THE GROWTH MOVEMENT

SIX GOOGLE TOOLS

THAT EVERY BUSINESS OWNER SHOULD BE USING

Hi, I'm Sonja, but you might know me better as Sonja - The Search Queen.

I'm so excited to be here to guide you through mastering the essential tools that will take your business's online strategy to new heights.

In this workbook, I'll walk you through the intricacies of GA4, Google My Business, Google Search Console, and Google Trends. You'll also discover how tools like Keywords Everywhere and Hotjar can drastically improve your website's performance.

I'm so excited to share these powerful resources with you, designed to enhance your marketing efforts, no matter what stage of business your in.

Let's transform your business into an online power-house!

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HOW TO CHECK IF GA4 IS SET UP ON YOUR WEBSITE

Google Analytics 4 (GA4) is a free tool from Google that helps website owners understand how visitors interact with their site. It tracks and reports website traffic providing valuable insights into user behaviour, such as which pages are most popular, how long visitors stay, and where they come from.

This information helps businesses improve their online presence, optimise their website content, and make data-driven decisions to enhance user experience and achieve their marketing goals.

By following these steps, you can confirm whether GA4 is set up on a website and working correctly.

Step 1: Use Google Tag Assistant Legacy (Chrome Extension)

1. Install the Extension
   - Open your Chrome browser.
   - Go to the Google Tag Assistant Legacy extension page.
   - Click “Add to Chrome” and then “Add Extension”.
2. Activate Tag Assistant
   - Click on the Tag Assistant icon in your browser toolbar.
   - Click “Enable” to start the Tag Assistant.
3. Visit the Website
   - Go to the website where you want to check the GA4 setup.
   - Click the Tag Assistant icon again and then click “Record”.
4. Analyse the Tags
   - Reload the website page while the recording is on.
   - Stop the recording by clicking the Tag Assistant icon and then “Stop”.
   - You will see a report with all the tags detected on the website. Look for “Google Analytics: GA4 Configuration”.

Step 2: Check the Source Code

1. Open the Website
   - Go to the website you want to check
2. View the Page Source
   - Right-click on the webpage and select “View Page Source” (or press Ctrl+U on Windows/Linux or Cmd+Option+U on Mac).
3. Search for GA4 Code
   - Press Ctrl+F (or Cmd+F on Mac) to open the search box.
   - Type “G-” to search for the GA4 Measurement ID. This ID starts with G- and is part of the GA4 tracking code snippet.

4. Example of GA4 tracking code

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-XXXXXXXXXX">
</script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'G-XXXXXXXXXX');
</script>
```

Step 3: Use Google Analytics Debugger (Chrome Extension)

1. Install the Extension
   - Open your Chrome browser.
   - Go to the Google Analytics Debugger extension page.
   - Click “Add to Chrome” and then “Add Extension”.
2. Enable Debugger
   - Click on the Google Analytics Debugger icon in your browser toolbar.
   - Click “Enable” to start the debugger.
3. Open Developer Tools
   - Right-click on the webpage and select “Inspect” (or press Ctrl+Shift+I on Windows/Linux or Cmd+Option+I on Mac).
   - Go to the “Console” tab.
4. Reload the Website
   - Reload the webpage.
   - In the console, look for messages related to GA4. You should see log entries for “gtag.js” and the GA4 Measurement ID.

Step 4: Use Google Analytics Real-Time Reports

1. Open Google Analytics
   - Go to https://analytics.google.com and sign in.
2. Select Your GA4 Property
   - In the Admin panel, make sure you are viewing the GA4 property you want to check.
3. Check Real-Time Data
   - Go to the “Realtime” section in the left-hand menu.
   - Open the website in another tab and navigate through it.
   - In the Real-Time report, you should see active users and data reflecting the interactions happening on your website.

GA 4 STEP-BY-STEP SET UP

By following these steps, you'll have a fully functional GA4 setup to track and analyse your website or app data.

Step 1: Create a Google Analytics Account

1. Go to https://analytics.google.com and sign in.
2. If you don't have an account, click "Start for free" and follow the instructions to create one.

Step 2: Create a GA4 Property

1. In the Admin panel (gear icon at the bottom left), select the account you want to add the property to.
2. In the Property column, click "Create Property".
3. Enter a name for your property, select your time zone and currency.
4. Click "Next" and provide the necessary business information.
5. Click "Create".

Step 3: Set Up a Data Stream

1. After creating the property, you'll be prompted to set up a data stream. Choose either Web, iOS, or Android.
2. For a website, select Web.
3. Enter your website URL, and a Stream Name.
4. Click "Create stream".

Step 4: Install the GA4 Tracking Code on Your Website

1. After creating the data stream, you'll see a Measurement ID (starts with G-).
2. Click on "Tagging Instructions".
3. Under "Add new on-page tag", select "Global Site Tag (gtag.js)".
4. Copy the provided tracking code.

Adding the Tracking Code

1. For HTML Websites
   - Paste the tracking code into the <head> section of every page you want to track.
2. For CMS Platforms (e.g. WordPress)
   - Use a plugin like "Insert Headers and Footers" or add the code directly to your theme's header file.

Step 5: Verify the Installation

1. Go back to the Google Analytics interface.
2. In the Admin panel, select your GA4 property.
3. Click on "Debug View" under "Events".
4. Visit your website and perform some actions. You should see data appearing in the "Debug View".

GA 4 STEP-BY-STEP SET UP

Step 6: Set Up Conversions

1. In the Admin panel, under the Property column, click "Events".
2. Mark important events as conversions by toggling the switch next to the event name.

Step 7: Configure Additional Settings

1. User-ID Tracking
   - If you want to track users across devices, set up User-ID tracking in the Admin panel.
2. Linking to Google Ads
   - Link your GA4 property to your Google Ads account to track campaign performance.
3. Data Retention
   - Adjust data retention settings in the Admin panel under "Data Settings".

Step 8: Create Custom Reports

1. Go to the "Reports" section.
2. Use the "Explore" feature to create custom reports and analyse specific data.

Step 9: Set Up Alerts

1. In the Admin panel, go to "View Settings".
2. Set up custom alerts to be notified of significant changes in your data.

Step 10: Regularly Monitor and Optimise

1. Regularly check your reports and dashboards to monitor performance.
2. Adjust your tracking and setup as needed based on insights and changes in your business goals.

KEYWORDS EVERYWHERE

Keywords Everywhere is a browser extension that assists with keyword research by displaying search volume, cost-per-click (CPC), and competition data directly within search engine results pages and other popular websites. This tool is particularly useful for digital marketers, SEO professionals, and content creators, as it helps identify valuable keywords to target for improving website traffic and search engine rankings.

The benefits of using Keywords Everywhere include saving time on keyword research, gaining insights into the popularity and competitiveness of keywords, and making informed decisions to optimise content and ad campaigns effectively.

By following these steps, you will be able to set up and use the Keywords Everywhere tool effectively for your keyword research and SEO needs.

Step 1: Install the Keywords Everywhere Extension

1. Open your web browser (Google Chrome or Mozilla Firefox).
2. Visit the Keywords Everywhere website at keywordseverywhere.com.
3. Click on the “Install for Chrome” or “Install for Firefox” button, depending on your browser.
4. You will be redirected to the Chrome Web Store or Firefox Add-ons page.
5. Click on “Add to Chrome” or “Add to Firefox” to install the extension.
6. Confirm by clicking “Add Extension” in the pop-up dialog box.

Step 2: Get Your API Key

1. After installing the extension, go back to the Keywords Everywhere website.
2. Click on “Get API Key” at the top right corner of the page.
3. Enter your email address and click “Email me my API key”.
4. Check your email inbox for a message from Keywords Everywhere.
5. Copy the API key from the email.

Step 3: Activate the API Key

1. Click on the Keywords Everywhere icon in your browser’s toolbar.
2. Select “Settings” from the drop-down menu.
3. In the API Key field, paste the key you copied from the email.
4. Click “Validate” to activate the API key.

KEYWORDS EVERYWHERE

Step 4: Customise Your Settings

1. In the Settings menu, you can customise various options:
   - Country: Choose the country for which you want to see keyword data.
   - Currency: Select the currency you want to use.
   - Data Sources: Choose which data sources you want to enable (e.g., search volume, CPC, competition).
2. Adjust other settings according to your preferences, such as highlighting related keywords, showing trend data, etc.
3. Click “Save” to apply your settings

Step 5: Start Using Keywords Everywhere

1. Open Google (or other supported sites like YouTube, Amazon, etc.).
2. Perform a search as you normally would.
3. You will see keyword data such as search volume, CPC, and competition displayed next to your search results.
4. Explore additional features like related keywords, people also search for, and long-tail keywords in the side panel.

Step 6: Use Keywords Everywhere for Keyword Research

1. Visit any website or use Google search.
2. Click on the Keywords Everywhere icon in your browser’s toolbar to access the keyword tool.
3. Use the “Analyse Page” feature to get keyword data for any webpage you visit.
4. Export keyword data by clicking the “Export” button in the tool interface.

GMB EVERYWHERE

GMB Everywhere is a browser extension designed to enhance your local SEO efforts by providing valuable insights and data for Google My Business (GMB) listings. It allows users to perform in-depth audits of GMB profiles, analyse competitors, and track key metrics such as keyword rankings, reviews, and photos directly within Google Maps and Search.

By offering detailed information about how businesses are performing locally, GMB Everywhere helps users optimise their GMB listings, improve local search visibility, and make informed decisions to enhance their online presence.

By following these steps, you'll be able to set up and effectively use the GMB Everywhere tool to enhance your Google My Business and SEO efforts.

Step 1: Install the GMB Everywhere Extension

1. Open your web browser (Google Chrome).
2. Visit the GMB Everywhere website at gmbeverywhere.com.
3. Click on the "Get Chrome Extension" button.
4. You will be redirected to the Chrome Web Store.
5. Click "Add to Chrome" and then "Add Extension" in the pop-up dialog box to install the extension.

Step 2: Create an Account

1. After installing the extension, go back to the GMB Everywhere website.
2. Click on "Sign Up" at the top right corner.
3. Enter your email address, password, and other required information to create your account.
4. Verify your email if prompted by following the instructions in the verification email.

Step 3: Log In to GMB Everywhere

1. Click on the GMB Everywhere icon in your browser's toolbar.
2. Enter your login credentials.
3. Click "Login".

Step 4: Link Your Google Account

1. You may need to link your Google account to use the tool effectively.
2. Follow the prompts to log in to your Google account and grant necessary permissions.

GMB EVERYWHERE

Step 5: Use GMB Everywhere Features

1. Keyword Research
   - Open Google and perform a search.
   - You will see additional data next to the search results, such as keyword difficulty, search volume, and more.
2. GMB Audit
   - Visit any Google My Business (GMB) listing.
   - Click on the GMB Everywhere icon in your browser's toolbar.
   - Select "GMB Audit" to get detailed insights into the listing, including NAP (Name, Address, Phone number) consistency, reviews, photos, and more.
3. GMB Spy
   - Perform a search on Google Maps.
   - Click on the GMB Everywhere icon.
   - Select "GMB Spy" to see information about other businesses, such as categories they are listed in, primary and additional categories, and other key data.

Step 6: Customise Your Settings

1. Click on the GMB Everywhere icon in your browser's toolbar.
2. Select "Settings" to customise the tool's options according to your preferences.
3. Adjust settings for data display, keyword metrics, and other preferences.

Step 7: Regular Use and Updates

1. Regularly use the tool for your GMB and SEO tasks.
2. Keep the extension updated to ensure you have the latest features and improvements.
3. Visit the GMB Everywhere website or check their support documentation for any new features or updates.

GOOGLE SEARCH CONSOLE

Google Search Console is a free web service provided by Google that helps website owners monitor, maintain, and troubleshoot their site's presence in Google Search results. It provides essential insights into how Google views your site, offering tools and reports to measure search traffic and performance, fix issues, and enhance your website's visibility.

Through Search Console, you can submit sitemaps, monitor indexing status, receive alerts on critical errors, and analyse search queries to optimise your content for better search rankings.

By following these steps, you will have successfully set up Google Search Console, allowing you to monitor, maintain, and improve your site's presence in Search results.

Step 1: Sign in to Google Search Console

1. Go to Google Search Console: Visit Google Search Console.
2. Sign in: Use your Google account credentials to sign in.

Step 2: Add a Property

1. Click on the “Start Now” button if it's your first time or "Add Property" if you already have other properties set up.
2. Choose Property Type
   - Domain: This covers all subdomains (e.g., https://example.com, http://blog.example.com) and multiple protocols (http, https).
   - URL Prefix: This is specific to the exact URL you enter (e.g., https://www.example.com).

Step 3: Verify Your Property

1. For Domain Property

   DNS Verification:
   - Select the “Domain” option.
   - You will be given a TXT record to add to your DNS configuration.
   - Log in to your domain registrar (e.g., GoDaddy, Namecheap).
   - Add the provided TXT record to your DNS settings.
   - Return to Search Console and click “Verify”.
2. For URL Prefix Property

   HTML File Upload:
   - Download the provided HTML file.
   - Upload this file to the root directory of your website.
   - Return to Search Console and click “Verify”.

GOOGLE SEARCH CONSOLE

HTML Tag:

- Copy the provided meta tag.
- Paste it into the <head> section of your homepage HTML.
- Return to Search Console and click "Verify".

Google Analytics:

- If you have Google Analytics set up, use the same Google account.
- Select the "Google Analytics" verification method.
- Click "Verify".

Google Tag Manager:

- If you have Google Tag Manager set up, use the same Google account.
- Select the "Google Tag Manager" verification method.
- Click "Verify".

Step 4: Submit a Sitemap

1. Locate Your Sitemap URL: Usually, it's https://www.example.com/sitemap.xml.
2. Add Sitemap:
   - Go to the "Sitemaps" section in the left-hand menu.
   - Enter your sitemap URL in the "Add a new sitemap" field.
   - Click "Submit".

Step 5: Explore Your Property

1. Overview
   - Once your property is verified, you'll see an overview of your website's performance.
2. Performance Report
   - Check the "Performance" section to see data on clicks, impressions, CTR, and average position.
3. Coverage Report
   - Go to the "Coverage" section to view the indexing status of your site's pages.
4. URL Inspection
   - Use the "URL Inspection" tool to check the index status of specific URLs.
5. Enhancements
   - Explore sections like "Core Web Vitals," "Mobile Usability," and other enhancements to see how your site performs on various parameters.

Step 6: Set Up Email Notifications

1. Go to Settings
   - Click on the gear icon for "Settings" in the bottom left corner.
2. Set Up Email Preferences
   - Enable email notifications for issues and updates related to your property.

GOOGLE SEARCH CONSOLE

Step 7: Regularly Monitor and Maintain

1. Check Reports Regularly
    - Regularly review the performance, coverage, and enhancement reports to monitor your site's health and performance.
2. Fix Issues Promptly
    - Address any issues flagged in the reports, such as coverage errors, mobile usability issues, and security issues.

GOOGLE TRENDS

Google Trends is a tool that analyses the popularity of search queries in Google Search across various regions and languages. It provides insights into search trends over time, showcasing how interest in specific topics evolves and highlighting trending search terms.

The benefits of using Google Trends include identifying emerging trends, understanding seasonal patterns, and gaining competitive insights. It helps businesses, marketers, and researchers make data-driven decisions, tailor their content to current interests, and stay ahead of market trends by understanding what topics are gaining traction among users.

By following these steps, you can effectively use Google Trends to gain valuable insights into search behaviour and trends, helping you make informed decisions for your content and marketing strategies.

Step 1: Sign in to Google Search Console

1. Open Your Web Browser: Google Chrome, Firefox, Safari, etc.
2. Visit Google Trends: Go to trends.google.com.

Step 2: Search for a Topic or Term

1. Enter a Search Term: Type a keyword, phrase, or topic into the search bar at the top of the page.
2. Press Enter: This will bring up the search results and data for your specified term.

Step 3: Explore the Data

1. Interest Over Time: View a graph showing the search interest for your term over a selected time period.
2. Interest by Region: See a map highlighting where your term is most popular.
3. Related Topics and Queries: Check out other popular terms and topics related to your search.

Step 4: Customise Your Search

1. Adjust Time Frame
   - Click on the time range drop-down menu (e.g., past 12 months) above the graph.
   - Select a different time frame such as past hour, day, 7 days, 30 days, 90 days, 5 years, or a custom range.
2. Select Geographic Location
   - Click on the “Worldwide” drop-down menu to choose a specific country, region, or city.

GOOGLE TRENDS

3. Filter by Category
    - Click on the “All categories” drop-down menu to refine your search by a specific category (e.g., Arts & Entertainment, Business, etc.).
4. Choose a Search Type
    - Click on the “Web Search” drop-down menu to switch to image search, news search, Google Shopping, or YouTube search.

Step 5: Compare Multiple Terms

1. Add a Comparison
    - Click on the “+ Compare” button next to your search term.
    - Enter another term to compare its popularity with your original search term.
    - View the comparison graph to analyse trends between the two (or more) terms.

Step 6: Analyse Results

1. Interest Over Time: Use the graph to see trends and peaks in search interest.
2. Regional Interest: Look at the map to identify geographic areas where your term is popular.
3. Related Topics and Queries: Find other relevant keywords and topics that are trending.

Step 7: Download Data

1. Export Data
    - Click on the download icon (downward arrow) at the top right of each graph or map to export the data as a CSV file.

Step 8: Utilise Insights

1. Content Creation
    - Use the insights from Google Trends to create relevant and timely content.
2. Marketing Strategies
    - Plan marketing campaigns around trending topics.
3. SEO Optimisation
    - Optimise your website and content for keywords that are gaining popularity.

Step 9: Stay Updated

1. Explore Trending Searches
    - Click on the “Trending Searches” section in the left-hand menu to see what’s trending in real-time.
2. Subscribe for Updates
    - Sign up for email notifications to receive updates on specific topics of interest.

HOTJAR - CONVERSION RATE OPTIMISATION (CRO)

Hotjar is a comprehensive user feedback and behaviour analytics tool designed to help website owners understand how users interact with their websites.

It offers a variety of features that provide insights into user behaviour and experience, enabling you to optimise your site for better performance and user satisfaction.

What Hotjar is Used For:

1. Heatmaps
   - Visual representations of where users click, move, and scroll on your website. This helps identify the most engaging areas and those that are ignored.
2. Session Recordings
   - Videos of individual user sessions that show exactly how users navigate your site, including mouse movements, clicks, and scrolling.
3. Conversion Funnels
   - Analysis of user journeys through your site's conversion paths, highlighting where users drop off, so you can identify and fix issues that may be causing them to leave.
4. Form Analysis
   - Insights into how users interact with forms on your site, including where they hesitate or abandon the form. This helps improve form completion rates.
5. Feedback Polls and Surveys
   - Tools to gather direct feedback from users about their experience, allowing you to understand their needs and pain points.
6. Incoming Feedback
   - Real-time feedback from users while they are on your site, providing immediate insights into their thoughts and feelings.

Benefits of Using Hotjar:

1. Enhanced User Experience
   - By understanding how users interact with your site, you can make data-driven improvements to enhance their experience, making your site more user-friendly and intuitive.
2. Increased Conversion Rates
   - Identifying and fixing issues in your conversion funnels and forms can lead to higher conversion rates and ultimately more sales or sign-ups.

HOTJAR - CONVERSION RATE OPTIMISATION (CRO)

3. Better Understanding of User Behaviour
    - Heatmaps and session recordings provide a clear picture of user behaviour, helping you understand what attracts or distracts them.

4. Direct User Feedback
    - Collecting feedback through polls and surveys gives you direct insights into user satisfaction and areas for improvement.

5. Data-Driven Decisions
    - Hotjar's analytics tools provide concrete data that can guide your decision-making process, ensuring you make informed changes to your website.

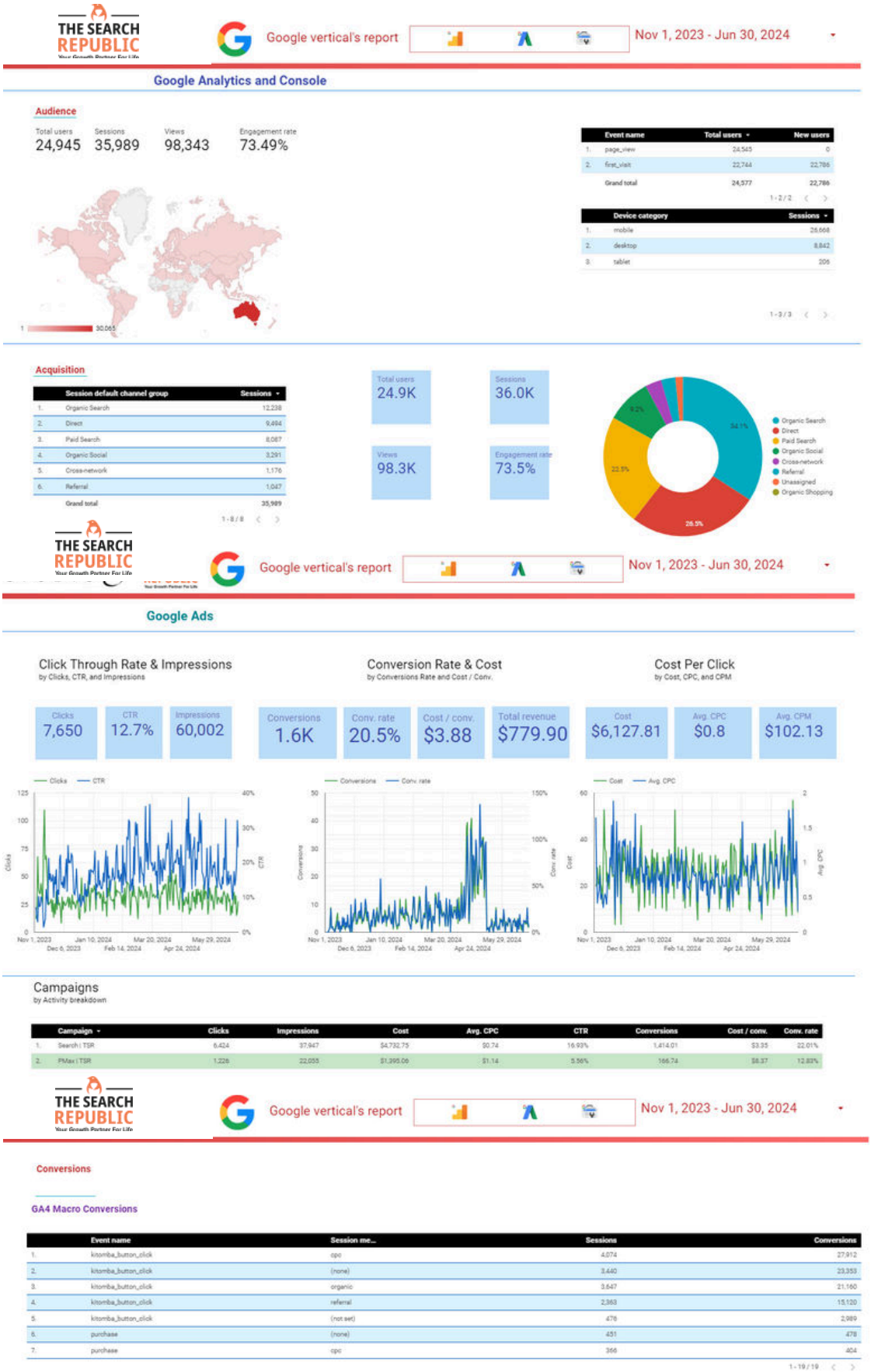
6. Problem Identification
    - Quickly identify usability issues, broken links, or confusing navigation paths that may be hindering user experience.

7. Cost-Effective Optimisation
    - By using Hotjar's tools, you can make targeted improvements without the need for extensive and costly user testing.

Overall, Hotjar helps you create a more effective, user-centric website by providing detailed insights into user behaviour and feedback, leading to improved performance and user satisfaction.

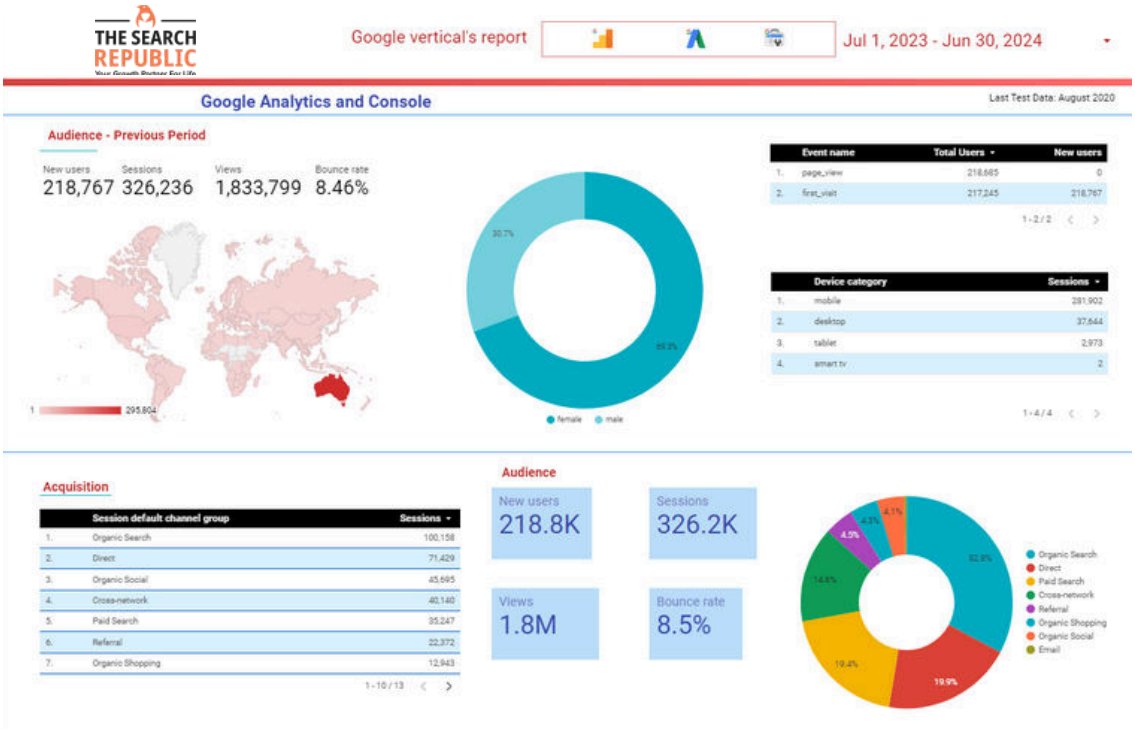
CLIENT RESULTS

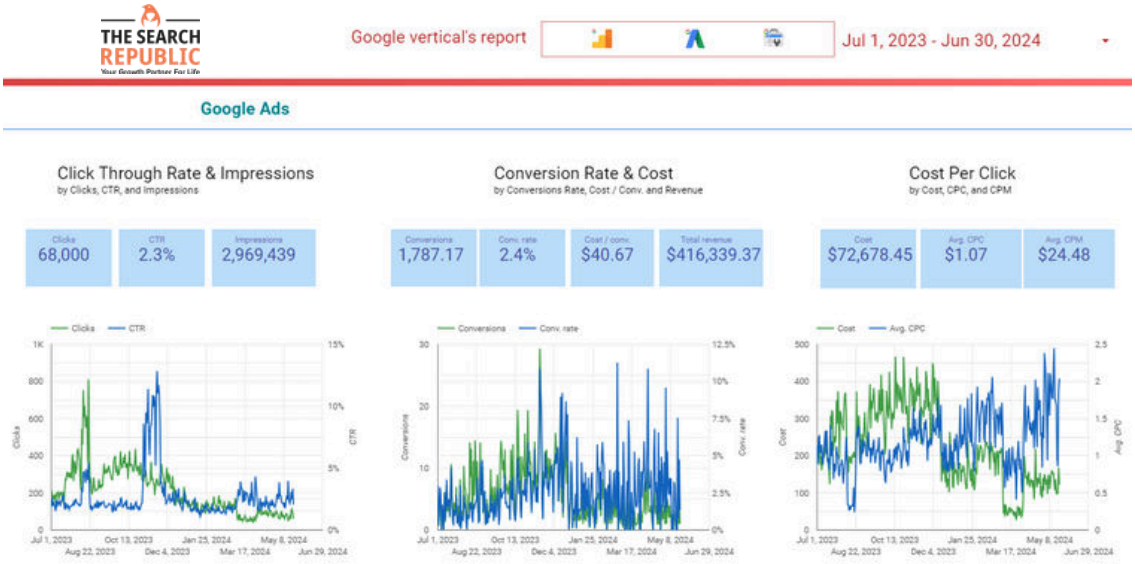
Service Based Results: Beauty Industry

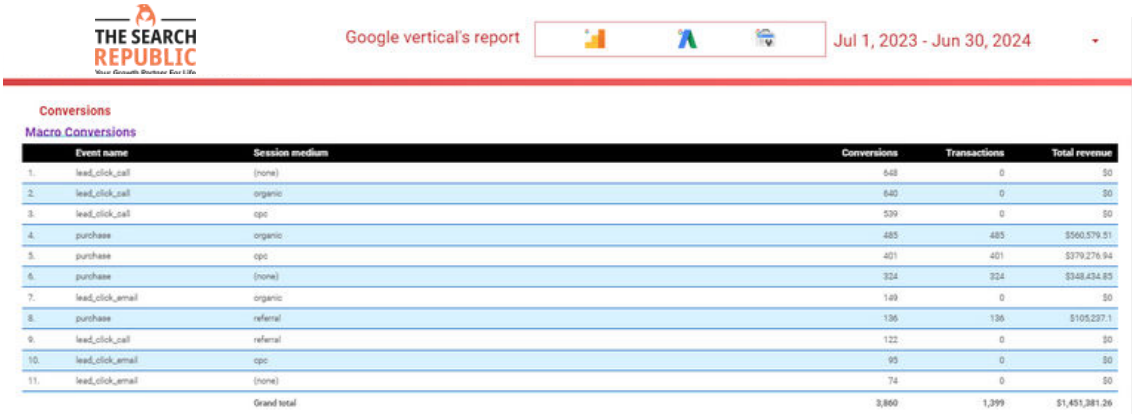


CLIENT RESULTS

Product Based Results







	Event name	Session medium	Conversions	Transactions	Total revenue
1.	lead_click_call	(none)	648	0	$0
2.	lead_click_call	organic	640	0	$0
3.	lead_click_call	cpc	539	0	$0
4.	purchase	organic	485	485	$560,579.51
5.	purchase	cpc	401	401	$379,276.94
6.	purchase	(none)	324	324	$348,434.85
7.	lead_click_email	organic	149	0	$0
8.	purchase	referral	136	136	$105,237.1
9.	lead_click_call	referral	122	0	$0
10.	lead_click_email	cpc	95	0	$0
11.	lead_click_email	(none)	74	0	$0
		Grand total	3,860	1,399	$1,451,381.26

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