

## **So You Think You Know Google?**

**By David Hoffman, Search Smart Marketing**

For many of us, searching for information on Google is now part of our everyday routine. The latest data from Internet research firm Hitwise reports that Google now accounts for over 70% of all searches conducted online.

But while we're all very familiar Google's Web Search, and many of us utilize some of their other higher profile products such as Gmail and Google Earth, the company regularly releases lesser-known products that provide services and information that businesses often find invaluable - and best of all they're free! These include:

Google Docs ([docs.google.com](http://docs.google.com)) – web-based word processor and spreadsheet that has resulted in some businesses abandoning Microsoft's iconic products, Word and Excel.

Google Analytics ([www.google.com/analytics](http://www.google.com/analytics)) – this application can easily be added to a web site by inserting a few lines of code (supplied by Google) onto a web page. Marketers will get a wide range of business-critical, easily digestible charts and reports that go way beyond “hits” or “visits” including where visitors come from; where they go on the site; how long they stay and how many “convert” to sales, inquiries, etc.

Google Trends ([www.google.com/trends](http://www.google.com/trends)) – learn what's hot and what's not. Google provides research into what people are searching for and trending for the past five years.

Google Local Business Center ([www.google.com/local/add](http://www.google.com/local/add)) – create a free listing for your business on Google's local product, Google Maps. Businesses can even include a profile, hours of operation, photos and coupons.

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