



OK Google How do I grow my business?

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Module I – Helping Google Help You

Module 1

The Google Way

Help Google Help You – Know Your Keywords - Research Process

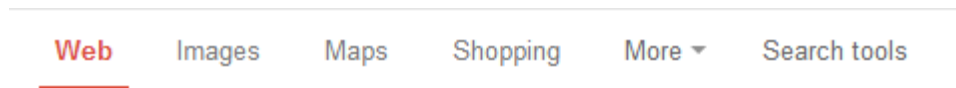
1. Understand that Keywords are not single words but **groups of words or phrases**.
2. Brainstorm which keywords need to be used in your blog or website. Think about your target market. Where do they live? Does your blog or website target only a specific geographical area or the entire nation?
3. Visit your competitor’s website and see what type of phrases they use to describe themselves (but don’t assume they have optimized their site).
4. Use the **Google Keyword tool** to research your keywords.

Google’s Free Keyword Tool – Keyword Planner

Module 2 – Tour of the Google Interface

Let’s tour the Classic Home view. What can you do?

1. Search the web. If you have a mic and speaker on your computer, you can **speak** instead of type. Ask anything you’d like. **OK, Google** is new.
2. Search Options. When you type in keywords into the search box, you will next be given access to additional options that relate to your search.



Here are my favorite Google Search shortcuts:

Operator	Example
“-----” (search for this exact phrase)	“moving to Roswell, GA”
filetype: (restrict search to specific filetype)	listing presentation filetype:ppt
Site: search only one website	Site: lifehacker.com gmail
Link: (find linked pages)	Link: cnet.com
#...#(search within a number range)	Neat receipts \$100...\$200

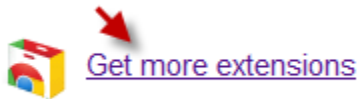
printer -cartridge	The word printer but not the word cartridge
DI flight 5772	Quick status of a flight
~gracious	Look up the word and give me synonyms
movie: (search for showtimes)	movie: The Blind Side 30369
AND (find both occurrences of these words together)	"Bob Smith" AND "Agent" AND Decatur, GA

Google Chrome Browser

1. Go to www.google.com/chrome and download.
2. Connect your browser to your google account. Visit Chrome Settings **Menu>Settings>Connect Your Google Account**

To Download Extensions

1. To add extensions, click on the gear tool. Click on the Account Menu (three lines), **Tools** then **Extensions**. Scroll to the very bottom and click **Get More Extensions**. Select according.



1. Useful extensions (and important) can be added on:

Grammarly Lite*	Quick Note
Turn off the Lights	Awesome Screenshots
Invisible Hand*	Session Manager
Stay Focused	Google Dictionary*
Tin Eye Reverse Image Search	Clickable Links
Signals by Hubspot*	Colorzilla, WOT

Module 3 – Google Apps for Real Estate

1. Google Voice

Time to use Google’s phone number to help you better manage your business. Visit www.voice.google.com (Instructor Demo)

2. Gmail – Tips and Tricks

- a. Filters. You can create Filters and tell Gmail what you want to do with certain messages. **Settings>Filters**. Scroll to the bottom of the page and click **Create a New Filter** OR 1) Click inside the search box (2) Select the message. Click the Arrow and select Filter Messages like this.

b. G-Mail Add-ons:

3. Collaboration Tools:

Go Mobile: Apps for Your Mobile Devices

- 1.
- 2.
- 3.
- 4.

Module 4 – Popular Google Services

In addition to the Apps, Google offers other applications and services. Below you will find some of the most popular ones:

Connect With Potential Clients

YouTube

YouTube is the 2nd largest search engine. Create video tours of your listings and load them to this network. www.youtube.com

Blogger

Create a blog for your business.

Google Hangouts

Module 5 - Monitor your Reputation - Stay Up to Date

Visit www.google.com/alerts

Alternatives: Mention.net or Talkwalker.com

Module 6 – Google Applications and Services

Drive Leads to Your Business

Google Adwords

List your business where customers are searching for agents. Google Places gives real estate agents great exposure to potential clients. Most importantly, you can submit your

listings; you can submit multiple locations with a data file using Google Base (see below). www.google.com/business

Google Analytics

Find out how many visitors to your website and how long they stay. Visit this site for more details: <http://www.google.com/analytics/>

Additional Notes:

Questions?

Facebook: Visit www.facebook.com/juanitamcdowellseminars

Twitter: @juanitamcdowell

LinkedIn: www.Linkedin.com/in/JuanitaMcDowell

YouTube: www.youtube.com/user/InMotionREI