



Small Business Tools

Montana

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Small Business Network
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Why Online?: A Level Playing Field



Why Online?: Google's Economic Impact



- Across the U.S., Google's tools generated **\$54 billion** of economic activity in 2009, including **\$48 million** for Montana
- From Caitlin Derry, mother of two and founder of sproutpouch.com: **"AdWords has been my single largest marketing strategy...both in terms of budget and effectiveness."**
- Learn more about the report and methodology at:

www.google.com/economicimpact

Google in Montana | 2009

SEARCH & ADVERTISING

4,200

Total Number of Advertisers and Website Publishers

\$47,490,000

Economic Value Received by Advertisers and Website Publishers*

GOOGLE GRANTS

20

Number of Non-Profit Recipients

\$550,000

Amount Donated

TOTAL

\$48,040,000

Total Economic Value

Select Google Grants Recipients:

- Camp Patriot, Libby
- Ecology Project International, Missoula
- Montana Conservation Corps, Bozeman
- National Institute on Money in State Politics, Helena

Montana's Senators and Representative communicate with constituents through official YouTube channels:

Senators Max Baucus and Jon Tester, and Representative Dennis Rehberg



Google generated \$48 million of economic activity for Montana businesses, website publishers and non-profits in 2009.

Montana Advertiser Sprout Pouch Missoula, MT www.sproutpouch.com

Caitlin Derry founded Missoula-based Sprout Pouch in 2005 to help mothers like her keep their babies close by carrying them in stylish, comfortable baby slings. At first, Caitlin made a few slings for family and friends, but when people kept stopping her in the grocery store and asking about her sling, she realized there was a real market for the product. Caitlin paid a local designer to help her start a website and also began selling slings in a few local retail stores. Eighteen months after she launched the website, Caitlin's sister-in-law urged her to try AdWords, Google's easy-to-use online advertising program, to help spread the word about Sprout Pouch. Sales went up by 400 percent the first month, and today Caitlin still runs almost the entire business herself, outsourcing only her manufacturing to another company in Missoula. "I would say my business has been a success," Caitlin says. "I have two little kids and don't want to work more than 20 hours a week." With AdWords taking care of her marketing, Caitlin is able to stay home with the kids but still contribute about 20 percent of the family's income. "This pays for all the extra stuff," she notes. "And AdWords has certainly been my single largest marketing strategy, both in terms of budget and effectiveness at reaching customers."



* Note: The total value that U.S. Google advertisers and website publishers received in 2009 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ad minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising: Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2009 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: www.google.com/economicimpact/methodology.html

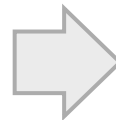
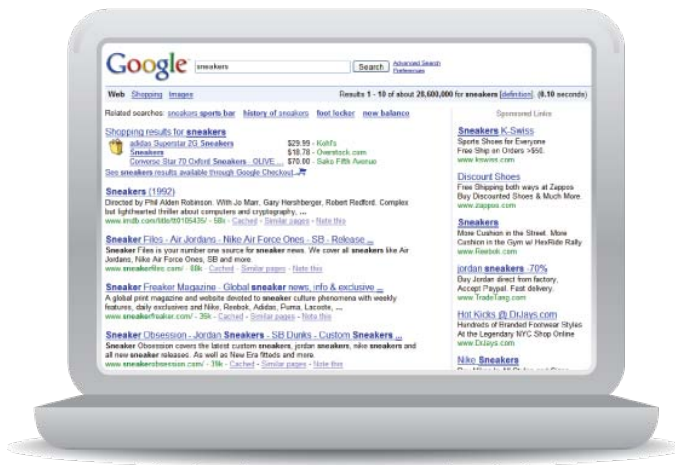
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Why Online?: Matchmaking!



89%

of consumers research products online before buying



Source: Yahoo! and comScore Study Finds Online Consumers Who Pre-Shop on the Web Spend More In-Store. July 2007.

Get Found with **Google Places**

Find Customers with **Google AdWords**

Publish Ads with **Google AdSense**

Cut Costs with **Google Apps**

And many, many more...

Get Found with Google Places



Local Listings on Google.com

The screenshot shows the Google.com search interface. The search bar contains 'palo alto pizza' and the search button is visible. Below the search bar, there are links for 'Web' and 'Maps'. The main content area displays 'Local business results for pizza near Palo Alto, CA'. On the left, there is a map of Palo Alto, CA, with several red location pins. On the right, there is a list of 10 pizza businesses, each with a lettered label (A through J), the business name, website URL, phone number, and number of reviews. The businesses listed are: A. Pizza My Heart, B. Patxi's Chicago Pizza, C. California Pizza Kitchen, D. Round Table Pizza, E. Pizz'a Chicago, F. Domino's Pizza, G. Round Table Pizza, H. California Pizza Kitchen, I. Fandango Pizza, and J. Spot A Pizza Place. A link for 'More results near Palo Alto, CA' is at the bottom of the list.

How does it work?

- People search Google.com and Google Maps to find local businesses
- Business listings and enhanced data are gathered from multiple sources, including:
 - Websites
 - Yellow pages data
 - Direct feeds and submissions
- Businesses can add or edit their business listing using **Google Places**
- The service is **100% FREE**

Local Listings on Google Maps

The screenshot shows the Google Maps search interface. The search bar contains 'palo alto pizza' and the search button is visible. Below the search bar, there are links for 'Get Directions' and 'My Maps'. The main content area displays 'Local business results for pizza near Palo Alto, CA'. On the left, there is a list of 3 pizza businesses, each with a lettered label (A through C), the business name, address, phone number, star rating, number of reviews, and a short review snippet. The businesses listed are: A. Pizza My Heart, B. Patxi's Chicago Pizza, and C. California Pizza Kitchen. On the right, there is a map of Palo Alto, CA, with several red location pins corresponding to the businesses listed.

Anatomy of a listing on Google



Accurate address & phone number

Reviews

Additional details

Red Mango

3 reviews - [Write a review](#)

429 University Ave
Palo Alto, CA 94301
(650) 324-1811
redmangousa.com

Get directions: [To here](#) - [From here](#)
[Add or edit your business](#)

Overview [Details \(2\)](#) [Reviews \(3\)](#) [Photos & Videos \(3\)](#) [User Content \(20\)](#) [Web Pages \(63\)](#)

★★★★★ **BEST FROZEN YOGURT** - Stephanie C. - Dec 9, 2008
Wow, Yogurtland and Frozo's can step aside. I used to be into the whole idea of self serve. I mean, it's fun and you get lots of choices, but the frozen yogurt itself isn't exactly ...
[More from Insiderpages.com >](#)

★★★★☆ **Delicious yogurt, but definitely at a...** - Just - Aug 27, 2008
Red Mango is more along the lines of a 'high-end' yogurt place. The quality of yogurt is smooth and creamy.... almost similar to ... [More >](#)

[See all 3 reviews >](#)

Website: www.redmangousa.com
Payment Accepted: American Express, Cash, Discover, MasterCard, Traveler's Check, Visa
Description: Authentic nonfat frozen yogurt
Email: info@redmangousa.com
[Provided by the business owner](#)
[See all details >](#)

Hours

Mon:	11am - 11:30pm
Tue:	11am - 11:30pm
Wed:	11am - 11:30pm
Thu:	11am - 11:30pm
Fri:	11am - 12:30am
Sat:	11am - 12:30am
Sun:	11am - 11:30pm

[See all 3 photos >](#)

[Near Content](#)

Accurate marker location

Photos & Videos

Store hours

Google Places **lets you control** everything, except reviews



Metrics Dashboard

- Businesses can monitor their listing using the **Local Business Center** dashboard
- How many people saw my listing?
- How many people showed interest in my business?
- What search terms triggered my business?
- **Make advertising or business expansion decisions with data you can't get anywhere else**

www.google.com/places

Sign in with your existing Google account, or create a new one



Your local business, discovered on Google

Get found. Communicate with customers. Get insights to make decisions.

New! Local Business Center is now Google Places. Learn [more](#).



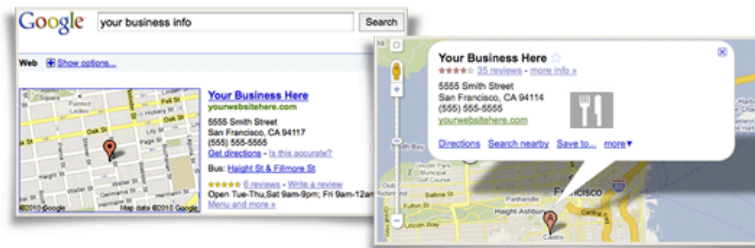
Claim your business on Google
and get these features:

- Manage business information
- Post coupons and live updates
- See how you're doing with a performance dashboard

[Watch the video](#) [Read testimonials](#)

Add new business

Upload a data file

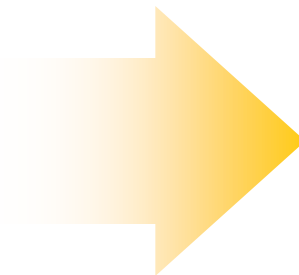


A Paradigm Shift



Traditional Advertising

Advertising through Google



Find Customers With Google AdWords



- Your ads appear next to related search terms
- Users click on your ads...
- ...And get put in contact with your business

The screenshot shows a Google search for "flowers" with the following elements:

- Search Bar:** "flowers" entered, "Search" button, "Advanced Search" and "Preferences" links.
- Results Summary:** "Results 1 - 10 of about 306,000,000 for flowers [definition]. (0.10 seconds)"
- Related searches:** [wedding flowers](#), [list of flowers](#), [kinds of flowers](#), [wholesale flowers](#)
- Organic Results:**
 - Flowers, Roses, Plants, Gift Basket Delivery - 1-800-FLOWERS.COM ...**
Florist and gift retailer and franchisor with more than 100 stores nationwide offering online purchasing of arrangements, plants, gift baskets, ... [Stock quote for FLWS](#)
[www.1800flowers.com/](#) - 88k - [Cached](#) - [Similar pages](#)
 - Send flowers, plants, roses, & gifts. Flower delivery from ProFlow**
Flowers, roses, plants & gift baskets delivered. Order flowers from ProFlowers florist for flower delivery fresh from the fields.
[www.proflowers.com/](#) - 54k - [Cached](#) - [Similar pages](#)
 - FTD.COM - Flowers | Florist Delivered Roses | Plants | Gift Basket**
Official Site - Same day delivery of fresh flowers, roses, and unique gift baskets. Flower delivery online by local florists for birthday flowers, ... [Stock quote for](#)
[www.ftd.com/](#) - 81k - [Cached](#) - [Similar pages](#)
 - Same Day Flower Delivery From Virtual Florist - Flowers, Plants**
Same-Day delivery of fresh Flowers and Gifts for all occasions. 100% Satisfaction Guaranteed. Send a FREE Virtual Flower Bouquet!
[www.virtualflorist.com/](#) - 13k - [Cached](#) - [Similar pages](#)
 - Flower - Wikipedia, the free encyclopedia**
A flower, also known as a bloom or blossom, is the reproductive structure found in plants (plants of the division Magnoliophyta, ...
[en.wikipedia.org/wiki/Flower](#) - 91k - [Cached](#) - [Similar pages](#)
 - FLORIST FLOWERS - Florist flower delivery and Virtual Flowers**
Send Flowers (Virtual Flowers.Com™) - Welcome! We are the leading on-line florist trust to send flowers same day delivery of florist flower ...
[www.virtualflowers.com/](#) - 14k - [Cached](#) - [Similar pages](#)
 - Send Fresh FLOWERS 35% - 55% OFF**
- Sponsored Links:**
 - Send Flowers from \$19.99**
Send Roses, Tulips & other Flowers.
"Best Value" - Wall Street Journal
[www.ProFlowers.com](#)
 - Flowers at 1-800-Flowers**
\$10 Off Orders of \$49.99 or More!
Or \$20 Off Orders of \$99.99 or More
[1800flowers.com](#)
 - FTD® Official Site**
\$19.99 Flowers. Same Day Delivery.
Sale: Free Vase - Shop Now!
[www.FTD.com](#)
 - Save \$10 on Flowers Today**
Surprise Friends Near and Far.
Same Day Local Delivery.
[www.Teleflora.com](#)

Google Advertising Auction



Web Results 1 - 100 of about 752,000 for [face cleansers](#). (0.19 seconds)

Instant Auction

A live auction is run for **every single query** – every user, everywhere around the world

Rank = Quality x “CPC”

In addition to “price,” there’s a **consumer component** – critical for usefulness

Quality Factors:

Keyword Click-through rate, keyword relevance, ad relevance, historical performance



Sponsored Links
[Treat your acne symptoms](#)
with the clear solution. Neutrogena Dermatologist Recommended
www.neutrogena.com



[Face Cleansers](#)
Shop 260+ beauty brands, get Free Shipping over \$75 & Free Samples!
www.sephora.com



[Good Skin - Official Site](#)
Enter to win Good Skin products, a Gym membership w/ trainer, & more
www.goodskindermcare.com



[Gentle Deep Cleanser](#)
Cleans make up & daily residue. Won't dry or irritate your skin.
www.EvaEin.com/Cleanser



[Face Cleaning](#)
Get Professional Skin Tips Online and P&G Product Info. Learn More!
www.pg.com



[Face Cleanser at Amazon](#)
Huge Selection at Great Low Prices Vitamins, Personal Care and More
Amazon.com/health

What Does it Cost?



The Google AdWords Program is designed specifically around your goals, allowing you the flexibility to do exactly what you need to, making you more successful.

- ✓ You Control the Cost
- ✓ You Control the Daily Spending Limit
- ✓ You Decide where your Ads Appear
- ✓ You Control your Marketing Messaging
- ✓ No Minimum Term Length
- ✓ Track the Total Number of Conversions
- ✓ Determine your Exact ROI

Why does this work?



3 Reasons

Targeted: Allow Businesses to hone in precisely on their target customers – customers who are searching for their products.

Measurable: You pay for performance. You don't pay a single cent unless someone clicks on your ad.

3. Flexible: Any business can be up and running in 15 minutes.

The screenshot displays the Google AdWords interface. On the left, the 'Target customers by location' window is open, showing a search for 'singapore' and a list of results with 'Singapore (Country)' selected. A map of Singapore is visible in the background. On the right, the 'Edit Campaign Settings: Escribe Campaign' window is open, showing basic settings such as 'Campaign name: Escribe Campaign', 'Start date: Oct 31, 2008', and 'Will run until: No end date'. The budget is set to '\$ 500 / day'. The delivery method is set to 'Standard: Show ads evenly over time'.

www.google.com/adwords

Sign in with your existing Google account, or create a new one

The screenshot shows the Google AdWords sign-up page. At the top left is the Google AdWords logo. To the right is a language dropdown menu set to "English (US)". Below the logo is the heading "Advertise your business on Google" followed by the text "No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads." A large green "Start now»" button is positioned to the right of this text. Below the main heading are three columns of text: "Your ads appear beside related search results...", "People click your ads...", and "...And connect to your business". The first column shows a search results page with an ad for "Baby" products. The second column has a callout box with the text "Your ad here See your ad on Google and our partner sites. www.your-company-site.com" and a green hand cursor pointing to it. The third column features a blue building icon. To the right of these columns is a sign-in section titled "Sign in to Google AdWords with your Google Account". It includes input fields for "Email:" and "Password:", a "Sign in" button, and a link for "[I cannot access my account](#)".

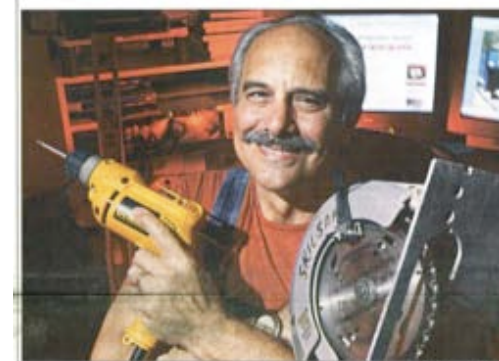
Publish Ads with Google AdSense



Google AdSense matches highly-targeted ads to your site's content

You earn money whenever your visitors click on them

The screenshot shows the WashingtonDC.com website with several AdSense ads. The main content area features a 'Washington DC restaurant guide' with categories like Alexandria, Bethesda, and Foggy Bottom. A prominent ad for 'Ruth's Chris Steak House' is highlighted with a callout box. The ad text reads: 'Dine In Washington, D.C. Find The Trendiest New Restaurants. Learn More At Our Site Today! www.DailyCandy.com'. Other ads include 'D.C.'s Freshest Food Blog' and 'Fine Romantic Dining'.



Earlier, Jerry Almy's Natural Handyman website produced \$120,000 a year in income from 10th ads that Google places on his Web pages. "All I need is a laptop and a high-speed Internet connection, and I can live anywhere," he says.

'Gray Googlers' strike gold

Some seniors earn surprising income from ads on websites

By Jeffrey Graham USA TODAY

LOS ANGELES — Jerry Almy spent half his working life in TV at least. As an independent handman at the mercy of weather patterns near Hartford, Conn., he'd always made a decent income that rarely grew.

Then he found Google, and his life changed. Almy, 57, now makes \$120,000 a year from the ads Google places on his Natural Handyman website, and he couldn't be more thrilled.

"I put in two, maybe three hours a day on the site, and the checks pour in," he says. "It's just a lot of money."

It seems for placing ads on websites and blogs, Google pays Web publishers every time one of its ads are clicked. These clicks help keep Almy and his wife living comfortably and talking about moving to Hawaii. "All I need is a laptop and a high-speed Internet connection, and I can live anywhere," he says.

The secret may be a young person's solution, but the return and those moving retirement funds as Almy have found that they can work the Web just as well. In fact, each "Gray Googler" can live a richer, more financially rewarding life than when they were supposedly working.

"Google isn't just for kids anymore," says Google executive Eric Scott, who runs the company's AdSense program, the ad platform that provides the income for Web publishers such as Almy and others.

Take Jennell Hartz, the former boxing ringgirl, 75, started a website a few years ago at techstudies.com.

Photo: © SHUTTER/ISTOCKPHOTO.COM

www.google.com/adsense

Sign in with your existing Google account, or create a new one

Google AdSense

English (US)

Maximize revenue from your online content

Google AdSense is a free program that enables website publishers of all sizes to display relevant Google ads and earn.

Place ads on:



Content



Mobile



Search



Feeds

AdSense for mobile

Connect your mobile users with the right ad at the right time as they seek information on the go.



This feature enables you to easily display relevant text and image ads on your mobile webpages.

Take a [tour of AdSense](#). ^{New!}

Sign up now

Already signed in? [Take me to my account.](#) ([What's this?](#))

Sign in to Google AdSense with your

Google Account

Email:

Password:

Sign in

[Can't access your account?](#)

Communicate

- Access your e-mail wherever you are.
- Don't have to delete emails
- Keep track of all emails & chat conversations
- Find it all with search!

Share

- Share documents and information with everyone...or just a few
- Keep everyone in the loop by publishing
- Access critical information on the go
- Find it all with search!

Collaborate

- Get on the same page literally
- Create, upload or email
- Take them offline

Free

- All Google Apps free to try and use
- Upgrade to Premier Edition for business grade service

Communicate With Gmail



The screenshot displays the Gmail interface for the account `steve@org`. The left sidebar includes navigation links for [Compose Mail](#), [Inbox \(2\)](#), [Starred](#), [Chats](#), [Sent Mail](#), [Drafts](#), [All Mail](#), [Spam](#), [Trash](#), and [Contacts](#). The **Quick Contacts** section lists **Steve Krazci** and **Jane Smith**. The main content area shows an email titled "Sales presentation" with a list of participants: Jane Smith, Steve Krazci, and Ryan Peters. The email body contains a discussion about updating a graph in slide 4. A reply window is open, showing the email's content and a text input field for a response. The reply window includes a toolbar with options like **Send**, **Save Now**, and **Discard**, as well as a rich text editor with bold, italic, underline, and other formatting options.

Share and Collaborate with Google Docs



1 **Sharing Notifier** tells you when others are active

2 **Discuss** lets you chat with active collaborators

3 **Updates** appear instantly on shared spreadsheets

***** **For both Word & Spreadsheet Docs**

The screenshot shows a Google Docs spreadsheet titled "Schedule of Classes" with columns for Class, Instructor, Enrollment, and Date. A chat window on the right shows a conversation between Jane and Steve. A sharing notification in the bottom right corner states "Sharing: jane has opened this spreadsheet. Sharing options".

Class	Instructor	Enrollment	Date
Wordprocessing	Roberts	20	3/1/
Spreadsheets	Perez	15	3/8/
Databases	O'Malley	12	3/15/
Presentations	Chan	16	3/1/
Scheduling	Goldberg	10	3/8/
Web design	Mangano	15	3/15/
Total		88	

Chat about this spreadsheet

Viewing now:
jane

me: Hi Jane
jane: Hello Steve
me: Can you take a look at these figures and tell me what you think about next year's enrollment?
jane: Sure
It looks like we need to boost Databases and Scheduling
me: I agree
jane: We should talk to Goldberg and see what he thinks

Press enter to send your message

Sharing
jane has opened this spreadsheet.
[Sharing options](#)

www.google.com/apps

Sign in with your existing Google account, or create a new one

Google Apps


Get online email, calendar, documents and more working for your organization.

Returning Google Apps user? [Sign in here](#)

Google Apps for Business 


Powerful, intuitive online office tools for any size business.

[Learn more](#)


Google Apps for Education 

Email and collaboration tools for educators and students at all levels.

[Learn more](#)

Google applications for personal use. Gmail, Google Docs, Calendar, Picasa, and [much more...](#) 

Google Small Business Toolkit



Home
[About Us](#)

Policy Issues
[Online Advertising](#)
[Access to Broadband](#)
[Sales Tax Nexus](#)
[Third-Party Advertising](#)

Group Discussion
[Sign Up](#)

Need help finding customers?
Get your business in the "online yellow pages" with [Google's Local Business Center](#)

- **Free listing:** Local customers already search Google for the products and services you offer. Create a business listing to be sure they find you.
- **Free updates:** Keep your address, phone number, hours of operation, and more up-to-date. Even create coupons and display photos and videos, all for free.
- **New! Free insights:** Use the power of Google's data to learn where your customers come from and what they search for to find you.

[+ Show video](#)

Tired of your computer system crashing?
Operate your business online with [Google Apps](#) — for free

See how other small businesses have used Google Apps to run their operation. [Businesses Share their Stories](#)

[+ Show video](#)

Curious about how to plot more efficient delivery routes?
Check out Google Maps to [create your own map](#) and see [local traffic patterns](#)

See how other groups have used maps to further their business initiatives. [Mapping Success Stories](#)

[+ Show video](#)

Want to make sure your advertising dollars hit the right audience?
Target customers searching for your goods or services with [AdWords](#)

See how other small businesses have used AdWords to enhance their growth [AdWords Success Stories](#)

[+ Show video](#)

Can't afford a webmaster or IT specialist?
Use [Google Analytics](#) to see how visitors interact and create a customized experience that's catered to you, free

[+ Show video](#)

Worried that federal and state policies might hurt your bottom line?
[Join Google's Small Business Network](#) to stay informed on public policy issues that could affect your business.


Visit our [Business Solutions](#) page for more small business tools and our [Business Channel](#) on YouTube for tips and tools on how to use them.

Sign Up

Receive regular updates on public policy issues that affect you and find out how you can get involved

Latest Updates:
[Read the latest news](#)

Additional Resources
[Together for Recovery:](#) A one-stop shop of business tools for small businesses impacted by the recession



"David's Cookies has initiated an aggressive online campaign to promote our brand over the past two years. During this time, we have seen roughly triple the growth of our online division, which has translated to increased revenues, profit and jobs. The Internet has played a very significant role in marketing the David's Cookies brand and we would like to see our exposure increase in areas of the country that currently have limited or slow access to the web."
- Dennis Consorte, Director of eCommerce, David's Cookies

www.google.com/smallbusiness

Thank You



Learn about these Google products and more at:
www.google.com/services

Read the Google Economic Impact Report at:
www.google.com/economicimpact

Join the Google Small Business Network at:
www.google.com/smallbusiness