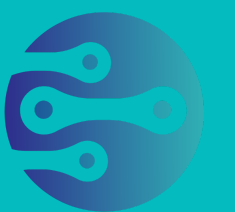


Digital media platforms: Google



How to use Google easily, effectively and to boost your company's presence. Anyone can do it, use the digital age to your company's benefit.



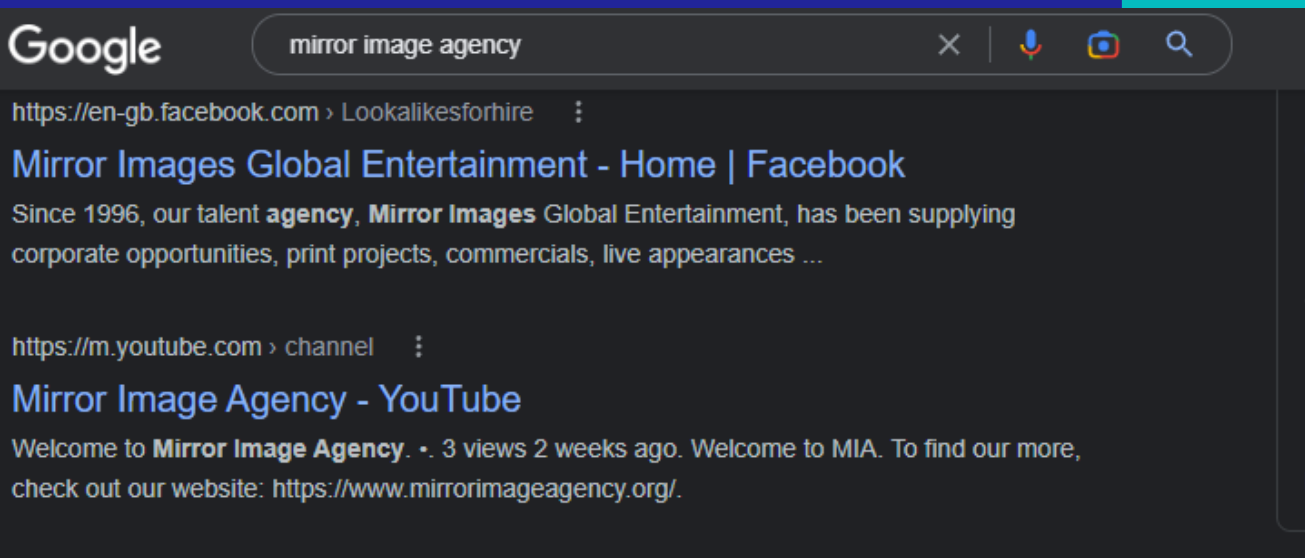
Mirror Image
Agency

What is Google?

Google is a popular internet search engine. It scans the web to find web pages that are relevant to the words you have typed in the search box. You can use Google to boost your company in different ways: SEO (Search engine optimization) and Google advertisements.

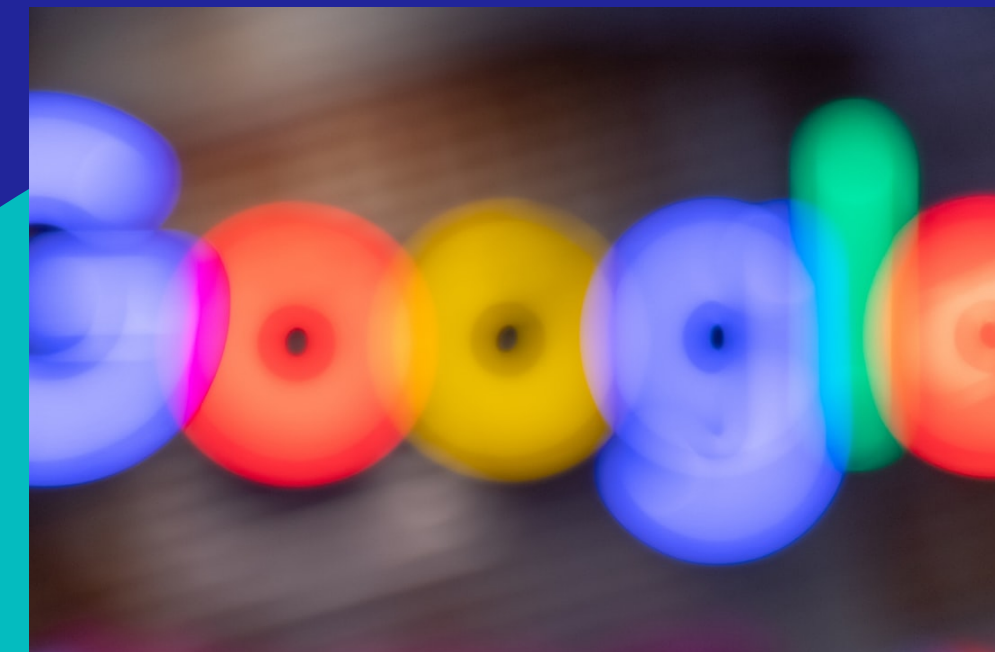


SEO?! Google Ads, what does this mean?!



SEO

SEO is the practice of allowing for you website to rank higher on a search engine results page so that your page receives more traffic. The overall goal is to rank on the first page of Google results so you have a higher chance of reaching your target audience.



Paid Google ads

Your text, image and video ads appear on the Google Display Network. This is a collection of websites. Such as, Google Finance, Gmail, Blogger and YouTube, also includes mobiles websites and apps.

What are the benefits?



Finding customers

Finding networking partners

Earning credibility

Creating visibility

Announcing events

Promoting your product and services

Driving traffic to your site

Having sales conversations

Create a base of raving fans

Creating effective content tips



1. Set a clear objective.
2. Build a great structure.
3. Rack up a high quality score.
4. Target long tail keywords.
5. Optimize your landing page.
6. Automate where you can.
7. Write compelling, genuine ad copy.
8. Make sure your ad is relevant.
9. Leverage Google snippets.
10. Try Google Display ads.

Paid advertising - explained

Lets make this more fun. I'm not going to bore you to death with a wall of text explaining paid ads, ad spend, funnels, ad campaigns, ROI etc etc etc - boring, boring, boring!

Instead, I'm going to list you the best content creators that have dedicated themselves in providing the best and exciting content.

Sure, we can do the work and explain it to you, but that would be a super boring experience.

The whole goal here isn't for us to flex knowledge on you, its for you to feel comfortable within yourself to action it for your company. Anyone can do it, not just flashy and trendy teens!

Best YouTube channels:

HubSpot marketing
-<https://blog.hubspot.com/marketing/google-adwords-ppc>

Google Help -
<https://support.google.com/google-ads/answer/2567043?hl=en-GB>

Clicks Geek - <https://www.youtube.com/watch?v=JujaRC3aXt8>

Hurrdat Marketing -
<https://hurrdatmarketing.com/digital-marketing-news/google-ads-your-introduction-to-google-paid-search/>

Ahrefs - <https://ahrefs.com/blog/what-is-seo/>

Digital Marketing Institute -
<https://digitalmarketinginstitute.com/blog/what-is-seo>

Your turn!

Congratulations, you now know the basics of Google advertising and how to create your effective page.

Even if you have made one in the past before, I hope this has helped you give you a bigger perspective on why Google is so important in the digital age and how you can take advantage of it.

Need help? You can contact us at info@mirrorimageagency - Please dont hesitate to ask for help or any questions you may have.

Learn more about us: www.mirrorimageagency.org



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