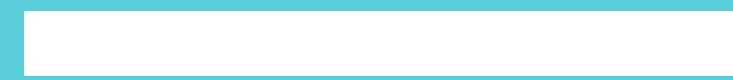


# Tips you can do yourself to improve your digital presents



# Google my business page

1. Sign in or Claim your business profile - [www.google.com/intl/en\\_uk/business/](http://www.google.com/intl/en_uk/business/)
2. Enter business details - click next
3. You will need to verify your location later
4. Once set up or logged in Add a product:
  - Add Service you offer
  - Add product you sell
5. Add photos
6. Add opening hours
7. Copy link and email or what's App to ask for a review
8. Link to an online booking tool
9. Add an update - post

# Backlinks

Set up accounts, verify email address, add/create content, add the all important backlink

Top 10 directories and link back to your website

1. <https://growthhackers.com/>
2. <https://www.yelp.co.uk/>
3. <https://www.trustpilot.com/>
4. <https://viralcontentbee.com/>
5. <https://www.helpareporter.com/>
6. <https://www.business2community.com/>
7. <https://mix.com/>
8. <https://alltop.com/>
9. <https://www.blogger.com/>
10. <https://www.livejournal.com/>

# Create an Avatar

## CUSTOMER AVATAR

### DEMOGRAPHICS



Age: \_\_\_\_\_

Gender: \_\_\_\_\_

Marital Status: \_\_\_\_\_

Children: \_\_\_\_\_

Location: \_\_\_\_\_

Favorite Quote: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Occupation: \_\_\_\_\_

Job Title: \_\_\_\_\_

Annual Income: \_\_\_\_\_

Education: \_\_\_\_\_

Other: \_\_\_\_\_

### GOALS / VALUES

Goals: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Values: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### INFORMATION SOURCES

Books: \_\_\_\_\_

Magazines: \_\_\_\_\_

Websites: \_\_\_\_\_

Social Media: \_\_\_\_\_

Other: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### CHALLENGES

Challenges: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Pain Points: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### OBJECTIONS

Objections to purchase: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# Create an Avatar

## CUSTOMER AVATAR

### DEMOGRAPHICS



Kris

Age: 31

Gender: Female

Marital Status: Married

Children: 1 (6 yrs old)

Location: Boise

Favorite Quote: We make a living by what we get; we make a life by what we give.

Occupation: Nursing

Job Title: R.N.

Annual Income: 45,000

Education: College Degree

Other: Volunteers

### GOALS / VALUES

Goals:

Wants to get in shape and avoid long term health issues.  
Wants to de-stress.

Values:

Cares about community / activism / supporting good causes. Loves volunteering.

### INFORMATION SOURCES

Books: Likes Audio Books

Magazines: Women's Health

Websites: Health-related

Social Media: FB & IG

Other: Loves Podcasts about healthy living and activism

### CHALLENGES

Challenges:

Extremely busy with career and family. Not enough time for self.

Pain Points:

Limited Time  
Exhausted

### OBJECTIONS

Objections to purchase:

Has to ensure child is taken care of when attending classes.  
Has limited time to attend classes.

# Content - Chat GPT

1. What topic do you want to write about
2. What questions are your clients/customers asking google
3. Start with a catchy headline
4. Write the first paragraph
5. Ask Chat GPT for the best keywords for your industry
6. Copy this description into Chat GPT - “write a 800 word blog” - watch it go...
7. Write a call to action - get in touch call, email, follow etc
8. Upload to your site and share and repost