

Mix and match these five ways to promote your business online and start reaching more customers today.

### 1 Organic Search

Promote your website through free organic search results.

**Best if you'd rather put work into your website instead of buying additional advertising.**

Selecting the right text, images, and other content for your website can get your business noticed by search engines—and customers.

#### Get Started

Visit [google.com/addurl](https://google.com/addurl) to ensure your website is listed on Google and [google.com/webmasters](https://google.com/webmasters) for tips on improving your website.

### 2 Online Advertising

Be found by potential customers when they're searching for products or services like yours.

**Best if you want to show up when customers are ready to shop.**

Online advertising gives you more control over when and where your ads are displayed, so your ads may appear when searchers are ready to buy.

#### Get Started

Visit [google.com/adwords](https://google.com/adwords) to learn more and create an AdWords account.

### 3 Local Online Marketing

Reach customers in your region, city or community with local business listings.

**Best if you want to drive online customers into your offline location.**

Most of people use the Internet to research products or services in their local area, and local listings get your business in front of thousands of potential customers—often free of charge.

#### Get Started

Visit [google.com/placesforbusiness](https://google.com/placesforbusiness) to learn more about Google's local marketing offerings.

### 4 Social Media

Build a community of customers with social media marketing.

**Best if you want to build relationships with your customers—and their friends and family.**

Social media lets you get closer to your customers—start conversations, offer them exclusive deals, and ask them to recommend your business to their social circles.

#### Get Started

- +1: Visit [google.com/webmasters/+1/button/index.html](https://google.com/webmasters/+1/button/index.html) to learn how to include Google's +1 button on your website.
- Blogger: Visit [blogger.com](https://blogger.com) to create a blog to share and interact with your customers.
- YouTube: Visit [youtube.com](https://youtube.com) to create and share videos.

### 5 Email Marketing

Promote offers and updates to existing customers through email marketing.

**Best if you want existing customers to come back for more.**

Share promotions, product and business news to re-engage existing customers and earn repeat business.

#### Get Started

Explore the offerings of popular email service providers to create and manage your email campaigns.