



NEW YORK STATE SENATOR  
James Sanders Jr.

## Senator James Sanders Jr. Partners With Google to Host Business Training

JAMES SANDERS JR. September 9, 2019



State Senator James Sanders Jr. (D-Rochdale Village, Far Rockaway) is proud to have partnered with Google to bring Google-based business training to entrepreneurs in his district, with an event held on September 5, 2019 at the Bernice Ceasar Multi-Purpose Center in Jamaica.

“The goal is to give these businesses the best headstart possible by allowing them to efficiently use all of the technology that is available,” Sanders said. “Sometimes it’s about

working smart, not hard.”

Google speaker Angelina Darrisaw gave the hour-long presentation, which included tips on search engine optimization and maximizing advertising space. It was supplemented with local economic development information and strategies from LaToya Benjamin, Senator Sanders’ Director of Economic Development.

Darrisaw began by explaining that Google is like a high tech librarian. The search engine organizes information and arranges it in a way that makes it easier to find. When people search through Google, they have a specific problem they need solved, a subject they would like to learn about, or a question they want answered. The key is to tailor one’s business to those needs in addition to using common search terms.

Several attendees wanted to know how they could push their website to the top of a page of Google search results. This can be done organically by building a credible website that capitalizes on trends and seasonality and has a fast web page load time, according to Darrisaw.

A Google search yields results that list a website’s page title, web address and page description. In order to successfully persuade a user to click a link and visit a website, it must employ compelling language that contains common search terms people would use. The goal is to help people find relevant and meaningful information quickly.

“It’s about having a dynamic conversation with your customer,” Darrisaw explained.

Websites are commonly built using Content Management System (CMS) tools like Wix and Squarespace. Google does not do CMS, but it does allow you to test the speed of your website

by using [g.co/testmysite](https://www.google.com/testmysite), create ads, customize website email addresses, and create a business profile.

Google ads are best suited to brick and mortar stores or businesses that can provide an on-site service, for example a plumber or TV repairperson that comes to your home.

Placing ads through Google can also push your site to the top of search results. Google charges by the number of clicks a site receives. However, one must remember that a click is not necessarily a customer, at least not immediately. A good rule of thumb is to make sure that your ad links to the specific page on your website for the particular deal you are highlighting, not sending customers wandering around the home page.

More information on how Google can help your business can be found by visiting [grow.google/local-businesses](https://grow.google/local-businesses)

Senator Sanders' Office is proud to be an official Google community partner. He plans to hold another training session in the future. Details will become public as soon as they are available.

We would like to thank Bethel Gospel Tabernacle Church for use of the Bernice Ceasar Multi-Purpose Center to host the event.