

The Power of Google for business Growth

ABSTRACT

Google has transformed how businesses connect with customers, offering powerful tools like Search, Ads, Maps, and Analytics. By leveraging these platforms, businesses can increase visibility, improve customer engagement, and drive measurable growth. This paper explores how Google empowers businesses of all sizes to scale efficiently in a digital-first world.

INTRODUCTION

In today's competitive marketplace, having a strong online presence is no longer optional—it's essential. Google, the world's most widely used search engine, offers an ecosystem of tools that enable businesses to enhance discoverability, target the right audiences, and gain deep insights into consumer behavior. From Google My Business listings to paid advertising and data-driven decisions through Google Analytics, the platform is a growth catalyst for both small enterprises and global brands.

I. Google for Business: A Small Business Guide

Google Gemini for Workspace

From calendars and email to business profiles and maps, Google helps you run your business efficiently and establish an online presence. Google for Small Business is the umbrella portal that explains how to use its suite of tools to establish and enhance your online presence.



Google Business Profile

If you're a small business owner, a potential customer's first exposure to your company is likely through a Google search. Google Business Profile, formerly known as Google My Business, gives them something to find.

What is Google Business Profile?

Google Business Profile is a business tool that helps companies establish themselves as an entity in the Google universe. A Google Business Profile allows you to appear in search and map results when someone searches for your business type locally. It also allows customers to leave Google reviews of your business, which goes a long way toward building your company's credibility and generating leads.

Benefits of Google Business Profile

In the past, a Google Business Profile gave businesses a competitive advantage. Today, not having one gives you a marked disadvantage. Here are some of the benefits of establishing your Google Business Profile:

- **Enhancing customer communication:** You can tell potential customers about what you do, where you're located, when you're open, how others feel about you and anything else you want to share. You can also keep contacts informed by sharing status updates, photos, videos and links.

- **Fostering repeat business and loyalty:** You can build a following and keep customers coming back with news updates, event announcements, special offers, loyalty program enhancements and discounts.

When the coronavirus hit, Google expanded its business profile section so companies could post pandemic-related changes, such as different hours of operation and service changes like curbside pickup or takeout only for restaurants. This experience demonstrated how useful a Google Business Profile can be when you need to communicate with customers.



Google Maps and search

A Google business listing will allow others to find your company on Google Maps. You'll also rank higher in Google search results, making it easier for customers to find directions, hours and contact information for your business, whether they're searching on their computers or mobile devices.

Google posts

You can share content directly on Google via your Google Business Profile by following these steps:

1. Search for your company's name on Google and go to your business profile.
2. Select **Add update**.
3. Select the type of post you want to make and complete the dialog box prompts.

4. Select an option to preview or publish your post.

Google Local Services Ads

Google Local Services Ads are local ads that appear when people in your area search for the services you offer. Unlike Google Ads, you only pay for Google Local Services Ads when a customer calls or messages your business directly through the ad, making it an excellent tool for lead generation.

Service-based businesses can get a Google Guaranteed badge by passing a series of screening and verification steps. The badge shows customers that Google has verified your business and backs your services. Professionals, such as lawyers and consultants, can get a Google Screened badge, showing that Google has verified their background and vouches for their expertise.

Google Analytics

Google Analytics is a powerful, free tool that helps you measure traffic and track website visitor behavior to determine what is — and isn't — helping your website meet its goals. It shows various visitor metrics, such as audience engagement, mobile and social media traffic and bounce rates (the rate at which visitors stay on your website or move among pages). It also includes referral traffic information (where your traffic is coming from) to help you gauge whether your marketing campaigns are working and how they could improve. This is all valuable information about your target audience.

Google Workspace

You don't need expensive productivity solutions to support your operations. Google Workspace (formerly G Suite) is an affordable alternative with a streamlined suite of web-based office applications and cloud storage and collaboration services. It consists of Gmail, Calendar and Drive, which includes the office apps Docs, Sheets and Slides. These platforms offer desktop and mobile access, offline support and Google-backed security.

Here's some more information about Google Workspace's applications:

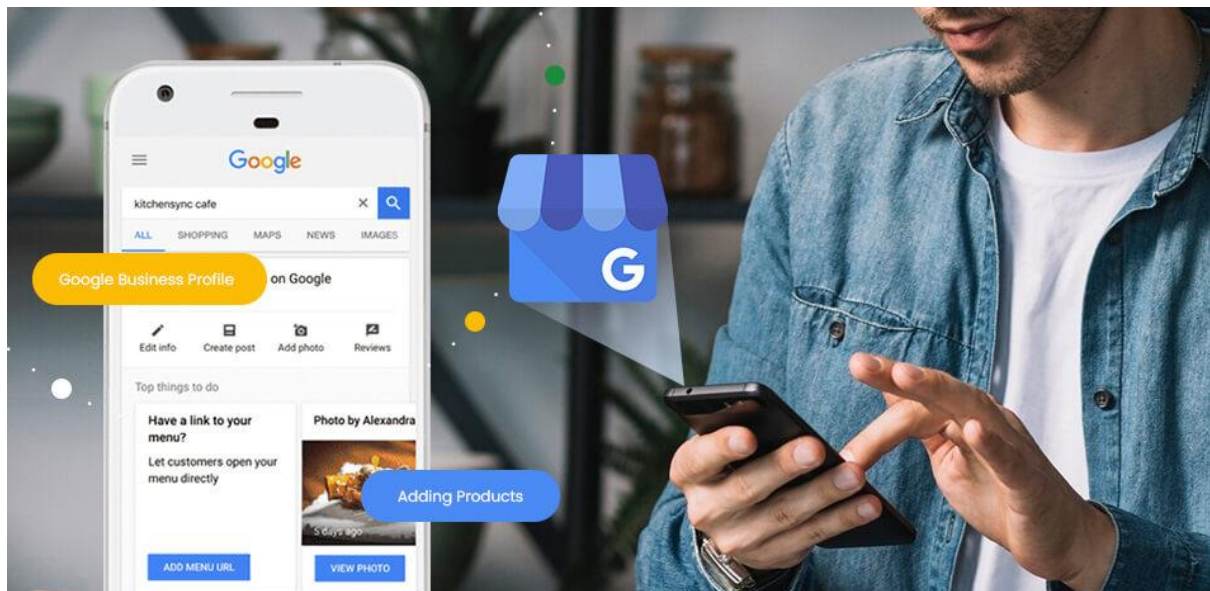
- **Gmail:** If you love Gmail's business features, you'll appreciate that Google Workspace lets you access your business email on the Gmail platform but without the @gmail.com extension. You can use a custom email address with your business's domain, such as you@yourcompany.com. This version of Gmail comes with 2TB of storage per user, Google's search and security features and integration with Calendar.
- **Google Calendar:** As its name implies, Google Calendar lets you manage your schedule and organize events. Features include meeting reminders and calendar sharing so you can see when team members are busy or free.

Additionally, you can attach documents to events and embed event calendars on your company website, allowing clients to set up appointments instantly.

- **Google Drive:** This cloud storage and collaboration platform helps you and your team store, share and edit files in real time over the web. Drive includes full-featured productivity apps, including Docs (word processor), Sheets (spreadsheet editor) and Slides (presentation software). These services are available as stand-alone mobile apps from the Google Play Store and Apple's App Store for on-the-go access. These apps are excellent communication and collaboration tools for employees who work from different locations.

Google Gemini for Workspace

Artificial intelligence (AI) is transforming businesses and Google isn't about to be left behind. Google Gemini is a multimodal AI technology designed to assist with various tasks and make your business run smoother and more efficiently. As an AI assistant, Google Gemini integrates seamlessly with all the applications in Google Workspace.



There are two versions of Google Gemini, Gemini Business and Gemini Enterprise, to suit your different business requirements:

- **Gemini Business:** Gemini Business costs \$20 per user, per month, and gives you access to some of Gemini's most advanced models. With these capabilities, you can generate and summarize content in Docs, create images in Google Slides, make detailed tables in Google Sheets and enhance the lighting and video quality of your Google Meet calls.
- **Gemini Enterprise:** Gemini Enterprise costs \$30 per user, per month, and includes all the features of the Business plan plus additional benefits. This version offers advanced translation features that generate captions in more than a dozen languages, making it easier to communicate with international

clients and team members. Furthermore, it provides full access to everything Gemini offers, including its most sophisticated models and functionalities.

II. Six Ways Google Is About To Transform Your Small Business

Last week, Google held its annual I/O Conference for its developers and partners and announced a bunch of new products and services. This is a company that doesn't stop innovating. They are not afraid to invest in new ideas, make changes, expose themselves to criticism. They are also not afraid to kill projects that aren't working out either. Good for them.

1. Android. The company announced that there have been 900 million Android activations to date, with 48 billion apps downloaded. You may think that Apple owns the mobile market, but did you know that 75% of all smart phones sold in the past quarter were Android based? The Android operating system allows a business to have a uniform look and feel across many devices from multiple manufacturers and synchronize contacts, calendar and other data among employees. The system is arguably more open for developers to create new custom applications for a business. And a Galaxy tablet, for example, is about the same cost as an iPad Mini so equipping your employees with different Android devices from different vendors is an easy proposition for a business with many people out in the field. The Android platform continues to become more flexible, reliable and cost effective for small businesses.



2. Developer Tools like App Translation, alpha testing and Android Studio. Like me, the typical small business owner is not a developer. But my developer friends tell me that new announcements made at last week's conference are fantastic for them...and for their clients. App translation will let them get localized services right in their development console, which significantly speeds up their programming efforts. New tools to help application testing will allow developers to pick a percentage of users who will get an update for testing purposes instead of sending it out to all users which is a big help. And a new developer environment, named Android Studio, is being launched to also improve the time it takes to develop apps.

3. 41 new Google+ features. Google+, with 190 million users, continues to eat into Facebook's social media dominance. And with these kinds of numbers, small business owners can't ignore this community any more. As we turn our attention towards Google+ many of us are finding ourselves chatting, messaging and conducting events on Google Hangouts. In fact at last week's conference it was announced that Hangouts would now be the primary messaging service for holding one-on-one or group conversations across multiple devices. And Google isn't standing still. Their new features will include enhancing the Hangouts and Photos section, along with updates to the overall Google+ interface (it'll have a more Pinterest look and feel).

4. Payments via Email. At the conference, the company also announced a new way for customers to make payments via Gmail (they can receive money even if they don't have Gmail) with Google Wallet. After downloading the application, your customer will be able to "attach" a payment (similar to attaching a document) to an email with the amount indicated and send it directly to you. Once things are setup on both sides you can get paid faster and easier than ever before. Google plans on rolling out this service over the next 18 months or so and it could have an enormous impact on small businesses like mine. And don't worry...Google is assuring 100% coverage of the transaction.



5. Online buying/paying enhancements. And speaking of payments, Google announced new initiatives to push forward their technologies that will help individuals and small businesses pay their bills electronically. At the conference they announced an API (application programming interface) for Instant Buy to help developers create a more streamlined process for visitors buying (and paying for) items from a company's ecommerce site. Google also announced it will support other companies' loyalty cards when making payments via Wallet too.

III. What Is Google Ads and Why Should You Use It?

The seven types of Google Ads

Marketing is all about reaching the people interested in buying your products and services. What better way to reach those individuals than advertising on the most popular search engine? Among Google's other invaluable marketing tools, such as Google Analytics, Google Trends and Google Search Console, Google Ads is an incredibly effective online advertising method.

What is Google Ads?

Google Ads is a platform where you pay to display business ads potential customers will see when they search for relevant terms on Google platforms. Google Ads (formerly known as Google AdWords) can be a vital part of a business's digital

marketing strategy, helping it place relevant advertisements in front of its target audience.

“Due to great reach and effective targeting, every business entity should grow with Google Ads,” advised Tom Jauncey, head nerd at Nautilus Marketing. “Having over a couple of billion searches a day, Google presents unparalleled access to customers.”

Why should you use Google Ads?

Here are some top benefits of using Google Ads in your digital marketing strategy.

1. Google Ads increases leads and customers.

Google Ads is one of the best tools around for generating sales leads. If your campaigns are set up properly, they can send highly targeted leads to your website, opt-in form or other online properties.

Google Ads allows you to focus on the people who are searching for what your business offers. This means you can continually refine your targeting so that only people who want to buy your products or services are sent to your websites through this platform.

2. Google Ads is a flexible marketing platform.

Anyone who regularly uses Google Ads will tell you it's an extremely flexible marketing tool suitable for organizations of all types and sizes. This platform can essentially turn internet traffic on and off. It's also compatible with a wide range of other marketing platforms and software systems.

3. Google Ads gives you a high return on investment (ROI).

Unlike other marketing strategies, Google Ads makes you pay only for ads people click on. Once you optimize Google Ads campaigns, you can get a high digital marketing ROI that other marketing strategies can't provide.



However, determining which marketing approaches best suit you and your business can take time. You must continually test and track your campaigns to get a clearer picture of what will give you the best results. Google Ads is ideal for this because the platform is very transparent and key performance data is readily accessible.

4. Google Ads provides fast, transparent results.

Google Ads is a transparent and intuitive platform known for delivering quick, straightforward results and campaign reports. Analyzing campaign progress is easy because the dashboard provides all campaign-related data, including the keywords website visitors used and the cost of clicks.

“One of the biggest advantages of Google Ads is the access to valuable data,” Sanders said. “This allows businesses to understand customer behavior and fine-tune their ads to reach the right people. With tools to help optimize their Google Ads account, they can adjust bids in real-time to get the best results based on a customer’s interests and intent.”

5. Google Ads taps into massive, high-quality traffic sources.

Because of Google’s market dominance and massive customer base, the search giant can send businesses significant daily traffic, depending on their budget. Google prides itself on displaying relevant content and ads and continuously evolves its search engine algorithms to produce the most relevant search results and ads.

How does Google Ads work?

When you start working with Google Ads, you’ll enter your business information and choose a campaign objective. Next, you’ll create and preview your ads. Google then uses machine learning to predict your Google Ads campaign’s success.

The seven types of Google Ads

While no two campaigns are exactly alike, there are seven distinct types of Google Ads.

1. Search ads

With Search ads, your ad appears on Google Search, Google Maps and across Google’s search partners, including Google Shopping. On these sites, when users search for terms related to keywords in your campaign, they’ll see your ad.



“The power of search ads lies in their intent-based targeting,” Shak explained. “Users are actively searching for something specific and your ad appears right at that critical moment. ... The ability to bid on keywords that align with user intent is incredibly valuable for both lead generation and sales.”

2. Display ads

Through Display ads, you can get visual ads in front of people using products in the Google Display Network, including Gmail, YouTube and various websites partnered with Google.

“Display ads help in brand awareness since they show up on different websites across the Google Display Network,” Jauncey noted. “Display ads tend to be more effective, especially in the case of retargeting previous visitors to a website.”

3. Shopping ads

Through a Shopping campaign, Google uses product data from your online store, rather than user keywords, to determine how and where to display your ad within Google Shopping results.

Shak emphasized that e-commerce businesses, in particular, benefit from these ads. “For businesses looking to boost product visibility, especially in competitive markets, Shopping ads are invaluable,” Shak advised. “[NerDigital has] helped clients set up Shopping campaigns and the visibility they get with potential buyers is immediate and impactful.”

4. Demand Gen

This type of Google Ad targets people through Gmail, YouTube and Google Discover. Viewers may see these ads while watching YouTube Shorts or on YouTube's In-Stream, Home and Watch Next pages. Discover ads appear as users scroll through the Discover feed, while Gmail ads are image-based and located in the Social and Promotions tabs.

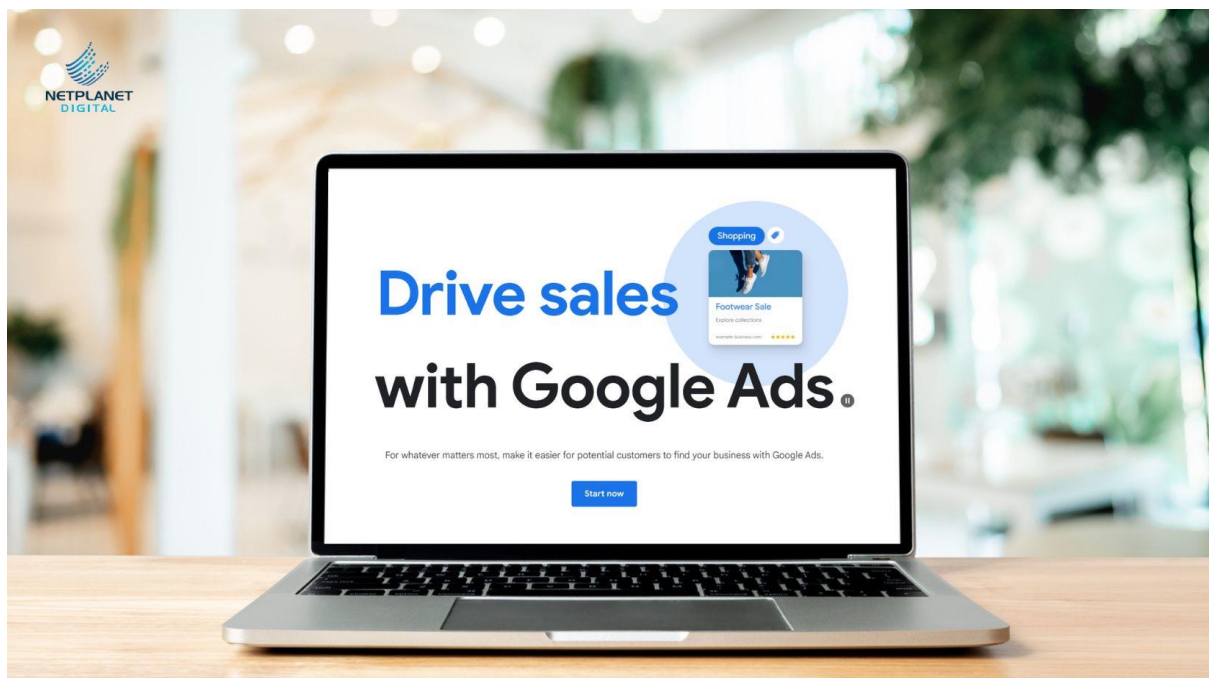
5. YouTube ads

Through a YouTube campaign, your company is promoted via a video ad displayed on YouTube. Shak noted that YouTube, as the second-largest search engine, offers numerous advantages as an advertising platform.

“With video ads on YouTube, you can capture attention in a visually engaging format ... and video content is increasingly becoming the preferred way for people to consume information,” Shak said. “For businesses with strong storytelling elements, YouTube ads can make a huge impact. We’ve used video ads to share client success stories and educational content and the engagement levels have been exceptional.”

6. App ads

If your business has a mobile app, Google Ads is here to help. App ads can put your mobile app in front of potential users on Google Play, Google Search and YouTube. This ad format is especially useful for mobile-first businesses.



Notably, App ads replace a previous Google Ads format, App campaigns, through which ads appeared on AdMob and Google's third-party partners. At the moment, no such Google Ads format exists. However, given the vast user base across the

platforms on which App ads appear, these ads may be more valuable than their predecessor.

IV. How To Use Google Tools For Your Small Business

There is hardly a soul who doesn't know the benefits of Google. It has empowered people with free-flowing information from multiple sources and given businesses a platform to advertise online. It is the most popular global search engine, with a market share of 91.88%, and continues to deliver results for billions of search queries daily. The tech giant is not limited to being an information database. It offers a wide range of tools that are used by individuals and businesses alike, such as Gmail, Google Talk, Maps, and Calendar.

It is hard to imagine spending a day without the beneficial tools offered by Google. Besides these generic task-fulfilling offerings, the multinational corporation is making it easier for small businesses to improve their capabilities. It has various products that can help businesses enhance online reputation, sales and visibility with little effort. Here is a **list of Google tools that small businesses can use**.

Entrepreneurs should adopt them to increase efficiency and virtual domination.

1. Google Business Profile



A Google Business Profile is highly valuable for businesses in the digital age because people search for products and services online. It helps businesses get showcased in search results and maps for local search queries, such as “bakery near me” or “find a shoe store near me.” The profile also has customer reviews and answers to frequently asked questions, along with contact details and pictures of the business, which increases customers' interest.

Individuals who purchase a business for sale Brisbane to grow professionally must create this profile and update it frequently to attract more local customers. It builds a virtual business card that can be used for promotion by posting offers and loyalty rewards that increase customer acquisition and retention.

2. Google Ads

Since Google is the most used search engine, placing ads on it can help increase brand awareness and generate website traffic, leads and sales. Google Ads are pay-per-click ads that bring relevant traffic to the business website by showing up in the search results for search terms related to the advertiser's products. There are various types of Google Ads, such as shopping, display, and YouTube ads.

Ad campaigns allow the advertiser to build a collection of ad groups with a common budget and audience targeting. Businesses can effectively target their audience within budget and monitor the performance of the ads. They can improve and adjust after evaluating customer responses and even retarget interested buyers to increase revenue.

3. Google Analytics

Determining website performance is essential to understanding its assistance in increasing sales and leads. Entrepreneurs must know how many people visit the site and how they reach the landing pages. They should know the engagement levels to evaluate the attention-grabbing ability of the interface and content. They must also analyse the bounce rate and customer actions on the site.

New entrepreneurs looking for a business for sale in Brisbane must utilise Google Analytics to measure website performance and traffic. It also gives an insight into customer behaviour by assessing their activities on the site and evaluating user experience to make adjustments to the site and grow the business.

4. Google Workspace



Google has a wide range of free tools that can be used individually or as a collective service in the form of Google Workspace. It is specially designed for businesses and gives them services like customised business email, cloud storage, Docs, Calendar, Slides, Sheets, etc. These integrated apps increase collaboration among employees and make remote work feasible. For example, other authorised users can view a comment in Drive to ensure consistency and clear communication.

Google Meet helps conduct video conferences and stay in touch with remote workers. Its storage allows quick and secure data sharing. Employees can work simultaneously on the same documents and spreadsheets. It increases employee efficiency and reduces time spent in completing exhaustive tasks.

5. Google Trends

Every entrepreneur must be aware of the latest search trends in the marketplace to identify the right keywords to use in ad campaigns and search engine optimisation activities. Google Trends provides information about the search terms and phrases used by customers while looking for similar businesses or related products. It helps the entrepreneur refine the target keyword list and get found by potential buyers.

Passionate individuals looking for businesses for sale in Brisbane must use Google Trends to identify geographic locations where the products are searched the most and even look into past trends. They can compare different keywords based on search volumes and choose the right ones for bidding when preparing ad campaigns.

6. Google Gemini

Generative AI is taking the world by storm, and businesses want to harness this technology to grow faster. Google has understood this demand and created its AI chatbot, Google Gemini, which uses a large language model to provide answers to

questions and create content. Business owners can use the tool to write marketing content, create work-related presentations, emails, and proposals, create images, and identify the latest trends.

Gemini is embedded in other Google products like Sheets and Docs, which can automate various business tasks. The integration of AI in these tools helps the business owner process and analyse customer data, send personalised emails and chat responses to customers, and customise customer service for the best results.

7. Google Alerts



Business owners should have comprehensive knowledge of their industry and competitors to ensure they are ahead of them. Google Alerts sends an email to them whenever any information related to their industry or area of interest appears online. It can even help identify brand mentions online to monitor customer sentiment and promptly respond to positive and negative comments. It increases the effectiveness of support and boosts credibility.

Google Alerts can also be used by business owners to track competitor's mentions online and follow their content. This helps them understand their marketing strategy and popularity among the target audience. In addition, it gives a peek into the latest technological advancements and industry upgrades. Thus, aspiring entrepreneurs searching for a Brisbane business for sale must take advantage of this tool to find growth opportunities and stay ahead.

Google has various other tools that small businesses can use to improve their processes and access valuable data. They must keep exploring and identifying the most suitable apps to take their businesses to the next level without huge investments.

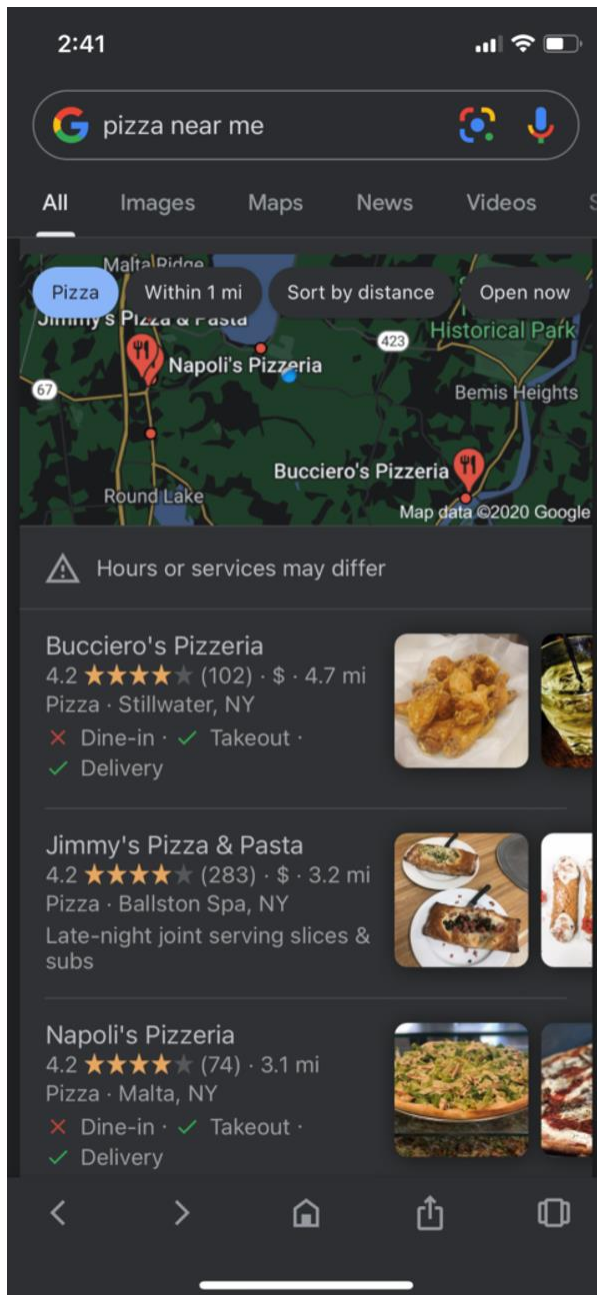
V. Google Business Profile: How to Completely Optimize Your GBP Listing

Google Business Profile is a free feature from Google that helps business owners manage their online presence across the search engine and its growing portfolio of utilities, including Google Maps.

Google Business Profiles: The Basics

It gives a list of businesses nearby and a lot of information needed to find a specific business like:

- Business address.
- Business hours.
- Category.
- Reviews.

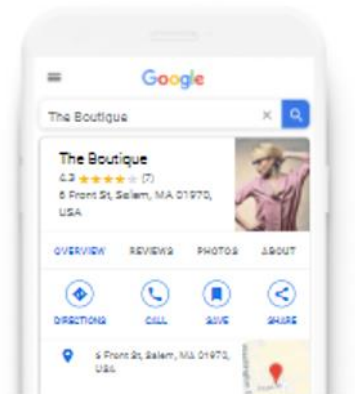


It helps generate details for its database about businesses and related entities that are relevant to specific searches. Once a new profile is created, a Google Maps location is then generated. That synchronizes with traditional Google Search for ease of access and searchability.

Starting Your Google Business Profile

The first step to getting your Google Business Profile up and running is to actually conduct a Google search to ensure your business doesn't already have one.

You can also use Google's in-platform search feature to locate your business on GBP.



Find and manage your business

🔍

Can't find your business?

[Add your business to Google](#)

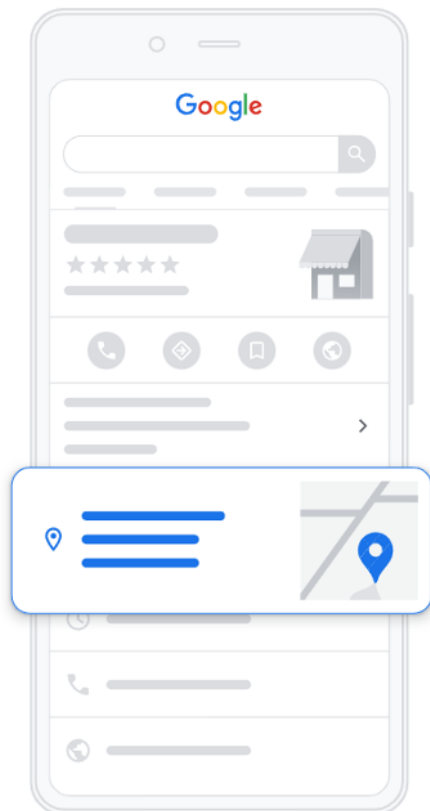
If your business has been around for a while (several years or more), it's likely it already has a GBP, and you just need to claim it.

Once successfully claimed, you can manage the information as if you started the GBP yourself. If there is already a profile for your business, it will notify you. It may also notify you that someone else has already claimed your business.

If that happens, follow these steps. If your business profile is not already created, you can set it up pretty quickly.

Verification takes a bit longer to complete, but it can usually get done within a week.

Start with the official business name before inputting more important info. Then input your main business category.



Create profile

Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

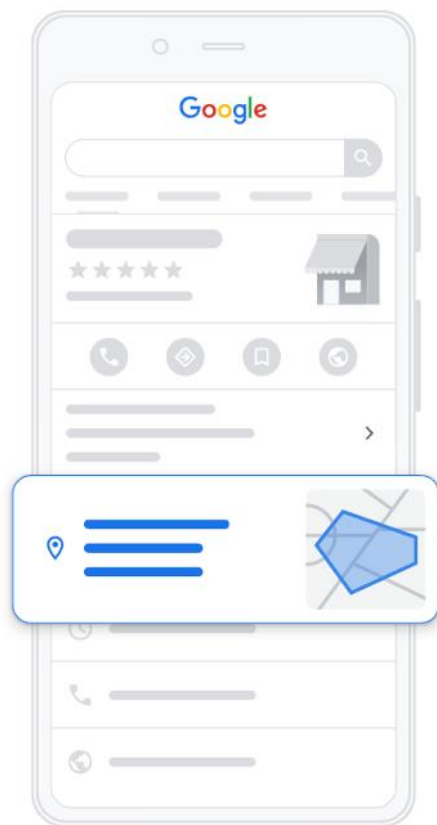
☐ Yes

☐ No

Next

Screenshot from Google Business Profile Manager, September 2020

For those businesses that operate in a specific service area and don't want the actual brick-and-mortar location to show up in Maps, select the service area(s) that pertain to the business.



Create profile

Where do you serve your customers? (optional)

Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.

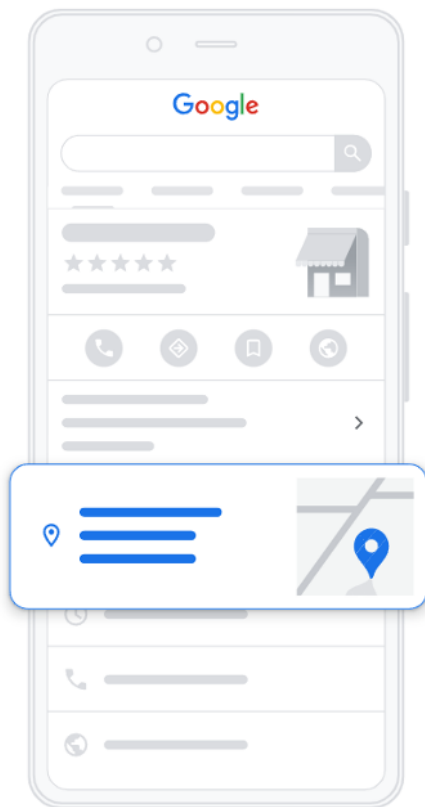
You can change and add more later

Next

Screenshot from Google Business Profile Manager, September 2020

You can then add contact information for the business, including the contact phone number and the current website URL.

For businesses with that brick-and-mortar location that people can go to during business hours, you should add the business address next.



Create profile

What's the address?

United States

Street address

City

State

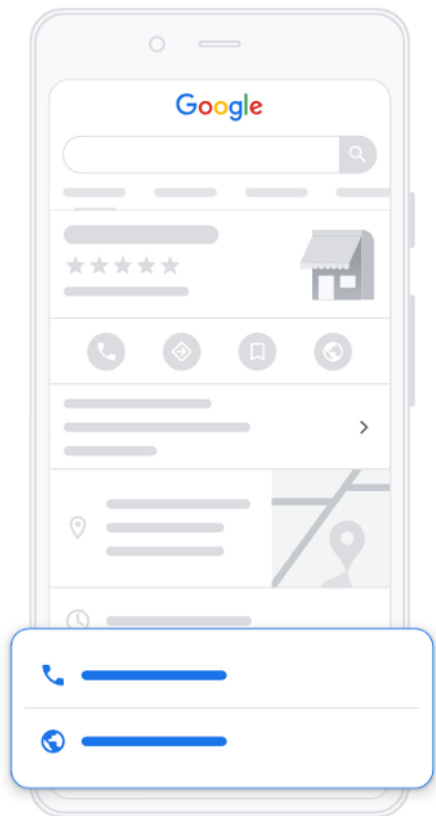
ZIP code

Next

Once the address is set, Google Business Profile will ask if you “also service customers outside this location?”

It lets you set where/how far the business is willing to physically go to deliver goods or services. If yes, you will be able to walk through the same service-area business details. You can add or change service area details at any time.


If you don't service customers outside of the brick-and-mortar, select No, then input contact details on the next prompt.



Create profile

Add contact info

Add a phone number, website or both on your Google Business Profile



Contact phone number

Current website URL

☐ I don't have a website

Skip

Next

After that, you can then click Next to verify the profile.

Verifying Your Google Business Profile

You need to verify your Google Business Profile. This is done via postcard by mail, which takes up to five business days. It proves to Google you can manage and do, in fact, represent the business you claim.

Verifying your business is crucial for the visibility and performance of the profile. It's important to know that Google won't display your business or its edits until the business is verified.

Without verification, you cannot access page insights/analytical information or business reviews from the back end. Verification typically takes less than a week.

Publishing Your Google Business Profile

Once you complete this process, you will be taken to Google Business Profile Manager, where you can manage your business profile and modify your details.

Here are some basic but crucial tips for optimizing your profile:

1. Enter Complete Data For Your Profile

Local search results favor the most relevant results for searches. Businesses offering the most detailed and accurate information will be easier to serve in search. Don't leave anything to be guessed or assumed.

Make sure your profile communicates what your business does, where it is, and how they can acquire the goods and/or services your business is offering.

2. Include Keywords

Just like traditional website SEO, Google uses a variety of signals to serve search results. Including important keywords and search phrases to your business profile will be incredibly helpful, especially since your business website is listed directly within your GBP.

3. Keep Business Operating Hours Accurate

It's important to put your business hours, but it's equally important to update them whenever they change. Google offers the ability to customize hours for holidays and other special events.

It should always be updated to keep your site accurate and users happy. And, in the age of COVID-19, GBP offers even more flexibility around hours and messaging for potential customers. Note: Additional hours won't show for your business until regular hours are set.

4. Add Photos

Photos help business profiles' performance more than most business owners and marketers probably expect.

Businesses with photos on their profiles receive 42% more requests for driving directions on Google Maps and 35% more click-throughs to their websites than businesses without photos, according to Google. Keep reading for more GBP photo tips below.

5. Manage & Respond To Customer Reviews

Interacting with customers by responding to their reviews illustrates that your business values its customers and the feedback that they leave regarding it.

Positive reviews are going to have a positive effect on potential customers when researching your business. They also increase your business's visibility in search results.

VI. A guide to future-proofing your business with Google Discover



While everyone's chasing rankings on Google Search, Discover quietly delivers traffic to content that never needed to rank in the first place. It doesn't rely on keywords. It doesn't wait for someone to type a query. It just shows up — on your phone, in the Google app, before you've even thought about looking.

And when it works, it really works. You could even hit the jackpot and pick up 30,000 impressions in five days. No ads. Just the right content, at the right time.

What Is Google Discover?

If you use an Android phone or the Google app on iPhone, you've seen Discover, a personalised feed with articles, videos, and updates that match your interests. It's predictive, not reactive. It shows content *before* the user searches — based on behaviour, browsing history, location, and interests.

How to Get Featured on Google Discover

No gaming the system, no submit button. Only creating content that the audience craves and Google wants to serve up. Here's how to do it for your audience:

1) Write for real people, not search engines

Discover isn't driven by keywords. If your headline is stuffed with SEO, it's not getting picked up.

Do this instead:

- Use headlines that speak directly to the reader's curiosity or concern.
- Make sure your content answers the headline — no clickbait.

- Think in terms of helpfulness, clarity, and interest. Would *you* read it?

2) Focus on timeliness and relevance

Discover loves content that's fresh. That could mean seasonal guides, trending topics, or responses to recent events.

Examples:

- "How to Lower Your Power Bill This Winter"
- "EOFY Tips Every Small Business Owner Should Know"
- "Is Your Super Ready for the 2025 Rule Changes?"

3) Use high-quality, original images

This is sacrosanct. Discover is visual. If your featured image is low-res or looks like generic stock, you've already lost.

Do this instead:

- Use large images — at least 1200px wide.
- Add proper max-image-preview:large settings.
- Choose bold, relevant visuals that stand out in a feed.

4) Show real expertise

Google is picky about content quality. The more credible the author and site, the better your chances.

What to include:

- Author bios that prove subject matter expertise.
- Signals of trust: credentials, case studies, external links to reputable sources.
- A consistent voice across your content — Google knows who's legit.

5) Make it mobile first

Discover is 100 per cent mobile. Slow sites, cluttered layouts, and tiny fonts are a fast pass to nowhere.

Checklist:

- Your content should load in under 3 seconds.
- Font size should be readable without zooming.
- Avoid pop-ups that interrupt the experience.

CONCLUSION

Google's suite of business tools provides unmatched opportunities for growth by making businesses more accessible, visible, and data-informed. Those who strategically use Google's capabilities can expect increased traffic, better customer engagement, and long-term competitive advantages in an increasingly digital economy.

REFERENCES

By Sammi | Google for Business: A Small Business Guide | Business News Daily, Retrieved 14 August 2024 from

<https://www.businessnewsdaily.com/6344-google-business-guide.html>

By Gene Marks | Ways Google Is About To Transform Your Small Business | Forbes, Retrieved 20 May 2023 from

<https://www.forbes.com/sites/quickerbetteertech/2013/05/20/six-ways-google-is-about-to-transform-your-small-business/>

By Max Freedman | What Is Google Ads and Why Should You Use It? | Business, Retrieved 6 November 2024 from

<https://www.business.com/articles/6-reasons-why-your-business-should-be-using-google-adwords/>

By Lucas Nguyen | How To Use Google Tools For Your Small Business | Business2Sell, Retrieved 5 December 2024 from

<https://www.business2sell.com.au/blogs/strategy/how-to-use-google-tools-for-your-small-business>

By Sam Hollingsworth | Google Business Profile: How to Completely Optimize Your GBP Listing | Search Engine Journal, Retrieved 1 April 2022 from

<https://www.searchenginejournal.com/local-seo/optimize-google-my-business/>

By Pulkit | A guide to future-proofing your business with Google Discover | Inside Small Business, Retrieved 27 March 2025 from

<https://insidesmallbusiness.com.au/marketing/pr-communications/a-guide-to-future-proofing-your-business-with-google-discover>

