

Digital Masterclass Series

The Importance of Going Digital in a Post COVID World

Topic 1:
If You're Not on Google, You Don't
Exist

Collaboration, Respect, Service Excellence,
Integrity, Innovation



GLEN EIRA
CITY COUNCIL

BENTLEIGH • BENTLEIGH EAST • BRIGHTON EAST
CARNEGIE • CAULFIELD • ELSTERNWICK
GARDENVALE • GLEN HUNTLY • MCKINNON
MURRUMBEENA • ORMOND • ST KILDA EAST

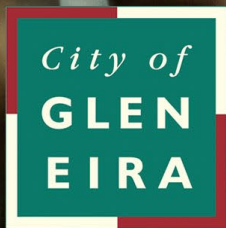
Today's Topic



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If you're not on Google,
you don't exist.

Webinar Series by



Agenda

- Introductions
- Consumers in a post COVID world
- Why is Google so important?
- Interactive session – let's get Googling!
- My Business – a Google toolkit for business owners
- SOME PRACTICAL NEXT STEPS



What We Hope to Achieve Today



To learn about Google and
what you can do to get immediate
results, for free!

The Impact of COVID Lockdown in How Consumers Think and Act

Possible Reactions

- Happy to be out
- Could be cautious
- Want to do the right thing (follow safety guidelines)
- May do some research before they go out



Poll



1. Do you have a smart phone?
2. Do you ever use it to search for information?

Did You Know

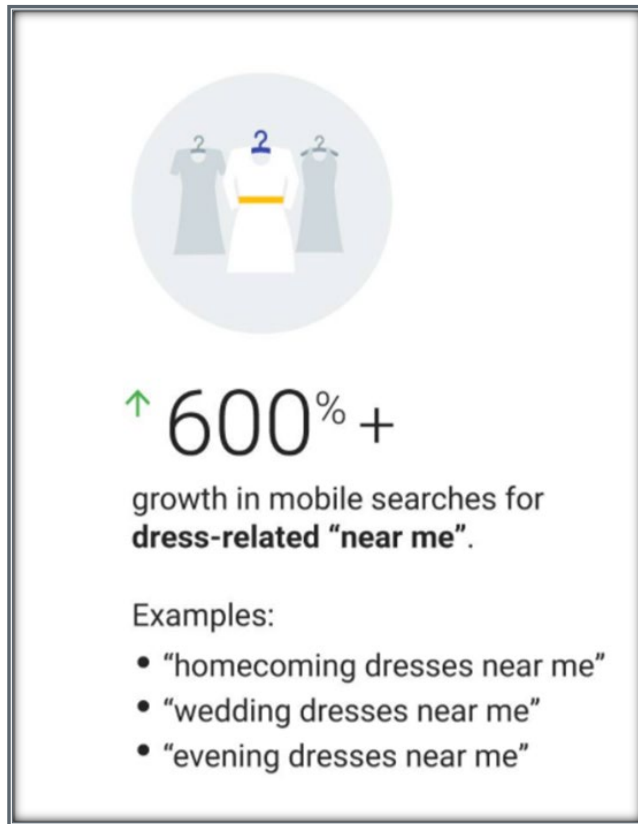
Possible Reactions

- 88% of searches for local businesses on a mobile device take action within 24 hours
- 'Near me' or 'close by' searches have grown by more than 900% over the past 2 years



Source: <https://blog.hubspot.com/marketing/local-seo-stats>

How Search has Evolved



"Near me" is no longer just about finding a specific place. It's now about **finding a specific thing**, in a **specific area**, and in a **specific period of time**.

Google's VP of Marketing for the Americas
Lisa Gevelber

Let's Get Googling!



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birthday flowers delivery in murrumbeena



← Rating ▾ Hours ▾ Visit history ▾

Sort by **Best match** ▾

Fig & Bloom ▾

Ad · 4.9 ★★★★★ (492) · Florist
22.6 km · Kew VIC
Open · Closes 3PM · (03) 8899 6972



Flowers in Hands ▾

Ad · 4.9 ★★★★★ (60) · Florist
26.0 km · St Kilda VIC
Open · Closes 5PM · (03) 9537 5335



Moss and Maple

5.0 ★★★★★ (29) · Florist
18.1 km · 478 Neerim Rd
Open · Closes 5:30PM · (03) 9568 7615



👤 "Delivery was no problem and my friend was very happy with her ..."
✓ In-store pick-up

Melbourne Fresh Flowers

4.9 ★★★★★ (231) · Florist



Moss and Maple

Website

Directions

Save

Call

5.0 ★★★★★ 29 Google reviews

Florist in Murrumbeena, Victoria

Address: 478 Neerim Rd, Murrumbeena VIC 3163

Hours: Open · Closes 5:30PM ▾

Phone: (03) 9568 7615

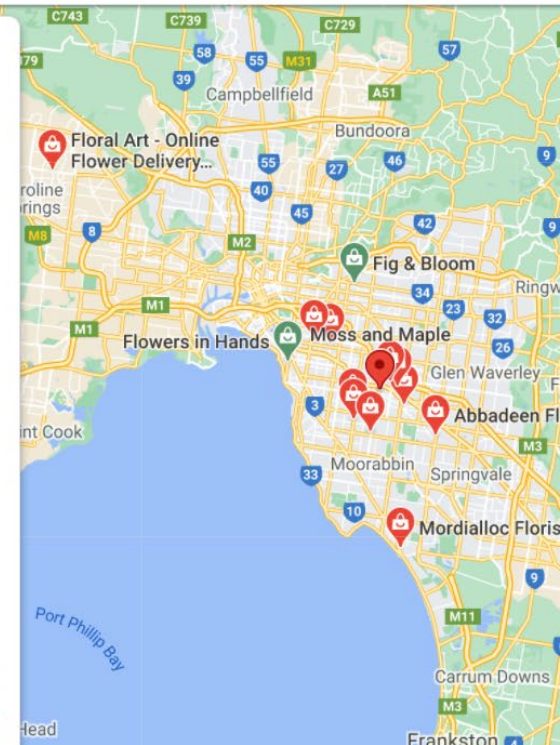
[Suggest an edit](#) · [Own this business?](#)

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Questions & answers

[Be the first to ask a question](#)

[Ask a question](#)



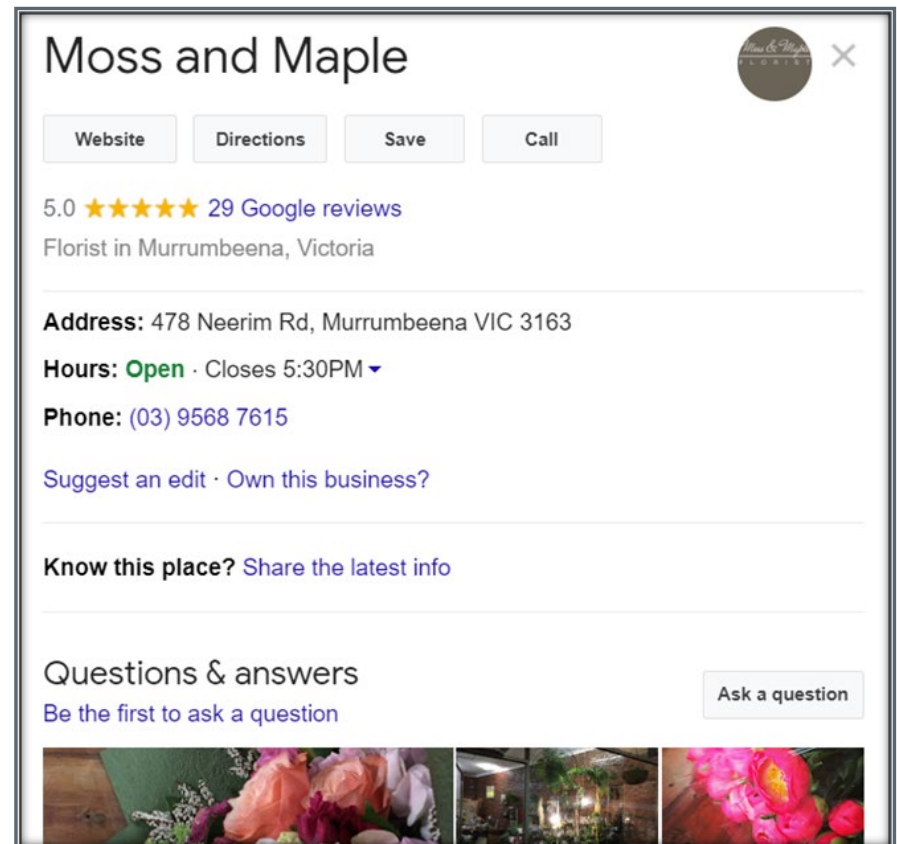
Did You Know

1. Google your Business
2. Claim your Business if you haven't already
3. Update the listing with **keywords**

Example keywords

- **Outdoor dining**
- **Birthday cakes**
- **Butter chicken** 😊
- **Gift cards**

4. Add some recent photos



A Few Extra Steps



- Check your listing regularly
- Ask your loyal customers to add a review
- Register for a Listing on the Glen Eira City Council Business Directory