# Article information:

Your first steps in online success : Google  
<https://skillshop.exceedlms.com/student/collection/654330/path/2087639>

# Article summary:

1. Before promoting a business online, it is important to understand how digital channels work and which options are best suited for your goals.

2. Setting up a clear plan or strategy is crucial in achieving online success and assessing your results.

3. Google is a valuable tool for online success and should be one of the first steps in promoting a business online.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The above article titled "Your first steps in online success: Google" provides a brief overview of promoting a business online and suggests that Google is an important platform to consider. However, the article lacks substantial content and appears to be more of a promotional piece rather than an informative one.

One potential bias in the article is its focus solely on Google as the platform for online success. While Google is indeed a popular search engine and advertising platform, there are numerous other digital channels available for businesses to promote themselves online. The article fails to mention any alternatives or provide a balanced view of different options.

Furthermore, the article lacks depth and substance. It consists mainly of short sections prompting readers to watch lessons, check their knowledge, and take next steps. There is no meaningful information provided about how these digital channels work or how to set up a clear plan or strategy for online success. This lack of detailed content makes it difficult for readers to gain any valuable insights or guidance from the article.

Additionally, the article does not provide any evidence or support for its claims about Google being essential for online success. It simply states that businesses should familiarize themselves with how digital channels work without providing any examples or data to back up this assertion.

The article also fails to address potential risks or drawbacks associated with using Google as a primary platform for online promotion. For example, it does not mention the cost implications of advertising on Google or potential challenges in standing out among competitors in search results.

Overall, this article appears to be more of a promotional piece for Google rather than an objective analysis of different options for online success. It lacks depth, evidence, and balance in its reporting, making it difficult for readers to make informed decisions about their online marketing strategies.

# Topics for further research:

* Alternative digital channels for online business promotion
* How to create a comprehensive online marketing strategy
* Cost implications of advertising on Google
* Challenges in standing out among competitors in Google search results
* Comparing Google with other search engines and advertising platforms
* Case studies or data on the effectiveness of Google for online success

# Report location:

<https://www.fullpicture.app/item/92bc99ab60e6bd72e60e31a0ec93e6fd>