



# Boost Productivity Utilizing Google® Suite Applications

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**LORMAN**®

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Collaboration used to be restricted to the people in the room. As technology has evolved, collaboration has become capable even at great distances, across time zones, and over continents thanks to Google Suites Google Sheets and Google Docs (and the internet).

Google Sheets and Docs are powerful tools on their own. They are free tools that are capable of:

- Replacing the need for Microsoft Office Suite – almost
- Pulling data from each other, other Google products
  - Analytics
  - AdWords
  - Maps
- Pulling data from other platforms
  - Salesforce
  - Facebook Advertising
- Instant collaboration
  - Built in chat
  - Live comments
  - Multiple users can be working on the same file at once
- Version control
  - Automatic saves
  - Named versions
  - User by user change tracking

The Google programs are free for users – you may have to increase your Drive storage if you like the programs enough. While they are free, they are also fast and flexible and the automatically save. Depending on your internet connection, they might even save after every keystroke.

One of the best, and most underrated, features is the version control feature. Users are capable of tracking changes by user, while Google keeps version updates. Users can name different versions and revert to previous versions if need be.

While Microsoft has made strides in the share-ability of the Office Suite, Google Docs and Sheets have always been extremely shareable. While a document must be created by a Google user, it can be shared with non-Google users who can then collaborate and use the document as if they had their own Google accounts.

## **Create and Collaborate**

Creating documents is incredibly easy:

- Navigate to your Google Drive
- Click the + New button below the Drive logo
- Select the document you would like to create

- Name your document

Collaborating is almost as easy as creating a document:

- Open a document you wish to share
- Click on Share – just to the left of your avatar
- At this point, you can either get a shareable link or enter email addresses of the people you would like to share your document with
- I recommend emailing folks and sending them a link – just to make sure
- If you are part of an organization, like Anvil, you can choose how the people in your organization can see the document
  - They can fully collaborate by editing
  - They can collaborate by commenting, but making no physical changes to the document
  - They can view the document
- You can also invite people outside your organization by entering their email and selecting their level of access
  - Edit
  - Comment
  - View

At this point, collaboration is a streamlined effort with three different channels for communication in the document.

The first channel is directly on the document where multiple users can be updating the document at the same time. This can get confusing, but when roles are defined, users are capable of completing a document in less time than if one user were to write their portion, save, and then send the document. On page, immediate collaboration also works perfectly for getting changes made immediately.

To offer a suggestion or propose an immediate change, collaborators have two options: either write directly where the other user's cursor is with the suggested edit, or start up a conversation in the in-document chat pane. A chat is a less obtrusive way to immediately offer a suggestion, raise a questions, or get another collaborator's attention.

Finally, users can make comments that are attached to specific locations on the document (cells, words, paragraphs). These comments are most often used in the editorial process as they include a "resolved" button that users can click on after they have addressed the comment. The comments can also be responded to and users can be called out in the comments by using the "+" alongside their name. This works best in the editorial process in order to not distract from work that might be currently happening.

## **Productivity**

Linking the Google Suite is one of the best uses of Sheets and Docs and makes them incredibly powerful tools. When you consider that most add-ons are free, you can save thousands of dollars simply by utilizing the add-ons feature of Docs and Sheets.

### **Use Case: Digital Marketing Pacing**

At Anvil we use Google Sheets every day to generate reports, pull data, and create actionable data for our clients. One of the ways we do this is in our pacing document.

We manage Google AdWords accounts for many of our clients. This includes managing their monthly budgets. While it would be easy enough to set a suggested monthly budget and deal with over-spends if and when they happen, we prefer to take a hands on approach. Using Google Ad Words and Supermetrics to pull Google AdWords data into a Google Sheet, we are able to take two metrics: month-to-date spend and yesterday's spend and turn those into how much we should adjust the budget of a client's account on a daily basis in order to spend exactly what they have budgeted.

There are many other add-ons that you can explore and customize for your own needs, too.

### **Version Control**

When collaborating with other people, it can be a huge bear to attempt to manage what version of a document people are looking at when you are attempting to collaborate strictly over email. With Google, you can simply click on the "last saved" link and it will bring you to a version dashboard.

The dashboard reveals what version is currently loaded, when previous versions were last saved, the option to name a version for fast recall, which users have made which changes, and the option to reload a previous version.

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