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“Google Business Solutions All-in-One For Dummies” Excerpt

If you have a small business, you’ll love the Google tools that are available at little or no cost. “Google Business Solutions All-in-One For Dummies” shows you how to use them all! Eight self-contained minibooks cover Google Apps, Google search tools for business, highlighting your business, creating a Web site with Google Sites, Google tools for your site, Google Ads and Analytics, securing business information and getting noticed with Google Gadgets.

As if that wasn’t enough, there’s a Google AdWords gift card worth \$25 inside the book, too.

- Get e-mail, calendar, online documents and records and more, free in Google Apps
- Provide directions to your business, reviews, access to products and services and even coupons online with Google Maps and Google Base
- Use Google Docs, Checkout and other tools to give your site all the e-commerce features
- Track traffic and get advertisers with Google Ads and Analytics
- Choose tools to keep your e-mail, servers, computers and files safe
- Create gadgets that promote your business and add value to your site
- Learn the secrets of search engine optimization the Google way

You’ll also find out how to use coupons effectively, how to keep e-mail and instant messaging safer and how to make the most of Google AdWords.

This excerpt, “Selling More with Google Analysis Tools,” comes from Chapter 3 and covers Google Analytics, AdWords graphs and SEO.

Included in this ZIP file are:

- Intro Page.pdf
- Terms and Conditions.pdf
- Google Business Solutions AIO For Dummies.pdf