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## Google sites tools

Just like the number of people running in your brick and mortar store, the amount of traffic you get on your site will dictate the success of your business. A new infographic released by Google AdSense lists four valuable tools you can use to get the most out of your site with the goal of boosting traffic. Although AdSense is known to make your site more effective, it also has a range of tools to help you increase traffic and reach more of your potential customer base. How to increase traffic using Google AdSenseFor small businesses with a digital presence, monetizing and traffic from a website is absolutely necessary. Google wants to help your site by sharing important tips on how to increase and optimize your website with Google AdSense tools. Google Searchit all starts with the scope of Google Search console tools to improve the performance of your digital presence online. According to Google, you need to submit your page to the Google Index to see how the search engine is viewing your site. This will diagnose any potential problems so that the crawler can access to optimize your ads. You can then use Search Analytics to see the queries that bring more visitors to your site. Traffic analysis ascent to Google, boosting the traffic of your website requires you to analyze, optimize, and access your visibility. This analysis allows you to determine who your audience is, so you can customize the content and ad on your website accordingly. Once you've figured it out, you'll need to optimize your site so that it works seamlessly on all platforms. This is followed by implementing solutions that allow you to get the visibility of your site to rank high in searches. Google Analytics allows you to track and monitor who is visiting your website and when. Based on this information, you can further optimize and customize the content and services you offer. Additional tools include Google Trends to see what everyone is looking for, Market Finder to find new promotional opportunities, Consumer Barometer to determine how people use the Internet, New Consumer Insights for segmentation of audiences with data, analytics, and insights, and Success Stories to get valuable tips and tricks from the community of users. Channel customization After that, you understand what your audience is looking for is the next step in customizing your channels. This will further optimize your website to reach your users. Google says you need to review its new traffic acquisition tips and create up to 2,000 channels to optimize the performance of your ad units. With the custom channels in place, it's time to turn them into targeted ad posts so advertisers can choose to display their ads. During the optimization process Google recommends following the Google AdSense app policies and Webmaster Quality Guidelines. Mobile follows. Mobile desktop traffic. If your digital assets aren't optimized for mobile traffic, you limit the number of users who will visit your site. Whether you built your website yourself or you had a developer, make sure it's optimized for mobile devices. This will make it much faster to load and format on mobile devices to improve the user experience. Google also recommends starting to build AMP versions of your website, testing your website to ensure it works efficiently on mobile devices, comparing the speeds of other publishers to your website, and more. Image: GoogleMore in: Google Google Labs — the area Google retains for applications and tools that aren't yet ready for primetime — is constantly serging up new features for all of us to try. The latest batch of experiments include some smart Gmail add-ons, calendar features, and even an Android app, for good measure. Here's a look at five you should try—which one would you use? [For more information about Google Labs, see: Google Labs All-Stars: 8 Must-See Projects.] 1. Open Spot Find that elusive open parking spot when you're in the city enough to drive you crazy. A new Google App available for Android hopes to make that chore a little easier. Open Spot jobs by letting people leaving parking spots share their locations with people looking for parking. As an incentive, the more open places you mark, the more parking karma points you'll earn. The app ticks onto a map where you and the open spots are located, and assigns a color to the spots that indicate how long they are available. Open Spot requires Android 2.0 or higher and is currently only available in the U.S., Canada and the Netherlands.2. Apps Search If you're a regular user of Google Docs, you've probably accumulated quite a few files, and remember where that presentation or spreadsheet resides—Gmail or Google Docs?—can be difficult. The new Apps Search feature in Gmail Labs aims to make the search for documents a little simpler. Typically, if you want to search Gmail, say the Search Mail button. But if you enable Apps Search (which can be done from the Gmail Labs tab under Settings in your Gmail account), the button will change to say Search Mail and Docs. Your search results will now include corresponding documents and sites in addition to email messages. [5 Google Labs projects that should be on your radar] [5 (More) Google Labs projects that should be on your radar] 3. Soft memories If you like pop-up memories for appointments and meetings, but don't like how it interrupts what you're doing, give this new Calendar Labs addition a try. Soft memories replace your Google Calendar pop-ups. When you get a reminder, the Google Calendar window or tab will blink in the background and you'll have a sound. If you're a Chrome user, you can choose to use desktop notifications there as well. Finding Soft Memories Memories visit your Google Calendar. Select Settings, then Calendar settings, and then click the Labs tab. 4. Automatically refusing EventsAnother Google Calendar feature currently in Labs is a setting that automatically refuses any invitations for events during periods for which you are unavailable. After you enable this feature, which is also found under the Labs tab in your calendar settings, you'll see a Busy (decline invitations) option in the Show Me As Field.5. Short URL for Google MapsKort URL, a new feature in Google Maps Labs, automatically shortens the URL for a map. Typically, clicking the Link button will generate two long URLs: one to paste into an email or IM and one HTML code to include in a website. If you enable short URL, clicking the Link button will automatically generate an abbreviation URL that you can include in tweets, emails, IMEs, or other messages. Kristin Burnham covers Consumer Technology, SaaS, Social Networking and Web 2.0 for CIO.com. Follow Kristin on Twitter @kmburnham. Follow everything from CIO.com on Twitter @CIOonline. Email Kristin'kburnham@cio.com. Copyright ©, 2010 IDG Communications, Inc. Google suffered from some downtime Monday afternoon. Google News, the company's automated news aggregator, went off to the country around 4:20 p.m. .m Monday. Users from the East Coast to the West Coast and Canada reported that the site was unavailable for at least half an hour. When users tried to access the Google News service, they got a server error message. When he confirmed the disruption, a Google spokesperson apologized for the outage. Earlier today, Google News was temporarily unavailable to some users, she told Computerworld in an email. Starting around 1:25 p.m. (PT) and ending around 1:54 p.m., some users saw a server error message with instructions to try their requests again later. This issue has now been resolved. Users were quick to note the outage and vent their frustrations about it on Twitter. A user, awilbert, tweeted, Google News looks like it's down and suddenly I feel everyone disconnected from the world. Another, told mme\_hardy: I want my Google News back. Waaah. Google had issues with its Google News service in 2009. First it went down for 14 hours in February 2009 and then it was offline again for several hours that September. Google never specified what caused those problems. Sharon Gaudin covers the internet and Web 2.0, emerging technologies, and desktop and laptop chips for Computerworld. Follow Sharon on Twitter at @sgaudin or subscribe to Sharon's RSS feed . Her email address was sgaudin@computerworld.com. Copyright © 2011 IDG Communications, Inc. By bheater on May 23, 2008 at 12:23 p.m. This site can earn affiliate commissions from links on this page. Terms of Use. When it was first launched in February, Google's new web design app, Websites, was firmly geared towards small businesses that a simple and fast web presence. Since Google expanded the site to all users, business or otherwise today, I thought I'd take it for a quick test run. Check out our impressions, after the snap. Read the rest of this post at AppScout: Although barely a year old, Google Drive is already a very popular service. It's easy to use if you already have a Google Account, and its pricing has shamed Dropbox. On Google Drive, 100GB costs a mere \$5 per month (and Google even bumps your Gmail storage to 25GB as a bonus). Dropbox charges double the price for 100GB. But like Google's Chrome browser, Google Drive becomes even more useful when you take advantage of third-party add-ons and services. These five completely free and easy to use tools will help you encrypt your data, play your music, collaborate on slides, back up automatically, share files, and much more. Some live on the desktop, some in Chrome, and some online, but all work to make Google Drive a happier online home for your data. BoxCryptor You may be too concerned about privacy and security to have files sworn around on a remote server. It's completely fair, but don't let it keep you from using the cloud. BoxCryptor is a Windows desktop app that creates an encrypted folder that you can place in your Google Drive folder. BoxCryptor allows you to encrypt files and folders, not just containers and volumes. After you create the folder and assign a password, simply drag and drop the files you want to protect in that folder. BoxCryptor encrypts immediately and protects them using the AES-256 encryption standard. To unlock the folder and view your files, simply run BoxCryptor, navigate to the encrypted folder and enter your password. If someone tries to open the files without the password, an error message will appear. However, only the file's contents are hidden: The file name and file format are still in plain sight. So for a little extra privacy, change the file name to something innocent. Note that once you set the password for the encrypted folder, you can never retrieve or reset it. If you forget the password, the files inside the folder are lost forever. When you create a password, choose something complex but memorable. DriveTunes Cloud Storage provides a very simple way to ensure that your music is always there, wherever you have an Internet connection available. However, because of that, Google Drive does not provide a default music player. To hear your tunes, you must rely on portable music player applications or whatever is installed on the host computer. Chrome app DriveTunes provides a different option. With DriveTunes, you can play all those music files stored on Google Drive. If you use the (whether using the full installation or the portable version), you can install DriveTunes, which places a music player in your Google Drive folder. This It detect all MP3 and M4A music files in your Drive and list them in an easy-to-view interface. Simply double-click a song to hear it. DriveTunes is a basic player with just a play/pause button, a ship-track button, and a volume button. Don't expect anything fancy like album art, equalizers, or playlists. It plays your music and that's it. Supporting only two audio formats is a current limitation, but the DriveTunes download page claims that the next version will support Ogg and FLAC files. Google Slides As long as there are businesses, there will be slideshows. But what if you need to develop a presentation with a colleague located elsewhere? This is where the joint power of Google Drive comes into play, and Google's own Chrome app Google Slides makes collaborations with deals as simple as your coworkers will let it be. Google Slides stores deals in real time, saving you and your coworkers the tears and recriminations arising from saving over each other's work. As Google's download page puts it, Slides is good for shiny 6 pagers or 600 page snoozefests. In other words, there's no limit to the size of the file (as long as you have the necessary amount of space on Google Drive). You can create slide presentations with a variety of themes and rich animations. You can leave comments on the file for your colleagues – which is much more productive than engaging in endless email wires and further phone conferencing. Best of all, you never have to press a storage button. Google Slides automatically stores and instantly stores everything you do in real time. Beat it, PowerPoint. IFTTT Sending files and backups to cloud storage is a good idea, but it's a chore we all too often forget or avoid. The free web service IFTTT (which stands for If It Then It) aims to make the job easier, by automating all these tasks in the background, so you don't have to think about it and do it yourself. IFTTT automates Google Drive tasks so you don't even have to think about it. The service takes a little setup, but once it's done, you can sit back and make it do its job. IFTTT's Google Drive section is chock-full of automations (called recipes) made by other users. These recipes are freely available to copy and modified. If you can't find what you're looking for, and you can't customize an existing recipe to suit your needs, you can start your own recipe from scratch. Suppose you want every tweet you make to be stored in a CSV file in your Google Account. First you fire Twitter and give IFTTT permission to access your tweets. Then you tell IFTTT to send the tweet(s) to Google Drive (which will also have to give authorization to IFTTT). IFTTT's recipes cover most of the popular web services. The add new ones all the time, so it pays to check the IFTTT website Open Drive Many Google Drive users allow public access to their files, which means you can use Google Drive as one large file sharing network. But while you can request a copy of a handy file, you first need to know it's there. That's the hard part. Open Drive normally makes it difficult to search Google Drive an open book. Ironically for a company whose core business centers are looking for, you can't search directly for anyone else's files within Drive, nor can you effectively search for them using regular Google search. Mcom Multicartes created the Chrome extension Open Drive to provide a search interface for these public files so you can find them more easily. Back, using Open Drive, you can also simultaneously search other cloud storage systems (such as Dropbox, Skydrive Evernote and Box) and send those files to your Google Drive account. The more cloud services you search simultaneously, the longer it takes. Once you get your results, you can download them, send them to your Google Drive, get a link to the document, or just open what you find. If your search yields nothing useful, you can join Open Drive's Google Plus community to request what you need from other members. As with any search engine results, there is some dros mixed with the gold. That said, Open Drive has found relevant files in most of my searches. And searching across so many cloud services simultaneously in the same interface is addictively convenient. Google Drive can be more than a file cabinet There are all sorts of ways to load your cloud storage and maximize your free cloud storage. However, as a dedicated Google Drive user, I often use these tools. They covered me when it came to online file encryption, listening to music, looking for public files, automating my personal and professional life, and making snappy presentations. What plug-ins and tools make your Google Drive experience complete? Let us know in the comments. Note: When you buy something after clicking links in our articles, we can earn a small commission. Read our affiliate link policy for more details. Details.

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