YOUR FREE BEGINNER'S GUIDE TO GOOGLE SITES

Build, Publish, and Maintain a Simple Business Website on a $0 Budget

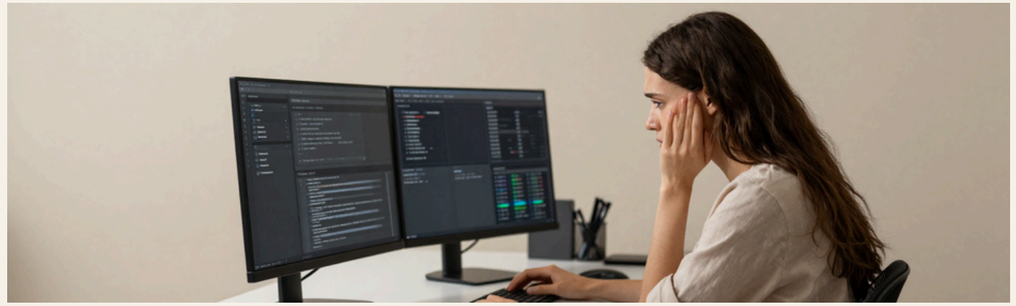
ALI MAC MARKETING

Google Sites is great for...



✓ Simple business info websites
✓ Showcasing services or portfolios
✓ Easy self-management with no tech skills
✓ Starting with a $0 budget
✓ Automatic saving and Google Drive integration
✓ Quick setup and publishing

Google Sites may not fit if you need...



✗ Advanced e-commerce features
✗ Complex booking or appointment systems
✗ Extensive design customization
✗ Advanced marketing integrations
✗ Specialized workflows or features
Choose tools that fit your current needs; upgrade as you grow.

Step 1

Get Started with Google Sites

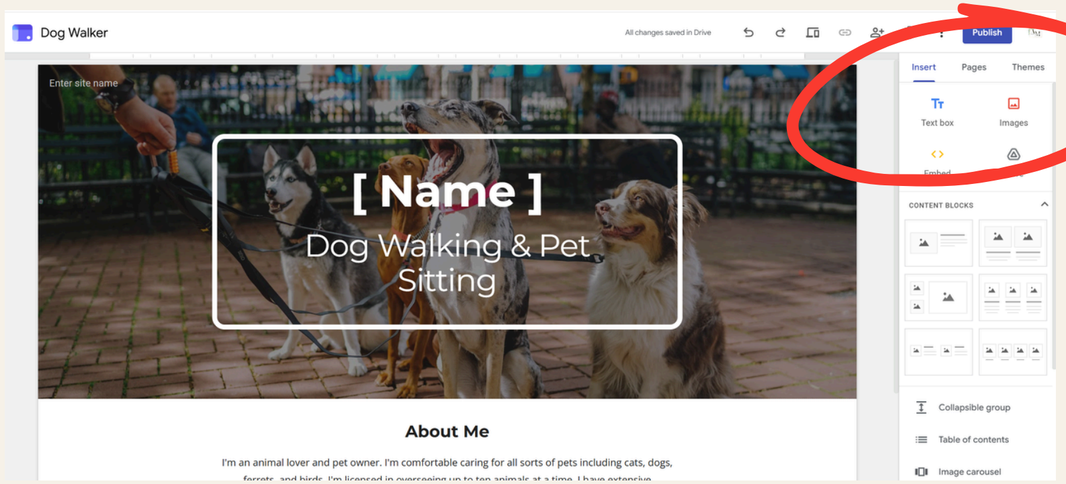
You need: a Google account, a computer or laptop, your business name and contact info, a logo and quality photos (if available), and a basic idea of your business message.

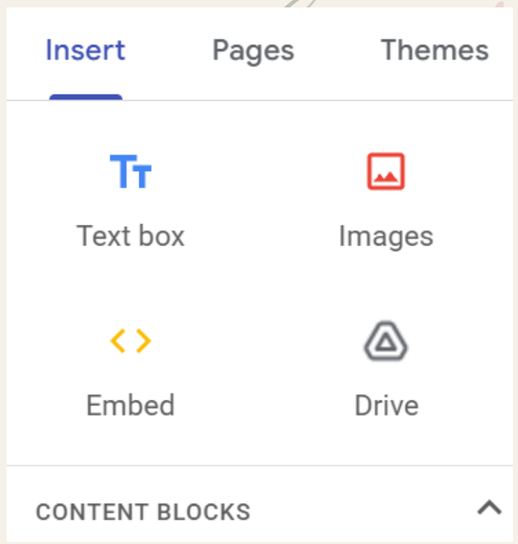
How to Open Google Sites

Visit https://sites.google.com and sign in with your Google account. Choose a blank site or an existing template to get started. Your site saves automatically in Google Drive and remains completely private until you choose to publish it.



Step 2 – Understand the Editor





1

Insert

Use the Insert tab to add all the building blocks of your site. You can add text boxes, images, buttons, layouts, and links. This is where most of your content creation happens.

2

Pages

The Pages tab lets you manage your site structure. Create new pages, rename existing ones, reorder them in the navigation, or delete pages you no longer need.

3

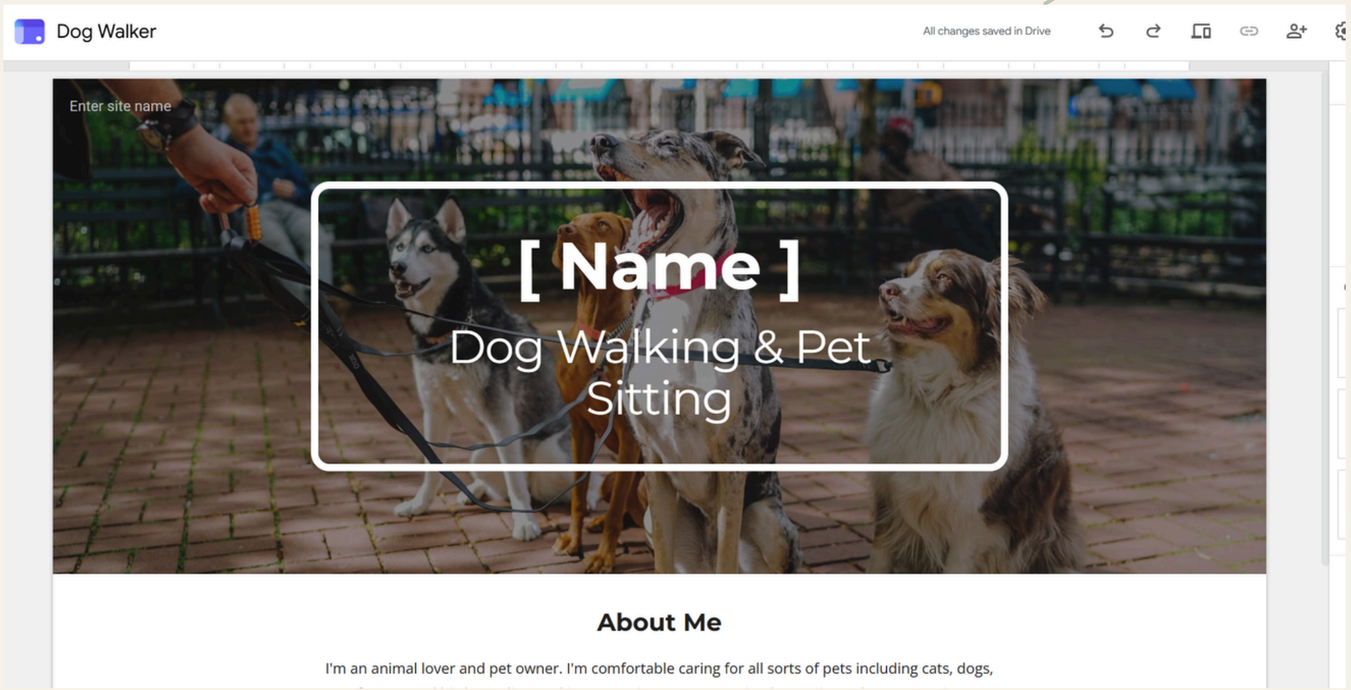
Themes

The Themes tab lets you choose colors and fonts to keep your site looking consistent. Pick a style that reflects your brand and apply it across all pages instantly.

Step 3

Create Your Homepage

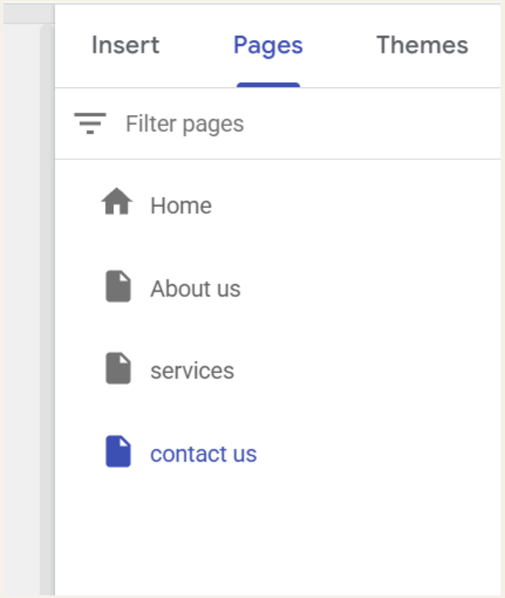
- Business name (clear and visible).
- Headline explaining what you do (add city ex: Dog walker chicago, il)
- Short intro: who you are, what you offer, and who you help.



Make it easy for visitors to understand your business immediately

Include a permitted photo or logo to build trust at a glance. Add a clear contact method: email, phone number, or a contact button — so visitors can reach you without searching. Keep your homepage focused and clutter-free: one message, one action, one goal.

Step 4 – Add Your Website Pages



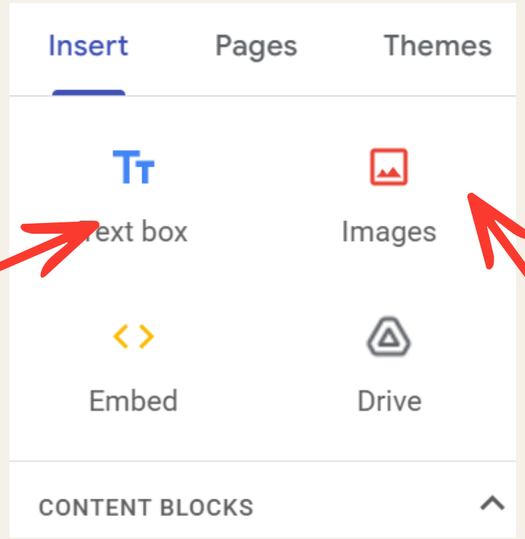
Essential Pages for Your Business Site

Every simple business website should include these core pages:
• Home – Your first impression and overview
• About Us – Your story, values, and team
• Services – What you offer and pricing
• Contact – How customers can reach you
Keep navigation simple and intuitive so visitors find what they need fast.

Optional Pages & How to Add Them

Optional pages to consider:
• Gallery or Portfolio – Showcase your work
• FAQ – Answer common questions
How to add pages:
Click Pages tab → Add new page → Name it → Done
Tip: Only add pages you can keep updated. A clean, simple site beats a cluttered one every time.

Step 5 – Add Text, Photos, and Buttons



1

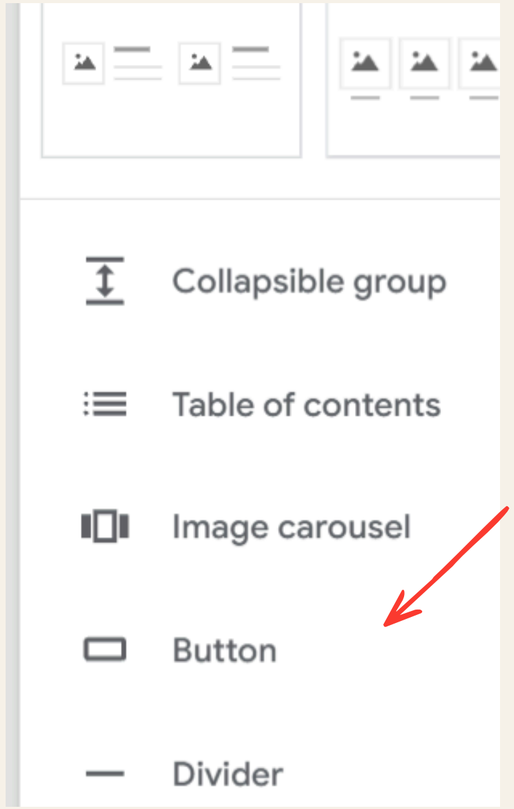
Adding Text

Insert → Text box → Type or paste your content → Format as needed. Use clear headings and short paragraphs to keep visitors engaged and informed.

2

Adding Photos

Insert → Images → Upload from your device or select from Drive → Position on page. Use high-quality, relevant images and ensure you have permission to use them.



3

Adding Buttons & Links

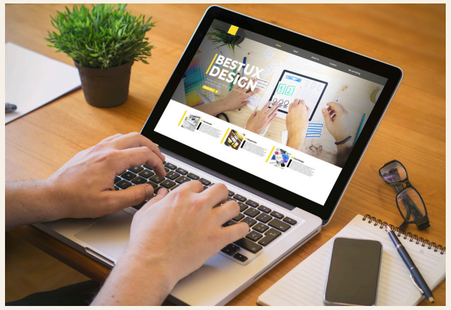
Insert → Button → Name it → Add link → Save. Useful buttons: Contact Us, Request a Quote, View Our Services, Visit Our Facebook Page, Book an Appointment. Test all links before publishing.

Step 6 – Look Professional

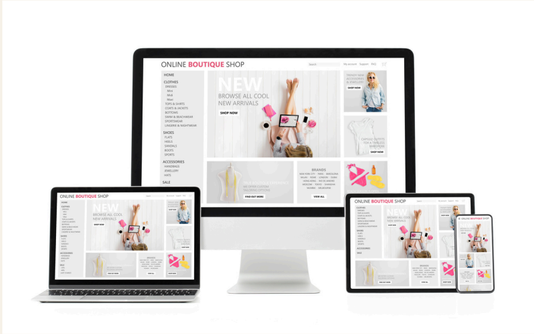
Simple design choices build trust and make your site easy to use.



Use 2–3 consistent brand colors throughout.



Choose readable fonts; avoid decorative types.



Use clear headings & high-quality images.



Check mobile usability for phone visitors.

Step 7

Overview

Use descriptive wording about your business and services.
Mention your service area naturally in your content.
Write clear page titles and headings for every page.

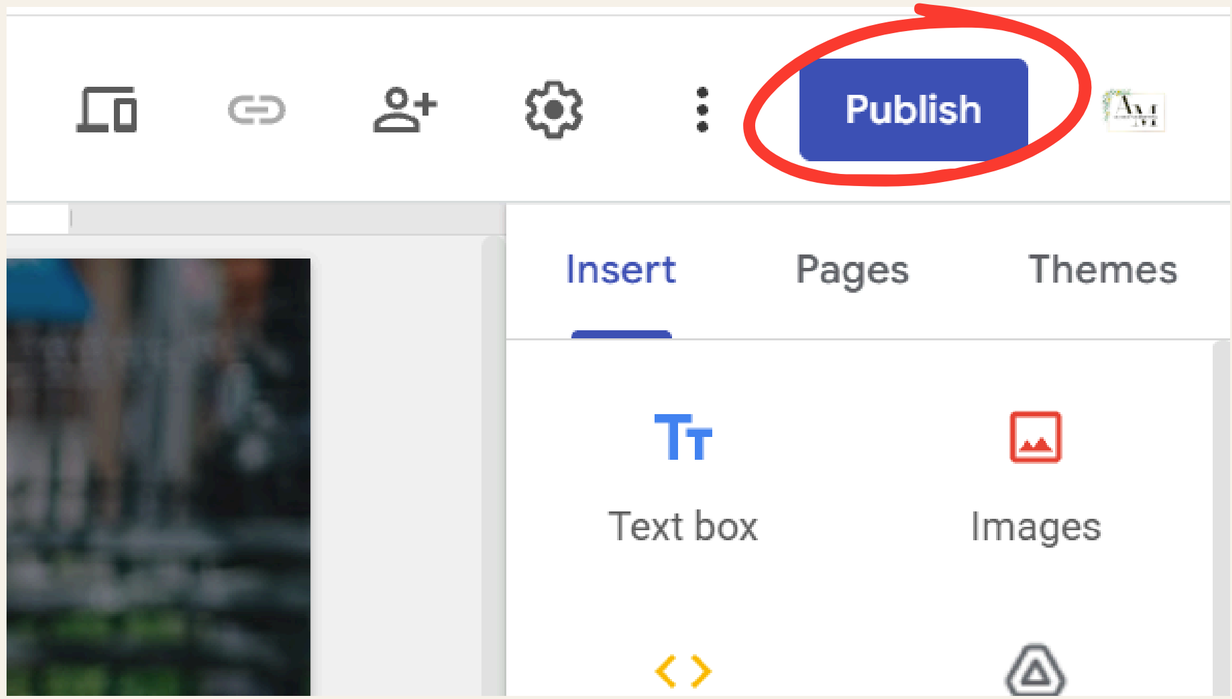
Help Customers Find You (Beginner SEO)

Keep your contact information accurate and current. Link your social media profiles and Google Business Profile to your site. Share your website link on Facebook, in your email signature, and on business cards. Note: SEO takes time — usefulness and consistency matter most.



Pre-Publishing Checklist

- Business name is correct.
- Services and descriptions are accurate.
- Contact info is current and working.
- Photos display properly on all pages.
- Buttons and links work correctly.
- Spelling and grammar checked.
- Pages are organized logically.
- Website is readable on mobile phones.
- You have permission for all images and content.



Step 8 – Preview and Publish Your Website

Once your checklist is complete, click the Publish button in the top right corner. Choose your web address (e.g., sites.google.com/view/yourbusiness). Review your sharing settings, then click Publish. Finally, open the live link and test your site as a visitor would.

Your Next Steps

Thank you for downloading our free Google Sites Guide! If you have any questions or need help with your marketing journey, feel free to reach out anytime at info@alimacllc.com.



Start with your homepage, services page, and contact info. Publish a site you are comfortable sharing, then improve it gradually over time — all within your $0 budget.
Ali Mac Marketing provides practical marketing guidance for businesses at every stage of growth.

Additional Resources:
- sites.google.com
- support.google.com/sites/answer/6372878
- support.google.com/sites/answer/98081
- Google Sites Step-by-Step PDF Guide

Note: Google Sites features may change over time — stay updated!
Thank you for choosing Ali Mac Marketing!

THANK YOU

For Choosing Ali Mac Marketing