



The
enchantingLawyer[™]

Action Guide

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1. Claim your Page

Ryan talks about how it is vital that every business claims their 'Google my Business' page if they want to ever be found near to the top of the search engine rankings.

How Does It Apply?

Write down below what information that you want to have on your 'Google my Business' page. Now go here <https://www.google.com/business/> and claim it.

2. Encourage Reviews

Ryan explains that having a number of reviews is essential for your digital marketing. Not only are they a great way to attract customers, but are vital in improving the validity of your company in the eyes of Google. You need to have reviews across all of the platforms that you are using, especially social media.

How Does It Apply?

Write down your ideas about what you can do to encourage reviews from your customers

3. Claim all of the Directories that you can

Ryan describes how there are hundreds of directories out there. It is worth trying to register with as many of them as possible. You can start off with some major ones – such as Bing and Yahoo and then investigate some other directories

How Does It Apply?

Do some research and write down below all of the directories that you could claim. Now go through the list and starting claiming.