



BOOST YOUR AUTHOR PROFILE WITH GOOGLE

Learn how to use free Google tools to improve the discoverability of your author brand with Sue Ellson

Friday 14 October 12.00-1.00pm



Boost your author profile with Google

Sue Ellson BBus MPC CDAA ASA WV SPN

Independent LinkedIn Specialist, Author, Educator, Practitioner, Consultant

14 October 2022

sueellson@sueellson.com

<https://www.linkedin.com/in/sueellson>

Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds
- ✓ it is not professional advice for your personal circumstances
- ✓ you are welcome to share the slides but I hope you can **action them!**
- ✓ assume varied level of knowledge and experience and can read
- ✓ information correct at time of publication
- ✓ please add any questions you have in the Chat or Q&A box
- ✓ will be asking you what has been most helpful to you at the end (feedback for me)
- ✓ will be focusing on your **Author Name** for this session (not for all of your books, titles, enterprise, sales etc)



Promised and Bonus* Content

1. How does Google work?*
2. What do you want to be found for*
3. How to tell Google where you are online*
4. What does Google need to see (beyond your Google presence)*
5. Google Business Profile and free Google Website (for your author name)
6. Google Reviews (so you can use a link to ask for them)*
7. Google Local Guides Connect
8. Google Knowledge Panel (and how to claim it once Google has found your book/s)
9. Google Scholar (where you can list your publications)
10. Google Alerts (so you can be notified about quotes from you or your book/s)
11. Google Analytics (ensuring you have this on your website and you own the account, not the website developer)
12. YouTube (ensuring your channel is on your Google account, creating a playlist of videos that feature you, and how to access subtitles)
13. Your priority tasks to complete after this webinar*
14. Additional free resources*

Thank you for showing up – ALL questions MOST welcome!

Fast Facts – more at sueellson.com

Sue Ellson is a Member of



Sue Ellson is the Founder of



<https://sueellson.com/about>

1. How does Google Work?

- ✓ Meaning
- ✓ Relevance
- ✓ Quality
- ✓ Usability
- ✓ Context

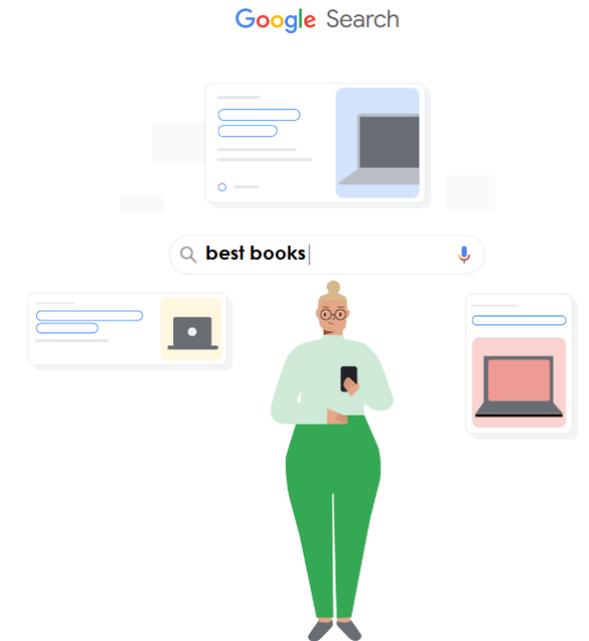
https://www.google.com/intl/en_au/search/howsearchworks/how-search-works/ranking-results

✓ Location of Searcher, Text or Voice Activated Search, Past Behaviour, Keywords of Searcher

✓ Google 92% of searches <https://gs.statcounter.com/search-engine-market-share>

✓ Find out what is being searched for at <https://trends.google.com/trends/?geo=AU>

✓ It prefers you to have a Google Account (if you have Gmail, you already have a Google Account but you can start a Google Account with your own email address at <https://accounts.google.com/signup/v2/webcreateaccount?continue=https%3A%2F%2Faccounts.google.com%2F&biz=false&flowName=GlifWebSignIn&flowEntry=SignUp>



2. What do you want to be found for?



- ✓ **Your Author Name** (and/or your Pseudonym)
- ✓ Your Book Title/s
- ✓ Your Enterprise Name (if you have a 'business' name)
- ✓ Your Publishing Name (if you are self or independently published)
- ✓ Your Publisher's Name (if you have one, ideally they will have a unique profile page for you on their website)
- ✓ Your Literary Agent's Name (again, ideally they will have a profile page for you on their website)
- ✓ Your Australian Society of Authors Profile <https://www.asauthors.org/find-an-author/search/?command=viewEntityContact&entityType=0&entitySerial=3750&membershipSerial=40096322>
- ✓ Your Keywords (book genre, topics, book format ie audio book etc)
- ✓ Your Behaviour (to verify that you are active and relevant otherwise you will 'disappear')
- ✓ Make sure that ALL of your author details are completed at Thorpe-Bowker (ISBN) <https://www.myidentifiers.com.au> as this information is used for your Google Knowledge Panel

It is important for you to remember that these are all part of helping you be found for your Author name on the internet

Sue Ellson



All News Images Videos Maps More Tools

About 51,500 results (0.53 seconds)

https://sueellson.com

Sue Ellson - LinkedIn Specialist, Career and Business Author ...

Sue Ellson - Independent LinkedIn Specialist, Careers, Business, Marketing and Social Media Author, Trainer and Consultant.

Publications

Sue Ellson BBus MPC CDAA ASA WV SPN and/or Newcomers ...

Reviews

Sue Ellson Reviews, Testimonials and Feedback from Google ...

[More results from sueellson.com »](#)

Podcasts

<p>Sue Ellson 1 month ago</p> <p>Queen Elizabeth II Poem</p>	<p>Sue Ellson 1 month ago</p> <p>R U OK? Day Poem</p>	<p>Sue Ellson 1 month ago</p> <p>Wheels Fallen Off Poem</p>
--	---	---

https://www.linkedin.com › today › author › sueellson

Sue Ellson | LinkedIn

Check out professional insights posted by **Sue Ellson**. Independent LinkedIn Specialist - Trainer.

Sue Ellson

Article writer

[sueellson.com](#)

Sue Ellson BBus MIML MAHRI MPC CDAA ASA WV is an Independent LinkedIn Specialist, Career Development Practitioner, Author, Trainer and Business Marketing Consultant. [Google Books](#)

Profiles

[Twitter](#) [LinkedIn](#)

Books

--	--	--	--

120 Ways to Achieve Gigsters - Any One 120 Ways to Attract 120 Ways to Market

This is the Sue Ellson
Google Author Profile
or Knowledge Panel



Sue Ellson Author



All News Images Videos Shopping More Tools

About 12,900 results (0.51 seconds)

<https://twitter.com/sueellson>

Sue Ellson (@sueellson) · Twitter

LINKEDIN FOR CAREER CHANGERS // Are you thinking about changing your career? Today's webinar for Career Changers was the most interactive in the series so far.

See the slides and listen to the recording at sueellson.com/blog/link...

#linkedin #careerchange #sueellson
Twitter · 17 hours ago

<https://www.asauthors.org> › find-an-author › search

Find an Author - Australian Society of Authors (ASA)

Sue Ellson BBus MPC CDAA ASA WV SPN is the Founder and Director of Newcomers Network, Camberwell Network and 120 Ways Publishing. Sue is an Independent ...

<https://sueellson.com> › publications

Sue Ellson Publications

Publications prepared by or featuring **Sue Ellson**. **Sue Ellson** with 120 Ways To Achieve Your Purpose With LinkedIn Book and Guest. **Sue Ellson** BBus MPC CDAA ...

<https://sueellson.com> › books

Sue Ellson Author Books

23 Nov 2020 — **Sue Ellson** BBus CDAA MPC ASA WV SPN is the **author** of four books that have been published through 120 Ways Publishing.



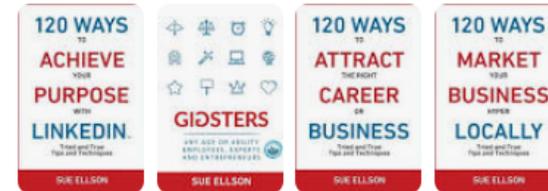
Sue Ellson

Article writer

sueellson.com

Sue Ellson BBus MIML MAHRI MPC CDAA ASA WV is an Independent LinkedIn Specialist, Career Development Practitioner, Author, Trainer and Business Marketing Consultant. [Google Books](#)

Books



120 Ways to Achieve... 2016	Gigsters - Any Age o... 2019	120 Ways To Attract... 2016	120 Ways To Market... 2016
--------------------------------	---------------------------------	--------------------------------	-------------------------------

Profiles



Twitter



LinkedIn

Don't forget to update your Australian Society of Authors Profile

This is the Sue Ellson Google Business Profile

(underneath Author Profile)
and you need to be signed
in to your Google account
to see it.

Everyone can have one even
if you do not have an
Author Profile yet by creating a
Google Business Profile at
<https://business.google.com>

You must provide an address for a
postcard to be sent out but you can
say that you do NOT serve customers
at your address.

If you do not want to use your home
address, you can request permission
from your accountant, agent,
publisher etc. to receive the
verification postcard that must go to
a physical address.

Sue Ellson

Website Save Call

4.9 ★★★★★ 119 Google reviews

Service options: Online appointments

Hours: Open · Closes 5PM ▾

Phone: 0402 243 271

Suggest an edit · Own this business?

Appointment providers: calendly.com Providers ⓘ

Questions & answers
See all questions (1) Ask a question

Send to your phone Send

From Sue Ellson

"Sue Ellson BBus MPC CDAA ASA WV SPN is an Independent LinkedIn Specialist and the author of five non-fiction books: 120 Ways To Achieve Your Purpose"

3. How to tell Google where you are online

	A	B	C	D	E	F	G
1	Places to find Links						
2	This process is designed to help you be found by your name, keywords and enterprise name and is a way to help Google know where you are online						
3	One of many strategies for optimising your online presence, reputation, brand and for overall search engine optimisation						
4	Personal Info	https://myaccount.google.com/profile	https://aboutme.google.com				
5							
6	Google Search - All	https://www.google.com.au					
7	Google Search - News	https://www.google.com.au					
8	Google Search - Images	https://www.google.com.au					
9	Google Search - Videos	https://www.google.com.au					
10	Google Advanced Search - Name and Website to dive deeper	https://www.google.com.au/advanced_search					
11	Google Scholar	https://scholar.google.com.au/					
12	LinkedIn Articles	https://www.linkedin.com/in/YOURURL/recent-activity/posts	Visit your LinkedIn Profile, choose to Sell All Activity and Select Articles				
13	YouTube	https://www.youtube.com					
14	Local or National Newspapers - Herald Sun, The Age	https://www.heraldsun.com.au		Use in website search function			
15	Magazines or Journals						
16	Podcasts, Radio or any other Broadcast Media						
17	Journalist Depositories - Muckrack (Manual), Authory (Paid A	https://muckrack.com	https://authory.com				
18	Any other websites where you may have been quoted						
19	Future Content	https://google.com/alerts					
20							
21	Search Queries						
22	"Your Name"						
23	"Your Name" AND "Your Company"						
24	"Your Name" AND "Publisher Name"						
25	"Your Company" AND "Topic"						
26	Any other topics, people, events, etc that you remember						
27	Visit websites and search within websites as not all pages on the internet are in the Google Index						
28							
29	Special Note						
30	Negative Links - you do NOT want Google to index or want on Page 2 of Google Search Results once your preferred links are chosen regularly (important for brand management)						
31							
32							
33							
34							
35							
36							

Collect a list of everywhere you have been published so far

Sort into three sections

1. Links
2. Profile Links
3. Contributor Links



3. How to tell Google where you are online

1	Date	Paywall	Title of Article	Publication Name	Author	Link to Article	Archive.org/web Link	Details
2			Contributor					
3	21/12/2003		Sue Ellson - LinkedIn			https://www.linkedin.com/in/sueellson/recent-activity/posts	https://web.archive.org/web/20220417115851/https://www.linkedin.com/aut	
4	28/12/2015		Sue Ellson - Medium			https://sueellson.medium.com	https://web.archive.org/web/20220417115824/https://sueellson.medium.com	
5	20/03/2009		Sue Ellson - Open Forum			https://www.openforum.com.au/author/sue-ellson	https://web.archive.org/web/20220417115920/https://www.openforum.com.	
6	25/01/2017		Sue Ellson - Quora			https://sueellson.quora.com	not available	
7	30/04/2014		Sue Ellson - Tiny Buddha			https://tinybuddha.com/author/sue-ellson	https://web.archive.org/web/20220417120004/https://tinybuddha.com/autho	
8								
9			PUBLICATIONS					
10			Major Articles for Google					
11	17/09/2021	No	Is the gig economy worthwhile to individuals as	ABC News	Phil Brandel	https://www.abc.net.au/news/2021-09-17/is-the-gig-economy-a-w	https://web.archive.org/web/20220417115710/https://www.abc.net.au/news	
12	25/08/2021	No	Career expert: The major mistakes you are makir	Daily Mail	Carina Stathis	https://www.dailymail.co.uk/femail/article-9921255/Career-exper	https://web.archive.org/web/20220417115706/https://www.dailymail.co.uk/f	
13	11/03/2015	No	52 Ways to Tell Someone You Love and Appreciat	Tiny Buddha	Sue Ellson	https://tinybuddha.com/blog/52-ways-tell-someone-love-apprecie	https://web.archive.org/web/20220417115606/https://tinybuddha.com/blog/:	
14								
15			PUBLICATIONS - ALL					
16	5/04/2022	No	Solitude	Sue Ellson Poem	By Sue Ellson	https://sueellson.com/blog/solitude-poem	https://web.archive.org/web/20220417122203/https://sueellson.com/blog/so	
17	21/03/2022	No	Sue Ellson Shares Email Newsletter Edition 5	Sue Ellson Newsle	By Sue Ellson	https://sueellson.com/newsletters/edition-5	https://web.archive.org/web/20220417122225/https://sueellson.com/newsle	
18	21/03/2022	No	Sue Ellson Shares LinkedIn Newsletter Edition 5	Sue Ellson Newsle	By Sue Ellson	https://www.linkedin.com/pulse/sue-ellson-shares-newsletter-ed	https://web.archive.org/web/20220417122245/https://www.linkedin.com/pul	
19	21/03/2022	No	LinkedIn Add Career Break Option – yes or no?	Sue Ellson Linkede	By Sue Ellson	https://www.linkedin.com/pulse/linkedin-add-career-break-optio	https://web.archive.org/web/20220417122306/https://www.linkedin.com/pul	
20	19/03/2022	No	Is social media a waste of time for business?	Medium	By Sue Ellson	https://sueellson.medium.com/is-social-media-a-waste-of-time-fc	https://web.archive.org/web/20220417122345/https://sueellson.medium.com	
21	16/03/2022	No	A Sudden Passing	Sue Ellson Poem	By Sue Ellson	https://sueellson.com/blog/a-sudden-passing-poem	https://web.archive.org/web/20220417122400/https://sueellson.com/blog/a-	
22								
23								
24								
25								
26								
27								
28								
29								
30								
31								
32								
33								
34								
35								
36								

Collect a list of everywhere you have been published so far

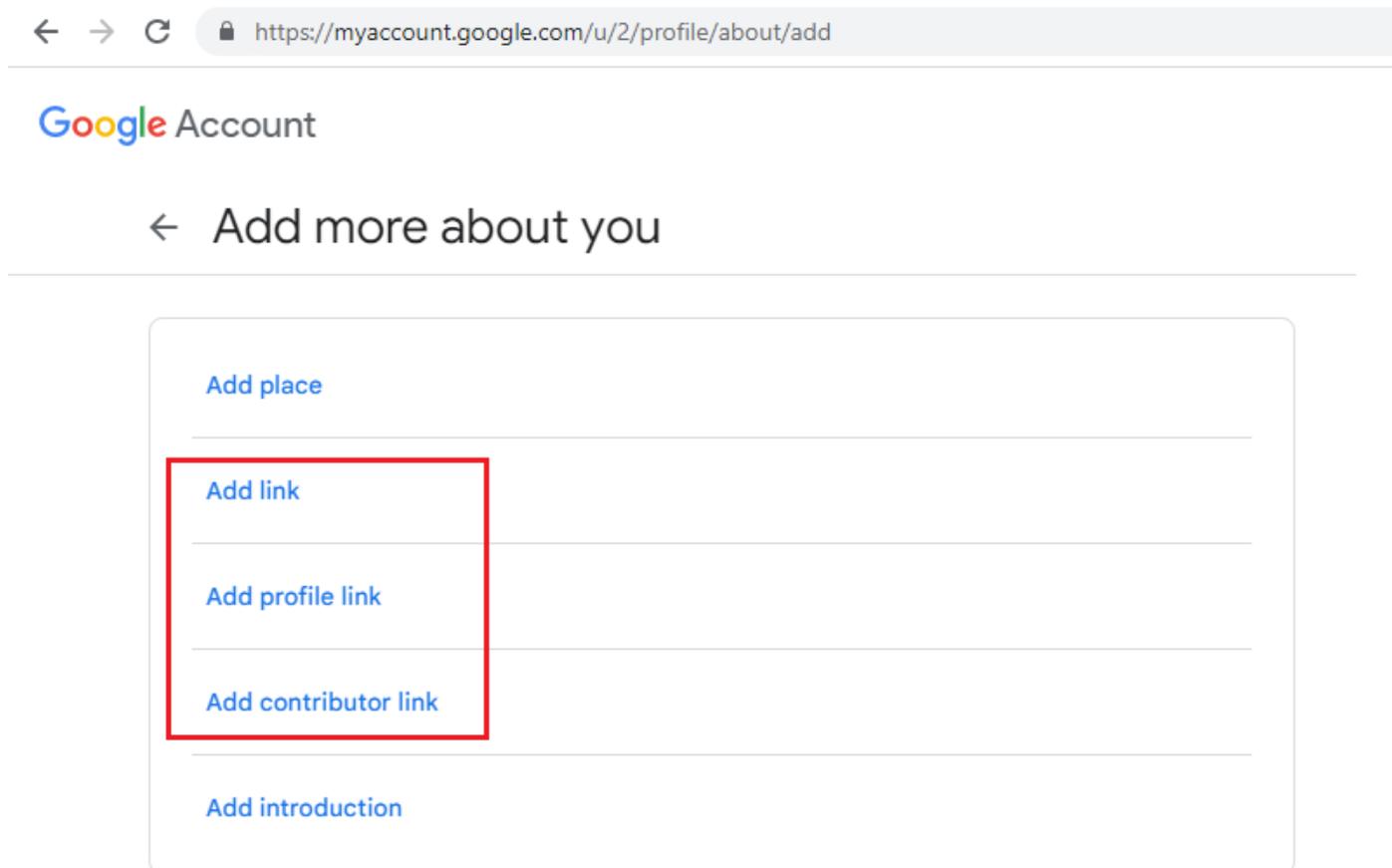
Sort into three sections

1. Links
2. Profile Links
3. Contributor Links

3. How to tell Google where you are online

Go to <https://aboutme.google.com>
and add them in the three sections

Full instructions at
<https://sueellson.com/blog/how-to-be-found-on-page-one-of-google-search-results-for-your-name-keywords-and-company>



← → ↻ <https://myaccount.google.com/u/2/profile/about/add>

Google Account

← Add more about you

Add place

Add link

Add profile link

Add contributor link

Add introduction

4. What does Google need to see



All that you need to start is

1. LinkedIn Profile for your name

For free, you can also have

1. Other Social Media
2. Google one page website
3. Google Author/Knowledge Panel if your ISBN is correct
4. Google Scholar Profile
5. YouTube Channel with long or short form video content (owned by Google)
6. Directory Listings with your website for your phone number (if public)

5. Google Business Profile and Free Website

Create this at <https://business.google.com> when you are signed in to your Google Account

Need to provide a street address for verification

Can list up to 10 categories of what you do

Once completed, choose 'Website' on the left menu

Create your own URL – mine is <https://sueellson.business.site>

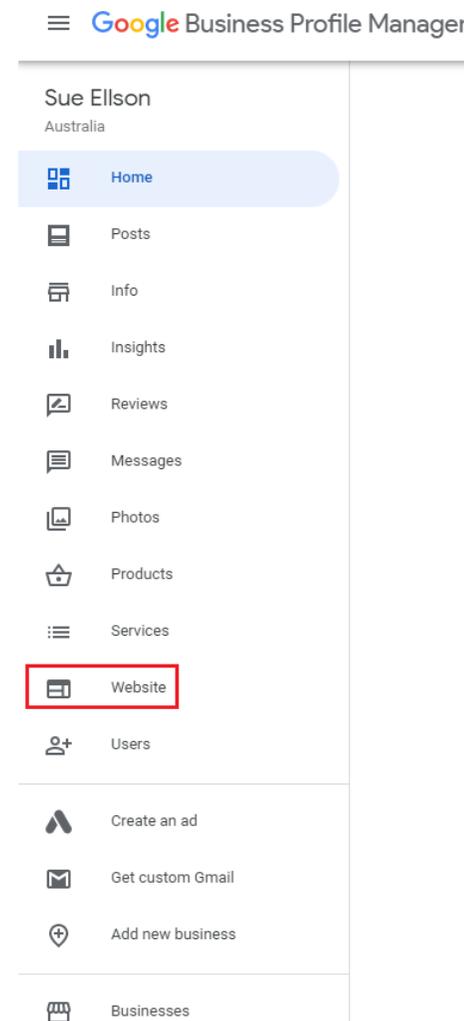
Example website is <https://paul-s-j-smith-piano-tuner-technician.business.site>

It is a one page layout, fixed design but it ranks in Google and it is free! Don't even need to buy a domain name

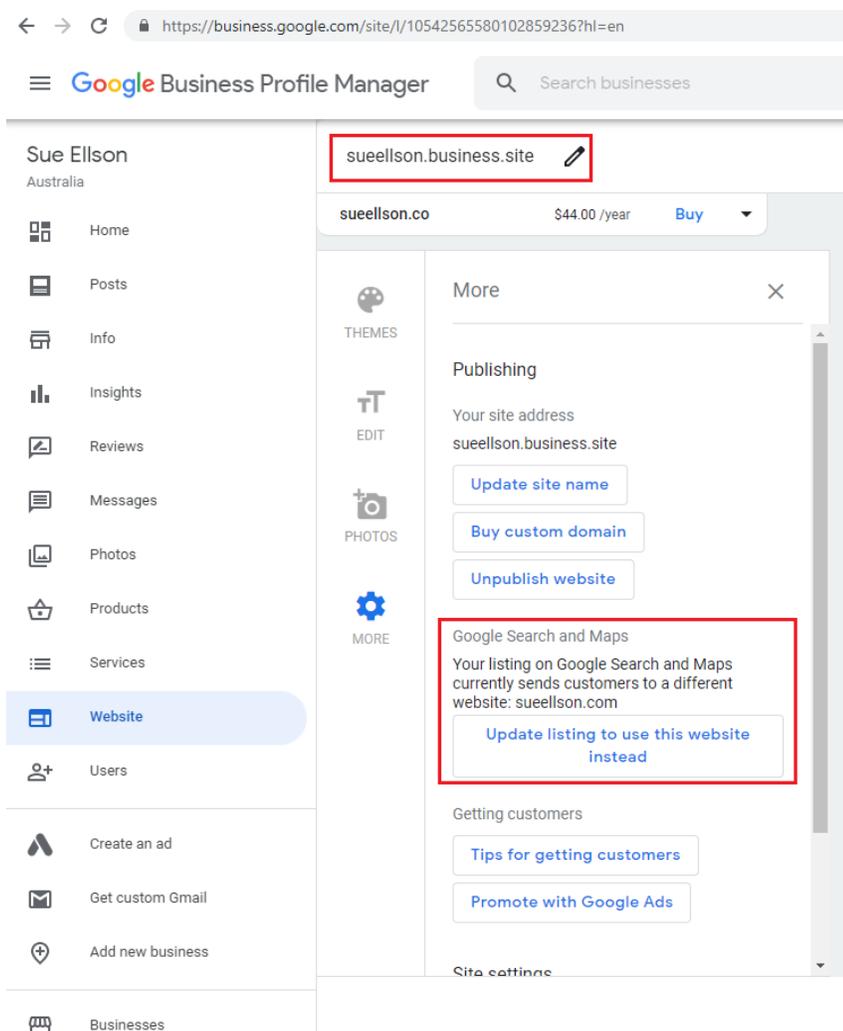
Can be in addition to your own website and give you an additional page on the internet, favoured by Google

Instructions at

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



5. Google Business Profile and Free Website



If you do not have your own website, you can choose to have this appear in Google Search Results.

It is recommended to add in Photos in the left menu as well as in the Website section. The more the better (100+).

You cannot turn off Reviews (but you can on Facebook).
<https://dotcomwords.com.au/seo/google-my-business>

What to do before you speak to a website designer (so that you understand the principles of producing content online)
<https://www.linkedin.com/pulse/what-do-before-you-speak-website-designer-sue-ellson>

How Much Should I Pay For A Website And What Should Be Included In The Website Design Proposal? (if you are ready to start creating your own archive of published content) <https://www.linkedin.com/pulse/how-much-should-i-pay-website-what-included-design-proposal-ellson>

What to do before you upgrade or redesign your website (before you lose what you have gained) <https://www.linkedin.com/pulse/what-do-before-you-upgrade-redesign-your-website-sue-ellson>

6. Google Reviews

Google Business Profile Manager

Sue Ellison
Australia

Home
Posts
Info
Insights
Reviews
Messages
Photos
Products
Services
Website
Users
Create an ad
Get custom Gmail
Add new business
Businesses

Try it on Search Learn more

PERFORMANCE

Views	Searches	Activity
326	324	235

Search views 318 (-30%)
Maps views 8 (-27%)
Performance over the past 28 days

Stay connected during COVID-19
Let customers know about any changes to your business due to COVID-19
Update service availability
Update business hours
Post your COVID-19 update
Learn more

Get a professional email address for your team
Create a custom email domain for your team with Google Workspace. Learn more
Get started

Get more reviews
Share your Business Profile and get new reviews from customers
Share review form

Your latest post
LINKEDIN FOR CAREER CHANGERS
// Are you thinking about changing your career? Today's webinar...
Learn more
20 hours ago
Create post

LATEST CUSTOMER PHOTOS

Risk mitigation strategy – get reviews so if/when you get a bad review, it is not the end of the world.

Get a link from your Google Business Profile to share.

You cannot incentivise people to write a review.

They need a Google Account to write a review. If they can add images or videos as well, it will be extra good.

<https://sueellson.com/blog/social-media-bad-reviews-and-complaints-blessing-or-curse>

Request reviews
Give customers a link to review your business on Google

Click to copy link
https://g.page/r/CYEdjR_gmcykEAg/review

Facebook Whatsapp Twitter
Share via email

7. Google Local Guides Connect

The screenshot shows the home page of Local Guides Connect. The left sidebar contains navigation options: Home, Announcements, Guiding Stars (2021, 2020), Photography, Travel, Food & Drink, Local Stories, Meet-ups, How-tos, Help Desk, Idea Exchange, Favorite Locations, Following, and Achievements. The main content area features a header for 'Local Guides Connect' with a search bar and a banner image of various landmarks. Below this is an 'Announcements' section with four cards: 'You're invited to a Contributor Conversation' by Kristen_NYC, 'An update on Local Guides events' by Ority, '6 great photos shared by Local Guides on Google Maps' by DeniGu, and 'Ask a Googler: Terrance' by DeniGu. At the bottom, there is a 'Trending from Local Guides' section.

Join with your Google Account at <https://www.localguidesconnect.com>
Give reviews – pay it forward

The screenshot shows a user profile for Sue Ellson, a Local Guide at Level 6. The profile includes a profile picture, a star icon, and a points bar showing 3,819 points out of a total of 5,000. Below the profile information are tabs for 'Contribute', 'Reviews', 'Photos', and 'Edits', with 'Photos' currently selected. A message box states: 'Here are the photos that you've posted publicly. To add more, search for a place and click "Add a photo".' Below this message, there are statistics: 365 photos and 6,836,988 reviews. A 'Date' dropdown menu is visible at the bottom right.

8. Google Knowledge Panel

The screenshot shows a Google search for 'trevor trigg'. The search bar contains 'trevor trigg' and the search results show 'About 410,000 results (0.71 seconds)'. The first result is from 'https://www.trevortriggmasks.com.au' titled 'Trevor Trigg. Fine art masks wall and stand sculptures.' The second result is from 'https://trevortriggauthor.com' titled 'Australian author Trevor Trigg'. Below the search results is an 'Images for trevor trigg' section with filters for 'amazon', 'mask', 'sculptor', 'art', and 'book'. The image carousel shows a portrait of Trevor Trigg, a mask, a book cover for 'LAPERS ON AN OCEAN OF LIES', and another mask. To the right of the search results is a knowledge panel for 'Trevor Trigg' with the role 'Author'. It includes a link to 'trevortriggauthor.com', a 'Books' section listing 'Looming August Eighth: Disaster Has a Deadline' and 'Lapel: Lest Assumed Power Ends Liberty', and a 'Profiles' section with a LinkedIn link. A red box highlights the 'Claim this knowledge panel' button. Below the knowledge panel is a map showing the location of Adelaide, Australia.

These are created via your ISBN's

1. Sign in to Google
2. Google your name (or your name and the word Author)
3. See the Knowledge Panel
4. Choose 'Claim this Knowledge Panel' next to the blue tick
5. You will then need to sign in to various accounts or websites and attach screen shots showing you have signed in to attach the Knowledge Panel to your Google Account

Updates can only be suggested, not made via <https://support.google.com/knowledgepanel/answer/7534842?hl=en>

9. Google Scholar

← → ↻ <https://scholar.google.com/citations?user=wjLxkhAAAAAJ&hl=en>

☰ Google Scholar



Sue Ellson ✎

✉ FOLLOWING

Author, 120 Ways Publishing
Verified email at sueellson.com - [Homepage](#)
[Careers](#) [Business](#) [Marketing](#) [Social Media](#) [LinkedIn](#)

<input type="checkbox"/>	TITLE 		CITED BY	YEAR
<input type="checkbox"/>	LinkedIn for your career or business S Ellson 120 Ways Publishing			2021
<input type="checkbox"/>	Gigsters - Any Age or Ability Employees, Experts and Entrepreneurs S Ellson https://www.researchgate.net/profile/Sue-Ellson/publication ...			2019
<input type="checkbox"/>	120 Ways To Market Your Business Hyper Locally: Tried and True Tips and Techniques S Ellson https://www.researchgate.net/profile/Sue-Ellson/publication ...			2016
<input type="checkbox"/>	120 Ways To Attract The Right Career Or Business: Tried and True Tips and Techniques S Ellson https://www.researchgate.net/profile/Sue-Ellson/publication ...			2016
<input type="checkbox"/>	120 Ways To Achieve Your Purpose With LinkedIn: Tried and True Tips and Techniques S Ellson https://www.researchgate.net/profile/Sue-Ellson/publication ...			2016
<input type="checkbox"/>	Living in Australia – Vivendo na Australia S Ellson, A Chliakhtine https://newcomersnetwork.com/downloads/20100706-living-in-australia-vivendo ...			2010

Articles 1–6 ▼ SHOW MORE

You can add your publications at <https://scholar.google.com>

Click the + to add 'Articles manually'

Then choose 'Book'

✕

Journal Conference Chapter **Book** Thesis Patent Court case Other

Title

Authors
For example: Patterson, David; Lamport, Leslie

Publication date
For example, 2008, 2008/12 or 2008/12/31.

Volume

Pages

10. Google Alerts

Google

Alerts

Monitor the web for interesting new content

🔍 Create an alert about...

My alerts (20)

"#gigsters"

"120 Ways Publishing"

"120 Ways To Achieve Your Purpose With Li...

"120 Ways To Attract The Right Career Or B...

"120 Ways To Market Your Business Hyper ...

"120 Ways"

"120ways"

"Camberwell Network"

"Camberwell Networkers"

You can ask Google to send you updates for when your author name or book titles are quoted online <https://google.com/alerts> - put the words in quotation marks to ensure that is what is found

Alerts

Monitor the web for interesting new content

🔍 "Sue Ellson" ✕

How often

At most once a day

Sources

Automatic

Language

English

Region

Any Region

How many

All results

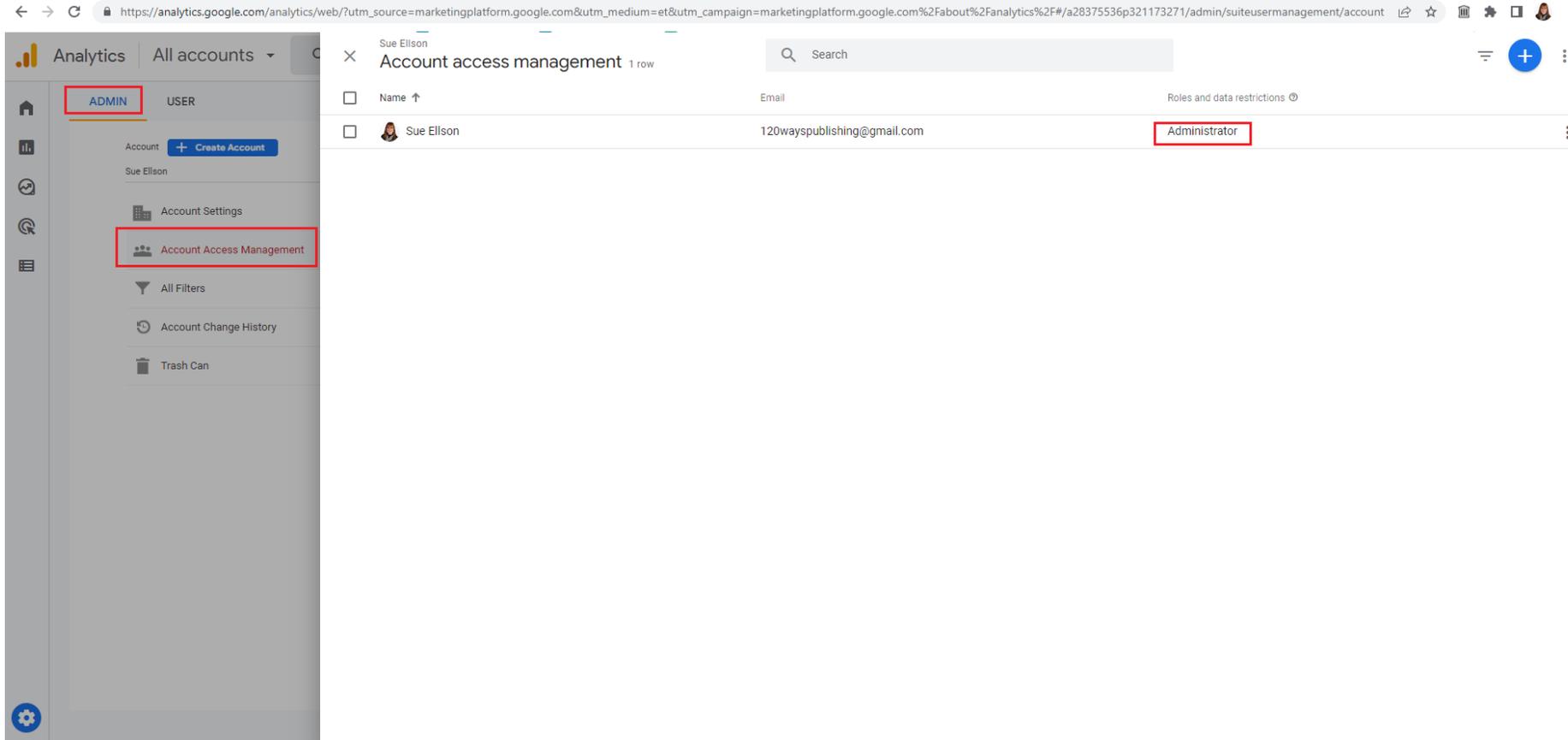
Deliver to

Digest to 120wayspublishing@gmail

Update alert

Hide options ▲

11. Google Analytics



Please ensure that the Google Analytics account associated with your website is YOUR Google Account and not that of your website designer. <https://marketingplatform.google.com/about/analytics/>

You can connect this to a WordPress.org website using the Google Site Kit Plugin <https://wordpress.org/plugins/google-site-kit>. If you have a Squarespace, Wix, Weebly, GoDaddy website, there should be an app that you can use to add Google Analytics not just their own analytics.

You need to update it to the GA4 version, not Universal Analytics UA.

12. YouTube

The screenshot shows the YouTube channel page for Sue Ellson. The channel name is Sue Ellson with 101 subscribers. The 'ABOUT' tab is selected. The description reads: 'Sue Ellson Independent LinkedIn Specialist, Author, Educator, Practitioner, Gigster, Trainer, Writer, Poet, Dancer' with links to her website and LinkedIn. The 'Stats' section shows she joined on Mar 18, 2013, and has 10,886 views. The 'Details' section shows a 'VIEW EMAIL ADDRESS' button and her location as Australia. A red box highlights the 'Links' section, which contains links to Sue Ellson Website, Sue Ellson LinkedIn, Sue Ellson Facebook, Sue Ellson Twitter, Sue Ellson Instagram, and Sue Ellson TikTok.

Make sure your YouTube Channel is on your Google Account.

Handles are coming i.e. @sueellson. Fill in the About Page.

Every video you upload, change setting so that all comments must be approved. They can't be deleted once published.

Choose not suitable for children (so you can embed the videos elsewhere).

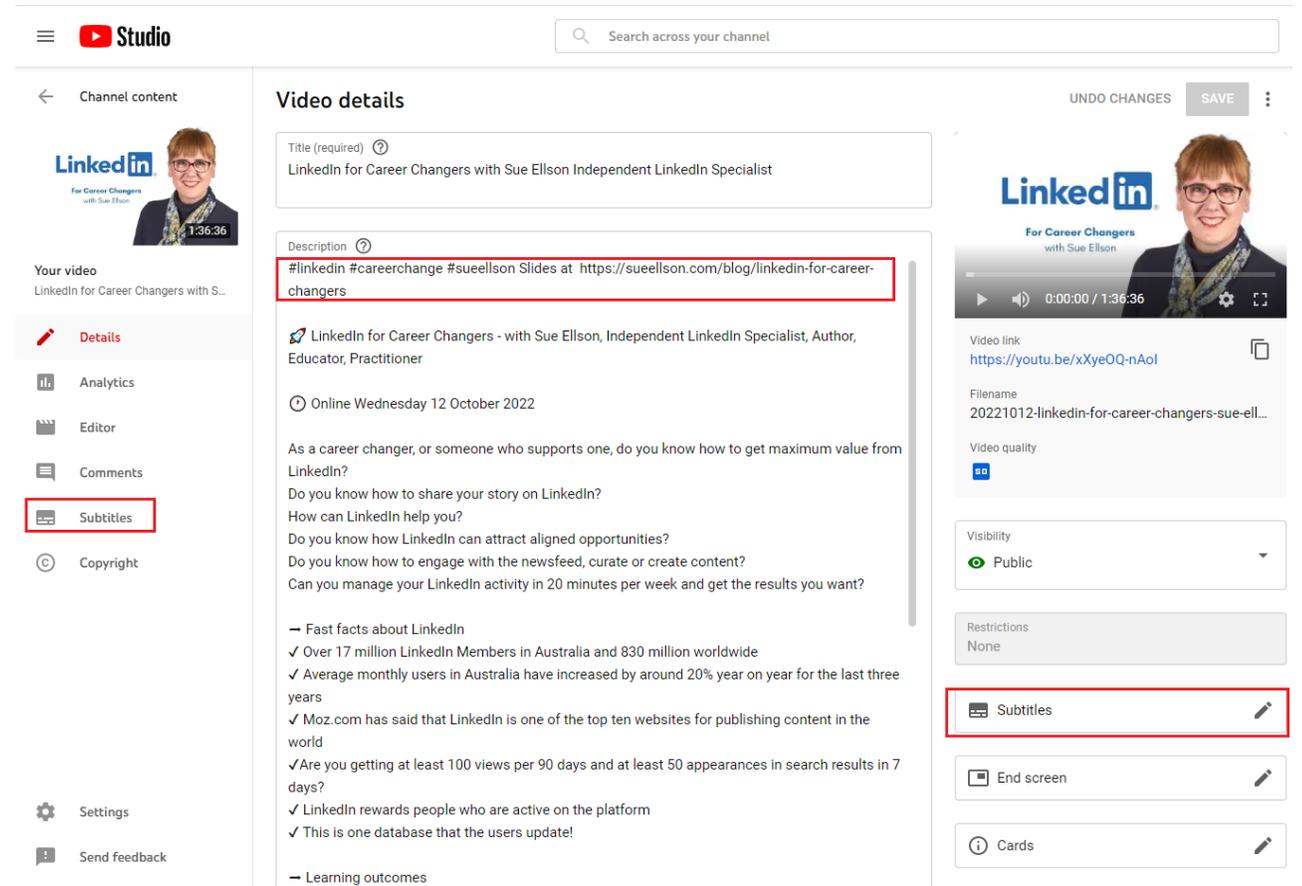
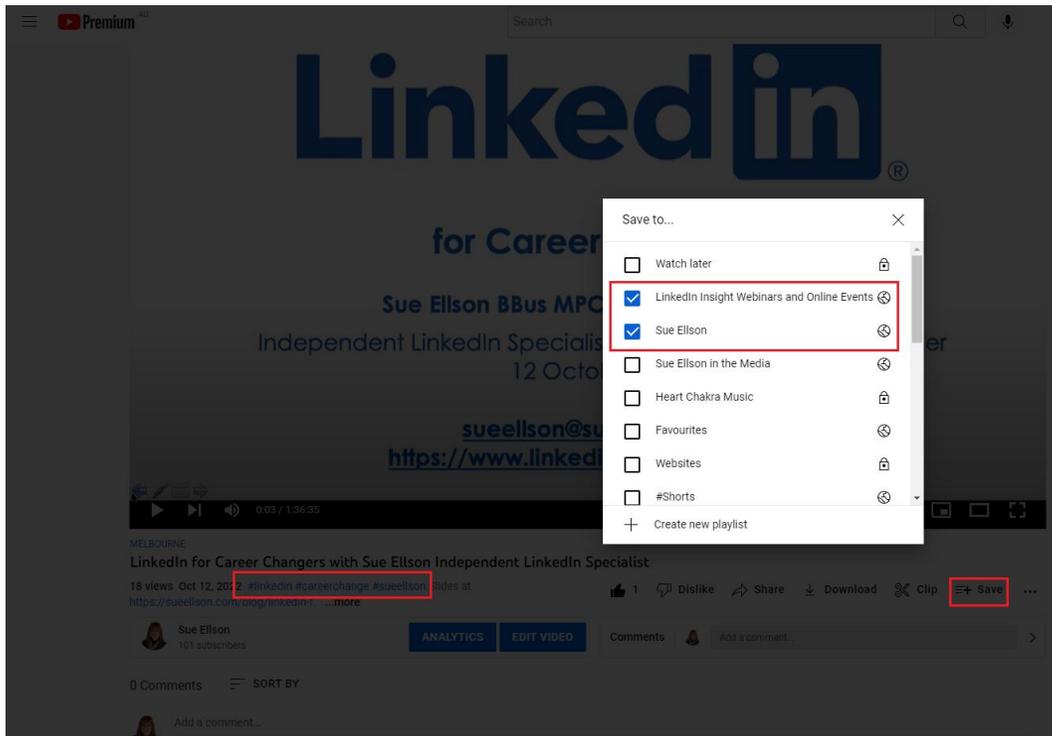
Amazing video titles (with your author name) and descriptions (with tags and three #hashtags).

Create Playlists to bring 'all' of your YouTube content together in lists including videos on other people's channels.

Once uploaded, wait a bit, then you can see subtitles, edit them and download the .srt file and then when you upload a video to social media, you can upload the captions too.

Shorts videos of less than 60 seconds and shot in portrait mode (to compete with TikTok and Instagram Reels) ★ 22

12. YouTube



If you are adding a blog post to your website, embedding a YouTube video as well can help it appear in Google Search Results.

Where to from here?

Please choose three things from this session to do in three hours from now (or days if you must)

3 in 3

13. Priority Items

1. Collect a list of all of your links online in a spreadsheet and copy/paste the links at <https://archive.org/web>
2. Create a Google Account (if you don't have one)
3. Add in all your links at <https://aboutme.google.com>
4. Create a Google Business Account in your name at <https://business.google.com> and create a free Google website and get the Reviews Link and start asking for Reviews
5. Join Local Guides Connect <https://localguidesconnect.com> so you can write Reviews
6. Claim your Google Author Knowledge Panel (assuming you have valid ISBNs) by Googling your name and the word 'author'
7. Consider adding your books to Google Scholar <https://scholar.google.com>
8. Set up Google Alerts for your name and book names <https://google.com/alerts>
9. Make sure your website has Google Analytics GA4 installed and that it is associated with your Google Account
10. Update your YouTube Channel and optimise all of your videos – adding them to your website where possible

14. Additional Resources

<https://books.google.com> If you would like to search books

<https://play.google.com/books> if you would like to add your books for purchase

<https://sueellson.com/blog/linkedin-for-authors> LinkedIn for Authors with extra links

<https://australianselfpublisher.com/articles/2018/11/29/1866/networking-tips-for-authors> Networking for Authors

<https://sueellson.com/blog/how-to-start-writing-a-book> How to start writing a book (a discussion)

Thank you for participating!

Follow / Subscribe to the ASA



- ✓ LinkedIn Page <https://www.linkedin.com/company/australian-society-of-authors/>
(1,039 Followers and 16 Employees)
- ✓ Facebook <https://www.facebook.com/asauthors>
(7,900 Likes, 10,000 Followers)
- ✓ Twitter <https://twitter.com/asauthors>
(13,800 Followers)
- ✓ Instagram <https://www.instagram.com/asauthors>
(3,905 Followers)
- ✓ YouTube <https://www.youtube.com/user/asauthors>
(188 Subscribers)
- ✓ TikTok <https://www.tiktok.com/@asauthors>
(292 Followers)

Follow / Subscribe to Sue Ellson



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,051 Connections, 25,672 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (574 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (143 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (405 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (328 Followers)
- ✓ YouTube https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1 (101 Subscribers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (17 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,643 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,846 Subscribers) <http://eepurl.com/hjxQkP>



Say Thank You



<https://search.google.com/local/writereview?placeid=ChIJXWwbnSKuEmsRpPLjIMFgVqs>

(be the first to write a review for the ASA)



<https://g.page/sue-ellson-author/review>