

Google AdWords Presentation

As a business owner I want to know....

- Why Google AdWords?
- How will it help my business?
- What are keywords?
- Show me examples?
- What as the business owner do I need to know about the fundamentals of Google AdWords?
- How do I write an ad?
- What should it say?
- Can I only do one ad at a time?
- What does it cost?
- Anything else?

Google My Business Presentation

As a business owner I want to know how this information gets there and if its incorrect how do I fix it? Why is this important?

- Examples of GOOD Google My Business pages.
- Examples of POOR Google My Business pages.
- Why is this important to a business?
- How does this page section interface with other Google entities?
- How is it set up?
- How is maintained?
- How do the pictures get there? How do I get photos changed?
- Go through each area and explain what it represents.
- Why is this a best practice.
- Anything else?