



The
enchantingLawyer[™]

Action Guide

Martin Shervington

1. Get on Google+

Martin talks about all of the benefits of Google+ and what it can do for your business. One of the major ones is that it can help your ranking in Google searches. By being ranked higher in a Google search, people are more likely to find you when searching using Google and this will in turn drive more traffic to your website.

How Does It Apply?

Write down below all the information that you want to have on your Google+ page before you set it up.

2. Claim your Page

Martin explains how it is really important that you claim your business page before someone else does. If you don't, you may end up losing out.

How Does It Apply?

Write down below your business name for your business page. Now think about other names for your page that you could. Now go and claim your pages:

- First Google your name(S) to check that no-one has already claimed it
- Now go to [google.com/business](https://www.google.com/business) and claim it
- Now add the content specific to your business

3. Get Reviews

Martin describes how reviews are a great way to build your reputation online, as well as boost your Google rankings. It is also a great way to connect with local people and businesses and start to build those important relationships.

How Does It Apply?

Write down below some ideas of how you can get reviews. Maybe you could ask existing customers, or make it easy for people to leave reviews on your website.