Google Cloud Technical Guides for Startups - Start Handbook

Part 1 of 3 Handbooks

Google Cloud

Introduction

How to use this handbook

- This Google Cloud Technical Guides for Startups Handbook - Start, is 1 of 3 handbooks.
- Each handbook maps to a stage of the startup journey - Start, Build and Grow, and this handbook maps to the Start phase. Refer to the [Handbooks Master Guide](#) to navigate across all 3 handbooks.
- The Start Handbook is useful for early-stage startups (pre-seed/seed) wanting to start building and deploying on Google Cloud.
- Resources that fall under the advanced category are indicated.

Check out our [website](#) and Youtube [playlist](#) for more

Google Cloud

Table of Contents

Google Cloud

Table of Contents

Google Cloud

Table of Contents

Key

▢ Video	⚙ Demo Video	🗎 Documentation
✋ Hands on Lab	🖼 Tutorial / Guide	🗞 Article

Google Cloud

Google Cloud

1. Introduction to the Series

- **Start Series Video 1 – [Introduction to the Google Cloud Technical Guides for Startups](#)**
- **Google Cloud for Startups**
    - [📄][Google Cloud for Startups](#): Overview of Google Cloud for Startups, applying for credits
- **Introduction to Google Cloud for Startups**
    - [🎥] [What can Google Cloud for Startups do for your business? Video](#): Overview of Google Cloud benefits
- **Business Journey and Startup Stories**
    - [🎥] [Google Cloud for Startups Youtube Channel](#): Youtube Channel
- **Google Cloud Introduction**
    - [🎥] [GCP essentials before getting started](#): Introduction to the Google Cloud platform and console
    - [📄] [Cloud Reference Architectures and Diagrams](#) :Cloud Architecture Center to explore solutions
    - [✋] [Google Cloud Essentials Quest - Qwiklabs](#): Labs to complement introduction to Google Cloud
- **Google Cloud setup checklist**
    - [📄] [Google Cloud setup checklist](#): Onboarding checklist to get started in documentation
    - [🎥] [10 steps for setting up Google Cloud](#): Same as above in a video format
- **General Architecting Cloud Solutions**
    - [🎥] [Architecting Cloud Solutions Playlist](#) (Advanced): Customer focused architecture examples and deep dive with the customers

2. Account Creation, Project Creation, setting IAMs

- **Start Series Video 2 - [Getting started on Google Cloud](#)**
- **Prior to Account Creation**
    - [🎥] [Free tier essentials](#)
- **Introduction to Google Cloud**
    - [🎥] [Introducing Google Cloud Platform console](#)

![Google Cloud]

- o [📄] [Google Cloud basics overview](#)
- **Project Introduction**
  - o [📄] [Resource hierarchy - project](#)
- **Project Creation**
  - o [📄] [Creating and managing projects](#)
- **IAMs**
  - o [🎥] [IAM brief overview](#)
  - o [📄] [IAMs - Overview](#)
  - o [📄] [Access control for organizations using IAM](#)
  - o [🎥] [IAM best practices](#)
  - o [🎥] [Advanced IAM: Hacks, tips, and tricks for policy management](#) (Advanced)

3: Application Deployment

Application Development Overview
- **Start Series Video 3 - [Get started on Cloud Run](#)**
- [📄] [Serverless Overview Options](#)

Cloud Run
- **Introduction to Cloud Run**
  - o [🎥] [Cloud Run Overview Video](#)
  - o [🎥] [Going serverless with Cloud Run (DevFest 2019) Video](#)
  - o [🎥] [Mobile backend app solutions - App Engine and endpoints Video](#)
  - o [✋] [Deploy your website on Cloud Run Qwiklab](#)
- **How to Deploy on Cloud Run Demos**
  - o [⚙️] [How to deploy an application to Cloud Run with Cloud Shell Editor Video](#)
  - o [⚙️] [Say hello to serverless containers with Cloud Run Video](#)

Google Cloud

- ○ [⚙] [Hosting a web app on Google Cloud using Cloud Run Video](#)
- ○ [🖼] [Build and deploy on Cloud Run](#)
- ○ [✋] [Serverless Cloud Run Development Qwiklab](#) (Advanced)
- **Cloud Run, Cloud Functions and Cloud Pub Sub Combined Demos**
  - ○ [⚙] [Serverless Expeditions Video Playlist](#)
  - ○ [⚙] [Event driven microservices with Cloud Run webinar](#) (Advanced)
- **Optimization of Cloud Run**
  - ○ [🎥] [How to improve Cloud Run response times](#) (Advanced)
  - ○ [📰] [Optimize Performance for Serverless Article](#) (Advanced)
  - ○ [📄] [Optimize Costs Documentation](#)
- **Cloud Run Customer Success Stories and Case Studies**
  - ○ [📄] [Credit OK Case Study](#)
  - ○ [📄] [Halfbrick Studios Case Study](#)
  - ○ [📄] [Invoke Learning Case Study](#)
  - ○ [📄] [IArabesque AI Case Study](#)

4. Compute with GKE

- **Start Series Video 4 - [Compute with Google Kubernetes Engine](#)**
- **Introduction to GKE**
  - ○ [🎥] [What is Google Kubernetes Engine (GKE)? Video](#)
  - ○ [🎥] [Getting Started with Containers and Google Kubernetes Engine (Cloud Next '18)](#)
  - ○ [📄] [Introduction to GKE Documentation](#)
  - ○ [📄] [GKE One Pager Documentation](#)
  - ○ [✋] [Kubernetes in Google Cloud Qwiklabs](#)
- **GKE Standard and Autopilot**

![Google Cloud]

- [📹] [Introducing GKE Autopilot Video](#)
- [📄] [Autopilot overview Documentation](#)
- [📰] [Introducing GKE Autopilot: a revolution in managed Kubernetes Article](#)

- **How to Deploy on GKE Demos**
  - [📹] [Deploy Your Next Application to Google Kubernetes Engine (Cloud Next '19)](#)
  - [✋] [Kubernetes Solutions Qwiklabs](#)
  - [✋] [Deploy to Kubernetes in Google Cloud Qwiklabs](#)
  - [✋] [GKE Full List of Qwiklabs](#)
  - [📄] [Deploying a containerized web application | Kubernetes Engine](#)

- **GKE Architecture Optimization**
  - [📄] [GKE best practices Documentation](#)
  - [📄] [Preparing a Google Kubernetes Engine environment for production Documentation](#)
  - [📰] [GKE best practices: Designing and building highly available clusters Article](#) (Advanced)
  - [📄] [GKE sample architectures on Cloud Architecture Center](#) (Advanced)
  - [📹] [Scalable and Manageable: A Deep-Dive Into GKE Networking Best Practices (Cloud Next '19)](#) (Advanced)

- **GKE Cost Optimization**
  - [📹] [Understanding your GKE costs Video](#)
  - [📹] [Autoscaling with GKE: Clusters and nodes](#)
  - [✋] [Optimize Costs for GKE Qwiklabs](#) (Advanced)
  - [✋] [Managing a GKE Multi-tenant Cluster with Namespaces](#) (Advanced)
  - [📄] [Best practices for running cost-optimized Kubernetes applications on GKE](#)

- **GKE Security Optimization**
  - [✋] [Google Kubernetes Engine Best Practices: Security Qwiklabs](#) (Advanced)

- ○ [📄] [Secure Workloads on Google Kubernetes Engine Qwiklabs](#) (Advanced)
- **GKE CICD**

    - ○ [📄] [DevOps Overview Documentation](#)

    - ○ [📄] [GKE GitOps-style continuous delivery with Cloud Build Documentation](#) (Advanced)

    - ○ [📄] [Continuous deployment to Google Kubernetes Engine using Jenkins](#) (Advanced)

- **GKE Customer Success Stories and Case Studies**

    - ○ [📄] [Coin Hako Case Study](#)

    - ○ [📄] [Tokopedia Case Study](#)

    - ○ [📄] [FACEIT Case Study](#)

    - ○ [📄] [Rakuten Viki Case Study](#)

    - ○ [📄] [Meitu Case Study](#)

5. Compute with GCE

- **Start Series Video 5 - [Compute with Google Compute Engine](#)**
- **GCE Overview**

    - ○ [🎥] [What is a Compute Engine?](#)

    - ○ [🎥] [Choosing the Right GCE Instance Type for Your Workload](#)

- **GCE guides**

    - ○ [🎥] [Creating a VM instance](#)

    - ○ [📄] [Creating and starting a VM instance](#)

    - ○ [📄] [Creating and starting a preemptible VM instance](#)

    - ○ [📄] [Creating instance templates](#)

    - ○ [📄] [Creating managed instance groups](#)

- **Pricing**

    - ○ [📄] [Pricing for GCE resources](#)

    - ○ [📄] [Resources pricing overview](#)

Google Cloud

- **Application demo using GCE**
    - [⚙] [Building high-performance, scalable VM environments with GCE](#)
- **GCE best practices**
    - [📄] [Best Practices for Managing Compute Engine VM Instances](#)
- **GCE Customer Success Stories and Case Studies**
    - [📄] [Book Creator Case Study](#)
    - [📄] [Allthecooks Case Study](#)
    - [📄] [Sensen.ai Case Study](#)

6. Networking Configuration

- **Start Series Video 6 - [Networking Configurations on Google Cloud](#)**
- **Networking overview**
    - [🎥] [Networking End to End](#)
    - [📄] [VPC network overview](#)
    - [📄] [VPC firewall rules overview](#)
    - [📄] [Hierarchical firewall policies overview](#)
    - [📄] [IP addresses overview](#)
    - [📄] [Routes overview](#)
    - [📄] [Shared VPC overview](#)
    - [📄] [VPC Network Peering overview](#)
    - [📄] [Private access options for services](#)

- **Networking guides**
    - [📰] [Setting up VPC networks](#)
    - [📰] [Setting up firewall rules](#)
    - [📰] [Hierarchical firewall policy examples](#)

- ○ [📰] [Reserving a static internal IP address](#)
- ○ [📰] [Reserving a static external IP address](#)
- ○ [📰] [Setting up routes](#)
- ○ [✋] [Configuring Networks on GCP](#)
- **Networking Customer Success Stories and Case Studies**
  - ○ [📄] [PacketFabtric Case Study](#)

7. Database Configuration with Cloud SQL

- **Start Series Video 7 - [Database Configuration with Cloud SQL](#)**
- **Databases Overview**
  - ○ [📄] [Overview of Databases Documentation](#)
- **How to Choose which Database**
  - ○ [🎥] [How to choose the right database for application scalability Video](#)
  - ○ [🎥] [How to choose the right database for your workloads Google Cloud Next](#)
- **Cloud SQL Overview**
  - ○ [🎥] [Cloud SQL in a minute Video](#)
  - ○ [🎥] [What is Cloud SQL? Video](#)
  - ○ [⚙️] [Cloud SQL Demo Setup Video](#)
- **Cloud SQL for SQL Server**
  - ○ [🎥] [Getting to know Cloud SQL for SQL Server Google Next](#)
  - ○ [⚙️] [Cloud SQL for SQL Server Demo Video](#)
  - ○ [✋] [Cloud SQL for SQL Server: Qwik Start](#)
- **Cloud SQL Insights**
  - ○ [🎥] [Introducing Cloud SQL Insights Video](#) (Advanced)
  - ○ [✋] [Cloud SQL Insights Codelab](#) (Advanced)
- **Cloud SQL and BigQuery**
  - ○ [✋] [Introduction to SQL for BigQuery and Cloud SQL Qwiklab](#)
- **Database / Cloud SQL Optimization**

- - [📹] [How to build a scalable database architecture Video](#) (Advanced)
    - [📹] [High availability and disaster recovery with Cloud SQL Video](#) (Advanced)
- **Cloud SQL Pricing**
    - [📄] [Cloud SQL Pricing Documentation](#)
- **Cloud SQL Customer Success Stories and Case Studies**
    - [📄] [BenchSci Case Study](#)
    - [📄] [PacketFabric Case Study](#)
    - [📄] [Vida Health Case Study](#)
    - [📄] [Krikey Case Study](#)

8. Firebase

- **Start Series Video 8 - [Working with Firebase](#)**
- **Overview of Firebase**
    - [📄] [Overview of Firebase Documentation](#)
    - [📹] [Mobile app backend solutions - Firebase Video](#)
    - [✋] [Serverless Firebase Development Qwiklabs](#)
    - [✋] [Build Apps and Websites with Firebase Qwiklabs](#)
- **Relationship of Firebase and Google Cloud**
    - [📄] [Firebase and Google Cloud Better Together Documentation](#)
    - [📰] [What's the relationship between Firebase and Google Cloud? Article](#)
    - [📹] [GCP vs. Firebase - Projects & storage Video](#)
    - [📹] [GCP vs. Firebase - Functions & Firestore Video](#)
    - [📹] [Integrate Firebase into Your Existing Infrastructure (Cloud Next '19)](#)
    - [✋] [Firebase SDK for Cloud Functions Qwiklabs](#) (Advanced)
- **Firebase Deep Dive**
    - [📄] [Firebase Guides](#)
    - [📹] [Building Better Mobile Gaming Experiences With Firebase (GDC '19)](#)

- o [📹] [Firebase Codelabs Walkthrough Steps Video Series](link) (Advanced)
- o [📹] [Optimize your App Revenue with Firebase Video Series](link) (Advanced)
- **Firebase Pricing**
  - o [📹] [Cap your Firebase Spending Video Series](link)
  - o [📄] [Firebase Pricing Documentation](link)
- **Firebase Customer Success Stories and Case Studies**
  - o [📄] [Firebase Use Cases](link)
  - o [📄] [Surfboard Payments Case Study](link)
  - o [📄] [Zirtue Case Study](link)

9. CI/CD Deployment

Overview of CI/CD
- **Start Series Video 9 - [CI/CD on Google Cloud](link)**
- [📄] [CI/CD Overview](link)
- [📹] [CI/CD anywhere: Build, test and deploy across clouds and on-premises](link)

Cloud Build, Artifact Registry, Cloud Source Repositories and Google Cloud Deploy
- Cloud Build
  - o [📄] [Cloud Build Overview](link)
  - o [🗺️] [Quickstart: Build](link)
  - o [📰] [Accelerating software teams with Cloud Build](link)
  - o [✋] [Deploy a Hugo Website with Cloud Build and Firebase Pipeline](link)
  - o [📄] [GitOps-style continuous delivery with Cloud Build](link)
- Artifact Registry
  - o [📄] [Artifact Registry Overview](link)

14

- ○ [🗺️] Quickstart: Artifact Registry
- Cloud Source Repositories

   - ○ [📄] Cloud Source Repository Overview

   - ○ [🗺️] Quickstart: Create a repository
- Google Cloud Deploy

   - ○ [📄] Google Cloud Deploy Overview

   - ○ [🗺️] Quickstart: deploy an application

Additional Solutions for CI/CD

- [📄] Jenkins on Kubernetes Engine

- [📄] Using Terraform with Google Cloud

- [📄] Continuous delivery toolchain using Spinnaker on Google Cloud

- [✋] Continuous Delivery Pipelines with Spinnaker and Kubernetes Engine (Advanced)

Customer Stories and Use Cases

- [📄] Switchboard Live Case Study

10. Setting up and using Cloud Operations

Cloud Operations
- **Start Series Video 10 - Configuring Cloud Operations**
- **Cloud Operations Overview**

   - ○ [📰] All together now: our operations products in one place Article

   - ○ [📄] Google Cloud's operations suite Documentation

   - ○ [✋] Monitor and Log with Google Cloud Operations Suite Qwiklabs

   - ○ [✋] Google Cloud's Operations Suite Qwiklabs

   - ○ [🎥] Cloud operations spotlight Video

   - ○ [🎥] Stack Doctor Playlist

- o [📄] [Cloud Operations Pricing](#)
- **Cloud Operations Optimization**
    - o [📰] [Preventing log waste with Stackdriver Logging Article](#)
    - o [📄] [Cost optimization for Google Cloud's operations suite Documentation](#)
    - o [📰] [Gain visibility and take control of Stackdriver costs with new metrics and tools Article](#)
    - o [🎥] [Managing Costs Video](#)
- **Cloud Operations Customer Success Stories and Case Studies**
    - o [📄] [Krikey Case Study](#)
    - o [📄] [Air Asia Case Study](#)
    - o [📄] [Gameberry Labs Case Study](#)

Cloud Monitoring
- **Introduction to Cloud Monitoring**
    - o [🎥] [Getting started with Cloud Monitoring Video](#)
    - o [🎥] [Cloud Monitoring in a minute Video](#)
    - o [Monitoring services with Stackdriver Video](#)
    - o [⚙] [How to Get Started with Google Cloud Monitoring Demo Video](#)
    - o [✋] [Cloud Monitoring: Qwik Start](#)
- **Cloud Monitoring Agent**
    - o [📄] [Cloud Monitoring agent overview Documentation](#)
- **Cloud Monitoring Metrics**
    - o [✋] [Autoscaling an Instance Group with Custom Cloud Monitoring Metrics Qwiklabs](#) (Advanced)
    - o [✋] [Reporting Application Metrics into Cloud Monitoring Qwiklabs](#) (Advanced)
    - o [🎥] [Custom metrics with OpenCensus Video](#) (Advanced)
- **Cloud Monitoring Dashboards**
    - o [🎥] [Automating Cloud Monitoring dashboards Video](#)
    - o [📰] [Use the Dashboard API to build your own monitoring dashboard Article](#)

16

Google Cloud

- ○ [📰] [Building a Dashboard for a data processing pipeline with the Stackdriver Dashboard API Article](#)
- **Cloud Monitoring Alerting**
  - ○ [⚙] [Alerting best practices for Google Cloud Monitoring Demo Video](#)
  - ○ [⚙] [Alerting Policies in Google Cloud Monitoring Demo Video](#)
  - ○ [Alerting with Stackdriver Video](#)
- **How to Cloud Monitoring full Demos**
  - ○ [✋] [Monitoring Multiple Projects with Cloud Monitoring Qwiklabs](#)

Cloud Logging
- **Introduction to Cloud Logging**
  - ○ [📹] [Cloud logging Video](#)
  - ○ [📹] [Getting started with Cloud Logging Video](#)
  - ○ [📹] [Cloud Logging in a minute Video](#)
  - ○ [Fundamentals of Cloud Logging Qwiklabs](#)
- **Cloud Audit Logging**
  - ○ [📹] [Understanding audit logs Video](#)
  - ○ [📹] [How to use Cloud Audit Logging Video](#)
  - ○ [📹] [Viewing Audit Logs Video](#)
- **Cloud Logging Agent (Fluentd)**
  - ○ [📄] [Google Cloud operations suite agents Documentation](#)
- **Cloud Logging Based Metrics**
  - ○ [✋] [Log-based metrics Video](#) (Advanced)
- **Cloud Logging Alerting**
  - ○ [✋] [Creating and Alerting on Logs-based Metrics Qwiklabs](#)
  - ○ [📰] [Can you alert on logs in Stackdriver? Article](#)
  - ○ [✋] [Creating and Alerting on Logs-based Metrics Qwiklabs](#)
- **Cloud Logging Exports**
  - ○ [📄] [Exporting logs with the Google Cloud Console Documentation](#)
  - ○ [📹] [Exporting Stackdriver Logs Video](#)

- ○ [📹] [How to export logs from Google Cloud Logging to BigQuery Video](#)
- ○ [✋] [Using BigQuery and Cloud Logging to Analyze BigQuery Usage Qwiklabs](#) (Advanced)
- **How to Cloud Logging full Demos**
  - ○ [📹] [Centralized Logging Solution for Google Cloud Platform (Cloud Next '18)](#)
  - ○ [✋] [Cloud Logging Qwiklabs](#)

Other Cloud Operations Highlights:
- **Cloud Trace**
  - ○ [📹] [Stackdriver Trace Video](#)
  - ○ [📰] [Introduction to Stackdriver Distributed Tracing Article](#)
- **Cloud Debugger**
  - ○ [📄] [Cloud Debugger Overview](#)
  - ○ [📹] [Debugging in production with Stackdriver Debugger Video](#)
  - ○ [📰] [How I learned to stop worrying and debug in production Article](#)
  - ○ [📄] [Cloud Debugger Demo (GitHub)](#) (Advanced)
- **Cloud Error Reporting**
  - ○ [📹] [Error Reporting and error logging Video](#)
- **Cloud Profiler**
  - ○ [📹] [Stackdriver Profiler Video](#)

11. Billing and Cost Optimization

- **Start Series Video 11 - [Billing administration on Google Cloud](#)**
- **Overview and Billing Accounts**
  - ○ [📄] [Overview of Cloud Billing concepts](#)
  - ○ [📹] [Beyond your bill playlist](#)
  - ○ [✋] [Understanding you Google costs Qwiklab](#)
- **Billing Reports**

Google Cloud

- ○ [📄] Cloud Billing reports
- ○ [🎥] Exploring your GCP costs with Billing reports
- ○ [📄] Creating and managing labels
- **Visualize Billing Dashboards**
  - ○ [📄] Visualize spend over time with Google Data Studio
- **Billing Alerts**
  - ○ [📄] Set up budget alerts
  - ○ [🎥] Creating budgets and alerts for cost management
- **CUDs**
  - ○ [📄] Committed use discounts | Documentation

12. Support Packages

- **Start Series Video 12 - Getting support with Google Cloud Customer Care**
- **Support Packages Overview**
  - ○ [📄] Support Overview
    - ■ [📄] Standard Support
    - ■ [📄] Enhanced Support
    - ■ [📄] Premium Support
- **How to Purchase Support**
  - ○ [📄] How to Sign Up to Purchase Support Offering Overview
    - ■ [📄] Purchasing and setting up Standard Support
    - ■ [📄] Purchasing and setting up Enhanced Support
    - ■ [📄] To get started with Premium Support, contact sales
- **How to Manage Support Cases**
  - ○ [📄] Managing support cases