

RESOURCES

General Google Marketing

1. [Google Marketing for Small Businesses](#)
 - a. [Google Analytics \(free!\)](#) – how to get started
 - b. [Learning to Use Google](#) – free training on “the basics”

Think With Google/Google insights on Marketing in 2020 and beyond

2. [Think With Google](#)
 - a. [COVID in the Travel Industry](#)
 - b. [Holiday Shopping Trends](#) (can be applied to small business shopping!)
 - c. [Preparing for the Post-Pandemic World](#)
 - d. [Why Diversity and Representation Matter to Brand Success](#)
 - i. Mostly meant for agencies/larger brands, but the sentiment holds true for any brand.
 - e. [COVID-19 Business Insights](#)

SEO

3. [SEO Starter Guide](#)
 - a. Basics of SEO including a glossary of terms, how to get your site on Google, how to best organize your site, etc.

Google My Business

4. [Google My Business](#)
 - b. [Marketing Kit](#)
 - c. [Google My Business Tips for Small Business during COVID](#)

SEM/Paid Search

5. [Google Ads \(Paid Search\) Help](#)
 - a. The above link covers everything including setting up a new account, billing, ad copy, ad extensions, management tips, how to measure results, Coronavirus updates etc. The search functionality of this site is great and really is a great resource for anything (we use it all the time!).
 - b. Also there is a “recommendations” tab on the left side of Google Ads that will give you some great tips to optimize your campaigns.
 - c. Finally, don’t shy away from asking Google for help directly. Even as “experts”, we use the **chat question** functionality as well as the **help phone number** in Google Ads and we are able to resolve any and all Google Ads questions very simply.