

## Google offers website support to small businesses

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**D**o you need a website for your small food business or does your current website need some improvement? Does your brand come up when you “Google” your company’s name? Are you on a budget?

Great news. Google is sponsoring two free workshops for small business owners in Oklahoma. The workshop, Oklahoma Get Your Business Online, is designed to allow entrepreneurs to gain more Internet recognition and sales.

“It’s a great opportunity for Oklahoma food and agricultural businesses to get assistance in developing professional looking websites,” said Andrea Graves, business planning and marketing specialist for Oklahoma State University’s Robert M. Kerr Food & Agricultural Products Center. “In today’s society, small businesses must have a presence on the web.”

According to Google, small businesses are vital to the future of America’s economy. The United States has about 27.5 million small businesses making up half of the United States’ Gross Domestic Product and creating two-thirds of all new jobs.

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*Andrea Graves*

*FAPC Business Planning and Marketing Specialist*

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Google also claims that 97 percent of consumers look online for local products and services. However, nearly half of all small businesses do not have a company website. A company’s presence online is vital for the success and longevity of small businesses.

Small business owners who attend one of the Oklahoma Get Your Business Online workshops will receive:

- Website templates to design a free and easy professional website.
- A free customized domain name and free hosting by Google for one year.
- Help for how to claim and use a free Google Places listing.
- An introduction to Google AdWords.
- Free tools to monitor visitor website traffic and statistics.

- How and which search engines find your business.
- Social media connections.
- One-on-one Internet marketing assistance and other resources.

Two sessions are available to small business interested in seeking website assistance.

The first workshop will be held on Nov. 3, 2011, at the Oklahoma Jazz Hall of Fame, 111 E. First St., Tulsa.

The second session will take place Nov. 8, 2011, at the Will Rogers Theatre, 4322 North Western Avenue, Oklahoma City.

Both sessions are from 8 a.m. to 5 p.m., and doors open at 7:30 a.m.

Space is limited and pre-registration is highly recommended. For more information or to register for the workshops, visit [www.Oklahomagetonline.com](http://www.Oklahomagetonline.com) or call 1-800-986-4790.