



# LinkedIn and Google+ for You and Your Business



## **Whitehorse Business Group**

29 April 2015 5:30pm – 7:30pm

The Pavilion Cnr Whitehorse and Middleborough Roads, Box Hill, Victoria, Australia

Sue Ellson BBus AIMM MAHRI <http://sueellson.com>

# Introductions

- Name
- Nature of your business
- What you most want to learn tonight



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# Sue Elson BBus AIMM MAHRI



- 1982 Work
- 1985 Training
- 1987 Digital
- 1994 Started Consulting – Careers, Business, Marketing, Training
- 2001 First website
- 2003 LinkedIn
- 2010 Independent LinkedIn Specialist
- 2012 Started Camberwell Network
- 2014 Victorian Councillor Australian Human Resources Institute
- 2014 Mentor for Camberwell Entrepreneurs Network

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# What is your Purpose?

- Primary Keywords
- Secondary Keywords



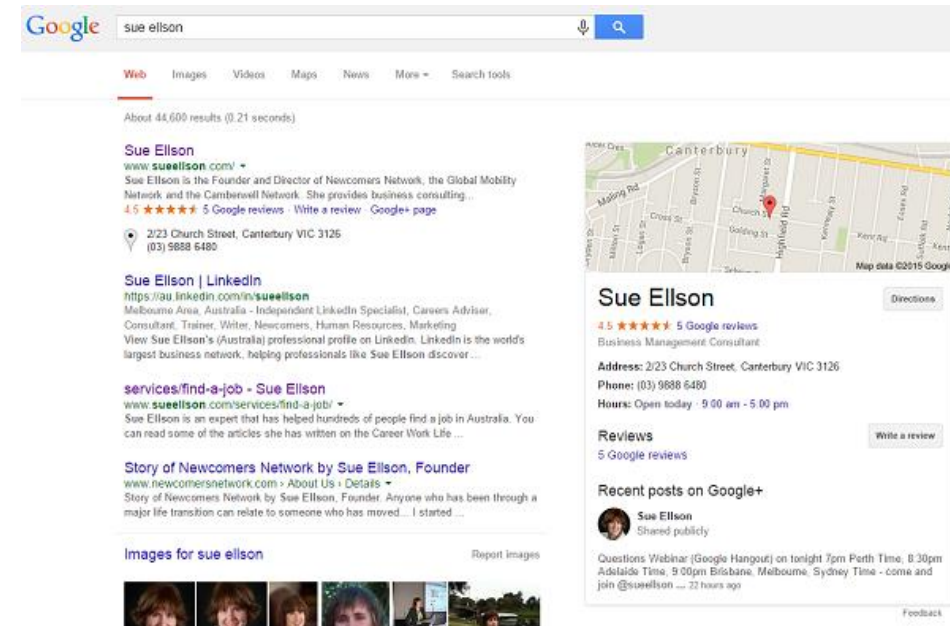
# Who is your Target Audience?

- Be very specific
- Where are they found?



# You and Your Business

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



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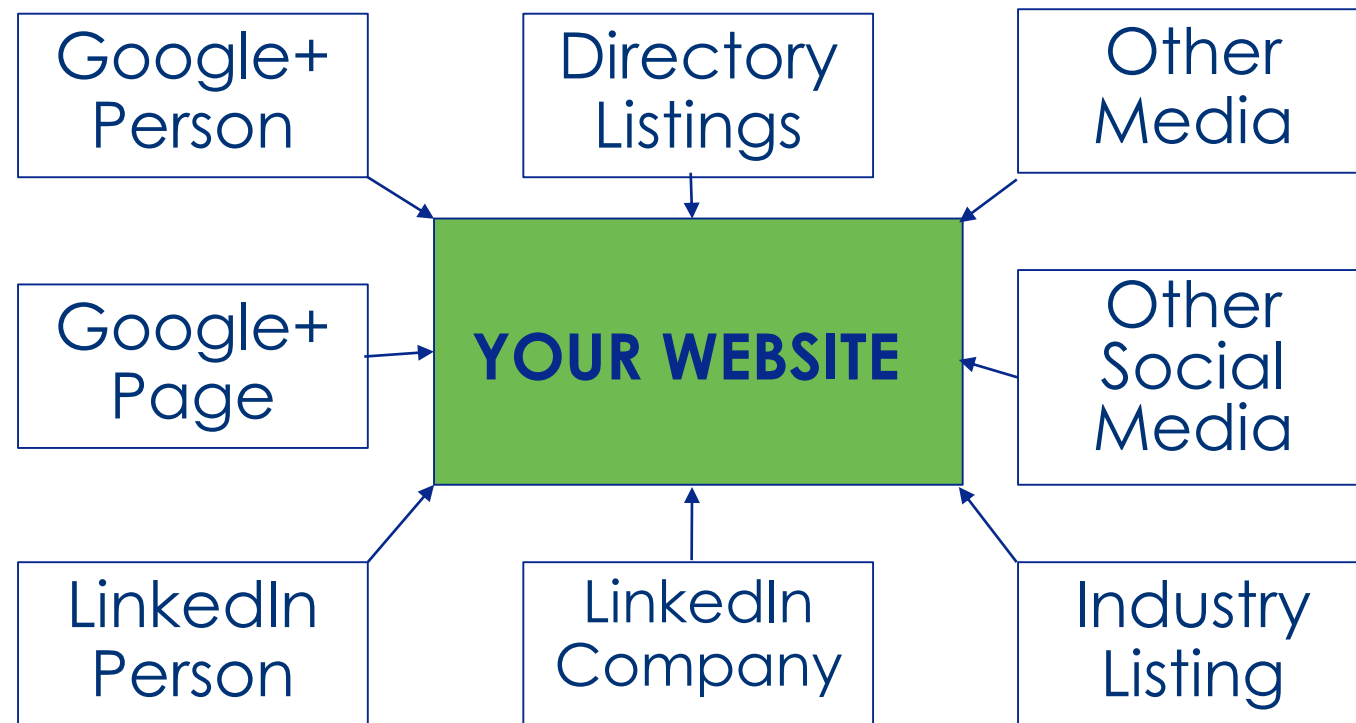
# Google or Search Primer

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





# All roads need to lead to





# Directory Listings

- <http://www.whitehorsebusinessgroup.com.au/members/members-directory/>
- <http://www.wbiz.com.au/business-directory>
- <http://www.abaw.com.au>
- <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!



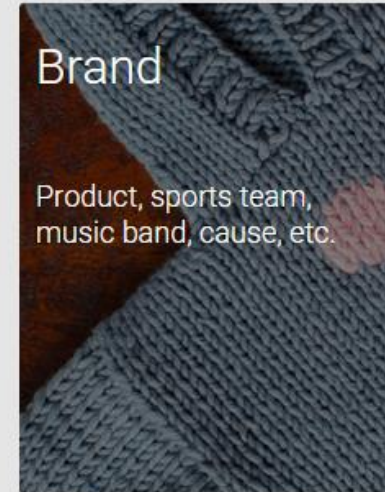
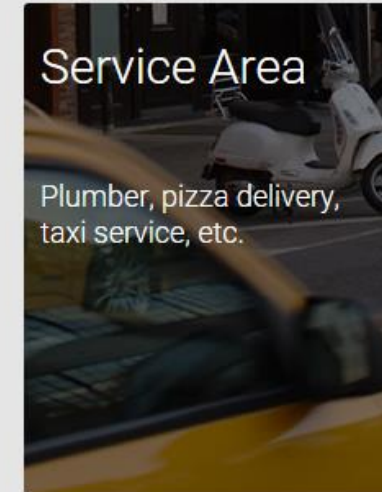
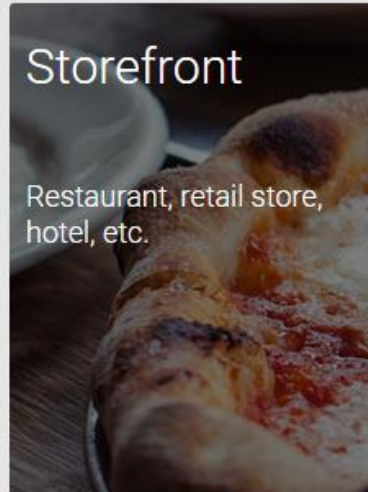
# Google+

- 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 (150429SueEllson.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



# Priority Keyword Locations

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

## 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)



# **Business Card in Bowl or SMS text 0402 243 271 or email sueellson @ sueellson.com your Name, Email Address and WBG (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 (6,601 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



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