



Google™

Online Success Tools

Google offers plenty of helpful tools for marketers everywhere and it's good to know that you can use all of them on just one login. Businesses should certainly look to take advantage of these tools, especially as the following tools are all free to use!

Google Authorship

You will need to create a Google plus account and have a good headshot photograph of yourself to get going with this. The installation process can be quite difficult but once done it is well worth it. It works as a method to display authorship information in search results for the content you create. Your picture appears next to your website, blog link in search results. Increases traffic and conversions because of the personalisation.

[LINK TO RESOURCE](#)

Rating ★★★★★

Google Adwords



Google AdWords is free to use, but if you're not getting enough traffic through organic search then you should consider undertaking a paid search campaign. Essentially you can bid for a specific set of one or more keywords and dramatically increase the amount of traffic your website generates. The fact is, businesses are reliant on Google to generate the highest level of exposure, so launching an effective PPC campaign could be exactly what you need to get your website out there.

[LINK TO RESOURCE](#)

Rating ★★★★★

Adwords Keyword Tool

This is an extremely useful tool for PPC, SEO purposes and for keyword research, this tool can help you select which keywords generate the most traffic and what has the most competition to help configure the ideal keywords for your website to target. It will also suggest additional keywords that are suitable to your business.

[LINK TO RESOURCE](#)

Rating ★★★★★



Google Alerts



Google Alerts offers a useful way to stay on top of the latest news relevant to your market, you can use the tool to let you know when a specific search term is mentioned and choose to have updates as they happen, every day or every week. You can have alerts delivered straight to your email inbox or your RSS reader.

[LINK TO RESOURCE](#)

Rating

Google Analytics



This is one of the most advanced tools that Google offers and is particularly useful as far as online marketing, web development and blogging is concerned. You can use Google Analytics to learn more about your audience, your traffic sources, your level of social engagement and much more. This is definitely one of the most useful tools on the web for marketers.

[LINK TO RESOURCE](#)

Rating

Google Calendar



This tool offers an easy way to keep up with events in your business' calendar, you can share events with your coworkers or fellow clients, and you can also set reminders and alerts via email for important events.

[LINK TO RESOURCE](#)

Rating

Google Docs (Drive)



Google docs offers an excellent way to share documents, spreadsheets, presentations and tables with your fellow employees, which can be edited in real-time. This also saves on the amount of paper you need to print and distribute in the office, since any important document can be shared digitally.

[LINK TO RESOURCE](#)

Rating

Google Plus



Google's social media platform has developed significantly in recent years, with around 500 Million registered users. The search engine is ensuring the social network is incorporated into almost every aspect of the web, your Google+ presence is now an important ranking factor.

[LINK TO RESOURCE](#)

Rating

Google Trends

This tool offers an excellent way of tracking and monitoring what's trending on the web, which makes Google Trends incredibly useful for blogging purposes and for joining in the discussion on a topic relevant to your business.

[LINK TO RESOURCE](#)

Rating

GMail

Google Mail is now the leading mail provider with more registered users than any other provider, it also offers more space than the likes of Hotmail, AOL etc. Gmail is easy to use and offers some useful services such as an intelligent smart filtering system.

[LINK TO RESOURCE](#)

Rating 

Google Voice



Google Voice is available to all Gmail users. In my opinion, these are the top two features: Call forwarding - You can set up your Google Number to receive phone calls from several different phone lines, whether it be your cellphone, house phone, or multiple employees' work lines. When someone calls your Google Number, you can have up to six phones set to ring.

Voice transcription - This feature translates your voicemails into a text message that is sent directly to your mobile phone. This is helpful for responding to those messages that just can't wait - simply forward the message to your assistant to follow up on immediately!

Other Google Voice services include international calling, voicemail, free texting, call history, conference calling, call screening and blocking, and video chat.

[LINK TO RESOURCE](#)

Rating 

Google Link Shortener

Because not many people know it exists, Goo.gl is sort of a "top secret" Google tool. It's easy to use - simply visit Goo.gl and paste any link you would like to shorten. (Shorter links are useful for posting to Twitter, where you are only allowed a limited number of characters.) Goo.gl also functions as a link tracker, showing you how many times each link is clicked. This will help you decide which links are getting the most traction, and to know what people are the most interested in! With Goo.gl, you can see referral information, the geographic location of people who clicked, and which browsers and platforms they used.

[LINK TO RESOURCE](#)

Rating 

DocuSign

In 2012, Google Ventures joined forces with DocuSign, a free electronic signature app that allows you sign and send a document right from your cell phone.

[LINK TO RESOURCE](#)

Rating 

Google AdSense

Make money by allowing engaging, relevant ads to be displayed on your website, mobile site, site search or videos. Some people are reluctant to take any focus off of their website. But, depending on your organisation and its partners, members and programs, using Google AdSense to host ads may be beneficial to you.

[LINK TO RESOURCE](#)

Rating 



Google Site Search

Google is a powerful search engine, and this helpful tip makes it even more effective. You can restrict your search to specific websites content. In the Google search box, type your search term. Then, type the term "site" followed by a colon. (For example, IM Solutions: www.helpfulimsolutions.com) Test it with your own website and see what the results return!

[LINK TO RESOURCE](#)

Rating ★★★★★

Google Hangouts

What if you could hold a conference call with video chat while sharing a Google Drive document? Now you can with Google+ Hangouts! Google+ Hangout allows you have a video conference with up to 10 people, while sharing Google Drive documents. This is a great tool for interviews, office meetings and out-of-town business meetings. Public Hangouts are live streaming video conferences that anyone can watch. Create your own live Hangout, or find one to watch!

[LINK TO RESOURCE](#)

Rating ★★★★★

Google Translate



With Google Translate you do not even need to know what languages you have come across thanks to the auto detect features that come with it. Very quick and easy tool to use, however not always a perfect translation but it will get the point across.

[LINK TO RESOURCE](#)

Rating ★★★★★

Google Insights



Google Insights allows you to search for keywords to see their trends over a period of time. This way you can check just how popular a particular word or phrase is based on its location and seasonal preference throughout the year.

[LINK TO RESOURCE](#)

Rating ★★★☆☆