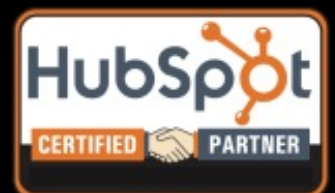




# 8 Google tools To Improve Your Marketing Effectiveness



# 8 Google tools

to Improve Your  
Marketing Effectiveness

# Table of Contents

Introduction.....	3
Google AdWords.....	5
Google Docs.....	8
Google Keyword Tool.....	11
Google Alerts.....	14
Google News.....	17
Google Reader.....	20
Google Places.....	23
Google+.....	26
Common Questions.....	29

# Introduction

Although Google serves as the go-to search engine for many Internet users, there still seems to be a large unawareness for its other tools. Here at HubSpot, we feel it's important to discuss Google's various tools as they fit in nicely within the type of marketing we and our customers practice: inbound marketing.

As you have noticed, traditional marketing activities have hit the back burner, establishing a stale and ineffective method of reaching consumers. As a response to this changing environment, we need to shift our focus to attract people who are actively searching for products online. **That's where inbound marketing comes in.**

Inbound marketing accurately conveys the challenges your consumers are facing and what types of solutions they are looking for. It takes advantage of the way people communicate and do research. We are using search engines, reading blogs and tapping into our social networks to find answers to questions and make purchase decisions. Companies can utilize these different channels to better target their marketing activities and bring in more sales.

# Introduction

Inbound marketing is easy to measure, allowing you to see your [return on investment](#), whereas with traditional marketing techniques, it's much harder to tell whether the money you spent is actually turning into sales.

One of the key players in this rapidly evolving landscape is Google. While there are numerous search engines out there (Yahoo, Bing, AOL, etc), Google remains the dominant destination people land on for research and reviews.

However, Google is not only a search engine. It also owns a range of assets that provide marketers with social networking and content creation opportunities. This is what this eBook is all about. Hope the tools we cover here will help you become better at inbound marketing!

## Tool 1

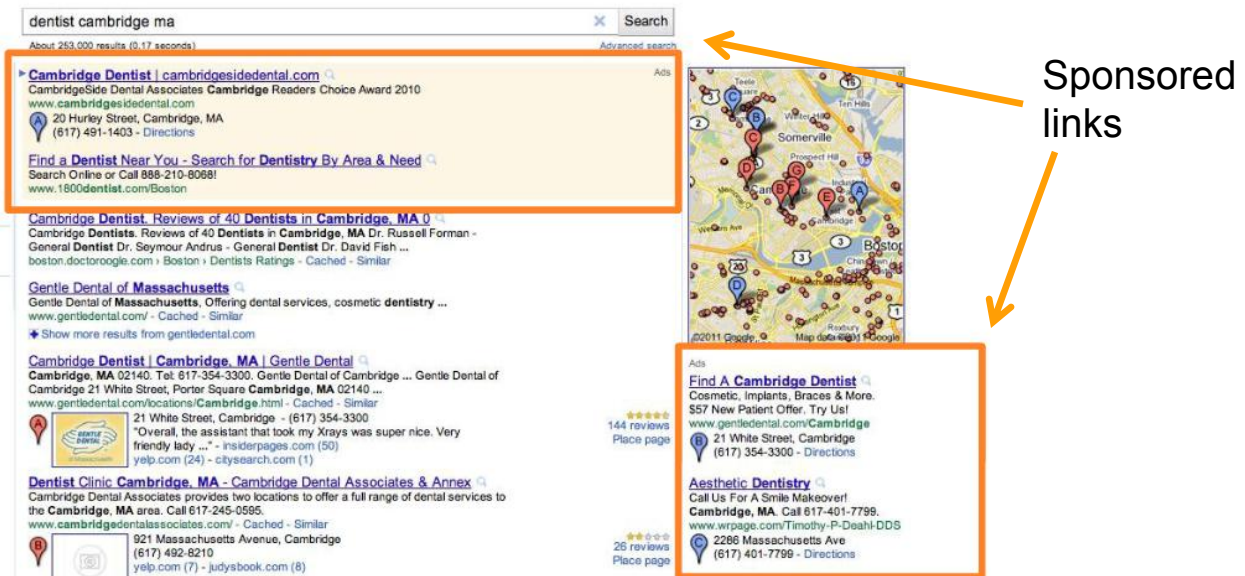
# Google AdWords



# 1 Google AdWords

Google AdWords is a provider of Pay-Per-Click (PPC) ads. It allows businesses to create ads and target specific keywords. As people search for these keywords, the paid ads appear in Google paid search results.

Does that sound confusing? Let's break it down. For example, let's do a search for a dentist in Cambridge, MA. As you can see in the screenshot below, there are two types of results that appear in results:



## 1) Organic search results:

These search results are earned by accumulating a lot of inbound links and SEO authority.

## 2) Sponsored links:

These are search results you pay for in order to rank for a specific keyword combination.

# 1 Google AdWords



75% of searchers click on organic search. Only 25% of online searchers click on paid results.

## Google AdWords Offers Contextual Targeting

As part of the Google Display Network, Google partners with hundreds of websites, news pages and blogs that can feature your ads. “And similar to how it works with Google Search, your keywords determine where your ads are shown on the Display Network,” Google’s Step-by-Step guide [reads](#).

When you create a specific ad, Google can match it to a website it relates to. For example, if you’re a bakery and your ad is about a cake, it will fit in well with the *Dining and Wine* section of *The New York Times*. This is called contextual targeting.

In order to create engaging display ads, Google will also provide you with a free Display Ad Builder tool.

## GET STARTED:



Go to [adwords.google.com](https://adwords.google.com)

- 1) Select a well-performing offer (a whitepaper, report, etc.).
- 2) Create a Google ad.
- 3) Design a call to action.
- 4) Launch and monitor performance.



# Google Docs



Google Docs are free online documents that can be accessed from anywhere, shared with your team and edited by invited collaborators.

## What Types of Google Docs?

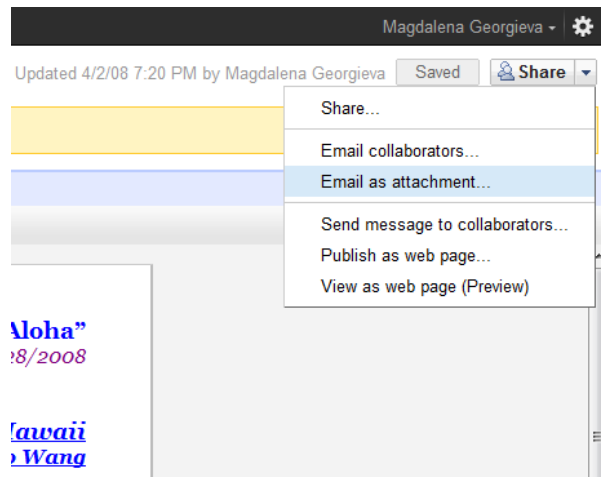
There are five types of documents you can create:

1. Word documents
2. Spreadsheets
3. Presentations
4. Drawings
5. Forms

## Sharing & Full Access

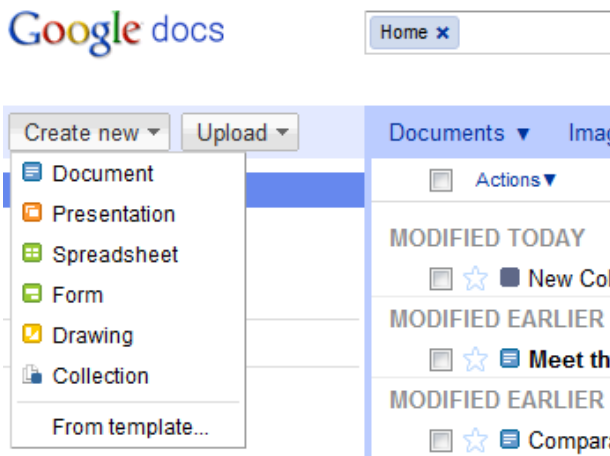
After creating a document, you can share it with anyone who needs to view, edit or manage it. Once you are in the document, a share button in the upper right corner will allow

you to edit the users who can have access. All you need to do is enter names/email addresses.



## Scheduling & Efficiency

Google Docs helps you become efficient at calendaring and scheduling content. For instance, at HubSpot, we use Google spreadsheets to keep a running list of our blog post ideas, email marketing sends and upcoming webinars. In this way, we ensure everyone on the team is aware of our activities and can help out as necessary.



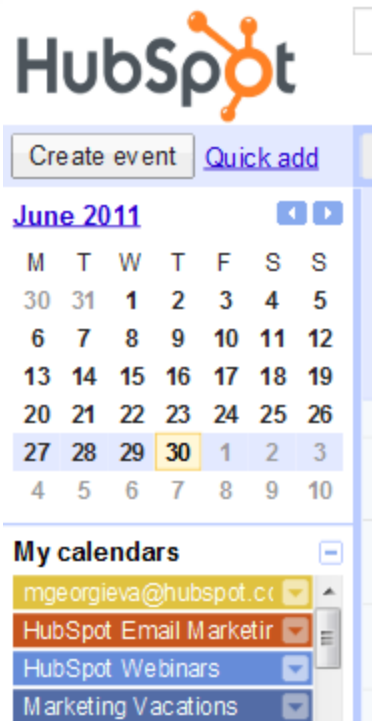
# Google Docs

## Content Creation & Collaboration

Google Docs helps with brainstorming new content ideas and collaborating within the actual creation process. Maintaining these docs, you can eliminate unnecessary meeting time and be more efficient.

## Calendars & Meetings

Lastly, Google calendars also provide you with a helpful platform to stay organized, create reoccurring events and remember deadlines. At HubSpot, we even use them as a way to keep track of when our team members will be away from the office.



## GET STARTED:



Go to [Docs.Google.com](https://docs.google.com)

- 1) Select a content series (blog articles, webinars, videos, email).
- 2) Create a document around that content
- 3) Share document with co-workers.
- 4) Collaborate, modify and publish.

Tool 3

# Google Keyword Tool



Google's Keyword Tool helps you create a solid keyword research strategy. While it's part of Google AdWords, you can also use some of its capabilities without being enrolled in a PPC program.

## Why Keywords Matter?

People enter keywords into search engines in order to find information and entertainment, conduct research and make purchases. As a business, you want online searchers to find you and your company's website when they make queries relevant to your product or service. That's why doing the right keyword research is essential and can help you attract more qualified traffic to your site.

## How Google's Keyword Tool Works

You can do two things by going to the website:

- 1) Enter keywords and the Keyword Tool will return synonyms of those keywords.
- 2) Enter a website and the Keyword Tool will suggest keywords used within that website.

### Find keywords

Based on one or more of the following:

Word or phrase (one per line)

Website

☐ Only show ideas closely related to my search terms [?](#)

[Advanced Options and Filters](#)

Locations: United States ✕

Languages: English ✕

# Google Keyword Tool

## How Competitive Keywords Are

In addition to suggesting keyword ideas, Google's Keyword Tool will also tell you how competitive these phrases are. Generally, you don't want to choose highly competitive keywords, but you want to focus on the ones you can realistically start ranking for.

## Monthly Searches Help Strategize

Google's Keyword Tool will also inform you on the monthly searches for keywords (approximately 12-month average of user queries). When you specify a country or a language in your search, you can also look into the **local** monthly searches. So if you're a local company or a company looking to expand nationally or internationally, this strategy will work to your benefit.

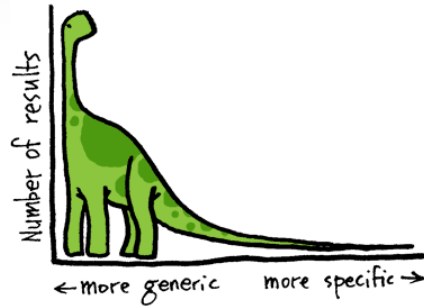


Image credit: [Matt Powell](#)

## The Long-Tail Keyword Strategy

There is no way we can discuss keyword strategies without mentioning the importance of the long-tail keyword. It refers to the usage of narrow and specific keywords rather than going for the broad terms. The latter are highly competitive which, as [Matt Powell noted in 2008](#), “means big costs and also low conversion rates.” An example of a long-tail keyword strategy would be to target the phrase “youth education program Massachusetts” instead of just the generic term “education.”

## GET STARTED:



Go to [GoogleKeywordTool.com](http://GoogleKeywordTool.com)

- 1) Enter a keyword you want to be ranking for.
- 2) Find out synonymous keyword combinations.
- 3) Choose one low on competition & with decent monthly traffic.
- 4) Write a blog post around it.

Tool 4

# Google Alerts



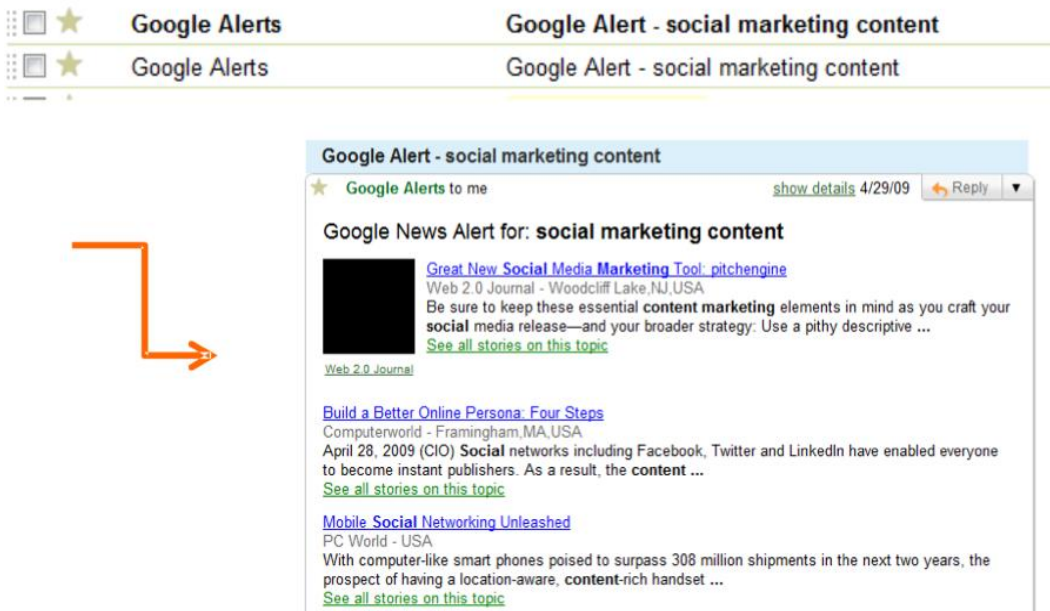
Google Alerts is a free tool used by marketers to monitor brand name, key industry terms and competitors.

## Why Receive Alerts?

Google Alerts enable you to easily monitor the Web for desired keywords, sending you email messages when these terms are being used.

For example, we use Google Alerts to monitor the word “HubSpot” along with “inbound marketing” and “Internet marketing.” It’s one way to stay on top of news related to our industry and brand.

Generally, Google Alerts are useful to marketers who don’t have the time or resources to be proactive about monitoring the Web for specific mentions. Google does the searching for you! As an example, see below a Google Alert for “social marketing content.”



The screenshot shows a Google Alert interface for the keyword "social marketing content". At the top, there are two tabs: "Google Alerts" and "Google Alert - social marketing content". Below the tabs, the alert is titled "Google News Alert for: social marketing content". The alert is dated "4/29/09" and has a "show details" link. The alert contains a list of news articles, including:

- Great New Social Media Marketing Tool: pitchengine**  
Web 2.0 Journal - Woodcliff Lake, NJ, USA  
Be sure to keep these essential **content marketing** elements in mind as you craft your social media release—and your broader strategy: Use a pithy descriptive ...  
[See all stories on this topic](#)
- Build a Better Online Persona: Four Steps**  
Computerworld - Framingham, MA, USA  
April 28, 2009 (CIO) Social networks including Facebook, Twitter and LinkedIn have enabled everyone to become instant publishers. As a result, the **content** ...  
[See all stories on this topic](#)
- Mobile Social Networking Unleashed**  
PC World - USA  
With computer-like smart phones poised to surpass 308 million shipments in the next two years, the prospect of having a location-aware, **content-rich** handset ...  
[See all stories on this topic](#)



# Google Alerts

## Don't Worry, You Can Filter the Alerts

"More email? That's the last thing I want," are probably the thoughts running through your mind while you are reading this. But don't worry! There is a way you can filter the email alerts.

When signing up for Google Alerts, you can select the type of content you want Google to look for (e.g., blog post, news articles, video, etc) and how often notifications are sent.

Let's say you choose a popular topic which is basically popping up 24/7. You might not want to be alerted every single time it gets a mention. Luckily, you can opt for daily or **weekly** alerts.

Google alerts  
beta

Search terms:  [Preview results](#)

Type:

How often:

Volume:

Deliver to:

Create Alert

## GET STARTED:



Go to [Google.com/Alerts](https://www.google.com/alerts)

- 1) Pick a few industry terms.
- 2) Set up Google Alerts for each.
- 3) Monitor your presence.
- 4) Create content around newsworthy stories.

Tool 5

# Google News



Google News helps you leverage the buzz around fresh news stories and instantly follow up with recent events.

## Generate Content Ideas

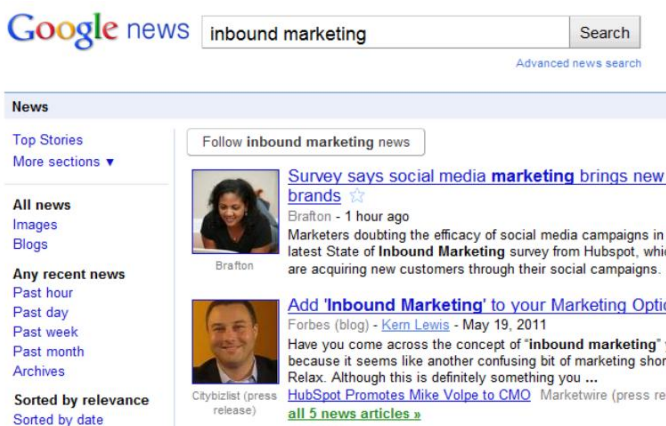
Google News provides you with a great platform to find news relevant to your industry and generate content ideas from the results you see. Take advantage of a story's timeliness and piggyback on its newsworthiness.

For instance, in the query below, we looked for news matched to the phrase "inbound marketing." One of the results Google News returned was an announcement of a survey posted only an hour after our query was made. This is the perfect opportunity to write a blog post!

## Be an Industry Thought Leader

Writing about recent industry trends and events will turn you into an industry thought leader and a go-to resource for online searchers.

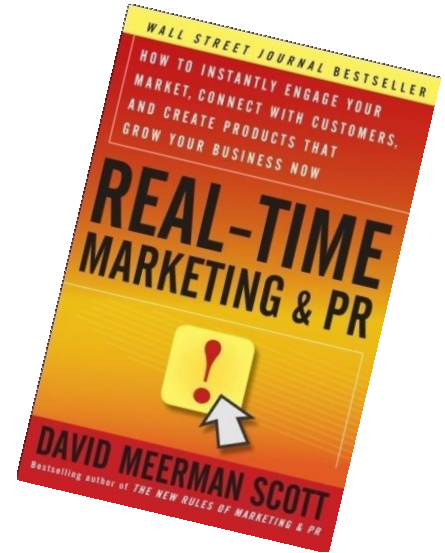
Remember to offer your unique perspective on the topic you are covering, and even include quotes from experts in your organization. If you are feeling especially passionate about the issue, consider creating a video about it! Once you nail down the topic, you can choose from a range of content formats (e.g. video, blog posts, ebooks, press releases, etc).



## Appeal to Mainstream Media

Following fresh news stories and being able to create content around them is an advanced approach to inbound marketing. Your content may even be picked up by journalists and bloggers seeking information on the same topic.

This is the real-time aspect of marketing that companies need to leverage. As David Meerman Scott notes in his book “[Real-Time Marketing & PR](#),” marketers today need speed and agility to give them competitive advantage. Google News presents a wonderful way to do that, so make sure to try it out.



## GET STARTED:



Go to [News.Google.com](https://news.google.com)

- 1) Enter an industry key term.
- 2) See what comes up and choose the most recent result that's relevant to your business.
- 3) Brainstorm content ideas around the topic.
- 4) Create a blog post about it.

Tool 6

# Google Reader

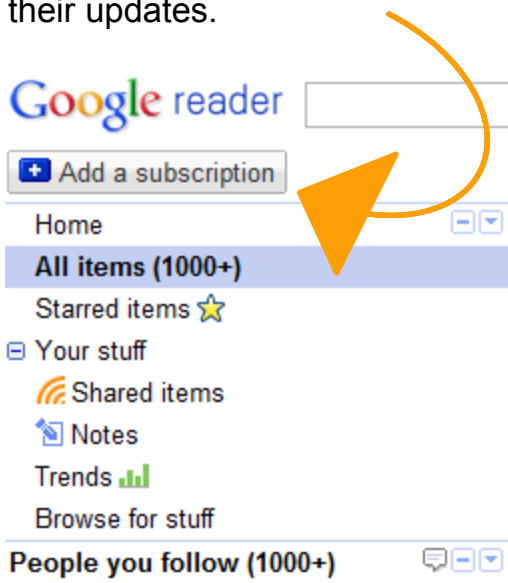


Google Reader is a free tool that helps you stay up to date with what's going on in your industry. It's great for coming up with content ideas and engaging with your community in industry-related conversations.

## Filter Your News to Save Time

In today's attention economy, **time** is our scarcest resource. That's why we value most the tools that save us time.

Google Reader does exactly that—saves you time by allowing you to quickly filter through news stories, blog posts, videos and other content relevant to your industry. Subscribe to websites, blogs, industry leaders and get notifications on their updates.



## Be Social in the Blogosphere

While blogging is important for establishing yourself as a thought leader, commenting on other blogs also builds your credibility.

Following other blogs is especially important if you are just starting out with blogging. It enables you to draw more content ideas, participate in important industry discussions and create valuable relationships.

But if you subscribe to hundreds of blogs, when are you going to spare time to read all these article? That is why you want to browse through them using Google Reader.

## Quick Organizational Tips

Choose five or ten top blogs to add to your Google Reader. Check it daily. If you can consistently keep up with this pace, slowly increase the list.

## Find Competing Blogs

Google Reader also allows you to identify who in your industry is prolific and with a large following. It will match your search terms with feeds and show subscriber counts:

### Feeds matching "inbound marketing"

[« Return to feed discovery](#)

- |                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9,915<br>subscribers | <p><b><a href="#">Inbound Marketing vs. Outbound Marketing</a></b><br/>           Jul 7, 2010 ... An overview of new internet marketing strategy, inbound marketing, and its differences from old strategy, outbound marketing.<br/> <a href="http://feeds.feedburner.com/hubspot">http://feeds.feedburner.com/hubspot</a> - 35.7 posts per week</p> <p><a href="#">+ Subscribe</a></p>                                                        |
| 387<br>subscribers   | <p><b><a href="#">Inbound Marketing Hub</a></b><br/>           Various HubSpot resources (e.g. webinars, eBooks, blog articles, videos, etc ...<br/> <a href="http://www.hubspot.com/CMS/UI/Modules/BizBlogger/rss.aspx?tabid=8576&amp;moduleid=10116&amp;maxcount=25">http://www.hubspot.com/CMS/UI/Modules/BizBlogger/rss.aspx?tabid=8576&amp;moduleid=10116&amp;maxcount=25</a> - 2.1 posts per week</p> <p><a href="#">+ Subscribe</a></p> |
| 72<br>subscribers    | <p><b><a href="#">Inbound Marketing University   Free Internet Marketing Training ...</a></b><br/>           Marketing News, Training and Community from HubSpot · Inbound Marketing University ... Register for Inbound Marketing University &gt;&gt; ...<br/> <a href="http://inboundmarketing.com/rss.xml">http://inboundmarketing.com/rss.xml</a> - 0.0 posts per week</p> <p><a href="#">+ Subscribe</a></p>                              |

## GET STARTED:



Go to [Google.com/Reader](http://Google.com/Reader)

- 1) Subscribe to industry blogs/sites.
- 2) Follow industry thought leaders.
- 3) Check Google Reader daily.
- 4) Draw blogging ideas.

# Google Places





# 7 Google Places

Google Places gets your business found on local search results on both Google Search and Google Maps.

## Why Google Places?

- 1) You gain more **visibility**.
- 2) You attract more **traffic**.
- 3) You can **level the playing field**.
- 4) It's **free**.

If you haven't done this yet, you need to create your Google Places listing as soon as possible. It's a free way for you to get listed on the first page of Google and level the playing field. When creating the listing, optimize for the right keywords and feature images and videos relevant to your business.

## Let's Take an Example

Let's say that you are looking to find a moving company. You visit Google.com and enter the search phrase "moving company." Thanks to your IP address and the advanced search algorithms, Google already knows where you are located. In our case, it's Cambridge, MA.

So even though we didn't specify a location in our search term, the very first results Google returned are from websites located in the same area. This is the power of Google Places.

## Every Place Counts

If you don't work out of an office, you are allowed to list your house/home office as a business (but, you take the risk of letting people know where you live). Any physical location used to meet customers should be listed in Google Places. Thus, people located nearby are likely going to gravitate toward your business because it's convenient, easy and on the front page of Google.

### Places for moving company near Cambridge, MA

- A** [Intelligent Labor & Moving](#) - 85 reviews - Place page  
www.intelligentlabor.com - 130 Smith Place, Cambridge - (617) 864-0620
  - B** [Oscar's Moving Company](#) - 17 reviews - Place page  
www.oscarsmovingcompany.com - 127 Smith Place, Cambridge - (617) 202-9566
  - C** [Cambridge Moving & Storage Company - Julians Van Lines, Inc.](#) - 3 reviews - Place page  
www.juliansvanlines.com - 5 Cambridgepark Drive, Cambridge - (617) 714-1139
  - D** [Gold Star Trucking Inc](#) - Place page  
www.goldstarmovers.biz - 127 Smith Pl # 2A, Cambridge - (617) 354-5543
  - E** [TCWRC Moving Cambridge](#) - 2 reviews - Place page  
www.towrc.org - 1236 Massachusetts Avenue, Cambridge - (617) 861-3930
  - F** [The Movers Moving and Storage](#) - 4 reviews - Place page  
www.themoversboston.com - 127 Smith Place, Cambridge - (617) 450-0099
  - G** [Academic Movers](#) - 4 reviews - Place page  
maps.google.com - 2 Brattle Sq, Cambridge - (617) 661-0619
- [More results near Cambridge, MA »](#)

### Moving Companies - Compare moving services at 123 Movers

Moving - Mayflower Moving Company, America's most recognized name in moving since 1927, specializes in moving services, relocation and corporate relocation. Local Movers - Customer Service - Moving Services - Advertise with Us  
www.123movers.com/ - Cached - Similar

### Moving Companies | Moving | Moving Services | Mayflower Moving Company

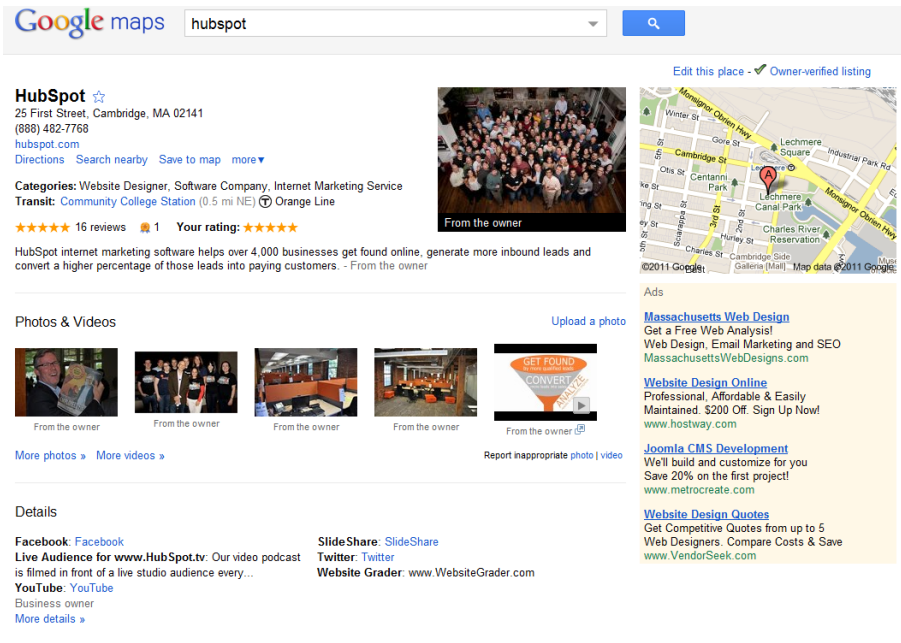
Moving - Mayflower Moving Company, America's most recognized name in moving since 1927, specializes in moving services, relocation and corporate relocation. Contact Us - Find an agent - Careers - Household  
www.mayflower.com/ - Cached - Similar

[TWO MEN AND A TRUCK® Movers. Professional moving company/moving...](#)  
TWO MEN AND A TRUCK® are your local movers you can trust. As a moving company...

# 7 Google Places

## Learn by Example

If you have any doubts about how to create your Google Places listing or what to feature on it, check out [HubSpot's Google Place page](#). Even though we are a B2B software company, we found some interesting content to feature on our page. We highlight photos and links with which our audience can engage:



## GET STARTED:

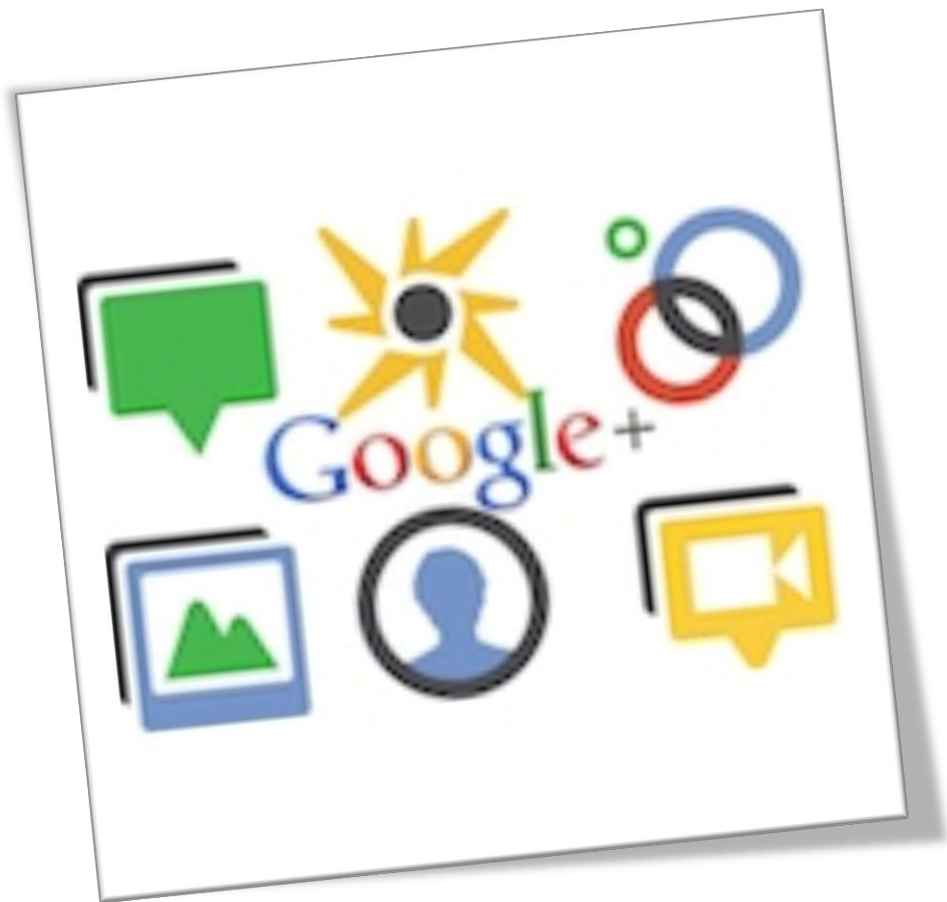


Go to [Google.com/Places](https://www.google.com/Places)

- 1) Claim your Google Places listing.
- 2) Optimize for the right keywords.
- 3) Add images, videos and other media to engage your audience.
- 4) Provide links to other online assets you own.

## Tool 8

# Google+



Google+ is a new social network that can drive valuable social media and search engine traffic to your business website.

### Social Networking With Privacy?

Google+ adds a new take on the familiar mechanics of social networking. The service allows users to organize connections into Circles. Content can then be shared with one or many circles. So unlike Twitter, which involves sharing content with all of your followers *and* the public, with Google+ users can choose who to share information with on a message by message basis.

### More Than Text Sharing

Google+ is more than just Facebook with better sharing functionality. Rather, it allows other ways to communicate. It incorporates Google's chat feature, which was made popular by Gmail.

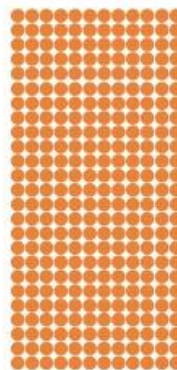
Additionally, one of the most popular new features of Google+ is Hangouts. Hangouts are group video chats among Google+ users. Hangouts enable a stronger connection when compared to simply sharing links and images in a stream of updates. Google+ also has Sparks, which aggregates content on a specific topic (e.g. "cars") into an online magazine format for easy information consumption.

### Use the +1 Button

Before it even launched Google+, Google launched the +1 button. This button allows users to easily share links and promote results in Google search results. HubSpot analyzed data from its 5,000 customers and determined that websites that install and use Google's +1 button get 3.5 times more traffic from Google+ than websites that don't use the button. Install the +1 button now!

Websites with Google's +1 Button get 3.5x the Google+ visits than sites without.

Sites with  
+1 Button



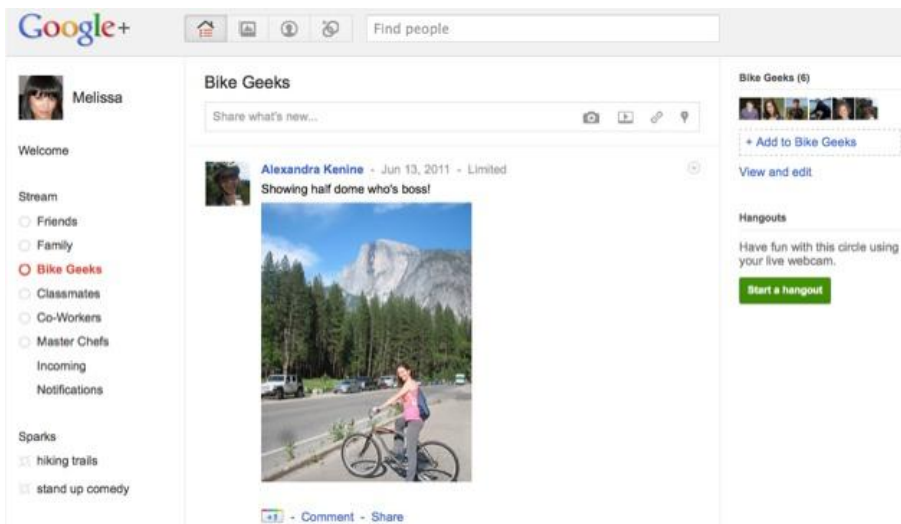
Sites without  
+1 Button



HubSpot

## Business Pages Coming Soon

Currently, the biggest feature missing from Google+ is business pages. As an individual, you can get started today. Unfortunately, business pages won't be available on Google+ until sometime in the fall of 2011. Until then, get up to speed on all that Google+ has to offer so you can get a head start once business pages are live.



## GET STARTED:



Go to [Plus.Google.com](https://plus.google.com)

- 1) Sign up for a Google+ Account.
- 2) Set up your Google Profile page.
- 3) Add connections and organize your circles.
- 4) Begin sharing content to your different circles.

# Common Questions

**Isn't following a thought leader on Google Reader the same as following them on Twitter?**

They are similar, but there are things you can do in Google Reader that you cannot do on Twitter: read the content right away without an extra click, comment and gain visibility. Also, if you miss a tweet, it just goes away unnoticed. A notification in Google Reader doesn't go away until you mark it as read.

**So should I follow a thought leader via Twitter or Google Reader?**

It's your personal preference. If you're a heavy Twitter user and like to quickly scroll up and down for news headlines, that may be your best bet. If you'd rather dig deep, go with the Reader. But it also doesn't hurt to use both.

**Is Google Reader for RSS feeds, like I see on a website? Do those go to a Google Reader account?**

Yes, exactly. A lot of times when you click to subscribe to a feed, you will be given options, one of which will be Google Reader.

**In Google Places, what can I highlight about my company?**

Bring a human element to it. Portray an image of who you really are, showing the faces behind the email addresses.

**I can't think of a topic for a blog post.**

Sort through your Google Reader feed, and start reading stories. Comment on your favorite thought leaders' blogs, and as you do so, you will start generating ideas for your own blog. You can also use these ideas for webinars and videos.

## Which Google tools are best for **SEO**?

AdWords complements the way you would approach SEO, along with Google Places and Google's Keyword Tool.

## How should I research **keywords**?

Make a list of five or six of the keywords you would like to use and see what Google suggests. If you have a competitor in mind, enter their website and see what keywords they're using. Generally, you don't want to choose keywords with a lot of competition.

## How can I test offers with **AdWords**?

AdWords allows you to do really accurate testing of your offers. Say you have a trade show, a conference or a webinar coming up. Before you do more promotion of that event, you can do some testing.

Create an ad and try out different variations of the offer's title. In that way, you gauge interest and see what people are gravitating toward.

## How does buying **AdWords** work?

When you launch a Google AdWords campaign, you're essentially paying a cost per click. The campaign varies based on the competitiveness of the keywords you're bidding for and how likely someone is to click on your ad.

You can set a limit and indicate how much you're willing to pay for a specific keyword and how much you're willing to spend in a specific day (or your total budget for the campaign).

There is a lot of flexibility, which is good because it's all about testing and figuring out what's right for your company. AdWords aren't for everyone, but definitely worth a shot.



## Why do are so many of these tools associated with **blogging**?

Blogging is one of the fundamental aspects of inbound marketing. It builds long-term assets that help both humans and search engines find your business. Successful marketers need to maintain at least one blog that can bring them visibility, traffic and new leads.

## If I'm using these tools for free, what's the benefit of using software like **HubSpot**?

All the tools we cover in this eBook are great for **content creation**. They will help you draw ideas, produce interesting marketing offers, better organize your activities and get exposure.

But content creation alone won't generate leads for your business. You'll need to introduce **calls-to-action**, capture the information of your visitors and turn that traffic into prospects. That is why you will need to create [landing pages](#), use lead nurturing and email marketing to remain top of mind for your community and get them interested in your product or service.

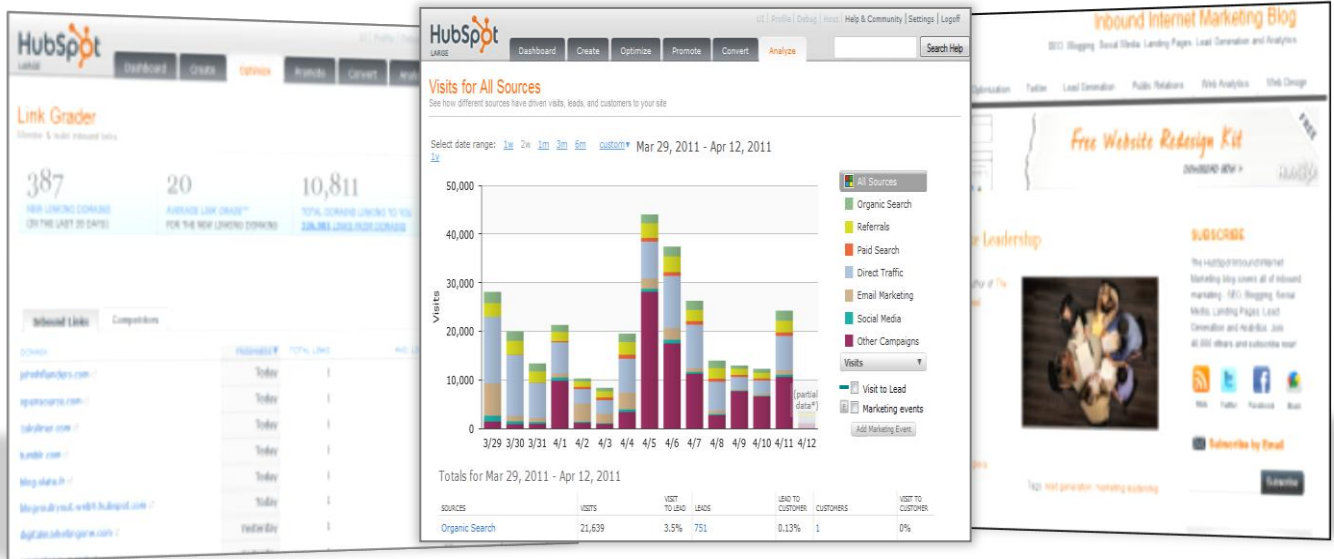
What is more, you will want to [analyze](#) the results that you are getting and see which marketing efforts were worth the investment and how you can improve. It's powerful to be able to use **closed-loop marketing** and tell which visitors turned into leads and sales.

[HubSpot](#) is the only all-in-one marketing software platform that allows you to do all these things—create content, SEO strategies, landing pages, calls-to action, emails, reports and more!



# Learn More about HubSpot

The only all-in-one marketing software platform for small and mid-sized businesses



**30-Day Free Trial**  
[Get started now!](#)



MARKETING

## More Ways to Grow Your Business

**NEED HELP WITH INBOUND MARKETING?**

You're in the right place!

**LEARN MORE**



**Hey, thanks for reading!** You have several options if you like what you read in this free ebook from our partners at Hubspot and you want to **put these ideas into action to grow your business:**

**Get your **FREE** Marketing and Web Assessment:**

<http://www.doitmarketing.com/web-assessment>

**Get your **FREE** Thought Leadership Platform Audit:**

<http://www.doitmarketing.com/audit>

**Marketing resources **for independent professionals:****

<http://www.doitmarketing.com/marketing-coach>

**Marketing resources **for professional services firms:****

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**Bottom line:** I look forward to working with you in whichever of these ways **makes the most sense** for your professional needs, wants, and goals.

Email [david@doitmarketing.com](mailto:david@doitmarketing.com) if I can be personally helpful to **YOU!**