



Thank you for taking the challenge!

We have put together some resources to give you an idea of the steps you can take to get your community's businesses online.

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Let us know how you're doing.

The Get Your Business Online City Challenge will be awarding three cities for their efforts – a small, medium, and large city. To participate, you'll need to check-in and tell us what you've been doing to help get the small businesses in your community online.

Checking in with us is easy.

1. Visit www.gybo.com/city-challenge-checkin.
2. Submit a short write-up of what you've been doing as part of the City Challenge. It's best if you also include links to pertinent press coverage and/or photos.
3. And that's it!

Check in with us as often as you can. We look forward to hearing about what you have in store for your city.

We may be in touch if we have further questions about the material you submit, or to clarify any aspect of your participation. This will help us see what's been working for you and your community.

Spread the word on social media.

Use these sample posts, along with your city logo, to tell your followers you're committed to getting your city's businesses online. Feel free to edit and adapt the posts as needed.

Google+ and Facebook

Don't have Google+? Signing up is quick and easy. Visit plus.google.com to create a personal account or <https://plus.google.com/pages/create> to build a page for your city or a business. Just pick a profile category, enter your contact information, and select a photo to get started. From there, it's easy to get going. Post pictures, information, or other content to generate interest in your page. Below are three sample posts you can use as a launching pad for further updates.

1. Businesses who use the web are expected to grow 40% faster than those that don't. I've teamed up with Google and The United States Conference of Mayors to make small businesses in <CITY> stronger by helping them get online. If you're a small business owner who needs a website -- or you know of a business that does -- check out Google's Get Your Business Online program today: gybo.com
2. 97% of people who use the web have searched for local goods and services online. In 2013, having an online presence is a must for small businesses. I've teamed up with Google to help our city's small businesses get online. With Google's Get Your Business Online program, getting a website is quick, easy, and free. Check it out: gybo.com
3. Businesses need to be where their customers are -- today, that's online. Did you know that less than half of America's small businesses have a website? I've partnered with Google to build stronger businesses and a stronger future for our community. To get a business online today, check out Google's Get Your Business Online program: gybo.com

Twitter

1. Businesses that are online are expected to grow 40% faster and are 2x as likely to create jobs: visit gybo.com. [#smallbiz](https://twitter.com/hashtag/smallbiz)
2. 97% of Americans who use the Internet look online for local goods & services. Get your [#smallbiz](https://twitter.com/hashtag/smallbiz) online today: visit gybo.com.
3. More than half of America's SMBs don't have a site. I've teamed up with [@google](https://twitter.com/google) to get [#smallbiz](https://twitter.com/hashtag/smallbiz) online. Visit gybo.com. [#GYBO](https://twitter.com/hashtag/GYBO)

LinkedIn

1. Over the next 3 years, businesses who make use of the web are expected to grow **40%** faster than those who don't. That's why I've partnered with Google to help **<CITY>**'s small businesses take advantage of the Get Your Business Online program. Through GYBO, Google provides small business owners with a custom domain name, web hosting, and access to educational resources -- all free for one year. Get your business online today: gybo.com.
2. 97% of Americans who use the Internet look online for local goods and services. **Businesses need to be where their customers are. In 2013, that's online.** I've teamed up with Google to make sure every business in our city has the resources to get online. Together, we can build stronger businesses, which means a stronger future for our community. Get your small business online today: gybo.com.
3. Less than half of America's small businesses have a website. Is yours one of them? I've teamed up with Google to help our small businesses get online today -- with Google's Get Your Business Online program, it's fast, easy, and free. Keep the small businesses in our city strong and growing. Check it out: gybo.com.

Get the word out with a press release

Office of <MAYOR>
Press Release
For Immediate Release
<DATE>

<MAYOR> Rallies <CITY> Business Owners to 'Get Your Business Online'

Contact: <CONTACT INFO>

<CITY> -- In a partnership with Google, <MAYOR> today announced a yearlong initiative to get <CITY>'s businesses online through Google's Get Your Business Online program.

Although 97% of Internet users are now looking online to find local products and services, 58% of American businesses still do not have a website. Through increased participation in the Get Your Business Online program, <MAYOR> hopes to close that gap.

Get Your Business Online provides small business owners with a custom domain name, web hosting and access to educational resources -- all free for one year. Since its debut in July 2011, the program has helped over 135,000 businesses successfully get online and start growing.

"Small businesses are the backbone of our economy, and businesses that are online grow faster and are twice as likely to create jobs," said <MAYOR>. "Their stories of success are *our* stories of success, and that is why I am proud to launch this initiative in our city."

"The misconception that getting online is complex, costly and time-consuming has prevented many small businesses from taking the first step," said Scott Levitan, Director of Small Business Engagement at Google. "This program makes it fast, easy and free for businesses to get online."

<MAYOR>'s announcement adds <CITY> to a growing list of communities planning to take advantage of Google's Get Your Business Online program this year. "Businesses have to be where their customers are," the mayor said. "In 2013, that's online."

Interested business owners can visit www.gybo.com for further information on the program.

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Record a kickoff video.

Using our [easy-to-follow instructions](#), record a kickoff video you can share with local media, post to your site, or share on social media outlets.

Making a video can be simple, and it doesn't have to take a lot of time. If you're not sure how to get started, take a look at Google's help page [here >>](#)

Share these instructions with local businesses to help them get online.

INSTRUCTIONS

Getting online may seem like a huge challenge, but it doesn't have to be difficult. In fact, Google's Get Your Business Online program makes it quick, easy, and free. It takes about an hour -- that's less time than it takes to see a movie or do a load of laundry.

Here's all you need to do:

- 1. Go to GYBO.com** and create an account with Google, and their partner Homestead -- that just means choosing a username and password.
- 2. Choose a design**—Homestead's done the hard part by creating the designs. You just need to pick the one you like best.
- 3. Upload a photo or two** -- don't worry, you can change the photo later.
- 4. Write a brief description of what your business does, your hours, and how your customers can contact you.**
- 5. Choose a domain name for your business** -- something simple like joescoffee.com works best.

You can always make improvements by signing back in to your [Homestead account](#) later. What's important is getting your site up and running so customers can find you.

Promote use of the Get Your Business Online digital resources.

You're not in this alone. I've partnered with Google, and The United States Conference of Mayors to get you the resources and tools you need to get online and succeed.

Create your website and make it look good. Check out this helpful video created by the team at Google's Get Your Business Online:

<http://www.youtube.com/watch?v=mDnnNRCBl6w>

Learn the basics of getting online with Get Your Business Online's workbook. It's easy to download and has straightforward, easy to follow tips and advice for getting your business online:

<http://www.gybo.com/interactive-lessons>

Make updating your website a habit with Friday 15 -- regular advice from web experts, delivered right to your inbox by Google's Get Your Business Online team:

<http://www.gybo.com/friday15>

A website's visual appeal can contribute to its success. Spruce up the images on your website:

[Download the PDF](#)

Entre tres años se espera que los negocios que utilizan la web crecerán un 40% más rápido que los que no lo utilizan. Get Your Business Online, en Español:

<http://www.gybo.com/espanol>

If you know other business owners who need to create a website, tell them about Get Your Business Online. Invite them to get online today:

<http://www.gybo.com/gift>

If _____ was online,

I could search
for your business,

Google



find you on the map,

and find you on the web!

Created by _____, just for
you. Flip card to read
your personal message.

Partner Outreach Toolkit

To make the most of the City Challenge, you'll want to enlist help from local partners. GYBO has existing relationships with a number of organizations like America's Small Business Development Centers and SCORE. We recommend you connect with your local chapters to plan educational events for GYBO participants.

Many local partners and small business organizations already offer online workshops, trainings and seminars, as well as one-on-one counseling services. Encourage partners to reach out to their membership, and spread the word about the resources they have available to help businesses get online and succeed online.

Get Your Business Online Partners

America's Small Business Development Centers

America's Small Business Development Centers are an assistance network that helps new entrepreneurs launch businesses and remain competitive in an ever-changing marketplace. There are approximately 1,000 SBDCs throughout the United States that provide free consulting and low-cost training to small business owners.

Find a local SBDC: http://www.asbdc-us.org/About_Us/SBDCs.html

SCORE

SCORE is a nonprofit dedicated to helping small businesses successfully get up and running. Through a partnership with the U.S. Small Business Administration, SCORE provides free and low-cost educational resources to new and aspiring entrepreneurs.

Find a local SCORE chapter: <http://www.score.org/chapters-map>

U.S. Hispanic Chamber of Commerce

The U.S. Hispanic Chamber of Commerce is a network of leaders that aims to empower and unite the Hispanic business community. USHCC provides technical assistance to Hispanic entrepreneurs and advocates on behalf of the Hispanic business community.

Homestead

Homestead provides a fast, easy, and inexpensive platform for any business to build a website without having to hire a designer or learn code. Homestead provides web hosting services and a domain name to Google's Get Your Business Online program participants.

Other Potential Partners

In addition to the national partners listed above, Google has also teamed up with a

number of other regional and local organizations to provide support to Get Your Business Online participants. You may wish to reach out to your local Chamber of Commerce, educational institutions, or other organizations in your area as well.

Find your local Chamber of Commerce: <http://www.uschamber.com/chambers/directory>

To locate other GYBO partners in your community, visit www.gybo.com/partners.

Reach out to potential local partners directly through a letter or email.

To: <PARTNER>

Date: <DATE>

Re: Helping small businesses through Google's City Challenge

Dear <PARTNER>,

Over the next three years, businesses that make use of the web are expected to grow 40% faster and create twice as many jobs as those that don't.

Recently, Google's Get Your Business Online program and The United States Conference of Mayors launched the Get Your Business Online City Challenge. The Challenge honors city governments for championing local businesses in their communities and encouraging them to make the most of the web.

Google's Get Your Business Online program has made it fast, easy and free for any business to get online. Businesses get a website, a custom domain name and web hosting -- all free for a year. To date, the Get Your Business Online program has helped over 135,000 businesses to get online.

The Get Your Business Online City Challenge will award three cities -- a small, medium, and large city -- and I want <CITY> to be one of them.

I've made a commitment to support our community, which means providing our small businesses with the resources they need to succeed. As an organization that has already done so much to help our local businesses, I hope you'll join me and take part in the City Challenge.

You can learn more about the program here: www.gybo.com/city-challenge

I would love to work with your staff to organize support services and educational workshops in conjunction with the City Challenge throughout the upcoming year. I look forward to hearing from you and your staff, and to creating a fruitful partnership.

Together, we can build stronger businesses and a better future for <CITY>.

Sincerely,

<MAYOR>

Let your followers know about your partnerships through social media.

Google+ and Facebook

1. Think getting your small business online is out of your reach? Think again. I've partnered with Google and the <REGION> chapter of <PARTNER> to provide <CITY>'s business owners with the resources they need to get online and get growing. Launching your web presence has never been faster, easier, or more affordable. Check it out: gybo.com and <PARTNER WEBSITE>.
2. Thanks to our partnership with <PARTNER>, there's never been a better time for <CITY>'s business owners to start Google's Get Your Business Online program. We've teamed up to provide our local businesses with the tools and educational resources they need to build their online presence. Join us for our kickoff workshop on <DATE> -- did we mention it's free? <LINK TO EVENT PAGE>
3. Did you know that 97% of people who use the web search for local goods and services? <PARTNER> and I want to make sure they can find <CITY>'s businesses when they do. We've teamed up to make it fast, easy, and free to get your business online. Check out our tools and resources at gybo.com and <PARTNER WEBSITE>.

Twitter

1. I'm hosting a free [@google #GYBO](#) seminar with <@PARTNER> on <DATE>. Are you a [#smallbiz](#) owner? Join us: <SHORTURL>
2. 58% of American businesses do not have a website. Is yours one of them? I've teamed up with <@PARTNER> to get [#smallbiz](#) online. [#GYBO](#)
3. [#smallbiz](#) tip: Businesses that are online grow 40% faster. <@PARTNER> and I have the resources you need to get there: <SHORTURL>

LinkedIn

1. Over the next 3 years, businesses who make use of the web are expected to grow **40%** faster than those that don't. That's why I'm working with <PARTNER> to help <CITY>'s small businesses make the most of Google's Get Your Business Online program. Throughout the year, <PARTNER> and I will be hosting workshops and events to ensure <CITY>'s small businesses have the support they need. Get your business online today: Check out gybo.com and <PARTNER WEBSITE>.
2. There's never been a better time to get your small business online. 97% of Americans who use the Internet now look online for local goods and services. I'm

working with Google and **<PARTNER>** to make building your small business website quick, easy, and free. Check out the resources available at gybo.com and **<PARTNER WEBSITE>**, and make sure to sign up for our free workshops throughout the year.

3. Did you know that 58% of American businesses still do not have a website? Together with **<PARTNER>**, I'm working to change that. Join us on **<DATE>** at **<LOCATION>** for our kickoff event: "An Introduction to Google's Get Your Business Online." It's free to attend, and thanks to Google, free to launch your website. Let me show you how easy creating a website can be. Register here to attend: **<URL>**.

Send a press release to local partners' constituents.

Office of <MAYOR>
Press Release
For Immediate Release
<DATE>

<MAYOR> Teams Up With <PARTNER> To Help <CITY>'s Businesses Get Online

Contact: <CONTACT INFO>

<CITY> -- <MAYOR> today announced a partnership with the <REGION> chapter of <PARTNER> to bring additional resources to bear in <HIS/HER> new initiative to get <CITY>'s small businesses online.

Earlier this <TIME PERIOD>, <MAYOR> launched a yearlong push to help <CITY>'s businesses launch their online presence through Google's Get Your Business Online program. With support from <PARTNER>, small business owners who participate will have access to additional resources, workshops and individual mentoring.

"97% of Internet users are now looking online to find local products and services, yet 58% of American businesses still do not have a website," said <MAYOR>. "<PARTNER>'s support will be an invaluable asset as we work to close that gap."

"<PARTNER> has a long history of providing small business owners with the knowledge and tools to get their feet on the ground," said <PARTNER REPRESENTATIVE>. "We hope that this partnership with <MAYOR> highlights another dimension of our mission: helping small businesses get off the ground and *online*."

<MAYOR> will be working with <PARTNER> throughout the coming year to host free workshops and events for small business owners in <CITY>. <PARTNER> members and local business owners can check the calendar of upcoming events on the <REGION> <PARTNER> website: <URL>.

Interested business owners can visit www.gybo.com for further information on Google's Get Your Business Online program.

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