

Get found on **GOOGLE**

Six steps. Most of them you can do tonight.

01

See where you stand 5 min

- ☐ Open an incognito tab on your phone.
- ☐ Search "[your style] tattoo [your city]". Example: "fine line tattoo austin".
- ☐ Search your own name.
- ☐ Write down whether you show up on page one, and who does.

03

Set up your Google Business Profile

15 min

- ☐ Go to business.google.com and create or claim your profile.
- ☐ Category: Tattoo shop.
- ☐ If you work inside a studio, ask the owner first. Some studios list each artist; others keep one profile for the shop.
- ☐ Fill out everything: hours, your page link, your booking link and a description with your style and city.
- ☐ Upload your 10 photos.

06

Check again in 30 days

- ☐ Run the same searches from step 1 and see if you moved.

02

Make one simple page 1 hour

- ☐ Your name, your style and your city in the first line.
Example: "Fine line tattoo artist in Austin."
- ☐ How to book: your form or booking link, and your deposit.
- ☐ 10 photos, with your style and city in the description.
- ☐ Where you work: the studio name and address.
- ☐ Make sure it loads fast and reads well on a phone.

04

Get reviews ongoing

- ☐ Ask every client for a review before they leave. Have a QR code at the register.
- ☐ Reply to every review, the bad ones too, in two calm sentences.

05

Use the same info everywhere

- ☐ The same name, style, city and booking link on Instagram, Google and your page.

DON'T HAVE A WEBSITE YET?

DM me and I'll help you. I build websites for tattoo artists.