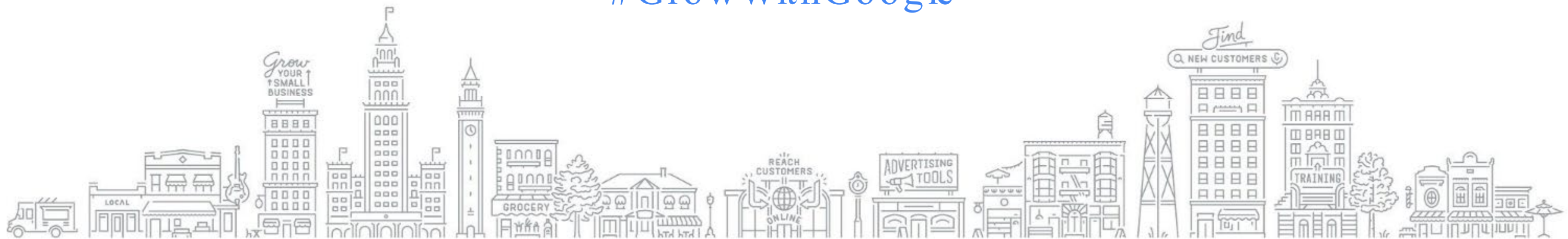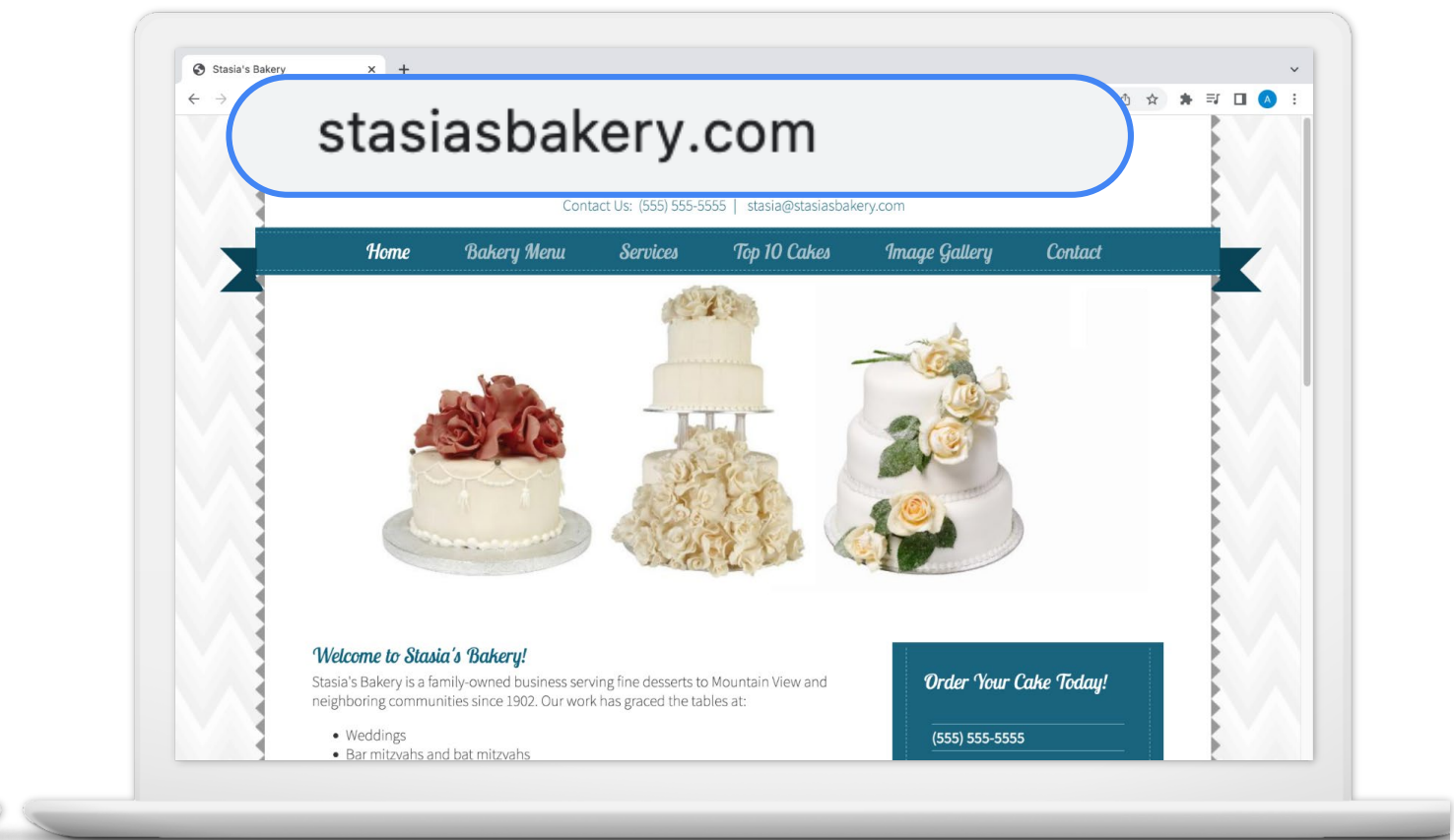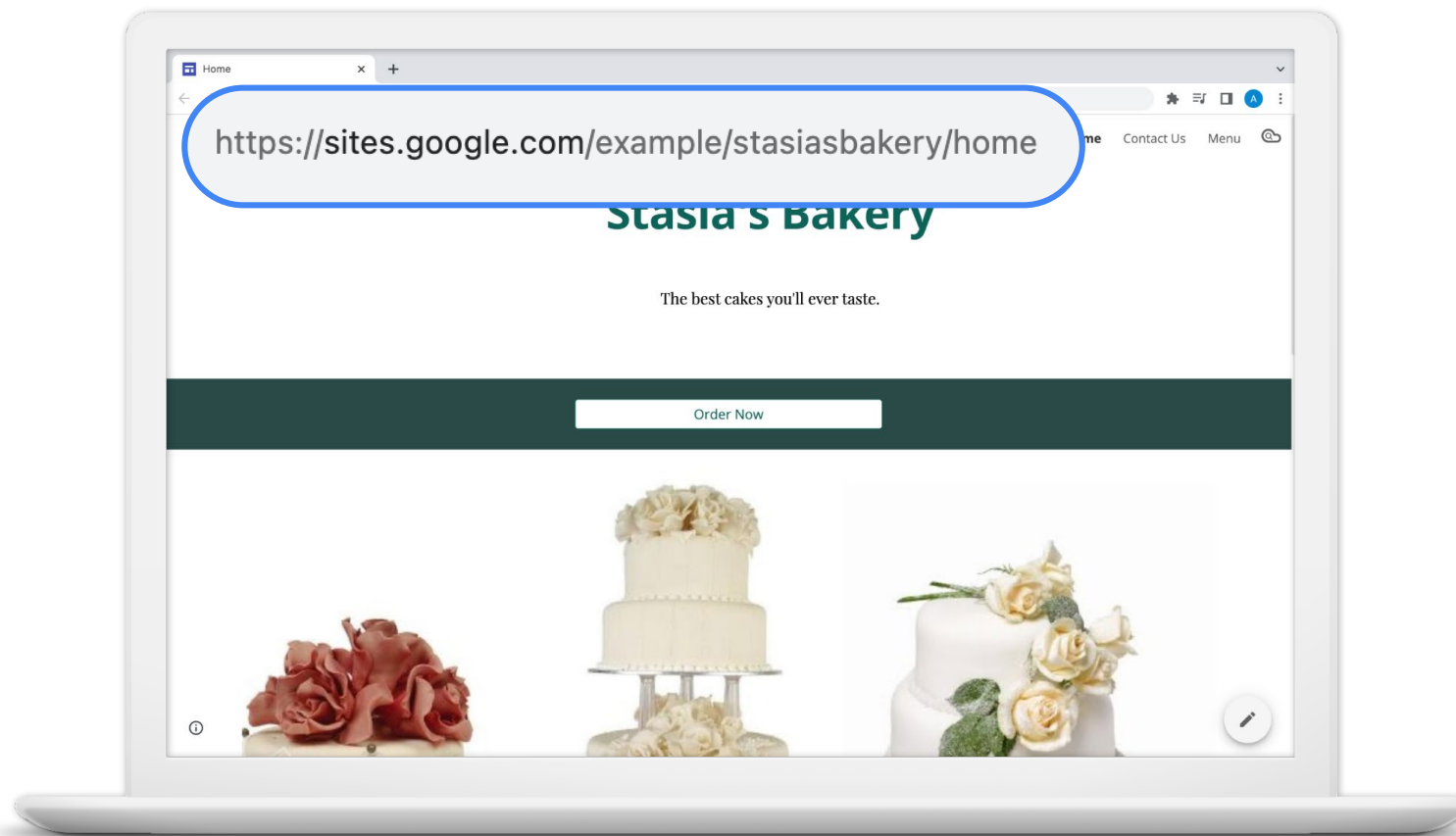Grow with Google
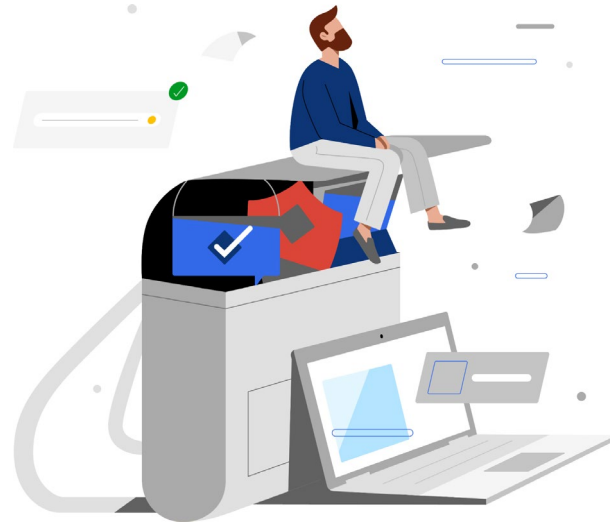
Establish a Professional Domain, Website, & Email for Your Business

#GrowWithGoogle

A domain name gives your business credibility online

https://sites.google.com/example/stasiasbakery/home

Stasia's Bakery

The best cakes you'll ever taste.

Order Now

stasiasbakery.com

Contact Us: (555) 555-5555 | stasia@stasiasbakery.com

Home   Bakery Menu   Services   Top 10 Cakes   Image Gallery   Contact

Welcome to Stasia's Bakery!

Stasia's Bakery is a family-owned business serving fine desserts to Mountain View and neighboring communities since 1902. Our work has graced the tables at:

- Weddings
- Bar mitzvahs and bat mitzvahs

Order Your Cake Today!

(555) 555-5555

Bonus! A domain name allows you to create a professional email address

stasiasbakery423@gmail.com

stasia@stasiasbakery.com

AGENDA

○ **WHAT IS A DOMAIN NAME?**

○ **CHOOSE A DOMAIN NAME**

○ **REGISTER A DOMAIN NAME WITH GOOGLE DOMAINS**

○ **BUILD A WEBSITE WITH GOOGLE SITES**

○ **SET UP EMAIL FOR YOUR BUSINESS**

○ **RECAP AND RESOURCES**

Grow with Google

What is a domain name?

Think of your domain as your online address on the web. It's how people can visit your website.

A DOMAIN NAME, WEBSITE, AND URL ARE NOT THE SAME THING

URL

A complete web address, including the domain name, used to access a web page

Domain Name

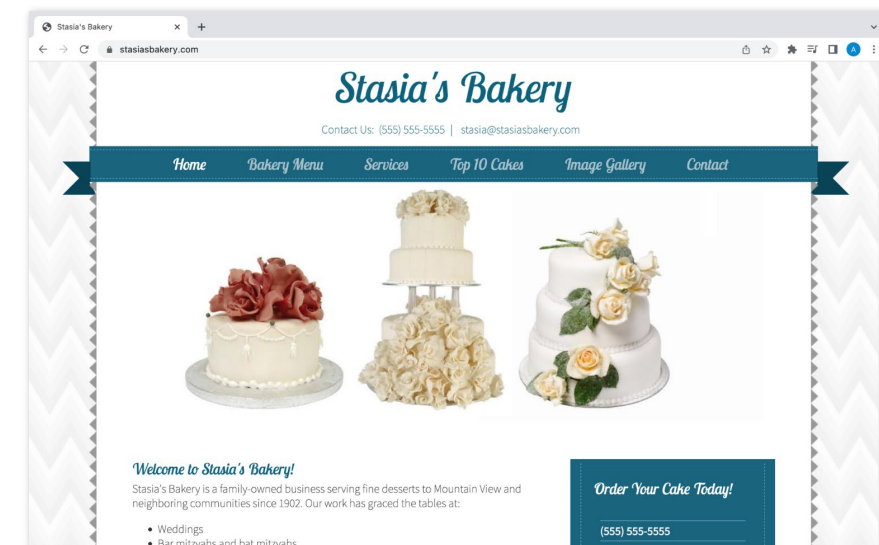What comes after " www." in a web address and after the " @" in an email address

Website

The content people see and interact with when they visit pages associated with a domain name

Location

http://www.stasiasbakery.com

Store name

stasiasbakery.com

Store

FOUR REASONS TO REGISTER A CUSTOM DOMAIN FOR YOUR BUSINESS
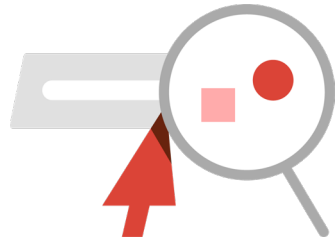
Search

Brand Building

Professionalism

Access to Tools

Grow with Google

Choose a domain name

Goal: good, not perfect

An 'average' domain name is better than no domain name.

CONSIDERATIONS FOR CHOOSING THE RIGHT DOMAIN

✓ Keep it short and simple

✓ Use keywords and brand names

✓ Consider alternative domain endings

Grow with Google

KEEP IT SHORT AND SIMPLE

Length

● Short names are easier to type

● Try not to exceed 2-3 words

Simplicity

● Choose a domain that's easy to remember

● Complicated or uncommon words may be hard to recall and spell correctly

www.stasiasbakery.com

www.stasiasbakery.net

Grow with Google

USE KEYWORDS AND BRAND

Keywords

- Help people find you in a search and recognize what you do at a glance

- Could include your business name, products, services, and location

Brand

- Include your brand name to stand out, gain recognition, and increase site visits

www.stasiasbakery.com

Grow with Google

CONSIDER ALTERNATIVE DOMAIN ENDINGS

Go beyond .com

- The most popular domain ending is .com

- Google Domains offers a variety of endings, ranging from .academy to .zone

- Specific endings can communicate the purpose of your site

www.stasiasbakery.com

Grow with Google
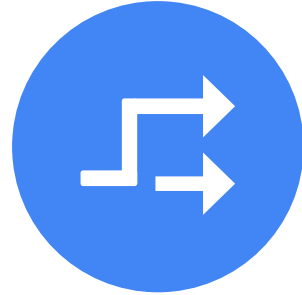
Register a domain name with Google Domains

Grow with Google

REGISTER A DOMAIN VIA A REGISTRAR

There are many domain name registrar options. Today, we'll show Google Domains
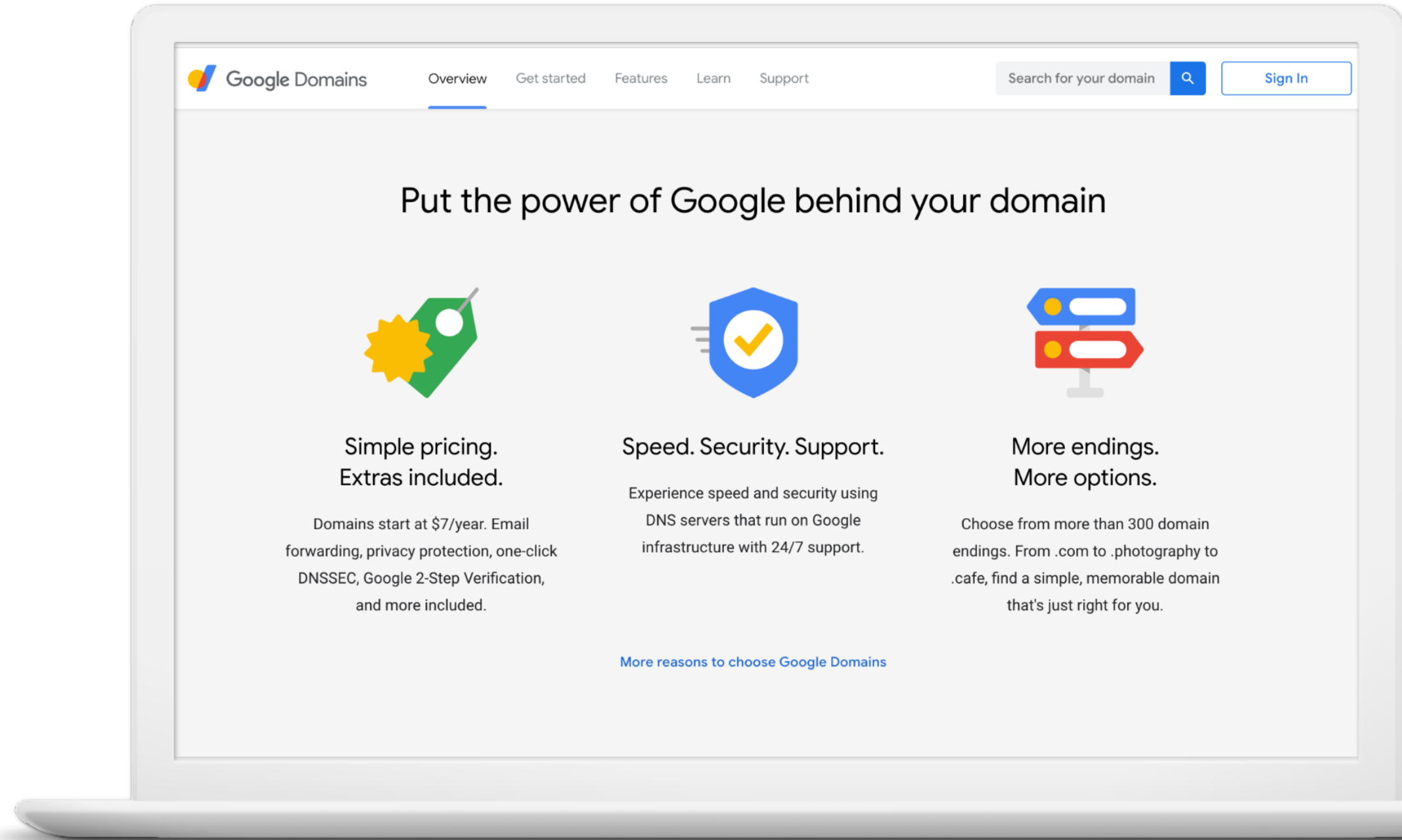
Grow with Google

BENEFITS OF GOOGLE DOMAINS

Domain Forwarding

Security

Privacy

Google Integration

Clear Pricing

Grow with Google

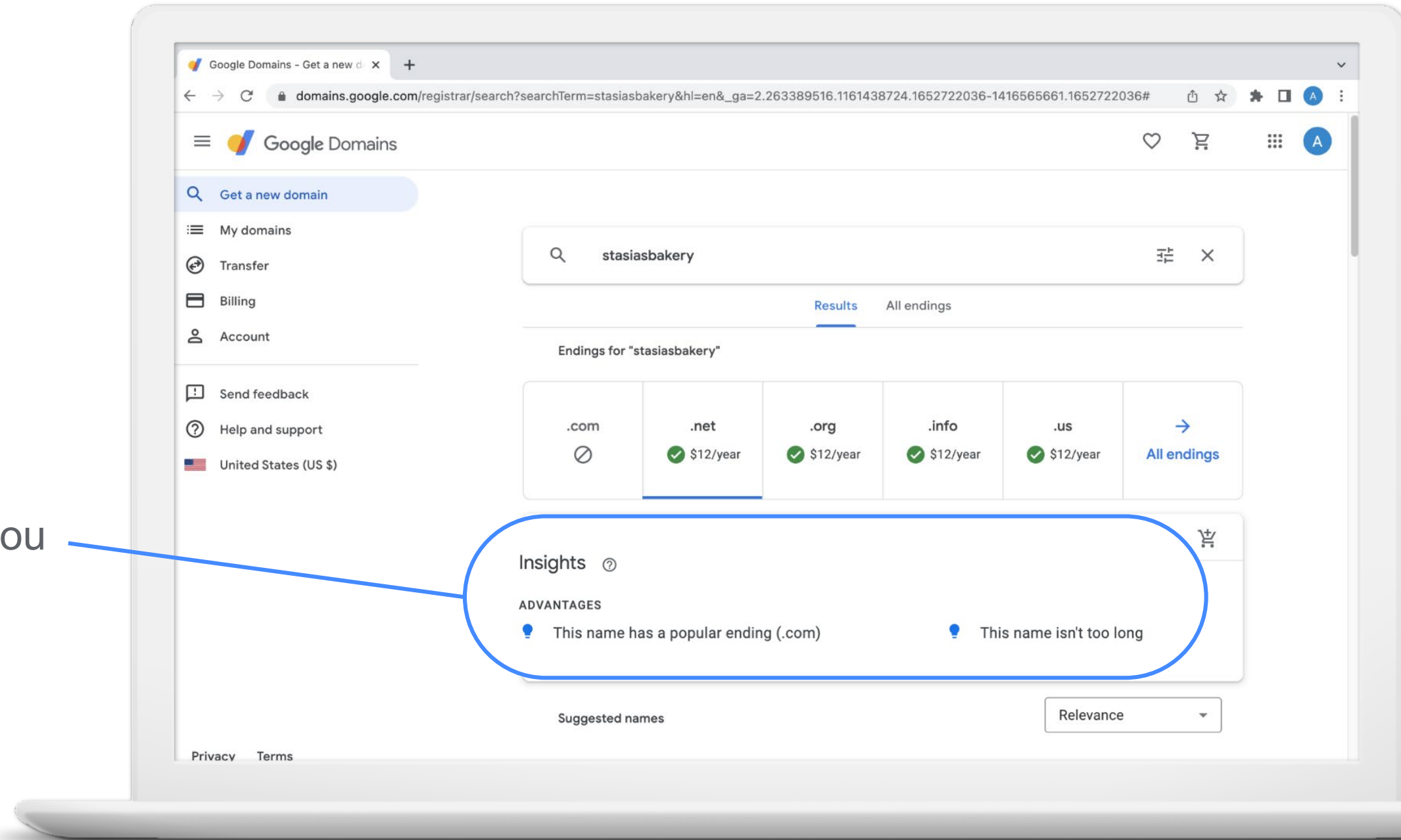# GETTING STARTED WITH GOOGLE DOMAINS: STEP ONE

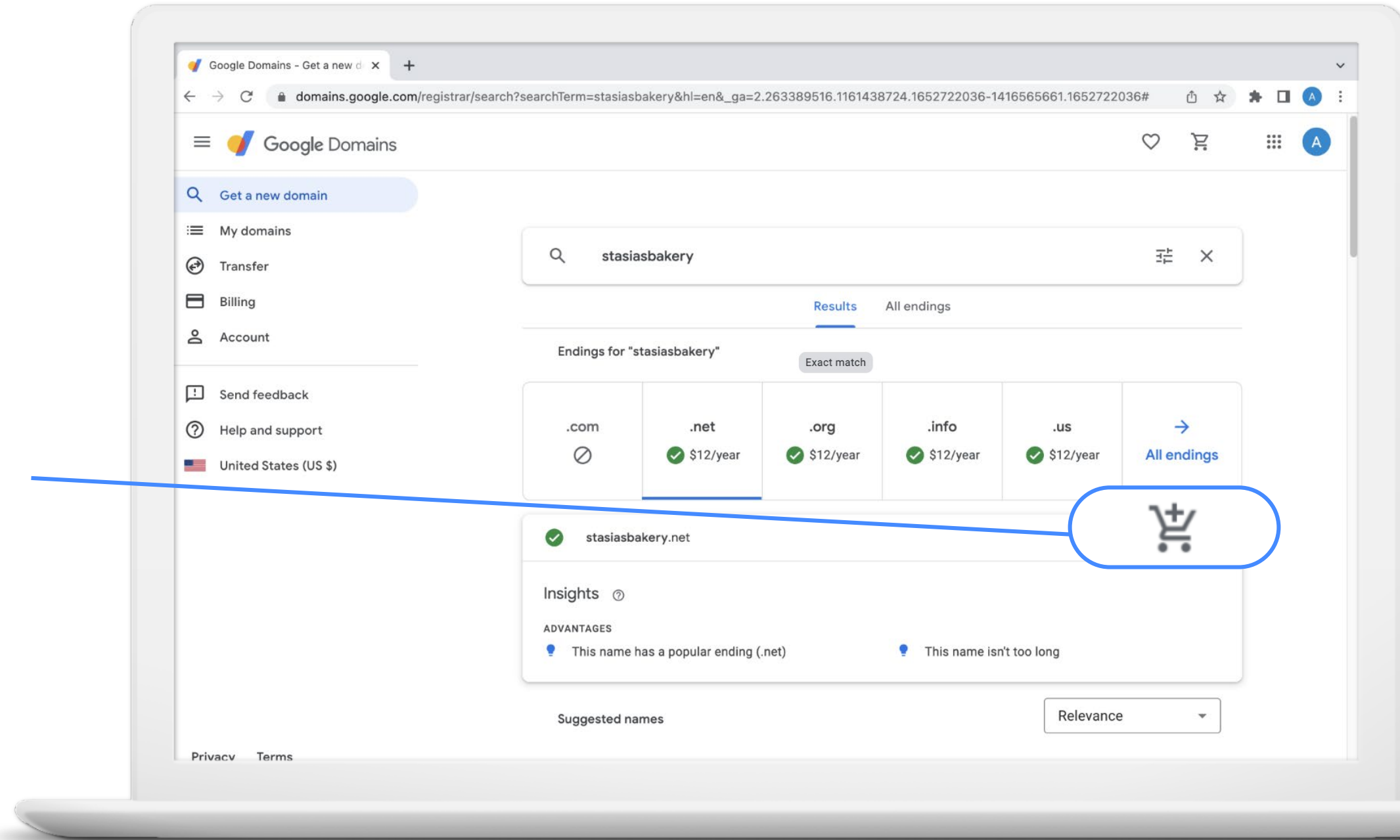Search for the domain name you want

Quick Tip:
Get started
https://domains.google
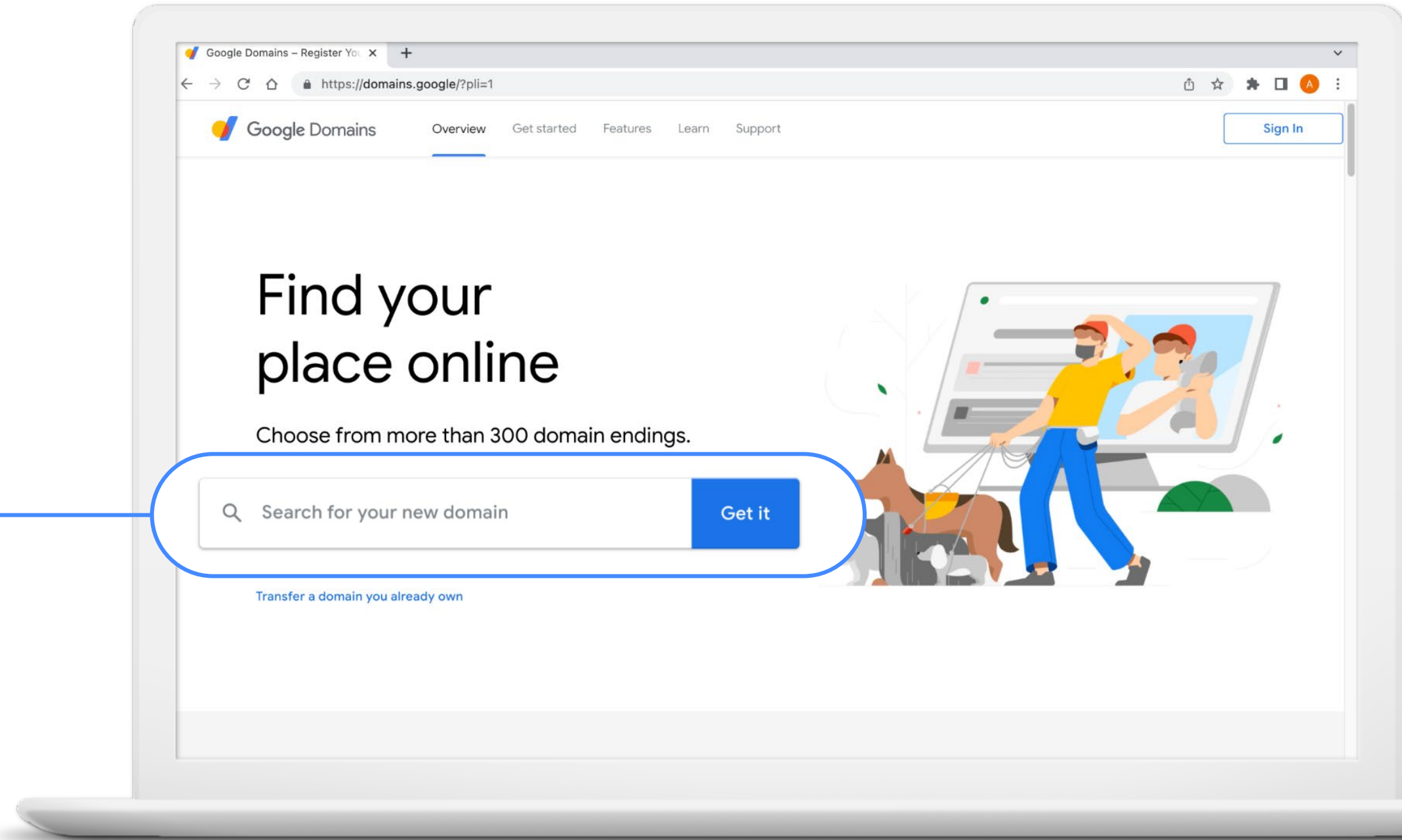
Grow with Google

GETTING STARTED WITH GOOGLE DOMAINS: STEP TWO

Search Insights can help you choose a domain name

Grow with Google

GETTING STARTED WITH GOOGLE DOMAINS: STEP THREE
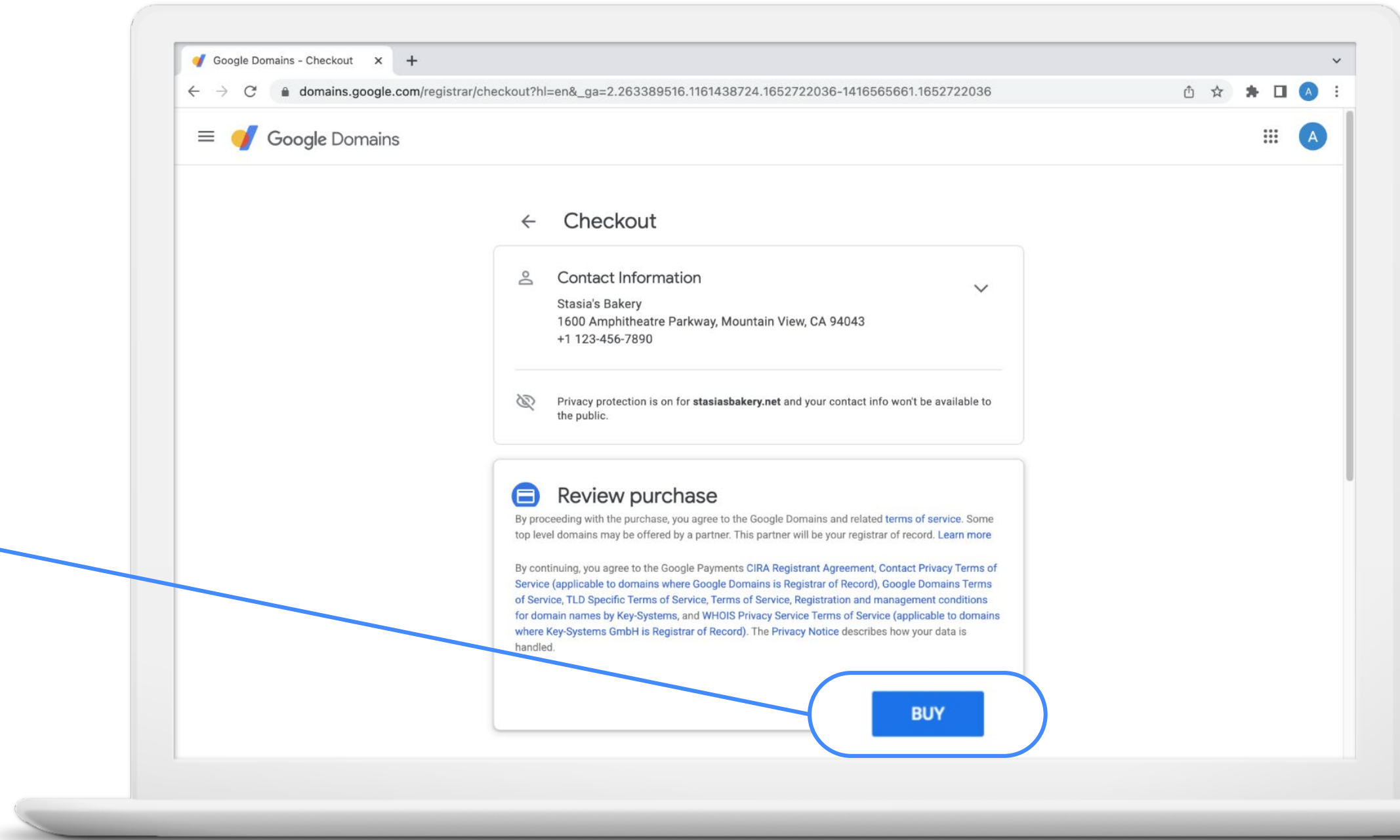
Add your selected domain to the shopping cart

Grow with Google

GETTING STARTED WITH GOOGLE DOMAINS: STEP FOUR
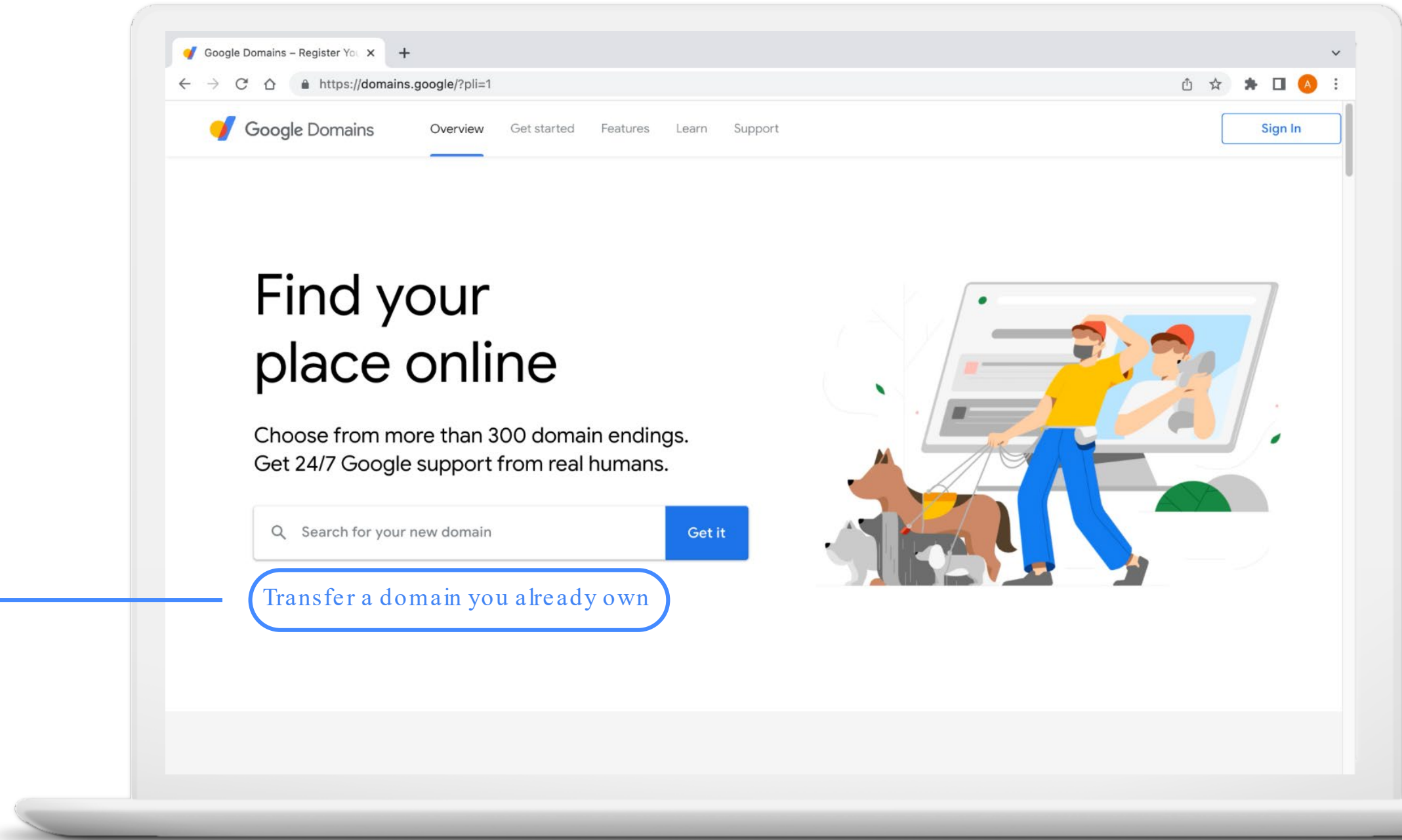
Select your registration terms and check out
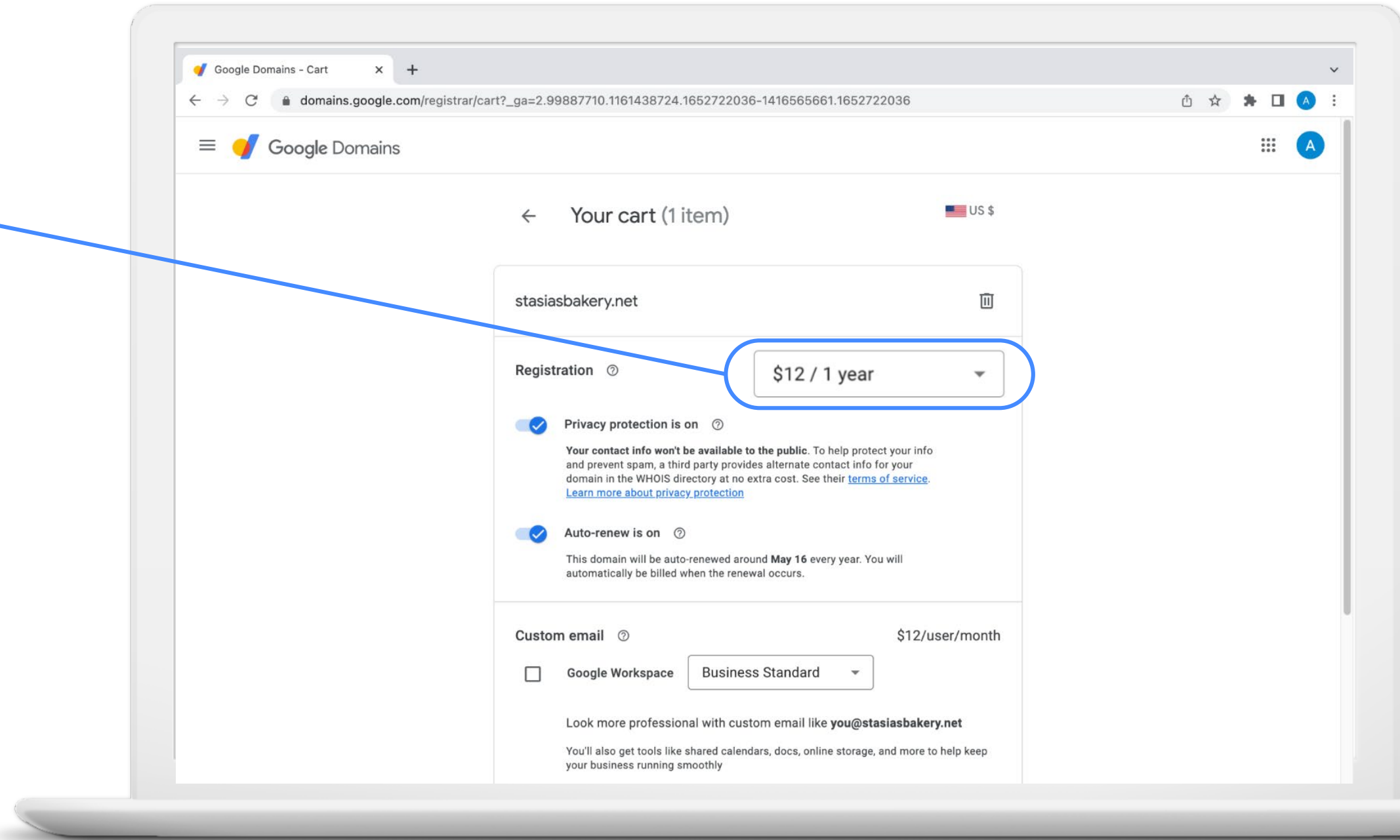
Review your purchase
order and click Buy

TRANSFERRING AN EXISTING DOMAIN NAME

Transfer a domain

Quick Tip:

Get started
https://domains.google
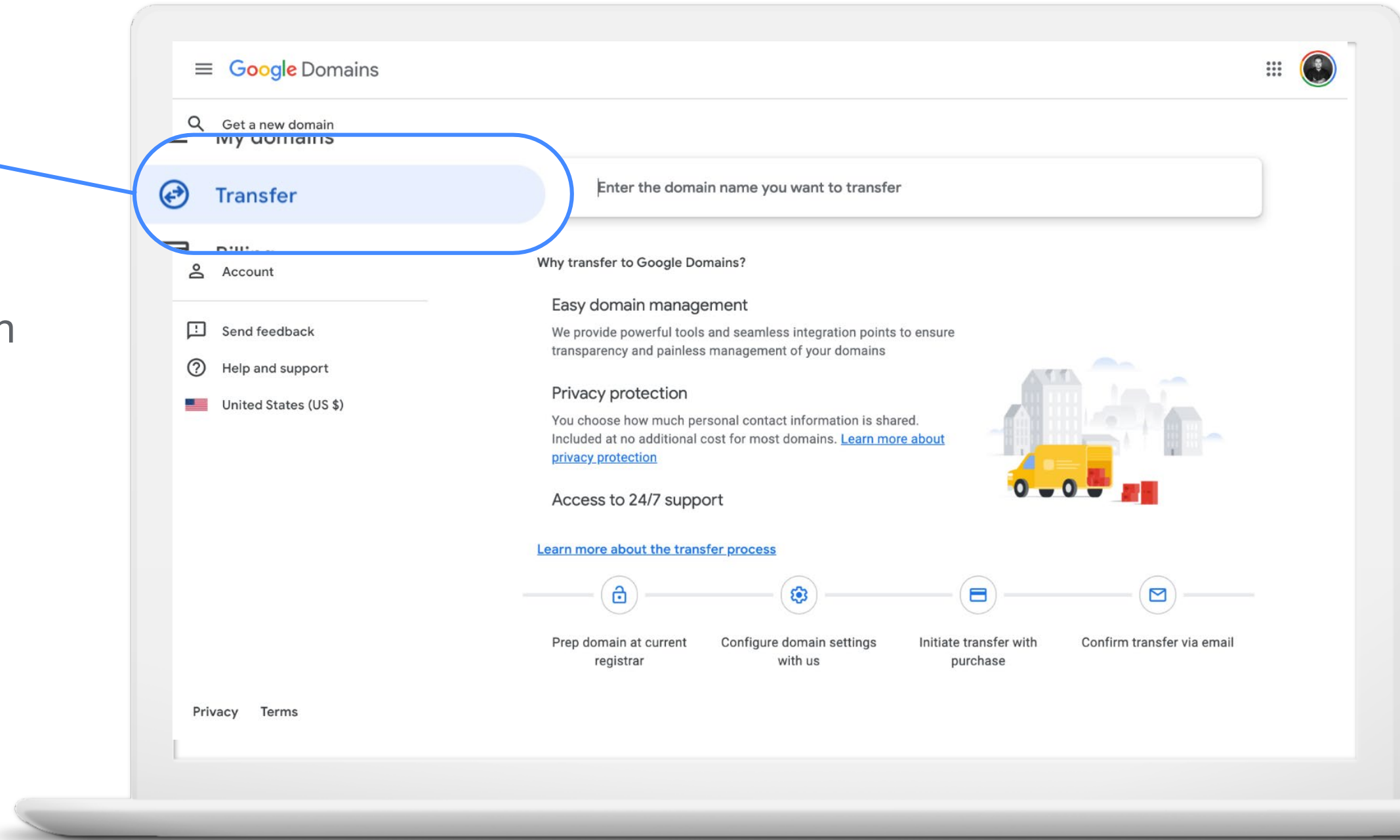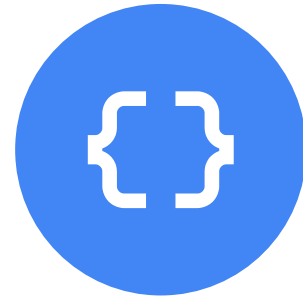
TRANSFERRING AN EXISTING DOMAIN NAME

If you already have a domain name, you can transfer it to Google Domains. Enter the domain and follow the prompts

WHAT TO DO IF YOUR DOMAIN NAME IS TAKEN

Make a small change

Choose a different
domain ending or make a
small tweak (but don't
misspell your brand)

Start fresh

Come up with a new
name. Remember:
there's no such thing as
one perfect domain

Grow with Google

ACTIVITY

Search for a domain name.

1. Go to domains.google

2. Type in the domain name you want

3. Click Get It to see what's available

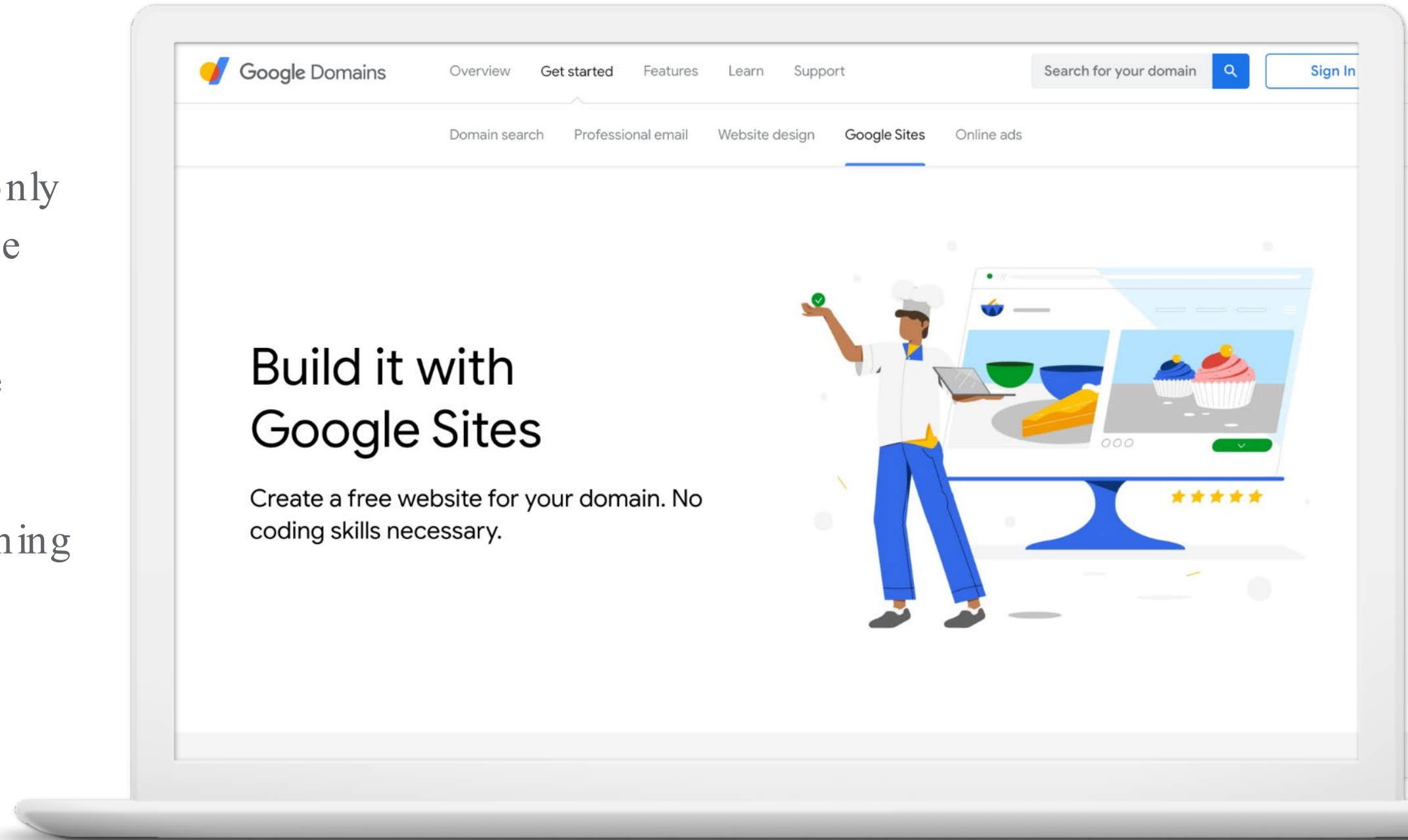# Build a website with Google Sites

Benefits

- No hosting fees: Your only cost is the domain name

- Collaborative: multiple people can edit the site

- Mobile responsive

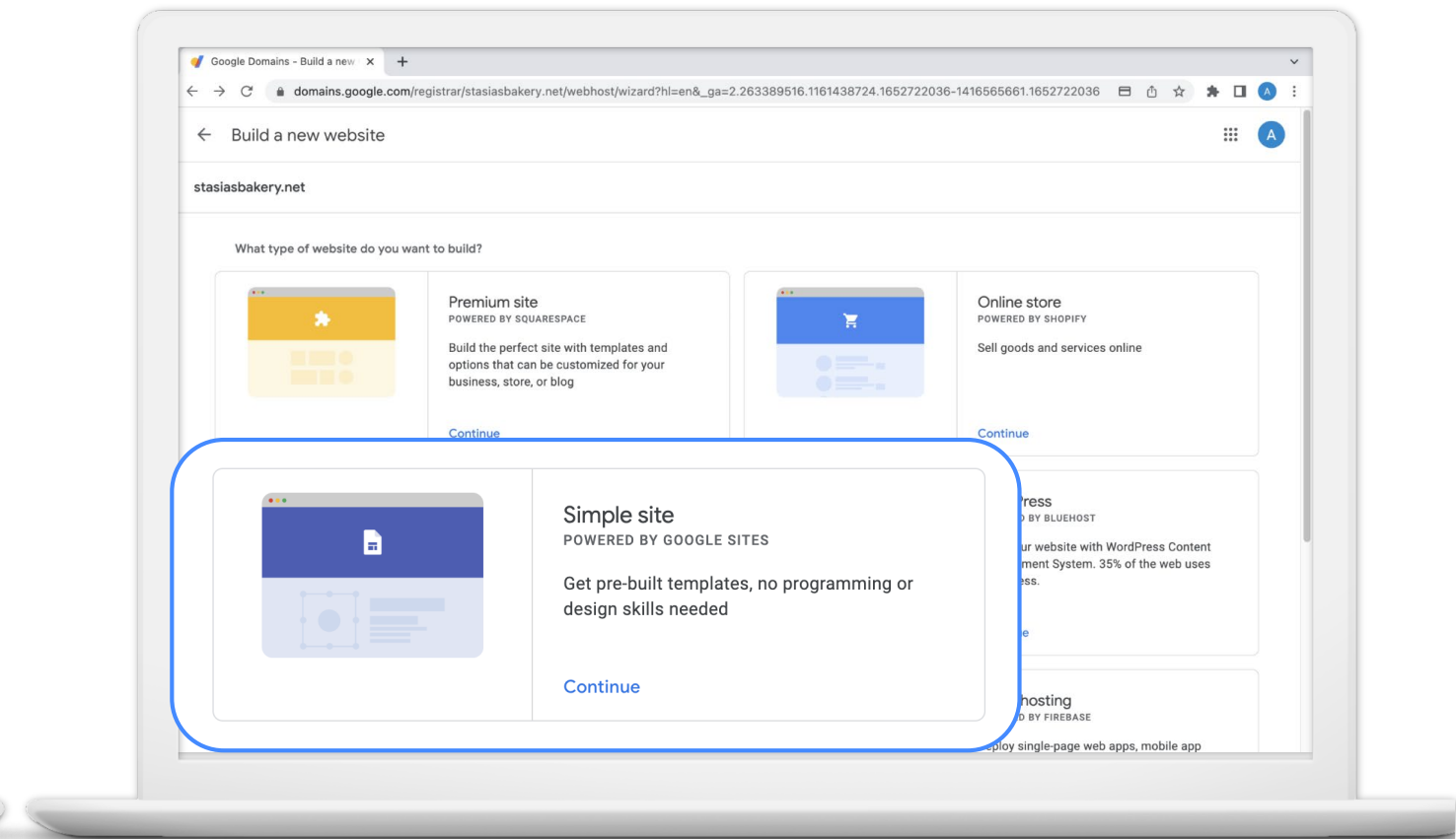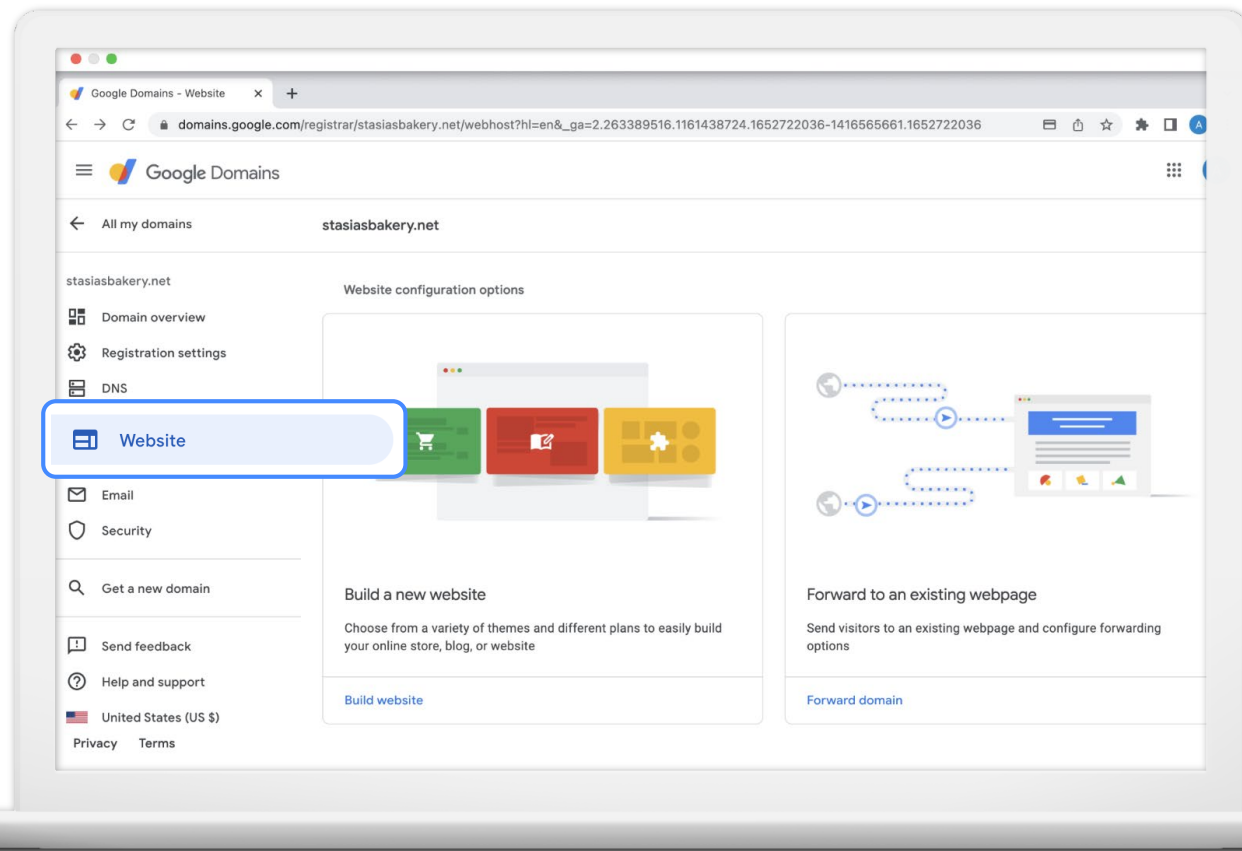- No design or programming skills needed

Grow with Google

IF YOU'RE STARTING FROM GOOGLE DOMAINS

Click Website in the left navigation, then choose Google Sites

Grow with Google

OR VISIT SITES.GOOGLE.COM
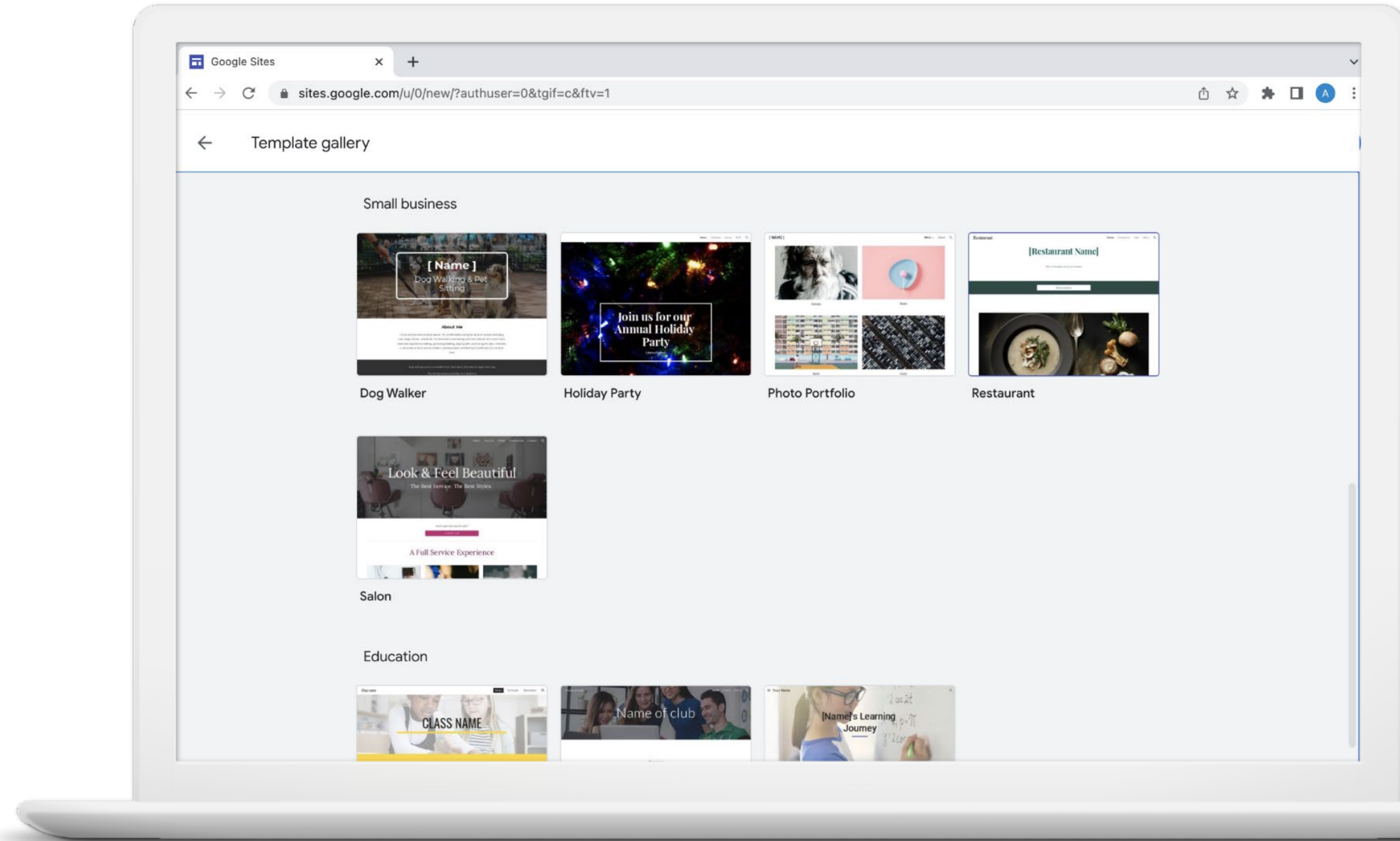
On your computer

- Open Google Sites

- Click Start a new site

- Select a template

Quick Tip:

Build a new site
sites.google.com

Grow with Google

GETTING STARTED WITH GOOGLE SITES

Build your site

● Add, delete, and
   organize pages

● Edit text and images
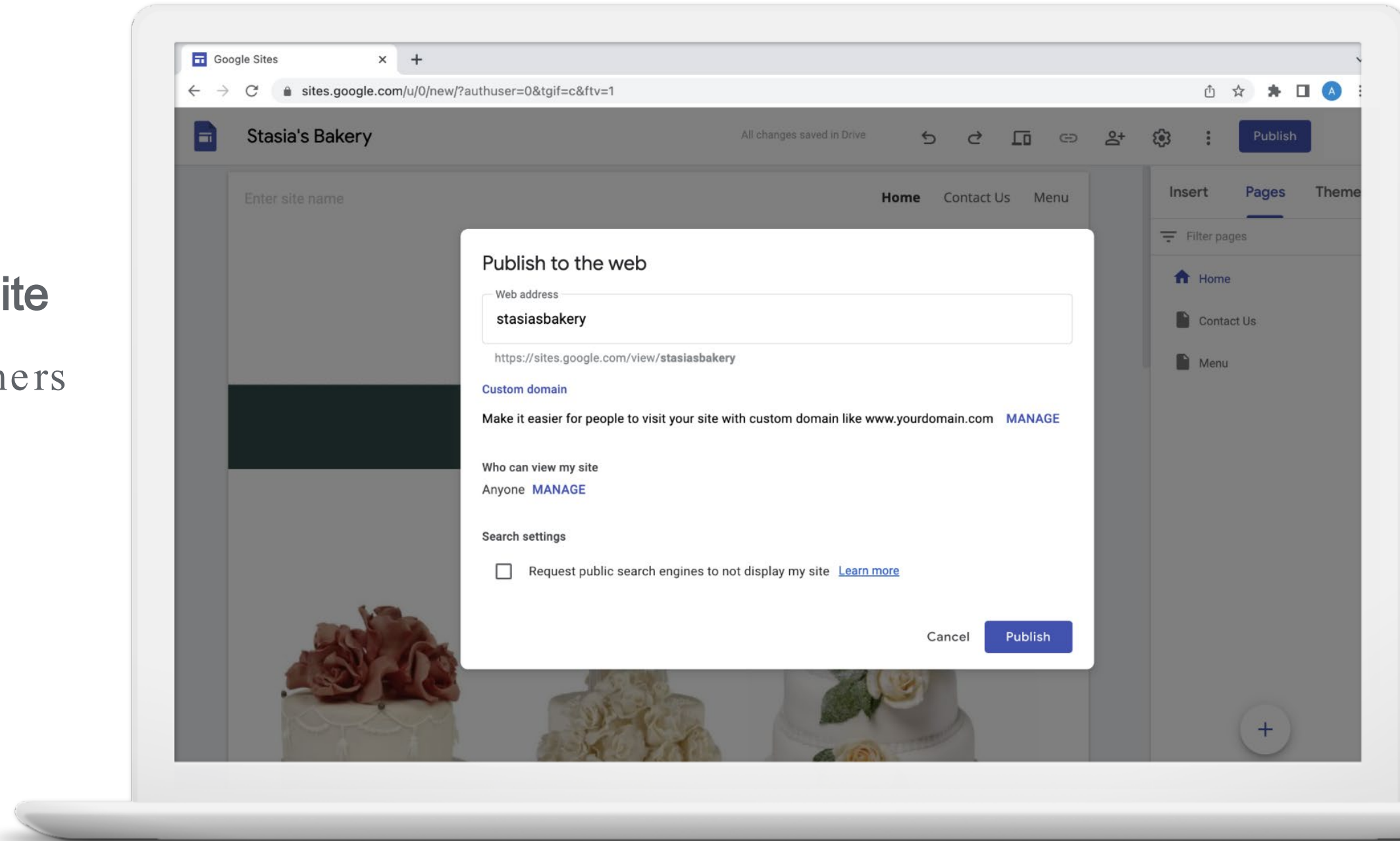
● Add files, videos, and more
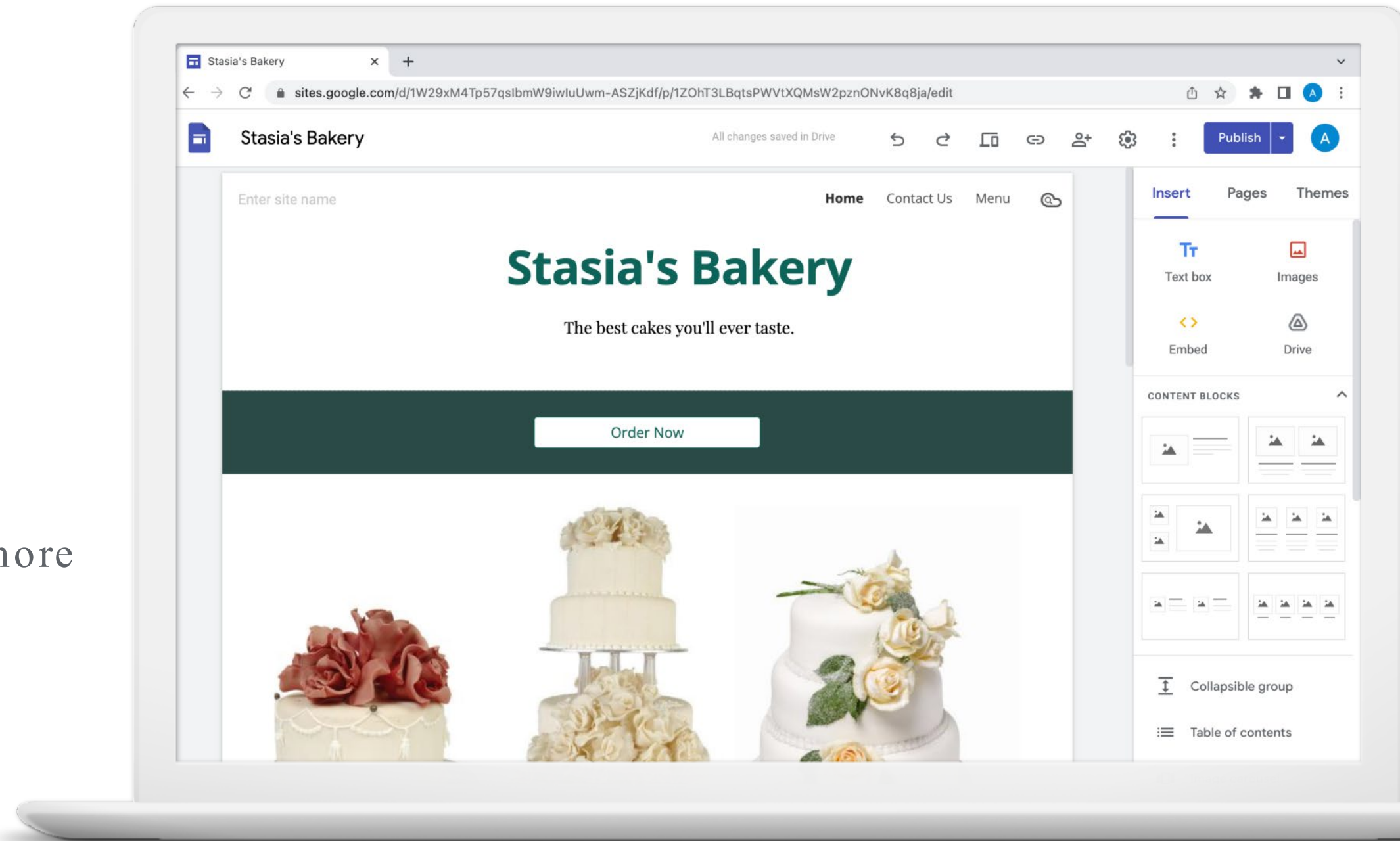
Grow with Google

GETTING STARTED WITH GOOGLE SITES

Publish and share your site

- Share your site with others
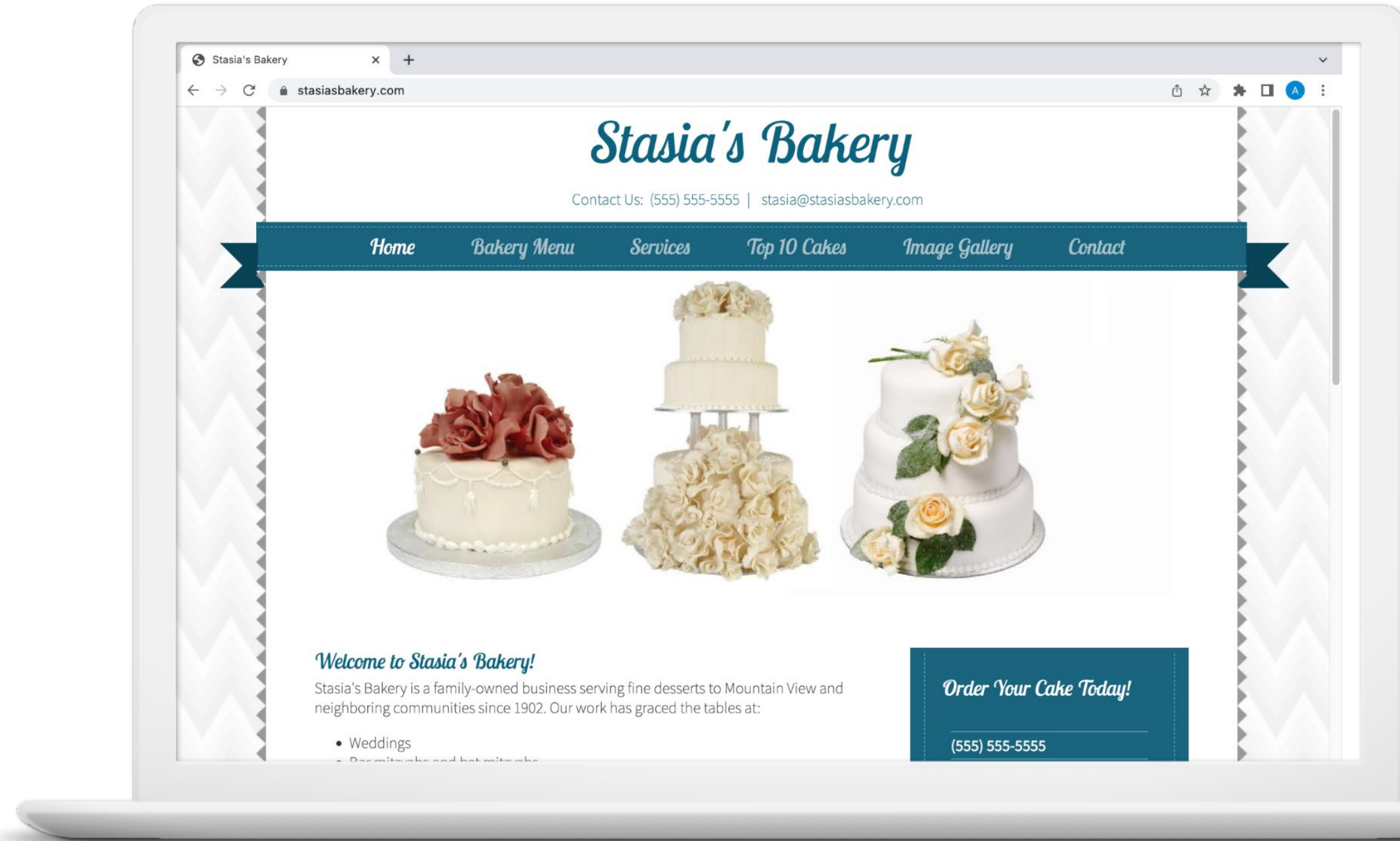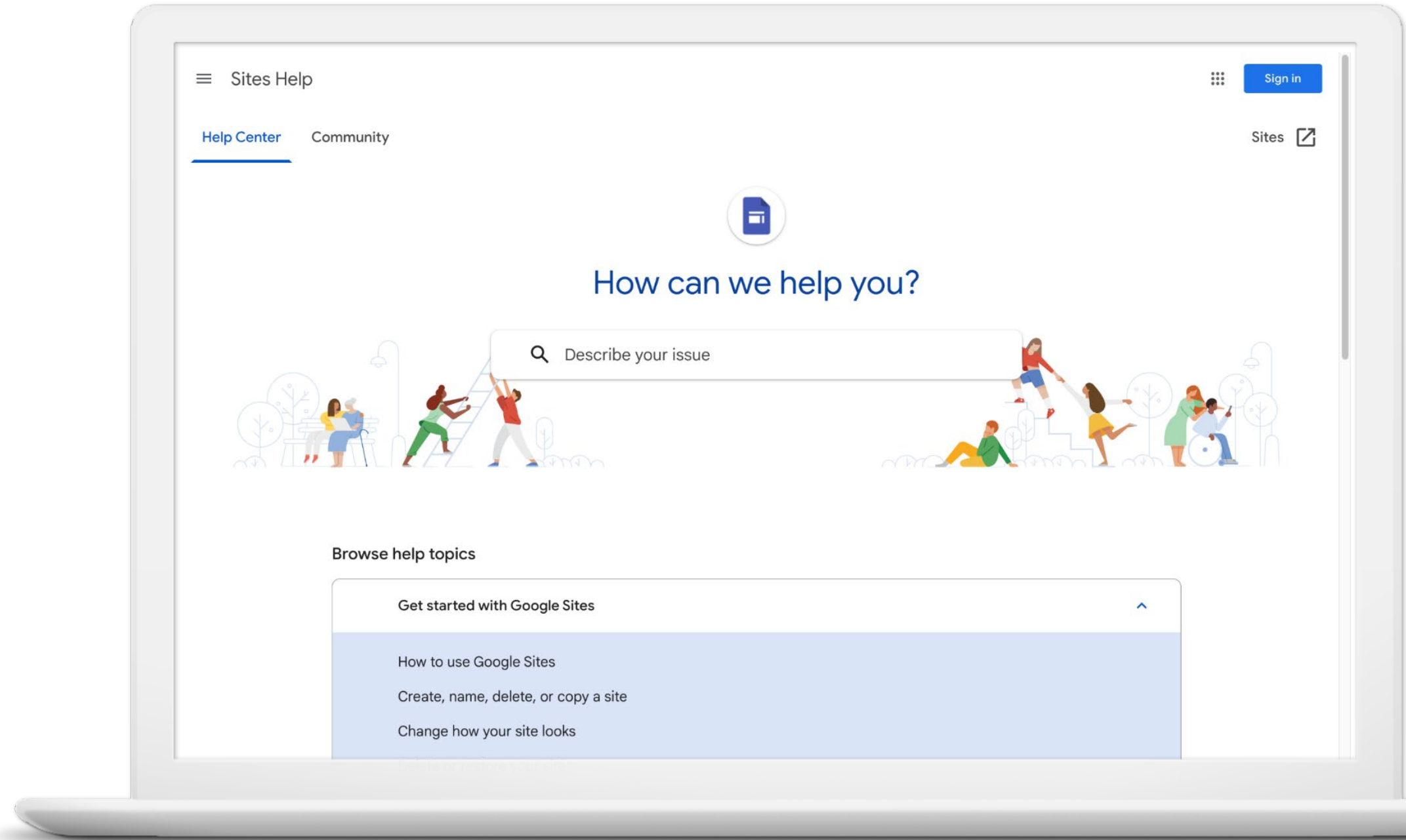- Invite collaborators to make edits

WEBSITE TIPS

A great website is

- Goal oriented
- Organized
- Useful
- Functional
- Intuitive
- Search-friendly

ACCESS HELP

Visit Sites Help at:

support.google.com/sites

Grow with Google

ACTIVITY

Build a website in 3 minutes

1. Visit Sites.Google.com

2. Click "Start a new site"

3. Select a template

4. Name your site, select a layout and personalize

5. Publish and share!

Grow with Google

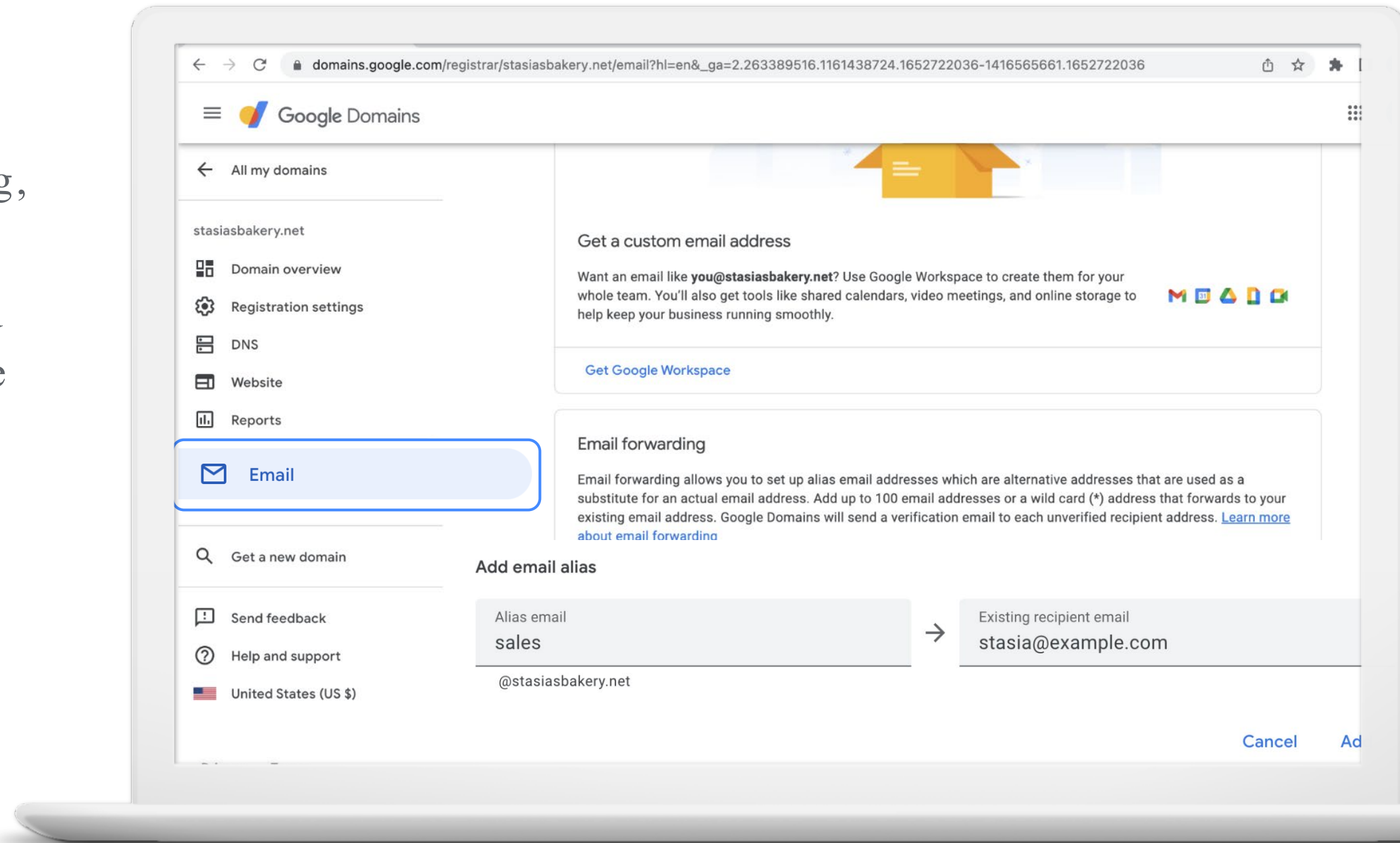# Set up email for your business

Grow with Google

EMAIL FOR YOUR BUSINESS

- Email forwarding lets you create extra email addresses (aliases)

- Google Domains includes no-cost email forwarding

- Create up to 100 aliases

Grow with Google
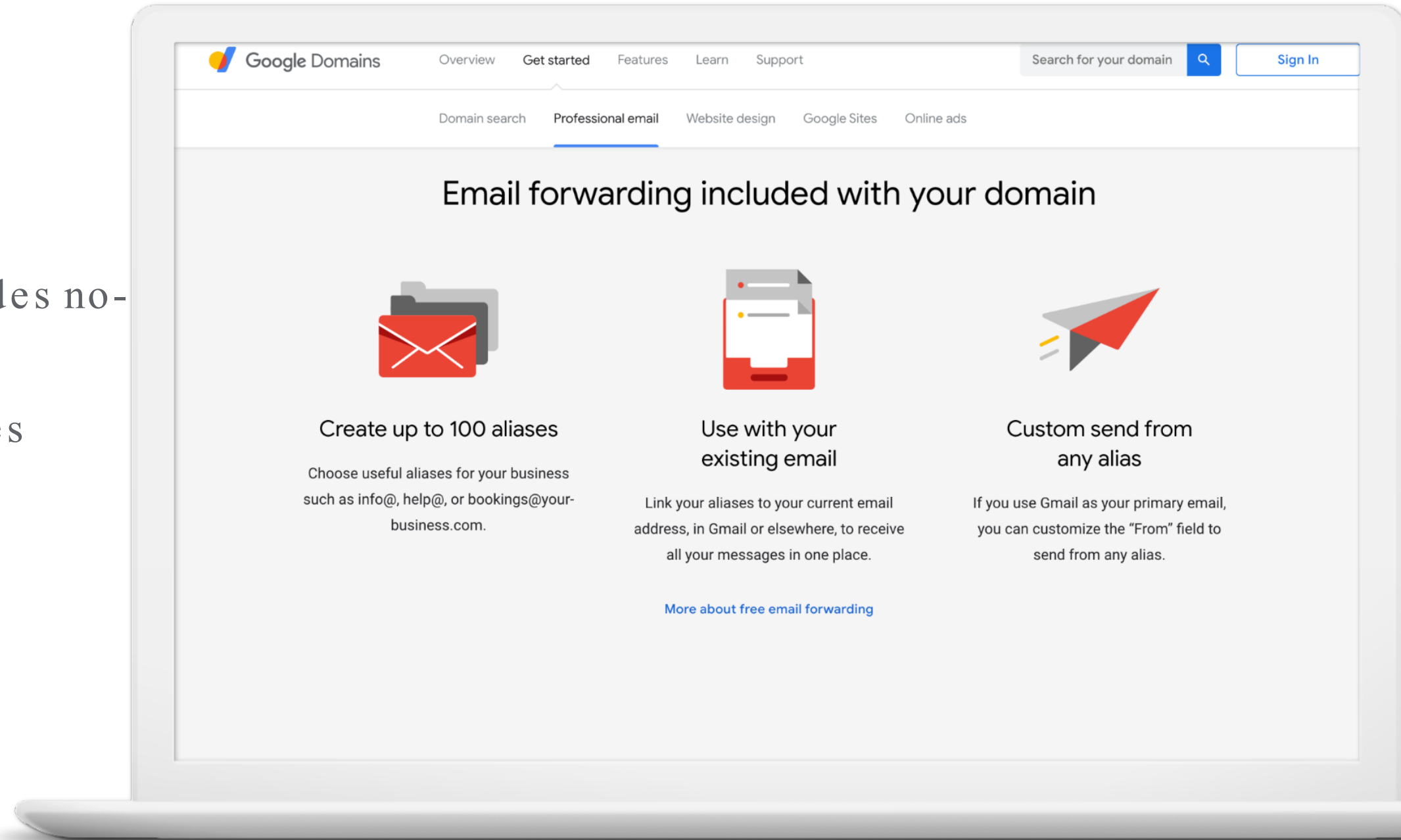
HOW TO SET UP EMAIL FORWARDING

- Click Email

- Under Email forwarding, click Add email alias

- Add the email alias you want to create, and the primary email where it should be sent
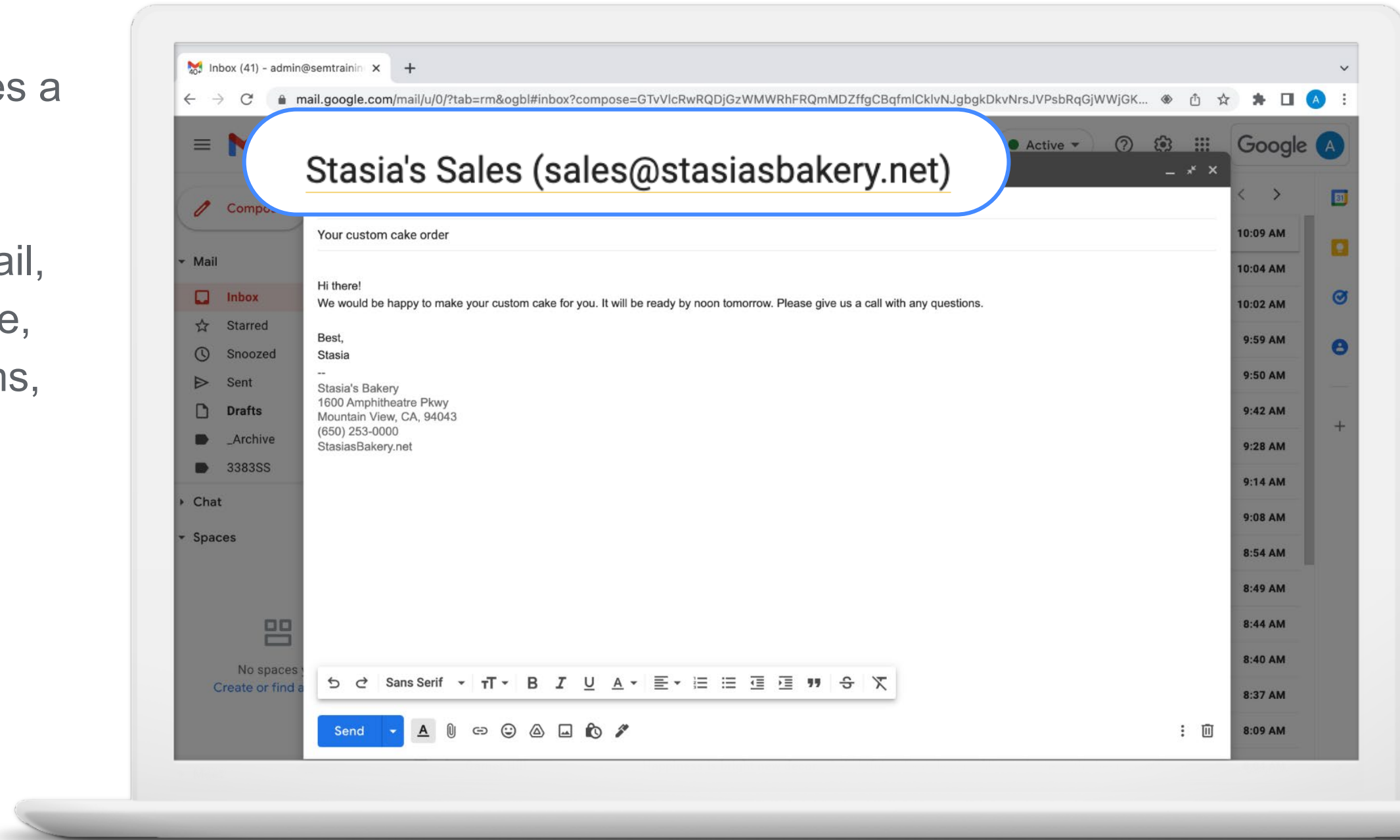
- Click Add

Grow with Google

GOOGLE WORKSPACE

Google Workspace provides a custom email for your business and includes collaboration tools like Gmail, Calendar, Meet, Chat, Drive, Docs, Sheets, Slides, Forms, Sites, and more

Quick Tip:

Learn more about Google Workspace
g.co/workspace

YOUR PROFESSIONAL EMAIL ADDRESS IN ACTION

Grow with Google

Recap & resources

Grow with Google
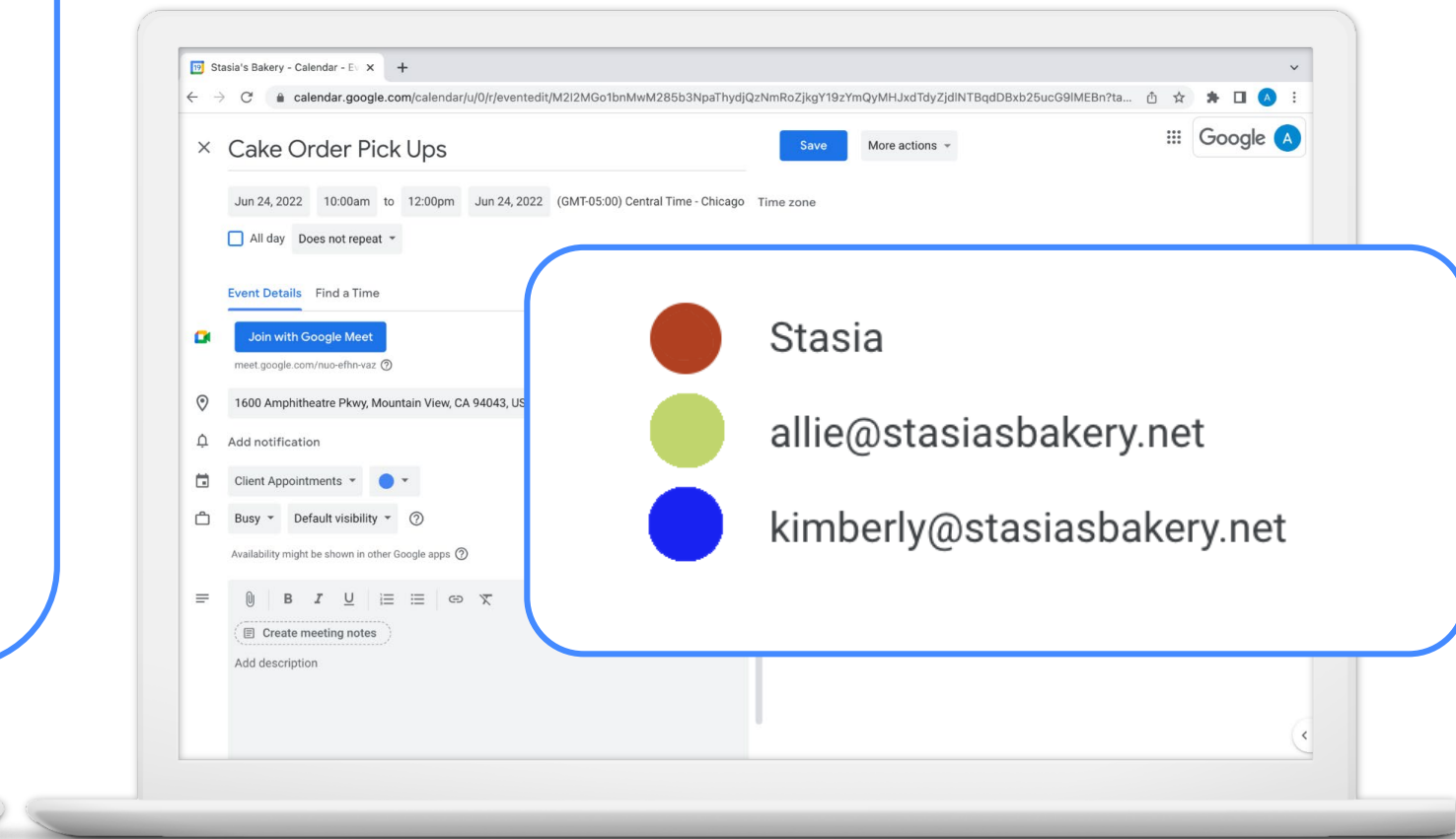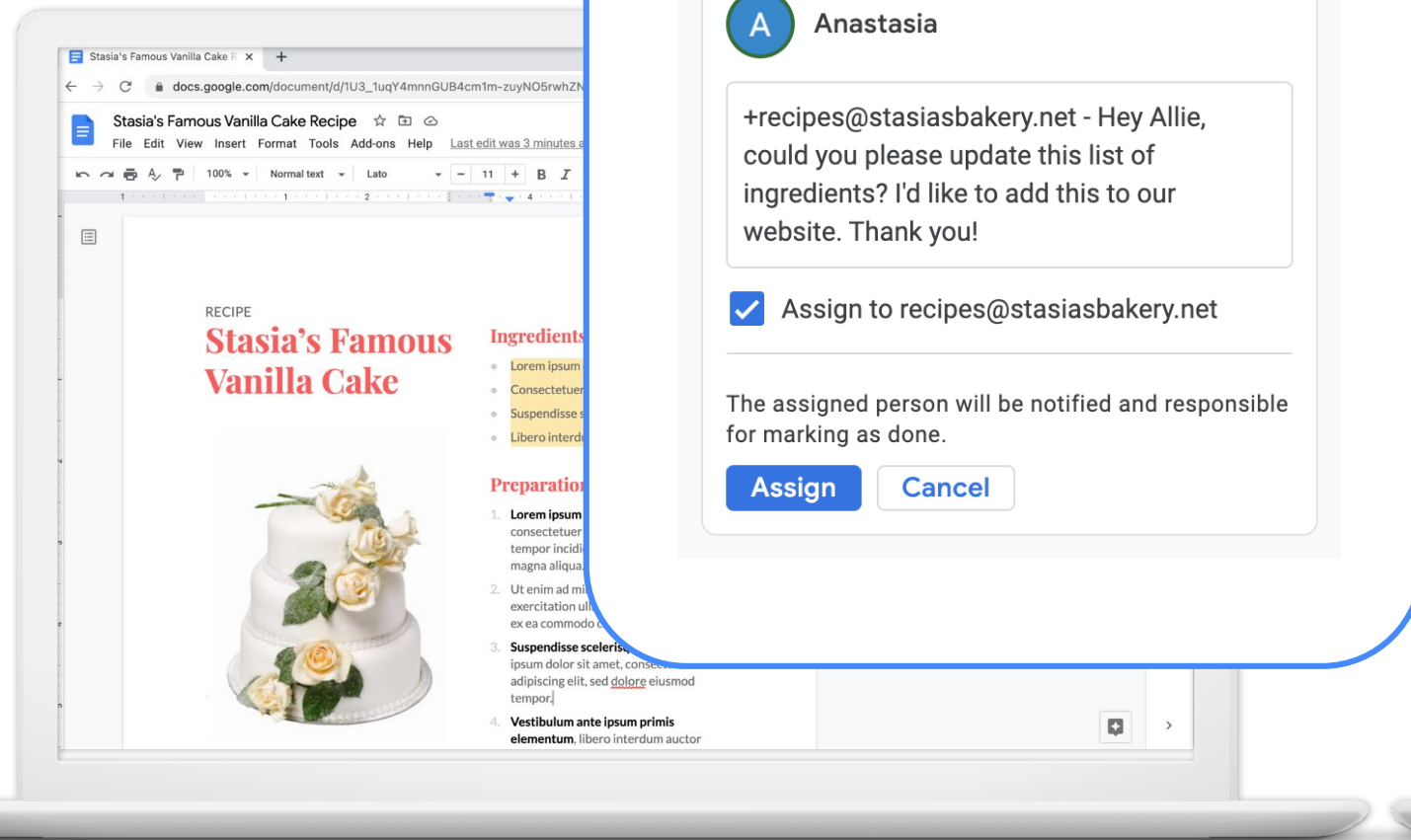
KEY TAKEAWAYS

- **A domain name** is the address of a website: the part you see after "www." In a professional email address it's what comes after the @ symbol

- **Tips for choosing a domain name:** keep it simple, use keywords, and consider alternate domain endings (top level domains)

- **Register a domain name** via a registrar like Google Domains.

- **Build a website** and point your domain name to it so people can find you on the web. We discussed one option, Google Sites

- **A professional email address** uses your domain name and adds a level of professionalism to business correspondence
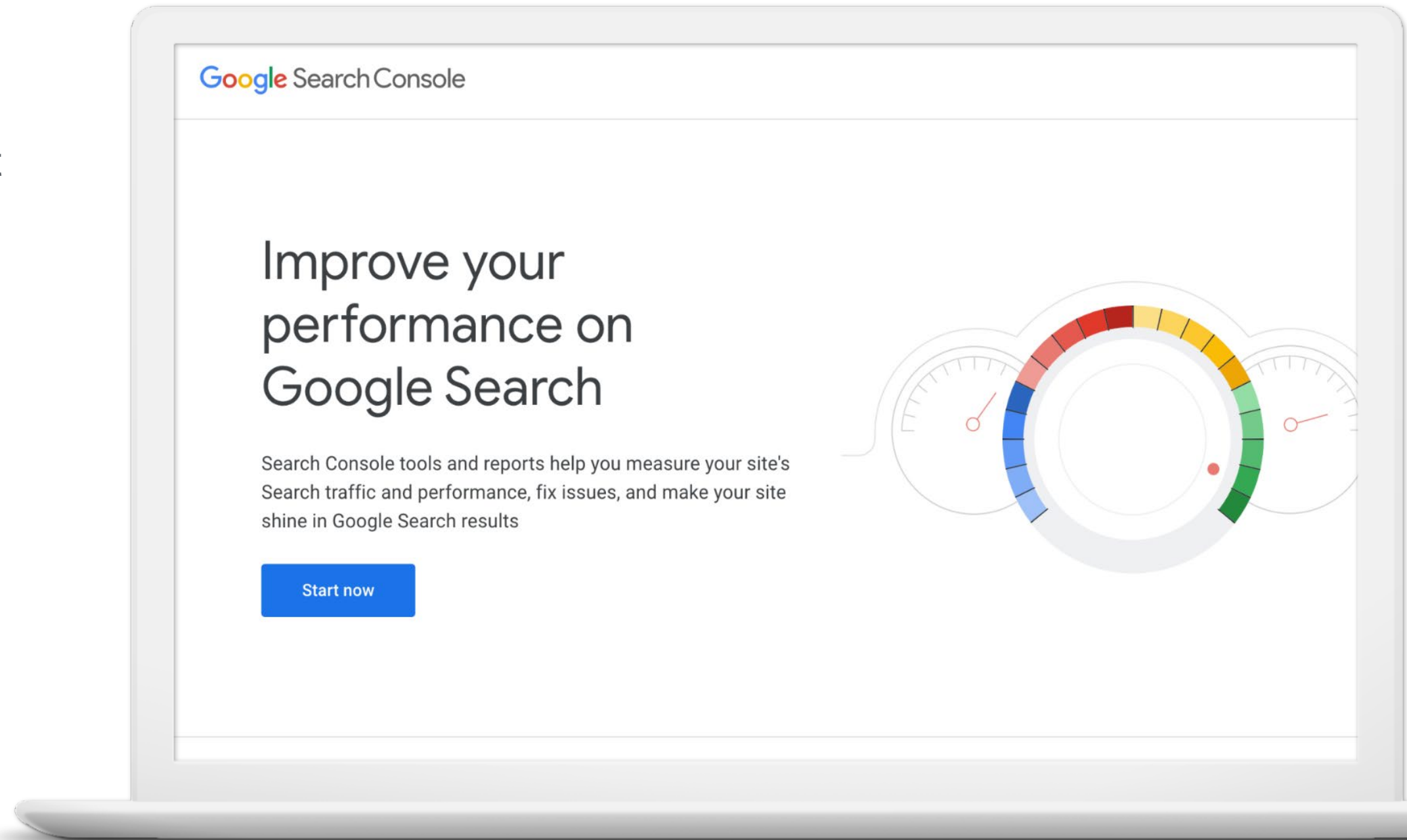
WHAT IS GOOGLE SEARCH CONSOLE?

Helps you monitor, maintain, and troubleshoot your site's presence in Google Search results

Get data, tools, and diagnostics for a healthy, Google-friendly website

Quick Tip:
Monitor your website's search presence with Search Console
g.co/searchconsole

Grow with Google

WHAT IS GOOGLE ANALYTICS?

Google Analytics is a software that you can use to understand behavior on your website and mobile app

- Visit **g.co/analytics**

- To create an account, click **Start for free**

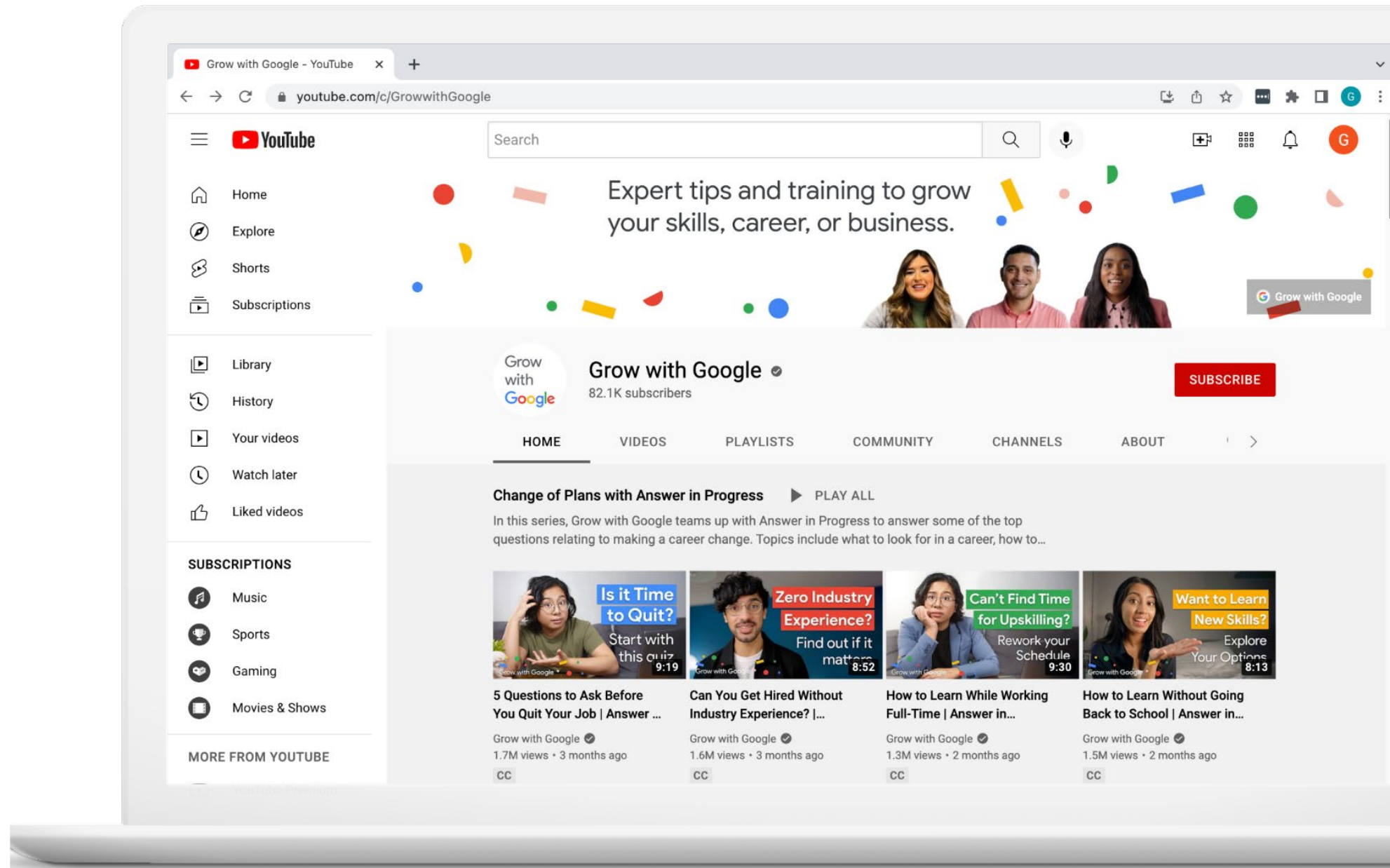- Set up a **property** in your Analytics account
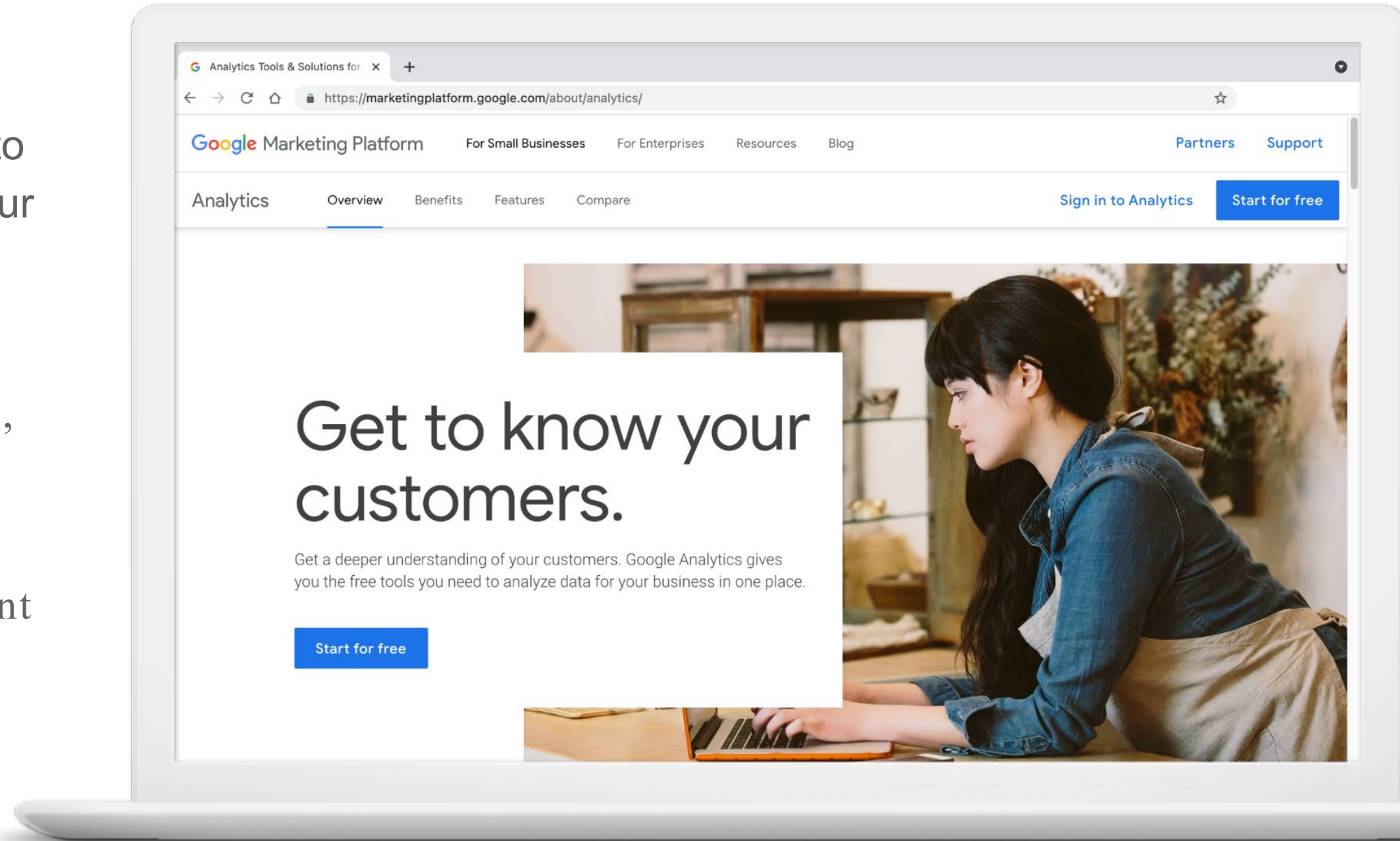
KEEP LEARNING ON YOUTUBE

Check out the Grow with Google YouTube Channel for expert tips to grow your skills, career, or business.
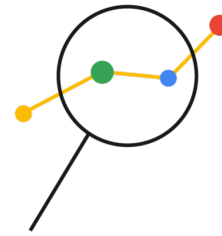

Quick Tip:

Subscribe on YouTube
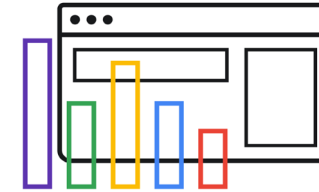YouTube.com/GrowWithGoogle

GOOGLE CAREER CERTIFICATES

Prepare for a new career in six months with professional training designed by Google.
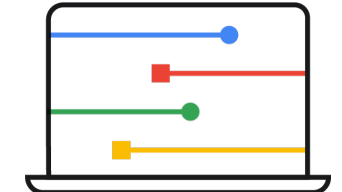
- No experience necessary
- Learn at your own pace
- Stand out to employers
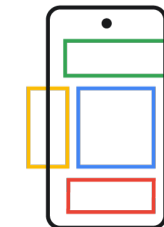- A path to in-demand jobs

Data Analytics

Digital Marketing & E-commerce

IT Support

Project Management

UX Design

Get started at
grow.google/ certificates

Grow with Google

FREE ONLINE TRAINING AND TOOLS ATGOOGLE.COM/GROW

For teachers and students
Bring digital tools into your classroom.
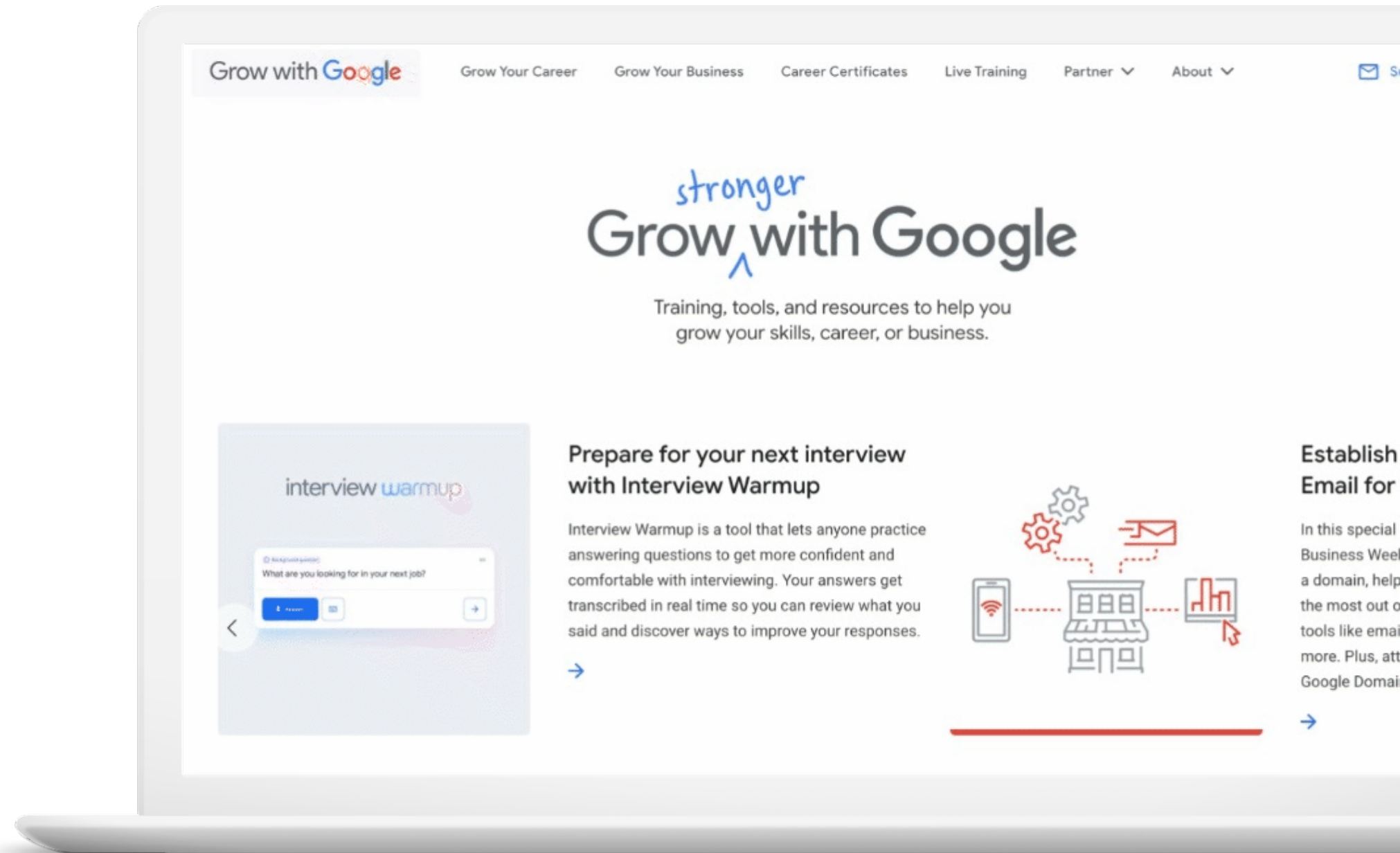
For local businesses
Help new customers find you online.

For job seekers
Boost your résumé with a new certification.

For developers
Learn to code or take your skills to the next level.

Grow with Google

Grow with Google

Thank You

Share your feedback
g.co/grow/feedback

#GrowWithGoogle

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