

## Get Your Local Business on Google Search and Maps

**Suggested audience:** Small businesses

**45m:** Presentation time

**15m:** Attendee work time

(Help them set up Google My Business and start the verification process)

[Link](#) to workshop folder

**\*Google-Supported Trainer Available\***

**Supporting our Veterans:** This presentation is offered in a [veteran-specific version](#) that showcases additional features for veteran-led businesses.

### **Description:**

Showing up when customers are searching online is more important than ever. Ensure customers can find accurate, updated information about your local business on Google Search and Google Maps, no matter which device they use. In this workshop, you will learn how to create and manage a Google business profile from start to finish.

### **In this session we'll show you how to:**

- Create or claim your Business Profile on Google
- Manage your business info across Google Search and Maps
- Use Google My Business to connect with potential customers



## Reach Customers Online with Google (60 minutes)

**Suggested audience:** Small businesses

**45m:** Presentation time

**15m:** Attendee work time

(Help them with any questions and let them try some of the tools)

[Link](#) to workshop folder

**\*Google-Supported Trainer Available\***

### Description:

Learn how your business can be found online with Google. This workshop explains how Google Search works and how you can improve a website's visibility with Search Engine Optimization (SEO). The session also introduces products like Google My Business, Google Trends, Search Console, Google Analytics, Google Ads, and more.

### In this workshop we'll discuss best practices for:

- Improving your website's visibility in Google's organic search results, on all devices
- Creating a free Google My Business listing
- Advertising your business on Google



## Learn the Basics of Google Ads(60 minutes)

**Suggested audience:** Small businesses

**45m:** Presentation time

**15m:** Attendee work time

*(Help them with any questions and allow time for discussion)*

[Link](#) to workshop folder

**\*Google-Supported Trainer Available\***

### **Description:**

In this workshop you will learn how to reach more customers and grow your business with Google Ads.

### **In this session we'll talk about:**

- How to create an account and set up an ad campaign
- How to write great ads, refine keywords, and include ad extensions
- How to measure success



## Use YouTube to Grow Your Business (60 minutes)

**Suggested audience:** Small Businesses

**45m:** Presentation time

**15m:** Attendee work time

(Help them with any questions and let them try some of the tools)

[Link](#) to workshop folder

**\*Google-Supported Trainer Available\***

### Description:

Get best practices for creating a YouTube Channel and compelling video content that promotes your products and services and drives engagement with your brand.

### In this workshop we'll discuss best practices for:

- Understanding different video formats
- How to setup a YouTube channel
- Making good creative, and how to target and measure the results



# Connect with Customers and Manage Your Business Remotely (60 minutes)

**Suggested audience:** Small Businesses

**45m:** Presentation time

**15m:** Attendee work time

(Help them with any questions and let them try some of the tools)

[Link to workshop folder](#)

**\*Google-Supported Trainer Available\***

## Description:

Discover Google tools that can help business owners work and manage their business during this time of uncertainty. Plus, get insights on more online and timely resources for small businesses.

## In this workshop we'll discuss:

- How to update critical business information online
- Keep customers informed
- Conduct virtual meetings
- Access important files from anywhere.



## Make Your Website Work for You (60 minutes)

**Suggested audience:** Small Businesses

**45m:** Presentation time

**15m:** Attendee work time

(Help them with any questions and let them try some of the tools)

[Link to workshop folder](#)

**\*Google-Supported Trainer Available\***

### Description:

In this presentation, learners will discover how to create a search-friendly website that drives user action and supports their goals. Whether launching a new website or sprucing up an old one, this workshop will help.



# Make Better Business Decisions with Analytics

(60 minute session)

**Suggested audience:** Small Businesses

**45m:** Presentation time

**15m:** Attendee work time

(Help them with any questions and let them try some of the tools)

[Link to workshop folder](#)

**\*Google Supported Trainer Available\***

## Description:

Learn best practices and analyze trends about how customers engage with your business online, then turn these insights into well-informed, actionable decisions.

