**Succeeding in a Micro-Moments World**

It is great to be here. My name is

Matt Webber. I am a part of the Google team. I get to help small businesses. I will tell you, there is one fact, that is consistent, no matter how different your industry is, all of the customers have one thing in common. And we will talk about that today. And how you can take advantage of that. Mobile, changes everything you knew about human behavior. And this is not a small change, but this is a revolutionary change. What makes it revolutionary, businesses have to earn the attention of the customer, moment after moment. Loyalty has been replaced, with the ability to solve a challenge the customer may have. 90% of smart home users -- smartphone users, search for a brand. A generation ago, UK predicted accurately, what household laundry detergent was being used. And through him that has -- and who in the house sold used that laundry detergent. But now, we have to catch up with us change. The first thing I want you to do is close your eyes. I want you to visualize, what your website looks like in your mind. Try to capture the images and the fonts. What does your website look like? Now let me ask you, when you

[Indiscernible] . As businesses, we are in a mobile first world. I want to be clear that this is not some thing that could happen, but rather it has already happened. At Google we spent a lot of time helping businesses like yours, to adapt to the mobile world. I would like to do a quick Google search. I want to see how many searches are happening right now. Over half of those searches is -- happened on a mobile phone. When we look at Google analytics, and we look at the traffic, we see that more than half of the web traffic in the United States is coming from smart phones and tablets. Let me ask you, is this image on the screen film build your to you? Usually the first thing we do in the morning is look at our phone. Let me ask you on average, how often is your smartphone within reach? Consumers are so devoted to this single medium. So we need to understand remember in the day we talked about surfing the web. Nobody serves the web anymore. People are now purposeful when they are on the web. Many people search, when there is a need for -- or they are trying to scratch that itch. So for a business owner you have to understand, the problems that your customers are trying to solve? So we want to break down into specific moments, and micro moment, when they are trying to find a solution. But our challenge, is to determine which moment matters and which do not matter. I want you to look at this video.

[ Video playing ]

[ End of Video] Moments like that, we all have had. Think about when you wake up and check the weather. Or maybe on the way to work, you stop by to Starbucks. And you get a pumpkin cupcake and of course you have to take a photo of the pumpkin. And also you go online to complain about the traffic. All of those moments are micro moments. When you were watching the video, did you see a cupcake? Did it want -- did you want to order a cupcake? Did it make you want to have lunch? Each one of those moments will trigger an opportunity for advertisers, to help that consumer at that to kill her time management at -- to help the consumer at that particular time. I want to talk about intent. This is to -- understanding your customer. And what are they trying to achieve. So you want to get to know your customer for an -- and the more you understand how they search -- the words they used to search, the easier it is to get in front of them during that moment. I want to talk about this company called 1000 Bulbs. We need to understand the intent. So if anybody searches, light bulbs, that could bring up anything. It could be a student searching [Indiscernible] . Or we can start searching by LED or [Indiscernible] so we have to look at language. We need to have a clear indicator and to understand what they are looking for. So we need to understand the intent. The other thing that we can do to get in front of our customers at the right moment, is to understand the context. Where are they when they are trying to solve a problem? We worked with a company called Zing and they wanted to reach moms, who were spending time with their children. Because I -- because that was the right time. We have many YouTube videos watched by both the mother and child. And this campaign was so successful. You can see that the customer does see the at -- ad at the right time. And it ends up with 50% more brand awareness. So you have to find the customer at the right time. So being in front of your customers at the right moment, means to understand their intent. What are they trying to achieve? What problem are they trying to solve? And where are they, at the moment they search? I want you to think about it. Now I would like to elevate the conversation. I want to start talking about you. Next time you go to Google, you expect to get results, when you search. Google has eight unique perspective -- a unique perspective. We look at the content of the searcher. Google has insight into billions of interactions and touch points. Think about the amount of data that is generated. We know that the technology is there. We also know there is an opportunity to take advantage. You want to be there, and you want to be useful, and you also want to be quick. So we can dive into all three of them into effect in detail. --

People, and when you look at all of the searches that are done on a mobile device, we have four big bucket. This is what people want to know. Where they want to go. And what they want to do. And what they want to buy. So there is about you, to your brand, to be there. Studies have shown that you have -- can increase brand awareness by 46% by being on a mobile search. And as you know it does not cost you to have an addict -- ad but rather you are charged when they click on your brand. So if the customer goes to a mobile search, they expose themselves to potential businesses. And they would not have discovered this in any other way than the mobile search. So you want to be there at that moment when they are looking. This is what we call, I want to know. I want to go. And I want to buy. I want you to understand, the questions people pose when they search. You need to understand the questions that people are asking when they have two solve a problem. -- to solve a problem. The critical issue is that you have to be right there in that critical moment. And the second one, and I highlighted this because it is a little difficult. It is, being useful. >> We want to talk about, us. If you go to a website you will see there is a mission statement or all of the awards they have. But truly that does not help the customer solve their particular problem. So we have to realign our thinking just a little bit. We have to say, what is the most useful thing we can say about our business or service? It is less about what you want to say, but more about what the consumer wants to hear. I want you to think about the potential value you can bring to somebody who needs to solve a problem. Here at Google, a local landscaping company, put in a mulch calculator. How many of us have but to little? So when they put the calculator on the website, it was going to help the customer make a decision. So if you are in -- an accountant you may want to talk about deadlines throughout the year. Or what is the difference between attacks forms --

tax forms.

So the content does have to be a little different. The first objective is to make sure that it is useful and bring value to the customer. Next we have to optimize for mobile. There is a [Indiscernible] so we do not want to start off with nine paragraphs that they have to read the set -- so we have to pay attention to the format. Because it is a smaller device. Because the desktop is no longer [Indiscernible] . So we have a different experience with desktop versus mobile. So we do have a little technology that will make it easier.

Be useful. And make sure that all of the information will tell the customer about your industry or service. Next you have to be quick. People are more inpatient with mobile devices versus the desktop. A little while ago I thought that was impossible. You will never lose money overestimating how inpatient people are. And this is magnified with mobile devices. We are in a rush. If they cannot find what they want quickly, they will move on. And this is very different. Not long ago you may remember, you would go to a store, but if they did not have exactly what you wanted, you might say I guess I will take this one even though it is not exactly what I wanted. But that does not happen with a mobile devices. If things do not happen quickly they will close out in open up a new tab. Getting to our competitors is never easy your. So speed is critical. The person who gets that consumer what they need faster usually wins. So we could talk about tips on how to be quick. We do not want the consumer have to think. We have to provide what they need as soon as possible. You have to test your site. You cannot judge it by what you experience on your smartphone. So you want to look at [Indiscernible] . And you need to look at improvements because speed is critical in the mobile environment. The average load time for a mobile site is 19 seconds. So how long is 19 seconds? Let us find out. >> Can you manage waiting for a page to load? And yes that is the average load time for a website. There are many studies -- and one that is very interesting, when load time goes from one second to three seconds, the probability of a customer leaving is about 32%. When he goes from one to five seconds, leaving that webpage it goes up to 90%. And more than that, people abandon the site. We just set the average is 19 seconds. And here we have researched shows, 40% of those customers will abandon the website. So our customers are very speed oriented right now. So where can you get good data about your website? Here we have

testmysitegoogle.com and it is going to give you a lot of great information. It will also give you idea on how mobile friendly your website is. Because remember they are using fingers instead of a mouse. There are a lot of technical factors, come into play regarding speed. I want to show you what you can take to your web developer, to cure those issues. Speed is the number one thing for any business if they want to be successful on the mobile environment. Number one, being in the moment. Sit down with your team and talk about, what problems you think the customer is trying to solve. Yes there is a lot of great data online. But do not leave the people out in your organization who are talking to the people or who are on the front line. I will give you an example. We work with a lot of medical people. What is the number one question? The answer is, what insurance do you carry? So they can go to their website -- and they can see what insurance -- insurances are

[Indiscernible] . So now we have tapped into the number one problem, that the customer wants to solve. So think about the moments that your customer is experiencing. You have to be useful. And as I mentioned I work with a lot of small businesses. And I am also a small business owner. So we want to talk about what we think is great about our company. But in the new mobile environment we have to talk about how can we solve problems? How can we solve any challenges that are customer might have? We really do not see, where it says, welcome to our business and we have been in business for so many years. That is not what the mobile customer wants. You need to think about what they are trying to solve and help them solve those challenges. And also you need to be quick. You will never lose money overestimating how inpatient people are on the Internet. And in some cases this should be an easy topic to talk about because you are probably the same way. You probably have abandon a website on your smart home -- smartphone because it did not load quickly. What irritates you and I as customers will irritate your own customers. And this is where you might need some technical assistance to have speed. Remember the test website that I gave you? It is going to give you a lot of resources. And so here are our tips. I know we have a lot of questions. >> Thank you so much Matt.

I will read the questions that are participants have sent in. If we do not have time to get to your question, I encourage you to connect with your mentor after today's webinar. Monica -- and with that we will look at the questions. >>

We focus on military veterans. What would be a good ad to get these customers?

This is a wonderful time of year to experiment. Right now, one of the more popular search terms would be, military gets. -- gifts. And this is going to skyrocket. You may also want to use military apparel. You probably want to our -- start with a text ad and you may want to convey that you have a lot of variety. You want to try to cellular product in the ad -- you want to try to get the military to try your product. >> What are some ways the owner can find out when the customer searches ?

We have to understand how are consumers talk. First talk to the people that have the most client contact. Involve them. As you experiment with your searches in Google, play -- pay close attention to what Google suggestions to search for. You may have ignored this functionality. It is called Google Suggest. Type in the first words. It might say, people also use

X . I want you to look at the very bottom of the page. Google will also suggest other queries, that are not semantically related but behaviorally related. How many people who search the word I use but then go back and search different words? I am going to suggest the following website, answerthepublic.com. -- It is going to give you a look at moments. Because many times people search by using a question. So you want to be able to look at the questions that are related to your industry or product that

What advice or tools, individuals who are starting up on their own. How do we engage customers quickly?

If I was just starting out, and I have a good idea about my business -- I would search in Google. I will look at who else is providing content around this particular subject. I would start a spreadsheet. This is a topic that I just discovered. Then I would have additional columns for what topics are in that -- did it have a graphic? Did it provide tips? And does the author of the article write more about that particular subject? Once I start seeing these topics, hopefully I will be able to look for trends on that topic. If you are a subject matter expert you can see quickly -- they do not explore this particular angle or this information is outdated. And that is where I would start. I know a lot of people do not start this initial homework. So we need to find out what is impactful. That is part of your contact plan what is being written about that subject? Identified the current content. And that is where I would begin.

What kind of issues pop up on the website?

I will talk about the three most common. People are loading images that are too large. People take images, with a high resolution. It does not need to be that high. And so it can slow down your website. Secondly, managing your web browser cache. You can get the browser instruction -- instructions on how things should load. If they do not have instructions it will load everything. You can say, do not load the thing at the bottom of the page. Think of the browser as a height -- pipe. I know that a lot of websites try to cram as much as they can down that

pipe.

There could be a a lot of code that is no longer needed. They may have experimented with a plug-in or that type of plug-in whatever -- so you need to remove them. There could be an issue with the code. And code is just like English. You may write a thought using 15 words and I might write the same thought using 30 words. So we do see a lot of loaded code. Next you have the server. Most websites are in a cloud environment. If you are just beginning you are probably in a shared environment which is okay. When you start getting a lot of traffic, there is something called latency. Let's say you have a facility in North Carolina.

People in California, who is shopping, will

have a slower load time than the people in North Carolina. But we do have several schools --

tools on how and where in the United States,

low time. But typically it is usually too high of a resolution. >> How can I see if the host has proper metadata for the engine search ?

It is probably not your host. It is probably the person who created your website. The next time you have your website up on your computer, press control and the letter U at the same time so you can see the code. At the top of the page, you can see page title, and [Indiscernible] . You will also description. And that should have your Madoff -- metadata. And you also have your header. Do you remember when you were in school, and the teacher told you to put your -- a title like a header? And that is a good comparison. Now you will be able to see, what is actually written in the browser. And the description, is not readable by the front. That is why you have to do control U. And hopefully you use what we call a text base description of the image. They can roll over the image, and it should show up usually in a yellow box. But we typically talk about the title tag, header, and the alt -- image.

Does this advise that we are listening to today, can you use this across different browsers or just Google?

Depending on where you are, Google has about 78% of the market share. However, the data that we showed you today is about consumer behavior. It is about the consumer themselves. So you can use this across platforms and browsers. When we talk about mobile users being impatient, that is a holistic comment about mobile device user. You can be confident that the characteristics that we talked about today regarding the mobile user is across the board.

Do you have any recommendations for someone who can evaluate the website and suggest improvements etc.?

I do this for a living. I will talk how to choose a web developer partner. A challenge in finding a vendor today, is that there are no limitations. Today we can tell the difference between a good plumber and a bad plumber. But not that exist in the web development world. The skill level ranges from the very bad you the very extraordinary. I would say, when you look for a partner, look for a firm rather than a solo individual. I say that because it is so complex. You need to know design and content and good copywriting. And they also need good technical competency. It is a very complicated world. There are very few individuals that can do all of that themselves. There are not many people who can build a whole house by themselves. They always use electricians or plumbers. Have a clear idea, on your goals and objectives. First you should say, what is my websites purpose? Is it to increase the visibility of my brand? Is it to cell products -- sell products ? You know what your website needs to achieve. And start getting a handle on your website data. When you are marketing on the Internet it is all measurable. And if you can measure it, then it will be easier to optimize. Sometimes if you pay for a magazine ad you hope for the best. But if you do something on the Internet, you will know right away. If you have not embraced

[Indiscernible] . They will translate your website data into photographs. It makes it easy. You have a top level view of the things are getting better. You have to get that first sense right now -- are things going up or down? I hope that was helpful. I think you are web developer should be a good partner. >> Being present at anytime is a time issue. But what is your thought in using virtual call center?

It depends on the business. But I think I would try first -- you know when you go to a website a new -- you have to fill out a form. What does it say, they queue for submitting your form. He who gives the customer what they need faster, wins. Instead of saying, thank you for submitting your form, instead I waited say, our business hours are -- 8:00 to 5:00. And if you called you will get a quicker response. You can always say, here is a form to fill out if the business is not open. But I do think virtual call centers are terrific. But it is an expense. But I would try alternative methods before using that.

What makes a good mobile experience?

This is probably the most important question. Usually people want to take their desktop version and make it small. That is a mistake. The one thing I want you to remember -- and we have all done it -- waiting for

[ No audio ] >>

I will go to a website, I see that we have been in business since 1943. This is likely to help the user get what they need. I want you to think about, throwing meat to a hungry dog. Do not worry about the fluff and stuff. The faster that you can get them the information they need, the past -- the better your website will be. And that can be a challenge for all a lot of small businesses. Because we all have great things that we want people to know about us. But if they are not going to help the user solve a problem, it is not going to be a great experience.

Those are all of our questions that we have time for today.

I want to thank you for attending today's webinar. And I want to say thank you to Matt Webber.

Thank you so much. >> Please take a moment and provide us with your feedback by filling out the survivor, -- survey. Thank you so much.

[ Event concluded ]