

# Tools & Resources to Grow and Scale Your Business



Here are a few resources to help your business get started with Google. See below for tools and resources that might be helpful. For more ways to grow your business, check out a full list at [Google Business Solutions](#).

## Understand Customers



**Insights and research across industries.**

Our primary publishing engine for the advertising world, including research, insights, tools, and data.

[thinkwithgoogle.com](http://thinkwithgoogle.com)



**Consumer Surveys**

**Make better decisions with market research.**

An inexpensive, rapid survey tool to get a quick read on your audience, idea, or creative

[google.com/surveys](http://google.com/surveys)



**Consumer Barometer**

**Fully understand your customer.**

A tool to help you understand how people use the Internet across the world.

[consumerbarometer.com](http://consumerbarometer.com)

**Google Trends**

**Understand your market.**

A tool to dig into search trends, uncover insights about what people are looking for and how they are thinking about it.

[trends.google.com/trends](http://trends.google.com/trends)

## Reach Customers



1-844-201-2399

To speak with an AdWords Specialist

### Search.

Search ads appear next to Google search results when people look for products and services you offer.

### Google Display Network.

AdWords display ads appear on over two million websites and in over 650,000 apps, so your ad can show up wherever your audience is.



### Video

Video ads are shown only to the people you want and you only pay when they watch. In other words, you won't waste money advertising to people who aren't interested in your business.

### **What to learn more?**

Test your knowledge of online advertising best practices and AdWords. [Take the exam](#) and get certified!

## Scale & Grow



Google Cloud Platform

### Cloud.

Google Cloud Platform lets you focus on what's next for your business. Google Cloud Platform frees you from the overhead of managing infrastructure, provisioning servers and configuring networks. To let innovators innovate and let coders, well, just code.

## Our 5 Takeaways



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**Test**

[AdWords Express](#)  
[Youtube Director's App](#)



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[Go North 2016](#)



**Connect**

[Google Partners](#)

# Google connects consumers with businesses

This is the search query

This is a business listing

This is an ad

This is an organic search result

# Google's organic results

These are organic search results

# Help Google understand your site

- Organization matters
- Useful, original content
- Text links
- Good page titles and descriptions
- Fast load time
- Optimize images

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Welcome to Stasia's Bakery!

Stasia's Bakery is a family-owned business serving fine desserts to Mountain View and neighboring communities since 1902.

We are excited to announce that starting January 1, 2018, our cakes will be available for shipment anywhere in the continental United States.