

Meet The Expert Online



What does your online presence say about you?

By Sue Ellson

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Your Hosts

John Downes



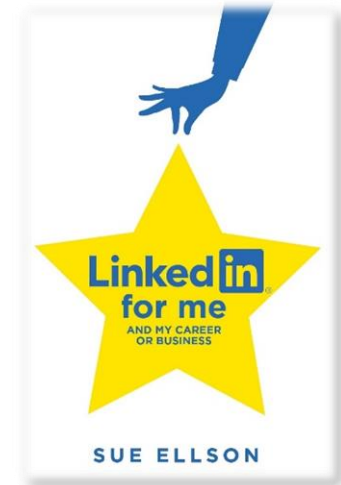
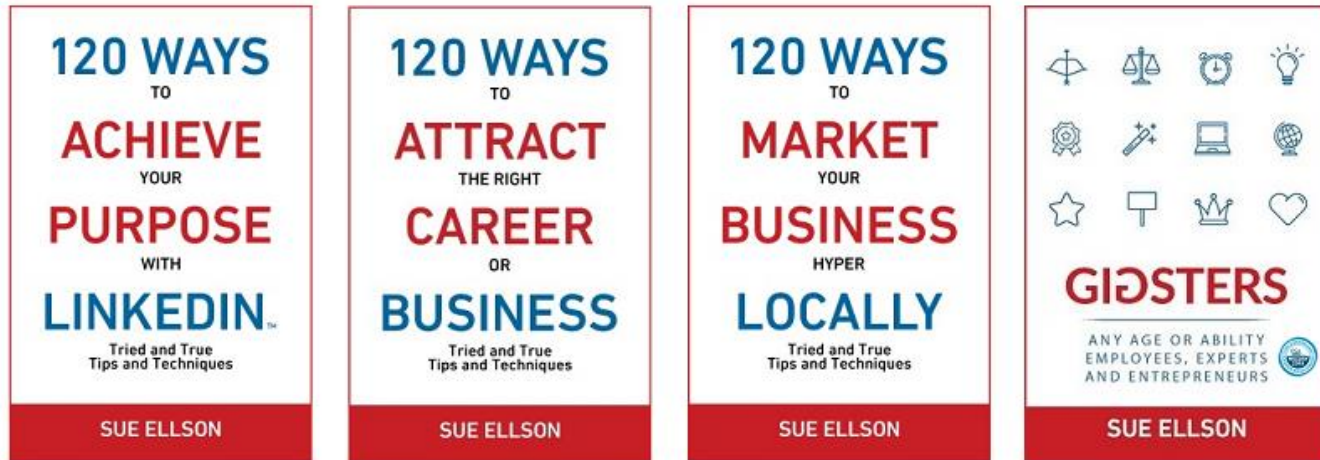
<https://www.linkedin.com/in/jdownes>

Sue Ellson



<https://sueellson.com>

Special Gift



On Amazon

<https://www.amazon.com/dp/B0BSP7X8PR>

- ✓ latest offer <https://sueellson.com/latest-offer>
- ✓ <https://sueellson.com/services-and-pricing>
- ✓ keep up to date by following Sue Ellson on social media

Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,362 Connections, 26,237 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (672 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (152 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (413 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (358 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (142 Subscribers – goal is 1,000+!)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (21 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (4,847 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (128 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Email Newsletter (1,991 Subscribers) <http://eepurl.com/hjxQkP>



Fast Facts – more at sueellson.com

Sue Ellson is a Member of



Sue Ellson is the Founder of



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

Today – Critical Few Actions

- ✓ Online Audit
- ✓ Online Content
- ✓ Online Options
- ✓ Online Activity

Online Audit

1. **Google Yourself** – on a different computer, beyond page one – collect all links
2. **Check Your Online Profiles** – not include your date of birth (cyber security risk), make sure you have login details
3. **Check Your Settings** – use a link to an online enquiry form, not your email address, check visibility settings
4. **Check Your Details** – how much is correct and what needs to be changed?
5. **Backup Your Data** – in the event of a loss of the profile

<https://www.linkedin.com/pulse/linkedin-profile-updates-cheat-sheet-sue-ellson>

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

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

Online Content

1. **Your Photo** – 65% of time spent looking at your photo
2. **Your Label** – consistent and memorable label
3. **Your Biography** – consistent and congruent with your values, include your personality
4. **Your Activity** – consistent and aligned with your key messaging
5. **Your Representation** – on reputable locations so people can do due diligence
(stats and facts but nothing commercially sensitive, use percentages, values aligned)

<https://sueellson.com/blog/linkedin-headline-formula-label-keywords-interest>

<https://www.linkedin.com/pulse/how-write-add-achievements-your-linkedin-profile-sue-ellson>

<https://www.linkedin.com/pulse/20-ways-your-employees-can-support-business-linkedin-why-sue-ellson>

Online Options

1. **LinkedIn** – you own, you control, highly optimised for your name in search results, build your network for the future
2. **Your Own Name Website** – you own, you control, you archive, your showcase, your evidence with links
3. **Your Own Page on the Company Website** – in your own name, photo, video (optional), biography
4. **Your Google About Me Profile** – to tell Google where to find you online (keep a list of links) – Business Profile Optional
5. **Your Professional Association Listings** – that you need to keep current and showcase on LinkedIn, your website etc

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

<https://www.linkedin.com/pulse/what-do-before-you-speak-website-designer-sue-ellson>

<https://www.linkedin.com/pulse/how-much-should-i-pay-website-what-included-design-proposal-ellson>

Online Activity

1. **Content** – profile accurate, content – curate or create or have prepared, check and share
2. **Engagement** – allocate time and support VIPs and enterprise activity (use Notification Bell)
3. **Social Media Policy** – troll aware, risk management, keep screenshots in need, keep links to posts
4. **Media Kit** – you will be found, are you trained to be a spokesperson and what will your strategy be?
5. **Fact Check** – where possible, include statistics and facts, stories, ask for questions so you can prepare responses
6. **Request Recordings** – for you to re-use on YouTube, in social media, or links, but be aware of Copyright

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

<https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson>

<https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson>

What has been most helpful to you today?

- ✓ **Connect on LinkedIn and endorse Skills or write a Recommendation** <https://www.linkedin.com/in/sueellson>
- ✓ **Write a Review at** <https://g.page/sue-ellson-author/review> (126 Google Reviews) or <https://sueellson.com/reviews>
- ✓ **Follow Sue Ellson's Socials or Contact directly** <https://sueellson.com/contact>



Google Review



Follow Socials / Contact