



# Online Presence for High Achievers

**Golden Key Academy** 

#LearnWithGKA

Sue Ellson GK BBus MPC PCDAA ASA WV SPN MEdPlus Independent LinkedIn Specialist Author, Educator, Practitioner

11 October 2023

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

https://sueellson.com/blog/ online-presence-for-high-achievers-for-golden-key-international-honour-society-gkihs



Online Presence for High Achievers

with Sue Ellson

WEDNESDAY, 11 OCTOBER 2023 | 05:00PM (AEST)

This is a live online webinar open to all Golden Key members and Golden Key Academy subscribers



CAREER DEVELOPMENT

# Online Presence for High Achievers

How do you create and protect your online presence as a high achiever? How can you manage what shows up on the first page of search results and how do you get the less favourable on to page two of search results (where they hide dead bodies because people rarely look there)?

And what about AI? Where is that extracting information about you for the chat response?

Join this session to learn more about how all of the following matter:

- your LinkedIn Profile
- your own name website
- your Profile Page on an enterprise website
- your online Reviews, Endorsements or Recommendations
- your Memberships
- your previous content and publications
- your social media
- your directory listings
- your author profile, byline identity
- your digital footprint and high domain authority and low domain authority locations

And so much more...

Sue Ellson's previous session on 'LinkedIn for High Achievers' on 14 June 2023 is recommended viewing prior to attending this webinar.

https://academy.goldenkey.org/video/linkedin-for-high-achievers

# Sue Ellson

#### Sue Ellson is a Member of















Sue Ellson is the Founder of

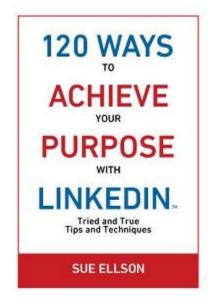


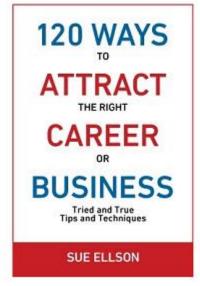


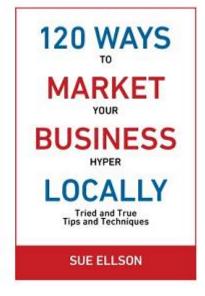
https://sueellson.com/about and https://sueellson.com/services-and-pricing

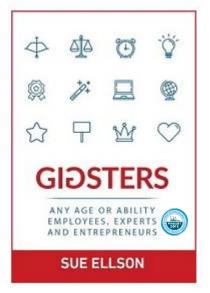


## Author of five books











Latest – LinkedIn for me and my career or business – launched 23 January 2023

Give yourself a gold star ★ – update your LinkedIn Profile

https://sueellson.com/books or https://120wayspublishing.com



# Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <a href="https://www.linkedin.com/in/sueellson">https://www.linkedin.com/in/sueellson</a>
  (24,360 Connections, 27,640 Followers)
- ✓ YouTube <a href="https://www.youtube.com/@sueellson">https://www.youtube.com/@sueellson</a> (313 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <a href="https://www.linkedin.com/company/sue-ellson">https://www.linkedin.com/company/sue-ellson</a> (844 Followers)
- √ Facebook <a href="https://www.facebook.com/sueellson2">https://www.facebook.com/sueellson2</a> (167 Followers)
- √ Twitter <a href="https://twitter.com/sueellson">https://twitter.com/sueellson</a> (426 Followers)
- ✓ Instagram <a href="https://www.instagram.com/sueellson">https://www.instagram.com/sueellson</a> (mostly poems) (398 Followers)
- √ TikTok <a href="https://www.tiktok.com/@sueellson">https://www.tiktok.com/@sueellson</a> (37 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (5,563 Subscribers) https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328
- ✓ Sue Ellson Sharing LinkedIn Newsletter (278 Subscribers) https://www.linkedin.com/newsletters/7011478630589497344
- ✓ Sue Ellson Email Newsletter (72 Subscribers)
  <a href="https://sueellson.com/newsletters">https://sueellson.com/newsletters</a>



# **Quick Points**

- ✓ acknowledge traditional owners of land where we are all based
- √ this presentation is for people of all backgrounds and it is not professional advice for your personal circumstances
- √ slides can be requested
- √ you can leave your video camera off and microphone on mute
- ✓ 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 and make notes this is like a dream, forget when you wake up!
- ✓ will be asking you what has been most helpful to you at the end (feedback for me)

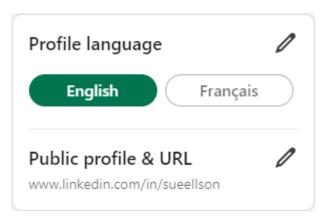


# Online Presence for High Achievers

- 1. Your LinkedIn Profile
- 2. Your own name website
- 3. Your Profile Page on an enterprise website
- 4. Your online Reviews, Endorsements or Recommendations
- 5. Your Memberships
- 6. Your previous content and publications
- 7. Your social media
- 8. Your directory listings
- 9. Your author profile, byline identity
- 10. Your digital footprint

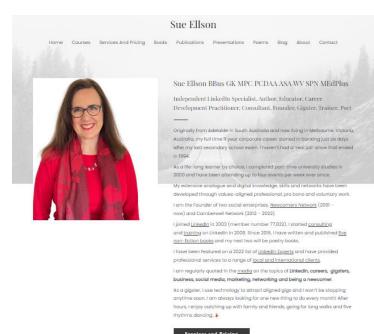
## 1. Your LinkedIn Profile

- change your URL to optimise your name in Search Results <a href="https://www.linkedin.com/public-profile/settings">https://www.linkedin.com/public-profile/settings</a>
- include a great photo 65% of viewing time on it
- update your headline primary keywords, not narrative <a href="https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson">https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson</a>
- include an About / Summary Section as can be 'read' by search and chat robots <a href="https://www.linkedin.com/pulse/how-write-linkedin-profile-summary-your-purpose-sue-ellson">https://www.linkedin.com/pulse/how-write-linkedin-profile-summary-your-purpose-sue-ellson</a>



### 2. Your Own Name Website

- purchase the domain name now to reserve it e.g. sueellson.com
- purchase domain name privacy but nothing else
- do not need all the other variations of the domain name e.g. sueellson.com.au, sueellson.au etc.
- any website better than no website
- some domain name registrars offer a free one page website
- recommend WordPress as you can build on it (but make sure you have Plugins for Security, Backup, SEO and Caching)
- 80% is good enough start with free template options rather than a major design project
- full dossier of everything if you wish but needs to have an 'About' Page, a 'Contact' Page and a 'Privacy Policy' Page
- could also include a Media Kit, Biography, High Resolution images for print publications, full list of publications, presentations etc









#### Information

- books
- blog
- publications

#### Education

- free LinkedIn Insight Webings
- presentations
- videos

#### Transformation

- live events in Melbourne
- one-on-one consulting
- speaking and training

## 3. Your Profile Page on an enterprise website

- make sure your own name is in the URL, not just on the 'About' page

https://spectrumanalysis.com.au/abou t-us/team/sue-ellson

- include your post nominals
- include your memberships
- include your LinkedIn URL
- be consistent with all staff members

Spectrum Analysis Team
From across Australia and around the world.
Clock the photo for more information.



Peter Buckingform

Co-Founder and Managing Director



Anubhay Terrain Chief Data Scientist



<u>Ven Pham</u> Senior GIS and Data Analysis



Medenda Shephard Senior Market Analyst



G2S Date Analyst



Brenden Streeger GIS Date Analyst



Tuen Nguyen GIS Data Analysi

Zhaoli Xiong GIS Data Analyst



Stat Filter



e Services - Sescurces - About 18





Sue Elizan Blas (Admin Mgmt) MPC, CDAA, ASA, WVL SPN (University of South Australia) started consulting to Spectrum Analysis in May 2016. She is most well-known as an independent Linksdin Specialist and an author invitor and marketing consultant.

After an extensive cereer at Westpac Benking Corporation in Adelaids, she moved to Melbourn's in 1994 and has completed a verleip of work for local and international clients over since. Her first website Newcomers Melbourn's was launched in 2001, <u>Cumberwell Network</u> in 2012 until 2023 and <u>IDO Ways</u> benefits of the Complete of the Complete over the Co

Sue has independently published five books on the topics of Linkedin, Careers, Business, Marketing and Gigsters – people who use suchnology to street aligned gigs.

Sue is primarily responsible to

- marketing and social media strategy and implementation
- promotion and development of events.
- preparing and editing written and video content and sharing widely
- website development and search engine optimization
   metworking and rewellstern

After hours, you can find Sue spending time with her children and friends, walking, dancing, learning to sing and writing poetry.

#### Memberships

Institute of Managers and Leaders (IML) (previously Australian Institute of Management (AMI) (from 2001 – 2022 Australian Human Resources Institute (AHR) (from 2005 – 2021)

Melbourne Press Club (MPC) (since 2008)

Sever Development Association of Australia (CDAA) (Associate since 2015, Professional since 2015)

Australian Society of Austron (ASA) (kince 2015 Withers Victoria (WV) (kince 2015)

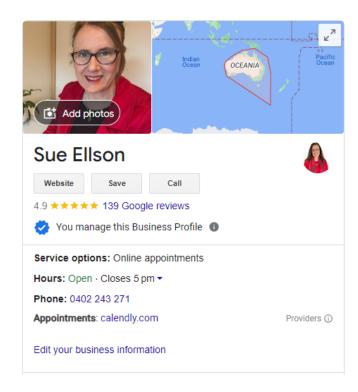
Connect on Linkedin at https://www.linkedin.com/in/sussilicon

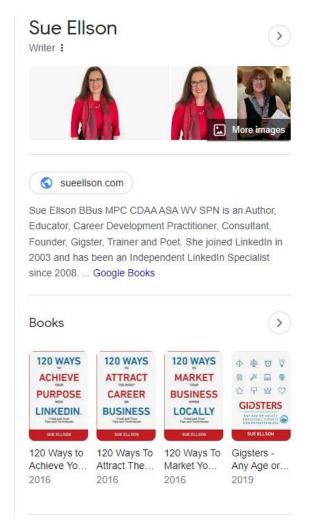
Contact directly marketing [st] spectrumanalysis.com.au or +61 402 242 271



## 4. Your online Reviews, Endorsements or Recommendations

- create a 'business' with your name at <a href="https://business.google.com">https://business.google.com</a>
- if you have a publication with an ISBN, Google your name and the word 'author' or 'writer' for your Author profile and 'claim' it (five login details needed)
- if you have your own name website, create a Reviews page <a href="https://sueellson.com/reviews">https://sueellson.com/reviews</a> (WordPress Plugin Site Reviews by Paul Ryley)
- LinkedIn collect Endorsements for your Skills (and give some to others too)
- LinkedIn give and receive at least six Recommendations
- In Australia, one review on <a href="https://www.truelocal.com.au">https://www.truelocal.com.au</a> will optimise you by location

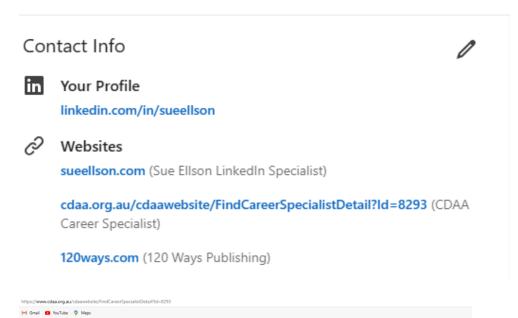




## 5. Your Memberships

- list in your Post Nominals after your name could be on your email signature, business card, LinkedIn Profile About/Summary
- list each professional membership on LinkedIn in Licenses and Certifications and Organizations sections
- update or create your own personal
   Membership Listing page on the Membership
   Website (here showcasing CDAA)
- link to your Membership page on LinkedIn in Contact Info section
- connect with the Alumni services of your school, college and/or university and keep in touch there as well



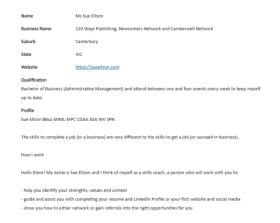


LinkedIn Profile for a personal introduction.



About Us Join Us Partners Events CDAA Commended Media About Your Career

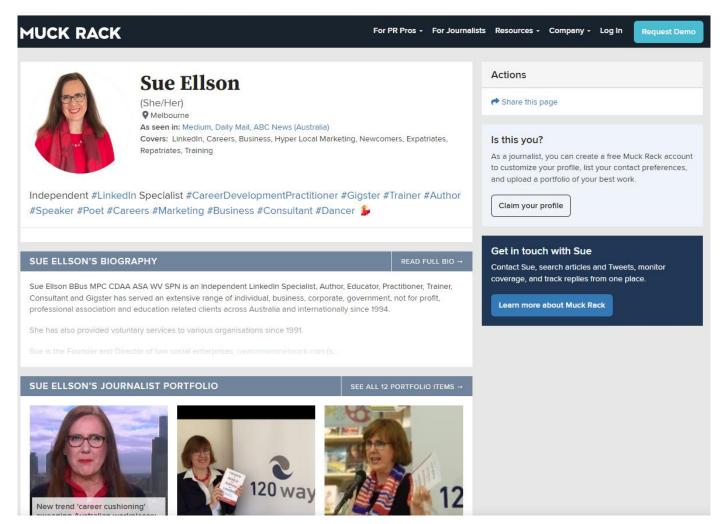






## 6. Your previous content and publications

- ideally keep a spreadsheet of all past publications – date, title, publication name, text, link and archive link
- copy and paste link at <a href="https://archive.org/web">https://archive.org/web</a> and use the WordPress Plugin Broken Link Checker by WPMU DFV
- add a list of your publications on yourname.com website (can't reproduce, only link to them) and major ones in 'Publications' on LinkedIn
- create a profile at <u>https://muckrack.com</u> if you are getting media coverage
- can purchase <a href="https://authory.com">https://authory.com</a> if you have a regular gig with a publication
- create a Google Alert for your name <a href="https://www.google.com/alerts">https://www.google.com/alerts</a>



## 7. Social Media

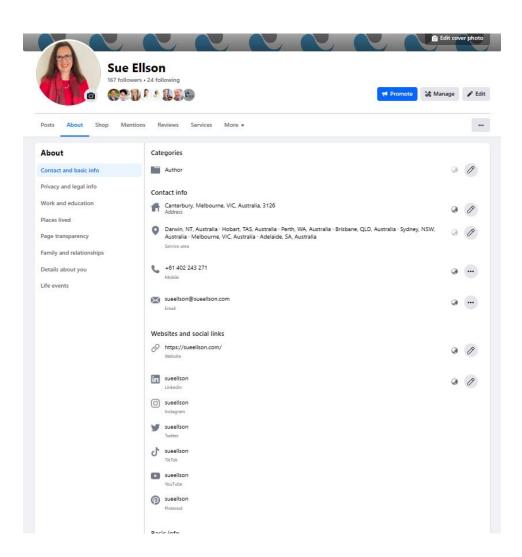
- check in every six months and click on all the boxes in each platform – the most up to date, fully completed and regularly used and accessed rank higher e.g.

https://www.facebook.com/sueellson2/about

- make sure you have the 'time' to maintain each I recommend publish on your website first and then share on social media and add the links to your website see <a href="https://sueellson.com/blog/online-presence-for-high-achievers-for-golden-key-international-honour-society-gkihs">https://sueellson.com/blog/online-presence-for-high-achievers-for-golden-key-international-honour-society-gkihs</a>
- completing a profile is digital literacy, optimising it for your purpose is digital competency
- is social media a waste of time?

https://sueellson.medium.com/is-social-media-a-waste-of-time-for-business-5215c46d499d

- should you pay for social media ads? https://www.linkedin.com/pulse/should-you-paysocial-media-ads-sue-ellson



## 8. Your directory listings

- professional associations
- industry listings
- government listings
- local council sites like <a href="https://lovelocallife.com.au">https://lovelocallife.com.au</a>
- paid listings for your industry or specialisation like <a href="https://www.naturaltherapypages.com.au">https://www.naturaltherapypages.com.au</a>
- Yellow Pages, White Pages, True Local one free listing per phone number and can include website link
- these are often high domain authority DA websites and worth keeping correct, especially the address!
- make sure all your social media profiles are fully complete

https://business.google.com https://www.bingplaces.com

https://www.facebook.com/pages/create (turn on Reviews)

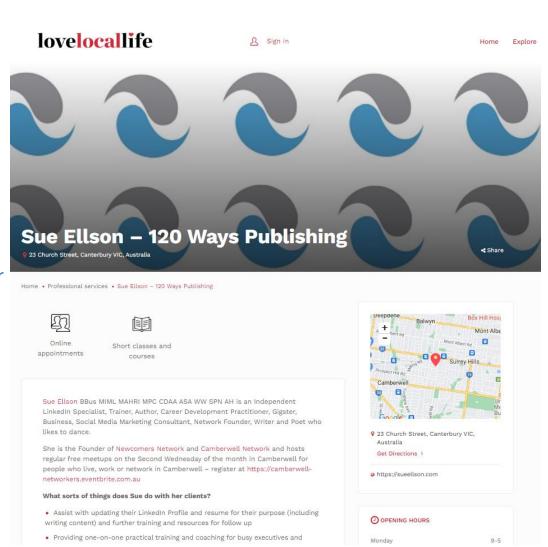
https://www.localguidesconnect.com (for giving Reviews and earning points)

https://get.yellow.com.au/yellow-online

https://business.whitepages.com.au/products/listing

https://www.truelocal.com.au/add-business

https://lovelocallife.com.au/add-your-business





## 9. Your author profile, byline identity

- always write "By Sue Ellson" to get the 'byline'
- link to yourname.com website about page if you can (e.g. LinkedIn Articles)
- ask journalists to include a link to your website (may say no, but worth asking)
- share your publications through your social channels to 'thank' the publication for your inclusion, @mention them in the post
- add a list of your publications to <a href="https://aboutme.google.com">https://aboutme.google.com</a> and <a href="https://scholar.google.com">https://scholar.google.com</a>
- look for more places to share, especially academic content via <a href="https://sueellson.com/blog/online-presence-a-results-driven-approach-at-instem-conference-melbourne-naarm">https://sueellson.com/blog/online-presence-a-results-driven-approach-at-instem-conference-melbourne-naarm</a>





#### Sue Ellson /

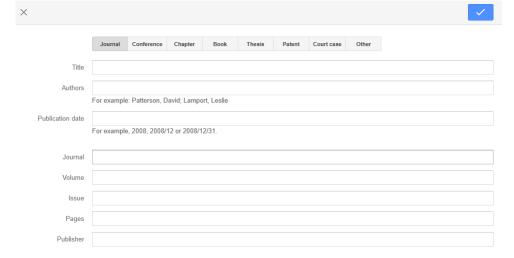


Author, 120 Ways Publishing

Careers Business Marketing Social Media LinkedI

TITLE .	CITED BY	YEAR
LinkedIn for your career or business S Ellson 120 Ways Publishing		2023
Gigsters - Any Age or Ability Employees, Experts and Entrepreneurs S Ellson https://www.researchgate.net/profile/Sue-Ellson/publication		2019
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
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Articles 1–6 V SHOW MORE





#### Sue Ellson's Blog

Information, Education, Poetry

## 10. Your digital footprint

#### Content and links on

- other websites
- mainstream media websites
- niche media The Conversation, Open Forum
- podcasts
- articles on LinkedIn
- your own blog on your website
- on social media (again, keep the links!)
- remember Al collects datasets from online content, search adds selected items to database

Connect, Follow, Subscribe, Notify on your Favourite Channels



#### By Sue Ellson

Independent LinkedIn Specialist, Author, Educator, Practitioner, Consultant has over 33,853 Followers and Subscribers on social media © 2012 - 2023 Based on the traditional lands of the Wurundjeri Woi-wurrung people of the Kulin Nation and with respect for Elders past, present and emerging.











Newsletters

By Sue Ellson Topic: 10 Ways to Improve your November 2023Time: 12:00pm -



10 Ways to Improve your LinkedIn Articles 10 Ways to Improve your Linkedin Articles By Sue Elison Topic: 10 Ways to Improve your LinkedIn

2023Time: 12:00pm

Rejection Poem By Sue Ellson A short delay &

Read More









Resenteeism on Channel o Today Extra VCE Exams on 3AW 693 AM Radio Melbourne with Jimmy Bartel

Resenteeism on Channel 9 Today Extra By Sue Ellson Date: 5 October 2023 10:47am Media: Channel 9's Today Extra Show, National

VCF Exams on 3AW 693 AM Radio Melbourne with Date: 2 October 2023 Media

Unretiring on 3AW 693 AM Radio Melbourne with Jacqui Felgate Unretiring on 3AW 693 AM Radio Melbourne with

Jacqui Felgate By Sue Ellson Topic: Unretiring Date: 25 September 2023 Media Outlet: 3AW 693AM Melbourne https://www.3aw.com.au



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Data shows 80 per cent of people regret quitting their job during pandemic

Career expert Sue Ellson explains why those who took part in the great resignation of the pandemic might not





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## Where to from here?

Please choose three things from this session to do in three hours from now (or 3 days if you must)

# Sin 3

# Questions?

# How to say thank you

- √ Add a comment in the chat now
- √ Write a Review on

Google <a href="https://g.page/sue-ellson-author/review">https://g.page/sue-ellson-author/review</a> (139 Google Reviews) or Facebook <a href="https://www.facebook.com/sueellson2/reviews">https://www.facebook.com/sueellson2/reviews</a> (7 Reviews) Online <a href="https://sueellson.com/reviews">https://sueellson.com/reviews</a>

√ Follow Sue Ellson's Socials or Contact directly <a href="https://sueellson.com/contact">https://sueellson.com/contact</a>









Facebook Review

Online Review

Follow Socials / Contact

# How to say thank you to Golden Key

#### Google

https://search.google.com/local/writereview?pl aceid=ChlJb\_osr9OxEmsRoEYbAZ3WmC8 (2 Reviews)



#### **Facebook**

https://www.facebook.com/goldenkey/reviews (426 Reviews)

