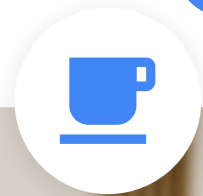




# How Google can help your business



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## Getting started

This guide provides a curated list of free-of-charge and paid resources to help your business thrive. Start by reflecting on the challenges that you face, then explore the tools listed below that can address your specific needs and challenges.

01.



Enhance security

02.



Boost productivity

03.



Reach your customers

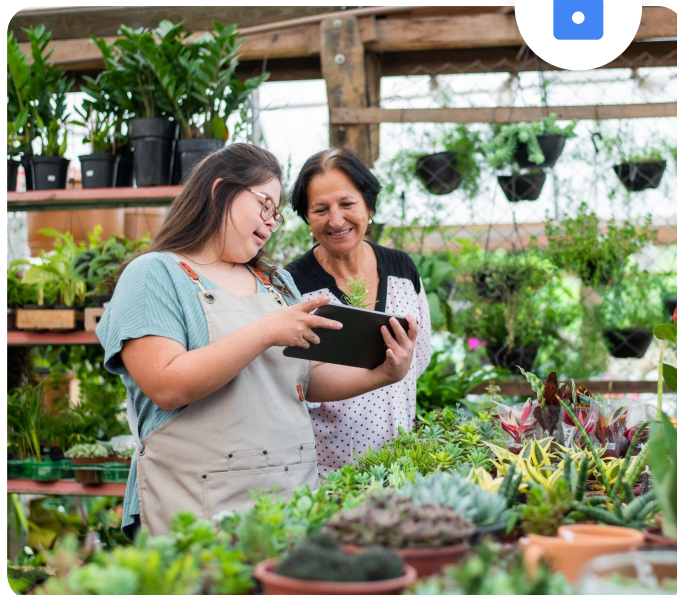


## Enhance security

Cyberattacks pose a significant threat to small businesses.

Small businesses being

**3x** more likely to be targeted than larger companies.<sup>1</sup>



Protect your valuable data and customer information with these resources:

### Free-of-charge resources



#### [Gmail](#)

Protect your business from email-borne threats with Gmail's advanced security, blocking over 99.9% of attacks before they reach your inbox.



#### [ChromeOS Flex](#)

Extend the life of your existing Windows and macOS devices by upgrading them to ChromeOS Flex in just a few minutes. Avoid the cost of new hardware and reduce e-waste.



#### [Chrome Enterprise Core](#)

Strengthen your browser security and set policies, enable safe browsing to warn users of dangerous sites, block pop-ups and disable plug-ins.

### Paid resources



#### [Chromebooks](#)

Chromebooks offer robust, built-in security. As a result, there have been zero reported ransomware attacks ever on a ChromeOS device as of 2025. Enjoy 10 years of automatic updates, minimising IT burdens and maximising cost savings.



#### [ChromeOS device management](#)

Lets you manage ChromeOS devices from the cloud through a simple, centralised experience with a free-of-charge trial.



#### [Chrome Enterprise Premium](#)

Add advanced security features like blocking websites by category and preventing users from accidentally leaking data. Apply protections directly in Chrome, across platforms, without additional software installation.

1. [Small businesses are more frequent targets of cyberattacks than larger companies: New report. Forbes. 2022](#)

# Boost productivity

# 91%

of small business owners work more than 40 hours per week.<sup>2</sup>



Reclaim your time and increase efficiency with these resources:

## Free-of-charge resources



### Google Workspace

Empower your team to work effectively from anywhere with Google Workspace's suite of communication and collaboration tools. Increase productivity and streamline workflows with a free-of-charge trial.



### Grow with Google

Enhance your team's skills and improve productivity with free-of-charge training resources from Grow with Google.



### Gemini

Boost your team's creativity and efficiency with Gemini, a versatile AI assistant. Gemini can streamline your workflows and free up valuable time, helping with tasks like drafting emails, generating marketing copy, brainstorming ideas and more.

## Paid resources



### Chromebook Plus

With twice the power, speed, memory and storage of other devices, and a HD 1080p camera, your team is empowered to do their best work\*.



### Small business advisors

Maximise your productivity by using Google products effectively. Book an appointment with a Google agent to learn more about Google products like Google Workspace, Google Business Profile and Google Ads.

2. OneDeck, 'Small business trends: 58% of small business owners "very concerned" about the economy' April 2023

\*When compared to top-selling Chromebooks from July 2022 to Dec 2022.



## Reach your customers

In today's digital world, shoppers go online first in over

**60%** of shopping occasions.<sup>3</sup>



Detroit Voltage  
4.9 ★★★★★ (27)  
Electrician in Detroit, Michigan

OVERVIEW UPDATES SERVICES REVIEWS PHOTOS

CALL DIRECTIONS SAVE WEBSITE

REQUEST A QUOTE

400 Monroe St #261,  
Detroit, MI 48226

Open Closes 5 PM



Detroit Voltage  
4.9 ★★★★★ - 0.5 mi  
Open · Closes 5 PM

4.5 ★★★★★ - 0.7 mi  
Open · Closes 8 PM

4.7 ★★★★★ - 0.8 mi  
Open · Closes 7 PM

Expand your reach and attract new customers with these resources:

### Free-of-charge resources



#### YouTube

Showcase your products, services or customer testimonials with a free-of-charge YouTube channel. Connect with your audience and build your brand.



#### Google Business Profile

Get discovered by adding your business to Google Search, Maps and more. Reply to reviews and personalise your profile with photos, offers and posts.



#### Google Analytics

Understand your website traffic and customer behaviour with this free-of-charge digital analytics platform. Optimise your marketing spend and avoid ineffective campaigns.

### Paid resources



#### Google Ads

Reach new customers and drive results by connecting with customers most likely to buy from you wherever they're browsing with Google Ads.



#### Local Services Ads

Connect with local customers who are searching for your services. Only pay when customers get in touch through your ad, rather than paying for clicks.



#### Google Fiber

Get fast, reliable Internet with Google Fiber. With speeds up to 2 gigabits and a fibre-optic network built for peak traffic, your business stays connected and efficient. Plus, they proactively monitor uptime, so that you can focus on what matters – your work.

3. 2019 Google Shopper research





## Let Google help your **business grow**

From enhancing your security and boosting productivity to expanding your digital presence and reaching new customers, Google is here to help you succeed. We are here to empower your business to grow. Contact us below for more information!

[Get in touch now](#)

