

(MOSTLY FREE) FOR SMALL BUSINESSES

GOOGLE CORE MARKETING STACK

Google Analytics	Google MyBusiness	Google Search Console (Webmasters)	Google Merchant	G Suite Email
Highly recommended	Highly recommended	Highly recommended	Ecommerce businesses	Optional
Track and analyze website traffic	"Knowledge Graph" on right side of search results page. Allows for reviews and posts.	Manage how Google sees a website; at minimum, load a sitemap	Appear in Google Shopping on search results page (tied to Google Adwords advertising)	Business email for your domain (@yourbusiness.xxx) + calendar, video conferencing, cloud storage and more
google.com/analytics	google.com/mybusiness	google.com/webmasters	merchants.google.com	blockbeta.com/googleapps

MORE TOOLS TO CONSIDER

Website Performance	Discover Keywords	YouTube Creative Hub	Consumer Behavior	Google Optimize
Highly recommended	Highly recommended	Content Creators	Further research	Optional
Mobile friendly test Site speed test	Google Keyword Planner Google Trends	Get help creating and promoting your videos	Explore consumer trends and insights	Test versions of a website (A/B testing)
search.google.com/test/mobile-friendly developers.google.com/speed/pagespeed/	adwords.google.com/KeywordPlanner google.com/trends	youtube.com/yt/creators/	thinkwithgoogle.com/tools/	www.google.com/analytics/optimize/