



Free Google Tools for Your Business

The tools below can help you gain more visibility for your business on the most popular search engine. If you haven't already, create a Google account at accounts.google.com/signup and get started today!



What is it?

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

Where to find it?

google.com/business

How can it help your business?

Customers can reach out to your business directly from search results with Google My Business provided links. You can also manage and respond to all Google reviews for your business as well as add photos, promotions, messages and more to help your search result stand out.

Google Search Console

What is it?

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues and make your site shine in Google Search results.

Where to find it?

search.google.com/search-console/about

How can it help your business?

Review Search Console data to optimize your site content to match searcher's queries. Also, ensure your content is fully indexed in Google and get alerts if any SEO issues arise.

Google Page Speed

What is it?

PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

Where to find it?

developers.google.com/speed/pagespeed/insights

How can it help your business?

PageSpeed Insights provides a performance score for any page on your website for both desktop and mobile. The report allows you to diagnose specific elements of a web page causing slower load times and identify areas for improvements.

Google Alerts

What is it?

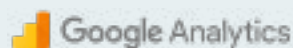
Monitor the web for interesting new content about your industry, your competitors and your own business.

Where to find it?

google.com/alerts

How can it help your business?

Receive Google Alerts as they happen or daily/weekly digests. Stay on top of industry trends and ahead of the competition.



What is it?

Analyze and measure the visitors on your website in in-depth detail.

Where to find it?

analytics.google.com/analytics/web

How can it help your business?

Track ROI of all of your digital marketing efforts with Google Analytics and better understand the behaviors of your customers/prospects across your web properties.



What is it?

A collection of Google's advertising products that can get your message in front of customers while they are searching the web, browsing third-party websites or watching videos on YouTube.

Where to find it?

ads.google.com

How can it help your business?

Get in front of customers when they search for your product/service. With Google Ads, you only pay for results like clicks or calls to your business and you can track the ROI of your campaign with conversion measurement.



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