



5 key steps to Digitize Your Business

1. Build your online digital presence and keep your customers informed with [Google Business Profile](#)
2. [Create a website](#) and [optimize your mobile site or app](#)
3. Learn about your most valuable customer and grow your business from insights with [Google Analytics](#)
4. Reach more customers and grow your business with [Google Ads](#)
5. Showcase your business with video and connect with people who are interested in what you have to offer with [YouTube](#)

Read further for our full list of available resources & tools



Google

Business Profile

1

[Business Profile Overview](#) - Attract and connect with customers for free

[Local Opportunity Finder](#) - Get personalized Business Profile Tips

[Skillshop](#) - E-learning course to discover how GBP can support your business

[GBP Help Centre](#) - Troubleshoot any issues



Page Speed Insights

2

[Page Speed Optimizations](#) - Get tips to improve your speed. Sign in to track your progress over time

[Developer guide](#) - Guide on mobile development, everything from getting started to debugging rendering problems

[Principles for a Good Site](#) - Google's UX Research Lead conducted a study uncovering 25 mobile site design principles



Google Analytics

3

[Google Analytics Overview](#) - Overview, benefits and features of Google Analytics

[Skillshop](#) - E-learning course to learn about Google's measurement tools

[Google Analytics Features](#) - Overview of how to access & read reports

[Google Analytics Help Centre](#) - Troubleshoot any issues



Google Ads

4

[Google Ads Overview](#) - Learn how to reach more customers with affordable online ads (search, display and video)

[Skillshop](#) - E-learning course to help navigate Google Ads

[Google Ads Support](#) - Support for general Google Ads questions

[Google Ads Tutorials](#) - Support tutorials in video format



YouTube

5

[YouTube Creator Academy & YouTube Creator Hub](#) - General education for creators

[YouTube Advertising Playbook](#) - Guide to make expert YouTube videos

[Skillshop](#) - E-learning course covering the basics of Google ads video

[YouTube Help Centre](#) - Troubleshoot any issues

[YouTube Analytics](#) - Overview of how to access & read reports

[YouTube Video Ad Builder](#) - Free tool to build YouTube ads



SEO

6

[SEO Starter Guide](#) - Complete overview of the basics of SEO

[Search Console Help Centre](#) - Learn how Google discovers, crawls and serves web pages



Market Finder

7

[Market Finder](#) - identify new potential markets for expansion.



Google Trends

[Google Trends](#): Understand trending topics on Google Search and gain consumer insight

[Google Trends Lessons](#): Learn how to use Google Trends

[Google Trends for marketers in a dynamic environment](#): When market dynamics change rapidly, Google Trends can help you see how people's needs are evolving.



Coaching/ Education

[ShopHERE](#): Provides independent Canadian small businesses with a quick, easy and no-cost way to get selling online (available in limited provinces).

[Grow with Google on Air](#): New products, best practices, and expert advice. Register for livestreams, or watch previous events.

[Google Primer App](#): Bite-sized lessons to better your business. Mobile app that offers quick, easy lessons to help business owners grow skills and reach their goals.



Support/ Offers

[Grow My Store](#): In our ever-changing environment, boost your business with a quick and easy evaluation of your retail website.

[GBP Marketing Kit](#): Free stickers, posters, social posts, and more – from your Business Profile on Google