



Small businesses make up **99.9%** of all businesses in the country and are responsible for nearly **half of our economic activity**.<sup>1</sup>

Google is committed to providing the tools and resources necessary to help small businesses make the most of the opportunities created by technology.

[google.com/smallbusiness](https://google.com/smallbusiness) [↗](#)

## Stand out online

### My Business

**Google My Business** is a free tool that makes it easy for businesses to connect and communicate with customers on Google Search and Google Maps. [↗](#)

### YouTube

**YouTube** helps business owners connect with customers through the power of video. Business owners can easily create a free YouTube channel and upload videos like product tutorials or brand stories. [↗](#)

## Reach more customers

### Google Ads

**Google Ads** helps business owners find new customers when they're searching for products or services they offer, driving the results that matter most, like website sales, phone calls, store visits or app downloads. [↗](#)

### Google Analytics

**Google Analytics** is a free tool for business owners to get the insights they need to improve their customer experience and make confident, impactful decisions that drive better business results. [↗](#)

## Work more efficiently

### Suite

**G Suite** helps businesses organize, communicate, and collaborate smarter to get more done in less time. It allows employees and partners to work together remotely in documents, calendars, spreadsheets and participate in video conference calls. [↗](#)

### Grow with

**Grow with Google** aims to help small business owners with the digital skills to grow their businesses by providing free trainings, tools and expertise. [↗](#)