Super Fantastic Google Tools for PR

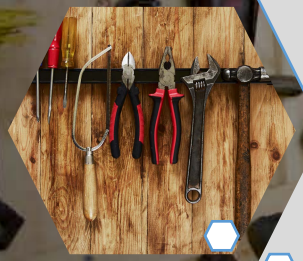
PR News Big 4 Conference

Google Boot Camp

Hyatt Regency - San Francisco

August 5, 2015

What's in your Google tool bag?



Creative & Content

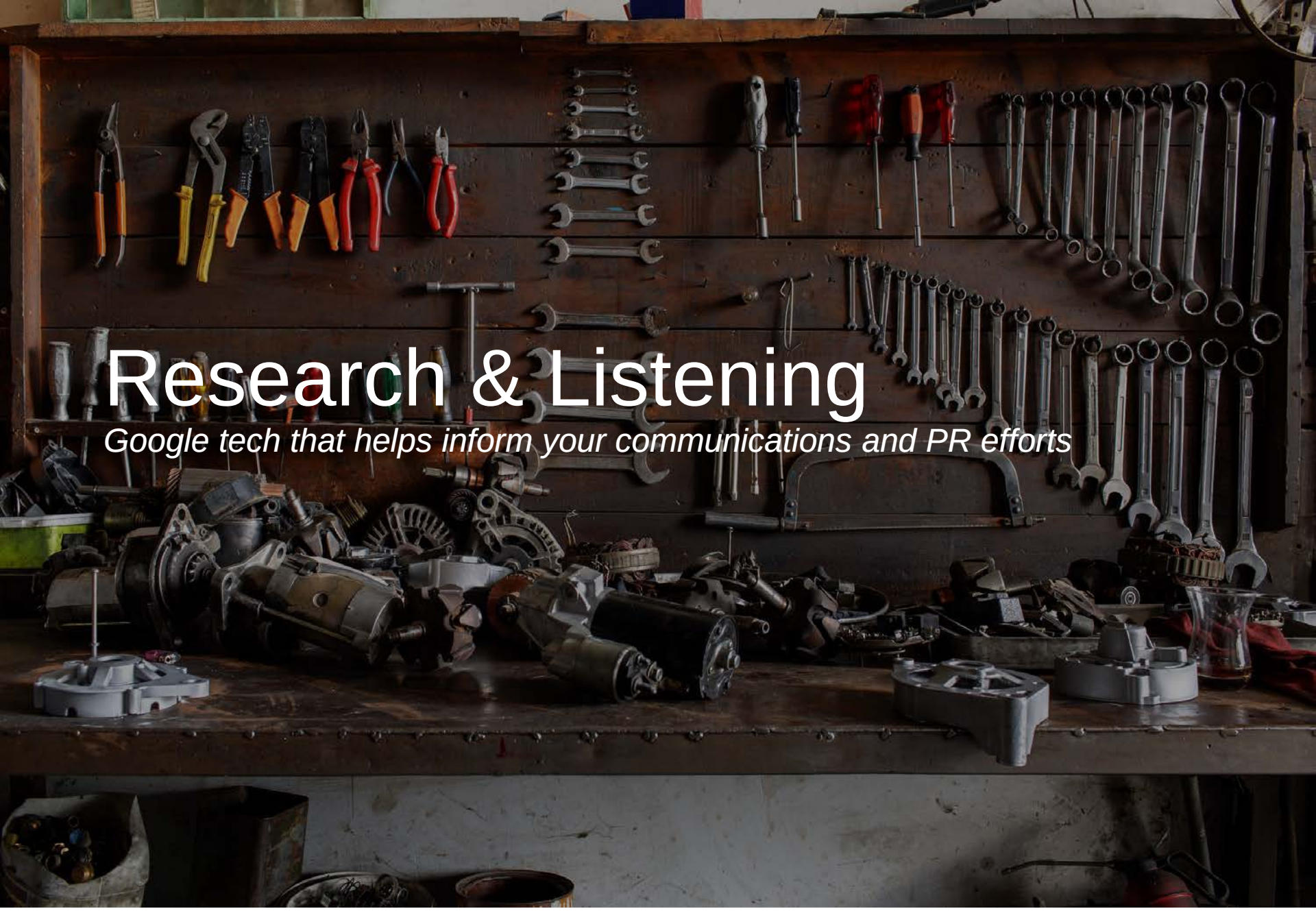
Measurement & Analytics

Advertising & Promotion

PRoductivity

Research & Listening

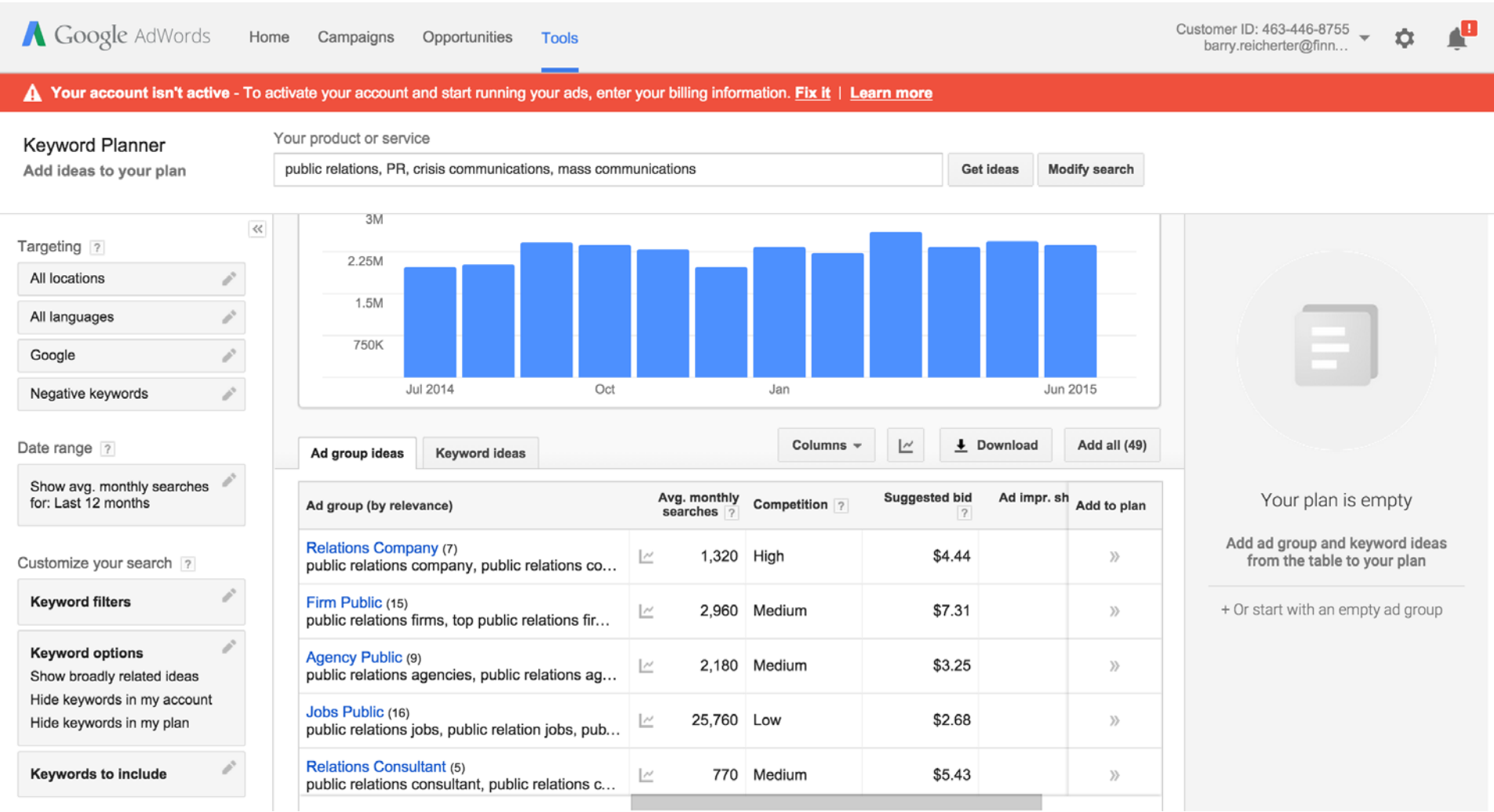
Play Time



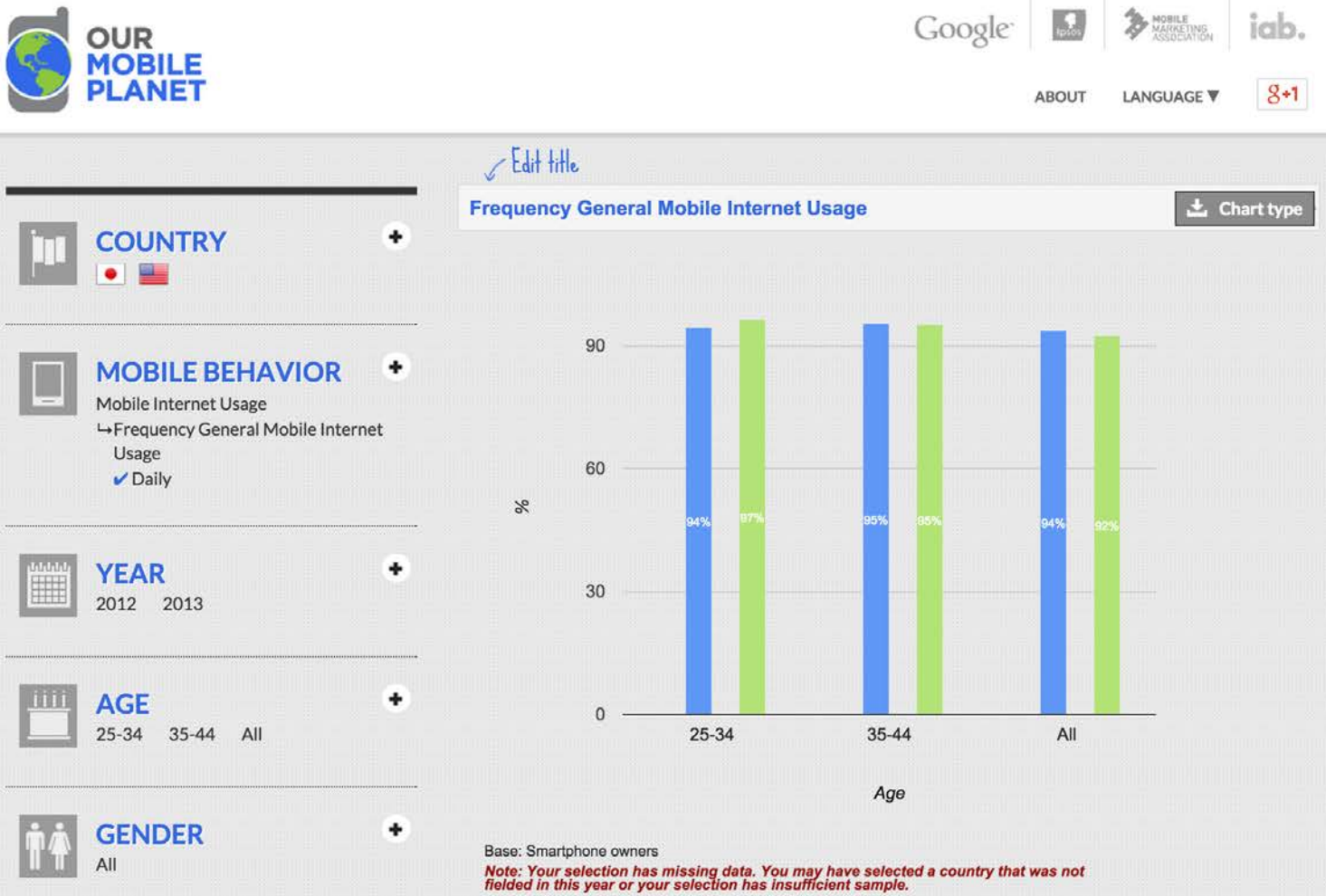
Research & Listening

Google tech that helps inform your communications and PR efforts

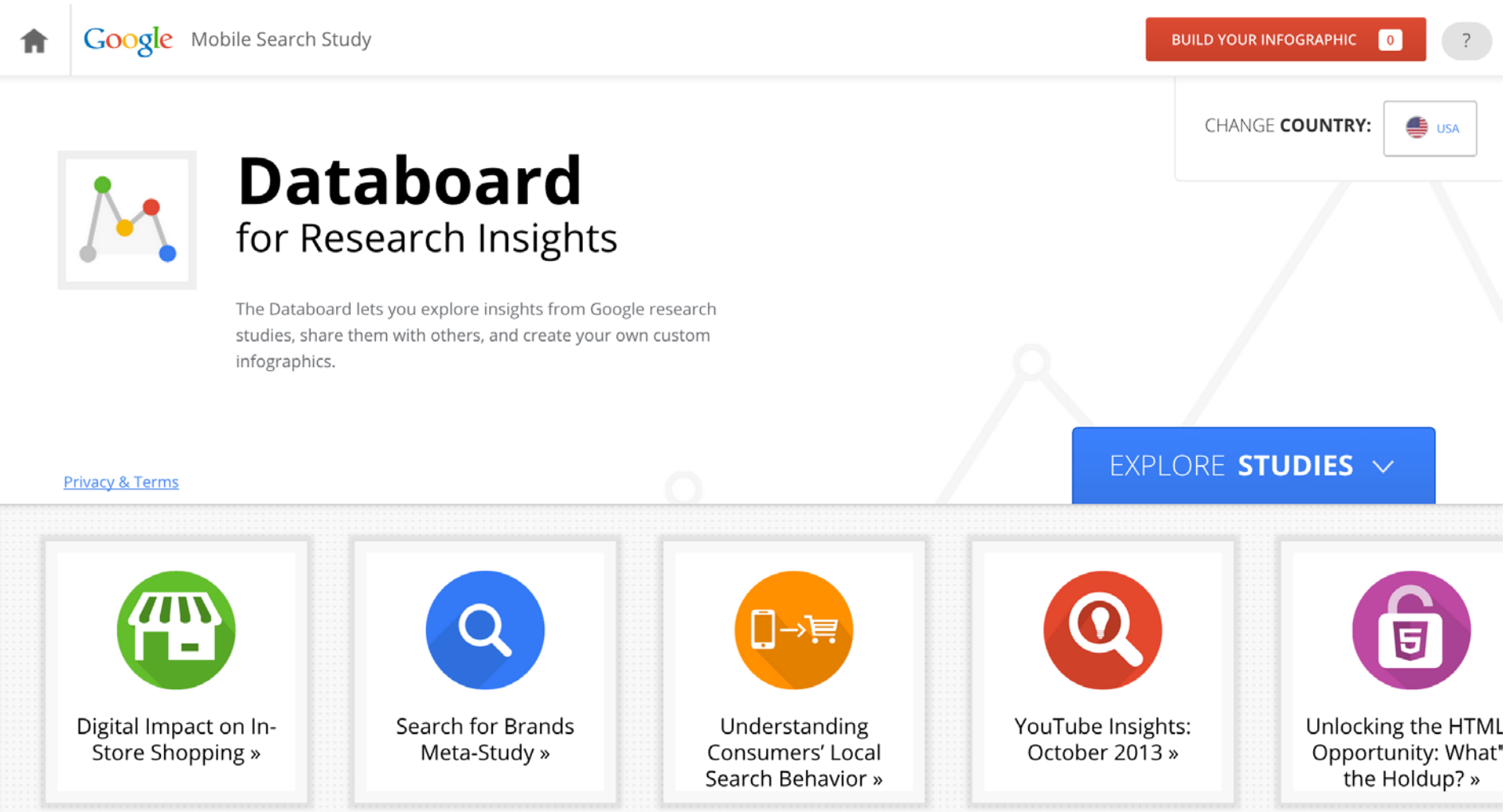
It all starts with keywords



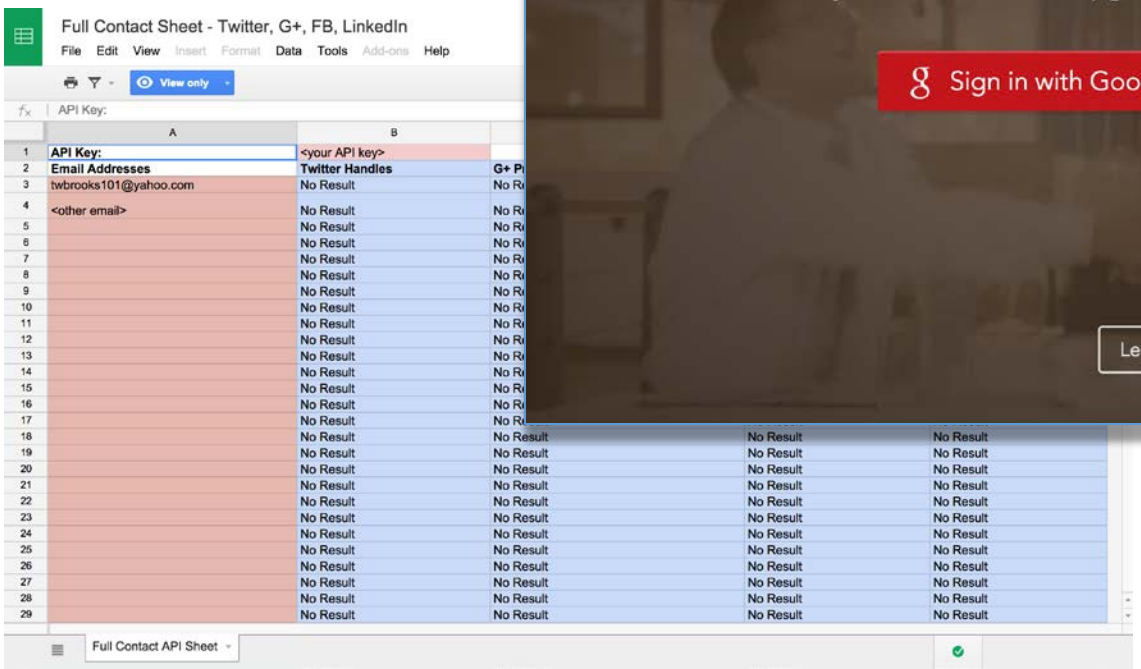
Visualize Mobile Usage Trends

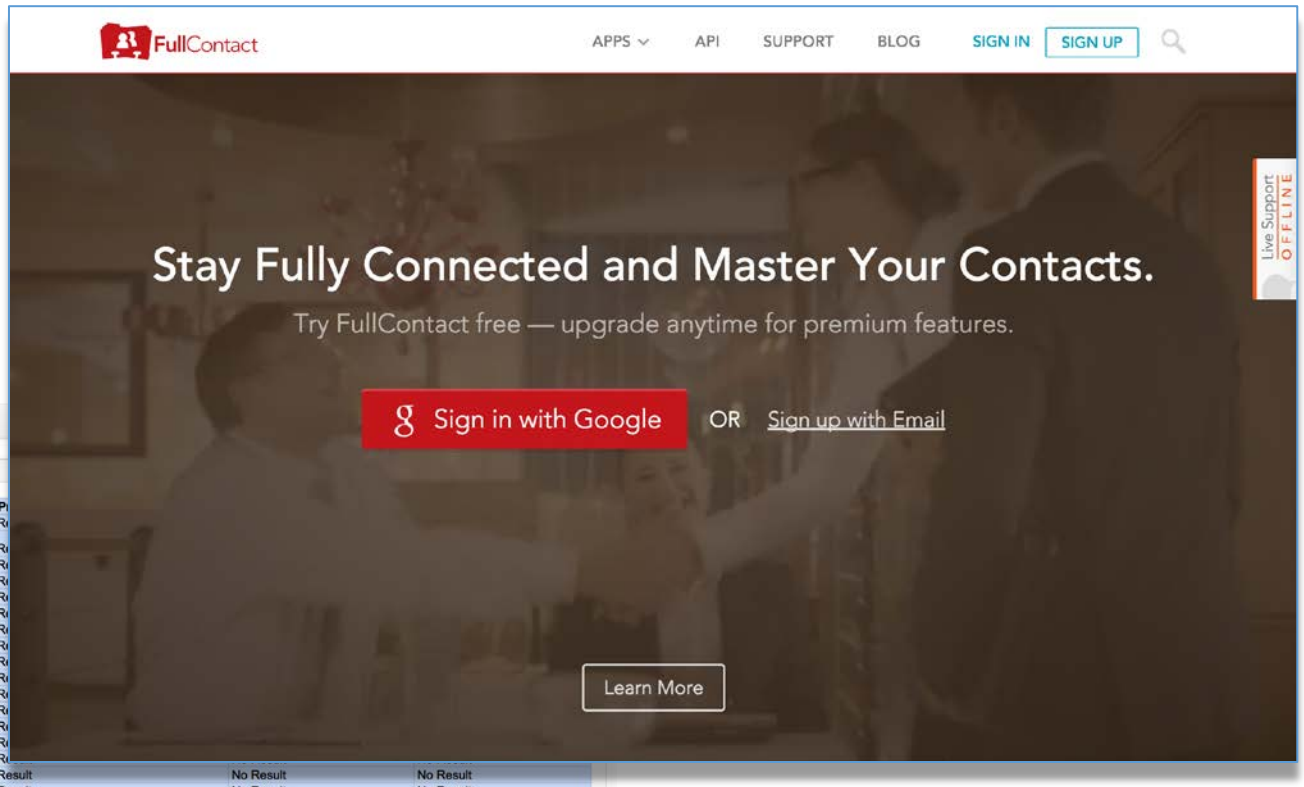


Mix and matching for insights

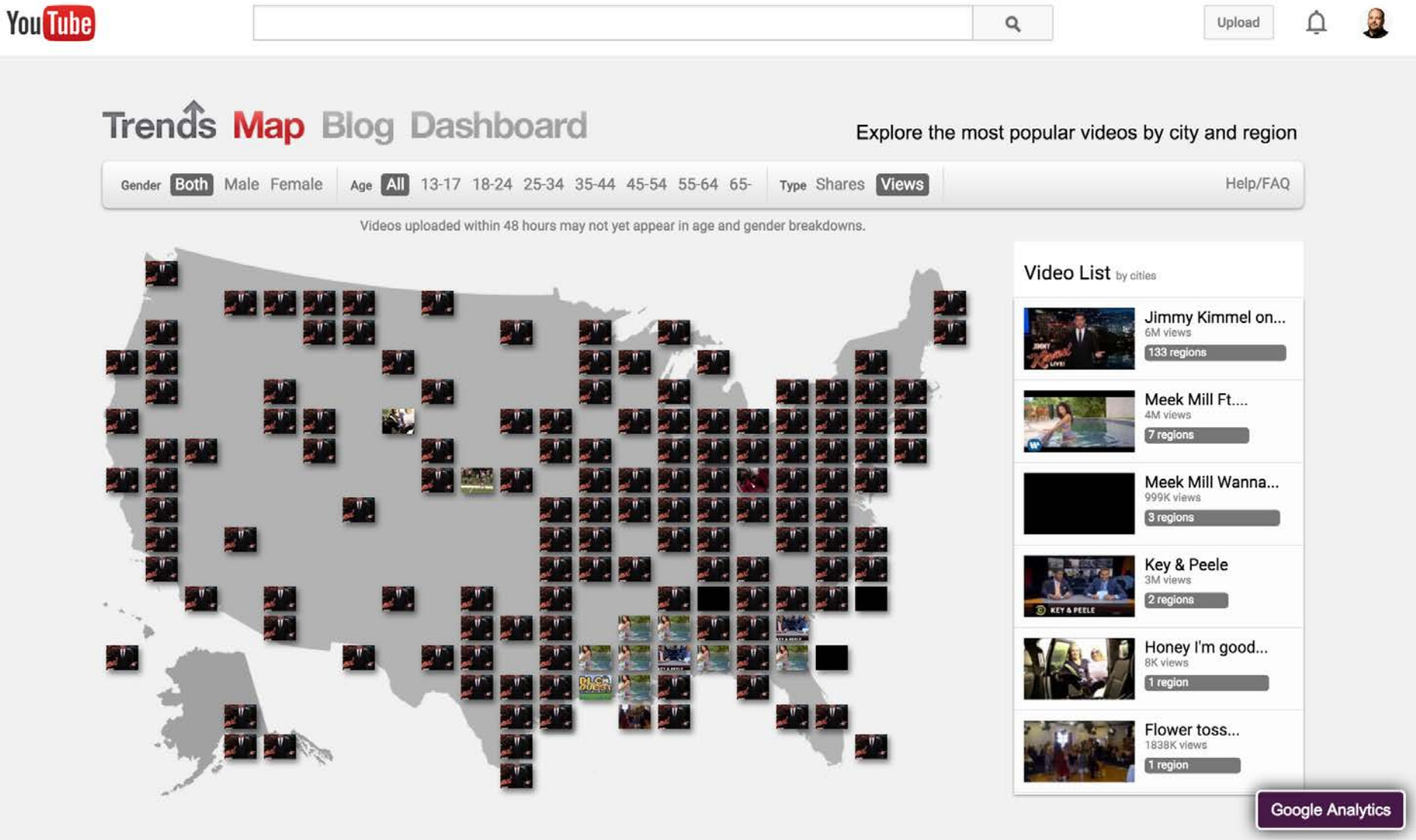


Map social profiles to email lists

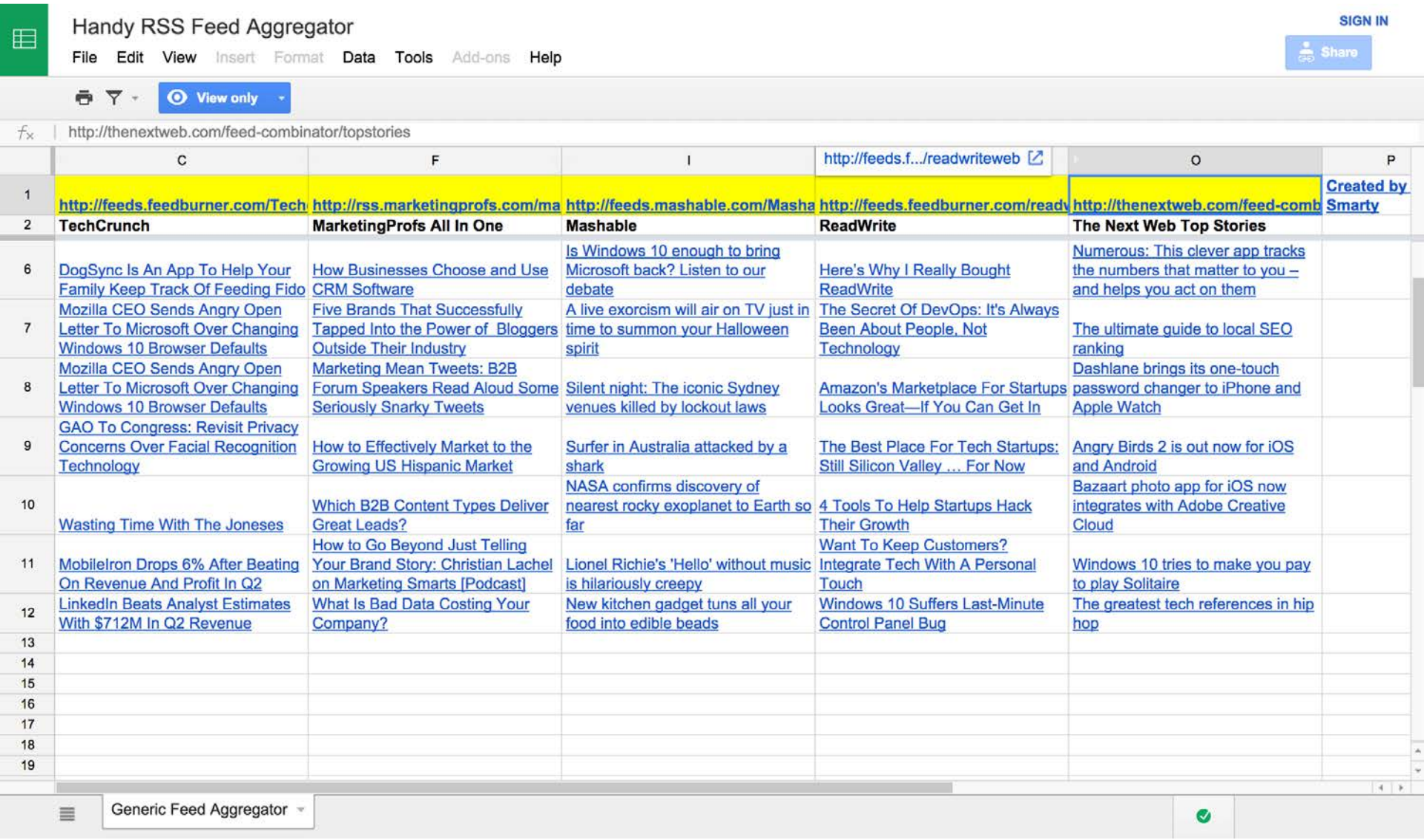




Get the pulse on video trends



Capture RSS feeds in a spreadsheet



Handy RSS Feed Aggregator

File Edit View Insert Format Data Tools Add-ons Help

SIGN IN

Share

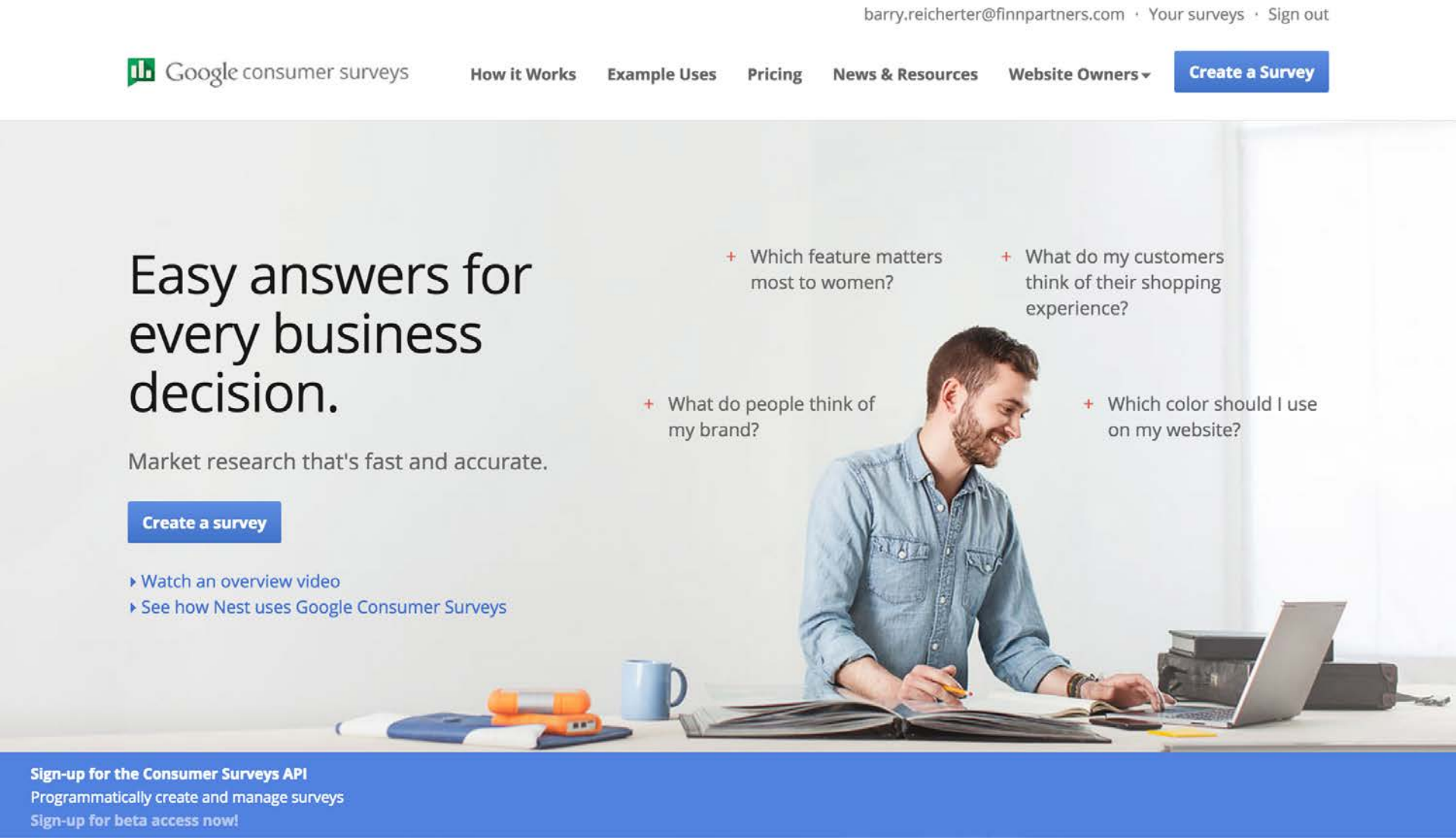
View only

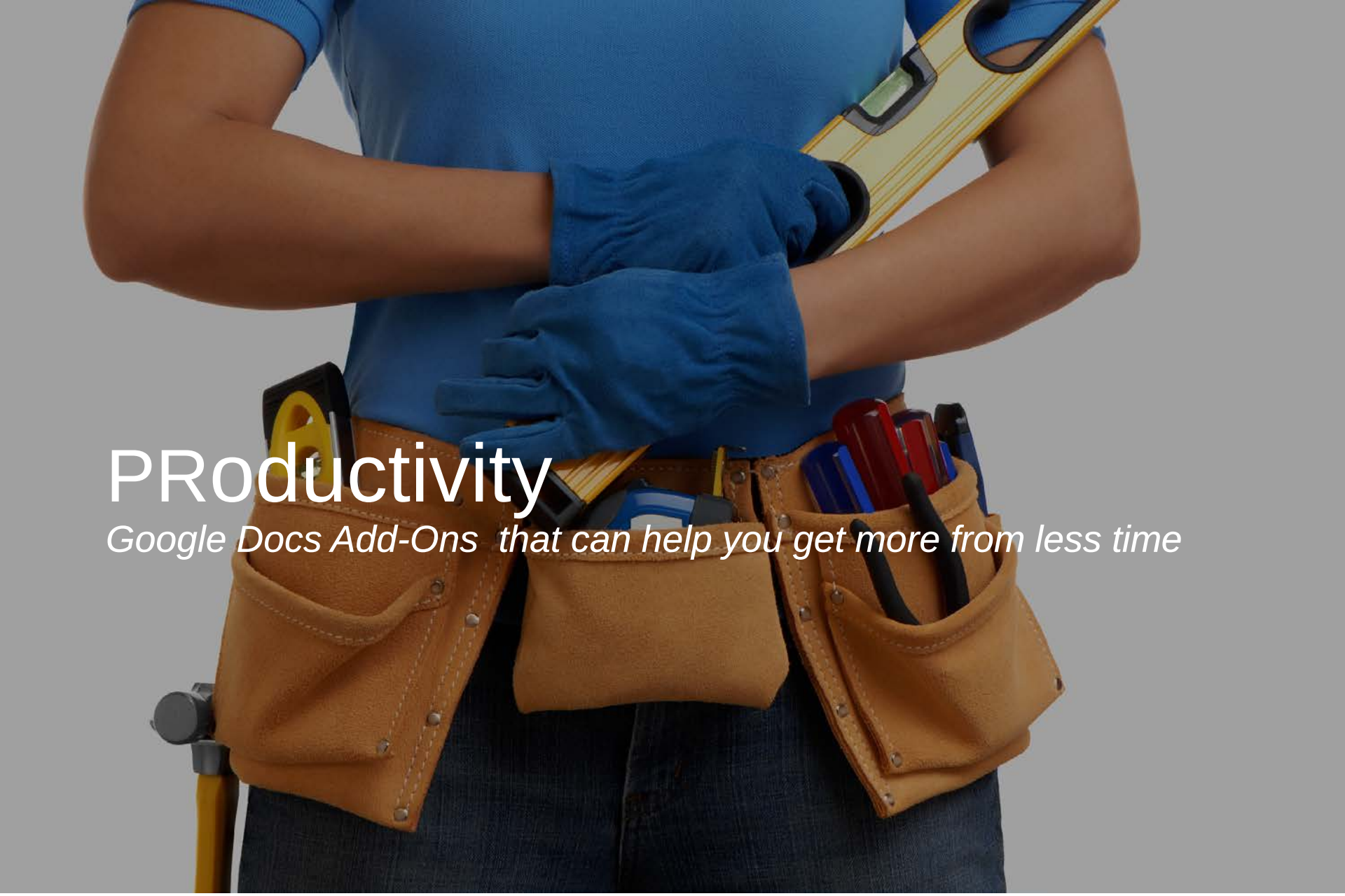
http://thenextweb.com/feed-combinator/topstories

	C	F	I	http://feeds.f.../readwriteweb	O	P
1	http://feeds.feedburner.com/Tech	http://rss.marketingprofs.com/ma	http://feeds.mashable.com/Masha	http://feeds.feedburner.com/readv	http://thenextweb.com/feed-comb	Created by Smarty
2	TechCrunch	MarketingProfs All In One	Mashable	ReadWrite	The Next Web Top Stories	
6	DogSync Is An App To Help Your Family Keep Track Of Feeding Fido	How Businesses Choose and Use CRM Software	Is Windows 10 enough to bring Microsoft back? Listen to our debate	Here's Why I Really Bought ReadWrite	Numerous: This clever app tracks the numbers that matter to you – and helps you act on them	
7	Mozilla CEO Sends Angry Open Letter To Microsoft Over Changing Windows 10 Browser Defaults	Five Brands That Successfully Tapped Into the Power of Bloggers Outside Their Industry	A live exorcism will air on TV just in time to summon your Halloween spirit	The Secret Of DevOps: It's Always Been About People, Not Technology	The ultimate guide to local SEO ranking	
8	Mozilla CEO Sends Angry Open Letter To Microsoft Over Changing Windows 10 Browser Defaults	Marketing Mean Tweets: B2B Forum Speakers Read Aloud Some Seriously Snarky Tweets	Silent night: The iconic Sydney venues killed by lockout laws	Amazon's Marketplace For Startups Looks Great—If You Can Get In	Dashlane brings its one-touch password changer to iPhone and Apple Watch	
9	GAO To Congress: Revisit Privacy Concerns Over Facial Recognition Technology	How to Effectively Market to the Growing US Hispanic Market	Surfer in Australia attacked by a shark	The Best Place For Tech Startups: Still Silicon Valley … For Now	Angry Birds 2 is out now for iOS and Android	
10	Wasting Time With The Joneses	Which B2B Content Types Deliver Great Leads?	NASA confirms discovery of nearest rocky exoplanet to Earth so far	4 Tools To Help Startups Hack Their Growth	Bazaart photo app for iOS now integrates with Adobe Creative Cloud	
11	MobileIron Drops 6% After Beating On Revenue And Profit In Q2	How to Go Beyond Just Telling Your Brand Story: Christian Lachel on Marketing Smarts [Podcast]	Lionel Richie's 'Hello' without music is hilariously creepy	Want To Keep Customers? Integrate Tech With A Personal Touch	Windows 10 tries to make you pay to play Solitaire	
12	LinkedIn Beats Analyst Estimates With $712M In Q2 Revenue	What Is Bad Data Costing Your Company?	New kitchen gadget tuns all your food into edible beads	Windows 10 Suffers Last-Minute Control Panel Bug	The greatest tech references in hip hop	
13						
14						
15						
16						
17						
18						
19						

Generic Feed Aggregator

Ask consumers. Get answers… fast!





PRoductivity

Google Docs Add-Ons that can help you get more from less time

FINNPARTNERS

@barryreich

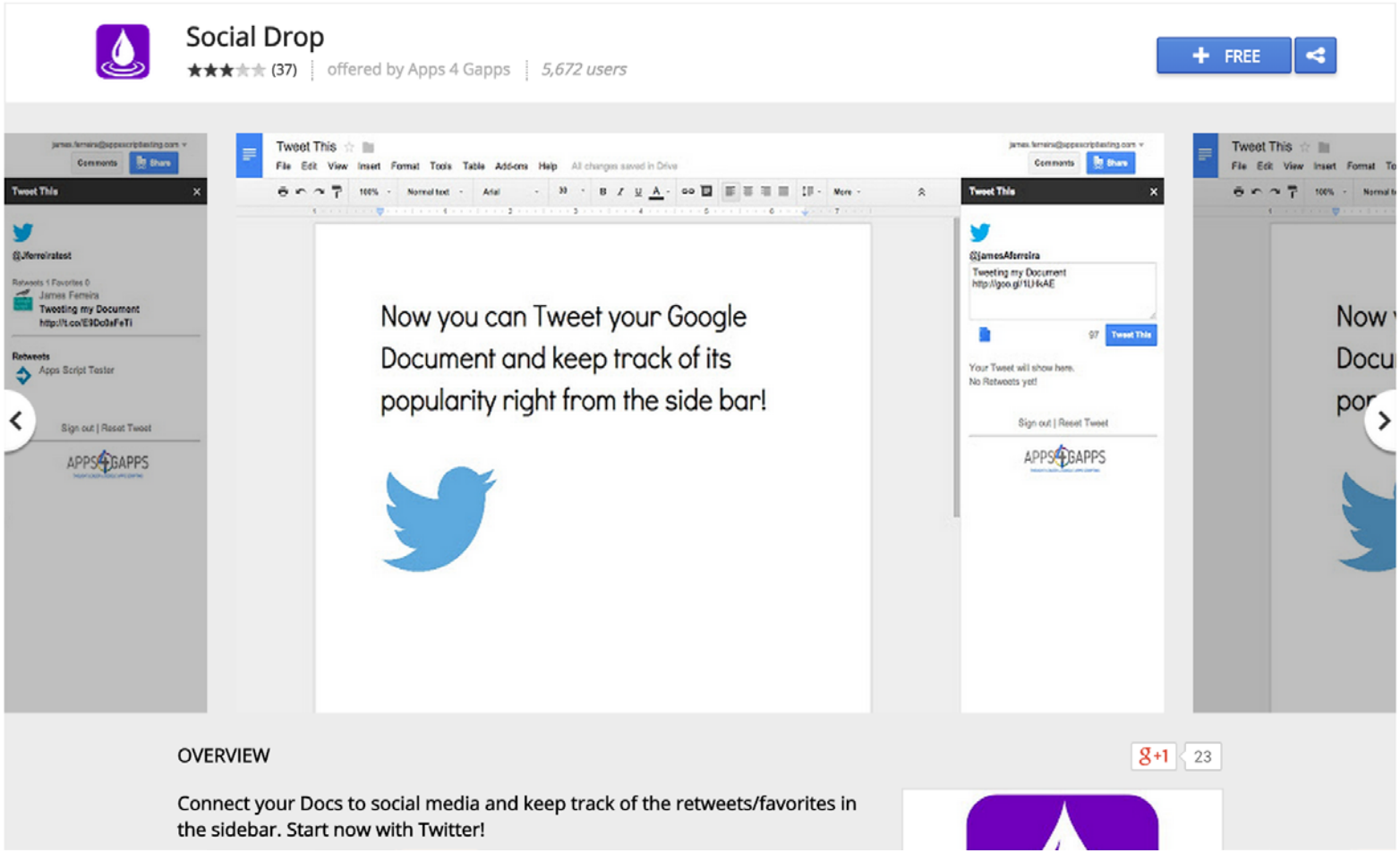
#PowerofPR

Tweet Docs to Twitter

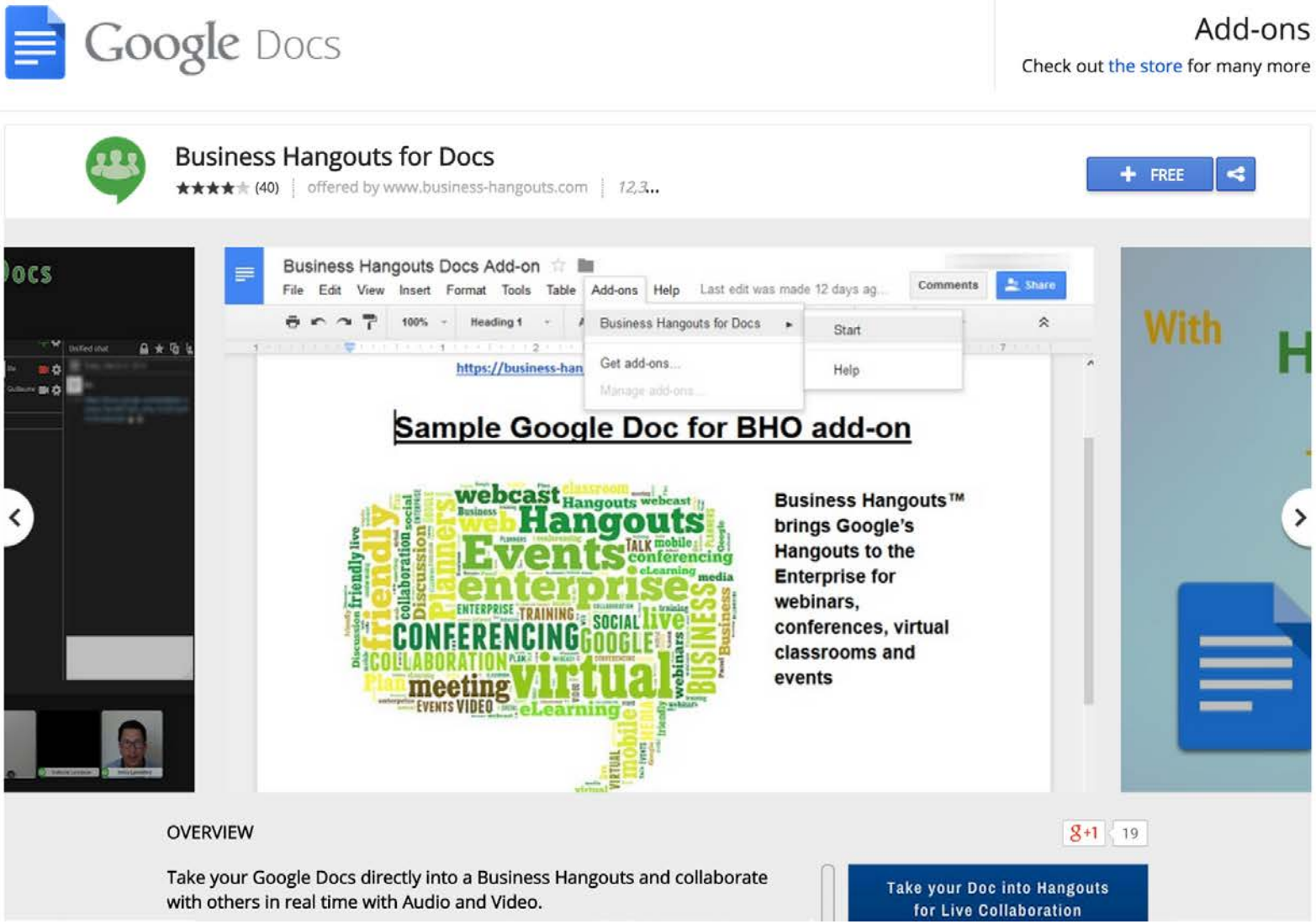
Google Docs

Add-ons

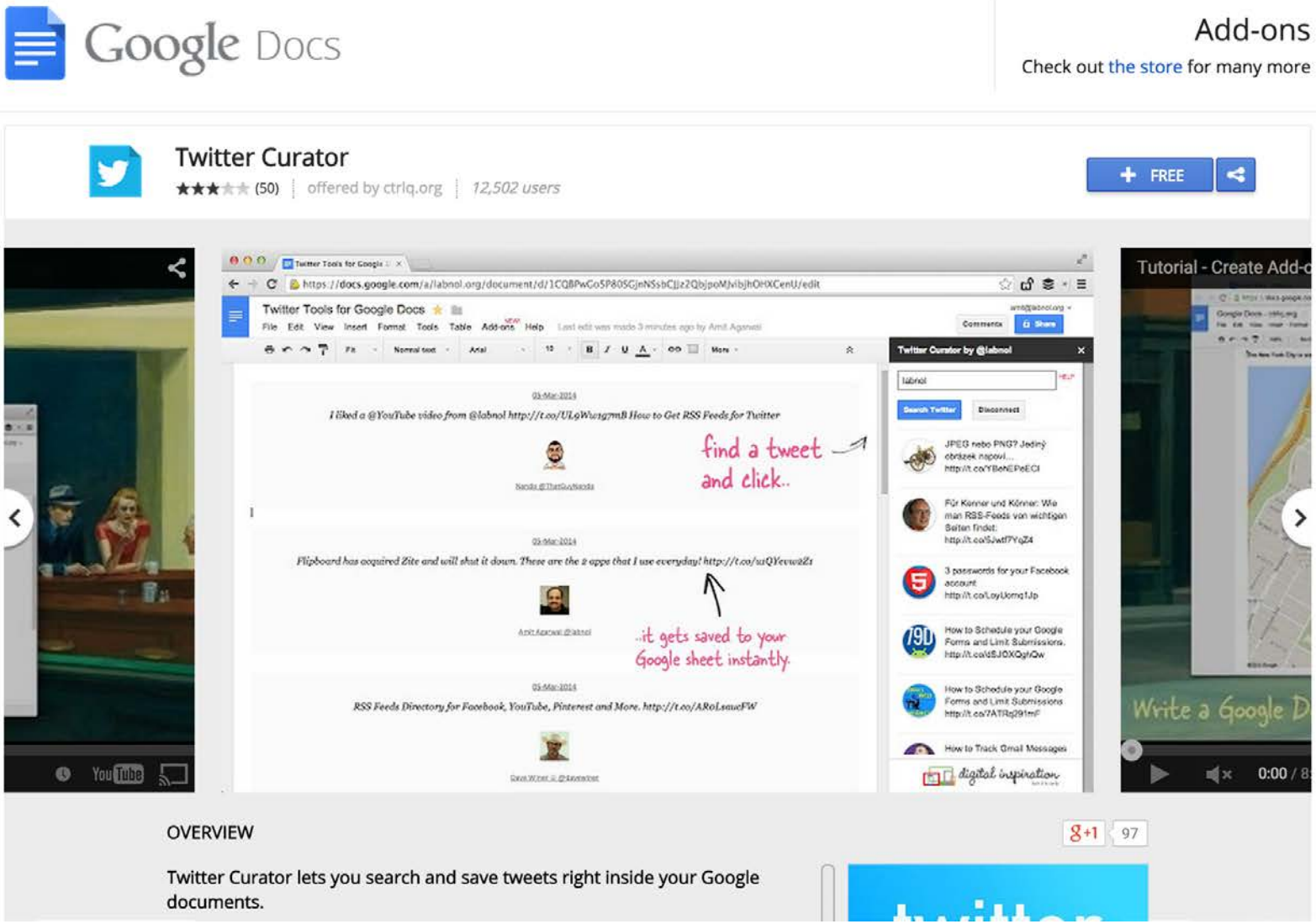
Check out the store for many more



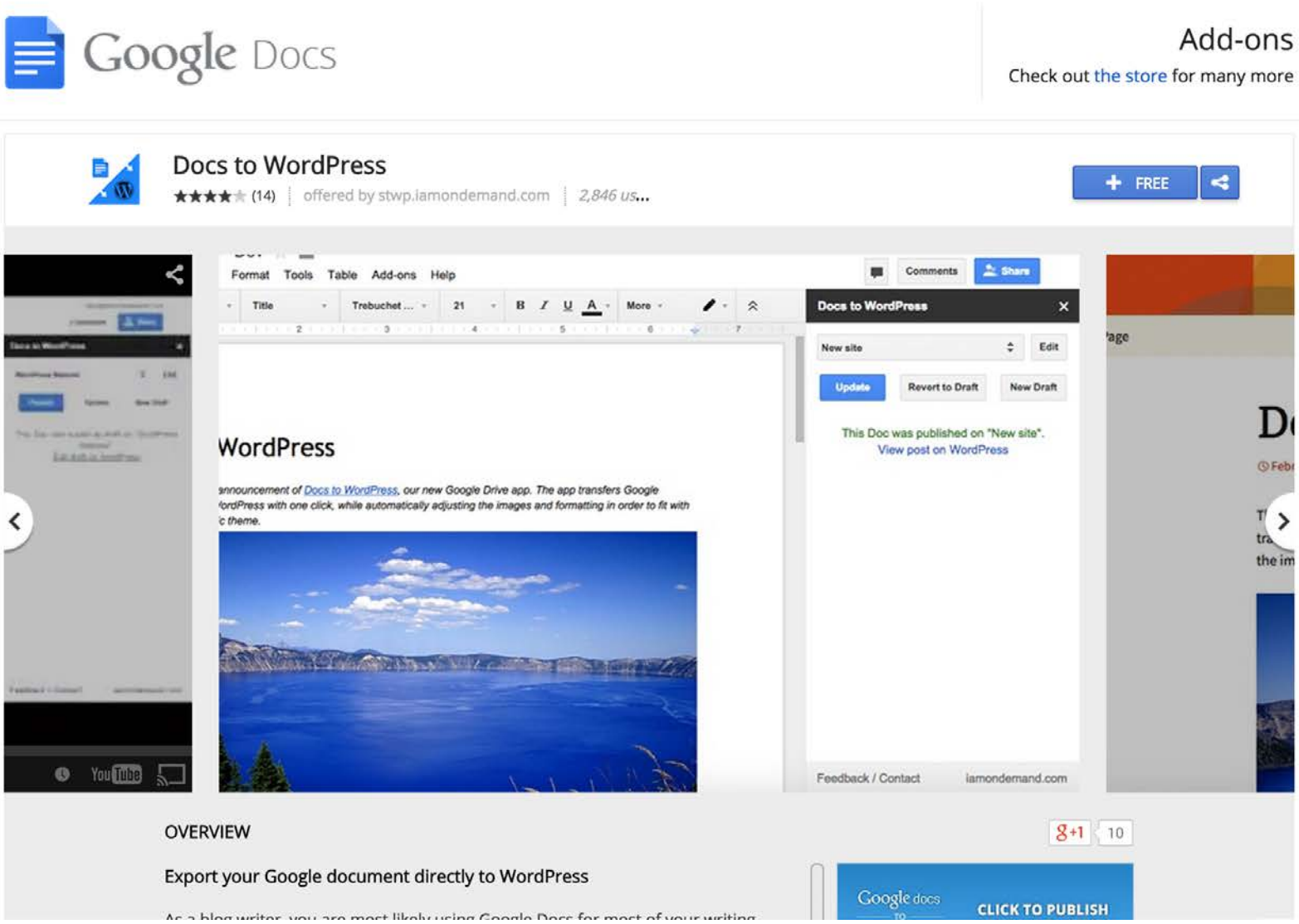
Host Webinars, Meetings from Docs



Capture & report tweets in real-time



Stop the Word/Wordpress formatting madness

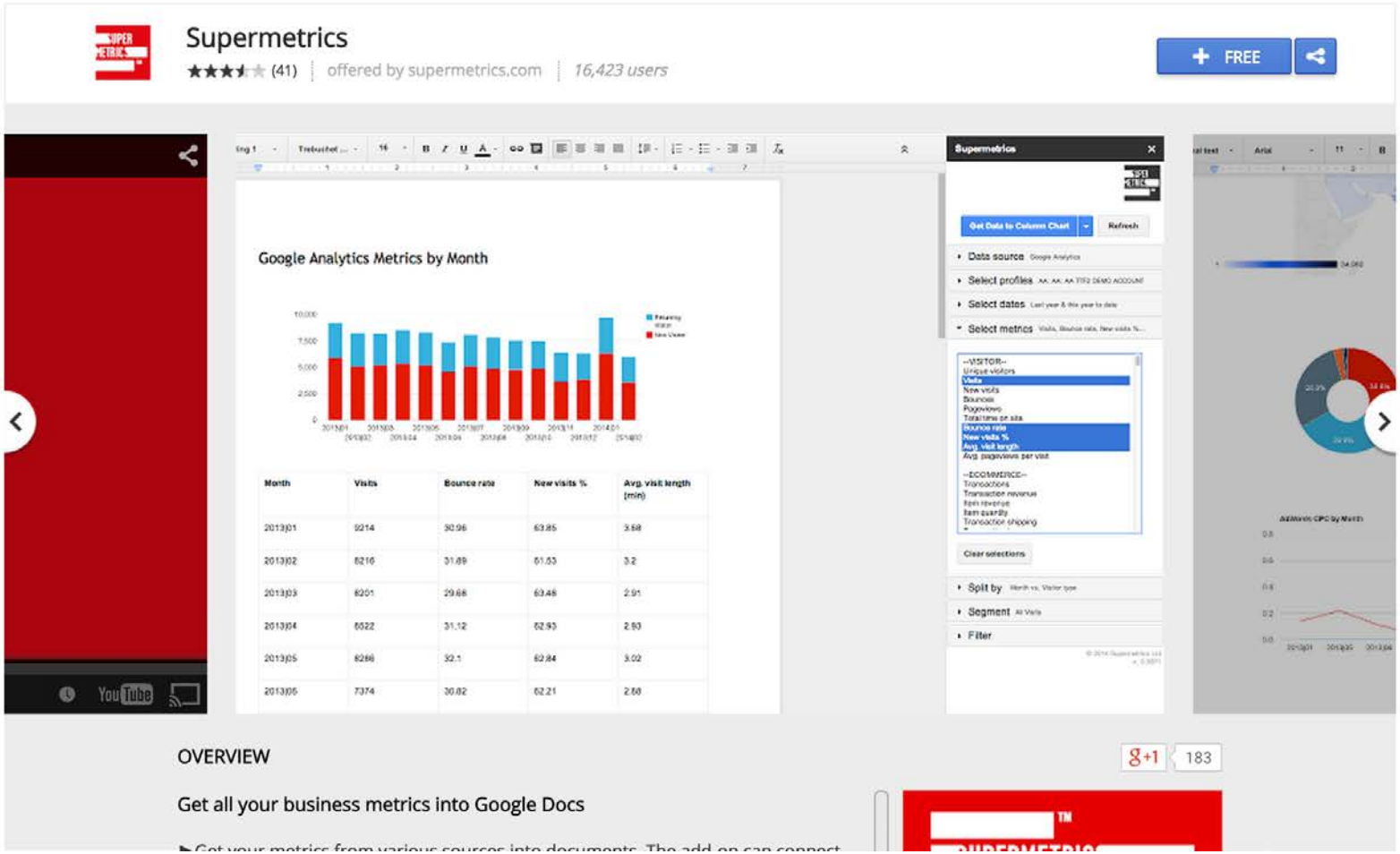


Metrics mashups on a budget

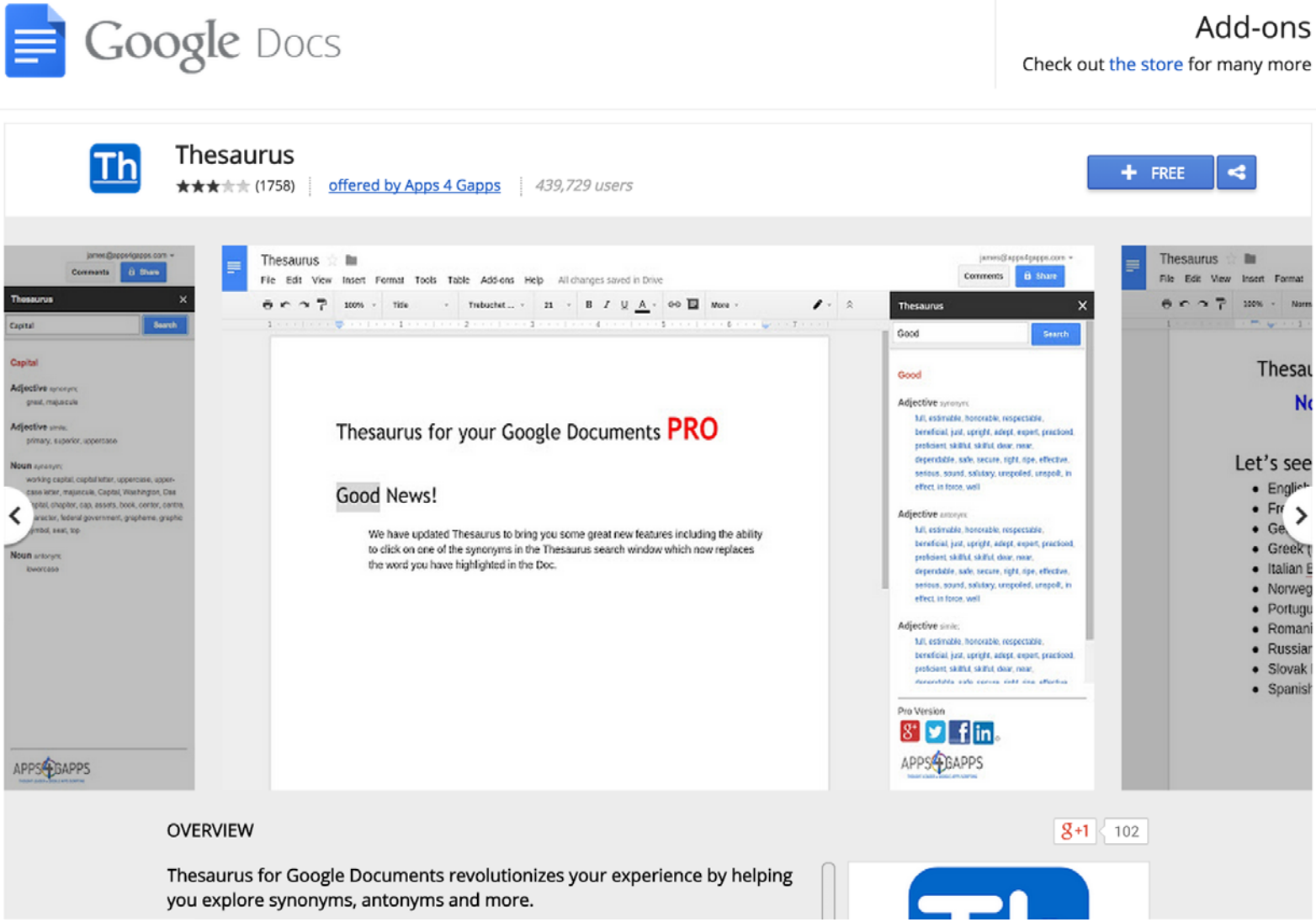
Google Docs

Add-ons

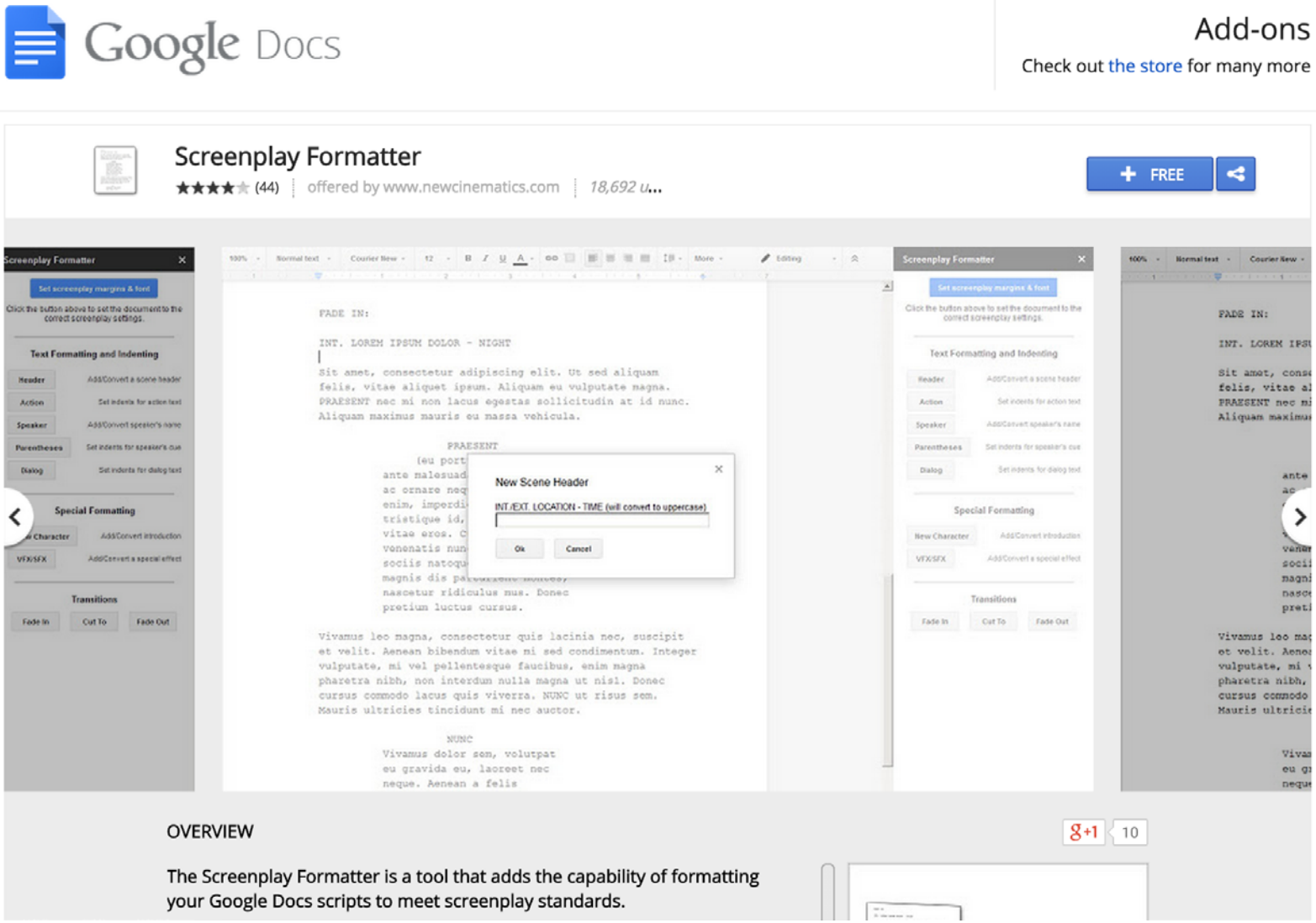
Check out the store for many more



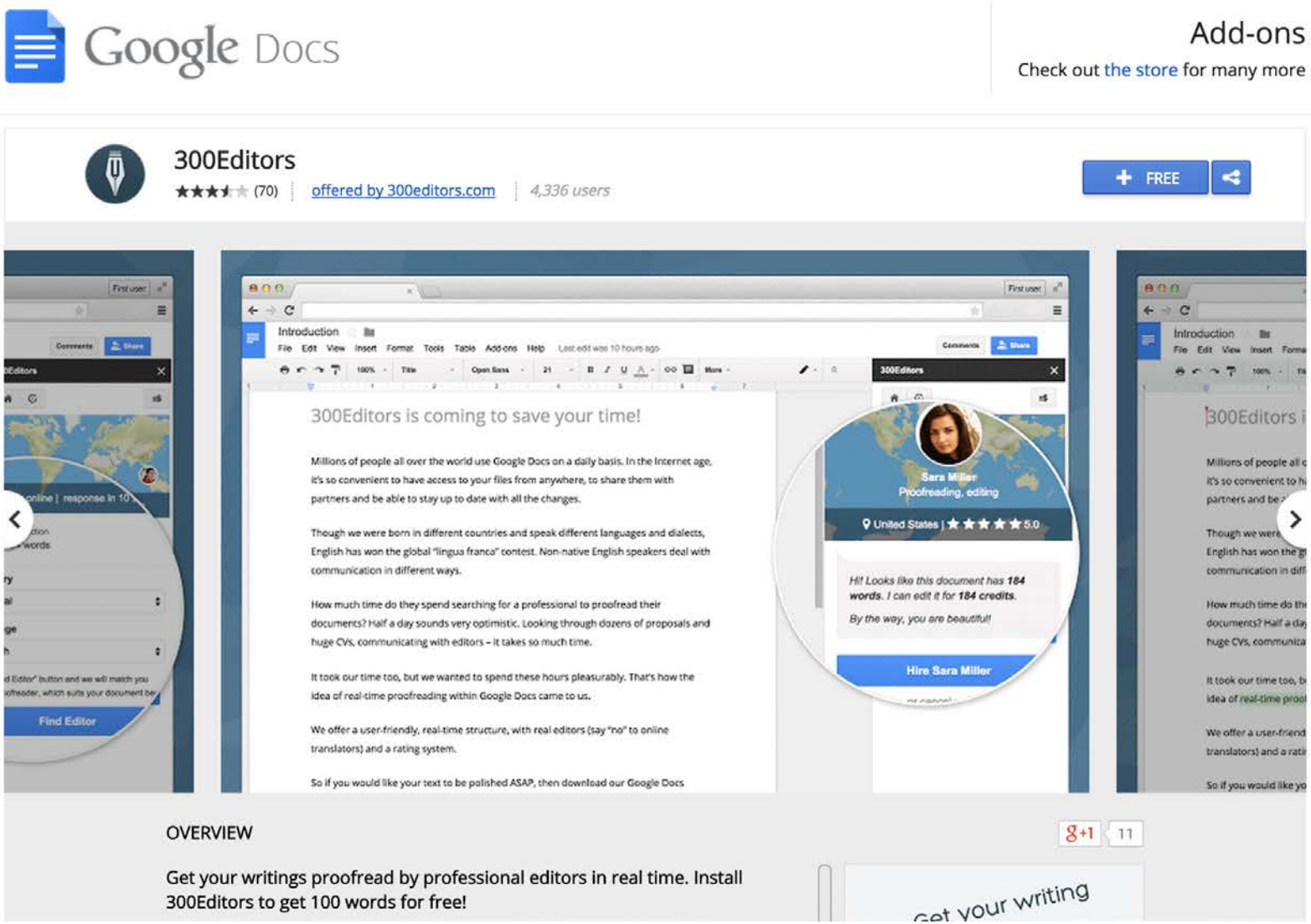
Metrics mashups on a budget



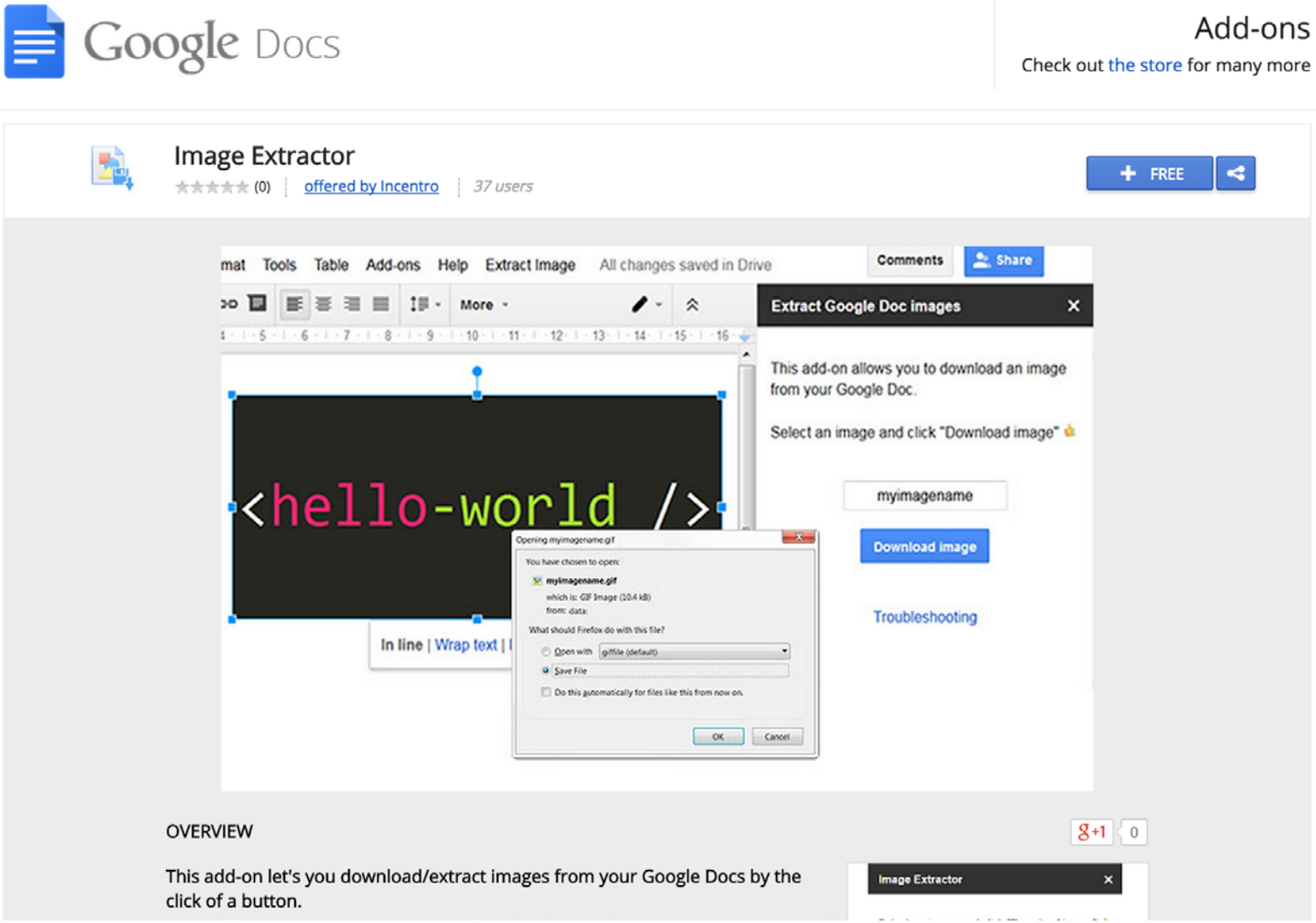
Metrics mashups on a budget



Don’t forget the proofreading



Rip rip rip images out of Office



Pack a multi-tool

IFTTT

Products Learn more Sign in

Connect the apps you love

Sign up

google

Search

15,579 Recipes found

Add Foursquare checkins to Google Calendar

by dens 28k 1.2k

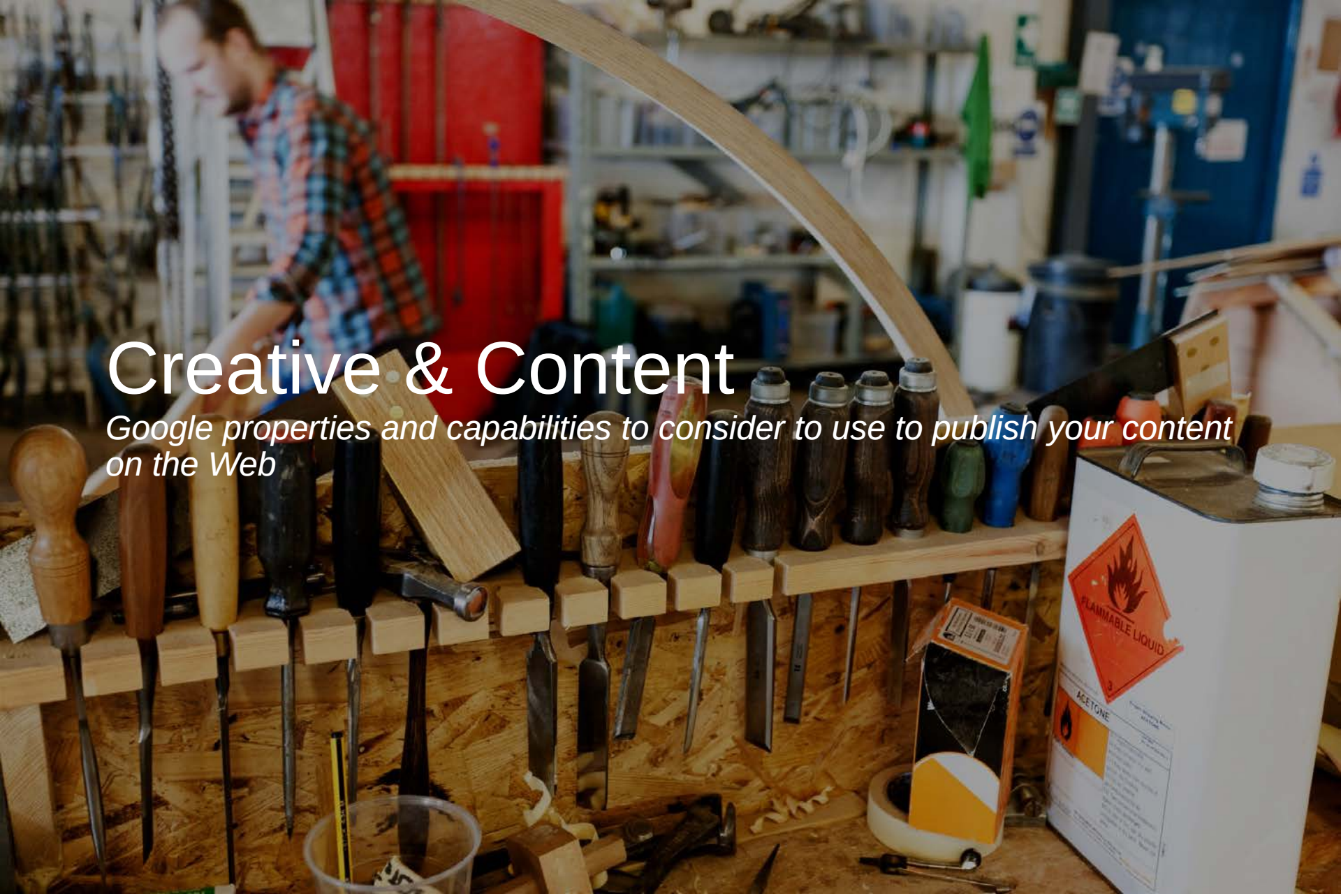
Whenever you add a new contact mark it in your Google Calendar

by devin 24k 1.1k

Upload new iOS Photos to Google Drive

by alexander 37k 1.2k

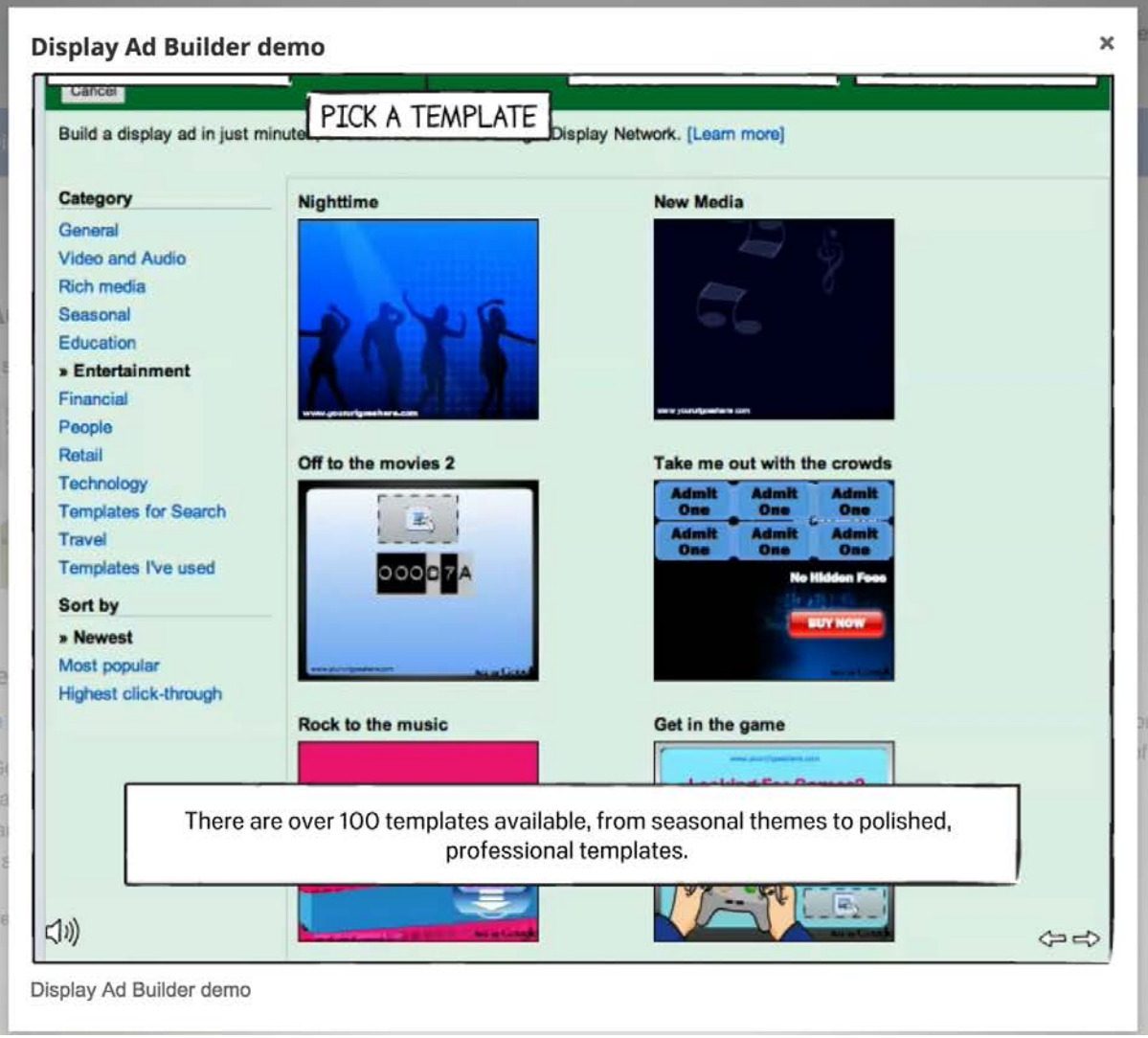
FINNPARTNERS @barryreich #PowerofPR



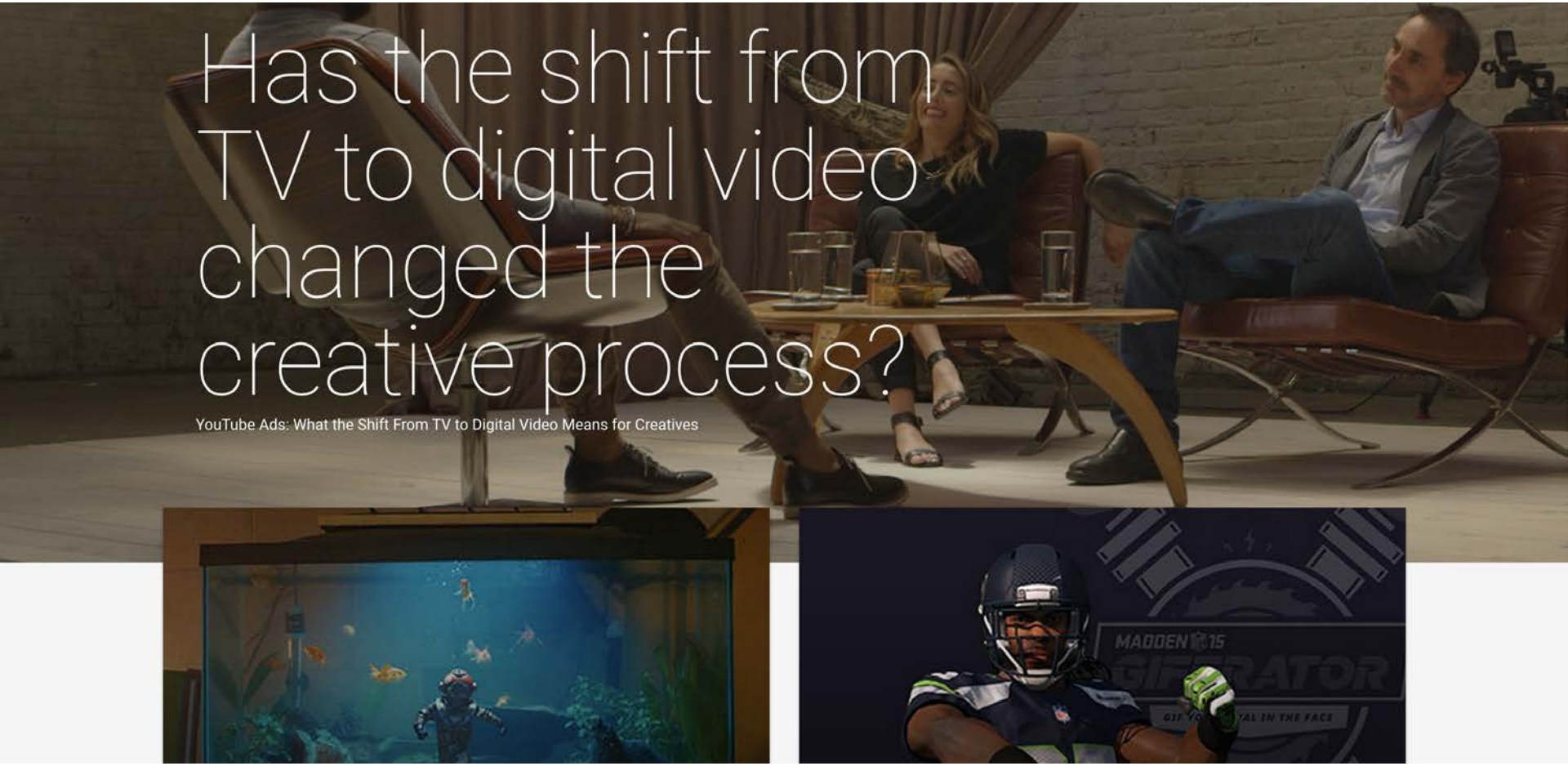
Creative & Content

Google properties and capabilities to consider to use to publish your content on the Web

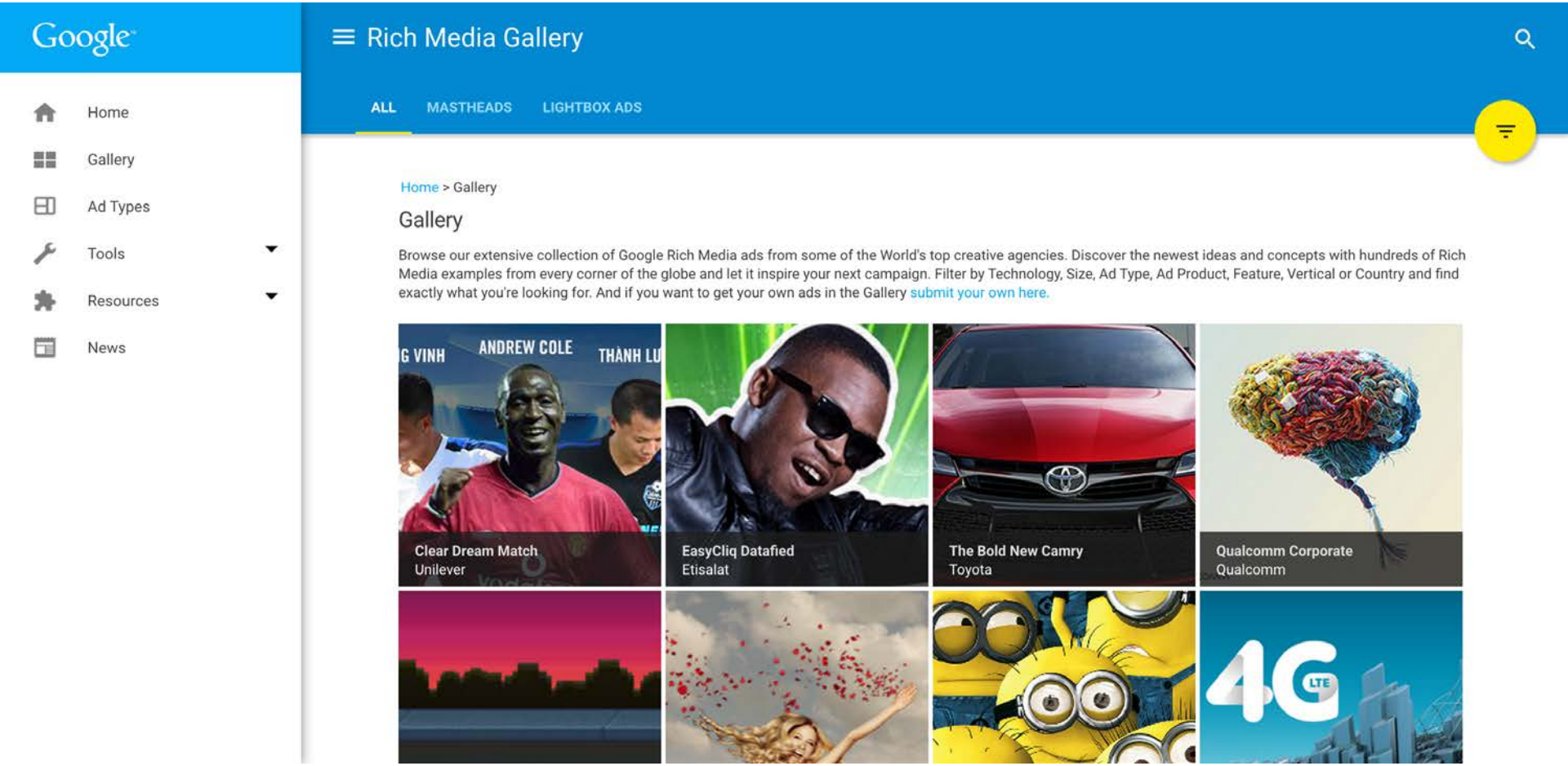
No ad creative budget? Try Ad Builder



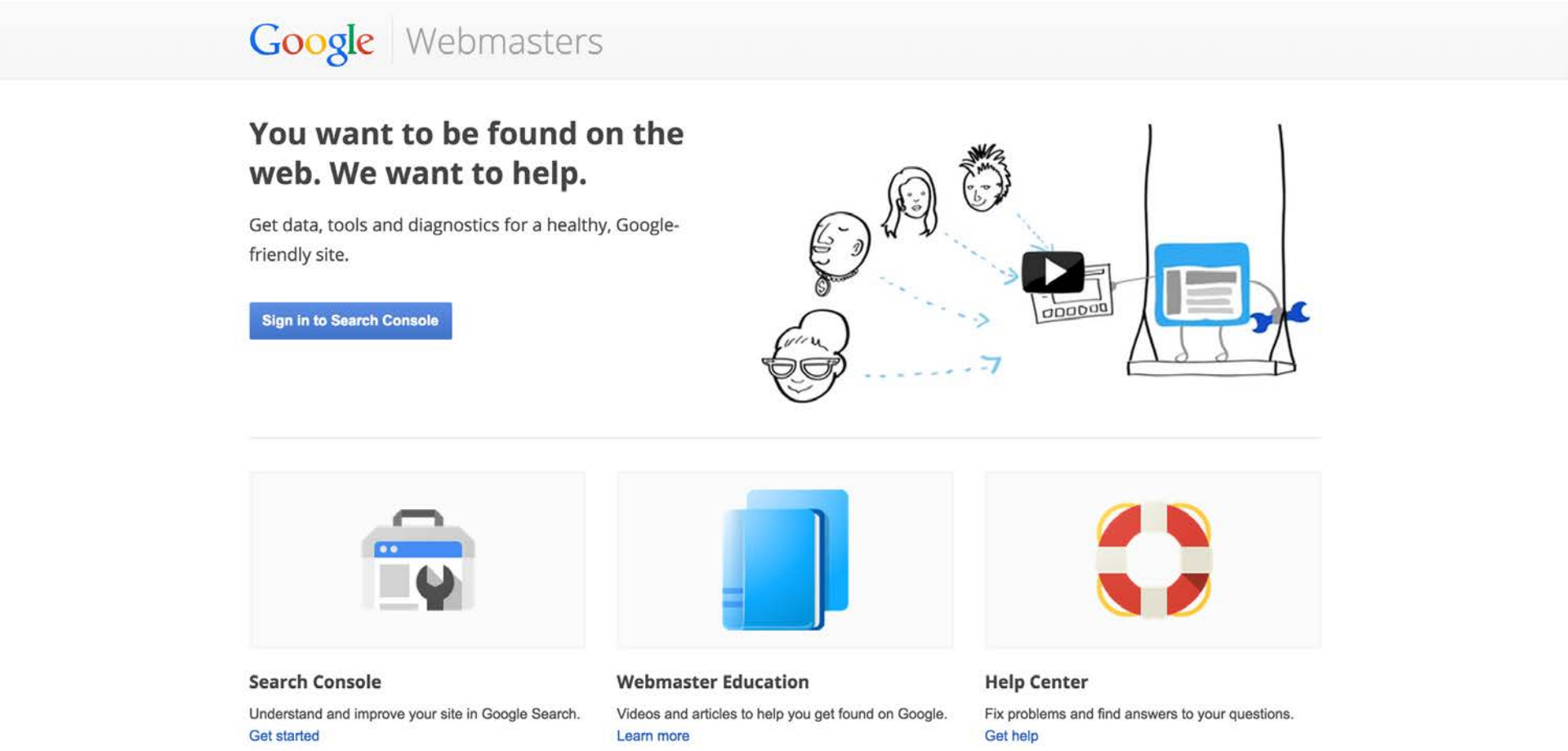
Get some creative inspiration



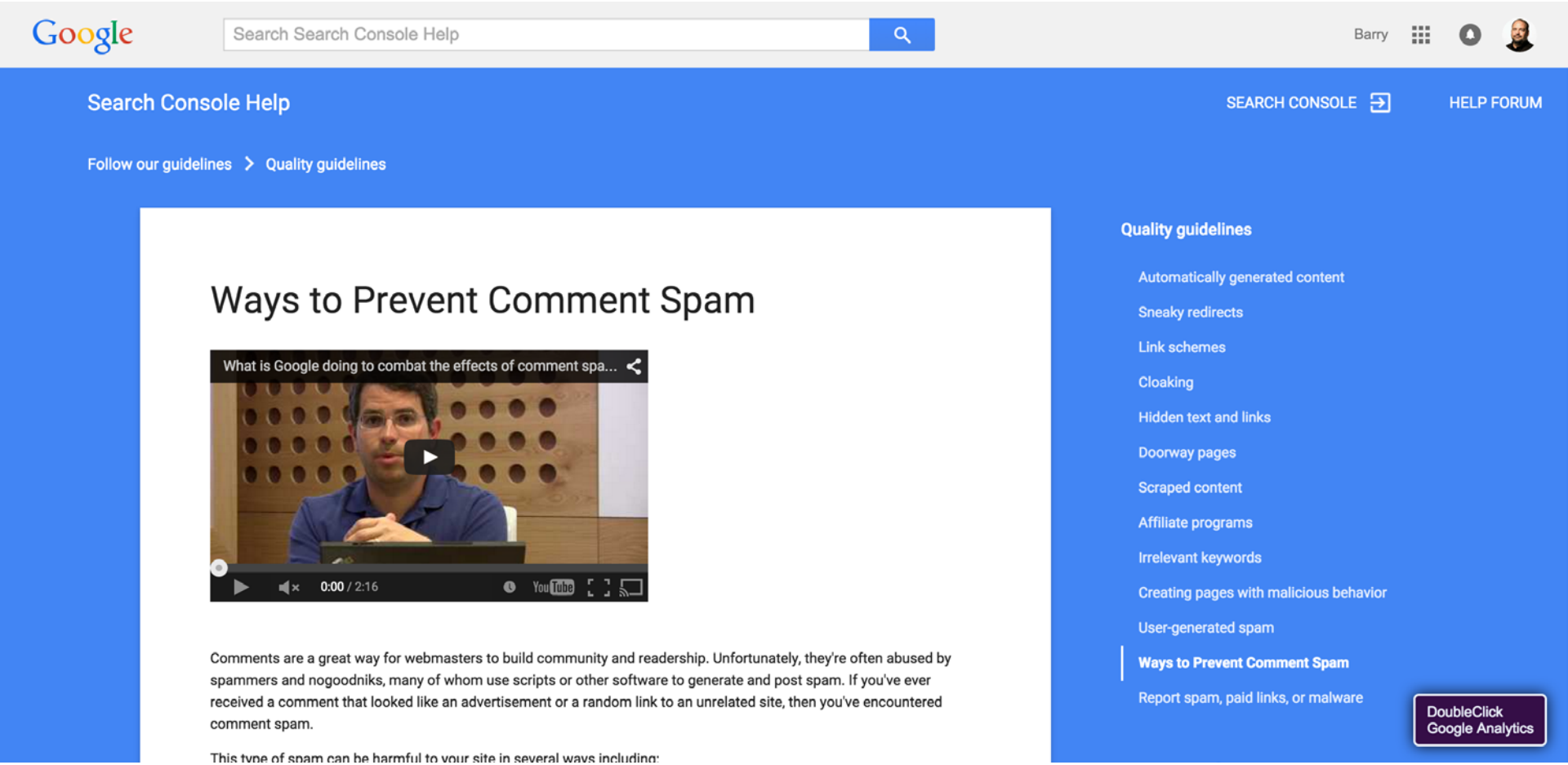
Rich media components



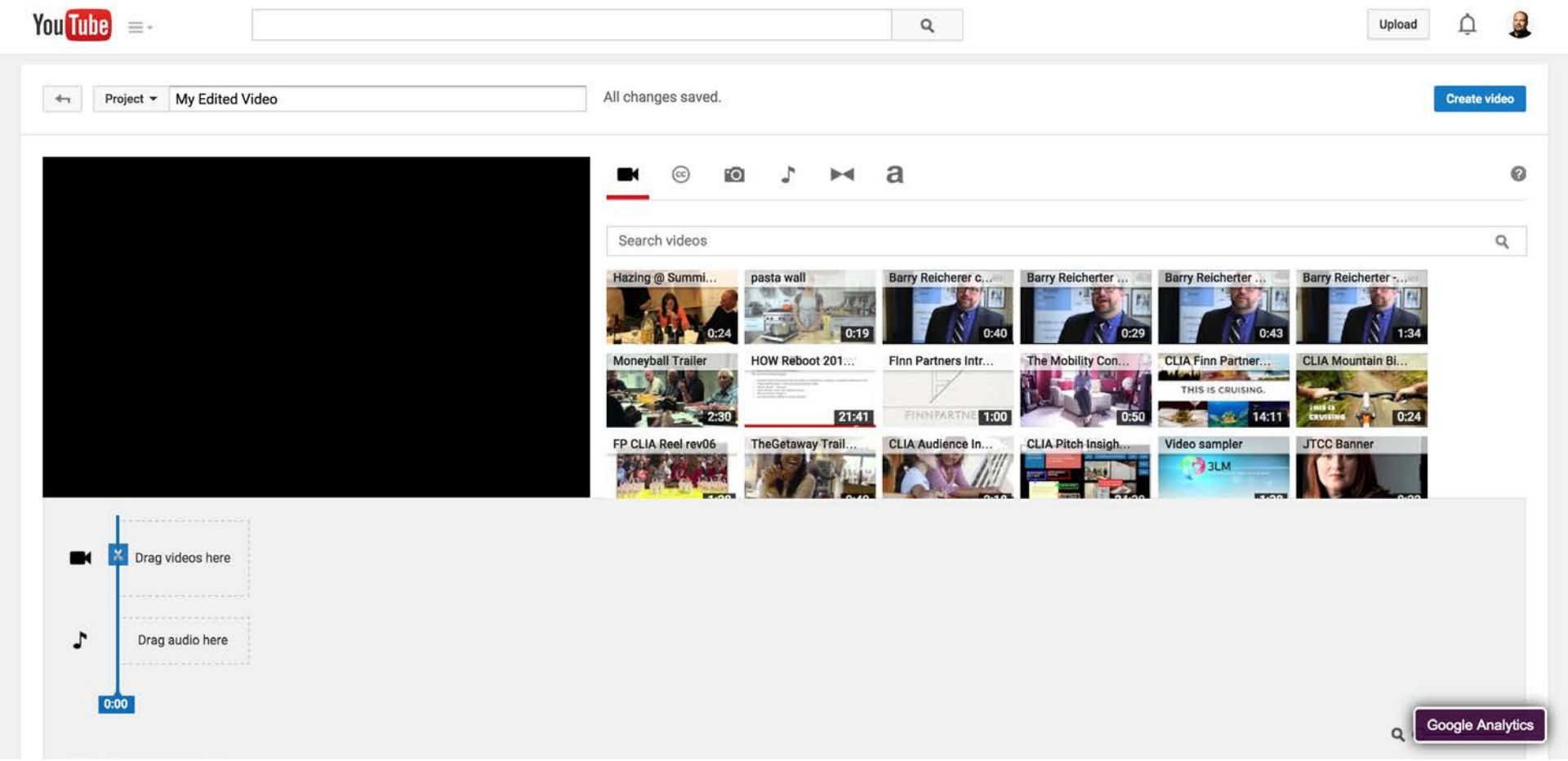
Master the Webmaster Tools



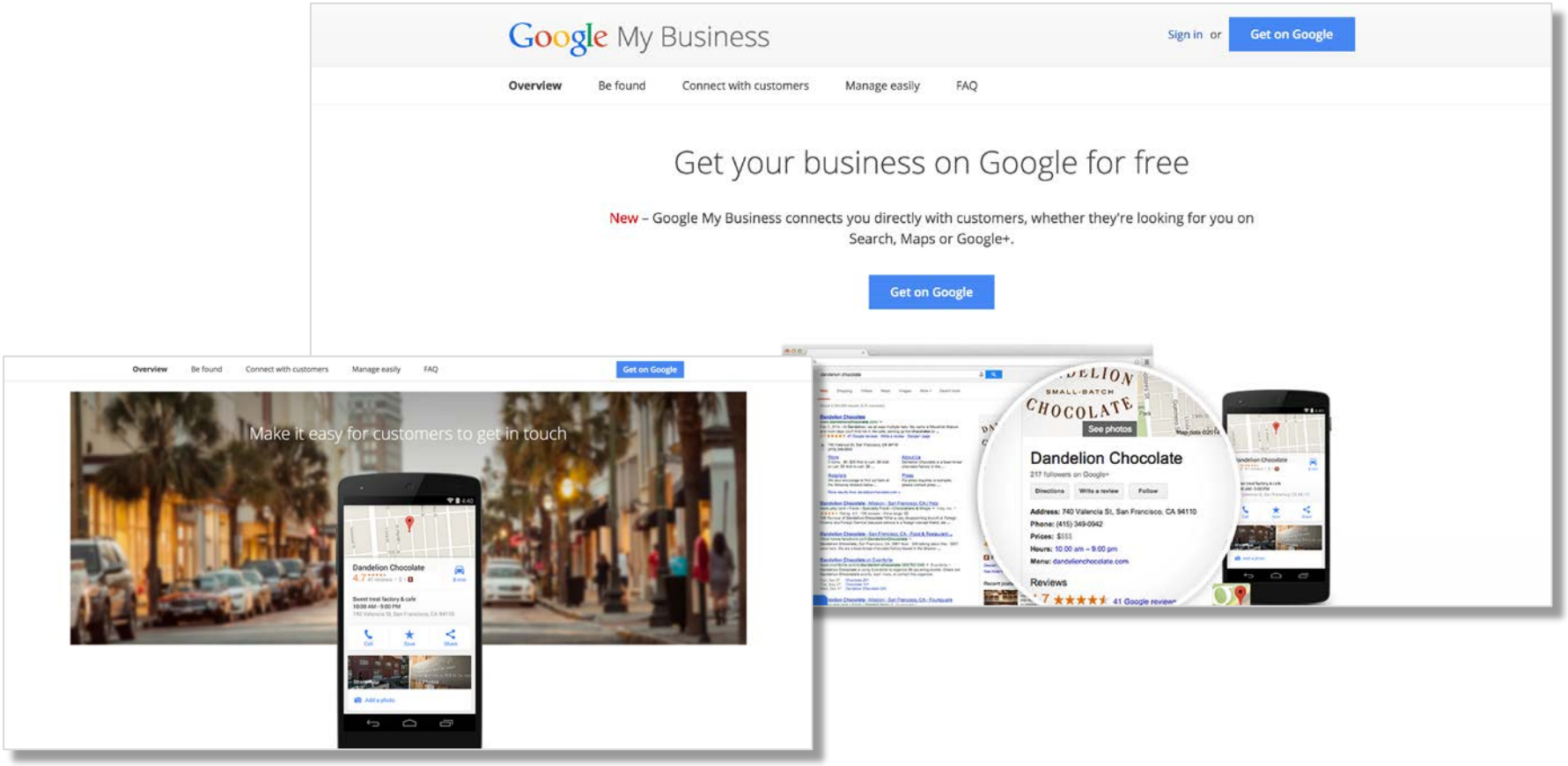
Learn SEO best practices before you pay the price



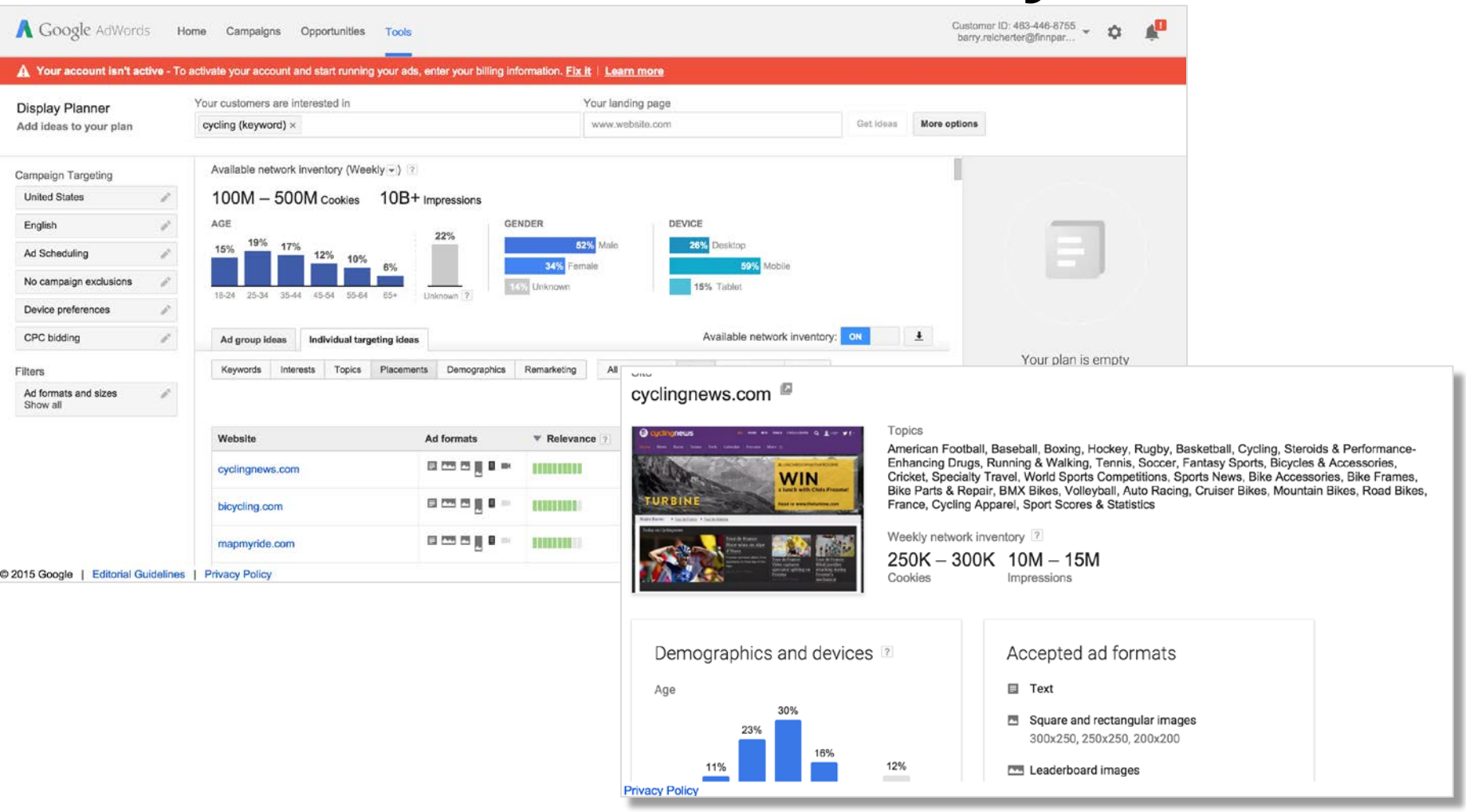
No editor? No problem



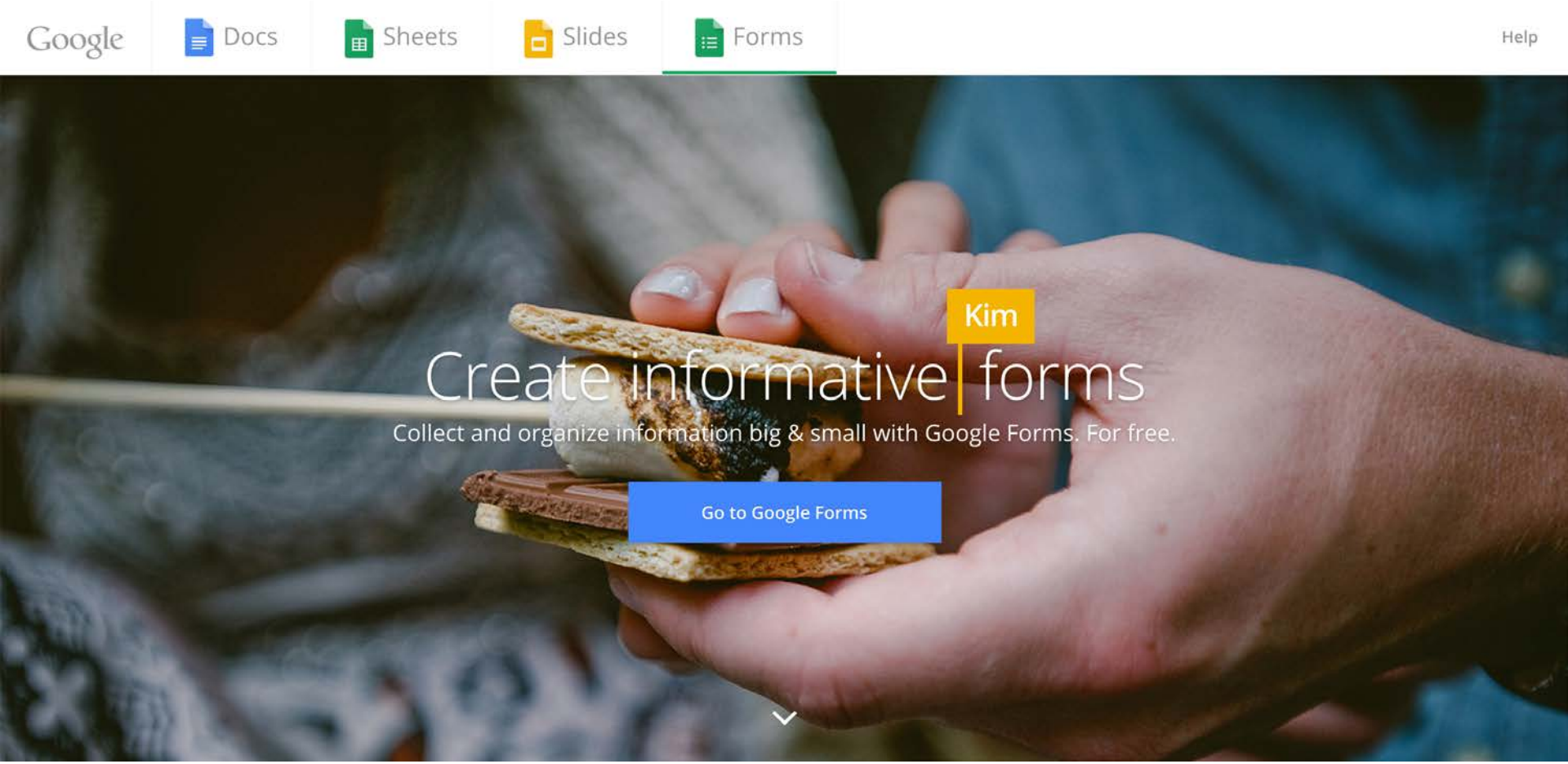
Google your business



Audiences are what they consume



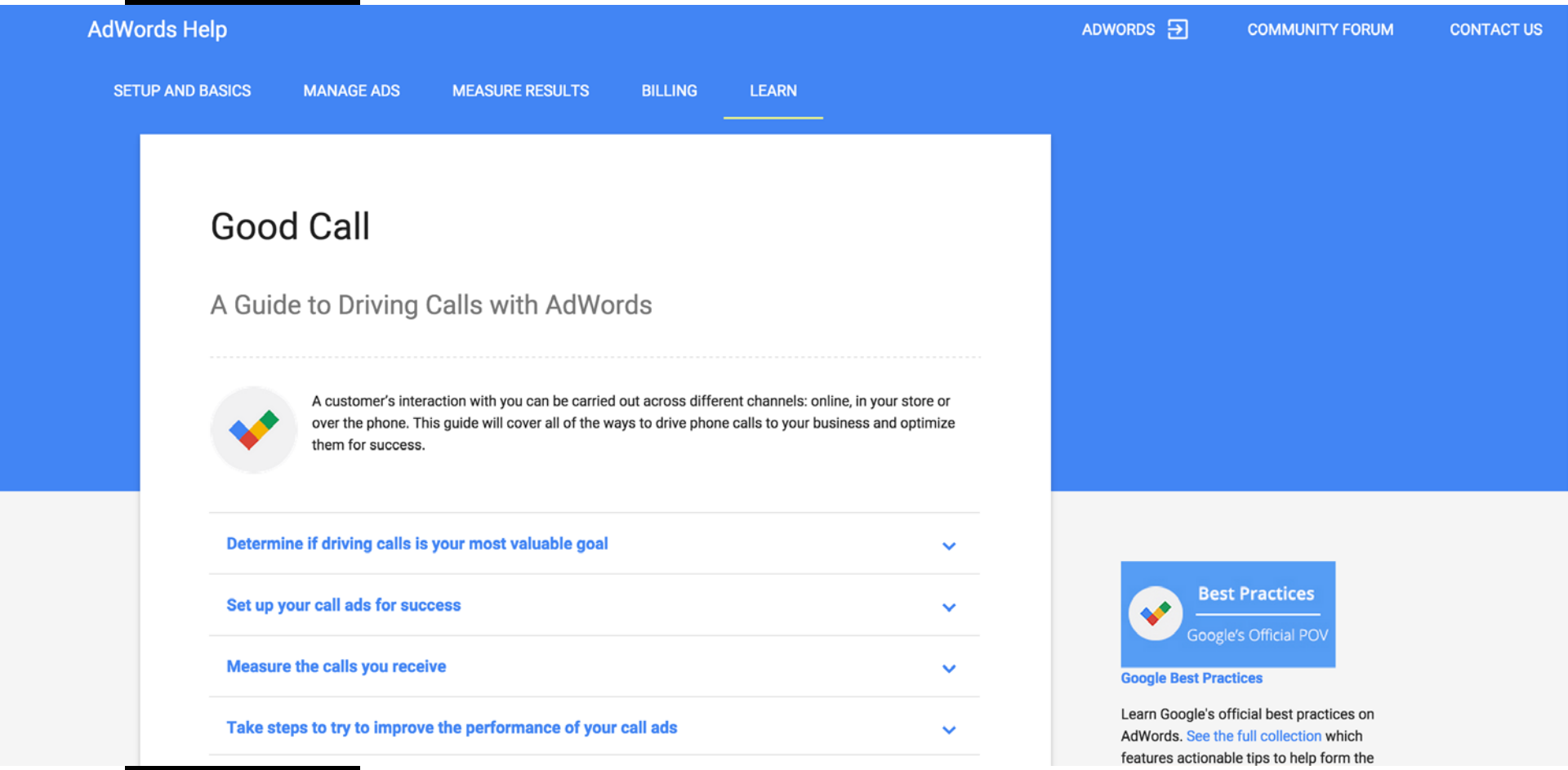
Well-formed forms



Advertising & Promotion

Tips and tricks on using Google's advertising and promotion networks and products

Receive great calls



Bring back that loving feeling

SETUP AND BASICS | MANAGE ADS | MEASURE RESULTS | BILLING | LEARN

How remarketing works

Remarketing helps you reach people who have visited your website or used your app. Previous visitors or users can see your ads as they browse websites that are part of the Google Display Network, or as they search for terms related to your products or services on Google.

To set up remarketing, you'll need to add the remarketing tag to your website or app, create remarketing lists, and build remarketing campaigns that use your lists. See infographic of how remarketing works .

Add the remarketing tag to your website or app

To start using remarketing, add the remarketing tag across all pages of your website or to your mobile app.

The remarketing tag is a small snippet of code that you get from AdWords.

Create remarketing lists

After you've tagged your website or app, you'll create remarketing lists.

For example, you can create a remarketing list for visitors to your most popular product category page. The remarketing tag tells AdWords to save visitors to your "Popular category list." When people visit that page, their **cookie** ID is added to the remarketing list.

Reach people who visited your site

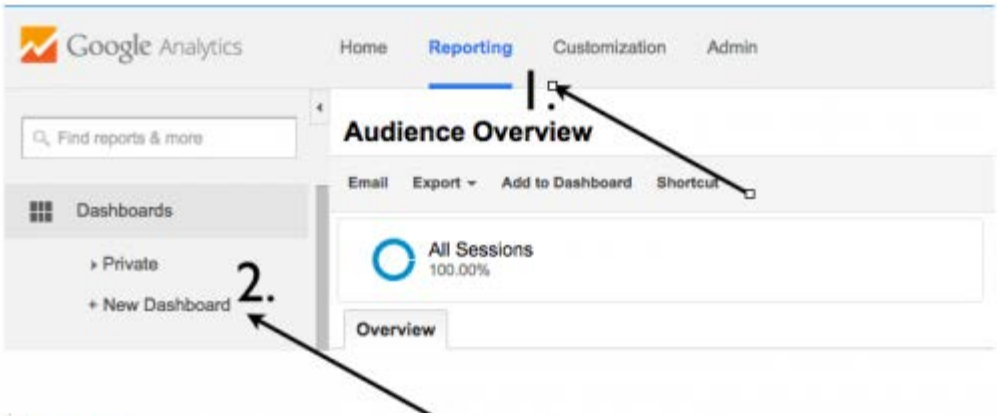
Use remarketing to reach past website visitors and app users

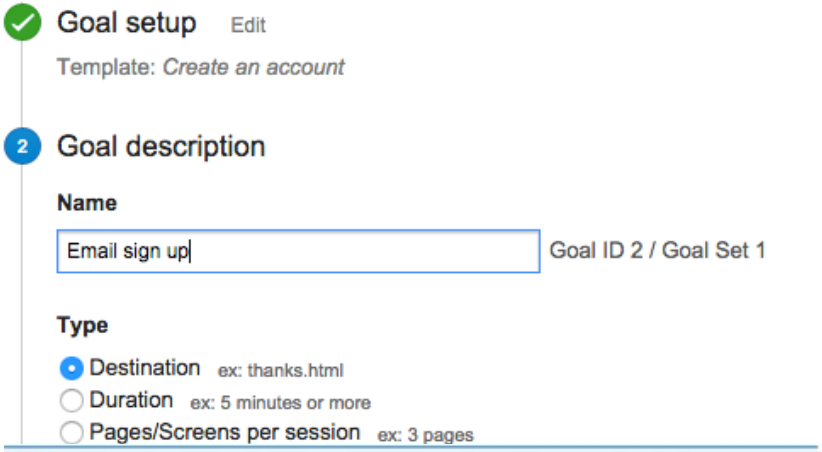
How remarketing works

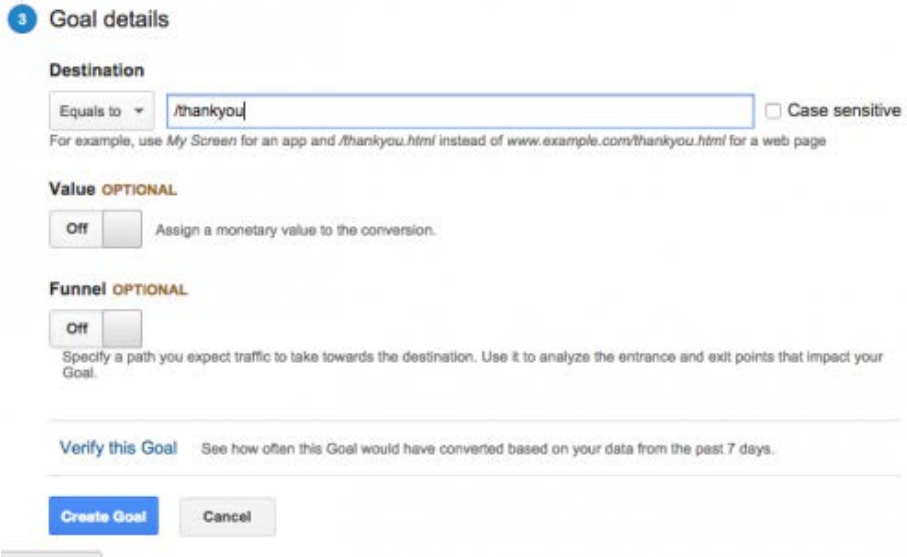
Measurement & Analytics

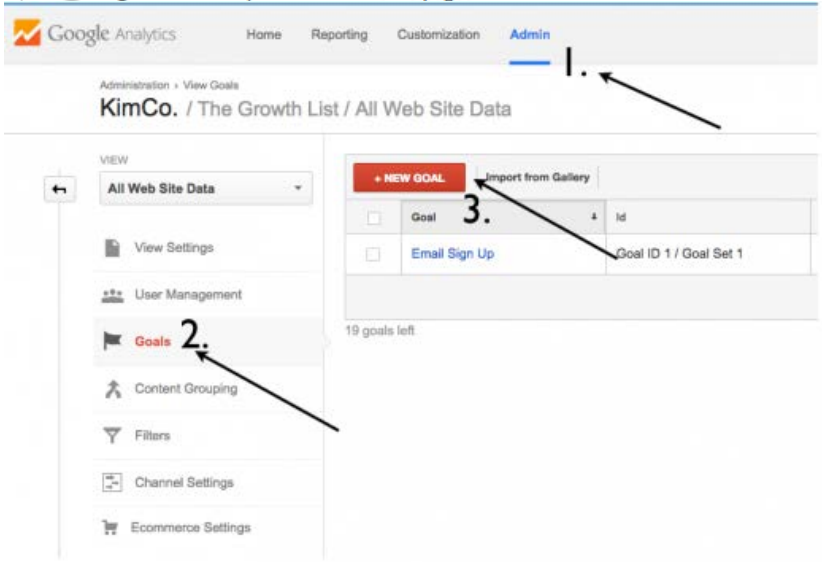
Report, Optimize, Report

Create *goals* to report on campaign actions

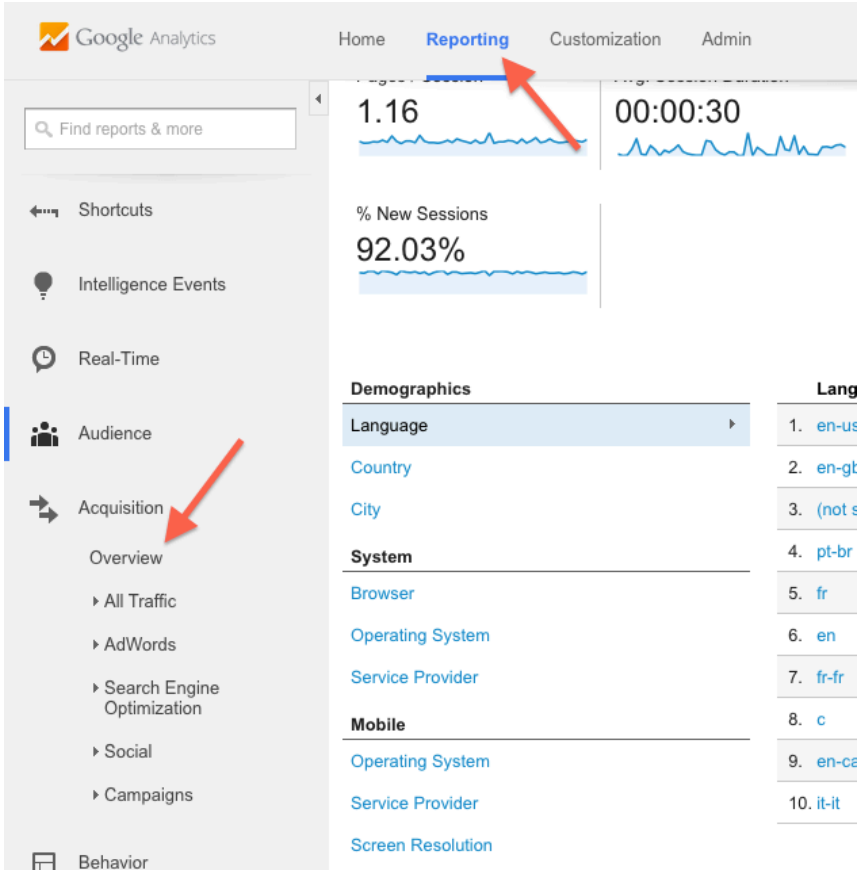








Quantify social media as a traffic source



Stop the Scourge of Analytics Spam

Source / Medium	Sessions ↓	% New Sessions	New Users	Bounce Rate
	568 % of Total: 100.00% (568)	92.78% Avg for View: 92.78% (0.00%)	527 % of Total: 100.00% (527)	99.12% Avg for View: 99.12% (0.00%)
1. trafficmonetize.org / referral	321 (56.51%)	91.28%	293 (55.60%)	99.69%
2. webmonetizer.net / referral	115 (20.25%)	92.17%	106 (20.11%)	99.13%
3. 4webmasters.org / referral	82 (14.44%)			
4. 100dollars-seo.com / referral	16 (2.82%)			
5. (direct) / (none)	10 (1.76%)			
6. success-seo.com / referral	9 (1.58%)			
7. semaltmedia.com / referral	5 (0.88%)			

To add a filter:

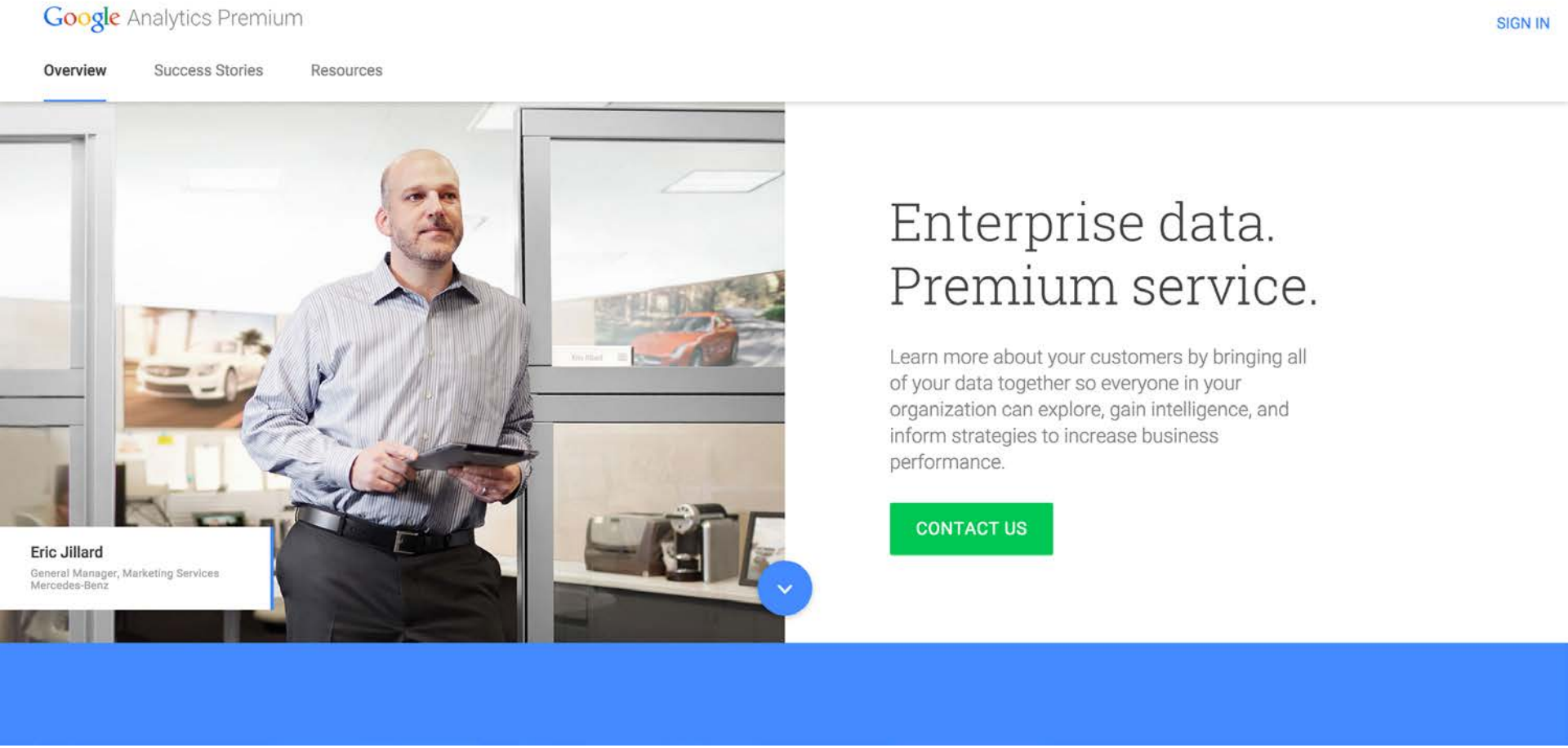
1. *go to your Administration page (last tab on your home page)*
2. *All filters (on the leftmost column)*
3. *New filter*
4. *Choose Filter type "Custom" > "Exclude"*
5. *Choose "Referral" from the Filter Field menu*
6. *Set this as Filter pattern:*

```
semalt\.com|ilovevitaly\.co|priceg\.com|forum\..*darodar\.com|blackhatworth\.com|hulfingtonpost\.com|buttons-for-website\.com
```

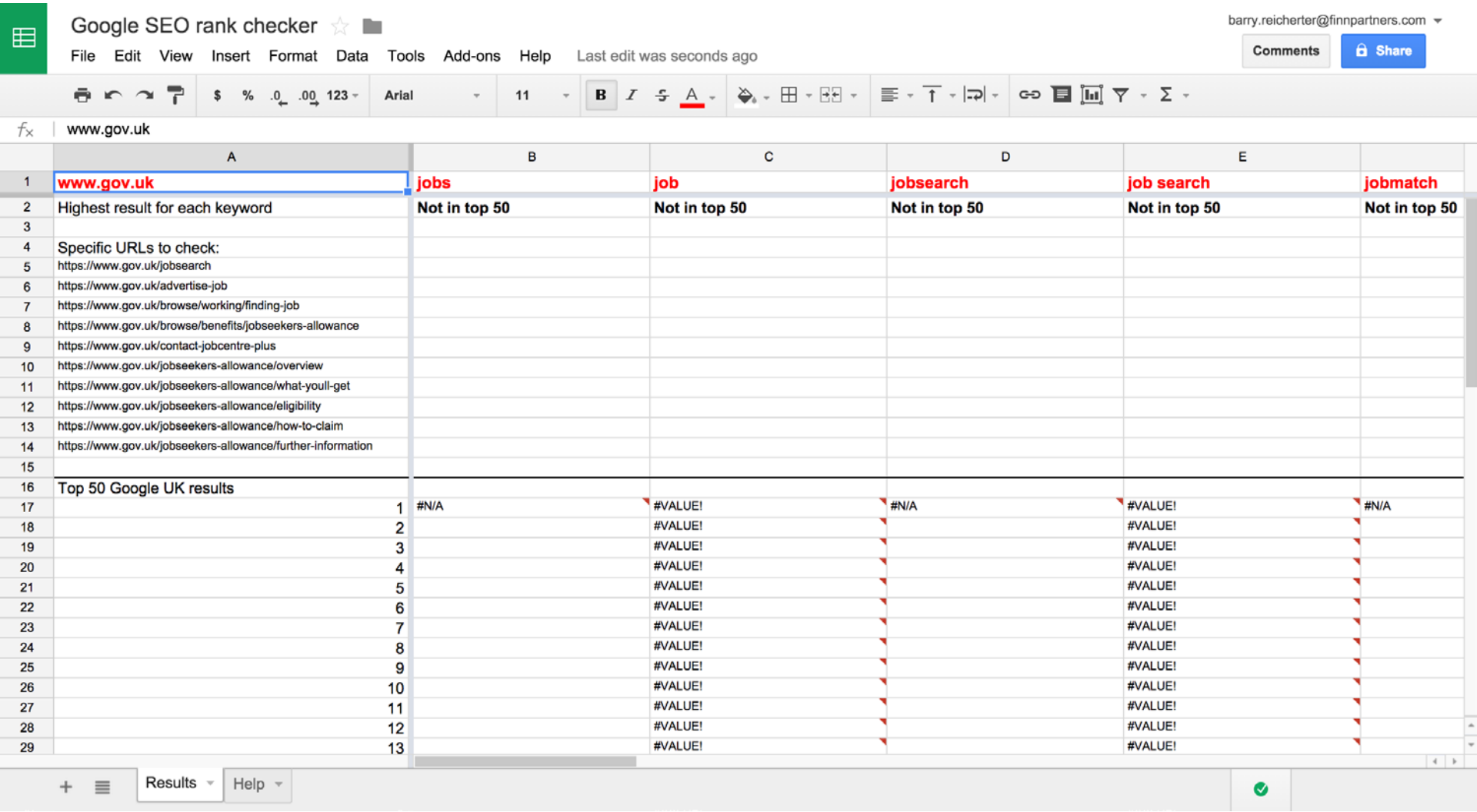
7. *Select the views that you want to be filtered (I chose "All web site data")*
8. *Save*

The filter pattern is a regular expression, so every time you find a new source of spam, simply add another "|spammersite\.com" (remember to escape dots with a backslash, as they mean "any character").

Let Google manage Google Analytics for you



Check ya-self before ya…



Google SEO rank checker

barry.reicherter@finnpartners.com

File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago

Comments Share

Arial 11

fx www.gov.uk

	A	B	C	D	E	
1	www.gov.uk	jobs	job	jobsearch	job search	jobmatch
2	Highest result for each keyword	Not in top 50	Not in top 50	Not in top 50	Not in top 50	Not in top 50
3						
4	Specific URLs to check:					
5	https://www.gov.uk/jobsearch					
6	https://www.gov.uk/advertise-job					
7	https://www.gov.uk/browse/working/finding-job					
8	https://www.gov.uk/browse/benefits/jobseekers-allowance					
9	https://www.gov.uk/contact-jobcentre-plus					
10	https://www.gov.uk/jobseekers-allowance/overview					
11	https://www.gov.uk/jobseekers-allowance/what-youll-get					
12	https://www.gov.uk/jobseekers-allowance/eligibility					
13	https://www.gov.uk/jobseekers-allowance/how-to-claim					
14	https://www.gov.uk/jobseekers-allowance/further-information					
15						
16	Top 50 Google UK results					
17	1	#N/A	#VALUE!	#N/A	#VALUE!	#N/A
18	2		#VALUE!		#VALUE!	
19	3		#VALUE!		#VALUE!	
20	4		#VALUE!		#VALUE!	
21	5		#VALUE!		#VALUE!	
22	6		#VALUE!		#VALUE!	
23	7		#VALUE!		#VALUE!	
24	8		#VALUE!		#VALUE!	
25	9		#VALUE!		#VALUE!	
26	10		#VALUE!		#VALUE!	
27	11		#VALUE!		#VALUE!	
28	12		#VALUE!		#VALUE!	
29	13		#VALUE!		#VALUE!	

Results Help

Go play a game