

Trends, Helpouts and Hidden Gems: Additional Google Tools to Strengthen Your Brand

Google Search

I'm Feeling Lucky

a bit about me

- Father, husband of Kathy, Milan and Savannah
- Head of Social Strategy at WCG, a W2O Company
- Adjunct Professor, San Jose State & UC Berkeley
- Wrote (2) books on social media and business
- Served 8 years in the US Marines

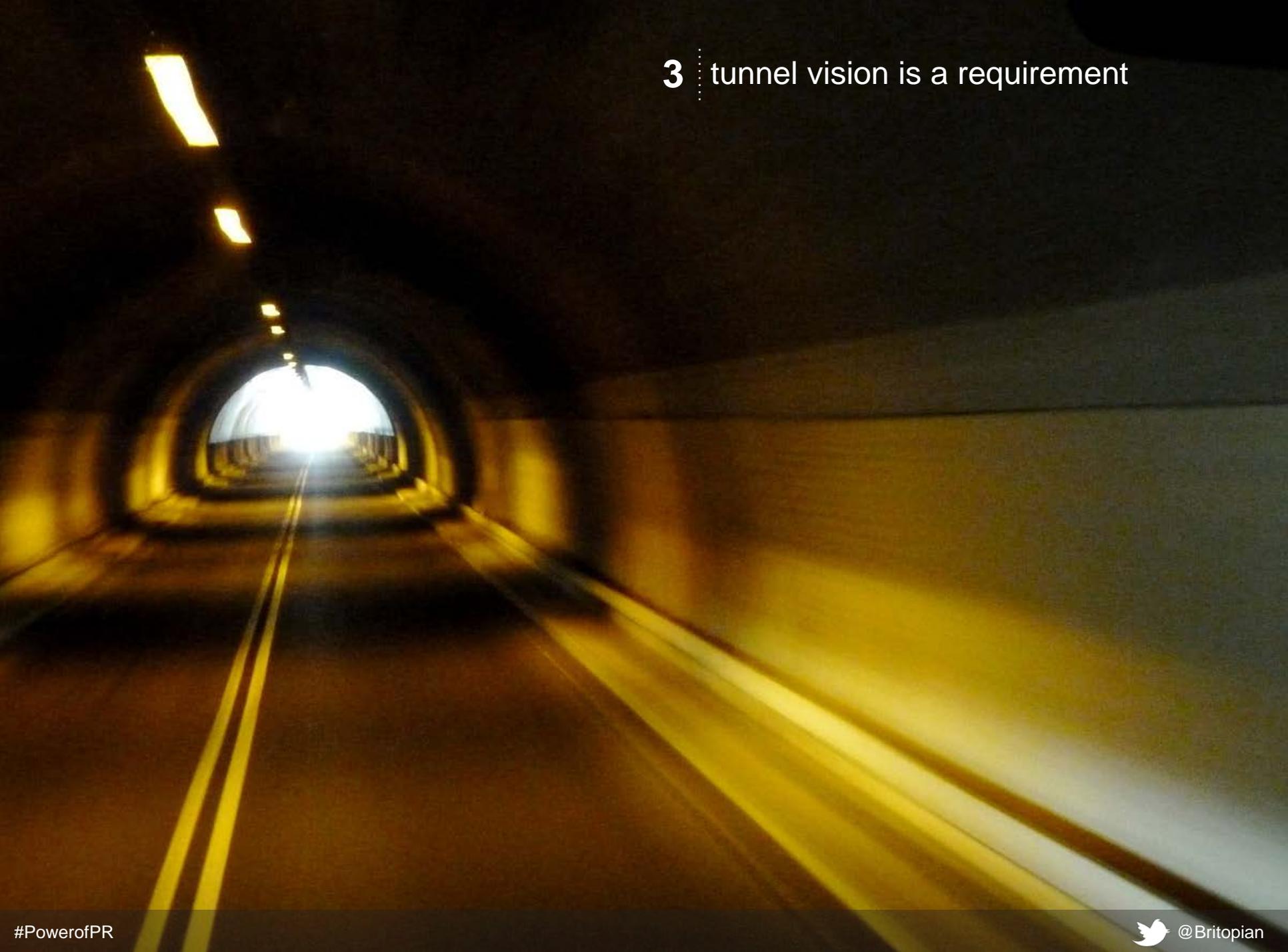


a quick look at the market

2 | your customers have an attention deficit



3 tunnel vision is a requirement



3 | The customer journey is unpredictable



why does this matter to you?

brands today need to be **publishers of content**



Research

Develop your story using Google's research tools.

Report

Enhance your story using Google's visualization tools.

Distribute

Circulate your story through Google's distribution tools.

Optimize

Improve engagement with Google's analytic tools.

Google News Lab is a digital journalism toolbox full of useful tools and lessons about how to use Google products to tell **better stories**. The tools are broken down by four different areas that journalists deal with on a daily basis: **research**, **reporting**, **distribution**, and **optimization**.

RESEARCH

REPORT

DISTRIBUTE

OPTIMIZE

ADVANCED SEARCH

GOOGLE MAPS

GOOGLE PLAY NEWSTAND

GOOGLE ANALYTICS

GOOGLE IMAGES

YOUTUBE

GOOGLE NEWS

YOUTUBE ANALYTICS

GOOGLE TRANSLATE

EARTH PRO

GOOGLE LIVE STREAM

PUBLIC DATA EXPLORER

GOOGLE GROUPS

YOUTUBE CREATOR ACADEMY

CONSUMER SURVEYS

EARTH PERMISSIONS

GOOGLE ALERTS

NEWS ARCHIVE

GOOGLE SCHOLAR

ADVANCED SEARCH | ADOPTING BETTER SEARCH HABITS

Find pages with...		To do this in the search box.
all these words:	<input type="text"/>	Type the important words: <code>tri-colour rat terrier</code>
this exact word or phrase:	<input type="text"/>	Put exact words in quotes: <code>"rat terrier"</code>
any of these words:	<input type="text"/>	Type OR between all the words you want: <code>miniature OR standard</code>
none of these words:	<input type="text"/>	Put a minus sign just before words that you don't want: <code>-rodent, -"Jack Russell"</code>
numbers ranging from:	<input type="text"/> to <input type="text"/>	Put two full stops between the numbers and add a unit of measurement: <code>10..35 kg, £300..£500, 2010..2011</code>

Then narrow your results by...

language:	<input type="text" value="any language"/>	Find pages in the language that you select.
region:	<input type="text" value="any region"/>	Find pages published in a particular region.
last update:	<input type="text" value="anytime"/>	Find pages updated within the time that you specify.
site or domain:	<input type="text"/>	Search one site (like <code>wikipedia.org</code>) or limit your results to a domain like <code>.edu</code> , <code>.org</code> or <code>.gov</code>
terms appearing:	<input type="text" value="anywhere in the page"/>	Search for terms in the whole page, page title or web address, or links to the page you're looking for.
SafeSearch:	<input type="text" value="Show most relevant results"/>	Tell SafeSearch whether to filter sexually explicit content.
file type:	<input type="text" value="any format"/>	Find pages in the format that you prefer.
usage rights:	<input type="text" value="not filtered by licence"/>	Find pages that you are free to use yourself.

[Advanced Search](#)

ADVANCED SEARCH | GETTING MORE ACCURATE RESULTS

Use site search for keywords on the specific site you're interested in.



new home interest rates site:quickenloans.com

Use “related” search to find similar results.



related:www.quickenloans.com/mortgage-rates

Use filetype: to just look for specific types of files like a .pdf or .xls file.



California education spending 2014 filetype:xls

ADVANCED SEARCH | FINDING "FREE TO USE" PHOTOGRAPHY



Google

Web **Images** Videos Shopping News More Search tools

all these words: Type the important words: winter hoarfrost

this exact word or phrase: Put exact words in quotes: "frost flower"

any of these words: Type OR between all the words you want: trees OR weeds OR grasses

none of these words: Put a minus sign just before words you don't want: -windows

Then narrow your results by...

image size: Find images in any size you need.

aspect ratio: Specify the shape of images.

colors in image: any color full color black & white transparent this color: Find images in your preferred colors.

type of image: Limit the kind of images you find.

region: Find images published in a particular region.

site or domain: Search one site (like [sfgoma.org](#)) or limit your results to a domain like .edu, .org or .gov

SafeSearch: Tell [SafeSearch](#) whether to filter sexually explicit content.

file type: Find images in the format you prefer.

usage rights: Find images you are free to use yourself.

not filtered by license

free to use or share

free to use or share, even commercially

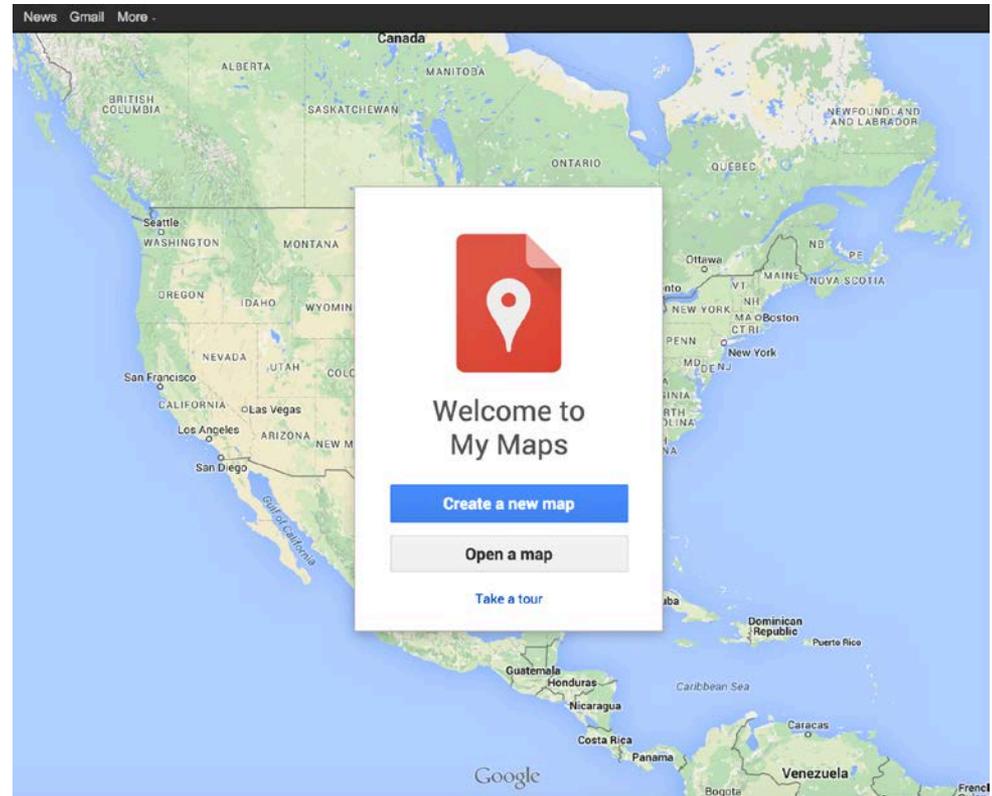
free to use share or modify

free to use, share or modify, even commercially

You can also...

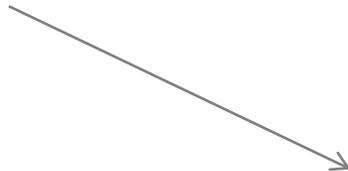
GOOGLE MAPS | CREATING MAPS

- Draw and style points of interest, lines and shapes.
- Import data from Google Drive spreadsheets, or as CSV files, Excel files and KML files.
- Add custom icons that you create to your map.
- Choose from one of nine base map styles, including our satellite and terrain maps.
- Collaborate on your map with colleagues, just like Google Docs and Sheets, and manage your maps in Google Drive.
- Share and embed finished maps on your website.



GOOGLE MAPS | OWNING SEARCH

I did a search for
“pr agencies in san francisco”



Google pr agencies san francisco

Web Maps News Images Shopping More - Search tools

About 1,320,000 results (0.33 seconds)

PR Agencies San Francisco - landispr.com
www.landispr.com/ - Learn What Landis Communications Can Do For Your Business Online Now
 1388 Sutter Street #901, San Francisco, California
 Contact Landis Now Read Client Testimonials
 Clients

Top Tech PR Firms in SF - TrustRank.com
www.trustrank.com/ - Find who's the Right Tech PR Firm for your San Francisco Company.

Tech PR in San Francisco - ClementPeterson.com
www.clementpeterson.com/SF/ - From Startups to Established Tech Companies, Our Agency Knows Tech PR Case Studies - What Works - A Peek At Our Recent Work - Get In Touch With Us

San Francisco PR Firms & Agencies - Ranked by Revenue
www.odwyerpr.com/pr_firm_rankings/sanfrancisco.htm - San Francisco public relations firms & agencies. Top PR firms in San Francisco and Northern California ranked by annual fees.

Map for pr agencies san francisco

Ads

PR for the Digital Age
www.neboagency.com/ - The Old Ways of PR Don't Work in a Multi-Channel World. Learn More.

UK PR Agency
www.hoffman.com/ - U.S. company looking to implement a PR program in Europe?

Need a PR Company?
www.blurgroup.com/Marketing/ - Any Requirement, Budget & Deadline. Brief Thousands Of PR Companies Now

San Francisco PR Agency
www.airfoillgroup.com/Public-Relations- Providing Public Relations, Media Production Services. Call Today!

Ink Public Relations
www.inkprgroup.com/ - PR Agency Specializing in Consumer Lifestyle Products and Services...

Hub SF
www.hubsanfrancisco.com/ - Integrated Advertising/Production Tons of Awards, No Jerks.

Press Release Service
ip.prweb.com/ - Get Your News Seen Online. Fast & Easy Service. Sign Up Free!

Tech PR - Walt & Company
www.walt.com/ - Tech public relations, social media for IT, consumer, green technology

The OutCast Agency
theoutcastagency.com
 Google+ page

Sparkpr
sparkpr.com
 Google+ page

LEWIS PR
lewispr.com
 2 Google reviews · Google+ page

Landis Communications Inc. (LCI)
landispr.com
 4.7 ★★★★★ 18 Google reviews · Google+ page

Allison+Partners
allisonpr.com
 Google+ page

Shift Communications
shiftcomm.com
 1 Google review · Google+ page

Launchsquad
launchsquad.com
 1 Google review · Google+ page

Map results for pr agencies san francisco

A	100 Montgomery St Suite 1201 San Francisco, CA (415) 392-8282
B	2 Bryant St #100 San Francisco, CA (415) 962-8200
C	575 Market St San Francisco, CA (415) 432-2400
D	1388 Sutter St #901 San Francisco, CA (415) 561-0888
E	505 Sansome St San Francisco, CA (415) 217-7500
F	275 Sacramento St San Francisco, CA (415) 591-8400
G	340 Pine St #100 San Francisco, CA (415) 625-8555

- Go to www.google.com/business/placesforbusiness
- Select the “Get started for free” button
- Sign in/set up a Google account
- Once you’ve signed in, agree to Terms and Conditions
- In the Search bar, type in the name and location of your business (ie, WCG, San Jose, CA)
- Google will list alternative businesses, along with “No, these are not my businesses. Let me create my business”.
- Enter business information
- Once you submit the information, Google will ask you to verify your address through postcard.
- They will send you a postcard with a code within 1-2 weeks of submission
- Once you receive the postcard, log into the account previously created and at the top of the page on the right there will be a place to enter your code.
- Once verified, you can update your information and add photos
- To manage multiple locations, click [here](#).

GOOGLE DATA BOARD | ACCESS TO ALL OF GOOGLE STUDIES

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Digital Impact on In-Store Shopping »



Search for Brands Meta-Study »



Understanding Consumers' Local Search Behavior »



YouTube Insights: October 2013 »



Unlocking the HTML5 Opportunity: What's the Holdup? »



The New Multi-screen World »



Mobile Search Moments »



Mobile In-Store Research »



Our Mobile Planet »



Non-Profit Path to Donation »



YouTube Insights: July 2013 »



Beba Data »

com/databoard/#lang=en-us&study=30

CONSUMERS ARE DEVICE AGNOSTIC WHEN IT COMES TO LOCAL SEARCH



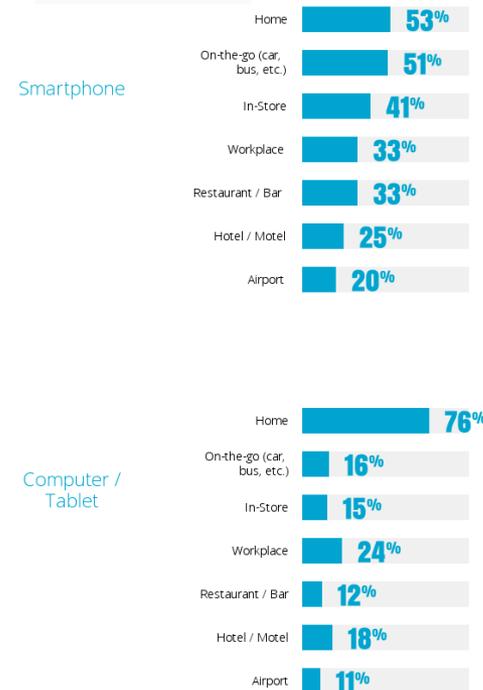
4-in-5 consumers conduct local searches on search engines



CONSUMERS SEARCH FOR LOCAL INFORMATION IN A VARIETY OF PLACES, ACROSS ALL DEVICES



Consumers search for local information in a variety of places

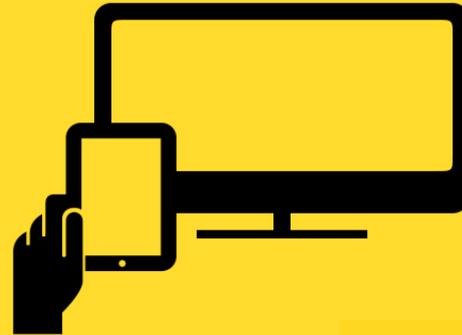


GOOGLE DATA BOARD | HOW CAN YOU USE THIS?

- Build unique content for your site
- Use the data to drive thought leadership on blog posts, LinkedIn
- Use individual data points to create infograms to share in social media

65%

of tablet owners report using their tablet while watching tv at least once per day.



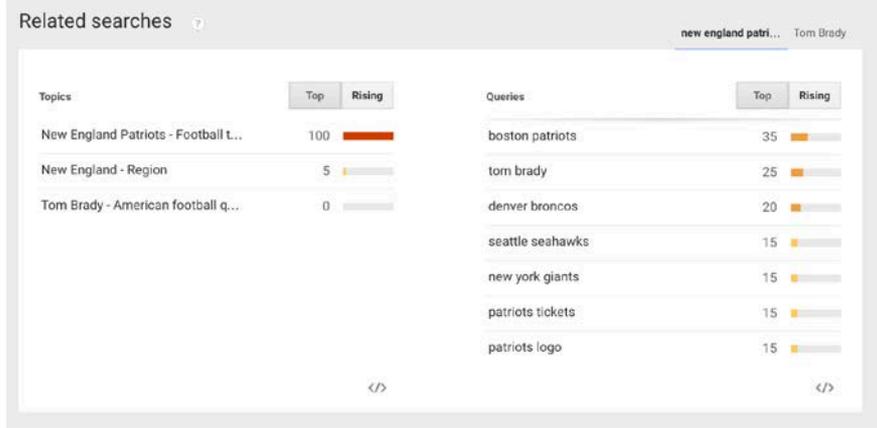
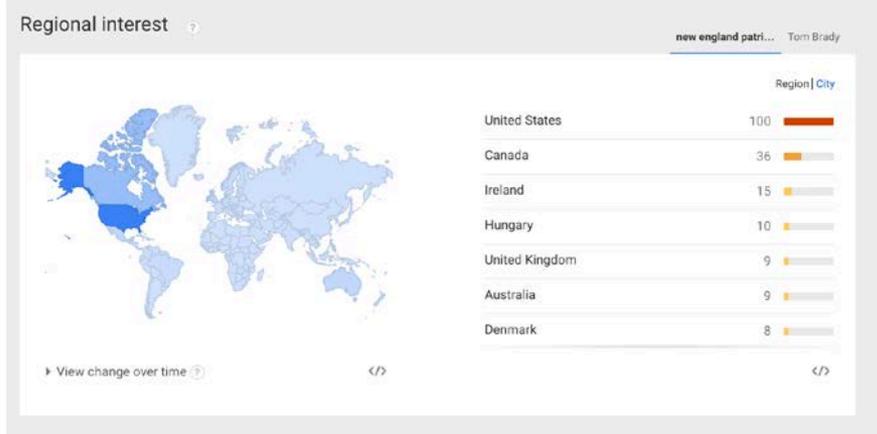
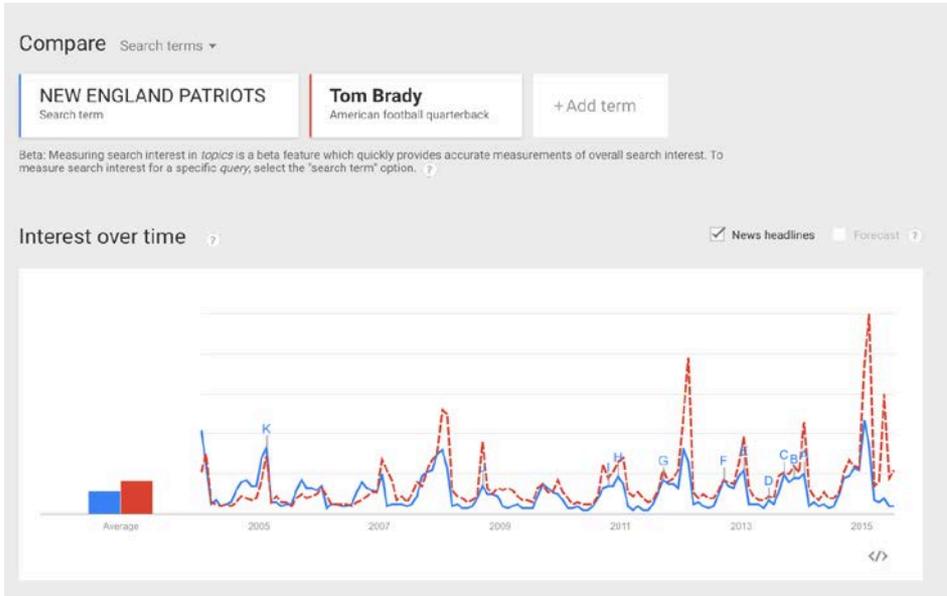
GOOGLE TRENDS | WHAT'S TRENDING ON THE INTERNET?

Google Trends shows how often a particular search-term is entered relative to the total search-volume across various regions of the world, and in various languages.

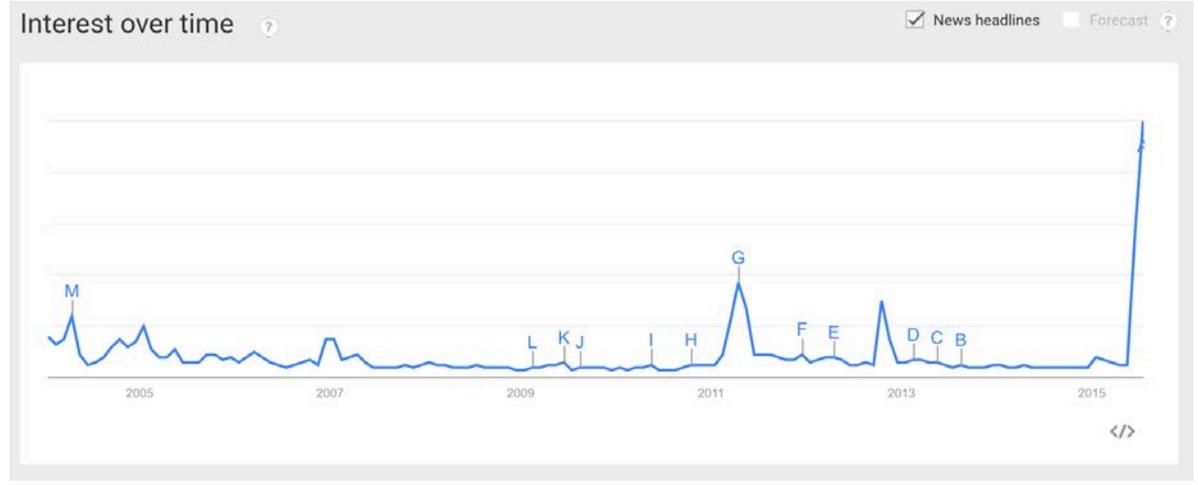
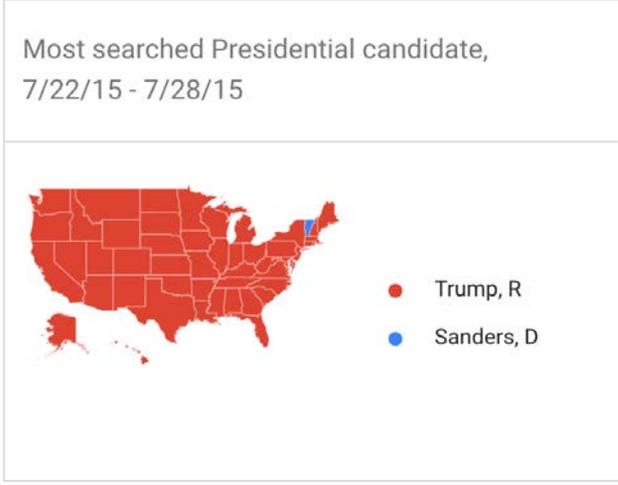
Google Trends adjusts search data to make comparisons between terms easier. Otherwise, places with the most search volume would always be ranked highest. To do this, each data point is divided by the total searches of the geography and time range it represents, to compare relative popularity. The resulting numbers are then scaled to a range of 0 to 100.

Just because two regions show the same number of searches for a term doesn't mean that their total search volumes are the same. For example, users in Fiji and Canada may have the same search numbers if they're equally likely to search for hotel. However, they may not have the same number of total searches for this term.

GOOGLE TRENDS | PEOPLE DON'T REALLY CARE ABOUT THE PATRIOTS OUTSIDE OF THE US



GOOGLE TRENDS | DONALD TRUMP OWNS THE NEWS CYCLE

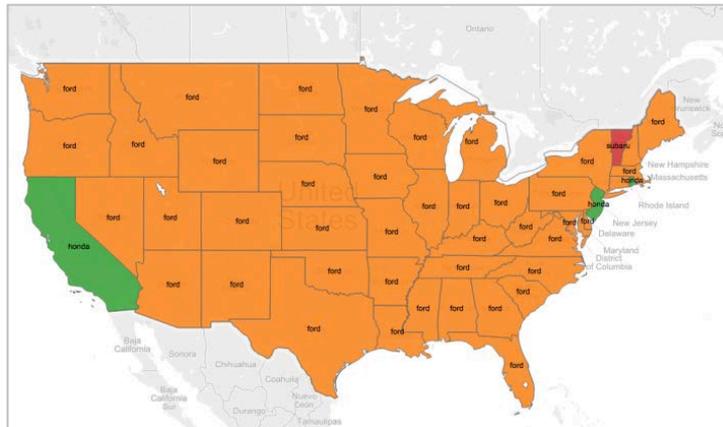


Queries	Top	Rising
donald trump worth	100	<div style="width: 100%;"><div style="width: 100%;"></div></div>
mac miller	80	<div style="width: 80%;"><div style="width: 80%;"></div></div>
donald trump lyrics	70	<div style="width: 70%;"><div style="width: 70%;"></div></div>
donald trump president	70	<div style="width: 70%;"><div style="width: 70%;"></div></div>
donald trump obama	55	<div style="width: 55%;"><div style="width: 55%;"></div></div>
trump for president	45	<div style="width: 45%;"><div style="width: 45%;"></div></div>
twitter donald trump	40	<div style="width: 40%;"><div style="width: 40%;"></div></div>

Queries	Top	Rising
donald trump announcement		Breakout
donald trump obama		Breakout
mac miller		Breakout
roast donald trump		Breakout
trump for president		Breakout
twitter donald trump		Breakout
donald trump president		+1,050%

GOOGLE TRENDS | HOW CAN USE THIS?

- Use Google Trends data for awareness based campaign planning (Twitter, Facebook)
- Use Google Trends to see what type of products consumers search for by state
- Refine your messaging



GOOGLE ADWORDS | YOU DON'T HAVE TO SPEND MILLIONS IN PAID SEARCH

GOOGLE ADWORDS | REFINING YOUR EDITORIAL STRATEGY

Keyword (by relevance)		Avg. monthly searches [?]	Competition [?]		Suggested bid [?]	Ad impr. share [?]	Add to plan
san francisco coffee shops		390	Low		-	-	»
best coffee shops in san francisco		480	Low		-	-	»
best coffee shops san francisco		140	Low		-	-	»
best coffee shop in san francisco		140	Low		-	-	»
best coffee shop san francisco		90	Low		-	-	»
coffee shop in san francisco		70	Low		-	-	»
san francisco best coffee shops		30	Low		-	-	»
tea shop san francisco		170	Low		\$1.22	-	»
best san francisco coffee shops		40	Low		-	-	»
san francisco shop		40	Medium		\$1.03	-	»
tea shop in san francisco		20	Low		\$0.19	-	»

- Use the Adwords tool inform all content – social, web, press releases, etc.

THANK YOU | PLEASE EMAIL ME WITH QUESTIONS MBRITO@WCGWORLD.COM