Google™ Search Strategies & Tactics for Business Success

Course Summary

Description

In this course, the student will use PC lab exercises and view demonstrations to develop Google™ search engine skills—as they relate to achieving goals in the business setting.

Objectives

At the end of this course, students will be able to:

- Perform goal-related, advanced internet research and keyword searches on Google™.
- Optimize use of Google™ functions, products, and business solutions to achieve business goals.

Topics

- Google™ search strategies and tactics
- Google™ search functions
- Google™ search engine products
- Google™ business solutions

Audience

This course is designed for business professionals in sales, marketing, human resources, recruiting, training, information technology, and business development.

Prerequisites

The student should have reasonable exposure to using search engines, such as Google™, Bing, or Yahoo!, in the workplace setting.

Duration

One day

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Course Outline

I. Internet Overview
- A. Search engine usage
- B. Surface vs. deep web search

II. Google™ Search Strategies
- A. Business goal
- B. Research question
- C. Push vs. pull internet research
- D. Persistent data mining
- E. Constant comparison

III. Google™ Search Tactics
- A. Adwords keyword search tool
- B. Boolean search
- C. Advanced Boolean search

IV. Google™ Search Functions
- A. Auto-complete tool
- B. Related searches
- C. Wonder wheel
- D. Timeline
- E. Site, domain, filetype

V. Searching with Google™ Products
- A. Realtime
- B. News
- C. Video
- D. Groups
- E. Books
- F. Blog Search
- G. Scholar
- H. Trends

VI. Google™ Business Solutions
- A. Adwords
- B. Adsense
- C. Analytics
- D. Google Places
- E. Checkout
- F. Webmaster Central
- G. Google Site Search

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