

Make Your Website Work for You

In today's business climate, it's more important than ever to have a professional website. Aside from promoting products and services, websites are great for creating brand visibility, driving online customers to your store, and building strong connections with your target audience.

The best websites should be **goal-oriented, organized, useful, functional, intuitive, and search-friendly.**

- ✓ **Goal Oriented**
How will your business grow?
Use Google Analytics to gain valuable insights that help you make more strategic business decisions.
g.co/analytics
- ✓ **Organized**
Is your site easy to navigate?
Get personalized tips for improving your online store.
g.co/growmystore
- ✓ **Useful**
Does your website provide useful content?
Learn how to understand your target audience and tailor your site to their needs.
g.co/primer/fromhome
- ✓ **Functional**
Does your website do useful things?
Create tools that allow your site visitors to take actions.
forms.google.com, calendar.google.com
- ✓ **Intuitive**
Is it easy to use your site on all devices?
Run your free mobile speed report to better understand the user experience for your audience.
g.co/testmysite
- ✓ **Search-friendly**
Can search engines find your website?
Monitor, maintain, and troubleshoot your site's presence in Google Search.
g.co/searchconsole



What is SEO and why is it important to your business?

Search Engine Optimization (SEO) refers to the techniques that improve your website rank in Google search results, and attract higher quantity and quality website visits to grow your online presence.

1

Make your website more visible to those who can benefit from your product, service or brand

2

Connect with consumers making immediate buying decisions

3

Increase the number of potential customers who see your website in search results

Additional Resources

G Suite Training

g.co/cloud/gsuite/certification

Sharpen your G Suite knowledge with Applied Digital Skills lessons. Gain deeper knowledge on using Drive, Gmail, Google Meet, and more.

Google Skillshop

g.co/skillshop

Master the Google tools you use to grow your business. Develop skills you can apply right away, with free e-learning courses in marketing applications like Google Ads and Google Analytics.

Google Primer

g.co/primer/fromhome

Get quick, easy lessons on your phone, on topics like creating a strong business website and making your website work hard for you. Learn whenever you have a few minutes free, even on the go.