

LinkedIn and Google+ for You and Your Business



Sue Ellson BBus AIMM MAHRI

10 February 2015

Manningham Municipal Offices

699 Doncaster Road

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Victoria, Australia, 3108

Manningham Business Network

<http://mbn.asn.au>



LinkedIn and Google+ for You and Your Business

Presented by Sue Ellson, Founder and Director of Newcomers Network

Google your name or your business name and the top search results are likely to be from LinkedIn or Google+. Now is the time to maximise your performance and conversion via these premium value social media platforms.

This will be a practical and interactive presentation with a lot of content and the opportunity to ask questions related to your needs. Sue will share examples and real life true stories so you will have plenty of take home tips.

Learn how to:

- Optimise your keywords most effectively
- Complete your profiles for your purpose
- Increase your conversion rates

Thank you for the invitation!

February Open Meeting

Date

Tuesday 10 February, 2015

Time

7:30 am - 8:45 am

Location

Manningham Municipal Offices, 699 Doncaster Road, Doncaster

Our Sponsors



Today

- ▶ how to complete your profile for your purpose
- ▶ how to optimise your profile via keywords
- ▶ how to increase your conversion rate
- ▶ questions and answers

Linked 

Google+

Sue Ellson - Real World

- ▶ help people get into work or business (resume, LinkedIn, networking)
- ▶ freelancer to NetExpat (trailing spouses) and Macfarlan Lane (outplacement)
- ▶ run websites NewcomersNetwork.com, GlobalMobilityNetwork.com, CamberwellNetwork.com, CamberwellEntrepreneursNetwork.com, SueEllson.com
- ▶ Marketing and Social Media Consultant to small business
- ▶ Writer - for various publications and three books coming
- ▶ Trainer - also teach at the Centre for Adult Education



Voluntary

- ▶ Mentor - for the Camberwell Entrepreneurs Network
- ▶ Councillor - Victorian Council, Australian Human Resources Institute

Sue Ellson - LinkedIn

- ▶ first 100,000 Members - joined 21 December 2003 (LinkedIn started 5 May 2003)
- ▶ over 6,170 international connections
- ▶ over 700 views per 90 days
- ▶ presentations to individuals, companies, universities, outplacement firms, newcomers
- ▶ consultations, workshops, training, conferences
- ▶ establish, advise, improve, edit, convert



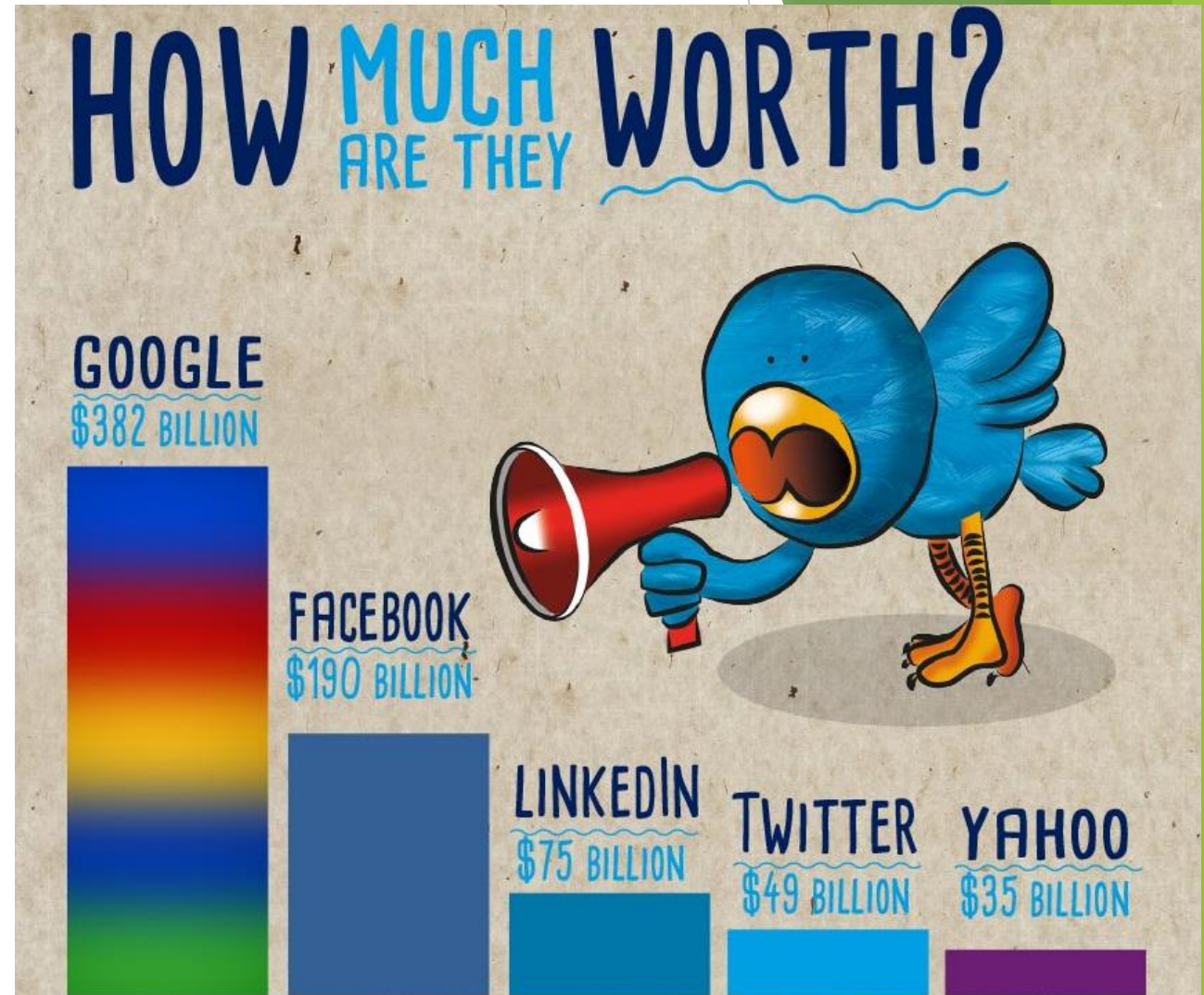
The LinkedIn Numbers

- ▶ up to 90% of jobs are not advertised - your network is your security
- ▶ almost seven million members on LinkedIn in Australia
- ▶ 350 million members worldwide added (many removed) - two new members per second
- ▶ all referrals will conduct a a 'Google Search' - LinkedIn result on first page
- ▶ aim for 60 connections, 3 recommendations, 100 connections, top 9 skills
- ▶ email addresses change - one online profile, portable CRM
- ▶ complete - 7 times more likely to appear in search results
- ▶ photo - 11 times more likely to be viewed



The Google+ Numbers

- ▶ Google's version of Facebook
- ▶ Owns YouTube (second biggest search engine), Blogger, Picasa etc
- ▶ Gmail accounts must have a Google+ profile
- ▶ Can tell Google exactly where you are
- ▶ Put yourself on the Google Map
- ▶ Be an early adopter and connect it with your Google Analytics, Webmaster Tools, Google Drive (Cloud) etc



Source: myvouchercode.co.uk 2014

To Complete Your Profile for Your Purpose



PURPOSE

▶ Computer Experience

- ▶ keywords
- ▶ frequency of Keywords
- ▶ activity - based on strategy and tactics
- ▶ last resort, pay for Premium

▶ User Experience

- ▶ photo
- ▶ headline
- ▶ summary
- ▶ easy to read
- ▶ contextual
- ▶ correct
- ▶ call to action
- ▶ easy to read
- ▶ bling

How to Optimise your Profile via Keywords

PRIMARY

- ▶ headline
- ▶ current job title
- ▶ past job title
- ▶ summary
- ▶ education

SECONDARY

- ▶ blog posts
- ▶ skills
- ▶ job descriptions
- ▶ connections

Keywords

First Name

Last Name

Title

Company

School

Location
Located in or near:

Country
Australia

Postal Code

Within
10 mi (15km)

Examples

- What is a Grip Test Engineer?
- If you are an expert in a field include all keywords - Usability, User Design, User Experience, UX, CX
- Still makes sense - not Java, Java, Java, Java, Java, Java, Java, Java



How to increase your Conversion Rate

- ▶ Include your contact details in the 'Summary' and 'Advice for Contacting' sections
- ▶ Include a call to action in these sections too - make it the same
- ▶ Focus more on posts rather than updates - more long term value
- ▶ Manage your connections with tags and set reminders - follow up - 7x for a sale
- ▶ Stick to your purpose, not your ego
- ▶ Don't be a try hard
- ▶ Be strategic with your recommendations



Google+ - minimum requirements



- ▶ complete your profile as a 'person'
- ▶ create a page for your 'business' - must be a street address
- ▶ share your updates via Google+ so they appear in search results
- ▶ request Google Reviews from clients and in your email signature
<https://plus.google.com/+Sueellson2/?review=1>
- ▶ list all of your online profiles on your profile and your page
- ▶ make sure you have access to your Google Analytics, Webmaster Tools, Google Alerts etc via this Google+ account (Manager if not Administrator)

Questions and Answers

Sue Ellson – connect with me

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**Email me or provide your business card for a free
LinkedIn Profile Guide – feedback welcome**



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