

# Your Digital Essentials Guide

Explore the top things to do now to help your small business succeed online.

1 BE FOUND ON GOOGLE

# Stand out on Google with your free Business Profile



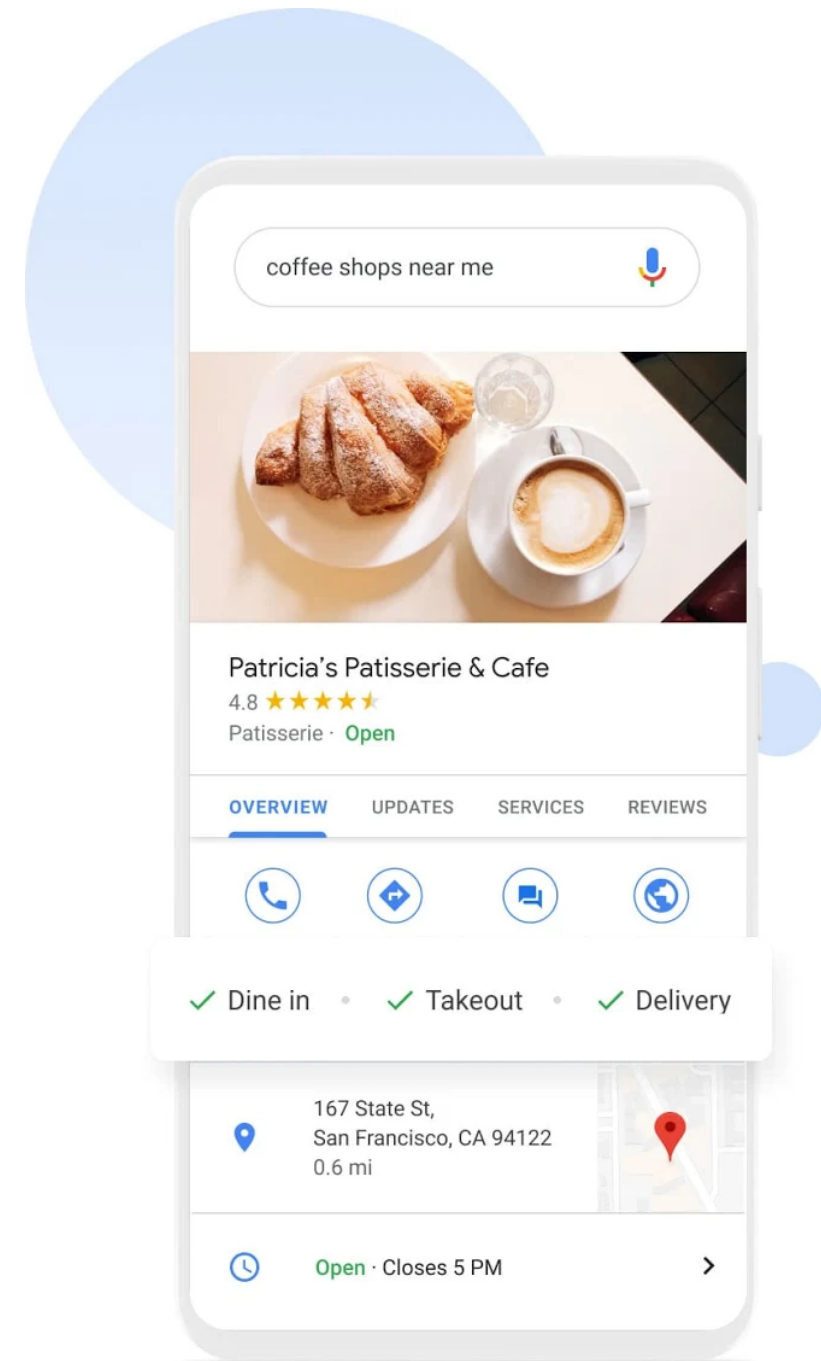
Over 70% of consumers use Google Search to research before they make a purchase<sup>1</sup>

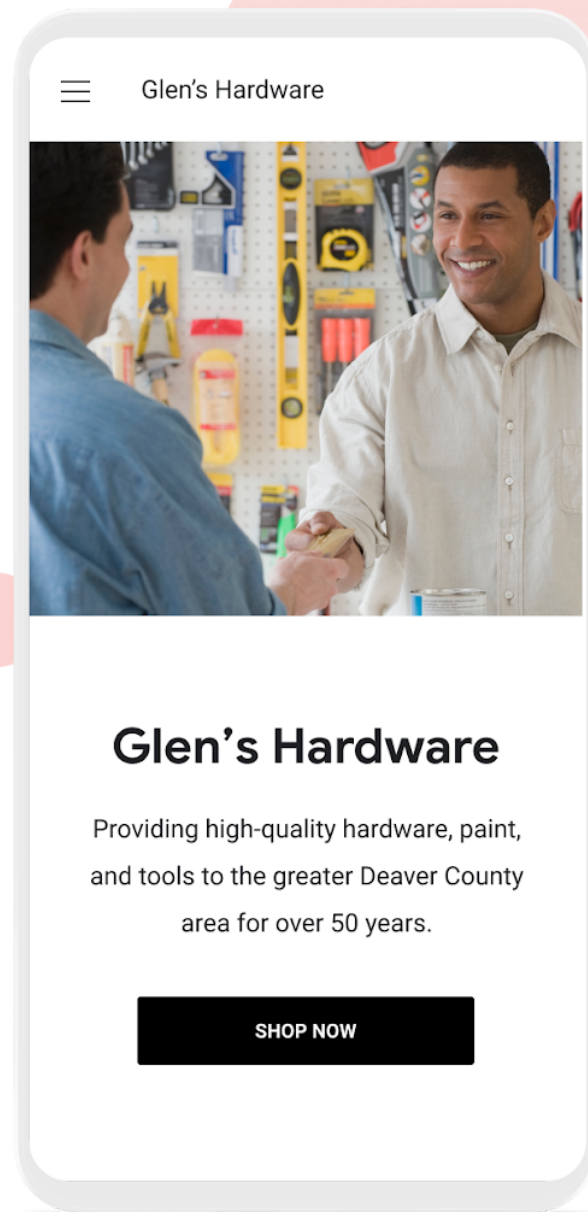
If you serve local customers, your business profile can appear when customers search for your business or services on Google Search and Maps.

- Customize your profile with photos, your logo, and more
- Highlight your products and services
- Respond to reviews

[Claim my free profile](#)

[Learn more](#)





## 2 DO BUSINESS ONLINE

# Build your online home with a website



of consumers agree that they expect all businesses, including small businesses, to have a website.<sup>2</sup>

Explore how to create a website and make sure that it shows up on Google. We'll show you how to get started with a domain and site builder.

[Build a website now](#)

Already have a website?

[See how to make it easier for people to shop with you.](#)

3 WORK SMARTER

# Create a business email address



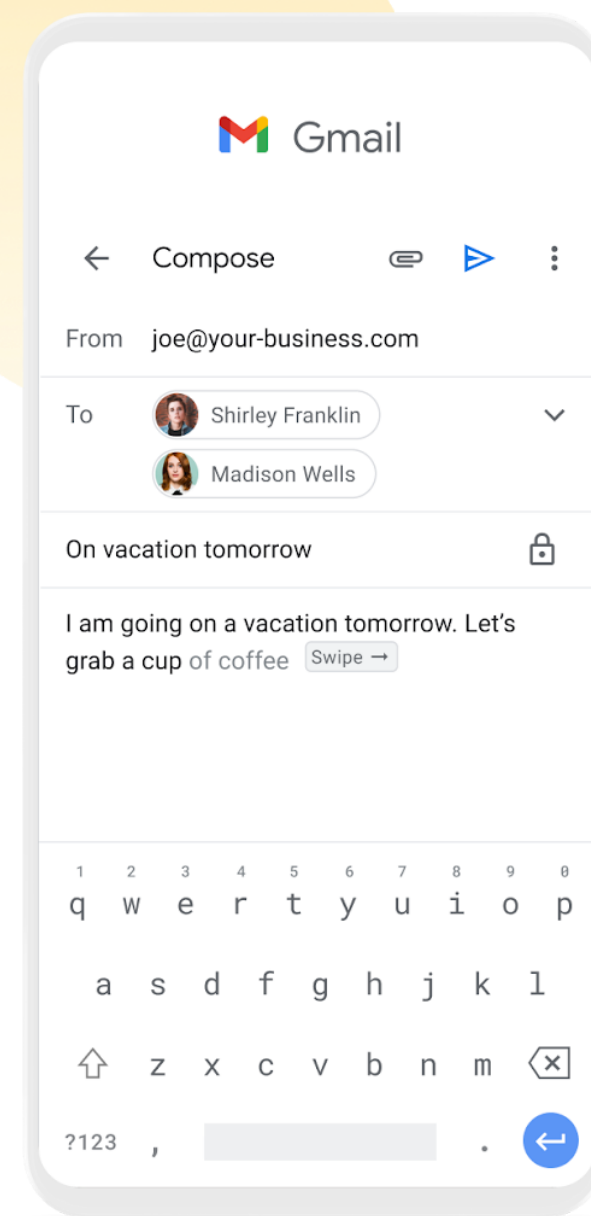
of small businesses say they're looking for ways to save time at work.<sup>3</sup>

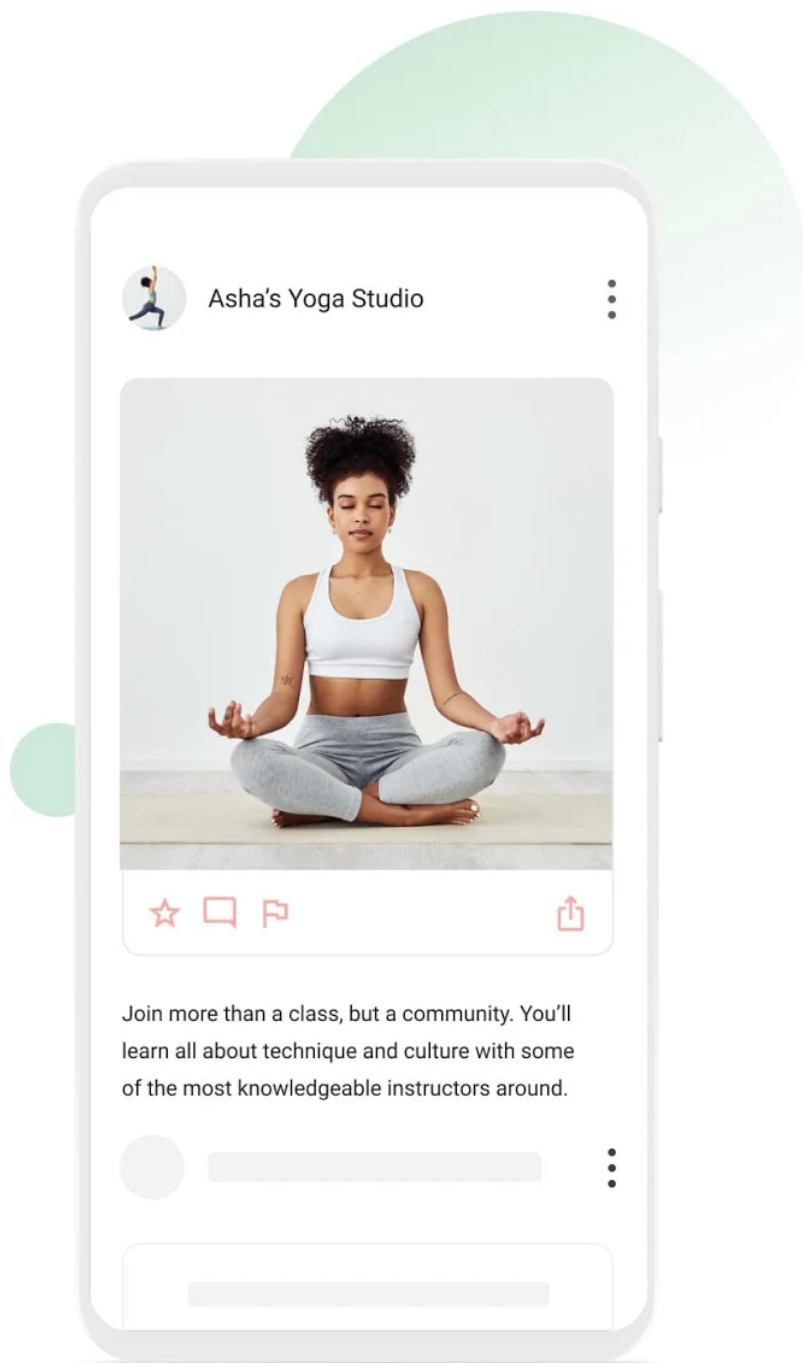
If you're just starting out, you can create a free Gmail address like mybusiness@gmail.com for your business so that you can communicate over email.

Create a Gmail address

Want a custom address like joe@your-business.com?

[Get Google Workspace starting at \\$6/user/month.](#)





#### 4 REACH CUSTOMERS

## Engage customers and build loyalty with email and social media



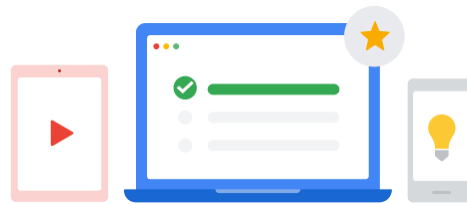
60% of US consumers say that supporting small, family-owned or local businesses is important to them.<sup>4</sup>

Email marketing can be a powerful way to build relationships and proactively reach out to customers with offers and info. Learn how to create effective marketing emails.

[Get email marketing basics](#)

Social media channels and online video platforms, like YouTube, can help you build a two-way conversation to connect with current and prospective customers to understand their needs and encourage purchases.

[Create a social media plan](#)



# You've now got the essentials

Continue to improve with our free educational lessons.

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<sup>1</sup> Google/Verito, Journey Finder, U.S., March 2018–July 2018

<sup>2</sup> Google/Ipsos, SMB Value of Websites Among Consumers, US, May 2018, n of 1,510 US consumers aged 18-64

<sup>3</sup> Google/Ipsos, The Value of a Website with SMB Decision-Makers, May 2018

<sup>4</sup> Google commissioned Ipsos COVID-19 tracker, US, ~n=900 online consumers 18+. April 22-25, 2021