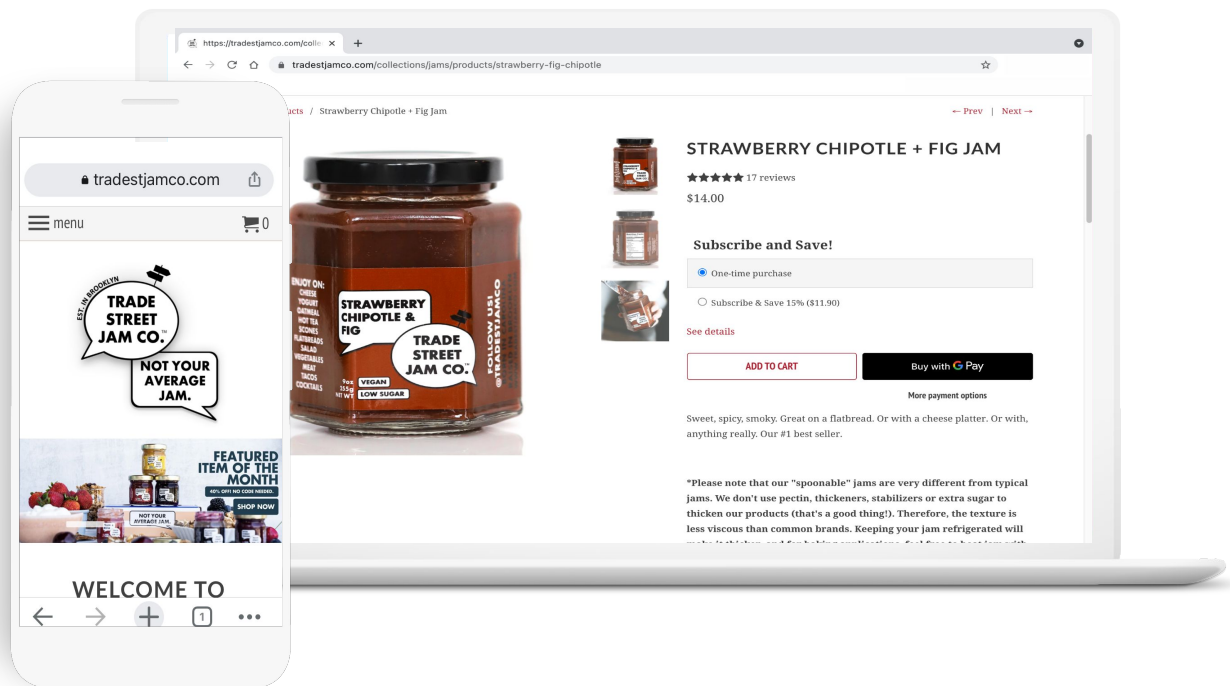


# Make Your Website Work for You

It's more important than ever to have a professional website. A website can promote products and services, create brand visibility, drive online customers to your store, and build strong connections with your audience.



A website should be **goal-oriented, search-friendly, convenient, organized, and trustworthy.**

- Responsive design
- Organized content
- Simple payment process
- Personalization
- SSL certificate
- Secure payments
- Ratings and reviews
- Contact information

# Grow with Google

## Five Characteristics of a Great Website



### Goal-Oriented

A site should support business goals. SMART goals are: specific, measurable, attainable, relevant, and time-bound.



### Search-friendly

Your site can be found when people search. Create a site that loads quickly and shares useful, relevant content.



### Convenient

Consumers want ease and convenience, on all devices. Use a responsive design with a simple checkout process.



### Organized

It should be easy for customers to find what they are looking for. Make a plan to organize your website.



### Trustworthy

Your site should inspire trust and protect customer data. Build trust with ratings, reviews, and contact info.

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## Resources

### Google Primer [g.co/primer](https://www.google.com/go/primer)

Get quick, easy lessons on your phone, on topics like creating a business plan or marketing skills.

### Grow On Air [g.co/GrowOnAir](https://www.google.com/go/growonair)

Sharpen your knowledge with on-demand classes from Grow with Google OnAir.



## Map a SMART Goal

	Ask Yourself:	Write Your Answer:
Specific	What do I want to accomplish? Why? What are the requirements?	
Measurable	How will I measure progress? What is success?	
Attainable	What are the steps I need to take? Do I have the necessary resources?	
Relevant	Is this a worthwhile goal? Is this the right time?	
Time-Bound	How long will this take? What is the deadline?	

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My first website improvement will be...

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# Grow with Google

## Elevate Your Website with Google Tools

There are many no-cost Google tools that can help you build, grow, and maintain a professional website that helps you meet your business goals.



### Google Analytics

View reports that help you understand visitor behavior and evaluate the performance of your site or app. [g.co/analytics](https://g.co/analytics)



### Google Optimize

Run tests on your website's content to learn what works best, including A/B, multivariate, and redirect tests. [g.co/optimize](https://g.co/optimize)



### Google Search Console

Monitor your website's traffic and performance in Google Search and fix issues. [g.co/searchconsole](https://g.co/searchconsole)



### Test My Site

Assess the speed of your mobile site and get ideas for improvements. [g.co/testmysite](https://g.co/testmysite)



### Google Trends

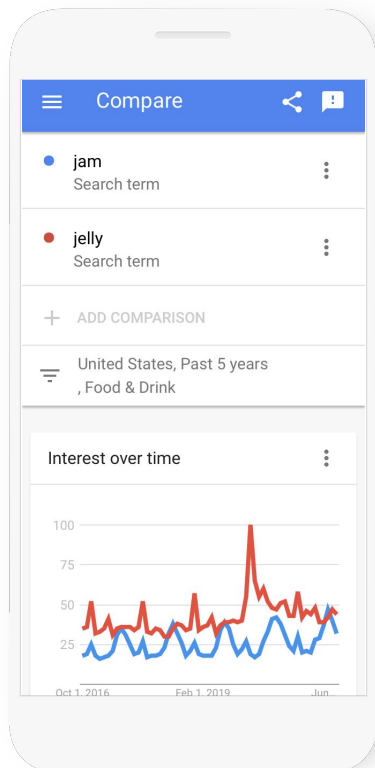
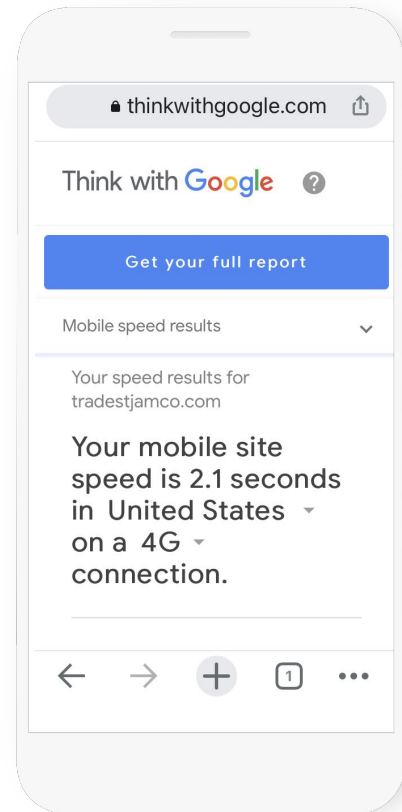
Learn what words and phrases are popular on Google Search and create content that connects with searchers. [g.co/trends](https://g.co/trends)



# Grow with Google

## Test My Site

1. Visit [g.co/testmysite](https://g.co/testmysite)
2. Enter the website URL you want to test.
3. Test My Site analyzes the site and offers recommendations that can improve site speed and user experience.
4. Download the detailed report to share with your web developer and make a plan to improve your site's performance.



## Google Trends

1. Visit [g.co/trends](https://g.co/trends)
2. Search for a keyword or topic.
3. Use filters to refine results, like geographical location, timeframe, category, and search type.
4. Compare the relative popularity of words and phrases and use this information to develop ideas for new content.