



How to create a meaningful online presence so employers Google you!



Melbourne Career Expo
Sue Ellson BBus MIML MAHRI CDAA ASA MPC WV

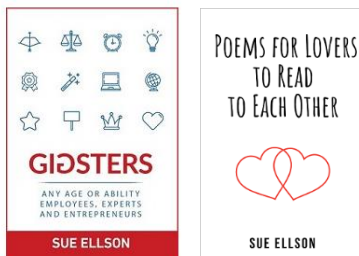
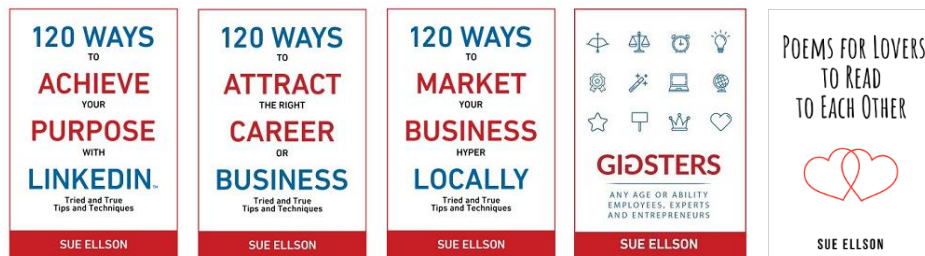
1:00pm

Melbourne Convention and Exhibition Centre

28 July 2019

Sue Ellson BBus MIML MAHRI CDAA ASA MPC WV - Professional

1982 Started work at Westpac in Adelaide
1987 Started digital literacy and training
1994 Moved to Melbourne from Adelaide
1994 Consulting – careers, business, marketing, training
2001 First website online NewcomersNetwork.com
2001 Member of the Australian Institute of Management
2003 Joined LinkedIn now 17,000 Connections, 18,000 Followers, 1,400 profile views last 90 days, 1,300 search appearances 7 days
2005 Member of the Australian Human Resources Institute
2008 Independent LinkedIn Consultant
2012 Started Camberwell Network
2014 Teaching at the Centre for Adult Education (current)
2015 Associate Member of CDAA and Member of Australian Society of Authors
2016 Teaching at General Assembly and RMIT Short Courses
2016 wrote and self published three books –
120 Ways to Achieve Your Purpose With LinkedIn
120 Ways To Attract The Right Career Or Business
120 Ways to Market Your Business Hyper Locally
2017 Teaching at Monash Training and Professional Development
2018 Answering questions on Quora.com – Top Writer 2018
2018 Member of Career Development Association of Australia (CDAA) and Writers Victoria
2018 Top 10 LinkedIn Expert in the Asia Pacific Region
2019 Writing and self publishing
Gigsters – Any Age or Ability Employees, Experts and Entrepreneurs
Poems for lovers to read to each other (2020 release)
International research project follow up to 2004 Newcomers Network Research Project



Sue Ellson - Voluntary

1991 – 1992 Committee Member, Westbourne Park Netball Club
1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers SA Young Banker's Committee
1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
2001 – 2002 Committee Member, Cultural Tourism Industry Group
2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
2003 – 2007 Committee Member Victorian Community Committee for Harmony
2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
2013 – 2016 Volunteer Foster Carer RSPCA Victoria
2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
2001 – now Free Presentations, Training, Events for various organisations and social enterprises Newcomers & Camberwell Networks



#1

Understand your highest values and purpose

- visualise very clearly what you are seeking
 - create a framework for decision making
 - make sure it is realistic

<https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>

#2

Understand your greatest skills – natural and learned

- clearly define these
 - understand what is truly in demand
 - be ready to showcase these skills online

<https://www.linkedin.com/pulse/share-your-story-let-world-know-name-sue-ellson>

#3

Understand your current context

- are you using anecdotal information?
- are there issues affecting your options?
- are other people influencing you negatively?

<https://www.linkedin.com/pulse/can-unemployment-good-you-sue-ellson>

#4

Have you set a realistic time frame?



- do you need to start something now?
- have you created steps for your future?
- are you taking action? (2 hours per day, 5 days per week)

<https://www.linkedin.com/pulse/multiple-job-search-strategies-work-sue-ellson>

#5

Start with a LinkedIn Profile

- 10 million Australians already have one
- be found in Google Search Results for your name
<https://www.linkedin.com/public-profile/settings>
- discuss your achievements using keywords

 Edit your custom URL
Personalize the URL for your profile.
www.linkedin.com/in/sueellson 

<https://www.linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson>
<https://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>
<https://www.linkedin.com/pulse/linkedin-profile-updates-cheat-sheet-sue-ellson>

#6

Update your Google About Me Page

- if you have a Gmail email or Google Account address, fill in <https://aboutme.google.com> (especially Sites section – make Visible)
- consider creating a Google Business Account for your name and a free Google website via <https://business.google.com>

<https://www.linkedin.com/pulse/google-my-business-free-website-seo-strategies-sue-ellson>

#7

Create your own name website

- create a permanent archive of your work
- purchase a domain name and domain name privacy (nothing else)
 - purchase website hosting separately
 - create a website and update it

<https://sueellson.com>

#8

Tidy up your social media accounts

- when was the last time you updated them?
- do you need to remove any inappropriate content?
- link all of your social media profiles to your Google Account, LinkedIn Profile and Website and post monthly

<https://www.linkedin.com/pulse/do-you-have-time-accountability-partner-sue-ellson>

#9

If you want to be found, you need to be active

- logging in and engaging
- curating or creating content to share
- responding and reviewing promptly

<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>

#10

What are the best strategies?

- networking
 - referrals
- voluntary work
- being found for your name or your keywords 'linkedin specialist'
- being authentically verified (published and reviewed content)

<https://www.linkedin.com/feed/update/urn:li:activity:6554939518393376768>

#11

Narrow your net

- you need to repel the wrong opportunities
- you need to attract the right opportunities
 - make your message crystal clear

<https://successstory.com/inspiration/what-does-it-take-to-be-successful-in-life-280>

#12

Are you ready for the jobs of the future?

- digital competency not just literacy
 - new expectations
 - constantly learning

<http://www.openforum.com.au/jobs-of-the-future-the-new-world-of-work-where-people-are-paid-for-their-value-rather-than-their-time>

#13

Are you ready for the Gig Economy?

- different work modes
- different work sources
 - sharing economy

<https://medium.com/@sueellson/surviving-the-gig-economy-new-ways-to-work-edc3860cdaba>

#14

Are you a lifelong learner?

- change is constant, so keep learning
 - use automatic and personal tools
- be willing to let go of what used to work

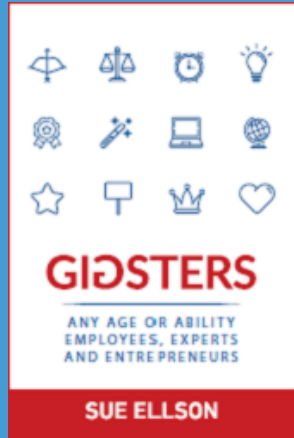
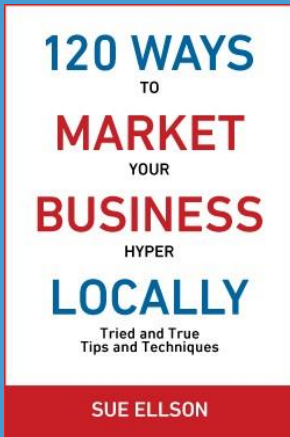
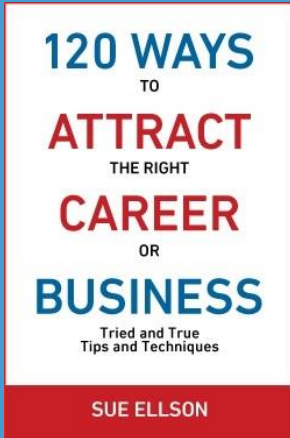
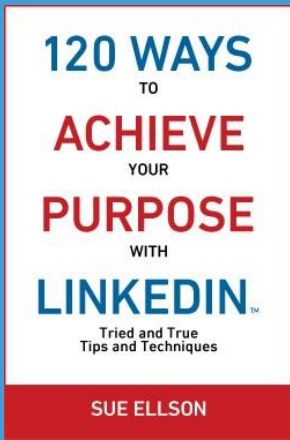
<https://www.linkedin.com/pulse/partners-business-life-sue-ellson>

#15

Your Network is your Net Worth

- how will you manage it? (LinkedIn, Website, Google, Social Media?)
 - how will you maintain it? (contact VIP's three times per year)
 - how will you give back to it?

<https://www.linkedin.com/pulse/20140407042716-77832--authentic-networking-on-linkedin>



Action Steps

Email [sueellson @ sueellson.com](mailto:sueellson@sueellson.com) or

SMS +61 402 243 271 and include your

first name and email address and receive

1. These slides and recording
2. An invitation to connect to Sue Ellson on LinkedIn
3. Top 20 Tips from three books

120 Ways To Achieve Your Purpose With LinkedIn

120 Ways To Attract The Right Career Or Business

120 Ways To Market Your Business Hyper Locally

