Google Workspace Insider's Guide

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Insider's Guide to Using Google Workspace Apps

First there was Google search. Then Gmail. Then came Google apps. And then G-Suite. Now with Google Workspace you can keep your business running smoothly and more productively.

[Google Workspace](#) is like an office building where every department is housed. There is the mail department (Gmail), the communication department (Chat), the production department (Docs), the meeting room (Google Meet), the receptionist area (Calendar) and the archives department (Drive). By housing them together in Google Workspace, you can quickly access what you need to run your business.

In this Insider's Guide to Using Google Workspace Apps, we take a look at the variety of apps available to communicate, collaborate, and be productive.

Let's get started.

What is Google Workspace for Business?

Google Workspace is the evolution of what was known as G-Suite and Google apps. This versatile and effective business collaboration solution is designed to work with the way work tasks are changing.

Google Workspace for Business is Google's set of collaboration and productivity apps housed all in one place. It has the tools we're all familiar with that work on any device, from virtually anywhere.

For example, Gmail is the most popular email client for both personal and business. Workspace not only gives you an ad-free version of Gmail but allows your employees to have their own Gmail accounts with your business domain name.

Google workspace is a totally cohesive system designed to:

- Enhance communication and collaboration between teams and aid customer experiences.

- Save time. No more opening multiple tabs to view various pages. Now a simple hover of the mouse over a link let's you preview the information.

- Allow members to create collaborative documents in real time in Chat. Everybody in the chat can edit a Document at the same time.

- Gives you a view of your colleague's face, while you work on a document together or slideshow together.

Some of the other features found in Google Workspace include:

@mentions	Integrations Management
Archiving & Retention	Live Chat
Audio Calls	Live Video Interview
Backup and Recovery	Meeting Management
Calendar Management	Mobile Access
Calendar Sync	Offline Access
Content Library	Presentation Tools
Content Management	Real-time Updates
Customizable Branding	Reporting/Analytics
Document Templates	Scheduling
Drag & Drop	Screen Sharing
Electronic Signature	Secure Data Storage
Email Management	Skill Assessment & Scoring
Endpoint Management	Software Management
File Sharing	Task Management
File Transfer	Templates
Forms Creation & Design	Two Way Audio & Video
Full Text Search	Video Conferencing

We know every business is different and works in its own way. That's why Google's new Workspace platform offers subscription plans, catering to small, medium, and large businesses at different price points.

Rest assured each plan comes with your basics: Gmail, Meet, Drive, Calendar, Sheets, Docs, Chat, Slides, Keep, Sites, Forms and Currents. (Haven't heard of some of these? We'll go into detail later in the guide on each of them.). The only difference in each plan is how much support and storage they offer.

There are 4 plans:

1. Business Starter at $6 per user/ per month.

2. Business Standard at $12 per user/ per month.

3. Business Plus at $18 per user/ per month.

4. Enterprise which is by quote only.

Google Workspace for Business brings together members of your team, allows them to work more productively and collaboratively, and keeps it all in one place that is easy to access from any device. Using one of their specific apps, your business employees can easily create content, check email, manage time and productivity or a myriad of other tasks.

Email Workspace Apps

As you've seen, Google Workspace for Business has a lot of apps. But the most popular is Gmail. This app is created to manage and organize incoming emails by your team members.

Gmail as a part of the Google Workspace has more features than the personal version. One of those is a custom business email address at your domain. For example, joanna@yourcompany or sales@yourcompany. You can add up to 30 email aliases per user.

Gmail can be integrated with other applications to collaborate with coworkers using Google Meet or Google Chat It can send invitations through Calendar or add actions to your task list. Gmail can also connect to third-party applications using the Add-ons.

Another feature of Gmail is the suggested actions feature. This includes things like Smart Reply, Smart Compose, grammar suggestions and nudges. These help you take care of simple tasks more efficiently.

You can easily migrate your existing email to Google Workspace. Import from your old desktop clients like Microsoft Outlook or Apple Mail to sync emails, events, and contacts to and from Google Workspace.

An add-on app that routes messages from Gmail into another app with one click is [Zapier](#).

[Todoist](#), an add-on app, helps you get your email messages organized. Prioritize your email tasks with reminders.

You can use Google Workspace Gmail app to help you manage and organize your incoming and outgoing emails, provide personalized email addresses, connect with your calendar, and quickly compose emails using suggested actions features.

Content and Creativity Workspace Apps

When it comes to content and creativity, Google Workspace for business has you covered. These apps are designed to help you and your team be more productive. Be aware that you can use add-ons to do more in most Google Workspace apps. Here are the top content and creativity Workspace apps you'll want to take a look at.

- **Docs** is a word processing app perfect for teams. Create and edit text documents right in your browser by yourself or with multiple people at the same time. You can edit, comment and chat while working together. And your changes are saved automatically. Docs works with MS Word and PDF files and others. You can export your files int .docx, .pdf, .odt, .rtf, .txt or .html formats.

  There are many add-on apps that enhance Google Docs from creating specific types of design or forms, to checking grammar or adding a bibliography.

  For instance, to create diagrams in docs, use one of the add-on apps. [Lucidchart Diagrams](#) is one to try.

- **Slides** is a presentation creation software that allows you to create and edit beautiful, polished presentations straight from your browser. Multiple people can work on it at the same time. Start from scratch if you desire or start the process by using one of Google Workspace Slides' templates. Add videos, images, drawings, and transitions to enhance your presentations.

  Convert your slides into videos using one of Google Workspace's add-on apps like [AddOnForge](#) or [Creator Studio](#) from Digital Inspiration.

- **Sheets** was designed with the needs of business in mind. Perfect for keeping track of your sales, analytics and other backend needs, Sheets can easily store, compile, and organize your data.

  It's powered by Google AI, meaning you can tap into the right insights for making business decisions. Everyone in your organization can uncover valuable insights from the data from Sheets. Formula acceleration saves time and prevents errors. Click on the Explore button to see trends or customize visualizations. Or type a question into Explore for Google AI to get the answers you need.

  Sheets works seamlessly with Microsoft files including Excel. And the same keyboard shortcuts work on both. Google Sheets supports more than 400 spreadsheet functions to create formulas for manipulating data, calculate numbers or generate strings. Or create your own custom functions with an add-on app such as Script.

  Want to create Mind maps in Sheets? Use the [SmartDraw](#) Diagrams Add-on app for Google Workplace.

- **Forms** lets you manage event registrations, create custom surveys, questionnaires, and quizzes. Select from multiple question types, drag and drop to rearrange questions, add an email sign up box. Customize your form with images, videos, and custom logic.

  Analyze responses as they automatically appear and summarize in real time. Google Workspace Sheets is also available to access the raw data and analyze it.

Whether you're wanting to beef up your content production or work on your creativity, you can find the right one with these Google Workspace apps.

Time Management & Productivity Workspace Apps

Good time management is necessary to business success. With Google Workspace for business, you'll have access to a variety of time management and productivity apps.

Look for apps that help you and your team work collaboratively and independently. Choose the ones that will work best for your needs without a huge learning curve or frustration level when using.

Here are some apps to choose from.

- **Google Calendar** is designed for teams and individual use. Set up Calendar to track your personal schedule. Create a separate one to share your schedule, plan & schedule meetings and to keep track of important events. It's easy to create multiple calendars for you and your team to use separate, or together.

- **Google Keep** is a task management extension designed to keep track of your to-dos on any device, anywhere. Create and edit notes and lists with Google Keep. Organize those lists and notes then share them with your team.

- **Gmail** can be great for organizing and managing your emails. Create labels to organize your emails. Set rules to filter incoming messages. Create a custom signature. Schedule message to be sent at a specific time, and more. You can also use other tools such as Google Keep, Tasks, or Calendar with Gmail.

- **Google Tasks** helps you keep track of your daily tasks, organize multiple lists, and stay on track with important deadlines.

- [Harvest](#), a Google Workspace compatible app, is a simple time tracking app. It can be used on a variety of devices and browsers.

- [Mavenlink](#), a compatible app, is a project management app that includes time and expense tracking, task level scheduling, and project budgets reports.

- **Google Workspace Drive** gives you the ability to share files with team members. The Business Workspace Drive has twice the amount of storage as the personal version.

These are just a few of the Google Workspace apps designed to help with your time management and productivity.

Customer Management Workspace Apps

Customer management is important in business and Google Workspace knows this. When choosing a CRM app, it should work with your email program (Gmail), have a way to connect with customers from a variety of platforms and be able to provide reports and reminders.

Google Workspace has created several apps for managing customers as well as a variety of apps available that work with Google Workspace.

- **Gmail** can be used to organize incoming mail into categories and labels. Set up a Gmail address specifically for customer support.

- **Google Keep** can be used for making customer service to-do lists and to store feedback.

- **Google Calendars**, like we mentioned before, can be used to set up meetings with customers.

- **Google Meet** can be used for webinars and support training.

- **Google Drive** can be used to save your customer service documents and materials.

- **OneUp** is a Google Workspace compatible app that automates accounting, inventory and customer relationships.

- **Holly AI Assist Client Acquisition** assistant is an add-on app that helps you attract and engage more clients across multiple channels. Holly helps by booking, rescheduling, recovering appointments.

Using the tools from Google Workspace allows you to provide top customer service while keeping track of customers' needs.

Sales & Financial Workspace Apps

Know your financial and sales data is important to the success of your business. Google Workspace Apps are designed to help you keep track of your income and expenses.

- **Google Sheets** can be set up to keep track of your finances, sales data, and analytics. There are templates, trainings, and AI to help you create sheets specifically for your needs.

- The **Bkper app** for Google Workspace is a collaborative double-entry bookkeeping platform that turns Google Sheets into an accounting tool. Easily create balance sheet and profit & loss statements.

- **Hippo Video,** an add on app is used for creating video presentations. Create and edit videos, 1:1 sales videos and track insights.

Marketing and Analytics Workspace Apps

Taking control of your marketing and knowing your numbers are key to growth. When choosing apps for your marketing and analytics needs look for ones that can be incorporated into your existing programs. Google workspace works with many programs and software as well as provides many apps that can be installed for specific purposes.

- **Vault** is an add-on app specifically for data retention. Keep track of your data with vault. Retain, search, and export your data into specific Google Workspace

apps for your entire domain or for specific units. Keep track of user activity with audit reports that let you see searches, content views, exports, etc.

- **Coupler.io** is a compatible app for exporting your data from Shopify, Hubspot, Trello, Quickbooks, Harvest, Excel to Google Sheets on a set schedule.

- **Google Analytics Spreadsheet** is an add-on app that brings the power of Google Analytics API. With this you can query data from multiple profiles. Create custom calculations from your data or schedule reports to run automatically.

- **Zoho Marketing Hub** is a marketing automation software add-on app. Use it to generate leads, convert visitors into leads with sign up forms on various platforms, use smart popups.

- **Gmail** is a part of your marketing for capturing and connecting with your leads.

- **Survey Monkey** is a popular compatible app that creates surveys. It features intuitive survey creation easy for everyone, includes survey templates and customization ability.

Having the right analytics and marketing tools can be the difference in how well your marketing plan works. When you use the right tools for the job, it will show in the positive results you see.

Collaboration and Meetings Workspace Apps

Collaborations and meetings are an integral part of any business. Whether it's a meeting with your virtual assistant, collaborating on a project with other team members or meeting clients, having the best tools is mandatory for seamless meeting. Choose apps that allow you to integrate with your calendar, scheduler, email, and other programs with ease.

Google Workspace has several apps specifically created for meetings and collaborating.

- **Google Chat and Spaces** is a dedicated group workspace for 1:1 messaging and group chats. You can see all your messages in one place either in Gmail or as a standalone app. Keep track of all your work communications. Use Chat and Spaces to collaborate on content in Google Docs, Sheets and Slides. Find past conversations or files with the search or let the bots and smart suggestions connect with meeting participants.

- **Google Meet** is a secure video meeting app for teams and businesses to stay connected. Meet is included in Google Workspace. Join meetings directly from Calendar event, an email invite or directly from your Gmail account. Meet has helpful features like live captions, low-light mode and noise cancellation for more productive meetings.

- **Trello** is a Google Workspace app. This visual collaboration tool helps teams see a shared perspective on any project. Trello boards create a space for teams to organize, collaborate and share information, create tasks and ideas, and lists. Integrated with Google Workspace it can boost your team's productivity and collaboration.

A Few More Helpful Workspace Apps

Google Workspace for business already has a wide range of apps that will make productivity, analytics, sales, and marketing. There are, however, many more add-on apps that can do different things.

- **Google Sites** lets you build public websites, internal project websites without having to learn code or have IT help.

- **Jamboard** Originally created for educators, this digital whiteboard app allows you to collaborate and engage. Pull in images from Google search and draw with a stylus.

- **Currents** is designed to connect your business around shared interests, helping you collaborate with team members and trade insights with communities. Use it to poll your organization, share posts and much more.

What To Do Next

Google Workspace is a combination of tools perfect for growing and managing your business. Designed to help teams and businesses collaborate, connect and be more productive, Google Workspace for Business can be a game changer in how you work.

Use Gmail for all your email needs, utilizing the built-in tools to organize your emails. Google Docs, Sheets, and Slides works as your content and creativity center. Stay connected through Google Calendar, Chat and Meet.

Take the time to explore and find the apps that work for you and your business. To help you choose and get started we've included some templates and tools including a worksheet and checklist for setting up your Google Workspace, a tips sheet for using Google Workspace and a list of app resources you can refer to.

Now that you have a better understanding of Google Workspace and the apps you can use, it's time to get started.

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Recommend Resource:

[The Inner Profit Circle](#) – the best coaching and tools to build your own business and make money online. Check it out today!