

# Publishing Content Online

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# Fast Facts – more at [sueellson.com](https://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>

# Business Results

## ✓ Search

- Google
- Bing

## ✓ Social Media

- YouTube
- Facebook
- LinkedIn

Others

- depends audience

## ✓ Generative AI

- ChatGPT
- Microsoft Copilot
- Google Gemini

Others

- Claude
- Perplexity

# Case Study



## AI Top 10 LinkedIn Specialists, Consultants and Trainers

Collated by John Espirian 11 October 2024



<https://sueellson.com/blog/artificial-intelligence-ai-branding-and-linkedin-top-10>

# Business Calculations

## ✓ Search

- Algorithms
- Databases
- Websites
- Social
- Reviews

## ✓ Social Media

- Algorithms
- Engagement
- Consistency
- Megalomaniac  
(more people,  
more often,  
for longer)

## ✓ Generative AI

- Dataset
- Machine Learning
- Natural Language Processing
- Rapidly Adapting
- Search now included

# Search Options

## ✓ Search

- domain authority of the website
- domain age
- age of content
- frequency of new content
- quality of content
- variety of content
- viewing time of content
- past search results for the content
- number of references
- number of words, images, videos, resources
- markup used
- popularity of content (lots of reactions or comments)
- recency of content
- links – internal, external, reciprocal backlinks
- formatting
- language
- universal design
- accessibility
- location of server where website is hosted
- location of person completing search query

# Social Options

## ✓ Social

- target audience
- popularity of platform
- indexing in Search engines
- frequency of new content
- quality of content
- variety of content
- viewing time of content
- past engagement results for the content
- your engagement ratio (posts versus comments)
- hashtags
- @mentions – notifications and response

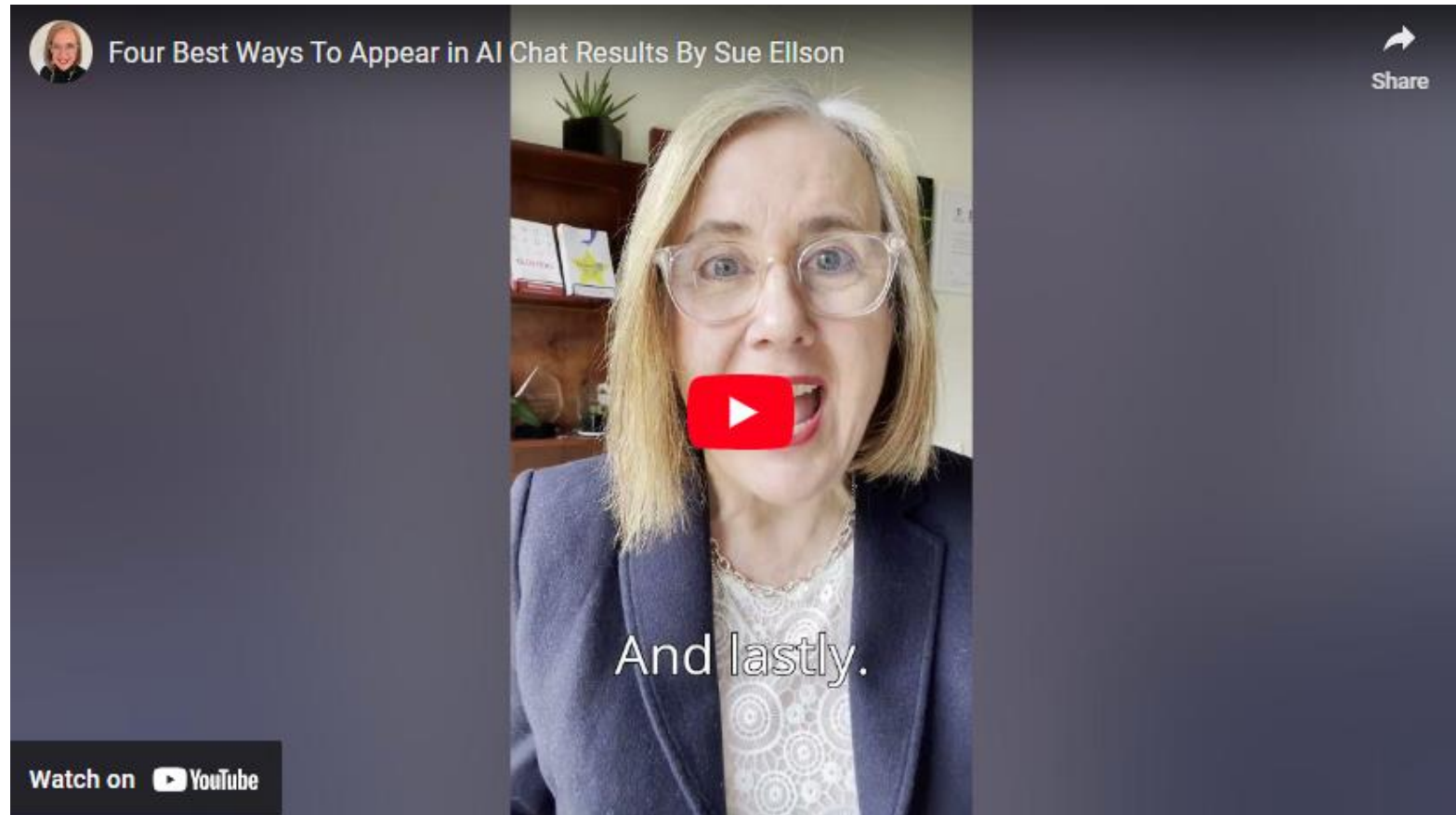
# Generative AI Options

## ✓ Generative AI

- website
- other websites with your content
- quality of other websites with your content
- publishing consistency on social media (including what is indexed)
- online reviews (including on your own website)
- what it can 'compute' based on the dataset
- quality references (book ISBN)



# Case Study - appear in ai chat results



<https://sueellson.com/blog/four-best-ways-to-appear-in-ai-chat-results>

# Suggestions

## ✓ Suggestions

- publish on your website
- publish on other websites
- share on social media
- get reviews on your website, Google and Facebook
- make content universally accessible
- text, images and video (all labelled)
- continuous shares

<https://sueellson.com/blog/four-best-ways-to-appear-in-ai-chat-results>