



Marketing Your Books Online

Enhance your website, easily and for free

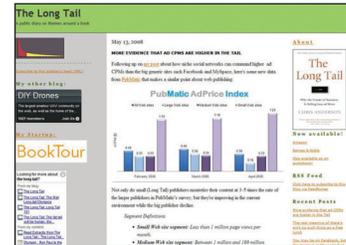
Google Blogger

What is it?

A blog is a web journal that can be updated as often as you'd like. The most effective blog forms for presses tend to be publicity or news blogs, CEO or Publisher blogs, and author blogs.

Where can I learn more?

blogger.com (or do a Google search to find other free blogging tools)



Google Calendar

What is it?

A public calendar that is easily added to your website and allows you to keep your readers abreast of readings and events.

Where can I learn more?

google.com/calendar



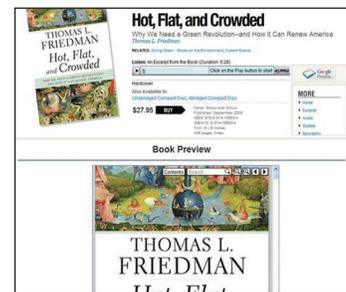
Google Books for your site

What is it?

- **Cobranded Search**
A search box for your homepage that searches the full text of all books you have in Google Books
- **Google Preview**
Individual book previews that can be embedded right into your website.

Where can I learn more?

Ask your Partner Manager for information on Cobranded Search and Google Preview.





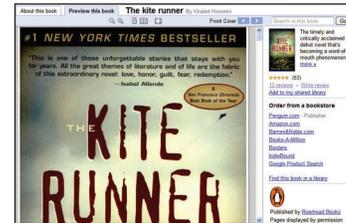
Marketing Your Books Online

Drive readers to your website and books

Google Books

What is it?

A powerful tool that displays books in response to regular Google queries. Your e-commerce site appears first among the “Buy this book” links, and because anyone with a website can embed book previews, your titles show up safely and securely all over the web.



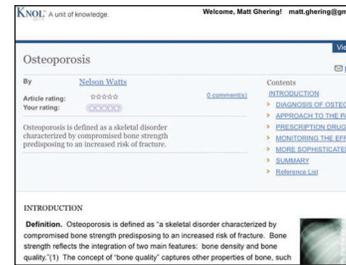
Where can I learn more?

Ask your Partner Manager to fill you in on recent Google Books developments.

Google Knol

What is it?

A cross between a blog and an online encyclopedia, Knol allows experts on a topic to author articles (knols) and thereby share their knowledge and connect with readers.



Where can I learn more? knol.google.com

YouTube

What is it?

An enormously popular video sharing website that allows individuals and companies to upload video clips and embed them in their own websites. Have a charismatic author? Have them do a reading for fans. Want to enhance your website? Embed clips from other sources that are relevant to your titles.



Where can I learn more? youtube.com

Google AdWords

What is it?

An advertising program that allows you to design ads and choose search keywords that are relevant to your titles. You set a budget and bid on keywords, and only pay when someone actually clicks on your ad to visit your site.

Where can I learn more? adwords.google.com



Marketing Your Books Online

Measure the impact of your efforts
and test new solutions

Google Books reporting

What is it?

Data on the traffic to your book previews through Google Books. You can view program- or book-level information, and view traffic broken by geography or time period.

Where can I learn more?

In the Reports tab of your Partner Center, books.google.com/partner



Google Alerts

What is it?

Email updates on relevant Google results. Type in your email address and the keywords you'd like to monitor, and you'll be notified whenever your keywords are mentioned on the Web.

Where can I learn more? google.com/alerts

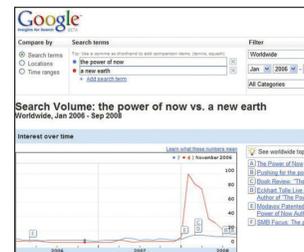
Google Trends and Insights for Search

What is it?

Both are tools that monitor search traffic on Google. Type a word or phrase into Trends and the tool will analyze how often that phrase has been searched for in Google. In Insights for Search you can compare two different words or phrases to see their relative buzz.

Where can I learn more?

google.com/trends and google.com/insights/search



Website Optimizer

What is it?

Available to AdWords customers, Optimizer allows you to test combinations of text and images on your website to judge which configurations work best for you.

Where can I learn more? google.com/websiteoptimizer

Google Analytics

What is it?

A comprehensive traffic analysis tool that enables you to view information on traffic to your website. It helps you see what works and what doesn't, and to draw conclusions about offline efforts.

Where can I learn more? google.com/analytics

