



The
enchantingLawyer™

Action Guide

Tim Stanley

1. Make your Website Responsive

Tim talks about how your website these days need to be responsive across all platforms. This means that it needs to be suitable to be accessed and easily navigated and used by all devices including PCs, lap tops, tablets and mobile phones

How Does It Apply?

Try accessing you site via the different devices named above and write down below what you find out. Was it a good experience? Was it the *same* experience? Now write down any adjustments that you think should be made.

2. Participate Online

Tim explains how just as it is important to be part of your local community, it is also important to be part of your online community. Tim did this by answering questions online, and was so good at it that it eventually became his business.

How Does It Apply?

Write down below your ideas about what you can do to become an integral part of your online community.

3. Great Content

Tim describes how far and above the best way to a successful website is by regularly putting out good content. Sharing information is the key these days, both in your reputation amongst the community and potential clients, but also Google and other search engines.

How Does It Apply?

Write down below what your specialist topics are and what information you have which can be shared; Now devise a content schedule. It is up to you how often you put it out but make sure that it is regular and consistent.