



# 6 STEP CHECKLIST TO HELP YOU GET FOUND ONLINE

Use the following checklist to quickly optimize your online image

- Write one sentence** about how you would describe your business to a stranger. Your 10 second elevator pitch. If you're stuck, friends can help with this task.  
  
eg. Image Optimist empowers entrepreneurs to strengthen and optimize their online presence and visual identity through strategic SEO support, insightful business coaching, and professional photography.
- Add this description** to your website home page.
- Create a **Google Business Profile** and fill out as much as you can. Put your elevator pitch sentence in the business description.
- Write **one blog post** answering the question you get asked the most about your business. The title of the blog is the question you're answering.
- Personally ask **three happy clients** to review you on Google by sharing your listing link with them.
- Share your blog post** on social media and ask people for feedback.
- Bonus** Share your blog post and Google Profile with me and I will reshare it!

suzanne@imageoptimist.com

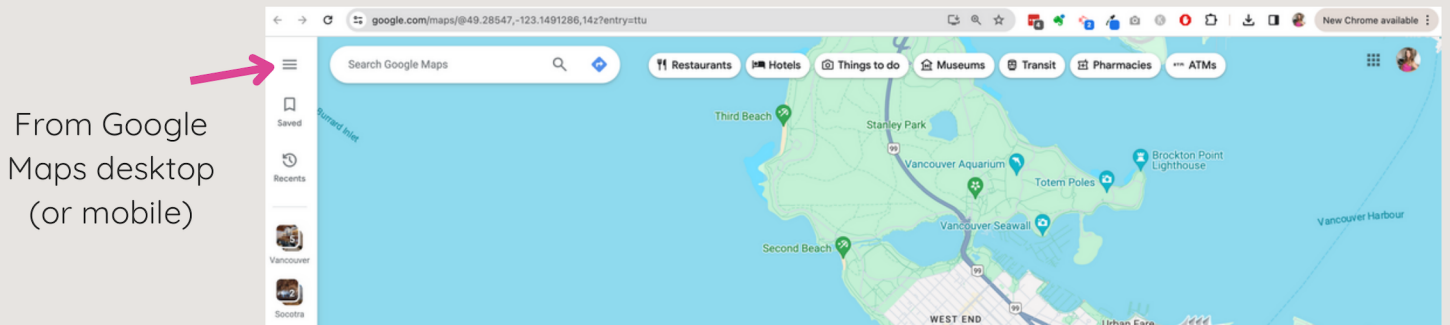
If you feel overwhelmed or don't know where to start, I am available to help guide you with the following options.

- Join a free co-working session and DIY
- Join a tech talk for focused small group workshops
- Private zoom consult and strategy session. Highly effective, time saving.
- Done for you service, I do it all of the above (except write your blog posts)

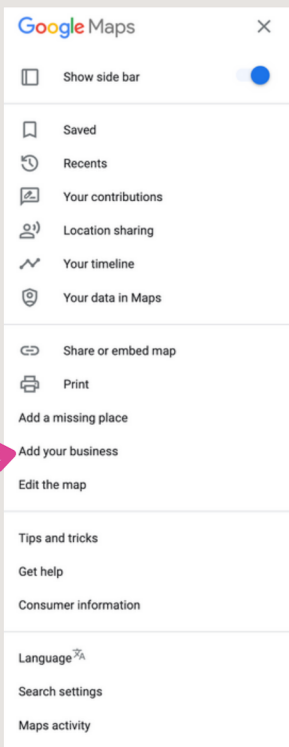


# 6 STEP CHECKLIST TO HELP YOU GET FOUND ONLINE

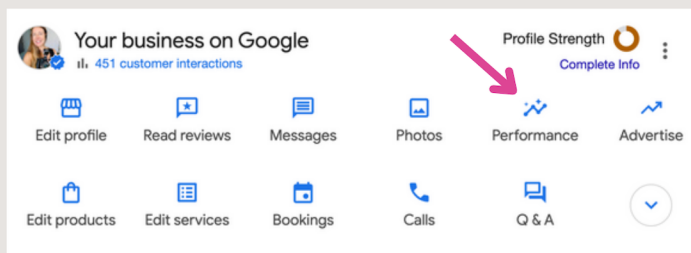
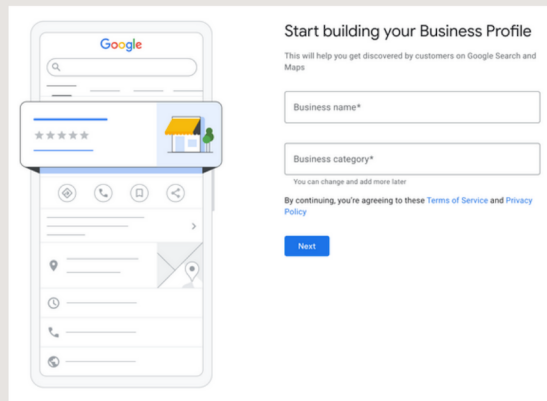
Creating your Google Business Profile if you don't already have one



From Google Maps desktop (or mobile)



Fill out all the info!



suzanne@imageoptimist.com

How can you see results?!

- If you already have a Google Business Profile you can check the performance and see if your business interactions are increasing
- If you go to Google Maps in a private browser window and search for your TYPE of business, you should come up
- Asking for feedback on a blog post will generate traffic to your post and website
- Depending on your web host (eg. Squarespace, Wix or Wordpress) you can check analytics to check the results