ASD
Anthony Scott Digital

GETTING STARTED GUIDE

What we need from *you*

About 40 minutes in your first week, then about 20 minutes a month. Most of what we need is already gathered. This guide covers only what has to come from you.

Prepared for Anthony Scott · Menasha, WI

Search and AI visibility program

PART 01

How this works

You keep ownership of everything. You add the team as a helper on your accounts, settle the details that disagree, answer nine questions only you can answer, and we do the rest.

40 min
of your time in the first week, spread over six short steps.

20 min
a month after that: finished films, client names, a quick yes on new pages.

1 habit
asking every client for a review with the link we give you.

Three safety rules. Never email or text a password. Nobody on the team needs one, because every step below adds a helper instead. You can remove a helper from any account at any time. And if anyone calls or emails claiming to be "Google" and asks for money or a code you were not told to expect, do not answer them.

PART 02

Your first week, step by step

I

5 MINUTES

Settle your address and hours

Your website says Suite A, open Monday to Friday 9 to 6 and Saturday by appointment. Your Google profile says Lower Level, open Monday to Friday 8 to 5 and Saturday 8 to 3. Tell us which is true, using part 03.

Why: we use these exact details on every listing. Until you choose, we cannot update either one, and every new listing would repeat the mismatch.

2

5 MINUTES

Add the team to your Google Business Profile

1. On a computer, sign in to the Google account you use for the business.
2. Search your exact business name on google.com.
3. Above the results you will see a panel that says "Your business on Google". Click the three dots, then **Business Profile settings**.
4. Click **People and access**, then **Add**.
5. Type the team email we send you, choose **Manager**, and click **Invite**.

Why: this is the listing that holds your first place in the Menasha map box. It is the most important thing we work on.

3

10 MINUTES

Confirm your website address with Google and Bing

Google and Bing each ask the owner of a website address to prove it is theirs, with one short line added where the address is registered. We look up where anthonyscottdigital.com is registered and send you the exact clicks, or we do it together on a 10 minute screen share where you sign in yourself.

Why: Google showed no pages from your website when we checked. This one time step is what lets us submit every page and see what people search to find you.

4

2 MINUTES EACH

Approve the access requests

We send a request to help manage your Facebook page. It arrives as a notification with an Accept button. When we claim or create your Yelp, Bing and Apple listings, each one checks the business is real with a call or text to (920) 224-5244, an email or a postcard. Pass the code along the same day. Most expire.

Why: until a listing is verified we cannot complete it. These codes only confirm a business listing. They are not bank or password codes, and we tell you ahead of time which ones to expect.

5

10 MINUTES

Answer nine questions only you can answer

They are in part 03. Write the answers, or call and say them out loud.

Why: these are the things nobody can look up, like which clients are happy to be named and which work you want more of.

6

10 MINUTES

Send your five best finished films

Links are fine. For each one, add the client's name, the town, and whether the client is happy to be named on your website.

Why: your portfolio sends people to Facebook to watch. Putting the work on your own site is the biggest single improvement to it, and it only needs you to choose the films.

What you do not need to send. Your logo, your photos, your service list and your current page text. We already have them from your website.

PART 03

Check what we have, then nine questions

Tick what is right. Write over what is wrong.

DETAIL	WHAT WE FOUND	RIGHT?
Address, website	1313 Midway Rd, Suite A, Menasha, WI 54952	☐
Address, Google	1313 Midway Rd Lower Level, Menasha, WI 54952	☐
Hours, website	Monday to Friday 9 am to 6 pm. Saturday by appointment. Sunday closed.	☐
Hours, Google	Monday to Friday 8 am to 5 pm. Saturday 8 am to 3 pm. Sunday closed.	☐
Phone and email	(920) 224-5244 · anthony@anthonyscottdigital.com	☐
Services	Brand and commercial video, social media marketing, photography and headshots, drone photography, real estate videos, websites, brand strategy, local search	☐
Named clients	Glass Nickel Pizza Co., Ope! Brewing Co., Elevated Curb Creations	☐
Social pages	Facebook (AnthonyScottDigital), Instagram (anthonyscottdigital), LinkedIn (your personal profile)	☐

Google reviews	5.0 stars from 5 reviews. No action needed.	HAVE IT
Logo and photos	From your website. No action needed.	HAVE IT

Nine questions only you can answer

1. Which address and which hours are true? What does the sign on the door say?	
2. The Google result for your Facebook page shows 519 N. Shawano St, New London. Is that address yours, and is it current?	
3. A Superprof listing offers portrait photography lessons under your name at $65 an hour. Is it yours, and do you still want it up?	
4. A four year old ThinkLocal video with the same business name mentions Northeast Ohio. Is that you?	
5. Which clients are happy to be named and shown on your website?	
6. Which three services earn you the most, and which do you want more of?	
7. Which towns do you want more work in, and how far will you travel for a shoot?	
8. Roughly how many clients have you finished work for in the last two years?	
9. What is an average project worth, and how many do you win out of 10 conversations?	

Question 9 stays private. We use it only to show what the extra calls on your report are worth. Question 8 helps set your review target.

PART 04

The one habit: reviews

This is the single thing we cannot do for you, and it is the biggest lever you control. You have 5. The two agencies leading the Appleton map box have 26 and 27, and WebCitz has 86.

How to ask

We give you a short link and a printed code clients can scan with a phone camera.

WHEN

The day you deliver the finished film or photos, while the client is delighted with it.

WHAT TO SAY

"Reviews are how other local owners find us. Would you mind leaving one? It takes about a minute. I will text you the link right now."

ONE EXTRA ASK

"If you can, mention what we made for you and what town you are in." Google reads those words.

PAST CLIENTS

Send the same ask to clients from the last two years. A few a week, not all at once.

The rules

Google removes reviews and can take down a listing when these are broken.

ASK EVERYONE

Not only the clients you think will give five stars.

NO REWARDS

No discounts, gift cards or free work in exchange for a review.

REAL CLIENTS ONLY

No reviews from staff, family or friends who were not clients.

LET THEM DO IT

On their own phone, in their own words.

BAD REVIEW?

Do not reply angry and do not ignore it. Tell us. We write a calm reply for you to approve, and if the review breaks Google's rules we report it.

PART 05

Every month after that

1

Send new work

The films and photos you finished that month, with the client, the town and whether they can be named.

2

Look over new pages

We send a link to anything new. Reply with a yes or a change. Nothing about a named client goes live without your yes.

3

Tell us your news

A new service, a new hire, an award, a big or unusual shoot, a charity project.

Tell us before you change any of these

- Your business name
- Your address, or adding a second location
- Your phone number
- Your hours
- Services you add or stop offering
- Who has the login for your domain or Google account
- Anything about your Facebook or Instagram page names
- Your email address

A change made in one place and not the others is the most common way a business slips in the rankings. Tell us first and we update everything we control at once.

PART 06

Your checklist

Tick these off as you go. When the first six are done, your setup is complete.

- [ ] Told the team which address and hours are true
- [ ] Added the team as a manager on the Google Business Profile
- [ ] Confirmed the website address with Google and Bing
- [ ] Approved the Facebook request and know that listing codes are coming
- [ ] Answered the nine questions
- [ ] Sent five finished films with client, town and permission
- [ ] Received the review link and scan code, and started asking every client

What happens on our side

WHEN	WHAT WE DO
Week 1	Record your starting point: map ranks, reviews, AI answers. Match the website to the address and hours you confirm. Add the sitemap.
Weeks 2 to 4	Once step 3 is done, submit every page to Google and Bing. Rebuild your Google profile once step 2 is done. Create your listings as the codes come in. Add analytics and call tracking. Send your review link.
Day 30	Your first monthly report.

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