

Grow With Google Webinars

March 2025

Use YouTube to Grow Your Business

Wednesday, March 19, 11 a.m. to 12 p.m. CT

REGISTRATION LINK:

<https://us06web.zoom.us/meeting/register/tZMrDO6gpzopG9ZC7b53mPGWc54S9AO3ikMs>

Learn now to kickstart using YouTube and the transformative power of video content to promote and expand your business. This comprehensive guide covers everything from setting up your channel to crafting engaging videos that resonate with viewers and elevate your brand. Perfect for beginners looking to make a significant impact in the digital space.

In this workshop we'll cover:

How to create a YouTube channel

Adding videos and organize your channel

How to promote your business with video ads

April 2025

Make Your Website Work for You

Wednesday, April 2, 11 a.m. to 12 p.m. CT

REGISTRATION LINK:

https://us06web.zoom.us/meeting/register/Jwt_S0tdTt6u4bLX6pXF1Q

In this presentation, learners will discover how to create a search-friendly website that drives user action and supports their goals. Whether launching a new website or sprucing up an old one, this workshop will help.

Growth Metrics that Matter

Wednesday, April 9, 11 a.m. to 12 p.m. CT

REGISTRATION LINK:

<https://us06web.zoom.us/join/zoom/register/ZYxQDDQWTBOs75ljEH10g>

In this presentation, learners will discover how to create a search-friendly website that drives user action and supports their goals. Whether launching a new website or sprucing up an old one, this workshop will help.

Learn the Basics of Google Ads

Wednesday, April 16, 11 a.m. to 12 p.m. CT

REGISTRATION LINK:

<https://us06web.zoom.us/join/zoom/register/CspUS8JSTFSKIkuaQHBSkA>

In this workshop you will learn how to reach more customers and grow your business with Google Ads.

In this session we'll talk about:

How to create an account and set up an ad campaign

How to write great ads, refine keywords, and include ad extensions

How to measure success

E-commerce Excellence: Unlocking Revenue Streams and Reach

Wednesday, April 23, 11 a.m. to 12 p.m. CT

REGISTRATION LINK:

https://us06web.zoom.us/join/zoom/register/Nv6N5T4NRuW5TaCrQtR_4Q

This training provides ecommerce businesses with the strategies and tools to increase revenue and expand their reach. Topics covered include website optimization, effective marketing campaigns, social media engagement, customer service and retention, and data analytics. This training is designed to help ecommerce businesses thrive and succeed in a competitive online marketplace.

May 2025

Site Tweaks to Increase Reach

Wednesday, May 7, 11 a.m. to 12 p.m. CT

REGISTRATION LINK:

<https://us06web.zoom.us/meeting/register/VB7fLAviQbWliaavxyyPcA>

When businesses build digital communications that allow people with disabilities to perceive, understand, navigate, and interact with products and services, it expands their market. Implementing accessibility best practices can help businesses grow, and improve the experience for all users. In this session we'll outline what accessibility means online. Learn how to design for accessibility: web pages, email, tips for being more inclusive as well as tips for physical spaces.

Get Found, Got Growth: Get Found on Search and Thrive Online

Wednesday, May 14, 11 a.m. to 12 p.m. CT

REGISTRATION LINK:

<https://us06web.zoom.us/meeting/register/Cz7NvYZWQeikeGdANsOfmA>

Get Found, Got Growth is a training program designed to help businesses improve their online presence and increase their visibility on search engines. Led by expert trainer Maria Elena Duron, the program offers practical strategies to optimize your online presence and attract more customers. By attending this program, businesses can learn how to improve their search rankings, increase their online visibility, and thrive online.

Make Better Decisions with Analytics

Wednesday, May 21, 11 a.m. to 12 p.m. CT

REGISTRATION LINK:

<https://us06web.zoom.us/meeting/register/0bN41tizTzy8Xor9xvf1PQ>

Learn best practices and analyze trends about how customers engage with your business online, then turn these insights into well-informed, actionable decisions.

In this session we'll cover:

An introduction to Google Analytics

Creating and understanding reports

Making goals

Using Analytics with other Google tools

June 2025

Go Global with Google Market Finder

Wednesday, June 4, 11 a.m. to 12 p.m. CT

REGISTRATION LINK:

https://us06web.zoom.us/meeting/register/z_1B7ewqQsGkVI4T6UKRVQ

With the right tools and international marketing strategy, businesses are expanding globally to meet new demands. This workshop introduces Google's Market Finder, a free tool that can help you identify new international business opportunities and plan for success.

In this workshop, we'll:

Discuss the benefits of exporting

Introduce Google Market Finder

Show you how to use the tool to explore other markets

Increase Sales with Google Tools

Wednesday, June 11, 11 a.m. to 12 p.m. CT

REGISTRATION LINK:

<https://us06web.zoom.us/meeting/register/TXcxXikZQ8-5jSnbJOCSQ>

Learn how to promote your products online using Google tools. We'll show how local brick-and-mortar businesses can list products on a Google Business Profile. We'll also cover Google Merchant Center, a no-cost tool that allows both e-commerce and brick-and-mortar businesses to create free Product Listings on Google.

In this session we'll show you how to:

Highlight products on your Google Business Profile

Use Pointy to promote in-store inventory with your point of sale system

Use Google Merchant Center to showcase in-store and online product inventory

Thriving at Remote ECommerce: Nail It Before You Scale It

Wednesday, June 18, 11 a.m. to 12 p.m. CT

REGISTRATION LINK:

https://us06web.zoom.us/meeting/register/dh6JVil_SBSFAxPUPngF3w

The Thriving at Remote eCommerce training offers practical tips and strategies to create a successful eCommerce business from home. Our expert trainer will cover effective communication, time management, optimizing your workspace, streamlining operations, reducing costs, and increasing productivity.