

Google is a powerful marketing tool that can help you grow your business. Every day millions of people search on Google to find products or services and many of them could be looking for products or services that you offer.

There are three easy ways to get your business on Google and drive customers to your website:

1. Organic results
2. Local listings
3. Search advertising

1 Organic Results

When someone searches on Google, Google searches through millions of web pages to collect results that are relevant to the query. The listings that are displayed are referred to as organic search results. If someone searched Google using keywords related to your business, your website might show up amongst these search results. Where it appears on the page depends on how relevant your website is to the search.

Organic search is a free way to get your business on Google. Take a look at the tips on how you can improve your organic website listing on Google.

Get Started

The first thing you want to do is make sure that your website is listed on Google. To do this, visit google.com/addurl to find your website and add it if needed.

Next, go to google.com/webmasters/tools for tips on how to improve your website to get better results with organic search. You may need a developer to help you make some changes.

2 Local Listings

If your business has a physical business location or address, you've likely got a Place page on Google. A Place page is a free business listing that Google creates automatically and displays when people search for businesses in a certain geographic area — like "accountant in Las Vegas, NV". Claiming your Place page is free and can be a great way to introduce your business to new customers.

Get Started

To claim your business' Place page, follow these five simple steps.

Step 1 : Go to google.com/placesforbusiness and click **Get Started**. To sign in, create a free Google account or use your existing Google or gmail account.

Step 2 : Enter your business' phone number to see if you already have a business listing on Google.

Step 3 : If your business is listed, click **Edit** to review and edit your Place page. If you don't see your business click **Add a new listing**.

Step 4 : Add your business information including:

- Your website
- A business description to help you stand out
- Your company logo
- Photos or videos of the products or services you offer

Step 5 : Validate your listing, click **Finish** and you're done.

3 Search Advertising

If you want to get your business in front of potential customers at the exact moment they are looking for your product and services, then search advertising may be right for you. AdWords, Google's online advertising program, allows you to create ads for your products and services, which will appear alongside or above Google's search results. You choose how much you're willing to pay, your keywords, and your ad.

To get started just follow the steps below.

Step 1 : Go to google.com/adwords and click **Start now**.

Step 2 : Enter a valid email address and password to create a new Google account or if you already have a Google account (such as your Gmail account) you can sign in using that.

Step 3 : Set your business location. Select your country and time zone and the currency you'll use to pay for your ads.

Step 4 : Verify your email address by clicking on the link in your Google AdWords Account Verification Email to automatically log in to your account.

Step 5 : Activate your account by providing your billing information and setting budget limits. Once you're done, just agree to the AdWords terms and conditions, click **Save and Activate** and you're ready to go.

To learn how to set up your AdWords account for success, take a look at our other resources.