



Google™



Digital Business Strategy

- Introduction - Serving Business
- Define aims and goals
- Have an effective presence
- Promote Online
- Test and measure
- Respond and improve





Google™

Facts



- 2004 IPO shares cost \$85, sold 19.6 million
- 2017 price : \$958 US ea
- In 2017, employ 61,800 people and worth \$102 billion
- Generally know for search engine but also have a philanthropic arm (google.org)
- Other products



Google Products



- Name ten Google products



Google Products



Get answers



Search

Get instant answers on the web and on your phone.



Maps

Get GPS navigation, traffic alerts, transit directions, and more.



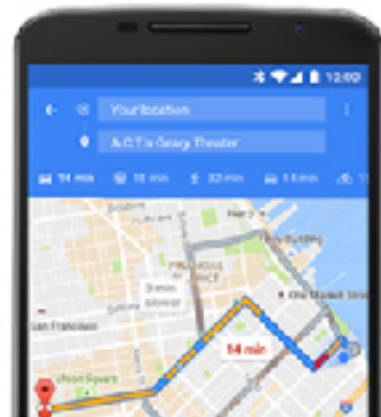
Translate

Speak, scan, type, or draw to translate in over 100 languages.



Chrome

A fast, simple, and secure browser for the modern web.



Google Products



Watch, listen, and play



YouTube

Discover, watch, and share your favorite videos and music.



Google Play Music

Subscribe to access millions of songs, on demand and ad-free.



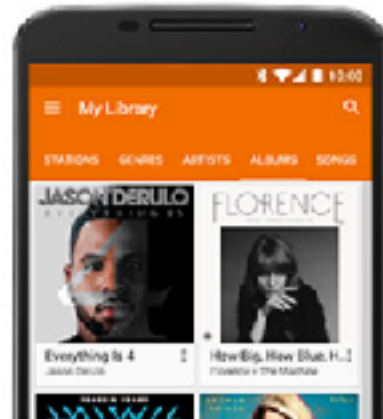
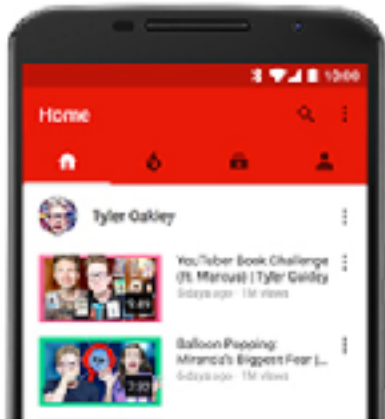
Chromecast

Stream movies, music and more from your phone to your TV



Google Play Movies & TV

The newest releases, plus all your favorites, even on your TV.



Google Products



Do more with devices made by Google



Pixel
Phone by Google.



Google Home
Hands-free help from the Google Assistant.



Daydream View
High-quality mobile VR with a headset and controller.



Google Wifi
A Wi-Fi system that gives you fast, reliable coverage, in every room.



Google Products



Stay connected across screens



Android Phones

All kinds of devices for all kinds of folks.



Android Wear

Watches for every style.



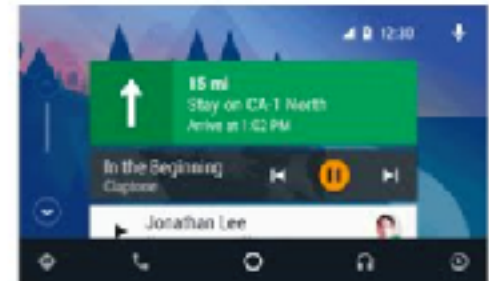
Chromebook

Easy-to-use laptops with long battery life.



Android Auto

Voice commands, navigation, and music — now in your car.



Google Products



Organize your stuff



Photos

All your photos, organized, and easy to find.



Contacts

Your family and friends' addresses and numbers, together at last.



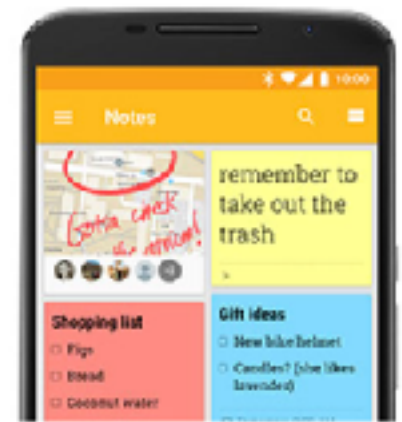
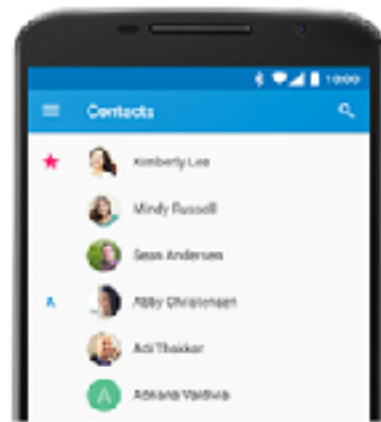
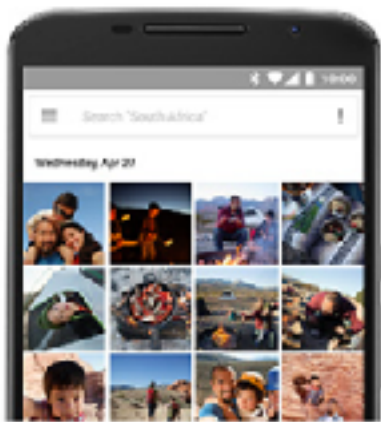
Calendar

Organize your schedule and share events with those in your life.



Keep

Save your thoughts as notes, lists, and voice memos from anywhere.



Google Products



Work smarter



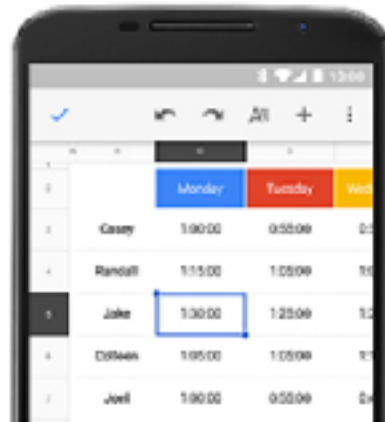
Docs

All your documents, editable and shareable, wherever you are.



Sheets

Make your data count with spreadsheets you can edit anywhere.



Slides

Tell stories with presentations you can create and take anywhere.



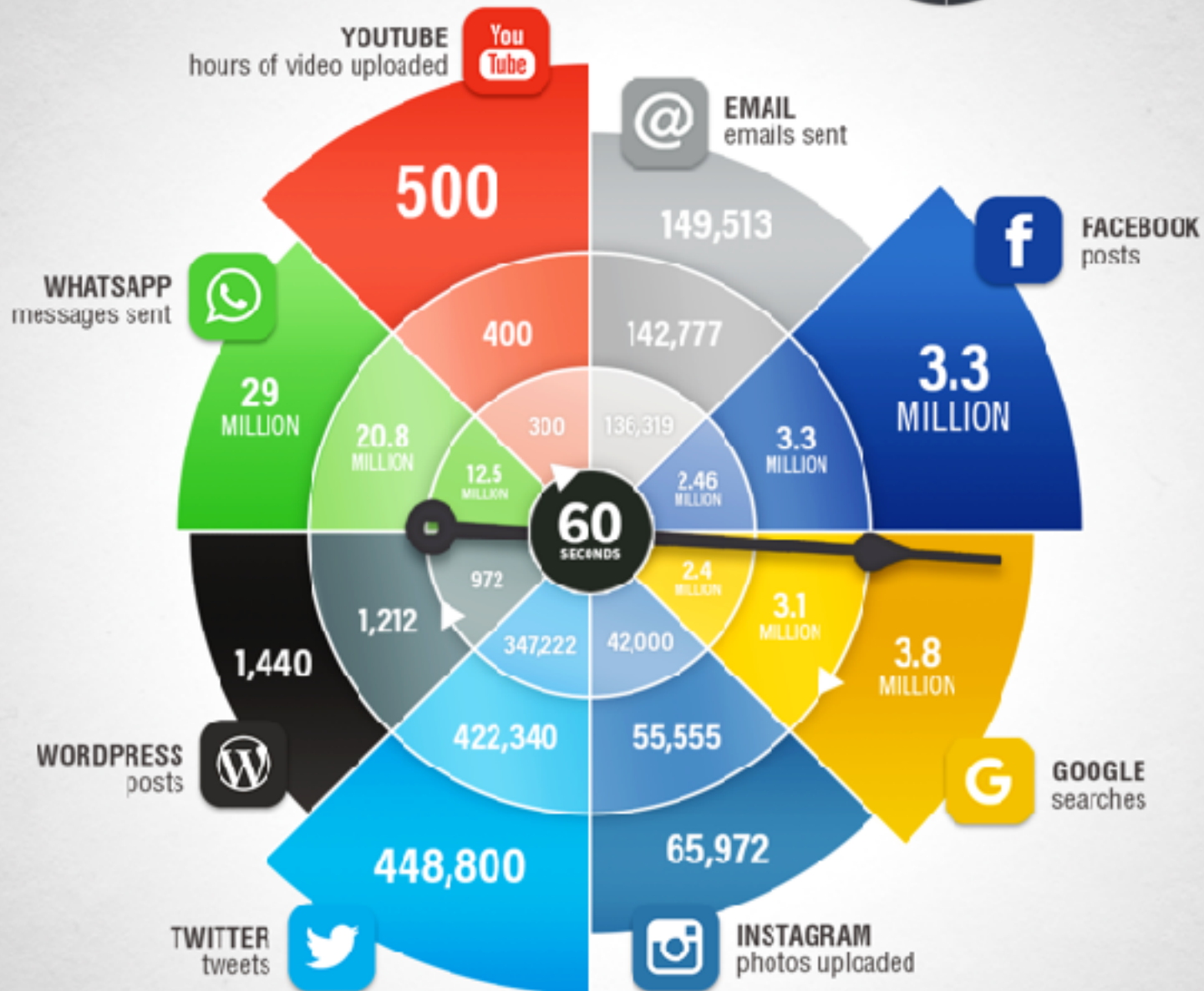
Drive

A safe place for all your files.



What Happens Online in 60 Seconds?

Managing Content Shock in 2017



Google Products



Google My Business



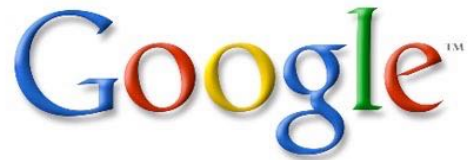
Google Best Practices



Google AdWords



Google Analytics



netpresence.com.au/parramatta-2018b

The screenshot shows a website page with a dark blue header. The header contains the NetPresence logo on the left, a navigation menu with items: Home, Digital Business Strategy, Web Services, Digital Marketing, About, and Contact, and a phone number (02 4722 6155) and email (info@netpresence.com.au) on the right. The main content area is split into two columns. The left column is titled 'Presentation Slides' and contains a paragraph: 'The slide decks used at the presentation can be found below.' Below this are five horizontal lines, each with a blue link: 'Google Intro', 'My Business', 'Google Best Practices', 'Google AdWords', and 'Google Analytics Insight'. The right column is titled 'About the Workshop' and contains two paragraphs of text. The background of the page features a vertical image of a tree trunk.

02 4722 6155 info@netpresence.com.au

Home Digital Business Strategy Web Services Digital Marketing About Contact

Presentation Slides

The slide decks used at the presentation can be found below.

- [Google Intro](#)
- [My Business](#)
- [Google Best Practices](#)
- [Google AdWords](#)
- [Google Analytics Insight](#)

About the Workshop

The City of Parramatta Council, in partnership with the Western Sydney Business Centre, is offering the Small Business Workshop Series; a program of workshops designed to guide those interested in starting, developing or growing a small business in the Parramatta Local Government Area.

Workshops are delivered as stand-alone sessions, allowing participants to select which topics will be most beneficial to them and their businesses.



Google™