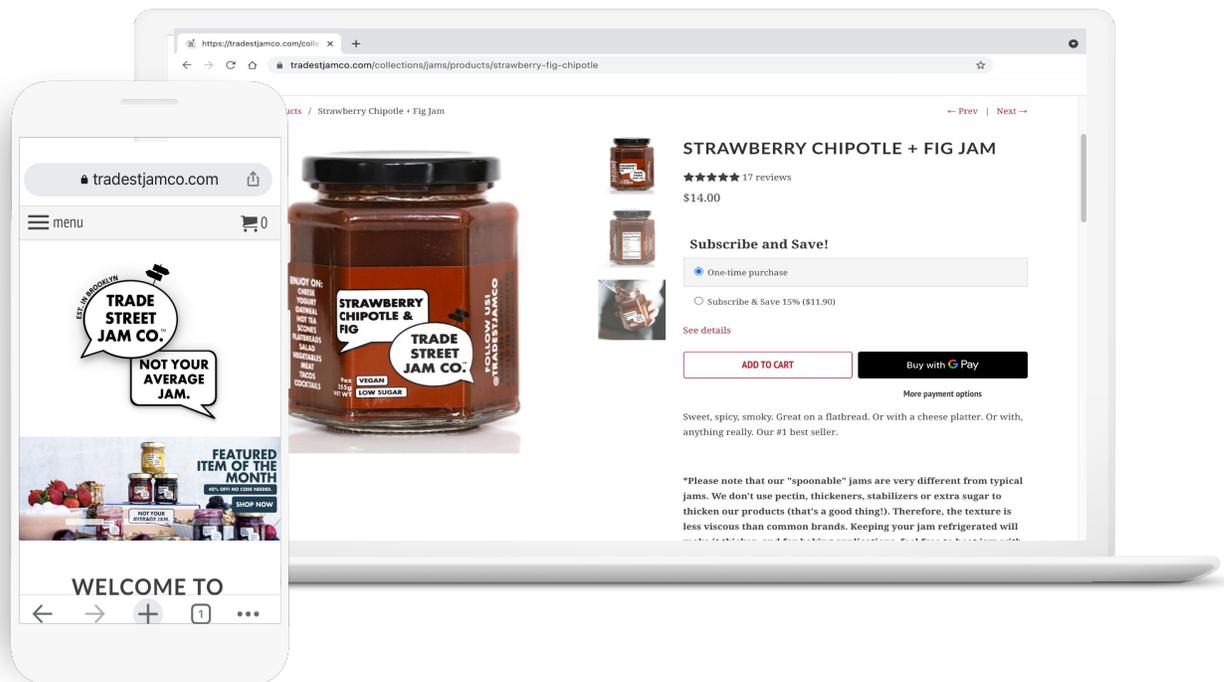# Make Your Website Work for You

It's more important than ever to have a professional website. A website can promote products and services, create brand visibility, drive online customers to your store, and build strong connections with your audience.

A website should be goal-oriented, search-friendly, convenient, organized, and trustworthy.

- Responsive design
- Organized content
- Simple payment process
- Personalization

- SSL certificate
- Secure payments
- Ratings and reviews
- Contact information

Grow with Google

Five Characteristics of a Great Website

Goal-Oriented A site should support business goals. SMART goals are: specific, measurable, attainable, relevant, and time-bound.

Search-friendly Your site can be found when people search. Create a site that loads quickly and shares useful, relevant content.

Convenient Consumers want ease and convenience, on all devices. Use a responsive design with a simple checkout process.

Organized It should be easy for customers to find what they are looking for. Make a plan to organize your website.

Trustworthy Your site should inspire trust and protect customer data. Build trust with ratings, reviews, and contact info.

Additional resources from Grow with Google

Google Career Certificates
grow.google/certificates

Prepare for a new career in six months or less with professional training designed by Google. Learn at your own pace and get a certificate to help you stand out to employers.

YouTube Channel
YouTube.com/GrowWithGoogle

Subscribe to the Grow with Google YouTube Channel for expert tips to grow your skills, career, or business.

Map a SMART Goal

	Ask Yourself:	Write Your Answer:
Specific	What do I want to accomplish? Why? What are the requirements?	
Measurable	How will I measure progress? What is success?	
Attainable	What are the steps I need to take? Do I have the necessary resources?	
Relevant	Is this a worthwhile goal? Is this the right time?	
Time-Bound	How long will this take? What is the deadline?	

My first website improvement will be:

_____

_____

_____

_____

_____

_____

Grow with Google

Elevate Your Website with Google Tools

There are many no-cost Google tools that can help you build, grow, and maintain a professional website that helps you meet your business goals.

Google Analytics
View reports that help you understand visitor behavior and evaluate the performance of your site or app. **g.co/analytics**

Google Optimize
Run tests on your website's content to learn what works best, including A/B, multivariate, and redirect tests. **g.co/optimize**

Google Search Console
Monitor your website's traffic and performance in Google Search and fix issues. **g.co/searchconsole**

Mobile-Friendly Test
Be sure your website looks good and performs well on mobile devices. **g.co/mobilefriendly**

Google Trends
Learn what words and phrases are popular on Google Search and create content that connects with searchers. **g.co/trends**

Grow with Google

Mobile-Friendly Test

1. Visit **g.co/mobilefriendly**

2. Enter the webpage URL you want to test.

3. Test results show how the page looks on a mobile device, and a list of potential mobile usability issues.

4. Link to Search Console so that you can view additional reports.
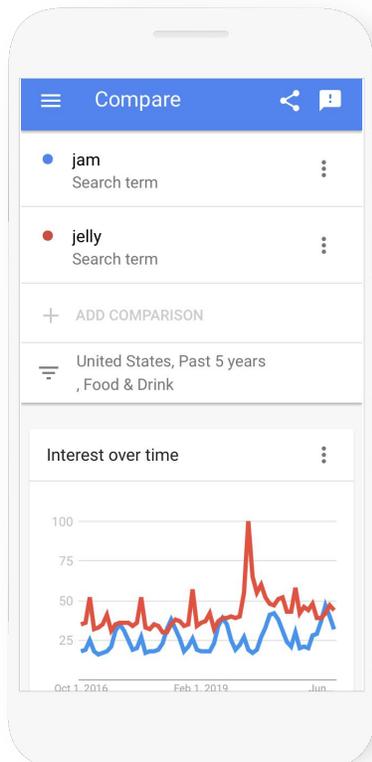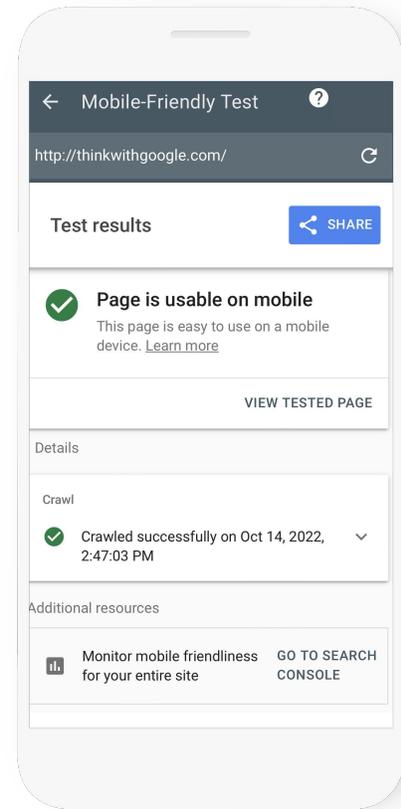
Google Trends

1. Visit **g.co/trends**

2. Search for a keyword or topic.

3. Use filters to refine results, like geographical location, timeframe, category, and search type.

4. Compare the relative popularity of words and phrases and use this information to develop ideas for new content.

For additional resources check out google.com/grow