

How To Create Your Own Name (Author) Website

Sue Ellson

GK BBus MPC PCDAAs ASA WV MEdPlus AWS

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



Welcome

- ✓ specific tips
- ✓ relevant examples
- ✓ pick your 3 things to do in 3 hours from now



Fast Facts – more at sueellson.com

Sue Ellson is a Member of



Sue Ellson is the Founder of

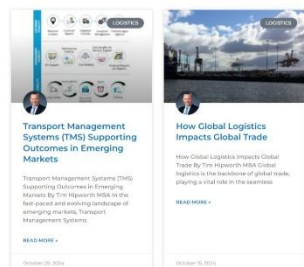


<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

Agenda

- How to choose and register a domain name so it stays in your control
- Which platform to use to develop and publish your website
- To create it yourself or hire a website designer
- To search engine optimise it whilst developing it (not afterwards)

Case Studies



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✓ Professional
timothyhipworth.com

✓ Author
lauriesmale.com

✓ Professional and Author
sueellson.com

All built by me with
WordPress.org



What are your options?

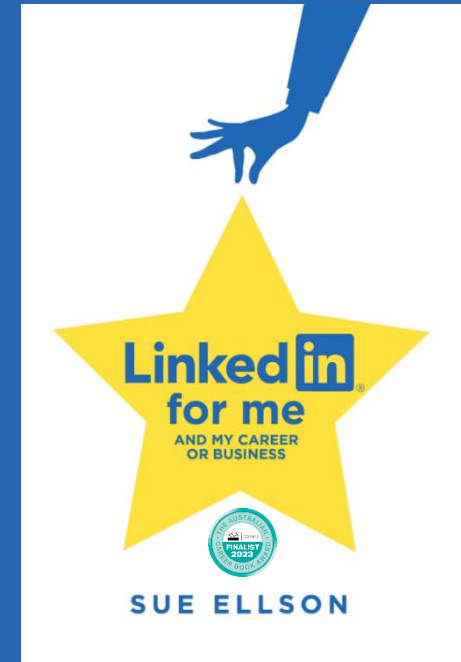
1. Outsource entirely (dangerous for first edition)
2. Do it yourself entirely (time consuming and may never happen)
3. Manage it with help (trusted LOCAL partner same regulations)

PLEASE UNDERSTAND WHAT YOU ARE PAYING FOR!

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

How To Create Your Own Name (Author) Website

1. Purpose, Planning and Preparation
2. Domain Name and Domain Name Privacy
3. Website Hosting and Website Builders
4. WordPress
5. Plugins
6. Appearance and Page Builders
7. Settings and Analytics
8. Search Engine Optimisation
9. Images Resized and Renamed
10. Essential Content
11. Recommended Features and Mobile Friendly
12. Social Media
13. Online Directory Listings
14. Links – External, Backlinks, Reciprocal
15. Redesigning an Existing Website



Special Gift – Free Downloads

✓ latest offer <https://sueellson.com/latest-offer>

- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly

✓ will send these direct to active participants!

✓ **LIVE EVENT – LinkedIn for me and my career or business Workshop**

Saturday 11 January and Saturday 15 February 2025 9:30am – 12:30pm

In person in Canterbury, Melbourne

<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

✓ keep up to date by following me on social media



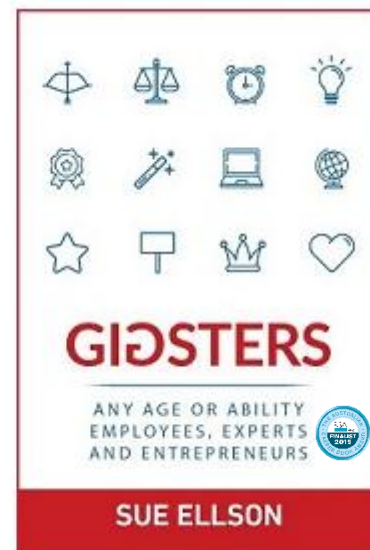
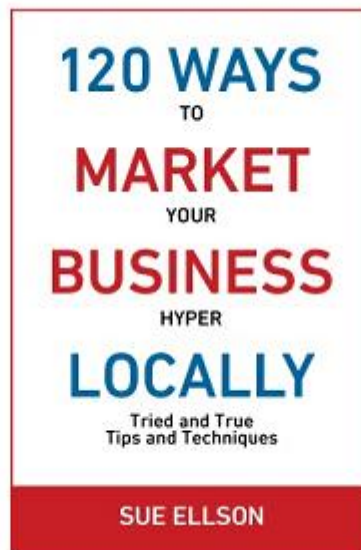
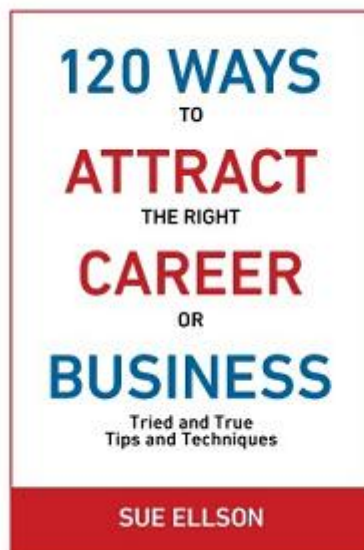
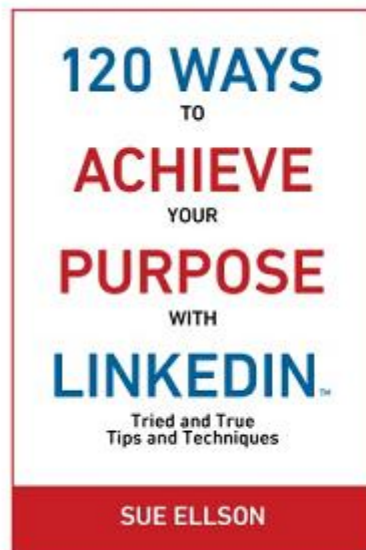
Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (25,672 Connections, 29,697 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (691 Subscribers, 179 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (960 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (266 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (439 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (451 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (67 Followers)
- ✓ Pinterest <https://au.pinterest.com/sueellson> (21 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (6,300 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (356 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Ellson Email Newsletter (1,394 Subscribers)** <https://sueellson.com/newsletters>



Author of five books



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

Give yourself a gold star ★ LinkedIn Presence

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

Contact me to purchase all five digital books for \$29.95

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 and video recording link will be emailed to all guests who registered to attend
- ✓ 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!
- ✓ learn more about me at <https://sueellson.com> and past clients at <https://sueellson.com/clients>
- ✓ will be asking you **what has been most helpful** to you at the end (feedback for me)
- ✓ if you are watching this after the event, the screen may have changed
- ✓ **find one way to say 'thank you'** – pro bono 10 hours work
 - Buy a book, Follow on Social Media, LinkedIn Endorsement or Recommendation, Facebook or Google Review

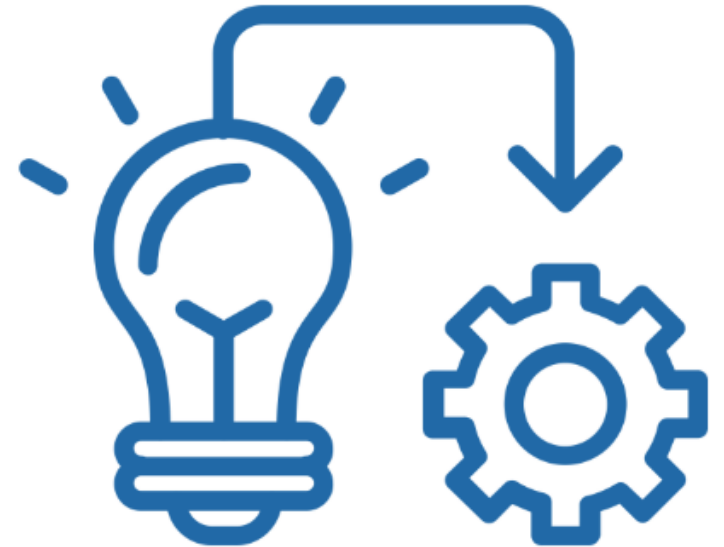


How To Create Your Own Name (Author) Website

What stage of the website development process are you at?

- 1 – no website or significant social media
- 2 – no website but reasonable presence on social media
- 3 – basic existing website and social media
- 4 – complex own name website
- 5 – other (please describe)

Please add a number that relates to your MAIN focus in the chat



How To Create Your Own Name (Author) Website

What is your main goal as a result of creating and publishing your own name website?

- A – create an online personal brand
- B – promote and sell your services
- C – promote and sell your goods
- D – attract job opportunities
- E – attract business opportunities
- F – share you content to as many people as possible
- G – leave a legacy for your family or a wider audience
- H – other (please describe)



Please add a letter or letters that relates to your MAIN focus in the chat

How To Create Your Own Name (Author) Website

Up until now, who has been mostly responsible for building and managing a website?

- 1 – me
- 2 – a website developer
- 3 – a digital agency
- 4 – an inhouse person
- 5 – an external provider
- 6 – other (please describe)

Please add a number that relates to your MAIN support in the chat



Creating a Website



Start

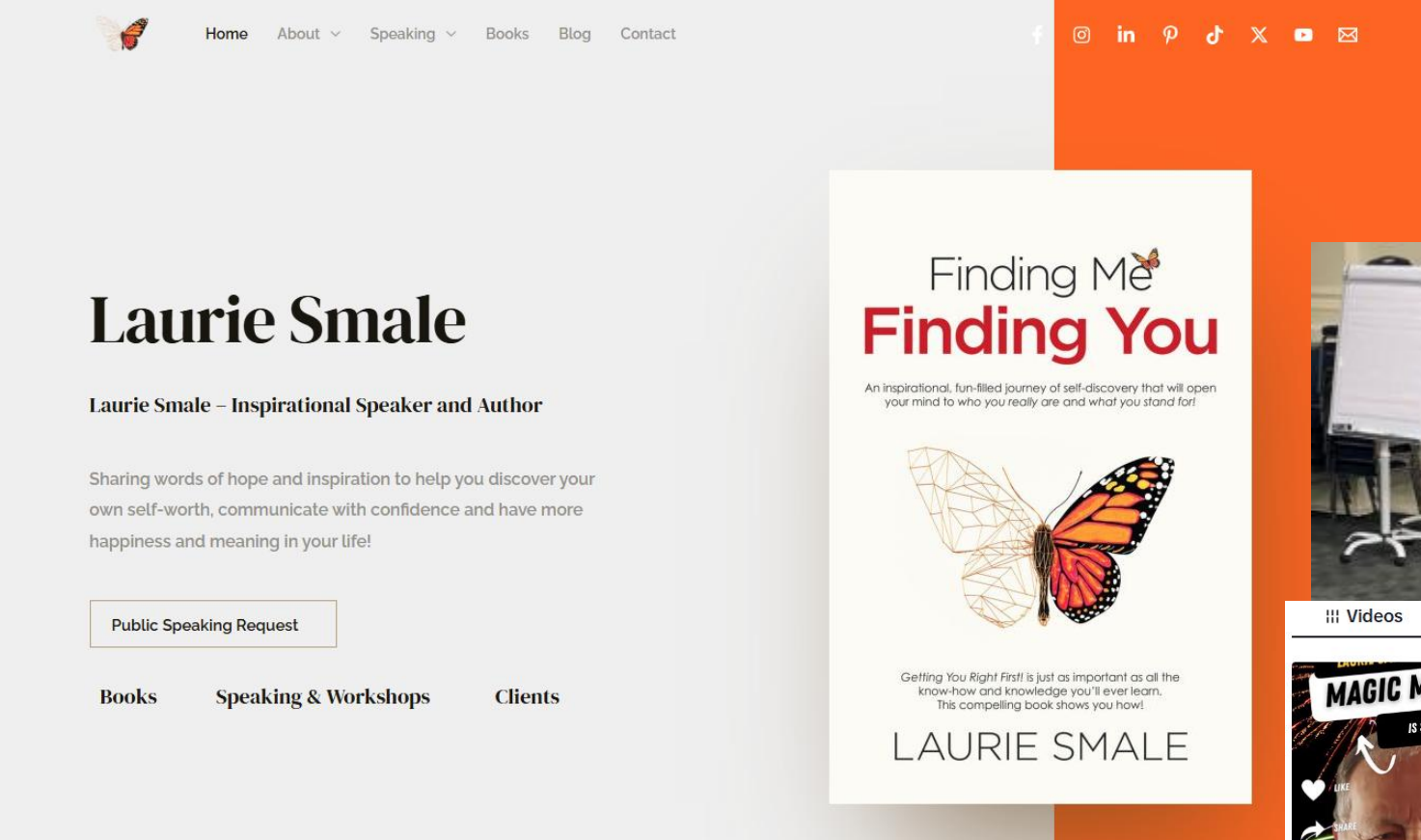


Middle

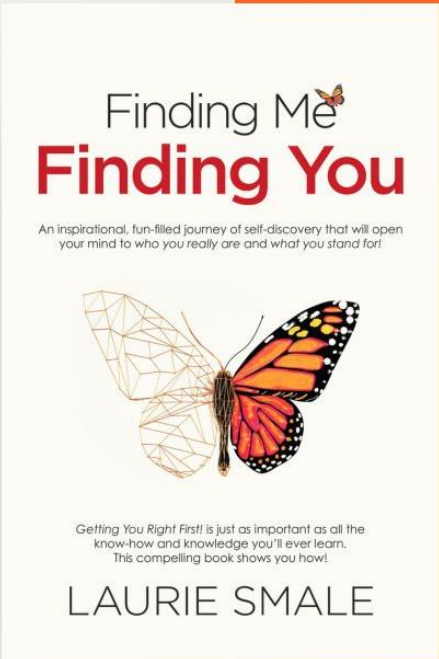


End!

As a Digital Mentor, I Can Help!



The screenshot shows the homepage of Laurie Smale's website. At the top, there is a navigation menu with links for Home, About, Speaking, Books, Blog, and Contact. A small butterfly icon is positioned to the left of the menu. To the right of the menu are social media icons for Facebook, Instagram, LinkedIn, Pinterest, TikTok, X, YouTube, and Email. The main content area features the name "Laurie Smale" in a large, bold, black serif font. Below the name is the subtitle "Laurie Smale – Inspirational Speaker and Author". A paragraph of text reads: "Sharing words of hope and inspiration to help you discover your own self-worth, communicate with confidence and have more happiness and meaning in your life!". Below this text is a button labeled "Public Speaking Request". At the bottom of the page, there are three buttons: "Books", "Speaking & Workshops", and "Clients".

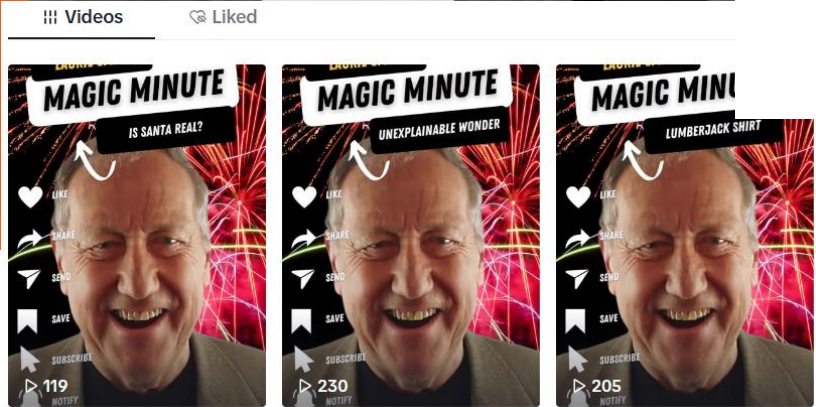


The book cover for "Finding Me, Finding You" by Laurie Smale features a central illustration of a monarch butterfly with orange and black wings. The title "Finding Me, Finding You" is written in a mix of black and red fonts. Below the title is a short description: "An inspirational, fun-filled journey of self-discovery that will open your mind to who you really are and what you stand for!". At the bottom, the author's name "LAURIE SMALE" is displayed in a large, black, sans-serif font. A small quote at the bottom reads: "Getting You Right First! is just as important as all the know-how and knowledge you'll ever learn. This compelling book shows you how!".



"By accepting yourself and your room for improvement, you'll thwart imposter syndrome from getting in the way for you'll always be growing"

Laurie Smale
Author - Finding Me, Finding You



Three social media video thumbnails are displayed. Each thumbnail features a close-up of Laurie Smale's face, smiling, against a background of red and white fireworks. The first thumbnail is titled "MAGIC MINUTE" and "IS SANTA REAL?" with 119 views. The second is titled "MAGIC MINUTE" and "UNEXPLAINABLE WONDER" with 230 views. The third is titled "MAGIC MINI" and "LUMBERJACK SHIRT" with 205 views. Each thumbnail includes social media interaction icons like Like, Share, Send, Save, and Subscribe.

lauriesmale.com

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13. Online Directory Listings
14. Links – External, Backlinks, Reciprocal
15. Redesigning an Existing Website



Create Your Own Name (Author) Website

1. Purpose, Planning and Preparation

- Keep a list of all of your logins!
- What are you trying to achieve?
- Who do you want to reach?
- What do you want them to do?
- Who will be involved and what will they do?
- What is your Minimum Viable Product?
- 80% is 'good enough'
- Something is better than 'nothing'
- Ideally, start with something you can build on
- Not if but 'when' you are hacked...
- How will you make sure everything is done?
- How will you test everything?



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

Create Your Own Name (Author) Website

2. Domain Name and Domain Name Privacy

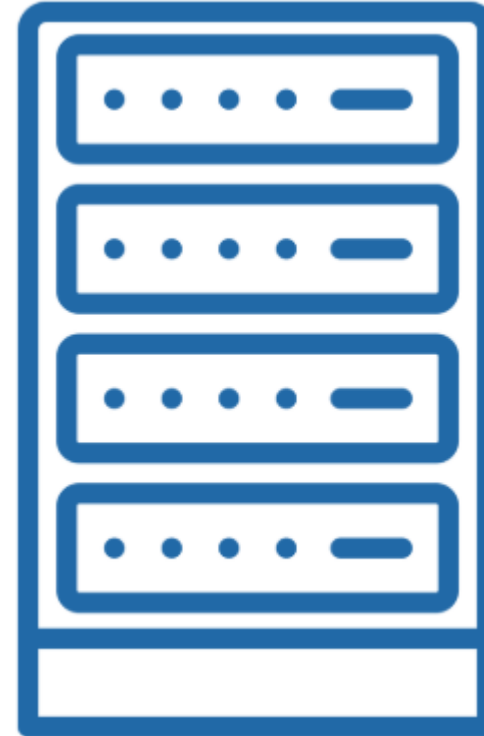
- Purchase it yourself and buy from a different company to where your website is hosted
- Purchase Domain Name Privacy or Private Registration as well (spam protection)
- Do not purchase 'add ons'
- Do not purchase 'other domain names' or alternatives
- Aim for yourname.com (if you want .com.au must have an ABN)
- Plenty of alternatives .co .net .au .online etc
- Can purchase well before you start building your website
- I use <https://www.crazydomains.com.au> but they will TRY to sell you stuff!



Create Your Own Name (Author) Website

3. Website Hosting and Website Builders

- I use WordPress.org and pay for Website Hosting (not WordPress Hosting) from <https://www.ddns.com.au> based in Melbourne, Australia
- Could start with free website builder with your domain name purchase
- Could start with free wordpress.com like sueellson.wordpress.com (no domain name)
- Others offer hosting and design tool in one monthly fee – Wix, Weebly, Squarespace etc
- Create an email address
- Hosting Servers based close to your audience or in the Cloud if customers are international (e.g. China)
- Make sure you know how to backup!
- Save every page you create on your own account at <https://web.archive.org>



Create Your Own Name (Author) Website

4. WordPress

- Content Management System
- Widely Used
- Multiple Themes (layout) – start free
- Multiple Page Builders (layout help)
- Multiple Plugins (features) – that carry forward
- Need to learn some basics
- Updates regularly
- Can build up over time

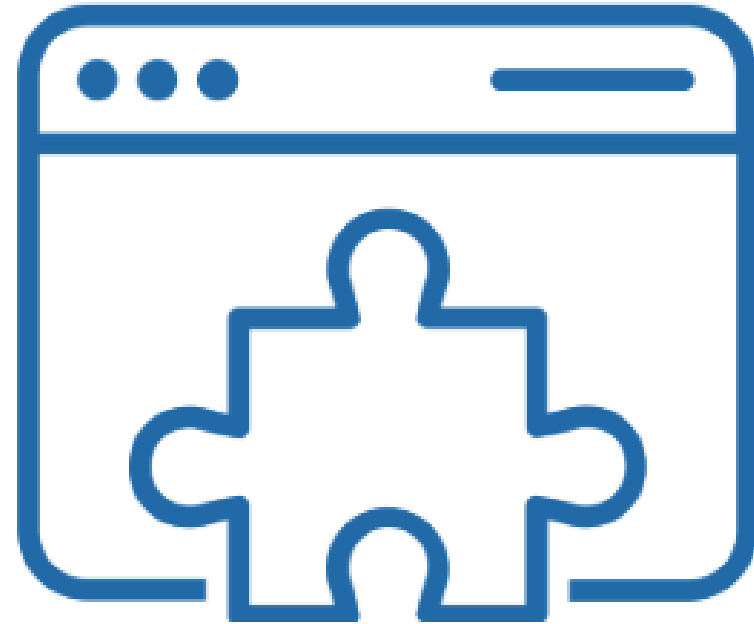
<https://www.linkedin.com/pulse/what-do-before-you-upgrade-redesign-your-website-sue-ellson>



Create Your Own Name (Author) Website

5. Plugins

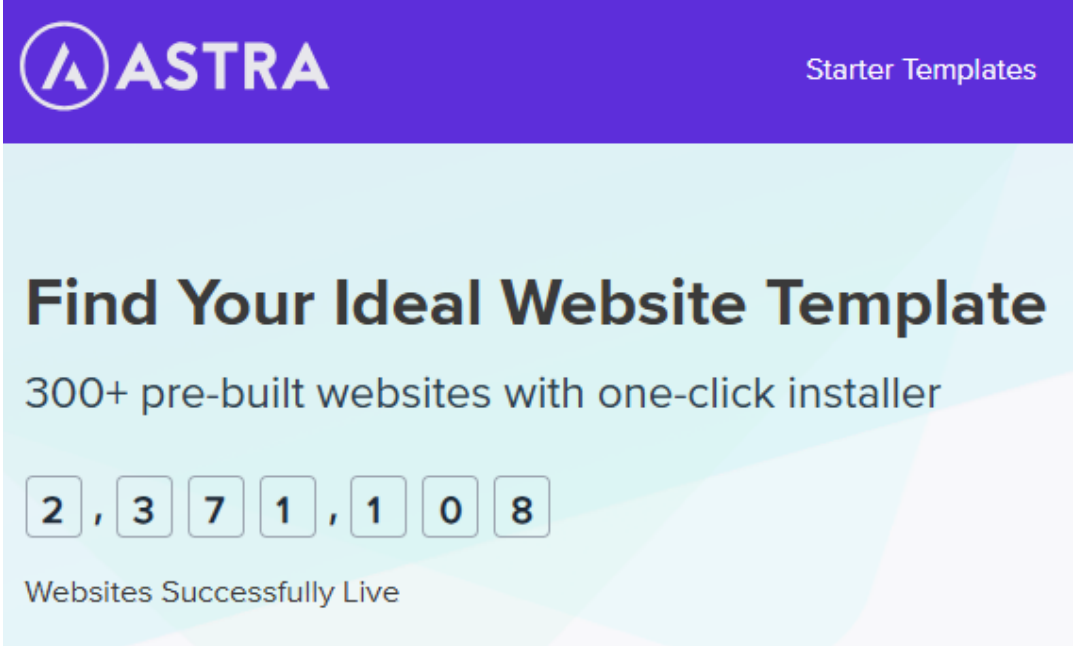
- Features to add to your website
- Backup
- Security
- Search Engine Optimisation
- Caching (pages load faster)
- Google Site Kit
- Microsoft Clarity
- Bing Submission



Create Your Own Name (Author) Website

6. Appearance and Page Builders

- Called Theme or Template
- Starter Templates rather than Custom Design
- Page Builders save you from coding (I use Elementor Pro)
- Start Free or low cost for Minimum Viable Product
- I use WP Astra <https://wpastra.com/website-templates>



The screenshot shows the Astra website templates landing page. At the top, there is a purple header with the Astra logo (a stylized 'A' in a circle) and the word 'ASTRA' in white. To the right of the logo, the text 'Starter Templates' is displayed in white. Below the header, the main content area has a light blue background with a white geometric pattern. The headline reads 'Find Your Ideal Website Template' in a large, bold, black font. Below the headline, it says '300+ pre-built websites with one-click installer' in a smaller black font. Underneath that, there is a counter showing '2,371,108' in a light blue font, with each digit in a separate box. At the bottom of the counter, it says 'Websites Successfully Live' in a smaller black font.

Create Your Own Name (Author) Website

7. Settings and Analytics

- Local Location, Local Time
- Comments must be Approved
- Check all backend settings **before** adding any content
- See if you can install Google Analytics and Microsoft Clarity
- Do not have 'admin' as your Username



Create Your Own Name (Author) Website

8. Search Engine Optimisation

- understand the importance of titles
- 300+ words
- markup – headings, bold, bullet points, numbered lists etc
- all keywords included regularly
- include interlinks around your website whenever possible
- make sure external links open in a new tab
- publish links to all the other places where you appear on the internet
- link to all of your social media profiles, online directories, listings etc.



Create Your Own Name (Author) Website

9. Images Resized and Renamed

- all images resized before uploading
- all images renamed before uploading
- all images property details added before uploading
- mostly original images if possible (never seen online before)
- not copied off the internet
- not belonging to someone else
- consistent quality and style
- avoid AI images



Create Your Own Name (Author) Website

10. Essential Content

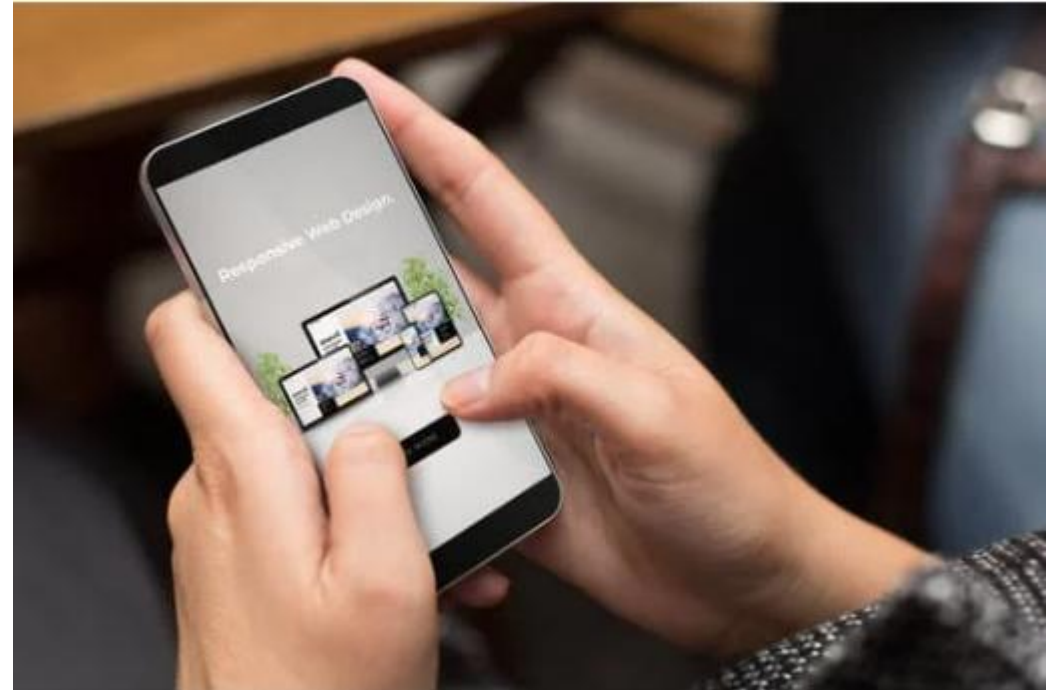
- Home Page
- About Page
- Contact Page
- Privacy Policy Page



Create Your Own Name (Author) Website

11. Recommended Features and Mobile Friendly

- designed for mobile phone users
- lots of white / neutral space
- almost one sentence = one paragraph
- images help (and one video per page does too)
- contact details and contact form
- frequently asked questions page
- I personally like having a visible Site Map



Create Your Own Name (Author) Website

12. Social Media

- recommend LinkedIn
- recommend YouTube
- recommend Facebook for Reviews
- link to all profiles
- think of your audience and where they are
- do what you can manage



Create Your Own Name (Author) Website

13. Online Directory Listings

- Yellow Pages – one free website link
- White Pages – one free website link
- True Local – one free website link
- Local Council
- Professional Membership / Association
- Legal Deposit – National Library
- Legal Deposit – State Library
- Lending Rights <https://lendingrights.arts.gov.au>
- Trove National Library <https://trove.nla.gov.au>

The screenshot shows the Trove website interface. At the top, the Trove logo is centered, with navigation links for ABOUT, HELP, NEWS, PARTNERS, SIGN UP, and LOGIN on the right. Below the logo is a horizontal menu with categories: Explore, Categories, Community, Research, and First Australians. A search bar at the top right contains the text 'sue ellson'. Below the search bar, there are navigation links for Home / Search results and a list of categories: All, Newspapers & Gazettes, Magazines & Newsletters, Images, Maps & Artifacts, Research & Reports, Books & Libraries, Diaries, Letters & Archives, Music, Audio & Video, People & Organisations, Websites, and Lists. The main content area is titled 'Books & Libraries' and shows search results for 'sue ellson'. There are 12 total results, sorted by Relevance. The results are listed in a grid format, each with a small icon, a title, and a brief description. The first result is '120 ways to achieve your purpose with LinkedIn : tried and true tips and techniques / Sue Ellson', a book from 2016. The second is 'Gigsters : any age or ability employees, experts and entrepreneurs / Sue Ellson', a book from 2019. The third is '120 ways to attract the right career or business : tried and true tips and techniques / Sue Ellson', a book from 2016. The fourth is '120 ways to market your business hyper locally : tried and true tips and techniques / Sue Ellson', a book from 2016. The fifth is 'LinkedIn for me and my career or business : tried and true tips and techniques / Sue Ellson', a book from 2023. On the right side of the search results, there is a 'REFINE YOUR RESULTS' section with filters for Format (Book, Illustrated, Article), Access (Not available online, Online, Access conditions apply), Date Range (2020-2029, 2010-2019, 2000-2009, 1990-1999, 1980-1989), and Language (English).

Create Your Own Name (Author) Website

14. Links – External, Backlinks, Reciprocal

- External – to another website
- Backlinks – from another website
- Reciprocal – to and from another website
- look for local ones
- look for high domain authority ones (media, government etc)
- look for aligned information or where you are mentioned even if you are not linked
- open in a new tab to help user keep back record



Create Your Own Name (Author) Website

15. Redesigning an Existing Website

- need to tell search engines where content has been moved to, especially if you have created an entirely different layout
- ideally set up systems so ‘old’ content can be kept online and keep helping you rather than delete old pages and lose link juice
- create redirects – this page was here is now here

<https://www.linkedin.com/pulse/what-do-before-you-upgrade-redesign-your-website-sue-ellson>



Create Your Own Name (Author) Website

In 1989, Woody Allen was credited with saying
“**80 percent of success is showing up**”

I say, take action!



Remember – I can help you!

Create Your Own Name (Author) Website

LinkedIn Insight Webinars and Recordings (39)

<https://sueellson.com/linkedin-insight-webinars-and-recordings>

General Webinars and Recordings (2)

<https://sueellson.com/webinars-and-recordings>

Next Webinar

Savvy Social Media Strategy Wednesday 12 February 2025 12pm UTC+11

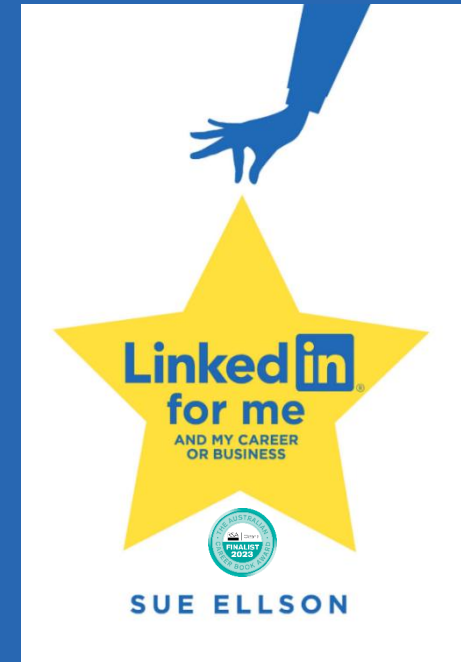
Register to attend <https://savvysocialmediastrategy.eventbrite.com.au>

****All free – no login required – feel free to share!****



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What were your faves?

Please choose three things from this session to do in three hours from now

3 in 3

What has been most helpful to you today?

✓ You can add a comment in the Zoom chat now – great reflection for others

✓ Please complete the **Anonymous Feedback Survey** when you leave the webinar

What did you find most helpful in this webinar?

What do you plan to do next?

What else would have been helpful?

✓ **Write a Review** ★ I'll say thank you!

Google <https://g.page/sue-ellson-author/review> (152 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (11 Reviews)

Online <https://sueellson.com/reviews> (lots!)

✓ Register to attend <https://savvysocialmediastrategy.eventbrite.com.au> 12 February 2025 12pm UTC+11 \$0

✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



Google Review



Facebook Review



Online Review



Follow Socials / Contact