



Powerful Techniques To Enhance Your Online Results

Sue Ellson

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Quick Points



- ✓ acknowledge traditional owners of land
- ✓ this presentation is not professional advice for your personal circumstances
- ✓ slides online <https://sueellson.com/blog/powerful-techniques-to-enhance-your-online-results-for-maroon-dah-business-group>
- ✓ assume varied level of knowledge and experience and can read
- ✓ please ask questions at any time – 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

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>

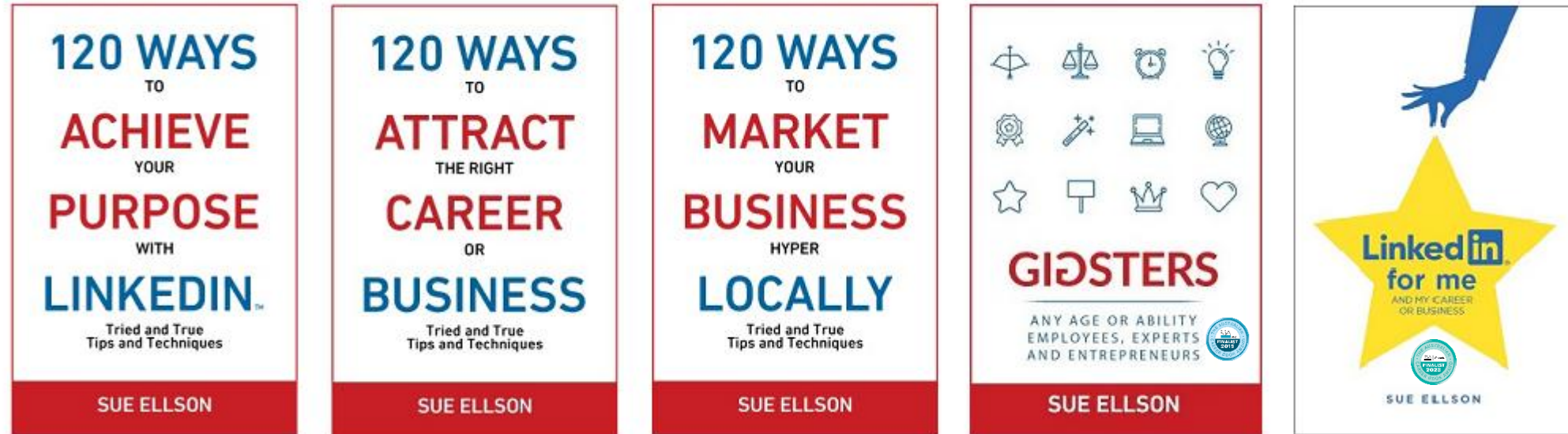
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- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (25,938 Connections, 30,497 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (993 Followers)
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- ✓ Instagram <https://www.instagram.com/sueellson> (469 Followers)
- ✓ Pinterest <https://au.pinterest.com/sueellson> (20 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (74 Followers)
- ✓ X <https://x.com/sueellson> (435 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (716 Subscribers, 186 Videos – goal is 1,000+ Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (6,663 Subscribers)
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Author of five books



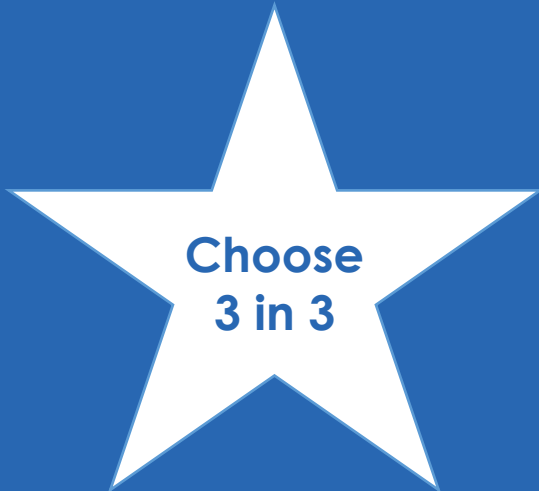
Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ – update your LinkedIn Profile

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

Online Results

1. **Reminder** – Engage with Maroondah Business Group
 2. **Customers** – who are they and how do they find and verify you?
 3. **Website** – only thing your business owns
 4. **Search** – where some of the audience goes
 5. **Social** – where some of the audience lives
 6. **Generative AI** – where more of the audience is going
 7. **Directories** – part of your digital asset
 8. **Reviews** – Google, Facebook and Website
 9. **Engagement** – Followers, Content, Engagement
 10. **Content** – Text, Images, Video + More (Carousels, PDFs, Polls)
- + **Recommendations**



Choose
3 in 3

What is your main focus today?

1. Enterprise Owner – Strategy
2. Enterprise Owner – Strategy and Tactics
3. Enterprise Representative - Strategy
4. Enterprise Representative – Tactics
5. Other



1. Reminder

Are you Following and Subscribed 🔔 to Maroondah Business Group (MBG) online?

<https://www.facebook.com/maroondahbusinessgroup> (428 Followers)

<https://www.linkedin.com/company/maroondah-business-group> (45 Followers)

<https://www.youtube.com/@maroondahbusinessgroup3872> (2 Subscribers)

<https://www.eventbrite.com.au/o/maroondah-business-group-81891917613> (13 Followers)

When did you last visit the MBG website and check your member listing?

<https://www.maroondahbusinessgroup.com.au>

Have you written a review for MBG on Google or Facebook?

You can also write Recommendations on LinkedIn for fellow members

2. Customers

- a. Who are they? – Be very clear on this!
- b. Not what you know
Not who you know
Who or what finds you and how you can be verified 24/7
- c. Word of Mouth is still how most businesses start out
(can take around six months for a digital first strategy to work for you)
- d. Focus on the strategies that will work, don't chase shiny objects and latest trends
- e. Whatever you decide to do, make it sustainably consistent!



3. Website

- Only thing you own



<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>

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

4. Search


Check that your audience can

- Find you in Google
- Find you in Bing
- Find you by location
- Find you by author /owner name
- Find you by business name
- Find you by their keywords
- Find you by voice request
(nearest in particular)

Remember an algorithm is assessing you before you or your enterprise is added to a searchable database

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

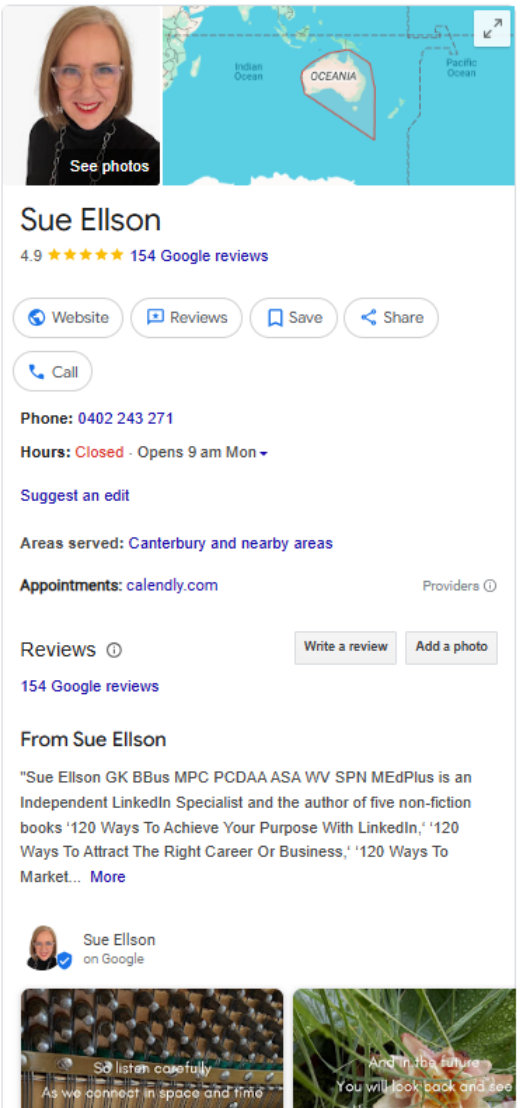
Sue Ellson
Author



Sue Ellson BBus MPC CDAA ASA WV SPN is an Author, Educator, Career Development Practitioner, Consultant, Founder, Gigster, Trainer and Poet. She joined LinkedIn in 2003 and has been an Independent LinkedIn Specialist since 2008. ... [Google Books](#)

Books

Book Title	Year
Gigsters - Any Age or...	2019
120 Ways to Achieve Yo...	2016
120 Ways To Attract The...	2016
120 Ways To Market Yo...	2016



Sue Ellson
4.9 ★★★★★ 154 Google reviews

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From Sue Ellson

"Sue Ellson GK BBus MPC PCDA ASA WV SPN MedPlus is an Independent LinkedIn Specialist and the author of five non-fiction books '120 Ways To Achieve Your Purpose With LinkedIn,' '120 Ways To Attract The Right Career Or Business,' '120 Ways To Market... [More](#)

5. Social

Check that your audience

- Can be reached
- Can be reminded
- Can be returned
- Can self select there
- Can do their due diligence there
- Can share with others

Remember social is like a Megalomaniac

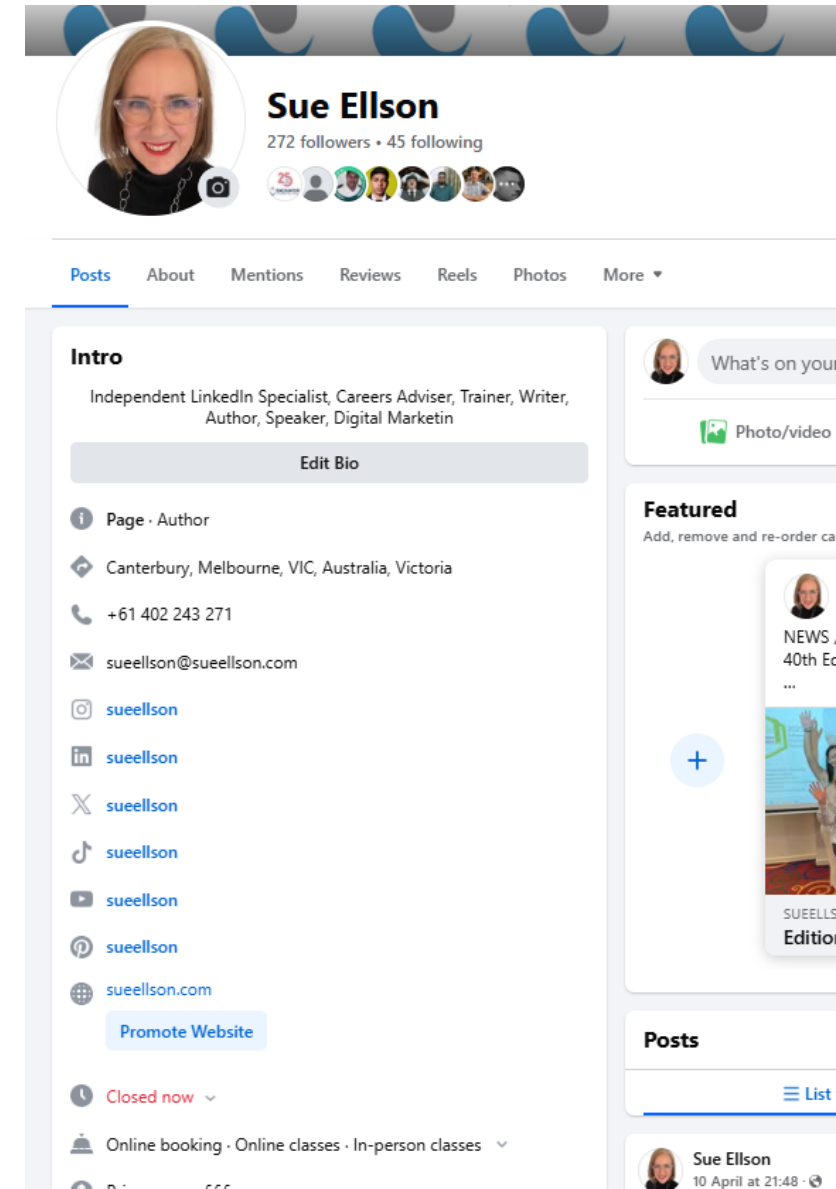
- it wants more people, more often, for longer

Recommend LinkedIn, Facebook, YouTube

Keep your profiles current, publish consistently and focus on organic content before paid advertising

<https://sueellson.com/blog/savvy-social-media-strategy>

<https://sueellson.com/wp-content/uploads/20250325-educate-plus-advancement-practitioner-training-social-media-marketing-advanced-adelaide-sue-ellson.pdf>



6. Generative AI

Check that AI

- Has indexed your website
- Can reach your social content
- Can see your references
- Can see your reviews
- Can see your labelled images and accessible video with captions
- Can provide answers to your audience's questions

Remember AI is like a one-stop-shop and needs to provide an instant answer – FAQ's are important – keep adding more content online and get more reviews

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



AI Top 10 LinkedIn Specialists, Consultants and Trainers

Collated by John Espirian 11 October 2024



7. Directories

High Domain Authority Websites with a link to your website for free include

- Yellow Pages
- White Pages
- True Local

Also see what services you can access through the Local Council

<https://www.maroondah.vic.gov.au/Community-support-business/Business-permits-and-support/Starting-or-growing-your-business>

<https://get.yellow.com.au/yellow-online>
<https://business.whitepages.com.au/products/listing>
<https://www.truelocal.com.au/add-business>



True Local

<https://www.truelocal.com.au> › business › sue-ellson › canterbury

Sue Ellson - True Local

20 Sep 2017 · Business contact details for Sue Ellson including phone number, reviews & map location - TrueLocal.

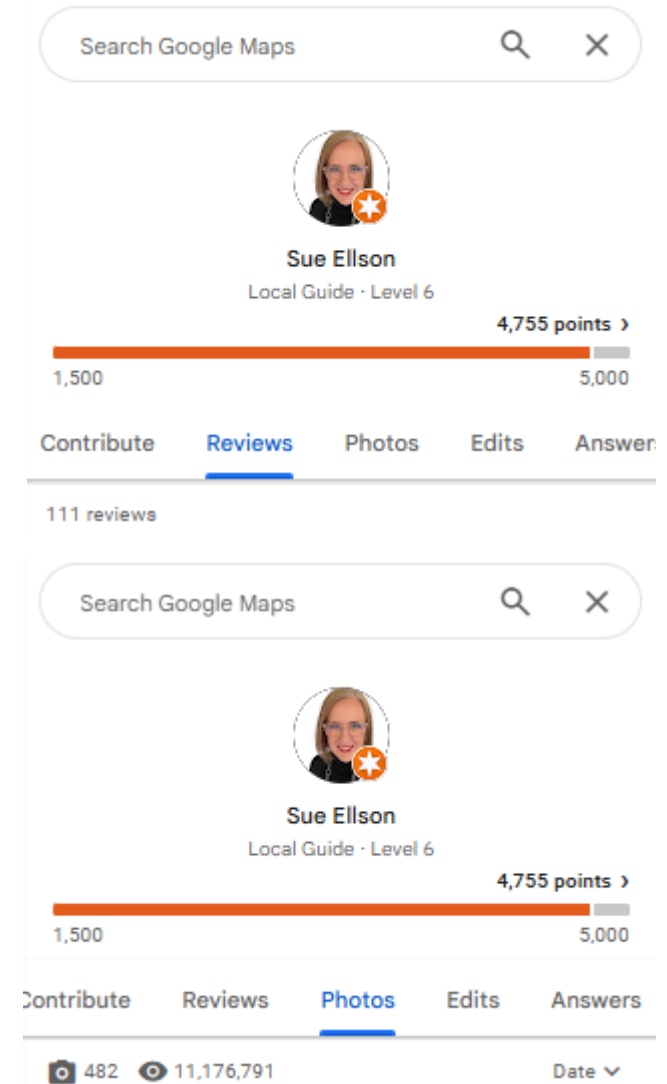
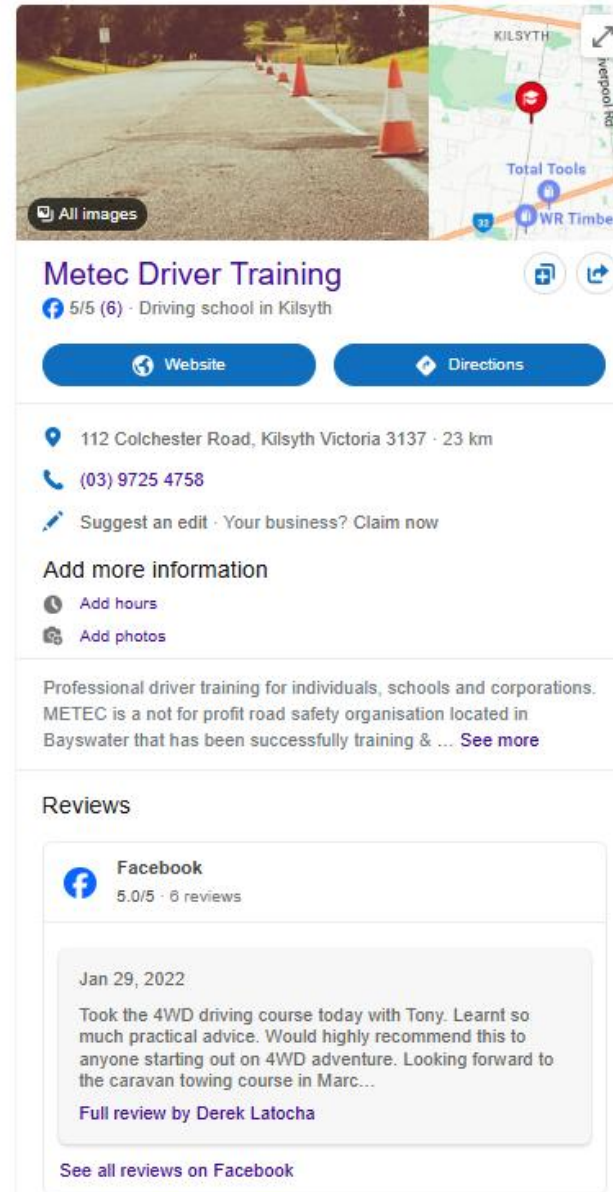
4.5/5 ★★★★★ (1)

Author: Arwen Bardsley

Location: Canterbury, 3126, VIC

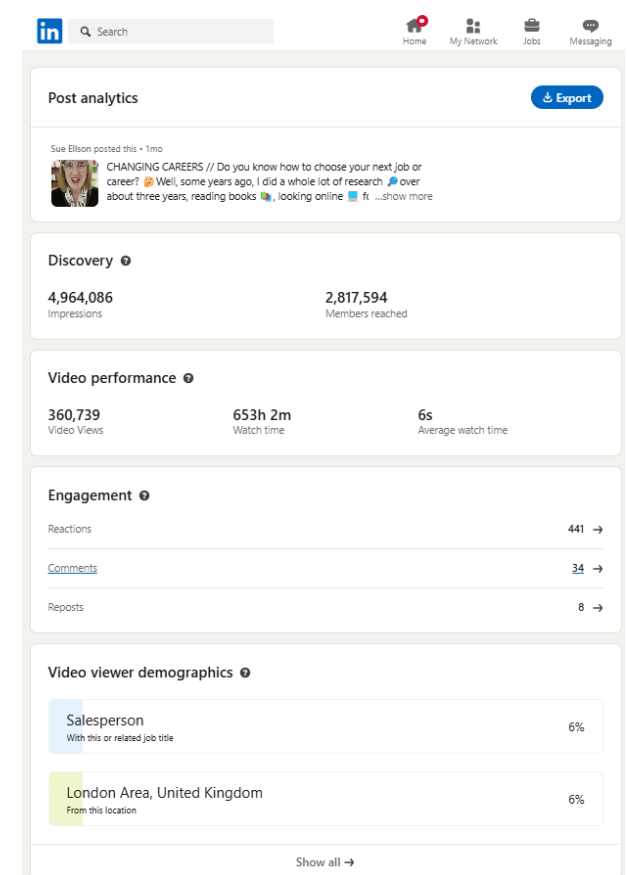
8. Reviews

- Ensure you manage your Google Business <https://business.google.com> listing and join <https://www.localguidesconnect.com> (so you can give Google Reviews and earn points, especially if you include photos and/or video – think about how you can support others)
- Facebook Page Reviews (for Bing)
- On your Website (create a Reviews Page – WordPress Site Reviews by Paul Ryley)
- Other Websites (for your industry or profession)



9. Engagement

- Remember when Followers was important?
- Now it is about the quality of your Content
- Now it is about how many people stop scrolling, view, react, comment and share
- You need to 'listen' (engage) more than you 'speak' (post)
- People like it when you like their stuff!
- Going viral does not equal sales
- The algorithms are watching who is engaging and re-serving more to them



<https://www.linkedin.com/feed/update/urn:li:activity:7293139167725637633>

10. Content

- Quality content reminds people you are still current, creates conversations
- Think Edutainment for social media
- Tone – recommend friendly and professional not overly personal
- Mix of styles including images that tell a story, short form portrait video and longer form video/audio, text that has many headings and white space
- Can start with a TOPIC
- End with Call To Action CTA
- Can include hypnotic words, emojis
- @mentions and #hashtags
- Publish on website first, share on social, publish links on website
- Aim to publish weekly but still ask for Followers, Send Email Newsletter etc



Personal Branding Australian Style

By Sue Ellson

LinkedIn Specialist and Author



<https://sueellson.com/blog/national-careers-week-2025-personal-branding-australian-style>

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-posts>

+ Recommendations

1. Ensure your website, social media and directory listings are all up to date (audit)
2. Engage on social media regularly (add reactions and lengthy comments)
3. Publish quality content on your website or high domain authority website FIRST
4. Share content on all of the relevant social media channels you have (and add the post links on your website)
5. Give reviews and ask for reviews on LinkedIn, Google, Facebook, Website and respond to them promptly
6. Keep a link record of all content published and the most relevant statistics only



Aim to be Found, Fabulous, Forever – Remember Visual, Video, Value – Organic before Paid

Any questions?

Where to from here?

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

3 in 3

Reminder



**Maroondah
Business Group**

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