

## [Are You Googelized?](#)

Google wants your business. So much so they're creating all kinds of neat tools to index your site in different ways, and many of them free. You can use these tools to help you build your business.

Although a ton of products are being sold to tell you how to use Google Videos, Google has so much more to offer the one person small business owner who truly wants to make money online.

All you need is a Gmail account, which you can get for free, and then you can access all of the tools Google offers.

If you really want to jumpstart your sales, especially as a new business, learn how to do things the Google way, and you can make a lot more money. Using this site is also an easy way to set up your marketing campaign because once you set it up, you can basically forget about it. This is crucial if you are a one person business. Then you can spend your time doing other things that make you money.

To access all of the Google tools available to you, you can visit Google's services page: <http://www.google.com/services/>

Below is a list of tools and resources you have available to you. Unless otherwise specified, all of these tools and resources are free to use.

**Gmail** - This suite of tools includes email, calendar, instant messaging, and Google Page Creator. You can use these tools to communicate with your employees, as well as your customers. You can also build basic websites. Since this website building tool is owned by Google, your site will get spidered quickly.

**Google Adwords/AdSense** - Advertise your business on Google. You can get started and start getting traffic within 15 minutes. Google has created some tools to help you including their Adwords ebook, as well as the Adwords Editor that will speed up your promotion efforts.

You can also make money by adding AdSense to your sites.

**Google Analytics** - Need more sophisticated services for tracking your visitors? Want to know where they came from? Find out everything you ever wanted to know about your customers and their surfing habits, as well as buying habits.

**Google Base** - Don't have a website? With Google Base you don't need one. Add your products and services to Google Base and then combine it with Google Checkout to make the sale. In fact, you can even organize your content according to type and submit it using datafeed files. This includes articles, recipes, and any other content you want to present in an organized way.

**Google Books** - Want to sell more of your books? Then add it here. It only takes about five minutes, and it can increase your sales. Despite what many have said about this program, authors and publishers have complete control over their material.

**Google Checkout** - Want to sell more of your products and services without paying more? Integrate Google Checkout into your business and you can attract more leads, make more sales, and even process those sales for free.

**Google Documents and Spreadsheets (Writely)** - Whether you need to create or edit documents and spreadsheets, you can use this tool. Allows sharing of your documents with others.

**Google Groups** - Find lists and discussions on just about any topic you can imagine. Since lists are more like to get read, you'll have a better chance of getting the word out about your products.

**Google Maps** - Add your business listing to Google so customers can find you in local search.

**Google Maps for Enterprise** - Want customers to find you? You can use Google maps to not only help customers find you, but you can also use it to map customer locations and track shipments.

**Google Search** - Offer your visitors a customized search of your website. You can also create your own customized search engine for your business using Google technology.

Google Videos - Because Google Videos is so new, it's really a great time to cash in with your videos. You can easily upload them so others can watch. It's also a great way of sharing information about your business.

And then of course, there's Blogger. With a Blogger blog, you'll find your content spidered within 24 hours. Post content type posts, instead of blatant sales letters, and you'll find an audience.

There's a whole lot more. You can find out about even more resources to help you promote your business here:

[http://www.google.com/intl/en/options/#utm\\_medium=et&utm\\_source=bizsols&utm\\_campaign=more](http://www.google.com/intl/en/options/#utm_medium=et&utm_source=bizsols&utm_campaign=more)

Although Google is ranked number three overall on the internet behind Yahoo and MSN, they're still a major player on the internet. They want your business, and they've designed tools and resources to help you that the other two search engines don't offer. With all of the free promotion opportunities available to you, what are you waiting for?

### About the Author

Jinger Jarrett wants to give you her free site building software, as well as teach you how to market on the internet for free. [Killer Marketing Arsenal Ezine](#). [Affiliate Business Demo Site](#). [Internet Marketing Bookstore](#).

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