



5 key steps to Digitize Your Business



1. Build your online digital presence and keep your customers informed with [Google My Business](#)
2. [Create a website](#) and enhance your site speed with Google's [Site Speed Tool](#)
3. Learn about your most valuable customer and grow your business from insights with [Google Analytics](#)
4. Reach more customers and grow your business with [Google Ads](#)
5. Showcase your business with video and connect with people who are interested in what you have to offer with [YouTube](#)

Read further for our full list of available resources & tools



Google Guide for Small Businesses

[Helping your business through COVID-19](#)

EXTERNALLY SHAREABLE

Last updated Dec 2020



Google My Business

1

[GMB Overview](#) - Attract and connect with customers for free

[GMB 101 + COVID-19 Guidelines](#) - Optimize your GMB profile

[Local Opportunity Finder](#) - Get personalized GMB Tips

[Skillshop](#) - E-learning course to discover how GMB can support your business

[GMB Help Centre](#) - Troubleshoot any issues



Page Speed Insights

2

[Page Speed Tool](#) - Determine your site speed

[Page Speed Optimizations](#) - Get tips to improve your speed. Sign in to track your progress over time

[Developer guide](#) - Guide on mobile development, everything from getting started to debugging rendering problems

[Principles for a Good Site](#) - Google's UX Research Lead conducted a study uncovering 25 mobile site design principles



Google Analytics

3

[Google Analytics Overview](#) - Overview, benefits and features of Google Analytics

[Skillshop](#) - E-learning course to learn about Google's measurement tools

[Google Analytics Features](#) - Overview of how to access & read reports

[Google Analytics Help Centre](#) - Troubleshoot any issues



Google Ads

4

[Google Ads Overview](#) - Learn how to reach more customers with affordable online ads (search, display and video)

[Skillshop](#) - E-learning course to help navigate Google Ads

[Google Ads Support](#) - Support for general Google Ads questions

[Google Ads Tutorials](#) - Support tutorials in video format



YouTube

5

[YouTube Creator Academy](#) - General education for creators
[YouTube Advertising Playbook](#) - Guide to make expert YouTube videos

[Skillshop](#) - E-learning course covering the basics of Google ads video

[YouTube Help Centre](#) - Troubleshoot any issues

[YouTube Analytics](#) - Overview of how to access & read reports

[YouTube Video Ad Builder](#) - Free tool to build YouTube ads



SEO

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[SEO Starter Guide](#) - Complete overview of the basics of SEO

[Search Console Help Centre](#) - Learn how Google discovers, crawls and serves web pages



Market Finder

7

[Market Finder](#) - identify new potential markets for expansion.



Google Trends

[Google Trends](#): Understand trending topics on Google Search and gain consumer insight

[Google Trends Lessons](#): Learn how to use Google Trends

[Google Trends for marketers in a dynamic environment](#): When market dynamics change rapidly, Google Trends can help you see how people's needs are evolving.



Coaching/ Education

[ShopHERE](#): Provides independent small businesses with a quick, easy and no-cost way to get selling online.

[Virtual Coaching Sessions for Businesses](#) : Grow with Google Virtual coaching sessions for businesses to help with: Google Ads, Google Analytics, Google My Business, Google Productivity Tools, and general Resume Tips.

[Grow with Google on Air](#): New products, best practices, and expert advice. Register for livestreams, or watch previous events.

[Google Primer App](#): Bite-sized lessons to better your business. Mobile app that offers quick, easy lessons to help business owners grow skills and reach their goals.



Support/ Offers

[GMB Marketing Kit](#): New COVID-19 assets are now available in Canada for the GMB Marketing Kit.

[GMB Website Builder](#): We'll help you create a beautiful website to engage customers

[Google Partner Offers for Small Businesses during COVID-19](#): Promotions from Google partners who help bring SMBs online, simplify delivery services & offer expertise.



Google Maps Updates

[Updates on Google Maps and Search to help businesses adapt](#): Updates will help businesses get the support, adapt operations and quickly update customers.

[Google Maps tips anyone can use to help small businesses](#): Report a place as re-opened and edit other helpful information, buy a gift card, leave a donation and more.