



Get found on Google and LinkedIn



BUSINESS
BOROONDARA

16 April 2015 6:00pm – 8:00pm
Blackwood Room, City of Borooindara Council Offices
8 Inglesby Road, Camberwell, Victoria, 3124
Sue Ellson BBus AIMM MAHRI <http://sueellson.com>

Introductions

- Name
- Nature of your business
- Your background on
 - Google+
 - LinkedIn
 - Search Engine Optimisation
- What you most want to learn tonight



What is your Purpose?

- Primary Keywords
- Secondary Keywords



Who is your Target Audience?

- Be very specific
- Where are they found?



You and Your Business

- Your Name – sueellson.com
- Your Business – newcomersnetwork.com
– camberwellnetwork.com

Google sue ellson

Web Images Videos Maps News More Search tools

About 44,600 results (0.21 seconds)

Sue Elson
www.sueellson.com/ •
Sue Elson is the Founder and Director of Newcomers Network, the Global Mobility Network and the Camberwell Network. She provides business consulting...
4.5 ★★★★★ 5 Google reviews · Write a review · Google+ page

2/23 Church Street, Canterbury VIC 3126
(03) 9888 6480

Sue Elson | LinkedIn
https://au.linkedin.com/in/sueellson
Melbourne Area, Australia · Independent LinkedIn Specialist, Careers Adviser, Consultant, Trainer, Writer, Newcomers, Human Resources, Marketing
View Sue Elson's (Australia) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Sue Elson discover...

services/find-a-job · Sue Elson
www.sueellson.com/services/find-a-job/ •
Sue Elson is an expert that has helped hundreds of people find a job in Australia. You can read some of the articles she has written on the Career Work Life ...

Story of Newcomers Network by Sue Elson, Founder
www.newcomersnetwork.com · About Us · Details
Story of Newcomers Network by Sue Elson, Founder. Anyone who has been through a major life transition can relate to someone who has moved... I started ...

Images for sue ellson Report images

Sue Elson
4.5 ★★★★★ 5 Google reviews
Business Management Consultant
Address: 2/23 Church Street, Canterbury VIC 3126
Phone: (03) 9888 6480
Hours: Open today · 9:00 am - 5:00 pm

Reviews
5 Google reviews

Recent posts on Google+
Sue Elson
Shared publicly
Questions Webinar (Google Hangout) on tonight 7pm Perth Time, 8:30pm Adelaide Time, 9:00pm Brisbane, Melbourne, Sydney Time - come and join @sueellson ... 23 hours ago

sueellson @ sueellson.com





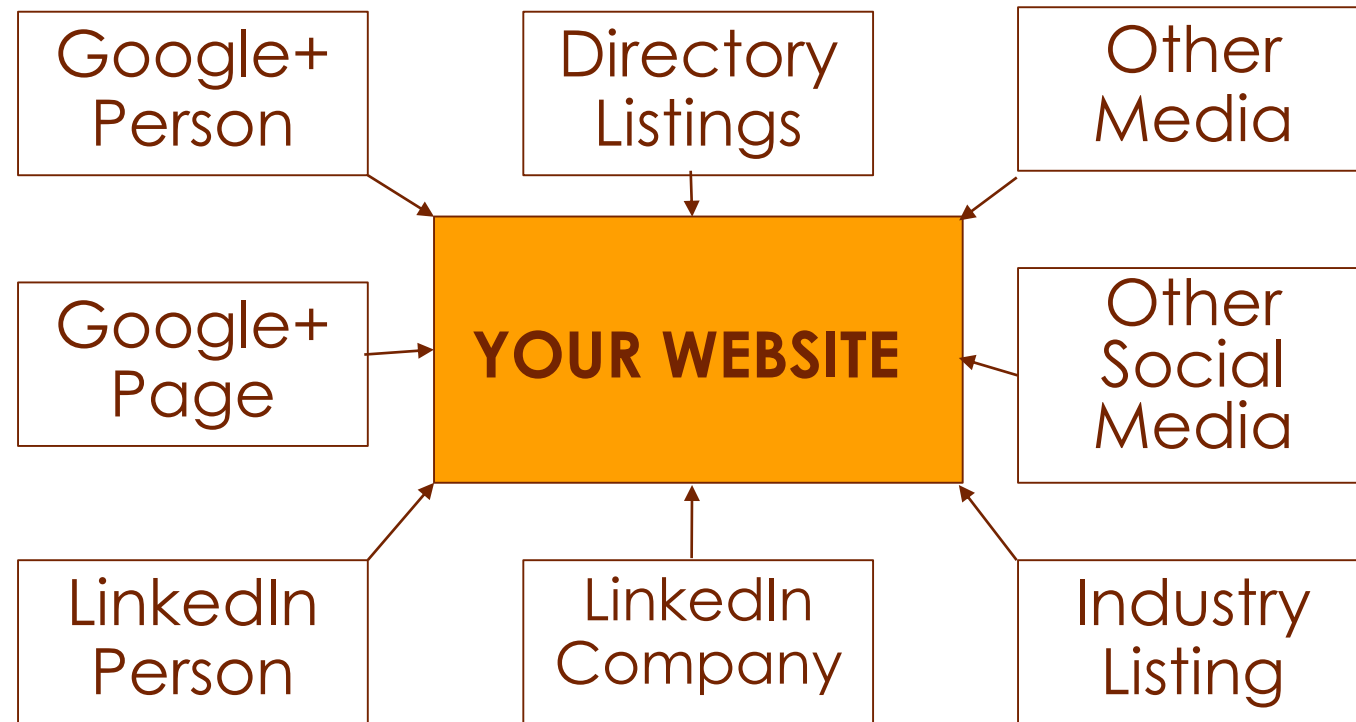
Google or Search Primer

- Location
- Name
- Keywords
- Frequency of Keywords
- Activity Online
- Reach Online
- Premium Services





All roads need to lead to





Directory Listings

- <http://www.businessboroondara.com.au/business-directory>
- <http://www.boroondara.vic.gov.au/business/shopping-centres>
- <http://camberwellnetwork.com> (LinkedIn, Facebook, Twitter listing)
- <http://truelocal.com.au>
- <http://yellowpages.com.au>
- <http://hotfrog.com.au>
- <http://yourindustry.com>
- <http://yourprofession.com>
- <http://yoursistersites.com>

Content is King

- Why will you publish?
- Who will publish the content?
- What will you publish?
- Where will you publish?
- When will you publish?

Publish your content and TELL Google where to find it!



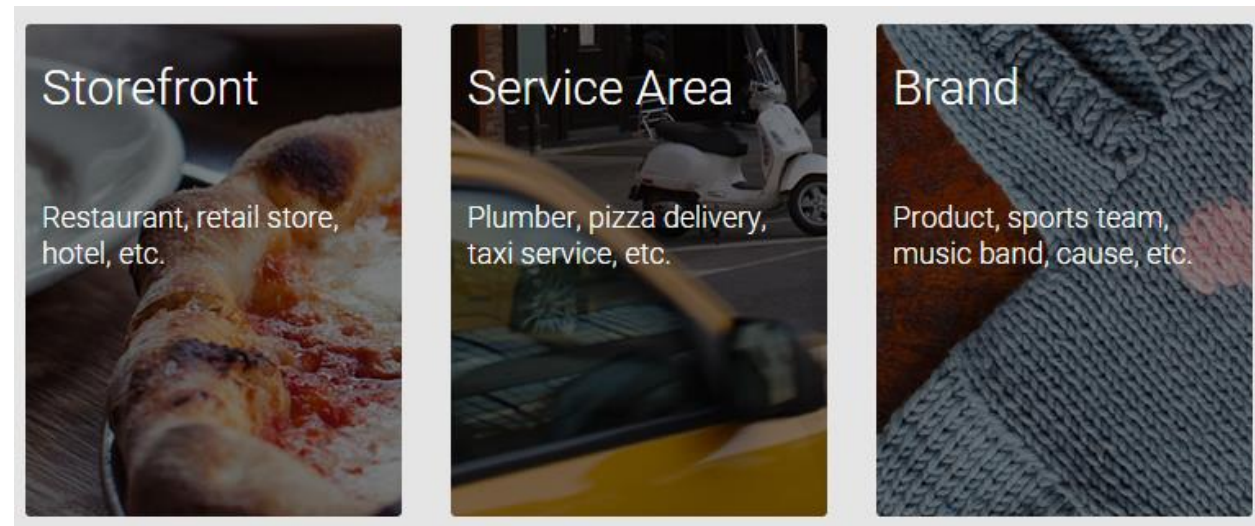


Google+

- Google's version of Facebook (1.23 billion users, 4 million in Australia)
- 540 million users, 100,000 in Australia
- Profile tells Google where you are
- Page puts you on the Google map
- Reviews are Gold
- Extras are a bonus – Search Results, Google Alerts, Analytics, Webmaster Tools, Hangouts

Google+ Page

- Storefront, Service Area, Brand
- Must be a real address
- Provide Links and Keywords
- Get Circles Started
- Subscribe to Notifications
- Respond to Reviews





LinkedIn

- 350 Million Users, 7 million in Australia
- Name likely to come up in search results
- International resume on steroids
- Company profile extraordinaire
- Publishing and B2B Platform
- Relationship Sourcing and Maintenance





LinkedIn – Before you start and every 90 days

- **Collect statistics** – views last 90 days (100+), connections (60+), Recommendations (6+), Endorsements (20+ per skill)
- **Save your profile to PDF** - view profile, drop down arrow, date back to front in file name (150416SueEllson.pdf)
- **Export Connections** - Connections, Cog, Export LinkedIn Connections, Microsoft Outlook CSV (Mac or PC), date in file name



LinkedIn – Computer Experience

- Keywords
- Frequency of Keywords
- Activity
 - Like, Comment, Share
 - Add or Invite Connections
 - Participate in Groups
 - Follow Companies
 - Publish Posts
 - Endorse and Recommend
 - Tag and Manage your Connections
 - Network and Follow Up





LinkedIn – User Experience

- Photo
- Headline
- Summary
- Consistent and easy to read
- Include bling but don't be a try hard
- Include contact details and calls to action
- Hell yes or hell no
- Past behaviour predicts future behaviour



LinkedIn – Keyword Priority

Priority Locations

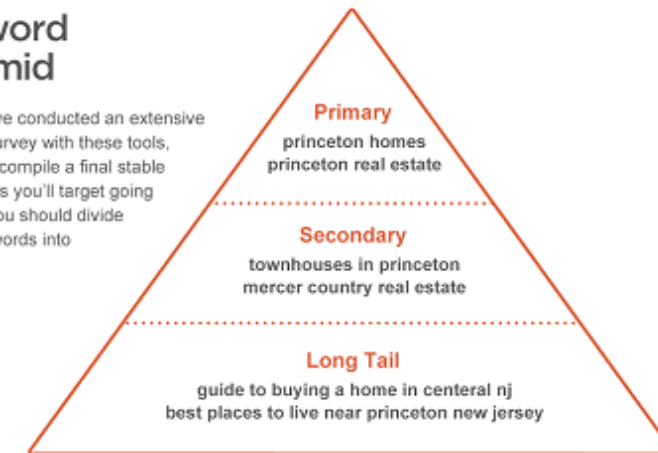
- Headline
- Current Job Title
- Past Job Title
- Education
- Summary
- Experience

Unique

- Address Box, Interests
- Website Address (choose other)
- Subjects of Education
- Projects, Publications, Certifications
- Posts – use all H1, H2, Quote, Calls to Action, Images etc

Keyword Pyramid

Once you've conducted an extensive keyword survey with these tools, it's time to compile a final stable of keywords you'll target going forward. You should divide these keywords into three lists:



LinkedIn – Premium Options

- **Inmails** – contact people directly
- **Search Results** – appear higher
- **Research** – search beyond level 1 and 2 connections
- **Analytics** – more comprehensive – how you were found
- **Preferred Candidate** – when applying for jobs
- **Prestige** – can afford premium
- **Remember** – Purpose, Computer & User Experience and Activity must be done FIRST BEFORE PAYING FOR PREMIUM

LinkedIn Premium Account



LinkedIn – Further Resources

- <http://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>
- <http://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>
- <http://sueellson.com/publications>
- <http://sueellson.com/presentations>
- <https://plus.google.com/+Sueellson2/?review=1>
(use this formula in your email signature for Google Reviews)





**SMS text 0402 243 271 or
email sueellson@sueellson.com your
Name, Email Address and BB (and feedback)**

1. Free copy of these slides and link to audio recording
2. Free copy of LinkedIn Profile Guide (value \$5.95)
3. Invitation to connect to Sue Ellson on LinkedIn (6,542 Connections)
4. Free notification when *120 Ways to Maximise LinkedIn* Book Released
5. Free ticket in draw to win a written LinkedIn Profile review valued at \$150

