Online Presence Essentials - Google, LinkedIn and Websites

Sue Ellson
Thursday 5 September 2019
3:00pm – 3:45pm

Queensland Chapter Conference
Hotel Grand Chancellor, Roma and Terrace Room
23 Leichhardt Street, Brisbane City Queensland 4000

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Sue Ellson

Professional Career since 1982
Volunteering since 1991
Online since 2001
Started on social media 2003
Consulting since 2008

Author of four books
Educate Plus since 2015
in Melbourne, Sydney, Brisbane, Geelong https://sueellson.com/presentations
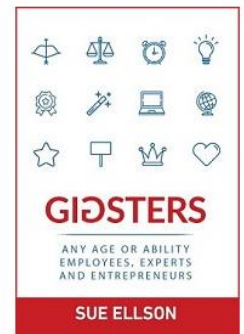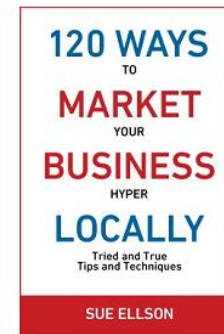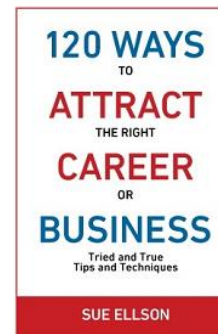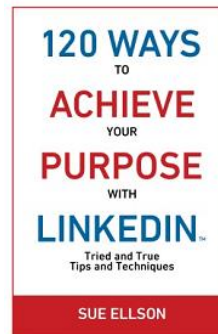Multiple schools and universities https://sueellson.com/clients

Social Enterprise – NewcomersNetwork.com CamberwellNetwork.com
Consulting – Careers, Business, Marketing, Social Media
Teaching – Centre for Adult Education Melbourne
Research – Newcomers Transition and Settlement
Interest - #readtoeachother and dancing

120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN. Tried and True Tips and Techniques SUE ELLSON

120 WAYS TO ATTRACT THE RIGHT CAREER OR BUSINESS Tried and True Tips and Techniques SUE ELLSON

120 WAYS TO MARKET YOUR BUSINESS HYPER LOCALLY Tried and True Tips and Techniques SUE ELLSON

GIGSTERS ANY AGE OR ABILITY EMPLOYEES, EXPERTS AND ENTREPRENEURS SUE ELLSON

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Focus

Why is it so important to have an online presence on Google, LinkedIn and how should you Search Engine Optimise your website?

Do you know what you are paying for when your website is Search Engine Optimised and is it generating results?

What are the long term alternatives that provide digital asset value rather than digital expense?

What housekeeping could make a significant difference to your institution's online performance?

A practical session with comprehensive links for later processing. Sue welcomes questions before or after the session.

Why is it so important?

- How do prospective families find you?

- How can you market your school?

- How can you keep in touch with alumni?

- How do you encourage fundraising?

A strong digital presence on both Google and selected Social Media

Today

Common Sense not Common Practice
Familiar and New
Live Example
Preparation

Google

LinkedIn
Search Engine Optimisation
Takeaways

Examples

- Google "girls school Camberwell"

- Facebook "Siena College Camberwell"

- LinkedIn School Profile https://www.linkedin.com/school/siena-college-camberwell (collecting Alumni and Followers)

- LinkedIn Group Toorak College Mt Eliza Alumni Group https://www.linkedin.com/groups/13649867

- Instagram Location Auto Generatedhttps://www.instagram.com/explore/locations/1710209/brisbane-girls-grammar-school (location claimed, 'influencer' taking credit

- Fundraising triggered by emotion (isn't all social media emotional?)

Preparation

- Do you have a comprehensive list of login details for all administrators for all online accounts also kept with IT department? (website, profiles and social media)

- Are you aware of all other social media accounts with your school name? (groups, automatic locations etc and do you have the links and administrator contacts for these?)

- What keywords are you optimising on your school website and social media profiles (right click other websites 'view page source' competitor analysis)?
  - school name
  - school type – girls, boys, independent, Catholic, Anglican etc
  - school years – early learning, primary, secondary etc
  - school location – suburb as well as area (i.e. Spring Hill, Brisbane, Queensland)
  - school type – college, school etc
  - school Principal name – what appears (should link to page on school website, perhaps LinkedIn Profile as well)

- Are your logos, descriptions and URLs consistent for all of your profiles (including Wikipedia which you can update)?

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Google

Google Steps

- Ensure you have a School Gmail Address for your own Google My Business Profile and have your other campus locations on the same account, update information, respond to reviews, add posts, create free one page website, create "products" (Gorilla Print Hawthorn) at least three managershttps://www.linkedin.com/pulse/google-my-business-free-website-seo-strategies-sue-ellson

- With you school social media phone, add the Google Business App and connect https://play.google.com/store/apps/details?id=com.google.android.apps.vega https://apps.apple.com/au/app/google-my-business/id853371601

- Add Google Analytics to your website https://google.com/analytics

- Add Google Webmaster tools to your Google Account https://google.com/webmasters

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Google Steps (cont)

- Set up Google Alerts for your Principal and school name/s https://google.com/alerts

- Create a list of your School's online profiles/links in a spreadsheet and add to https://aboutme.google.com on your Google Account

- Respond to all reviews as soon as possible and post every six days (can also list events)https://sueellson.com/blog/social-media-bad-reviews-and-complaints-blessing-or-curse

- Monitor and review your Google Analytics and Webmaster results – adjust strategy

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LinkedIn

LinkedIn Steps

- Rename a school personal profile if you have one
  https://www.linkedin.com/in/sienadominican
  against the LinkedIn User Agreement
  https://www.linkedin.com/legal/user-agreement

- Create a University (School) Profile (if you haven't already)
  https://www.linkedin.com/company/setup/new

- Optimise a Company Profile (if you haven't upgraded to a School Profile)
  https://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson

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LinkedIn Steps (cont)

- Request a University (School) Profile if you only have a Company Profile at https://www.linkedin.com/help/linkedin/ask/up-anup

- Ensure 80% of your students include your details in the Education section of their profile before leaving your school

- Invite your existing alumni to update their LinkedIn Profile to include your school in the Education Section

- Track and monitor your alumni numbers via the School Profile

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LinkedIn Steps (cont)

- Other tips https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson

  https://university.linkedin.com/linkedin-for-students

- Reasons why you should create a good LinkedIn Profile https://www.linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson

- Utilise the https://addtoprofile.linkedin.com Developer Tool so that students can update their LinkedIn Profile with one click

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LinkedIn Steps (cont)

- Consider creating some standard recommendations for all staff LinkedIn Profiles https://www.esafety.gov.au/-/media/cesc/documents/classroom-resources/esafety-checklist-for-schools-for-school-leadership-teams-pdf.pdf

- Develop a social media policy for staff as well as students and ensure it is conveyed during onboarding and offboarding process or entry and exit from the schoolhttps://www.business.vic.gov.au/__data/assets/word_doc/0020/1009550/HR-manual-template.docx http://www.edigitalagency.com.au/social-media-strategy/social-media-policy-template

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Search Engine Optimisation

How to SEO your website

- Create an excellent website title
- Fill in all user details (Google Robot sees this)
- Optimise every Page (static content) and Post (blog section)
- Add Content regularly (with a 'system' for archiving to keep adding content over time but only current information directly accessible)
- Share your content via social media and engage online 12:1
- Add your details to other websites (directories, publications)
- Reference all the other links to your content on your website
- Say thank you for all external coverage (link)
- Update existing content (ie Contact page socials)
- From now on...rename images, label images

How to SEO your website (cont)

- Read https://www.google.com/search/howsearchworks maintain URLs, always have redirects for new links https://www.linkedin.com/pulse/what-do-before-you-upgrade-redesign-your-website-sue-ellson

- Try the free options only at this point https://www.semrush.com https://website.grader.com (HubSpot emails are good) https://moz.com/free-seo-tools

- Ask your current SEO provider for written instructions on what they are doing each month (not just keyword reports, new content needs to be constantly added)

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How to SEO your website (cont)

- Develop a Style Guide for all of your content
  -An excellent Title (most important search feature)
  -One Heading 1
  -One or more Heading 2
  -An image – with good file name ie emergency-procedures-red-fire-truck-300-225.jpg and Title and Alt Text set as title of page (if possible) and above 200x200 pixels for social media
  -300 or more words
  -Links, interlinks (other content in your site), external links (open in new tab), backlinks (you link to each other)
  -Tags, keywords, meta description in SEO Snippets
  -Call to action – what do you want them to do?
  -Proof / check to confirm all done, save, publish

Takeaways

From Now On Takeaways

- Update Social Media Profiles and Website

- Add archivable content to Website and share on Social Media and Google My Business

- Engage online, be responsive, ask for reviews

- LinkedIn for Advancement, Principal, Staff, Students, Careers with 80% of students connected before leaving

- Get written details on what SEO you are paying for

- Say Thank You https://g.page/sue-ellson-author/review Educate Plus https://search.google.com/local/writereview?Placeid=ChIJRU6SG7-nEmsRumIdx8HQms

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Thank you

For more information, please contact:

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Would like to provide digital copies of four books for your school library.