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Google Stuff

Google Maps

Google has some really useful stuff that can help your Search Engine Optimisation and give your pages some interactivity.

Google Maps is just one of those things.



What's really important about Google Maps is not the pretty map above, but making sure your business is listed. That's because listed businesses are returned in SERP's.

To see this in action [go to Google Maps and search on Viralweb Ltd »](#)

Alternatively use Google and search for "Water Treatment Liverpool." You should see Western Environmental Ltd in the local businesses results.

Google Site Search

There's another useful tool that Google has which is its site search.

It is used on this site so that visitors can find things as easily as possible.

The other big benefit is that to be able to search your site Google has to crawl all your pages and make sure they are in its indexes.

That's useful because even though you might submit your site to Google using your XML site map it does not guarantee to index all your pages.

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See more Google Gadgets

There are hundreds of them! [See more Google Gadgets »](#)

Google Calendar

For anyone running a small business this is a really useful tool that you can use to manage staff, keep track of your own time or inform people about upcoming events.

Today ◀ ▶ August 2008 ▼ Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
	+2 more	+3 more	+3 more	+2 more	+1 more	
3	4	5	6	7	8	9
(08:00) busy			+2 more	+1 more	+1 more	+1 more
10	11	12	13	14	15	16
(08:00) busy			10:00 John Reed	+3 more	+1 more	
17	18	19	20	21	22	23
					15:30 busy	
24	25	26	27	28	29	30
			15:00 busy		18:00 busy	
31	1	2	3	4	5	6
					(08:00) busy	

Events shown in time zone: London Google Calendar

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