

# The online opportunity

Today's world is a digital one, with nearly half of the global population online. With so many people using the internet, it makes sense for a business to tap into digital. Find out what opportunities exist and how a website, videos or social media could help you reach your goals.

## 1. Intro to the Digital Garage

### Key Learnings

Dive into the Digital Garage and explore how you can make the most of online opportunities. This introductory video will give you a brief overview of what you can learn throughout the course and highlight some of the benefits of building or polishing your digital skills.

### Video Transcript

Today, our online experience is so much more than just checking emails. From talking to friends and family to doing the weekly food shop, discovering new holiday destinations and researching things to do locally, the online world is very much a part of our daily lives.

As the time we spend online increases, so do the digital opportunities available. The online experience is constantly evolving thanks to content creators, businesses and app developers who are able to find new and innovative ways to help us shop, learn, and connect. So whether you own a business yourself or would like to work for one, now is a great time to jump in and see how you can get involved in the digital world.

But where do you start?

Right here. Google Digital Garage provides you with a simple way to navigate digital marketing concepts and gain the knowledge you need to feel confident. Whether it's content marketing, online advertising, mobile marketing or selling products online, we've organised it into bite-sized video lessons and quizzes so that it's easy for you to either pick up new skills or brush up on your existing knowledge.

Learn how to build an online business strategy, improve how a website ranks on search engines, and use analytics tools to understand online performance.

Whatever your interest, there's a topic here to help you meet your online goals.

The digital marketing topics have been created by experts and allow you to learn at your own pace. Take the lessons in chunks or complete multiple topics at once – whenever and wherever you want.

And if you'd like to get the most of the course, there's also an option to complete all topics and assessments and be awarded the official Google Digital Garage Certification, offered in partnership with the Interactive Advertising Bureau.

No matter what your skill level is or what you'd like to achieve, Google Digital Garage will help you build your digital marketing skills. Improve how your business performs online, boost your CV, or just jump in to learn something new.

## 2. Your digital opportunity

### Key Learnings

It's never been easier, cheaper or more beneficial for your business to get online. Don't be intimidated by the breadth of opportunities in digital. In this video we'll look at: \* the core components of a digital presence \* how they relate to YOUR business \* how to get started.

### Video Transcript

Hey!

So you've seen how digital has transformed our daily lives, but now, let's get practical. What do the growing number of online opportunities actually look like for you?

In this video, we'll discuss the core components of digital, how they relate to YOUR business and how to get started.

Let's say you're a mechanic whose business has grown strictly through referrals and word of mouth. So far, you've not had any digital presence, but now you want to take your business to the next level. How will being online help your business succeed?

One of the biggest advantages to being online is reaping the benefits of search. Having a digital presence means you'll be visible when people go online and search for a business like yours.

So let's assume someone searches for "mechanic Swansea" and your shop appears in the results. How can this benefit your business?

Well, the possibilities are virtually endless. When a customer clicks a link to your website there's so much they can learn about you.

They might watch a video you posted about car maintenance that demonstrates your knowledge.

They could read testimonials from happy customers.

They might look through your pricing guide, find your shop on a map or find out you offer free towing within a 40-mile radius.

Maybe they'll fill out a form to ask a question or request a quote.

They might even click over to your social media sites where they'll find even more tips, photos and videos.

You might not start by having all these features on your website, but these examples should give you a sense of the many ways you can benefit from being online. And guess what? There's more!

Your online presence can also give you valuable insight into prospective customers: what they want, and how to give it to them. How? Well, digital allows you to show targeted advertising to people right when they're looking for what you offer.

For example, using search advertising, you can show ads to potential customers. Such as people searching for "auto repair Swansea." You can also restrict the ads to show within a certain geographic radius of your shop. You can learn to use analytics tools to find out if people clicked on your ad, visited your site, and took certain actions. Like filling out a form or watching a video.

Exciting, right? But how do you get started? Well, first, don't be intimidated: the tools and technology available today are easy to learn, easy to use and easy to acquire. Many are even free. In fact, for many businesses, the biggest challenge to being online isn't getting used to the tools, but putting together a plan. We've got lots of videos that are going to help you do just that, but let's run down a quick list of the major things you want to consider.

The first is scope. Web, mobile, social ... there are so many options. Where do you want to start, and where do you want to go?

Next is Technology and Content: Decide if you'll handle the technical and creative aspects of the site yourself—which may take more time—or get help, which may take more money.

Finally you'll want to consider Cost and Time: Set a realistic budget and an achievable schedule with clear milestones—and commit fully to both.

Every day, thousands of small business owners are making the web work for them. The opportunity to reach customers from around the corner and around the globe is too big to ignore.

It's time to take the plunge and go digital!