SHOW UP AND STAND OUT WITH GOOGLE

Michelle Allen, Head of Travel, Google

Grow with Google

For the travel industry

g.co/GrowAustralia

Australians have been hit hard over the last 18 months

Nov 19' - Jan 20'

Australian bushfires

Over 17 million hectares burnt nationally, with many lives, homes and businesses tragically being lost.

Current

COVID-19

AU is in the midst of 'reopening', but months of lockdown and a 'second wave' in some states have taken their toll.

Unfolding

Economic uncertainty

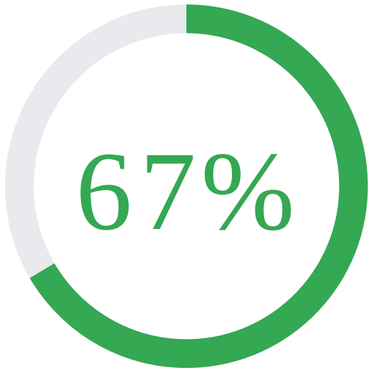
3 out of 4 SMBs have seen a 75% drop in revenue, and an uncertain future for JobSeeker.

Source: CT Group

More Aussies are shopping online

>200K

households started online shopping for the first time in April 2020.



of those households have continued to shop online.*

Sources: Think with Google, *from May 2020 to September 2020; Australia Post, August breaks records as Australians shop online more than ever, Sept. 2020.

How Aussies took action in 2020

+60%

YoY increase for "near me"

+200%

YoY increase of interstate travel searches

+65%

YoY increase for "made in Australia"

+107%

YoY increase for "free online courses"

+80%

YoY increase for "DIY"

Source: Google Trends, AU, past 12 months

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01. Google my business

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Grow with Google

Google My Business Get your business on Google Search &Maps

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Content

What is a business profile on Google?

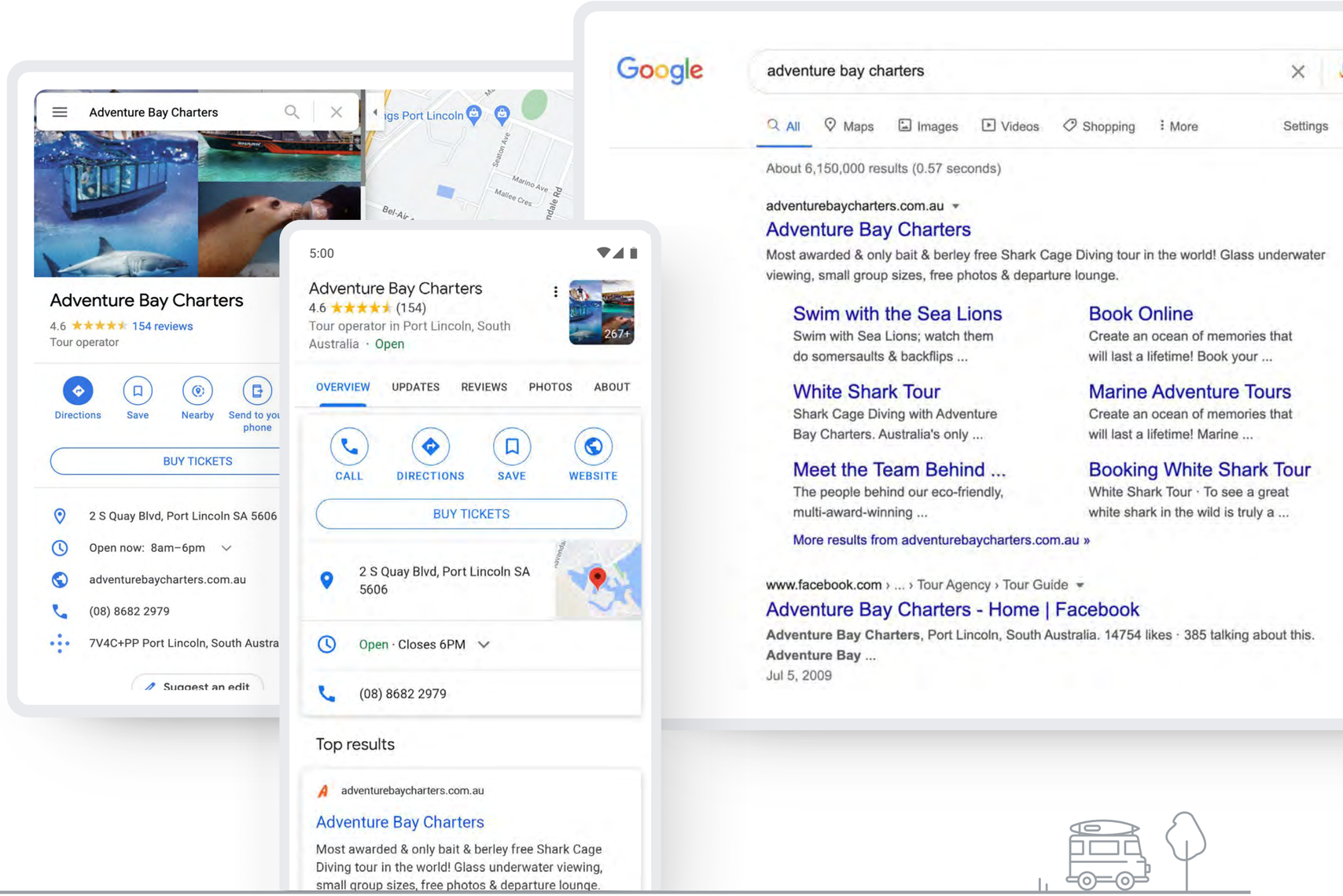
Your business information on Google Search and Maps.

Benefits of a business profile on Google

Learn how to manage your business info and communicate with customers.

What is a business profile on Google?

Connect across devices

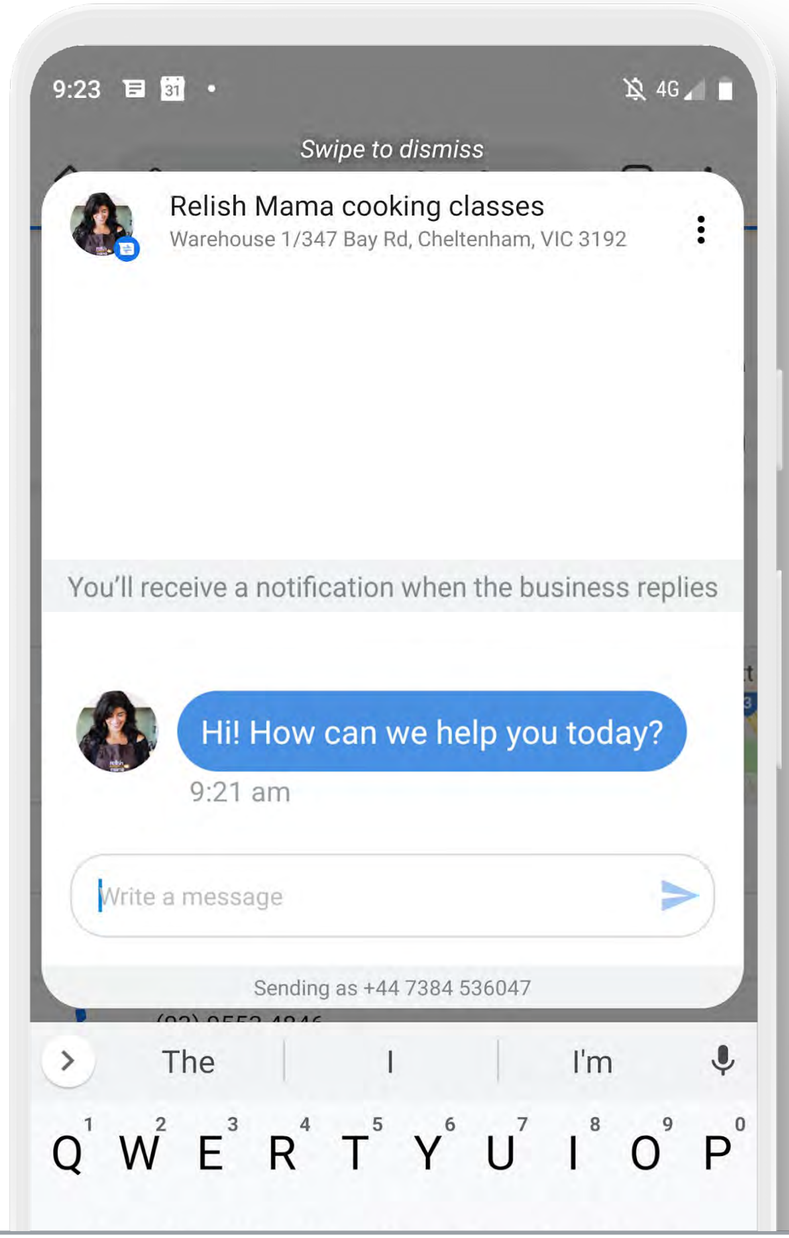


[1] Ipsos research: Benefits of a complete listing 2017

Benefits of a business profile on Google

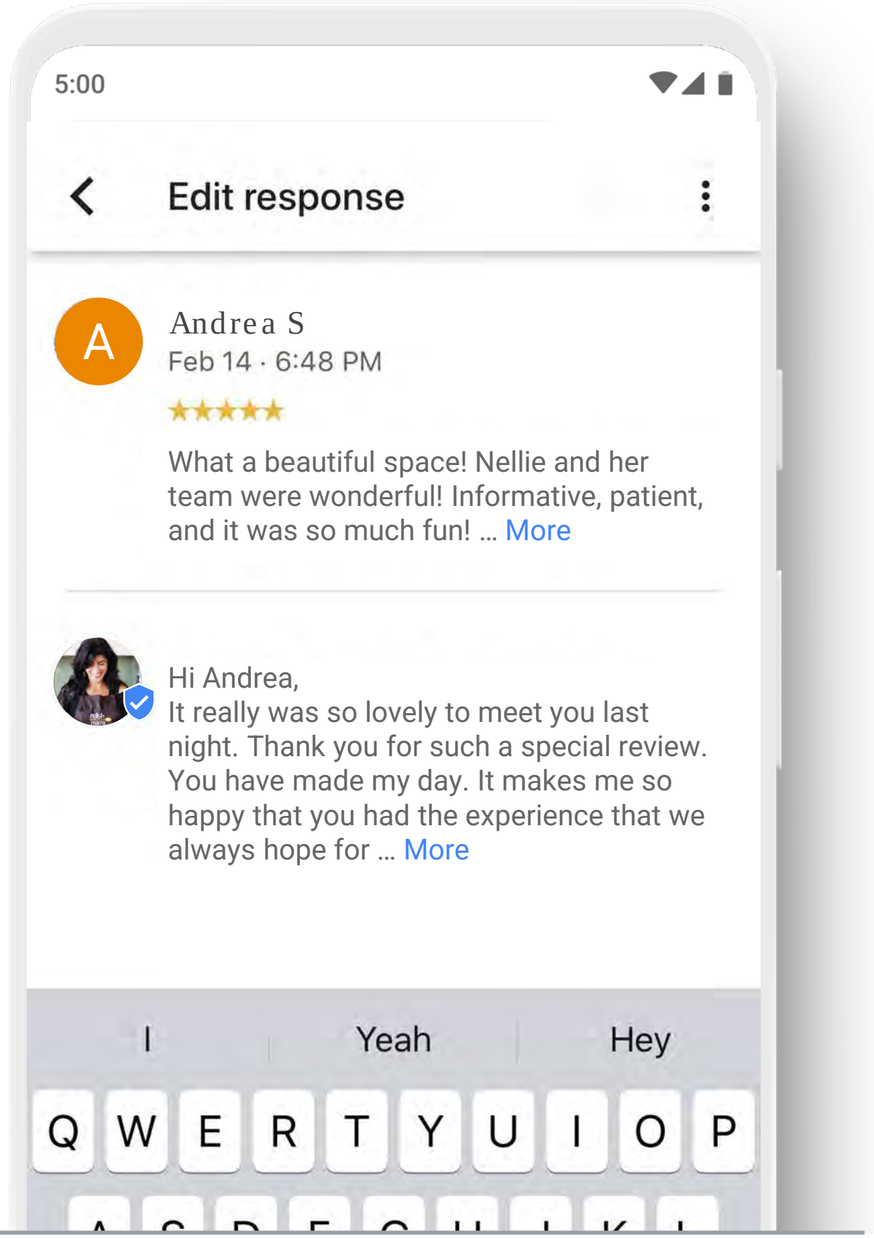
Communicate through messaging

Use messaging so customers can chat with you directly.

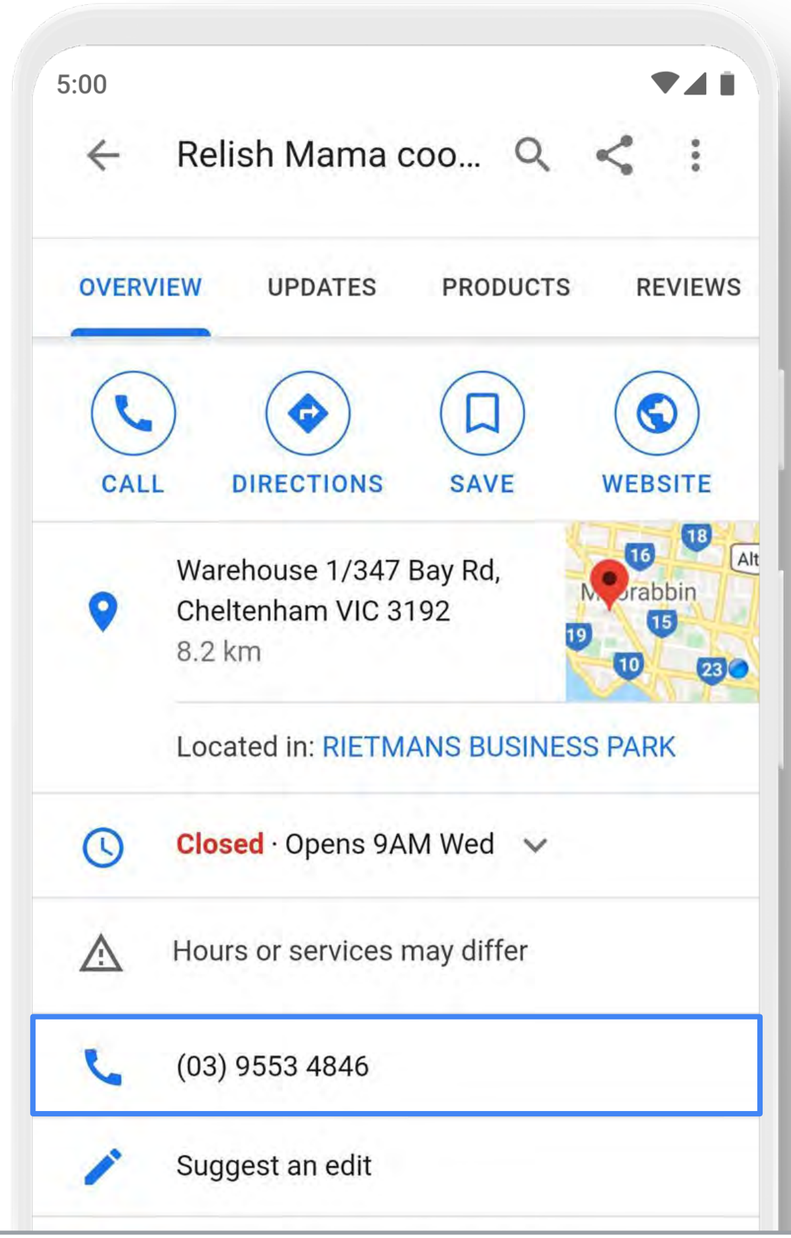


Communicate through customer reviews

Respond to customer reviews and feedback.

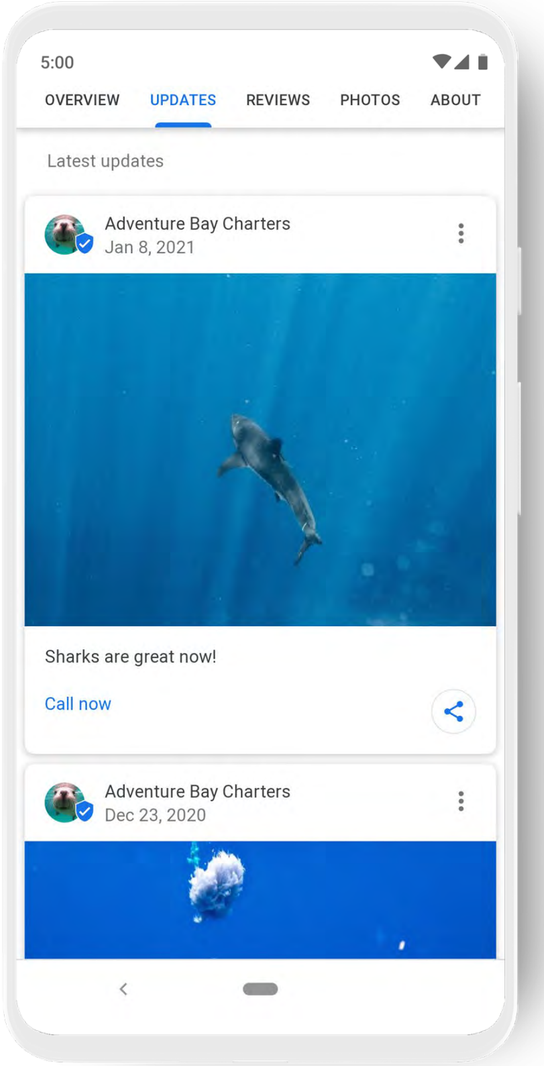


Add a phone number to your profile

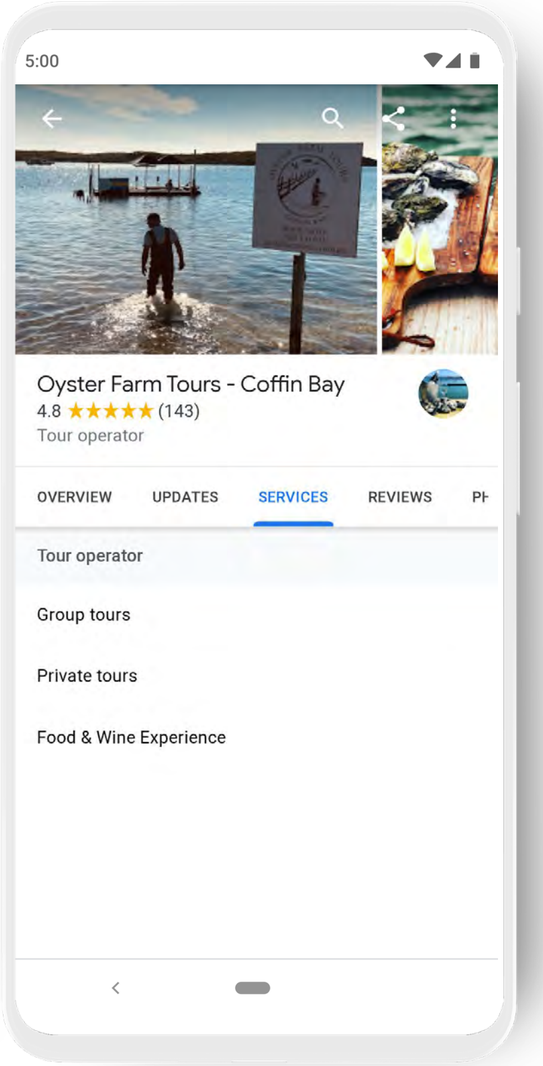


Confirm your phone number.

Share a business update through posts



What's new

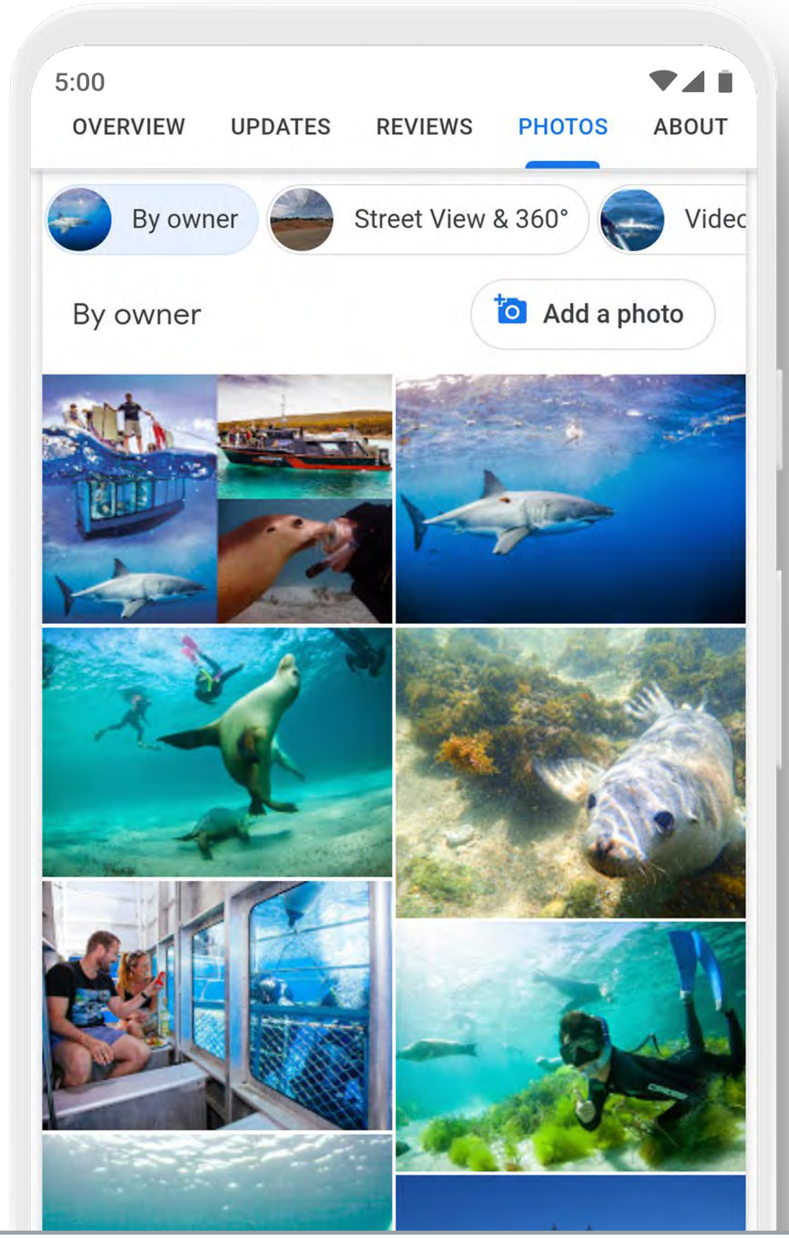


Offerings

Add photos to your profile

90% of customers are more likely to visit a business that has photos on a search results page.[1]

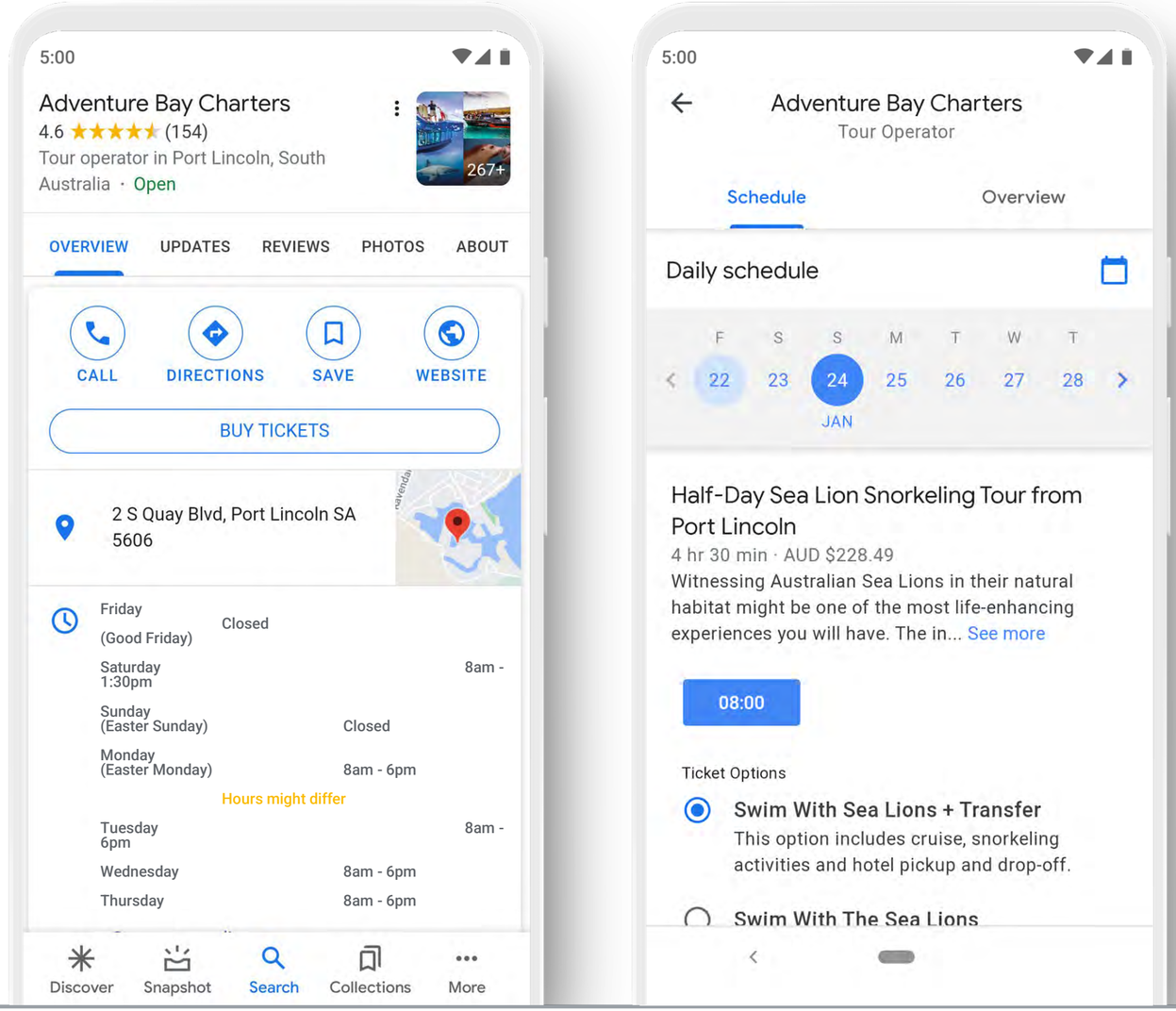
Take photos and add filters directly from the app.



[1] Ipsos research: Benefits of a complete listing 2017

Help customers book appointments

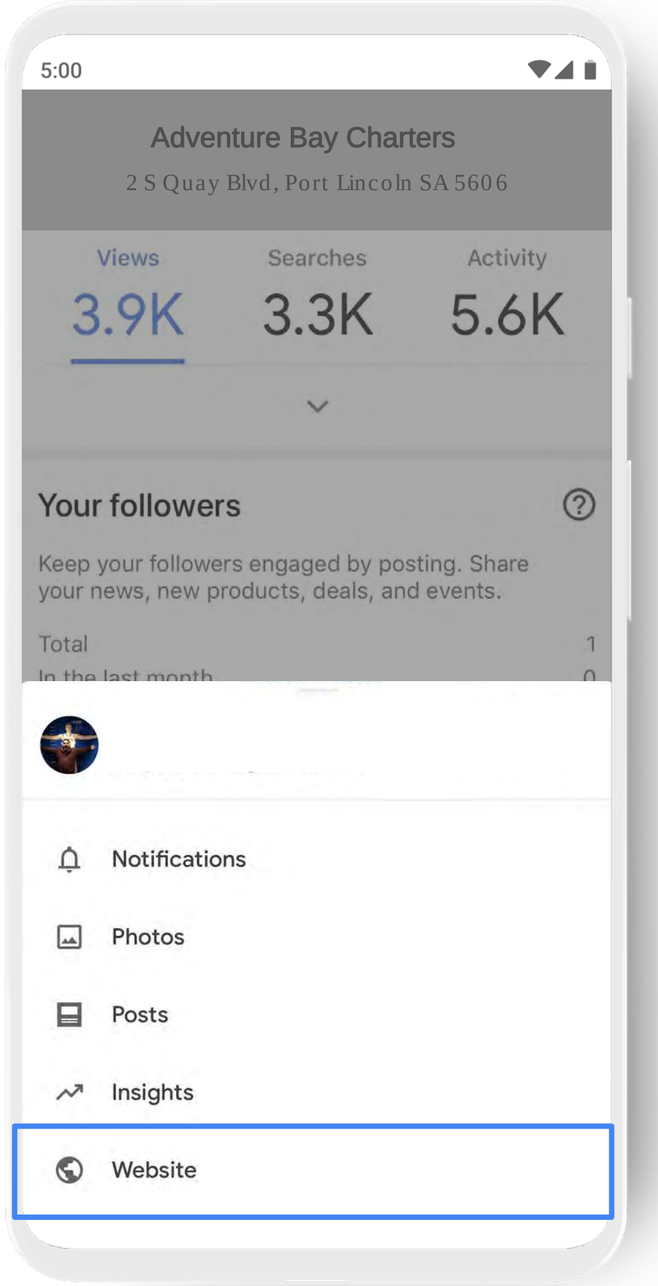
Book an appointment in under a minute, directly through the profile.



Generate a free website

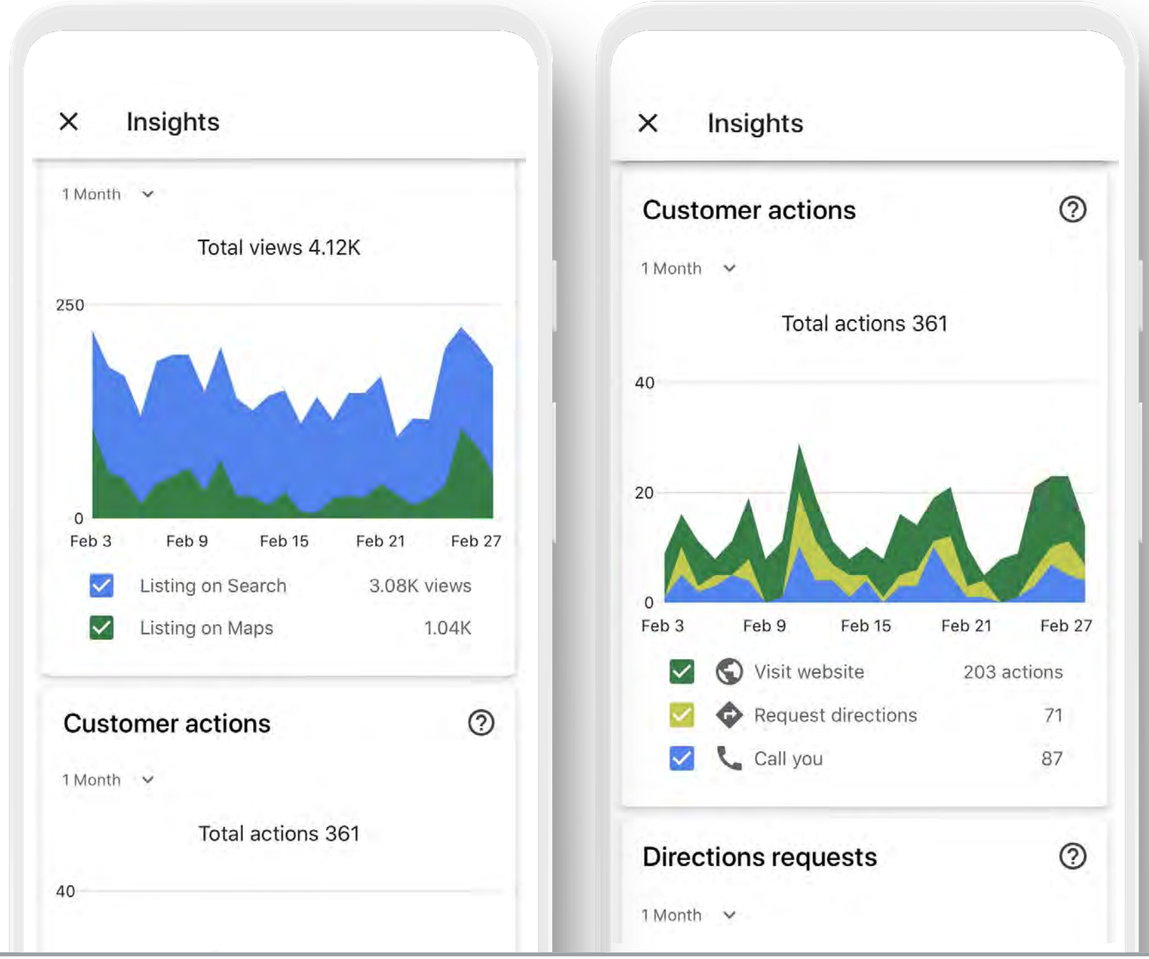
Click website to get started.

If you already have a website a business profile complements by adding more visibility of it on Google Search and Google Maps.



See what's working with insights

- How do people find you?
- How do they interact with the profile?
- Do they call, request directions, and visit your website?
- Where do customers come from?
- What days have the most activity?



So, why create a business profile on Google?

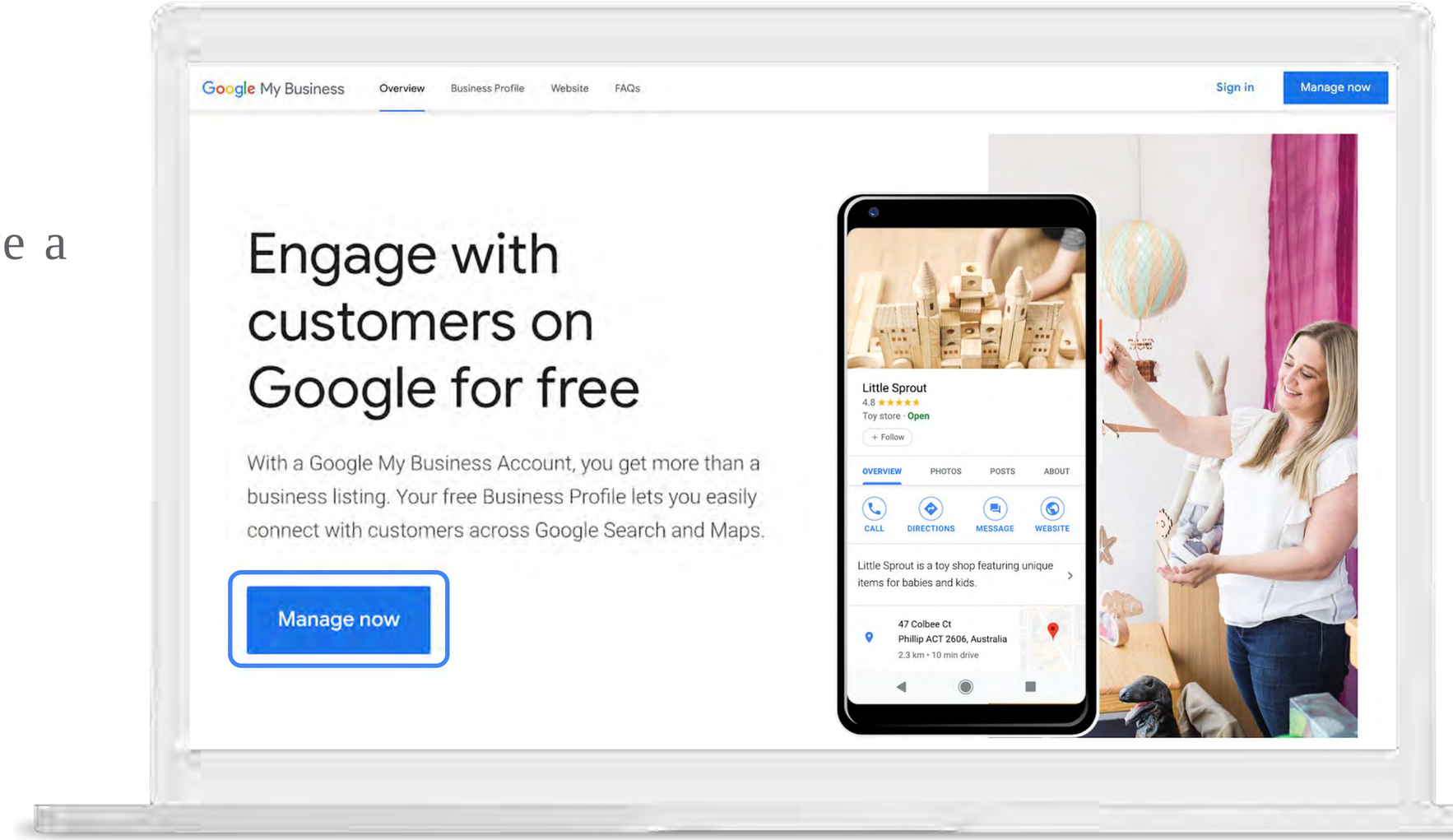
1. Appear more credible online
2. Get found in local search results
3. Convert search into sales
4. Encourage past customers to return
5. Did I mention it’s free?!

Key tips when managing a business profile

1. Provide as much information as possible
2. Encourage existing customers to share reviews
3. Inspire people by posting regular content

If you don't already have a Business Profile on Google, let's get you started.

> Visit:
> **google.com/business**



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Content

- Exploring data, analytics and insights
- What is Google Analytics
- Types of insights Google Analytics can provide
- How to set up Google Analytics

Exploring data, analytics and insights

Using data

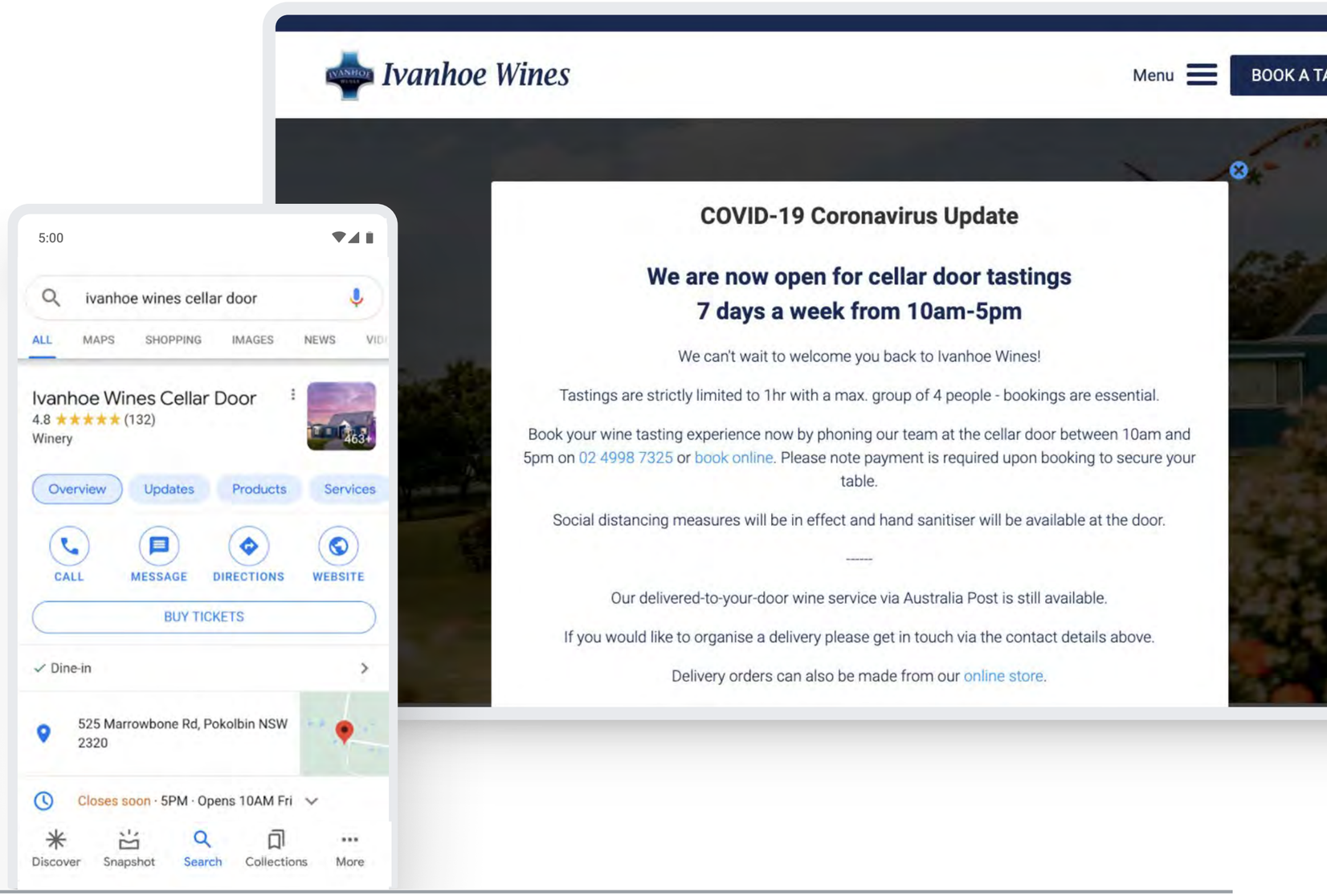
Data = facts or statistics to reference.

Analytics = patterns and trends.

Insights = actionable value.

Look at numbers to make business decisions, rather than opinion or gut instinct.

How can Google Analytics help your business?



Activity

What are your goals?

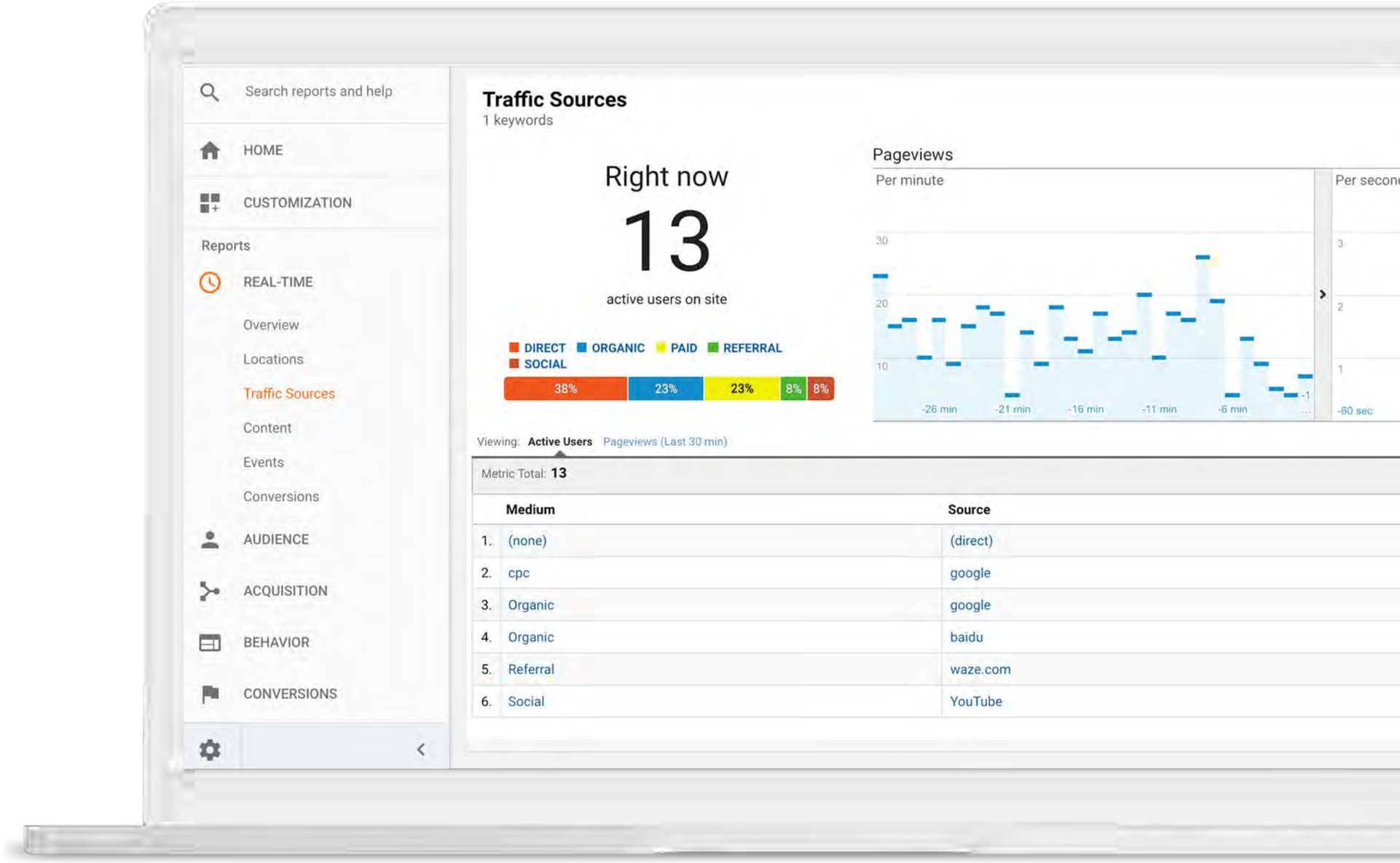
Ideas

- Leads
- Appointments
- Online sales
- Phone calls
- Foot traffic
- Downloads, etc

What is Google Analytics

Google Analytics

google.com/analytics



Types of insights Google Analytics can provide

Types of insights Google Analytics can provide

Realtime

What's happening right now?

Conversions

Is the website successful?

Audience

Who visits the website?

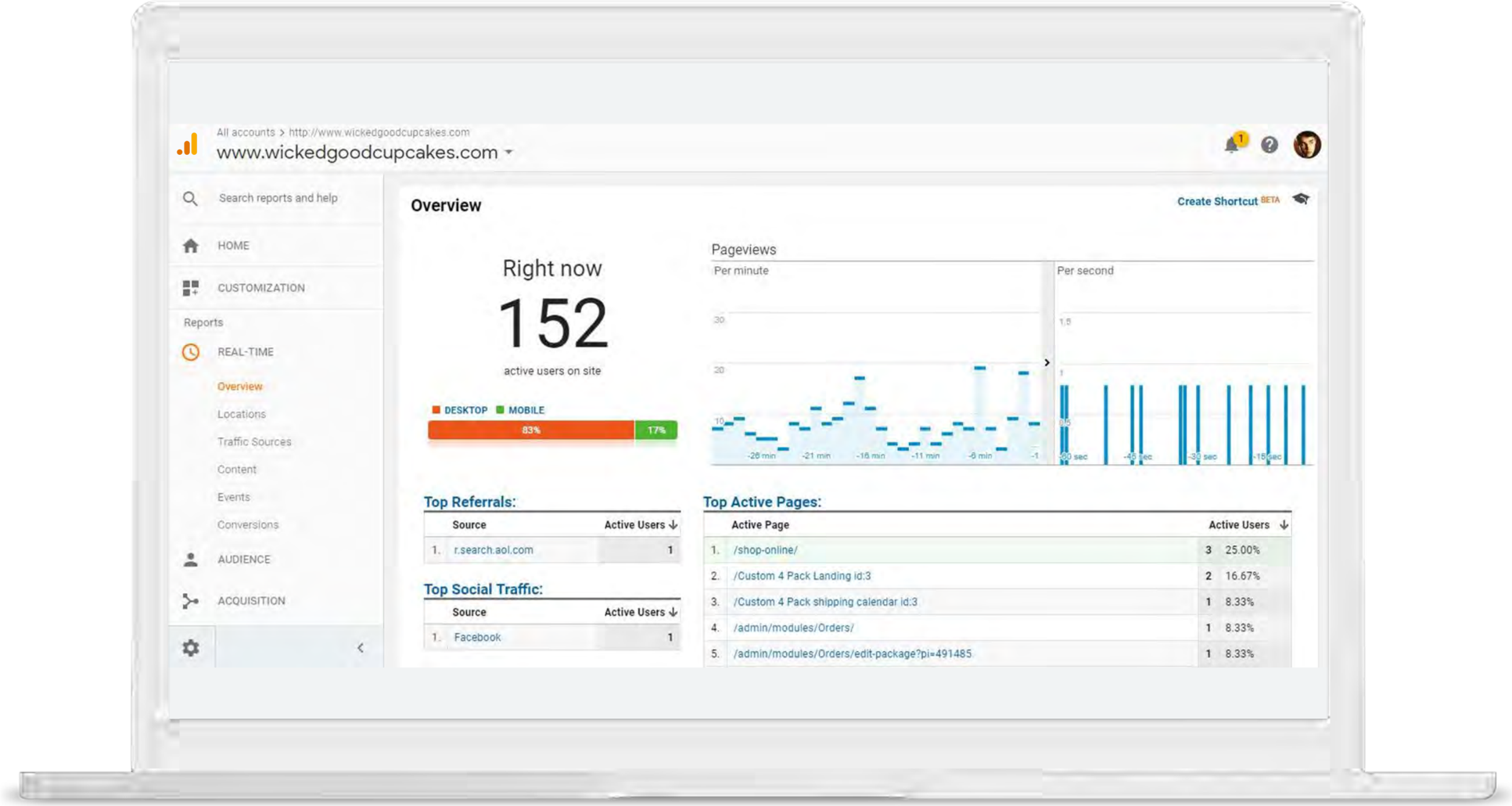
Acquisition

Where do they come from?

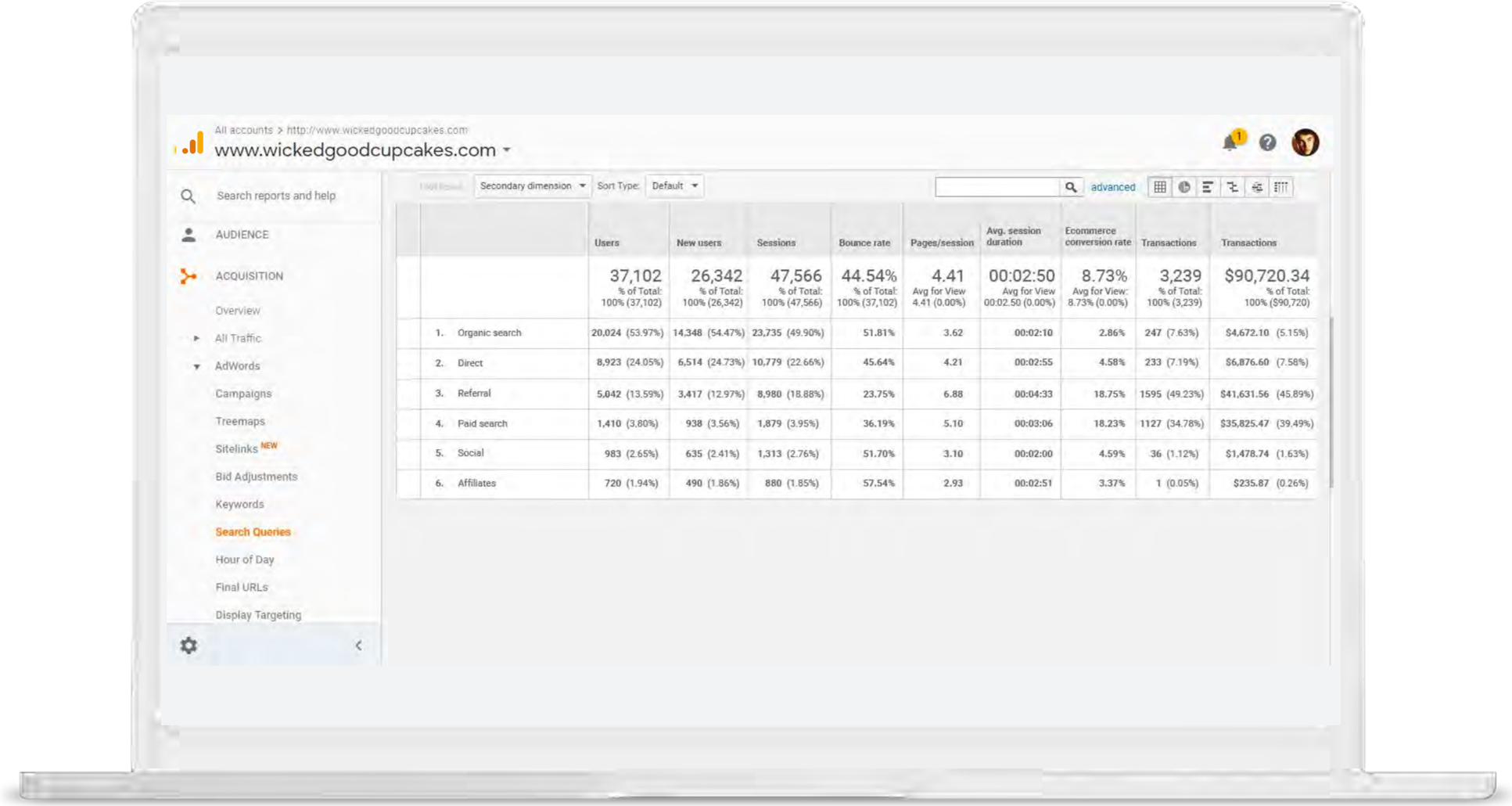
Behaviour

What do people do on the site?

Realtime: What's happening right now?

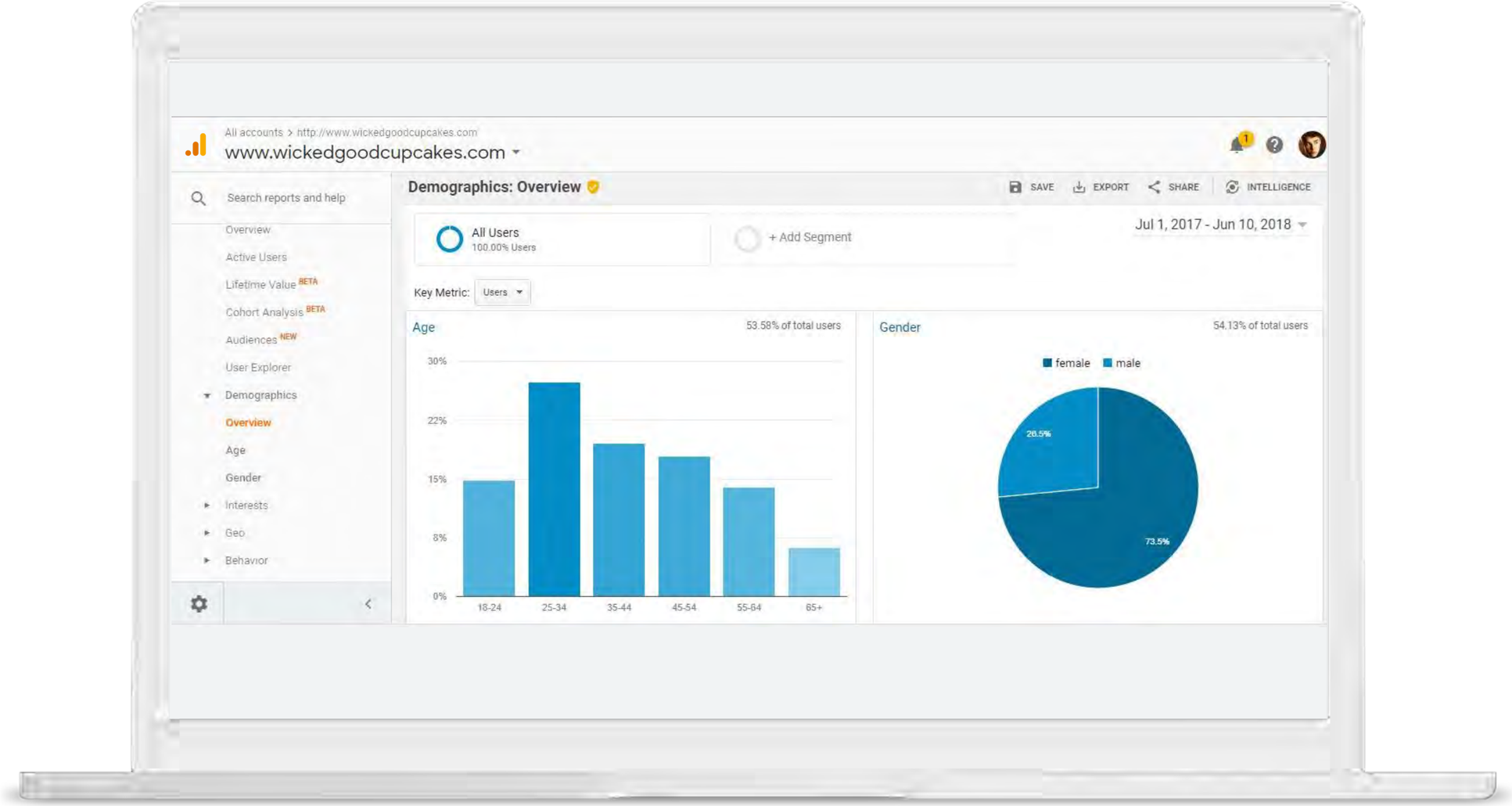


Acquisition: Where do customers come from?

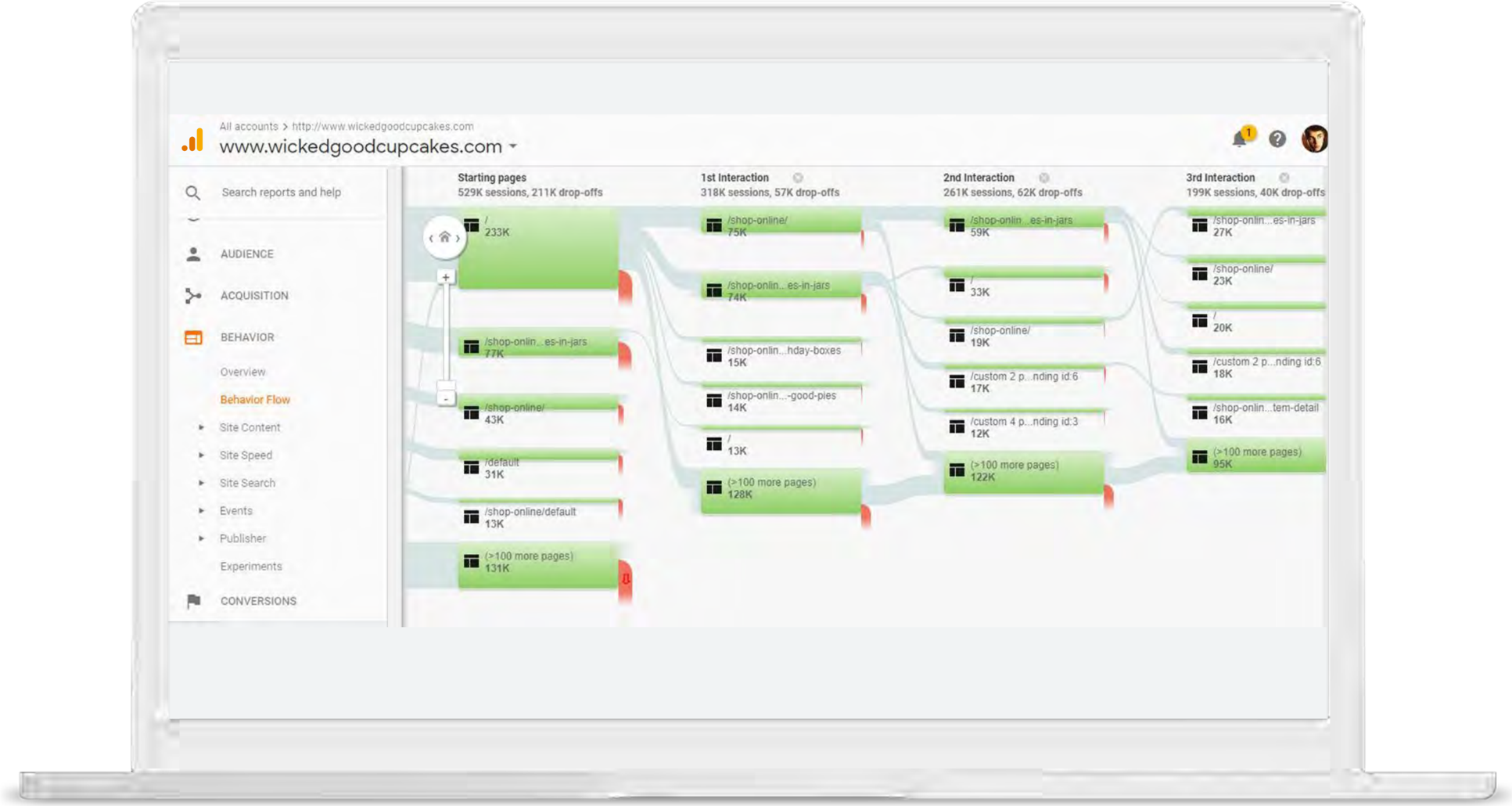


	Users	New users	Sessions	Bounce rate	Pages/session	Avg. session duration	Ecommerce conversion rate	Transactions	Transactions
	37,102 % of Total: 100% (37,102)	26,342 % of Total: 100% (26,342)	47,566 % of Total: 100% (47,566)	44.54% % of Total: 100% (37,102)	4.41 Avg for View 4.41 (0.00%)	00:02:50 Avg for View 00:02:50 (0.00%)	8.73% Avg for View: 8.73% (0.00%)	3,239 % of Total: 100% (3,239)	$90,720.34 % of Total: 100% ($90,720)
1. Organic search	20,024 (53.97%)	14,348 (54.47%)	23,735 (49.90%)	51.81%	3.62	00:02:10	2.86%	247 (7.63%)	$4,672.10 (5.15%)
2. Direct	8,923 (24.05%)	6,514 (24.73%)	10,779 (22.66%)	45.64%	4.21	00:02:55	4.58%	233 (7.19%)	$6,876.60 (7.58%)
3. Referral	5,042 (13.59%)	3,417 (12.97%)	8,980 (18.88%)	23.75%	6.88	00:04:33	18.75%	1595 (49.23%)	$41,631.56 (45.89%)
4. Paid search	1,410 (3.80%)	938 (3.56%)	1,879 (3.95%)	36.19%	5.10	00:03:06	18.23%	1127 (34.78%)	$35,825.47 (39.49%)
5. Social	983 (2.65%)	635 (2.41%)	1,313 (2.76%)	51.70%	3.10	00:02:00	4.59%	36 (1.12%)	$1,478.74 (1.63%)
6. Affiliates	720 (1.94%)	490 (1.86%)	880 (1.85%)	57.54%	2.93	00:02:51	3.37%	1 (0.05%)	$235.87 (0.26%)

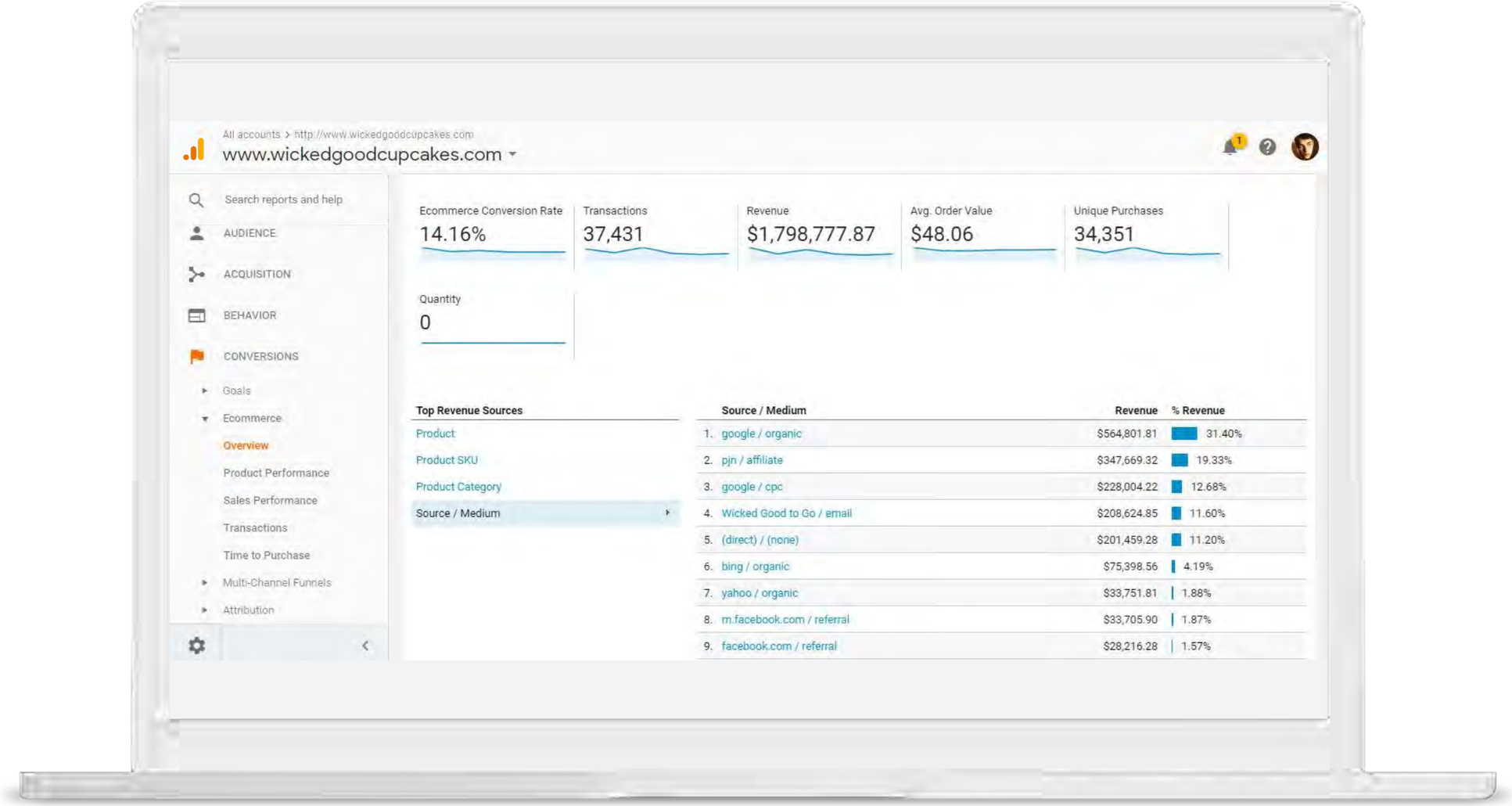
Audience: Who visits your website?



Behaviour: What do people do on the site?



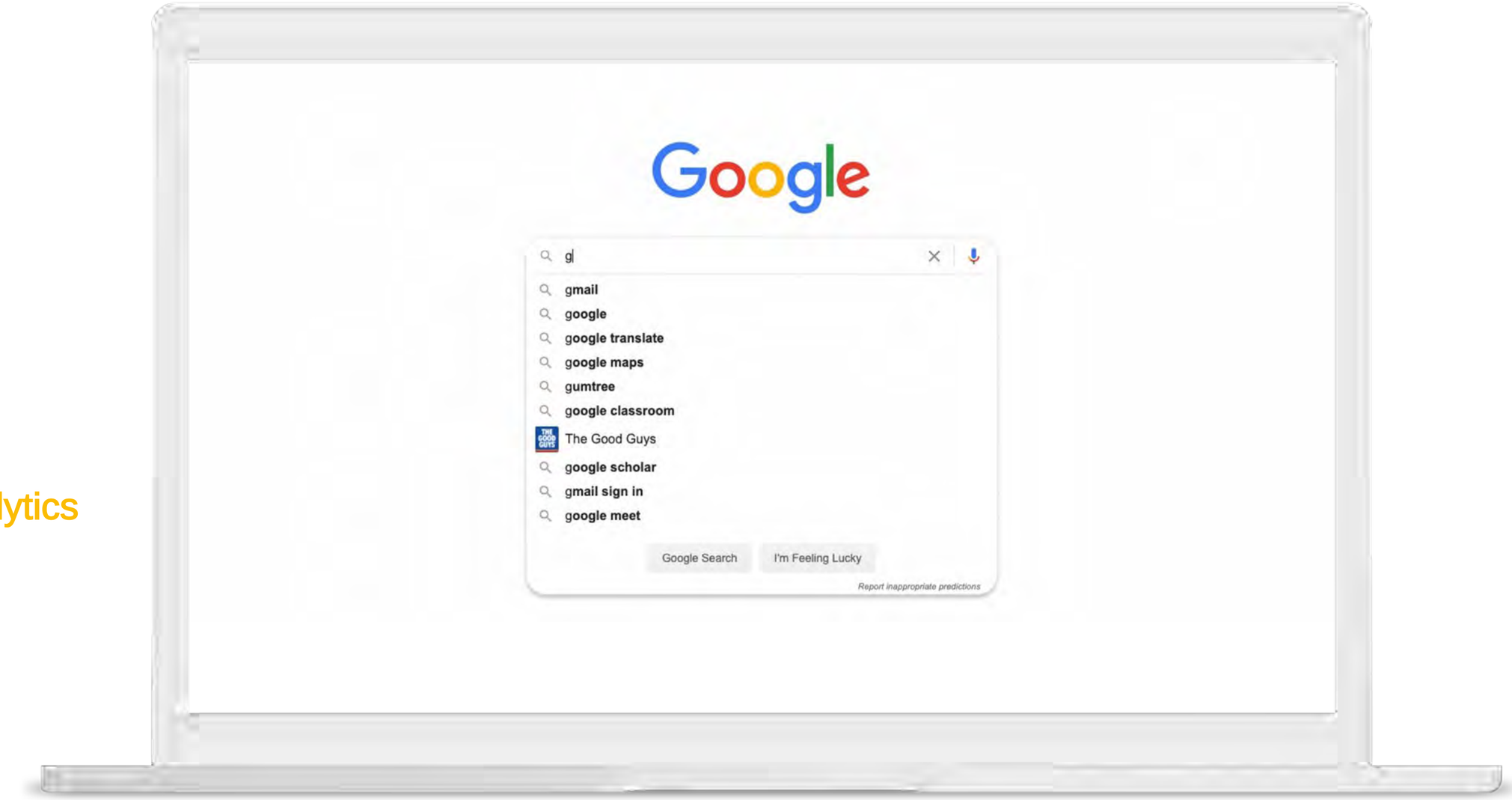
Conversions: Is the website successful?



How do I set up Google Analytics for my business?

Setting up your Google Analytics account

Visit:
google.com/analytics



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Agenda

Moments that matter

Embracing digital to connect customers with key moments

Google Ads explained

Learn about the types of Google Ads

Intro to Google Smart Campaigns

A simple option for time pressured businesses

Advantages of Google Ads

Recap on how Google Ads can help your business

It’s time to embrace digital

What is ‘Google Ads’?

What is Google Ads?

Google Ads is an online advertising solution that businesses use to promote their products and services on Google Search, YouTube, and other sites across the web.

Where do Google Ads appear?

Google Ads appear on the Google Search Network and the Google Display Network.

What are the different types of ad campaigns?

There are a few options for how you can advertise your business with Google:

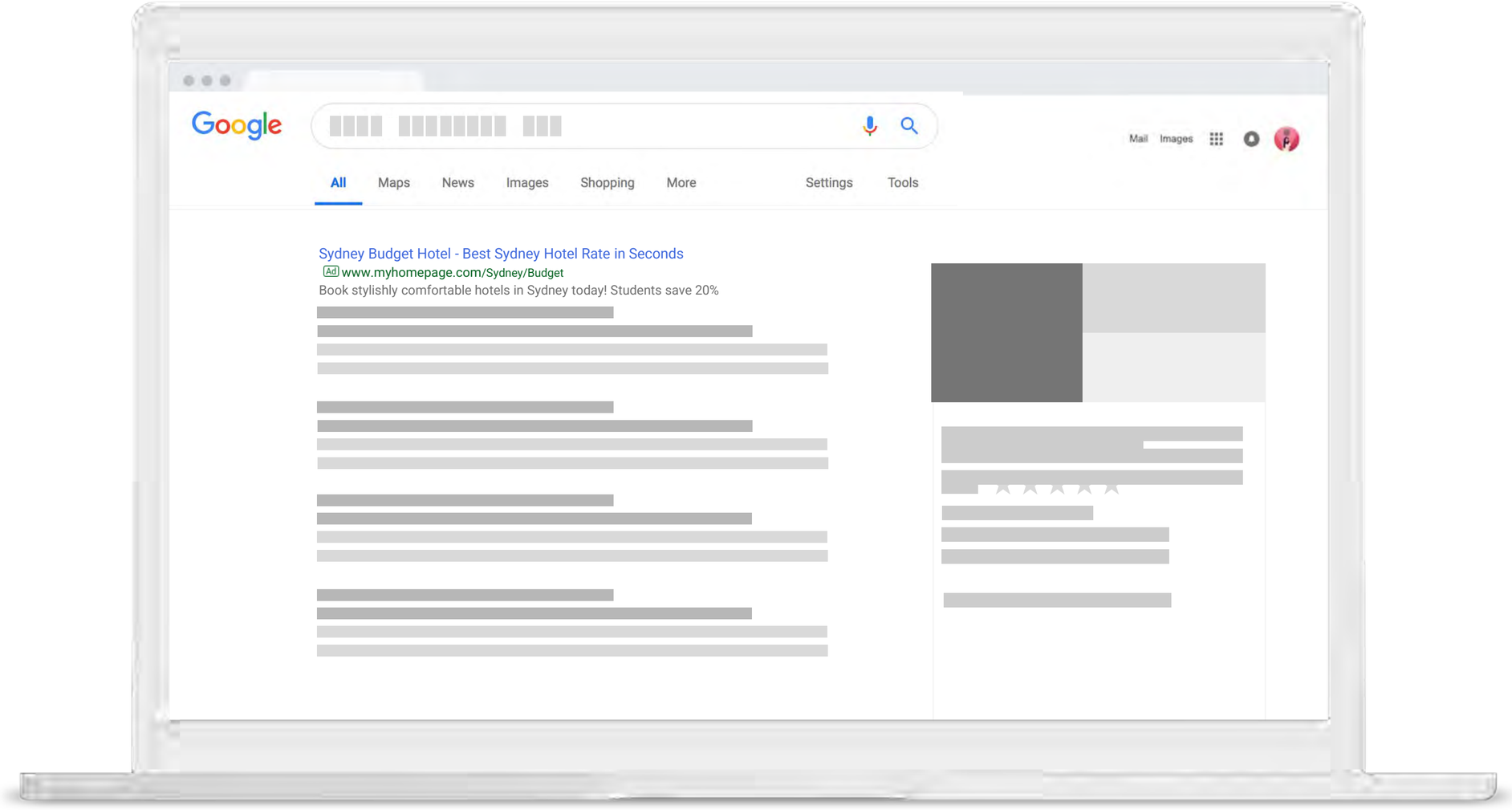
Google Search Ads

Google Display Network Ads

Google Video Ads

Google Shopping Ads

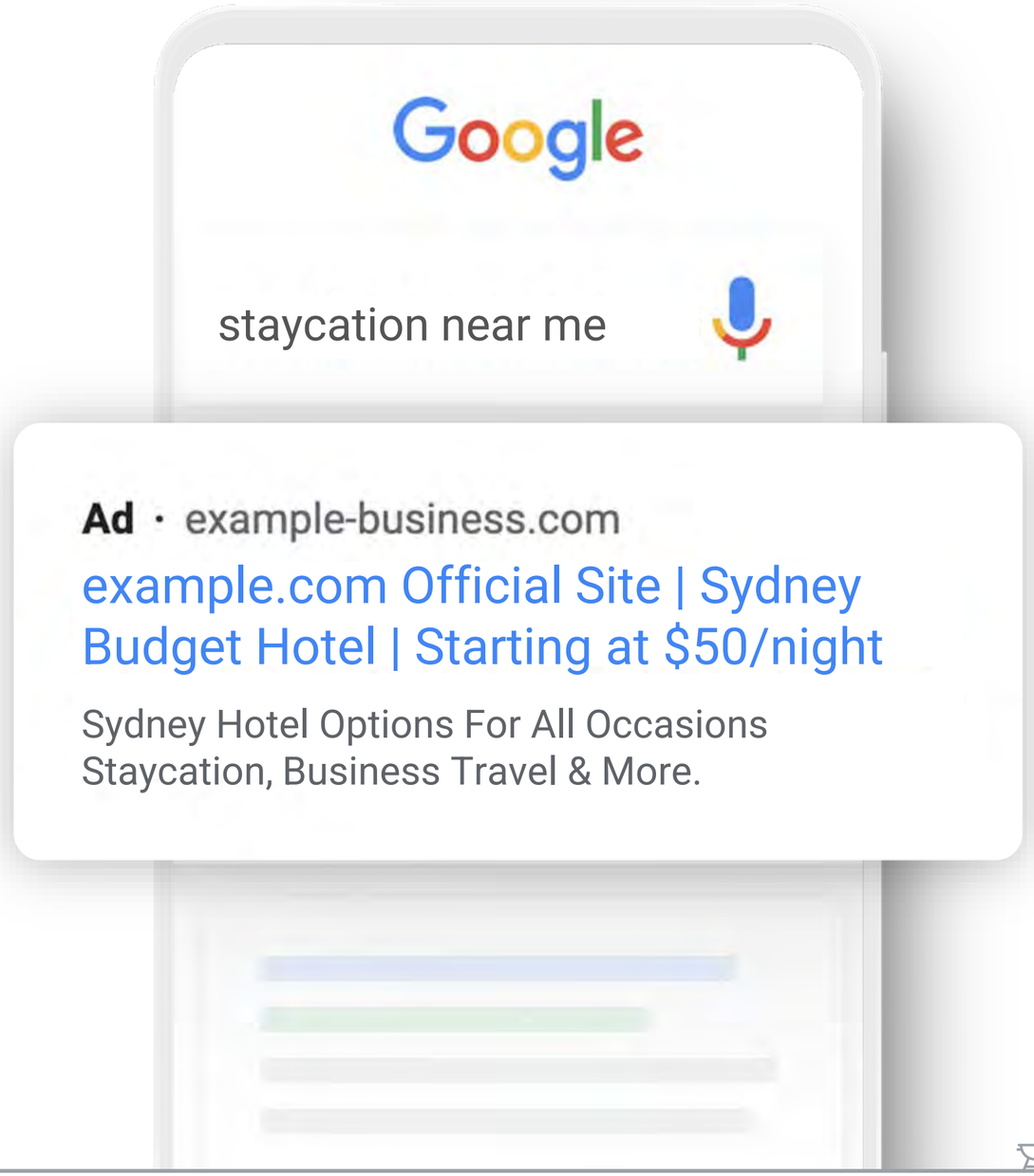
Google Search Network



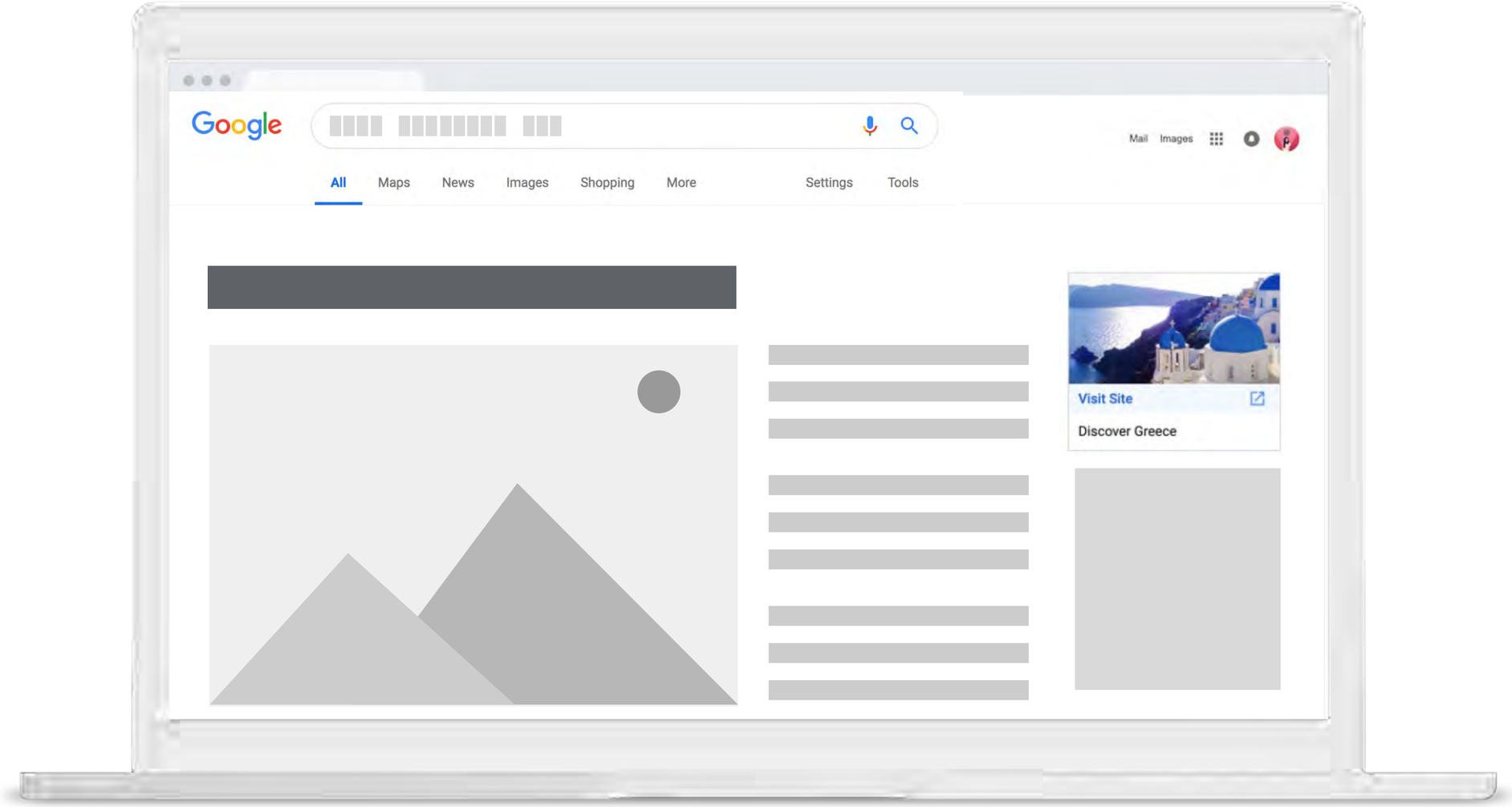
Ad format 01

Google Search Campaigns

Through Google Search Ads your ad can appear on Google at the very moment someone is looking for products or services like yours.



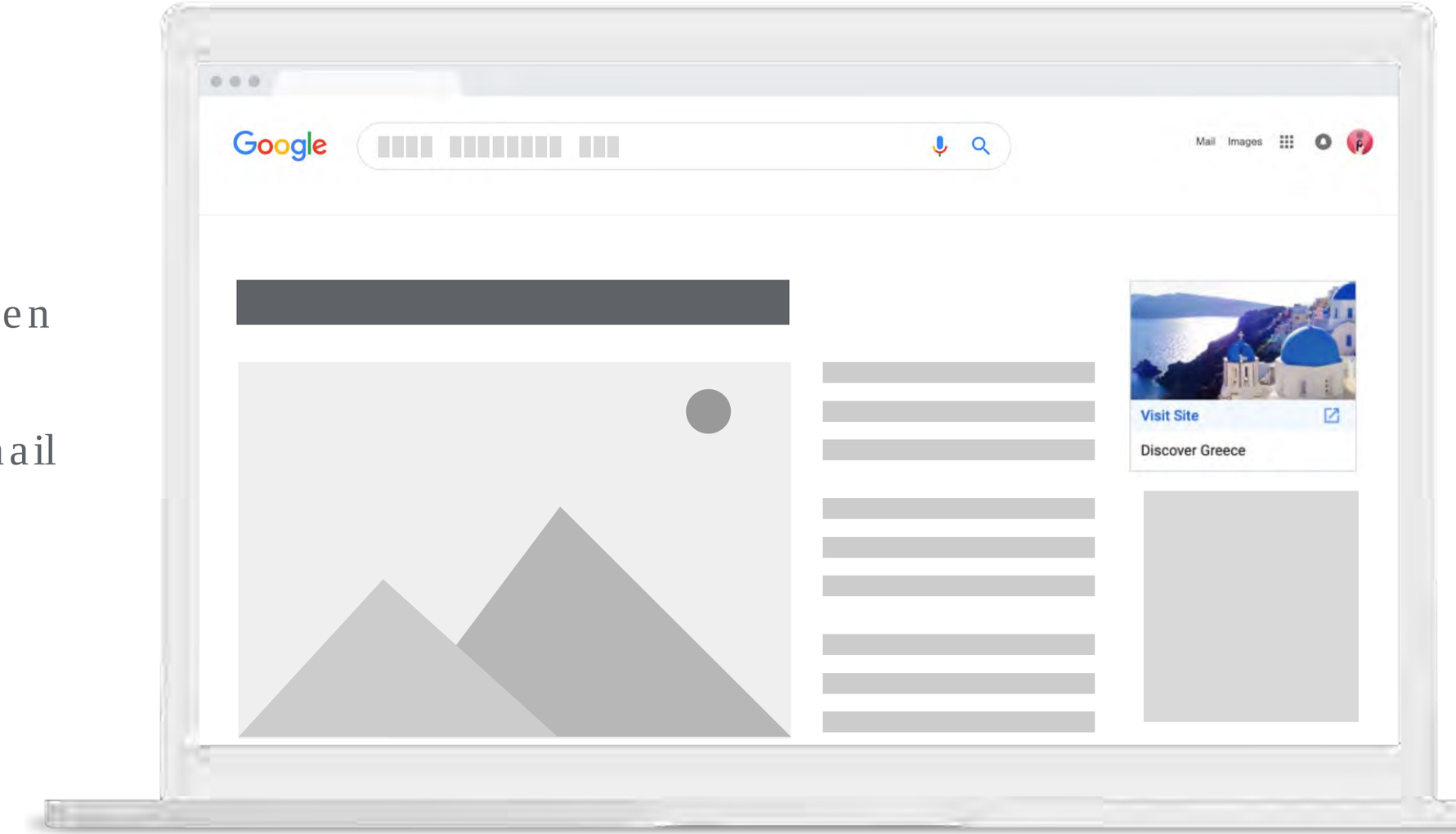
Google Display Network



Ad format 03

Google Display Campaigns

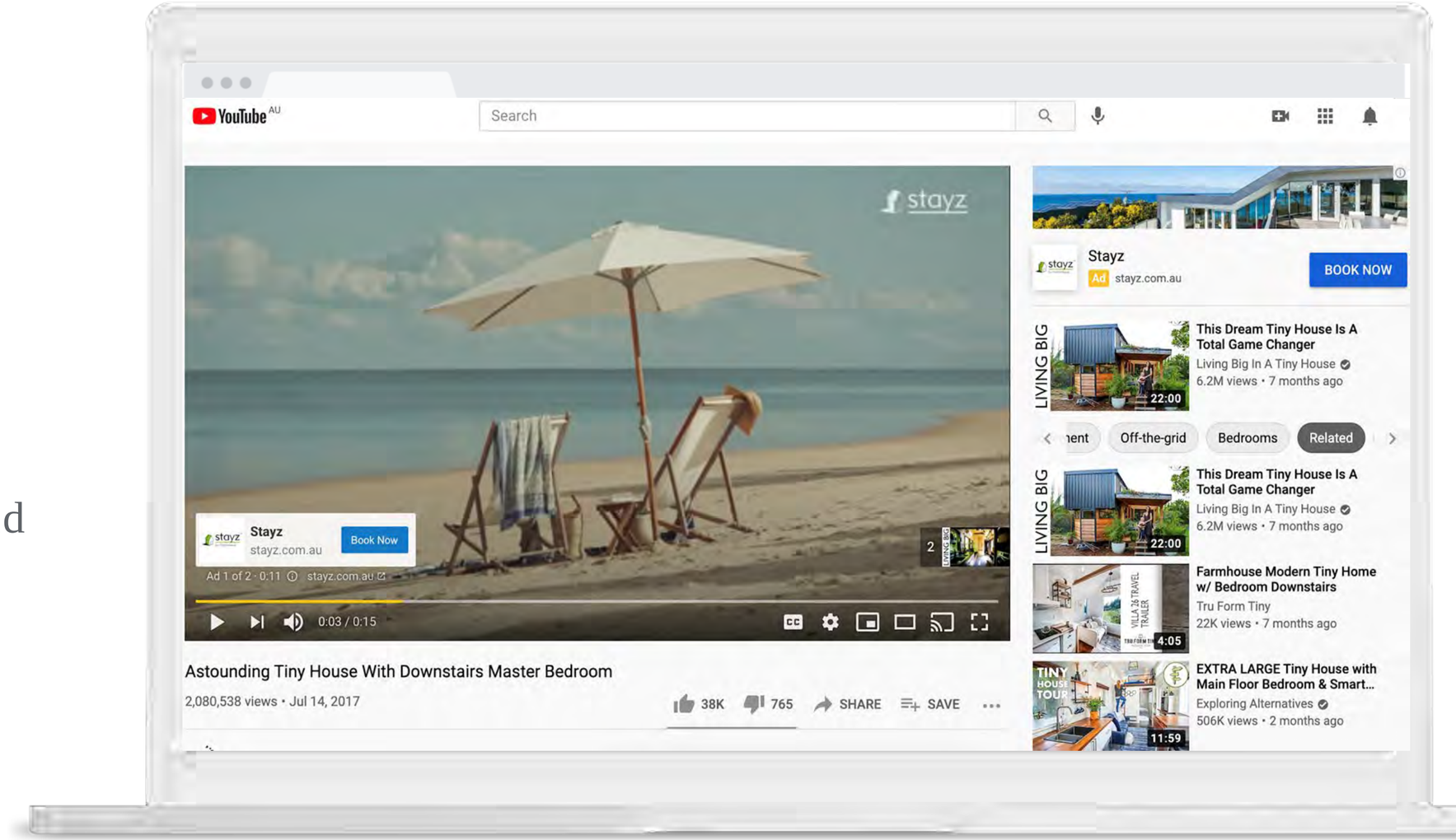
Display ads can appear when people browse the web, watch YouTube, check Gmail or use mobile devices and apps.



Ad format 04

Google Video Campaigns

With YouTube ads, you can reach potential customers and have them take action when they watch or search for videos on YouTube – and only pay when they show interest.

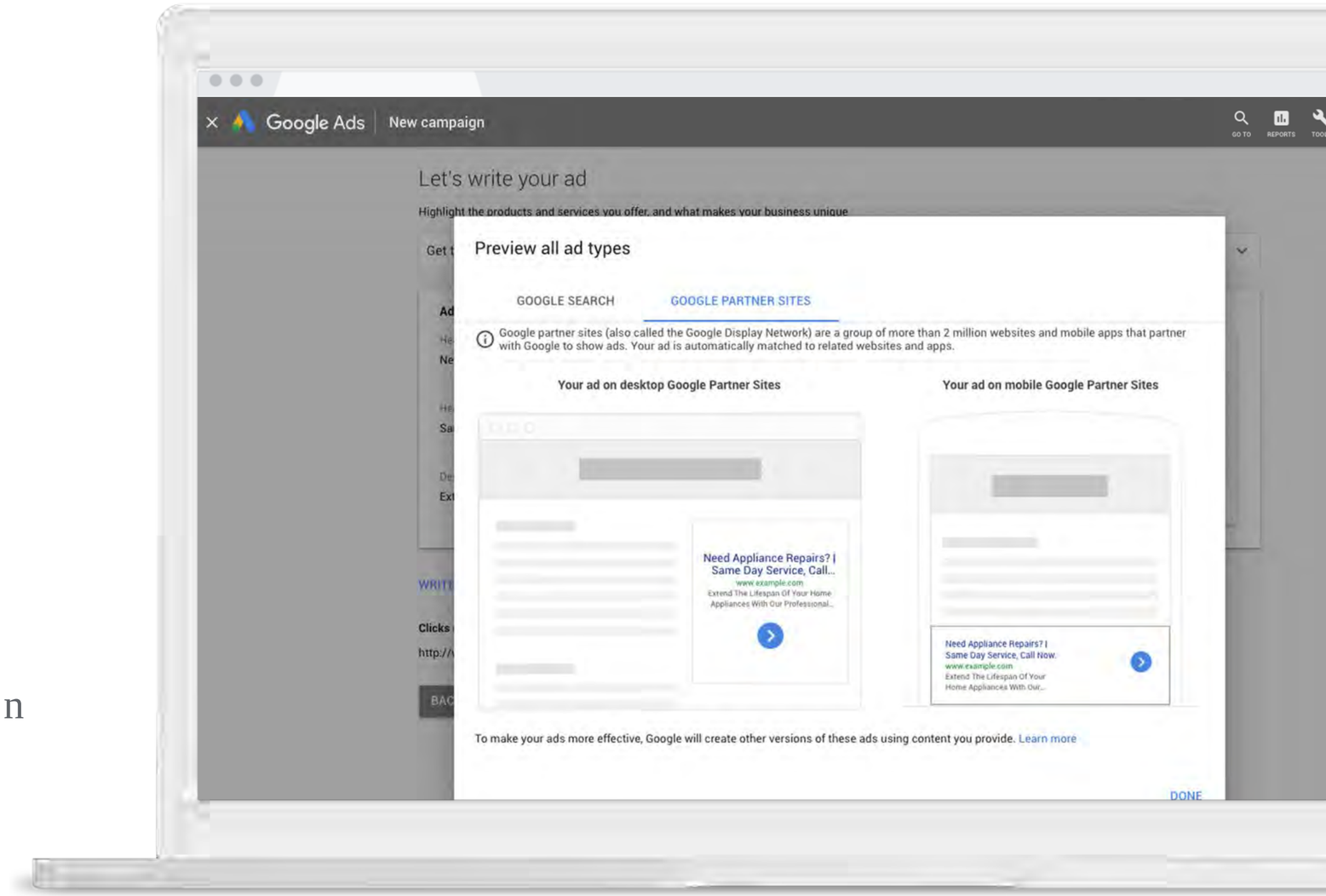


Intro to Google Smart Campaigns

Intro to Smart Campaigns

- Smart Campaigns are Google's advertising solution for small businesses.

- Powered by the best of Google's advertising technology, Smart Campaigns do the work for you and bring you results based on your campaign goal, whether that be customer calls, visits to your location or actions on your website.



Getting started with Smart Campaigns

- Smart Campaigns can be set up in just 15 minutes and then work to constantly improve your ad around your goal, measure its performance and show you clear, understandable results.

- Smart advertising can help SMBs use time effectively, bring in new customers, stay competitive, and ultimately grow their businesses.

Benefits of Smart Campaigns

1. Create an online ad quickly and easily.
2. Pay only when people click your ad.
3. Attract more customers to your website or Google Maps listing.
4. Minimal ongoing management necessary, Google Ads runs your ads for you.
5. Reach customers on desktop computers and mobile devices.
6. Review the effectiveness of your ads in your dashboard.

Creating a Smart Campaign

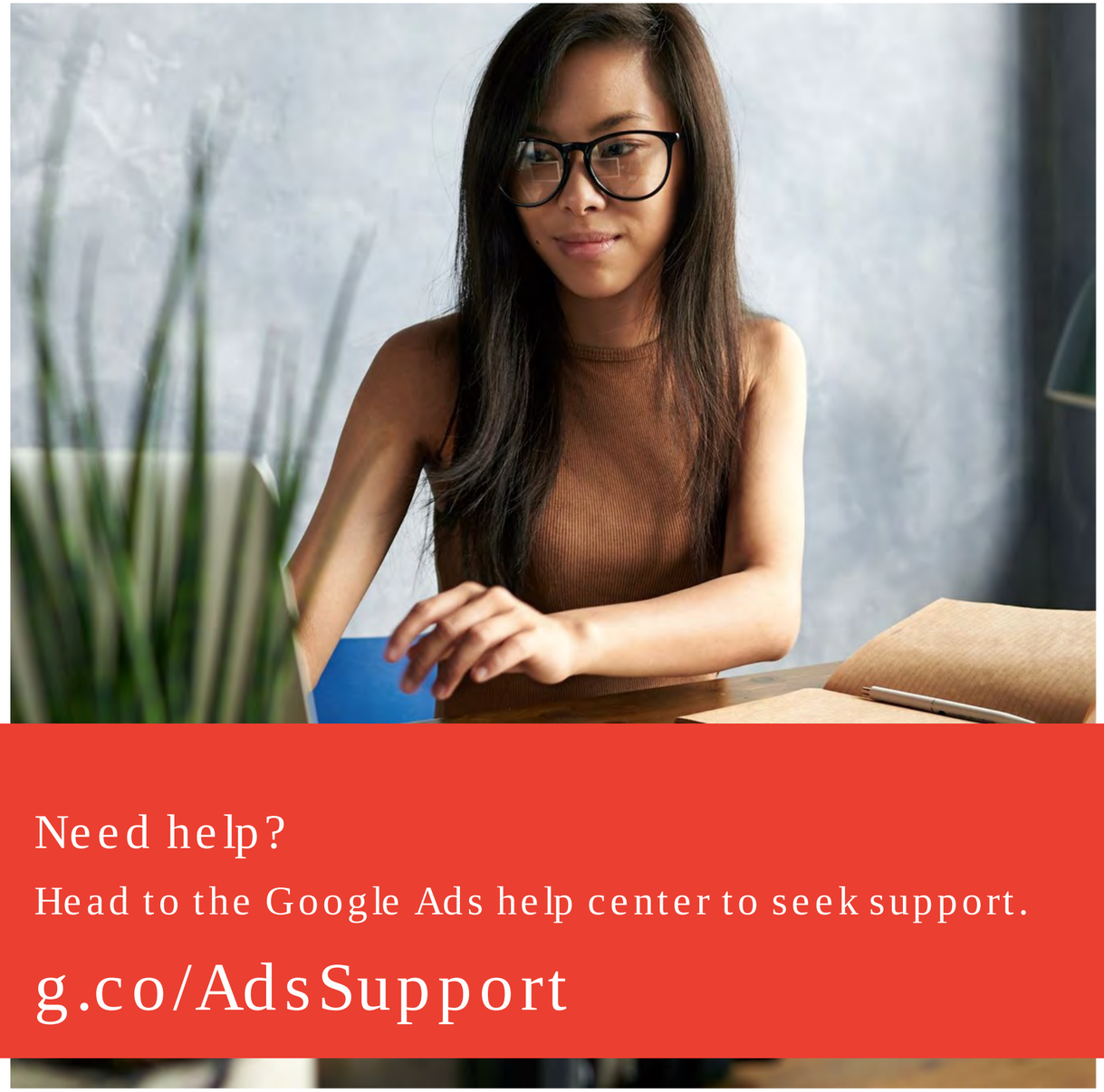
1. Select a goal
2. Decide target location
3. Describe your product or service
4. Write your ad
5. Set a budget

Recap

1. Google Ads offers you the chance to advertise across Search as well as other formats such as Display, Shopping and Video Networks.

1. Define the business goals that are relevant to your business, and get started with your first ad campaign with Smart Campaigns.

1. Get started with Google Ads and Smart Campaigns in order to reach new customers at ads.google.com.

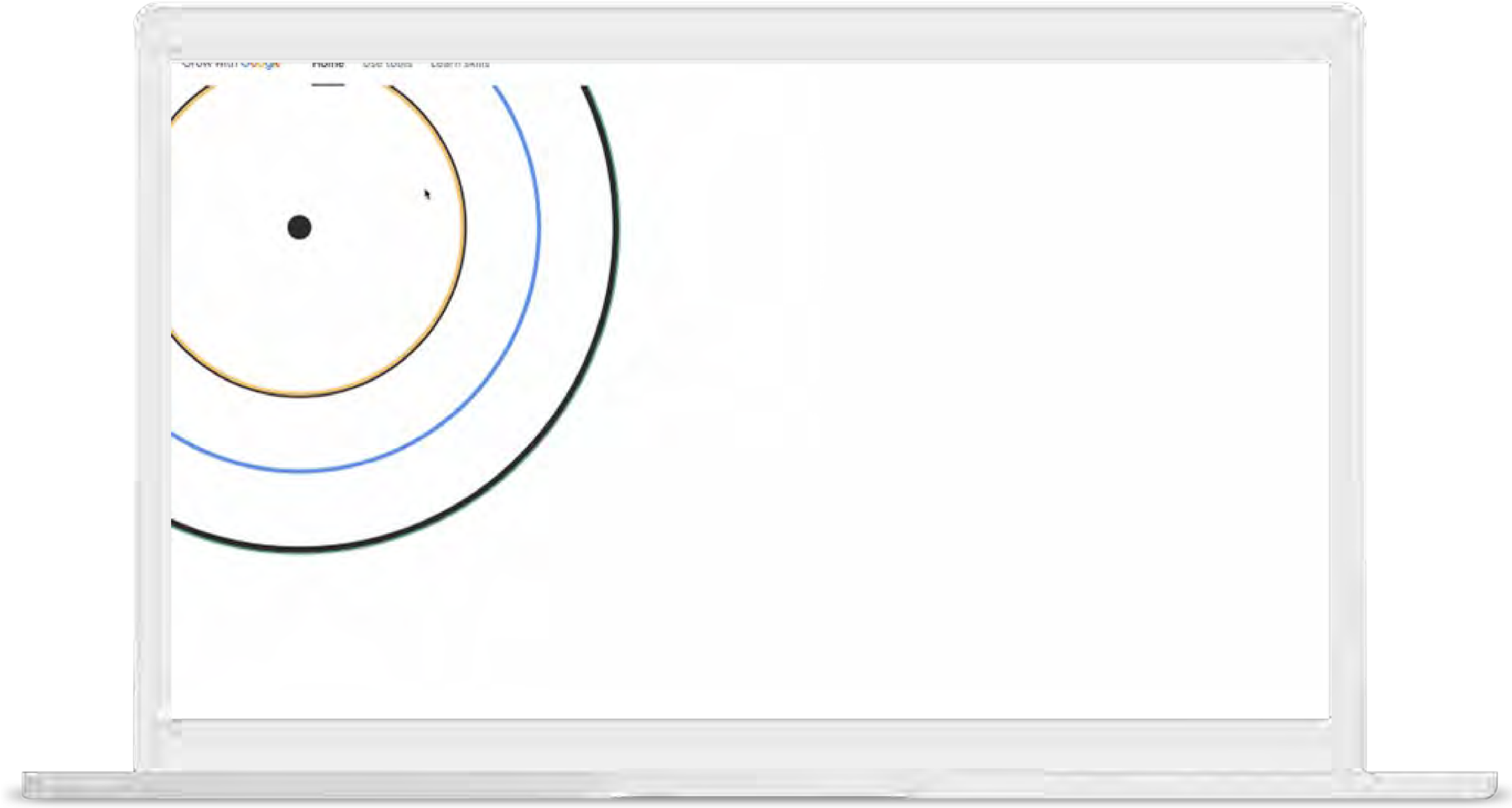
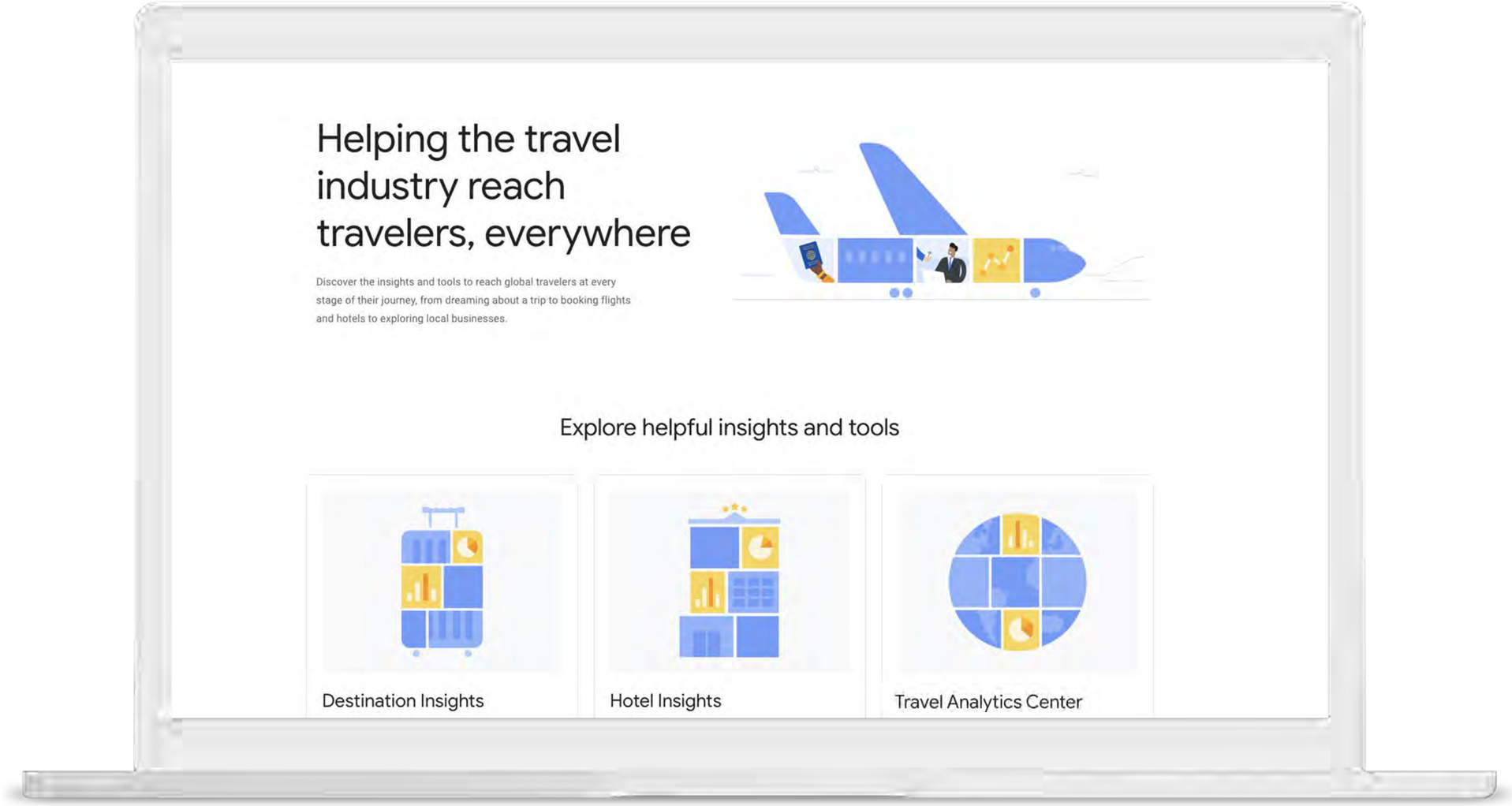


Need help?

Head to the Google Ads help center to seek support.

g.co/AdsSupport

Free resources for your business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