



MARK FORD - Home Business Coach

Top 10 Valuable Google Resources You *Never* Knew Existed!

Table of Contents

Top 10 Valuable Google Resources You <i>Never</i> Knew Existed!	2
Table of Contents.....	2
Powerful Google Resources.....	5
Google Resource #1 – Google Alerts	8
Google Resource #2 – Google Blog Search	10
Google Resource #3 – Google Checkout	12
Google Resource #4 – Custom Search	13
Google Resource #5 – Google News	14
Google Resource #6 – Google Trends	15

Google Resource #7 – Google Docs (Google Drive)..... 16

Google Resource #8 – Google Groups 17

Google Resource #9 – Google Translate..... 19

Google Resource #10 – Latest Google Products..... 20



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Powerful Google Resources

It goes without saying that the name *Google* is synonymous with services like Gmail, G+ and of course the Internet's most popular search engine itself.

In fact, Google has become an integral part of our lives and for many businesses; they rely heavily on the many business-related tools and services offered, including Google Analytics.

However, there is far more to Google than the services you've probably heard about, and probably use regularly. In fact, Google offers a full suite of Webmaster tools and resources that will help you further research, build, manage, and expand your business, **absolutely free!**

Just take a look at the many different services and resources offered:



[Web](#) [Images](#) [Video](#) [News](#) [Maps](#)

Search the Web

More Google Products

Search



Alerts

Receive news and search results via email



Blog Search

Find blogs on your favourite topics



Books

Search the full text of books



Checkout

Sell online with a convenient checkout method



Google Chrome

A browser built for speed, simplicity and security



Custom Search

Create a customised search experience for your community



Earth

Explore the world from your computer



Finance

Business info, news, and interactive charts



iGoogle

Add news, games and more to the Google homepage



Images

Search for images on the web



Maps

View maps and directions



News

Search thousands of news stories



Product Search

Search for stuff to buy



Scholar

Search scholarly papers



Toolbar

Add a search box to your browser



Trends

Explore past and present search trends



Videos

Search for videos on the web



Web Search

Search billions of web pages



Web Search Features

Find films, weather, stocks, books, and more

Explore and innovate



Code

Download APIs and open source code

Communicate, show & share



Blogger

Share your life online with a blog – it's fast, easy, and free



Calendar

Organise your schedule and share events with friends



Docs

Create and share your online documents, presentations, and spreadsheets



Gmail

Fast, searchable email with less spam



Groups

Create mailing lists and discussion groups



Panoramio

Explore and share photos of the world



Picasa

Find, edit and share your photos



Reader

Get all your blogs and news feeds fast



Sites

Create websites and secure group wikis



SketchUp

Build 3D models quickly and easily



Talk

IM and call your friends through your computer



Translate

Instantly translate text, web pages, and files between over 50 languages.



YouTube

Watch, upload and share videos

Go mobile



Mobile

Get Google products on your mobile phone



Maps for mobile

View maps, your location and get directions on your phone



Search for mobile

Search Google wherever you are

For the latest tools and resources visit the links below.

<http://www.google.co.uk/intl/en/options/> or <http://www.google.com/options/>

Choose a link for your area (*U.K. and U.S. provided*) and you'll want to bookmark the page so that you can continue to explore the different options available to you after reading this report.

In this special report, we'll take a closer look at the top ten resources offered through Google's Resource Center, and how they can help your business.

Let's begin!

Google Resource #1 – Google Alerts



[Alerts](#)

Receive news and search results via email

[Google Alerts](#) is an exceptionally valuable service for businesses because it allows you to receive instant notifications whenever a specific keyword appears online, such as on blogs, websites, public ezines or forums.

What does this mean to you?

You can use Google Alerts to monitor your company, website and brand. Set up alerts that include everything from your website address (URL) to your company name, slogan, business name and more.

You can also use Google Alerts to keep a steady pulse on your market by setting up instant alerts based on keyword search strings. Think of relevant keywords that are used within your niche market and set up alerts that will notify you whenever there are news stories, newly published or syndicated content and more.

[Here's exactly how to set up a Google Alert:](#)

Search query:

Result type:

How often:

How many:

Your email:

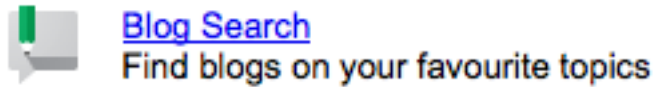
Step 1: Visit Google Alerts > Search Google for Google Alerts or [Click Here](#)

Step 2: Create an alert by entering in keywords

Step 3: Choose delivery rate (how often you are notified), as well as the type and volume. The default alert type is set to everything but you can customize what kinds of updates are included and monitored. You can also choose to be notified frequently (once a day) or immediately.

That's it! Google Alerts will help you keep tabs on your industry while monitoring your company name and brand.

Google Resource #2 – Google Blog Search



If you're interested in scouting out the top blogs in your niche market, conducting important market research or you're looking for a fast and easy way to come up with fresh, new ideas for blog content, Google's Blog Search resource will quickly become an invaluable resource.

Blog Search is a search engine created exclusively for blogs, helping webmasters quickly find relevant blogs in their industry.

You can use Google's Blog Search for many different things, including:

Syndicated Content Options

Find relevant blogs that allow their content to be syndicated and publish it on your own website.

Niche & Market Research

Find out what topics are popular, what people are most interested in and what authorities and leaders in your market are talking about.

Uncover Networking Opportunities

Google's Blog Search makes it easy to discover key players, communicate with authority figures in your market, and scout out potential networking and joint venture partnerships and opportunities!

Discover Link Building Opportunities

As you probably know, building relevant links to your website is important when optimizing your website for the search engines. Google's Blog Searches a relevant keyword term and then sort the results by time and date.

This will give you instant access to highly targeted results starting with newer content.

You can also take advantage of **advanced options** that allow you to further customize your search queries, including the ability to search for blogs that feature specific keywords or keyword strings!

Google Resource #3 – Google Checkout



[Checkout](#)

Sell online with a convenient checkout method

While still relatively new, Google Checkout offers a full-featured shopping cart and payment processing system for online merchants. Convert more visitors into buyers with the fast, convenient, and reliable checkout process.

Google Checkout also offers fraud protection (up to 98% of all orders); including their payment guarantee that ensures payment even in the event of a chargeback!

Google Checkout may be discontinued by the time you read this report and transition to Google Wallet. For the latest position visit the links below or do a Google search.

<http://checkout.google.com/> - <http://checkout.google.co.uk/>

Google Resource #4 – Custom Search



[Custom Search](#)

Create a customised search experience for your community

You know the importance of offering “sticky content” to your website visitors in order to increase on-site retention and activity. Gamification marketing has become increasingly popular because business owners understand that in order to effectively communicate with their buyers; they need to engage them both through entertainment resources and communication channels.

One way to do this easily is with Google’s “Custom Search”, a free resource that gives you the opportunity to add Google search capabilities to your website.

Keep visitors on your site, customize search options, and make it easy for them to find the information they’re looking for!

Check it out at: <http://www.google.co.uk/cse/?hl=en> or <http://www.google.com/cse>

Note: You can choose from a free basic account or if you require more control you can sign up for the enhanced account, giving you the opportunity to fine-tune everything from the design to “no ads”.

Google Resource #5 – Google News



[News](#)

Search thousands of news stories

If you're short on time there's no faster or easier way to browse hundreds of news stories and clippings from within your industry than with Google News!

Explore top stories or customize your news based on interest, group, or category. Google News is also a fantastic resource for quick & easy market research, or to generate fresh new ideas for website content.

Discover more at <http://news.google.com/nwshp?hl=en>

Google Resource #6 – Google Trends



[Trends](#)

Explore past and present search trends

One of the most valuable resources for both big and small businesses, Google Trends will transform the way you conduct market research.

With Google Trends, you can instantly generate a snapshot of trends based on specific keywords, analyzing search patterns and market popularity based on keyword search volume.

Launched in May 2006 this tool allows you to see how popular search terms are over time on Google and will help you identify “evergreen” niches.

It’s an incredibly powerful (FREE) tool that will help you discover hot topics, active discussions and in-demand products and services, instantly.

Learn more at <http://www.google.co.uk/trends> and <http://www.google.com/trends/hottrends>

Google Resource #7 – Google Docs (Google Drive)



Docs

Create and share your online documents, presentations, and spreadsheets

Google Docs (changing to “Google Drive” shortly) makes it easy to store, manage, and share everything including documents, images, photos, and video files.



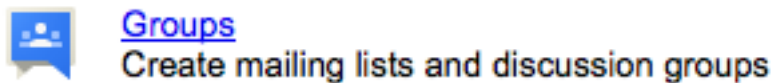
Better yet, Google Drive is accessible from anywhere, whether it's your home, office or on the road.

You can sign up for a free account and get 5 GB for free. Also works on iPad, Android, and iPhone devices!

Learn more at

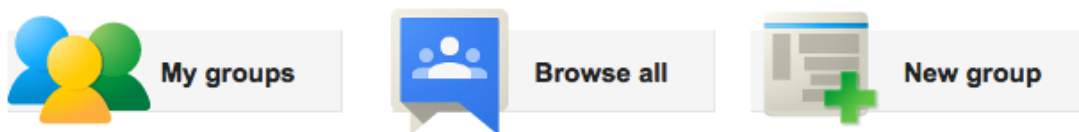
http://docs.google.com/document/create?usp=about_products&authuser=0

Google Resource #8 – Google Groups



Google Groups has been completely revamped to offer a dynamic, new way to build theme-based discussion groups and community channels.

With Google Groups, you can create as many discussion groups as you wish and manage them all in one place. You can also use photos, translation tools and organize groups into folders making it easy to stay focused.



Google Groups is a fantastic (free) way to build a newsletter for your niche market, or open a private channel and charge a subscription for access by setting special permissions on your groups.

Other ways to use Google Groups to improve visibility and outreach:

- Create private or public discussion groups for your market and get in touch with new prospects.
- Build authority and credibility by running a Google Group in your industry that offers valuable information, weekly tips, and resources.
- Find people in your market with existing Google Groups and conduct market research quickly and easily.
- Create a question and answer support group for your products, and engage your customers!

You can also take advantage of Google Groups for market research. Simply join as a participant and scout out groups in your niche market or industry.

It's a great way of keeping a pulse on your market, exploring new opportunities and ideas for content and products!

Learn more at <http://groups.google.com/grphp?hl=en>

Google Resource #9 – Google Translate



[Translate](#)

Instantly translate text, web pages, and files between over 50 languages.

This is a very handy tool for webmasters!

Google Translate is an entirely free service. You can also gain access to automatic translation with Google Chrome.

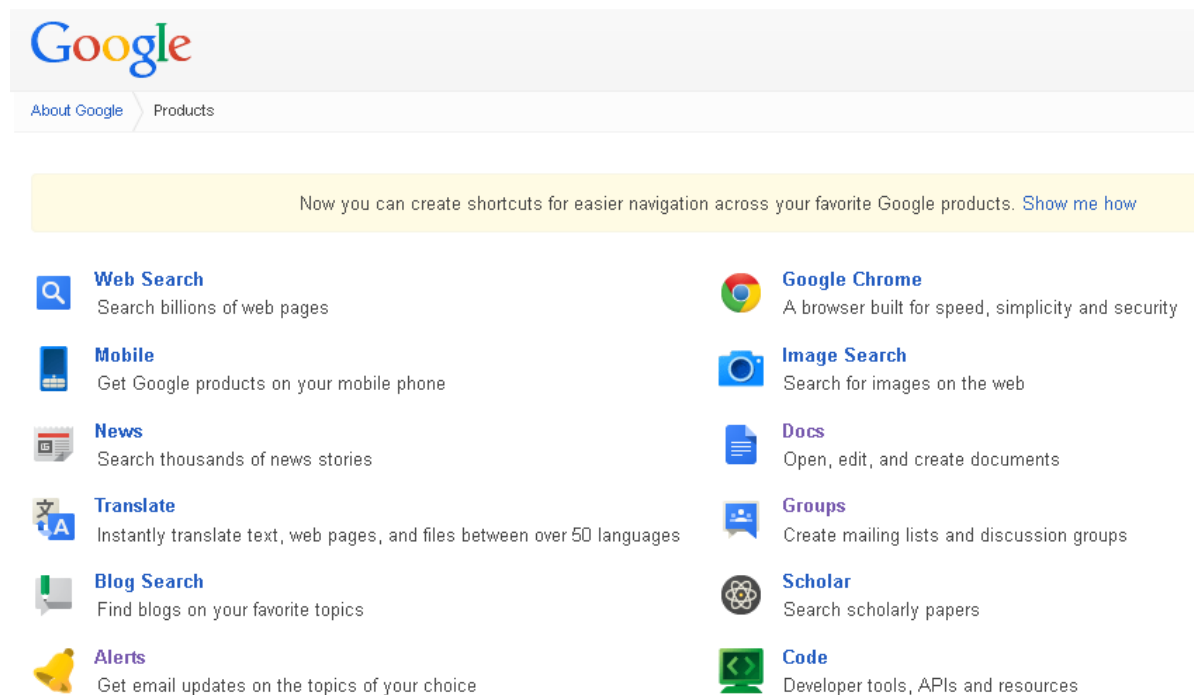
A screenshot of the Google Translate web interface. At the top left is the word "Translate" in red. To its right are two dropdown menus: "From: Detect language" and "To: English". Between these is a double-headed arrow icon. To the right of the "To: English" dropdown is a blue "Translate" button. Below this is a horizontal line. Underneath the line are three tabs: "English", "Spanish", and "French". Below the tabs is a large, empty text input box with a blue border. Below the input box is the text "Type text or a website address or [translate a document](#)."

Need to translate text into multiple languages? Are you building a website that offers the option for immediate translation? Google Translate offers a free online translation tool that translates text in English, Spanish, and French.

Learn more at <http://translate.google.com/?hl=en>

Google Resource #10 – Latest Google Products

We are in a fast moving digital economy and the internet moves on at a rapid pace. The information produced in this report is current as at the time of publication in April 2014.



For the latest Google products and information that helps you with developing, researching and marketing your business click the image above or visit the following links.

<http://www.google.co.uk/intl/en/about/products/>

<http://www.google.com/intl/en/about/products/>

<https://www.google.com/webmasters/tools/>

<http://www.google.com/webmasters/>

Market research is obviously extremely important for your business and you will need to continue learning more about this topic as you continue to develop your business.

However... remember... coming up with a product idea, doing market research, and then creating a website is not enough - you must then switch the traffic on! It is the lifeblood of your online business.

[>> A Mini Marketing Course at this link will help you > CLICK HERE.](#)

I hope this has been of help to you and I look forward to providing you with further information that will help you research the marketplace for your business, in particular the home business market.

Until then I wish you every success.



Mark Ford

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Entrepreneur & Digital Marketing

Main Blog: <http://markfordsblog.com>