



Grow Your Business Online

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Grow Your Business Online

Featured Guest Speaker

Frederick Vallaeys

Google AdWords Evangelist

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Agenda

1. Why you should get your business online
2. Four ways to be online
3. How to measure your online success
4. Q&A

Your Customers Are Online: Are You?

✓ **94%** of consumers research products online before buying and **60%** use search engines as their go-to online shopping resource.

— Source: 2010 Compete Online Shopper Intelligence Study

✓ **97%** use online media when researching products or services in their local area.

— Source: March 2010 BIA/Kelsey consumer tracking study

✓ **75%** who are looking for a store, price or product information search online before or during a shopping trip.

— Source: 2010 Deloitte LLP Survey



How can your business take part in this?



Four Ways to Be Online

1. Website
2. Online Directories
3. Review Sites
4. Social Media



1. Website

Why create a website?

- Be “open for business” 24/7
- Showcase your products and services
- Get found by customers looking online for businesses like yours
- Promote your business to new and existing customers
- Stand out from your competition



A website is your **online real estate** – it’s where prospective and current customers can browse the products and services you provide and learn how to contact you or find your physical business location.

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2. Online Directories

- Google Places: Tell local customers about yourself
- Local Online Directories: Be in the “online yellow books”

Places for best thai food near New York, NY

- A** [Pongsri Thai Restaurant: Chelsea](#) ☆☆☆☆ - 179 reviews - Place page
www.pongsri.com - 165 West 23rd Street, New York - (212) 645-8808
- B** [Pongsri Thai Restaurant](#) ☆☆☆☆ - 138 reviews - Place page
www.pongsri.com - 106 Bayard Street, New York - (212) 349-3132
- C** [Kittichai](#) ☆☆☆☆ - 414 reviews - Place page
www.kittichairestaurant.com - 60 Thompson Street, New York - (212) 219-2000
- D** [Jaiya Thai-Oriental Restaurant](#) ☆☆☆☆ - 187 reviews - Place page
www.jaiya.com - 396 3rd Avenue # 1, New York - (212) 889-1330
- E** [Pam Real Thai Food](#) ☆☆☆☆ - 235 reviews - Place page
pamrealthaifood.com - 404 West 49th Street, New York - (212) 333-7500
- F** [Bennie's Thai Cafe](#) ☆☆☆☆ - 146 reviews - Place page
maps.google.com - 88 Fulton Street, New York - (212) 587-8930
- G** [Holy Basil Thai Bar & Restaurant](#) ☆☆☆☆ - 229 reviews - Place page
www.holybasilrestaurant.com - 149 2nd Avenue, New York - (212) 460-5557

[More results near New York, NY](#) [Rate places to improve your recommendations](#)

Mo' Map Map, stay put! Redo search in map

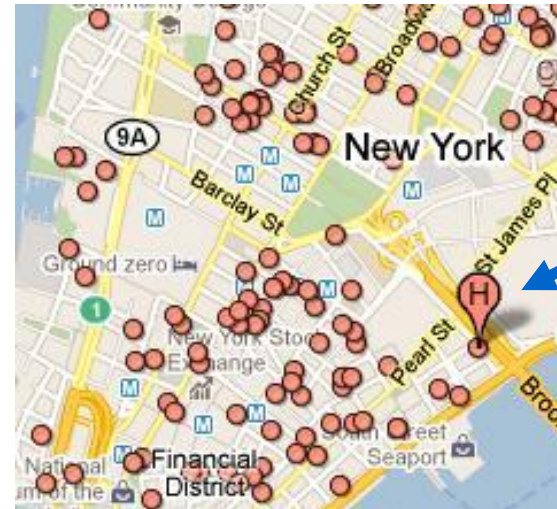
Thai Terminal
 ☆☆☆☆ 170 reviews
 349 E 12th St, New York, NY
 Neighborhood: East Village
 (212) 614-0155
 Price: \$\$

Google Places: Where It All Starts

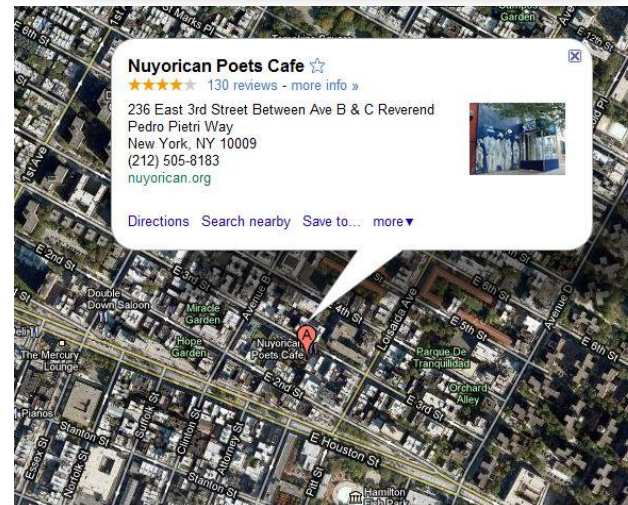
20% of searches on Google are related to location.

How Google Places works:

- People search Google.com and Google Maps to find local businesses
- Google Places allows business owners to edit or add information to put their best face forward



Your business here



3. Review Sites

Local Review Sites: Build on Positive Feedback

Providing stellar customer service may offer a huge benefit: **positive customer reviews.**

- Any review — good or bad — can offer valuable insight



Tip
Good reviews can give you an edge over competitors and help generate new business.

4. Social Media

- **Social networking sites**

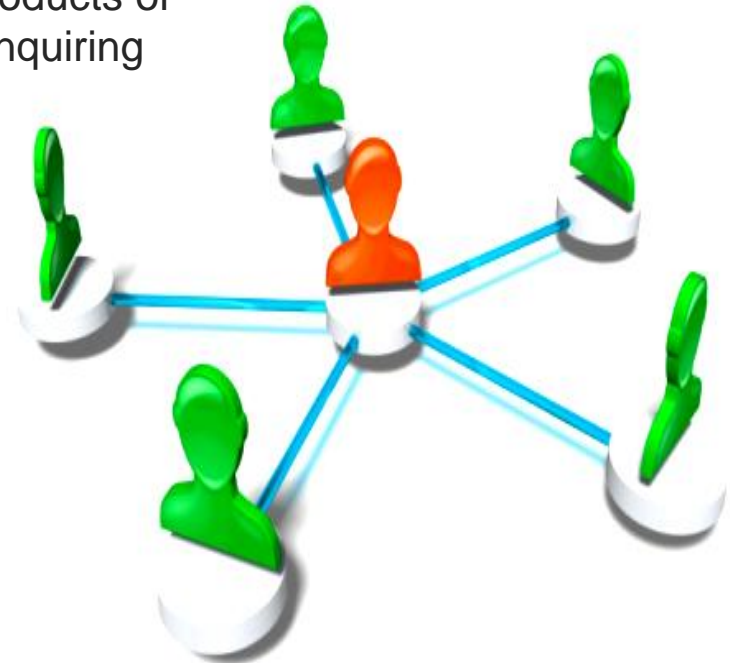
Leverage your connections, Create a Page for your business

- **Blogs**

Share your thoughts and information about your business or industry with others.

- **Forums**

Visit and provide comments on forums about the products or services you sell that others may be discussing or inquiring about.



Measuring Your Online Success: Google Analytics



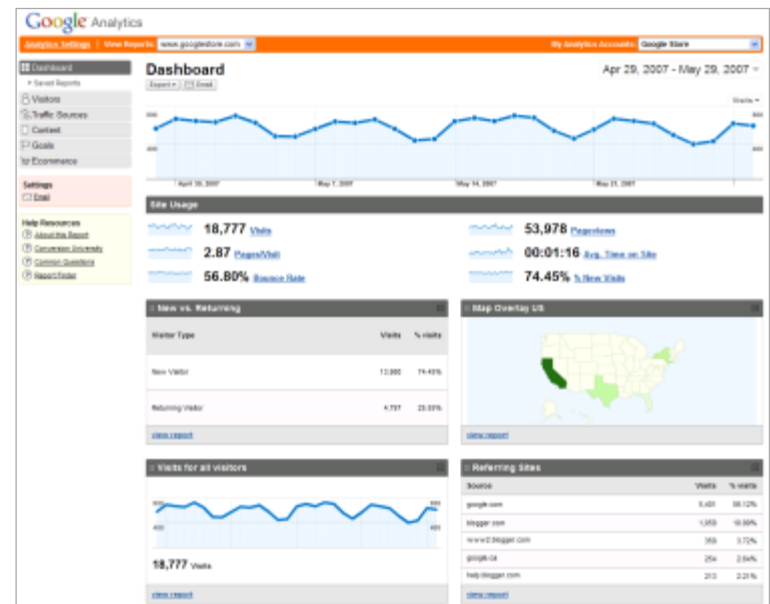
Gauge the effectiveness of your efforts

How are users engaging with my site?

How can I make my marketing campaigns more effective and accountable?

Am I creating effective content?

How do I improve site interaction?



Google Analytics: Free, quick to install and easy to use

www.google.com/analytics

Get Your Business Online Resources

- Google Places Help www.google.com/support/places
- Google Analytics Help www.google.com/support/analytics
- Google Analytics Blog <http://analytics.blogspot.com>
- Google Website Optimizer www.google.com/websiteoptimizer



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Let's Recap

Many potential customers are searching online for the products and services you offer. Be sure you are where they are looking for you!

Get Started Online with:

- Website
- Online Directories
- Review Sites
- Social Media



Measure your results along the way!






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