



Grow with Google

National Partner Tips



International Downtown Association

Connect with your local place management organization such as a business improvement district or downtown alliance. These organizations often feature local businesses in their wide-reaching communications and initialize community-wide retail and restaurant promotions, especially around the holiday shopping season!



America's SBDC

Tip #1

Make sure your website Secure Socket Layer (SSL Certificate) is installed and enabled. When a website has encryption installed with an SSL certificate, the URL address will show a lock icon next to the URL address. It's very important that your website visitors know their information is securely transmitted during any transaction between them and your website.

Tip #2

Many online shoppers have become accustomed to free shipping on their online orders. If a small business wants to be competitive in the virtual shopping arena, they should consider including free shipping on orders exceeding a certain dollar amount.

Tip #3

Rename photos with abstract filenames, such as 100_12345.jpg. Instead, use keyword-rich filenames that describe the images. For instance, if your website sells home accessory items like wood jewelry chests, change the product photo filenames to something descriptive like "wood_jewelry_chest.jpg." This can improve the SEO value of your photos.



ASSOCIATION OF
WOMEN'S
BUSINESS
CENTERS

Association of Women's Business Centers

Repeat business is the easiest sale to make. Design customer loyalty into the e-commerce experience and make it easy for your customers to buy more and buy often.



Association of Chamber of Commerce Executives

Shopping local doesn't have to mean shopping in-person. During challenging times, let consumers show their community pride while shopping online. Check with your local chamber of commerce and leverage social media and other online tools to encourage e-commerce.

More resources to stay connected and productive:
grow.google/smallbusinesses | smallbusiness.withgoogle.com

