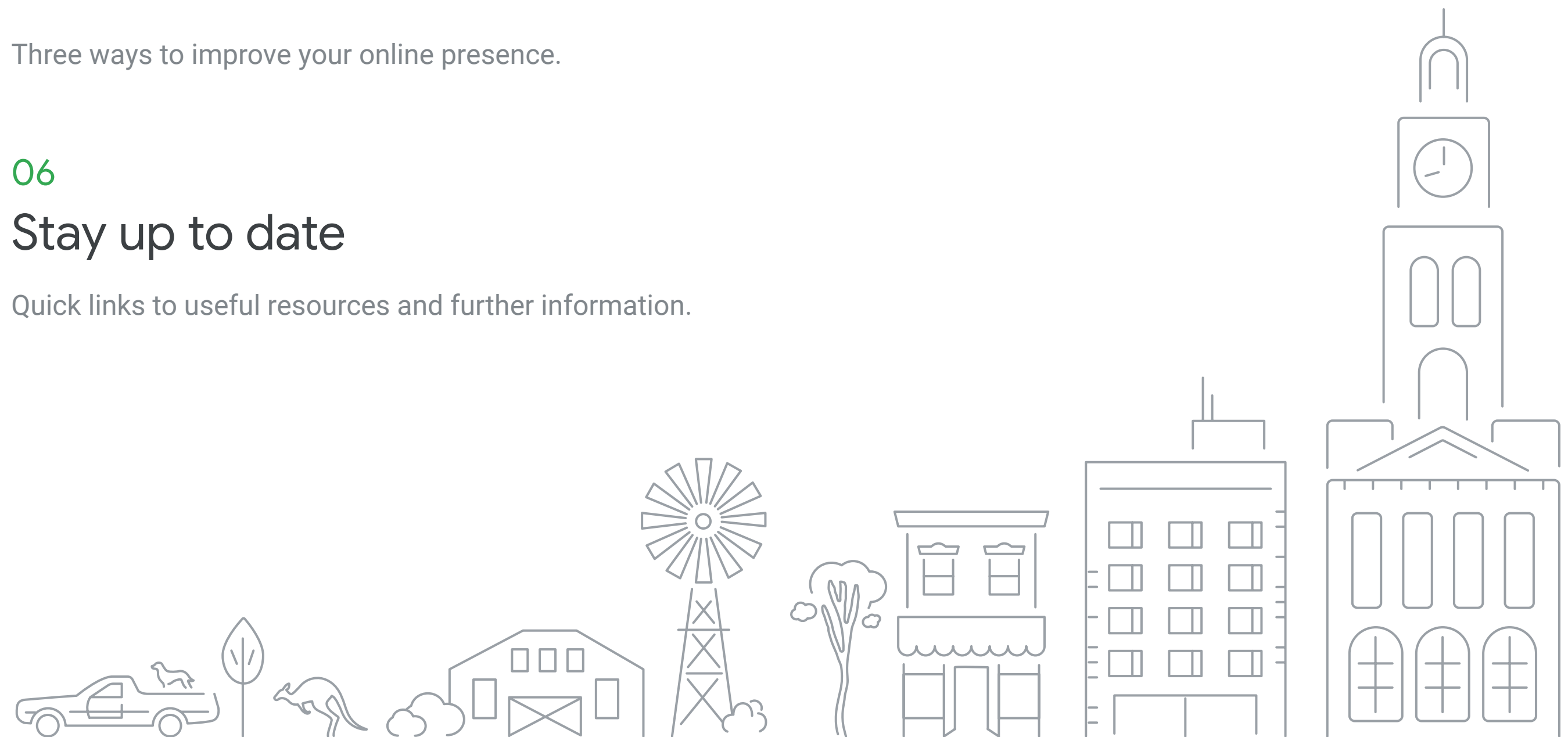
Stand out online

Three ways to improve your online presence.

06

Stay up to date

Quick links to useful resources and further information.



01

Keep customers informed






Manage what customers see

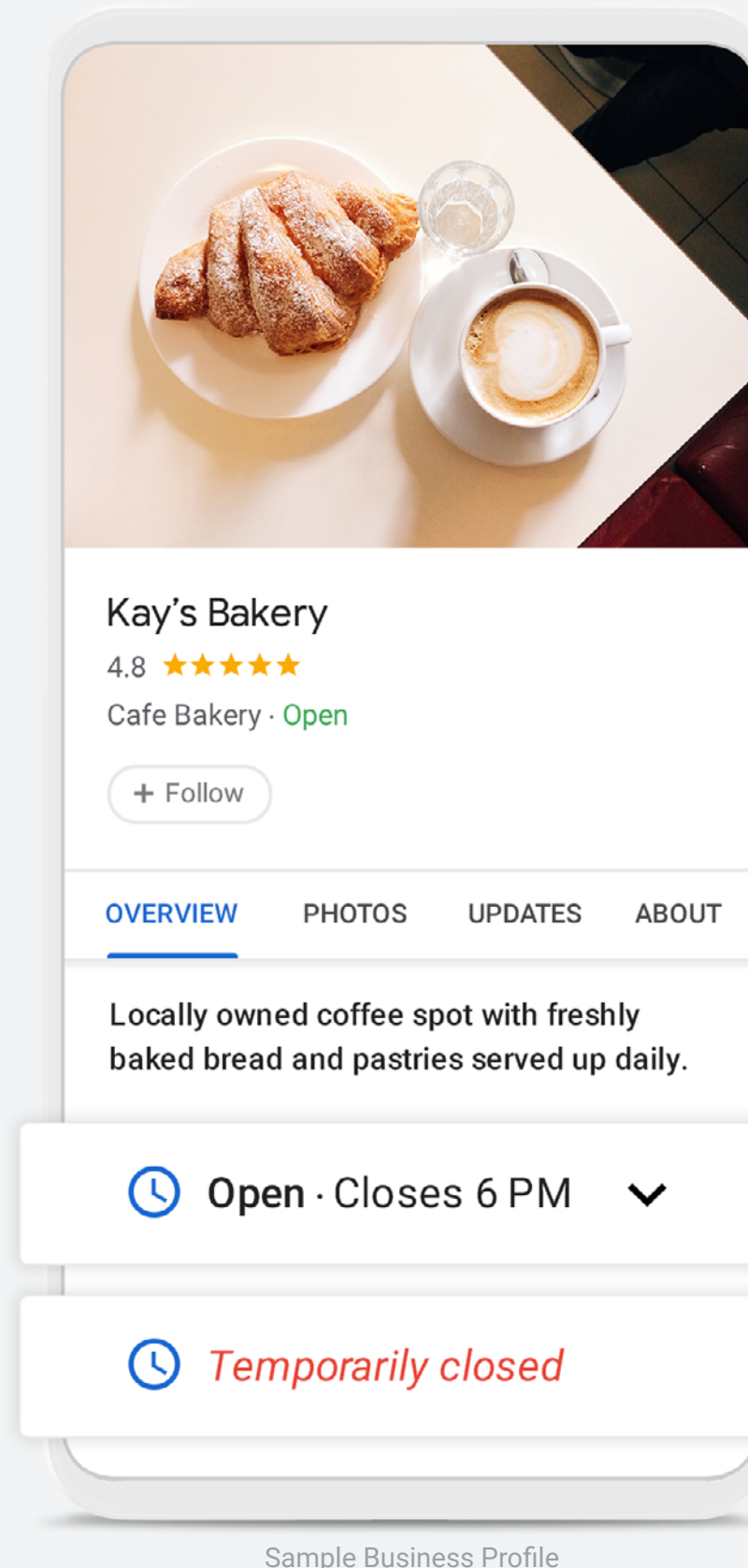
Right now, customers could be searching for your business online. Make sure they're getting the right information by updating your Business Profile on Google.

Check out the examples on the right, then dive into more detail below.

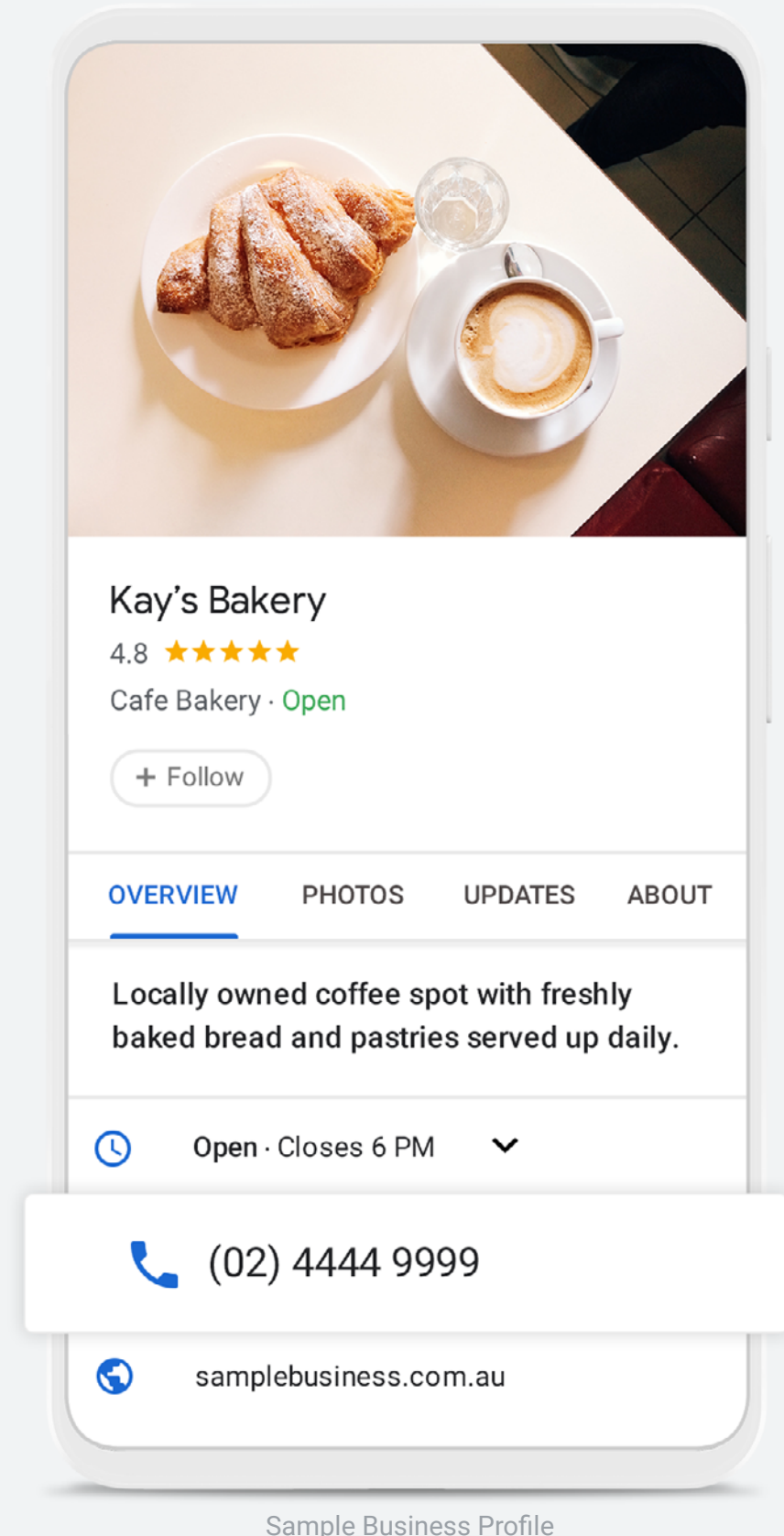
Quick tip

Here are some handy, industry-specific guidelines to get you started:

-  [Food and beverage](#)
-  [Retail](#)
-  [Other](#)



Update your trading hours or mark as 'temporarily closed'.



Working remotely? Update your phone number so that customers can reach you.




Share real time updates

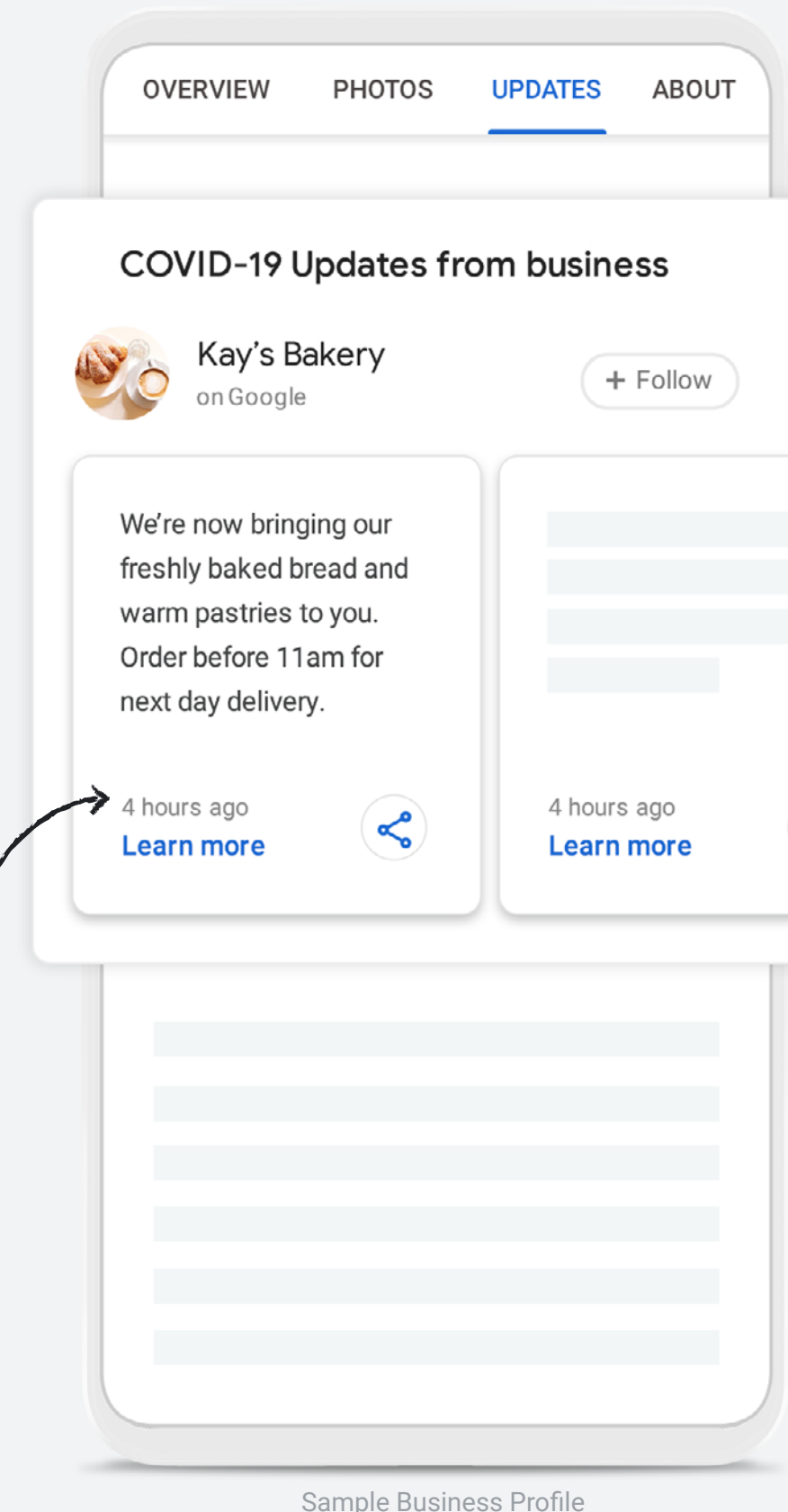
Let customers know about changes to your business as soon as they happen.

You can even make updates on the go with the Google My Business app. Download for free on [Android](#) or [iOS](#).

Did you know?

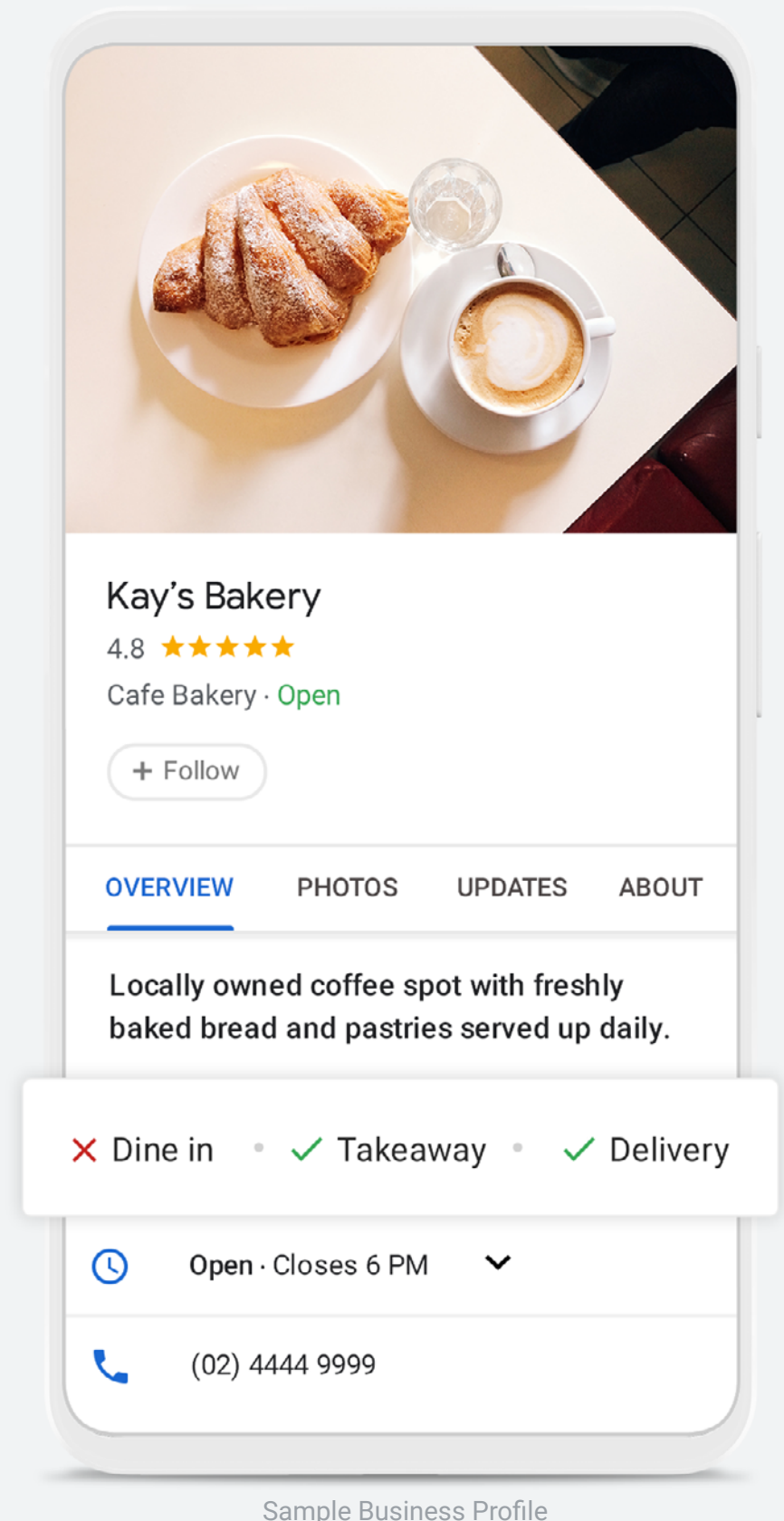
Up to date Google Business Profiles are:

-  **2.7x** more likely to be considered reputable¹
-  **70%** more likely to attract location visits¹
-  **50%** more likely to lead to a purchase¹



Sample Business Profile

Post COVID-19 updates to keep customers in the loop.



Sample Business Profile

Add new services or features to your profile

1. [Ipsos research: Benefits of a complete listing 2017](#)

Virtual workshop: Get your business online

Georgia, a Digital Strategist at Google, will take you through how to show up and stand out online on Google Search and Google Maps.

In just over 20 minutes, you'll learn:

- How to stand out with a Business Profile on Google.
- How to connect with customers and keep them coming back.
- The basics of building a website.

Play video



02

Adjust your advertising



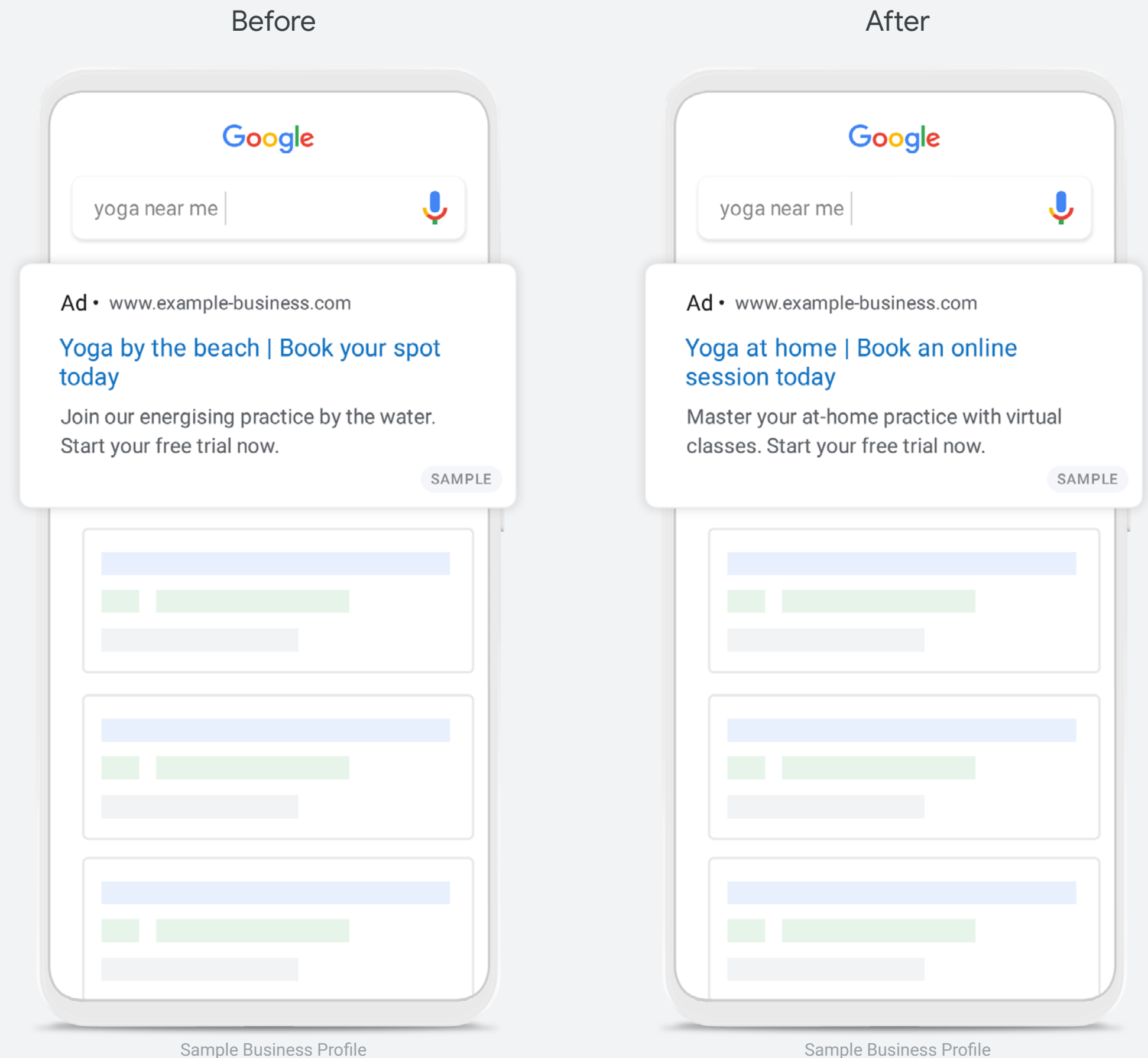
Rethink your advertising

If you have any Google Ads campaigns on the go, you should consider updating the messaging. Like the example shown here, you can update your Ads to let new and existing customers know that you're open for business.

You can make these updates on the go with the [Google Ads app](#).

Did you know?

Google is giving \$340 million in Google Ads credits to small and medium-sized business customers around the world. If you're eligible, the credit will be automatically added to your account. Read more about it [here](#).



Source: Kantar TNS / Google, Australia Shopper Pulse, September 2019

Virtual workshop: Reach more customers online

Rubie, a Retail Strategist at Google, will take you through Google Ads, showing you how to promote your products and services on Google Search, YouTube and more.

In just under 30 minutes, you'll learn:

- How to show up when customers search for what you offer.
- How to choose the right campaign for your business goals.
- How to make your Ads stand out online.

Play video



03

Learn
new skills



Upskill anytime, anywhere

Access free five minute lessons, online modules, end-to-end courses, and more.

Tuck into bite-sized lessons

Take five and improve your digital marketing skills with the Google Primer app. The free, five-minute lessons cover a range of topics like how to work better remotely, how to increase online sales, and more.

Take a look at these specially curated [Primer minicourses](#)

Learn skills for today's world

Looking to grow your career or business online? Digital Garage has a range of free educational content to help you out. Dip into short video modules, or dive right in with an entire course. Topics include everything from getting your business online, to the fundamentals of digital marketing.

[Browse courses to get started](#)

What makes a great leader?

Discover how emotional intelligence, mindfulness, and compassion can help offset stress and build great leadership relationships with this online, [interactive course](#).



Virtual workshop: Make better decisions with Google Analytics

Rakshita, a Google small business expert, will show you how to combine your knowledge about your business with data to generate business insights and inform your future decisions.

In just under 30 minutes, you'll learn:

- How to access and review your business data – like how customers interact with your website.
- How to use this data to improve your business.
- Simple ways to better understand your online customers.

[Play video](#)



04

Tips for remote working



Make remote working work for you

Here are four tips to get you started:



Stay connected and productive with Google's [free tools and resources](#)



Make better [video calls](#)



Work, teach, or learn from anywhere with [Applied Digital Skills](#)



Access important documents and collaborate remotely with [Google Drive](#)



05

Stand out online



Boost your Business Profile

Once you've made all the necessary updates to your Business Profile on Google, you can get down to the fun stuff. Adding photos and videos to your Business Profile helps showcase your products, services, location, team, and more. It's also a great way to let people in, show more of your personality, and build trust.

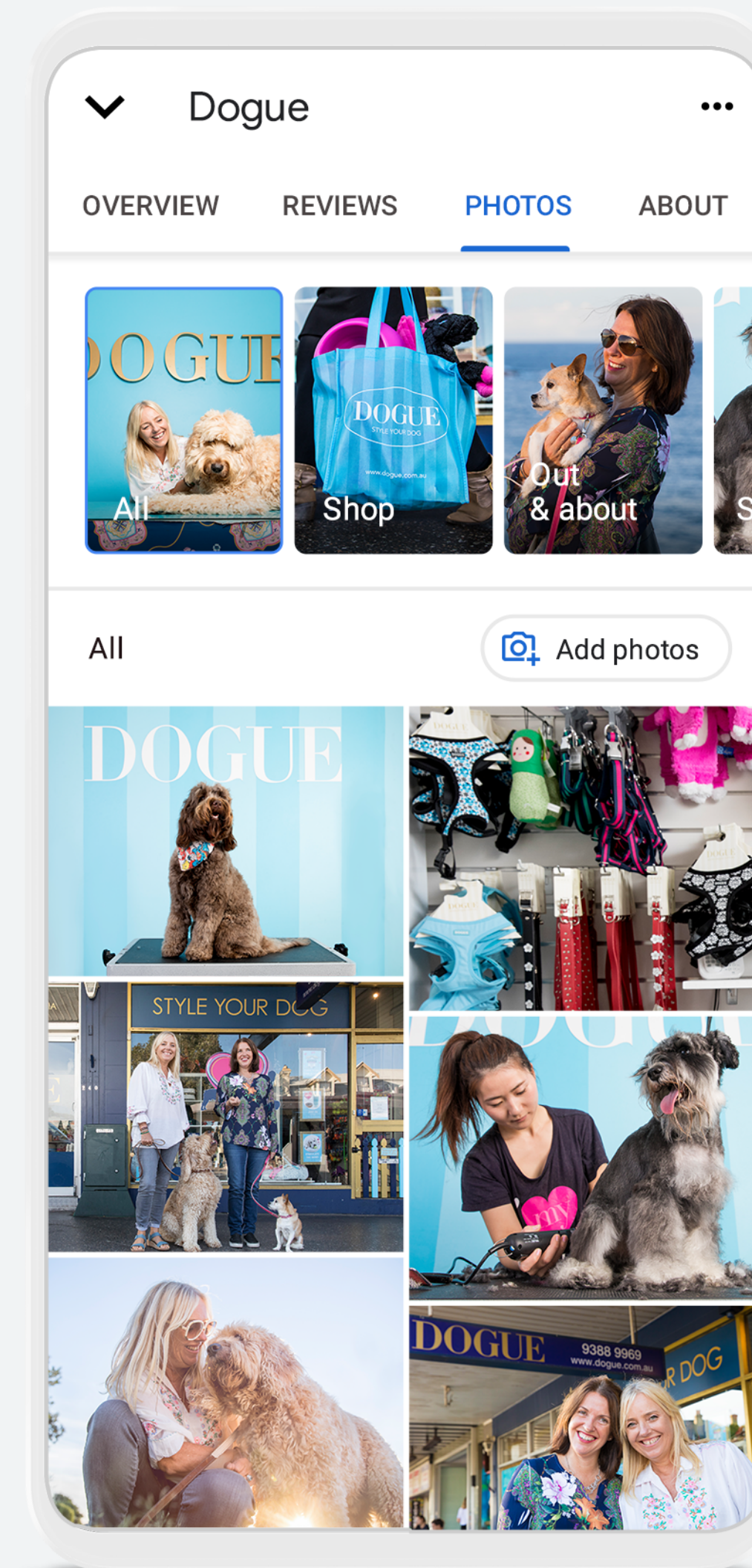
We've created some useful guidelines to help you get started.

[Learn more](#)

Did you know?

90% of customers are more likely to visit a business that has photos on a search results page.

Source: Google Consumer Barometer, April 2017



Sample Business Website

Create a free website

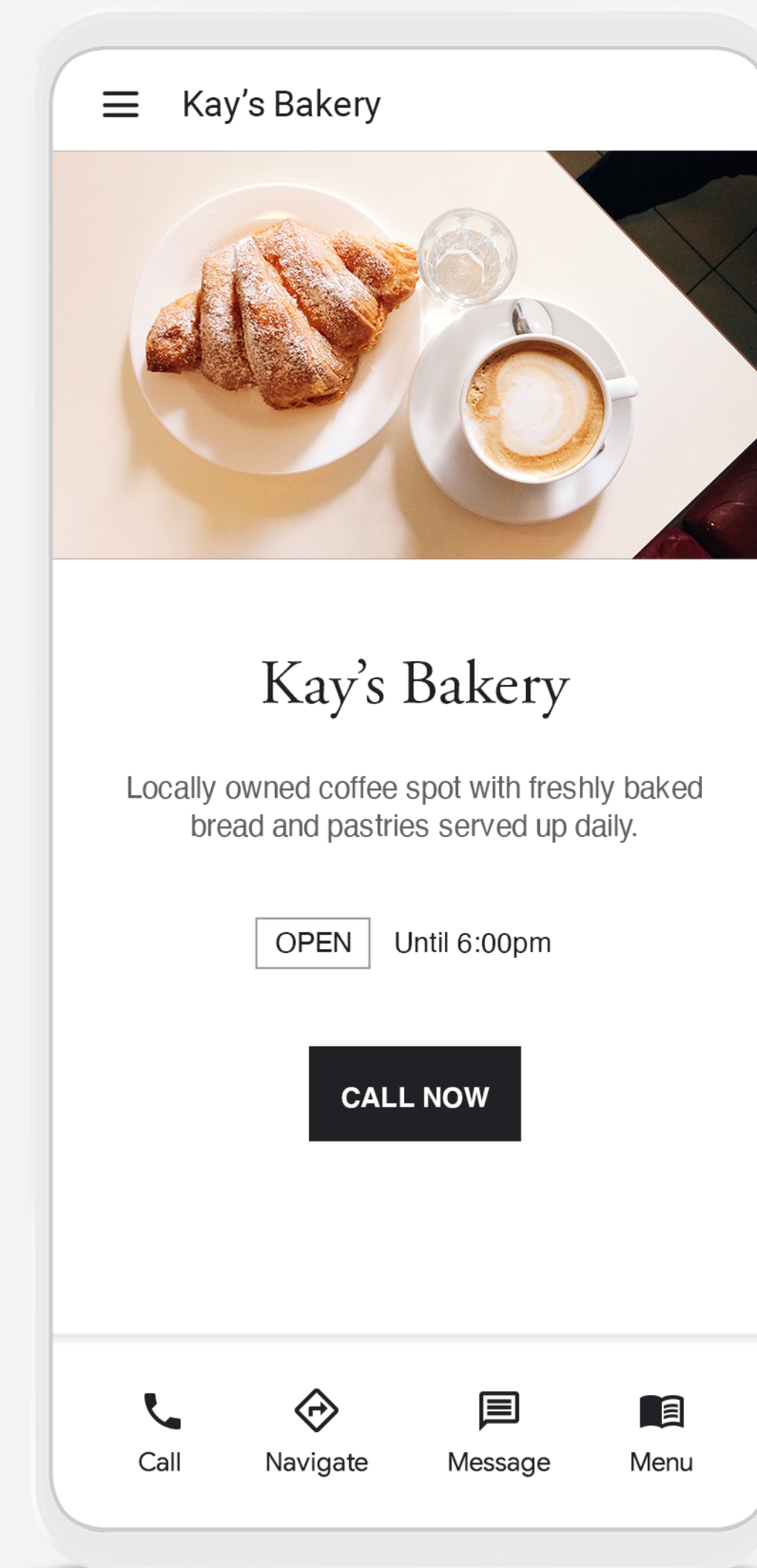
No website? No worries. You can create a free, mobile-friendly website with Google My Business in six simple steps:

1. Create your [Business Profile on Google](#) (if you haven't already).
2. Sign in to [Google My Business](#) and click the 'website' option.
3. Enter a few details about your business.
4. Hang tight as Google automatically builds your website for you.
5. [Add some personal touches](#).
6. [Secure your domain](#) and then go live.

Did you know?

Nearly **70%** of customers agree that they are more likely to buy from a business that has a website over one that doesn't.

Source: Google/Ipsos, SMB Value of Websites Among Consumers, US, May 2018



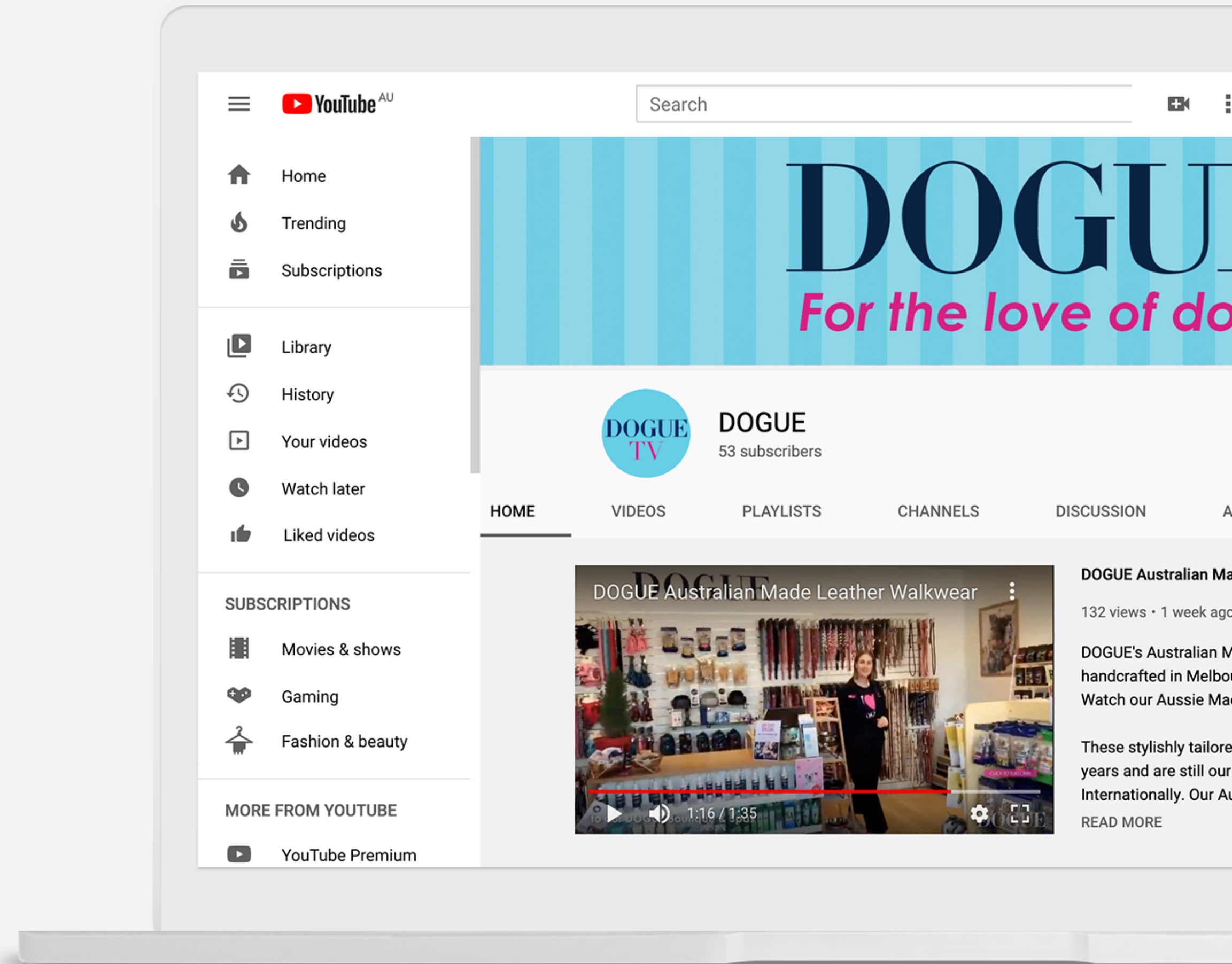
Sample Business Website

Welcome customers into your world

Creating a free YouTube channel for your business can help build stronger connections with existing customers, and even attract new ones. In fact, over 90% of consumers say they've discovered new products and brands on YouTube,* so there's never been a better time to get started.

Introduce yourself and what you do, showcase new products and services, or share virtual classes and workshops. You can also create great video ads and only pay when a customer takes action.

[Learn more](#)



*Google/Magid Advisors, "The Role of Digital Video in People's Lives", Global , August 2018.

06

Stay up
to date



Additional resources

Keep up to date with [Google's response](#) to COVID-19.

Explore the free training, tools and resources available through [Grow with Google Australia](#).

Useful information from government and key sources:

- [Australian Government COVID guidance](#)
- [Coronavirus and Australian workplace laws](#)
- [Economic assistance](#)
- [Coronavirus information and support for business](#)

Heads up

Keep an eye on the [Grow with Google AU website](#) as our online content series, Grow with Google On Air, will be dropping very soon.



Grow with Google

