



The Society of
Women Writers
Victoria

For the love of writing

Published Or Not
Online Essentials for Women Writers

– By Sue Ellson

Acknowledgment of Country

We begin by acknowledging
the Traditional Owners of the land
on which The Society of
Women Writers Victoria is based,
the **Wurundjeri** people of
the **Kulin** nation
and **Woiwurrung** language group
and offer our respect to
Elders past, present and emerging.



Published Or Not

Online Essentials for Women Writers

Whether you are a published author, aspiring author or regular writer, do you know what is worth publishing online?

- Do you need an author website?
- What social media could be helpful?
- Can these help you sell books now or later?
- Will these resources help you secure a traditional publisher?

Join this interactive session designed for all levels of expertise.

Comprehensive slides will be provided to participants.

Questions will be most welcome.



Today

Interactive

Inclusive

Informative

Includes links for more information

Questions welcome



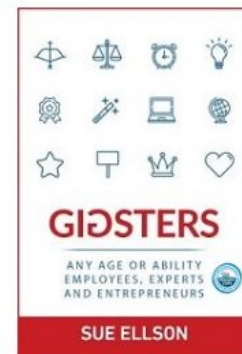
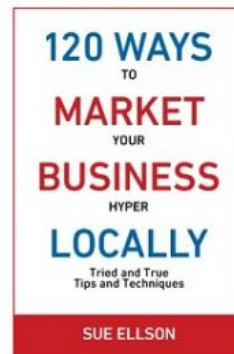
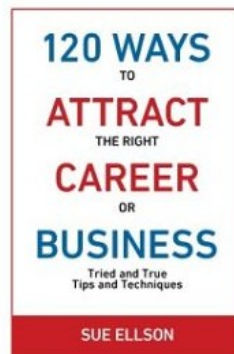
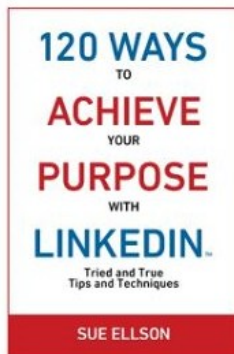
Sue Ellson

Sue Ellson is an Independent LinkedIn specialist, author, educator, career development practitioner, consultant, founder, gigster, trainer, speaker, professional learner and poet.

Sue provides teaching, training, speaking and consulting services to individuals, small, medium and large businesses, corporates, schools, universities, associations and government in Australia and overseas.

More information

sueellson.com or [linkedin.com/in/sueellson](https://www.linkedin.com/in/sueellson)
swwvic.org.au/member/sue-ellson



Sidney Nolan and Sunday Reed



Why do some artists succeed? Because they had someone prepared to promote them!

Introductions

Please enter whatever numbers are relevant in the chat

- 1 – Published Author
- 2 – Aspiring Author
- 3 – Regular Writer
- 4 – Own Website or Blog
- 5 – Other please describe



Reasons for Writing

Please enter whatever letters are relevant in the chat

A – To be published

B – To be read

C – To influence or persuade

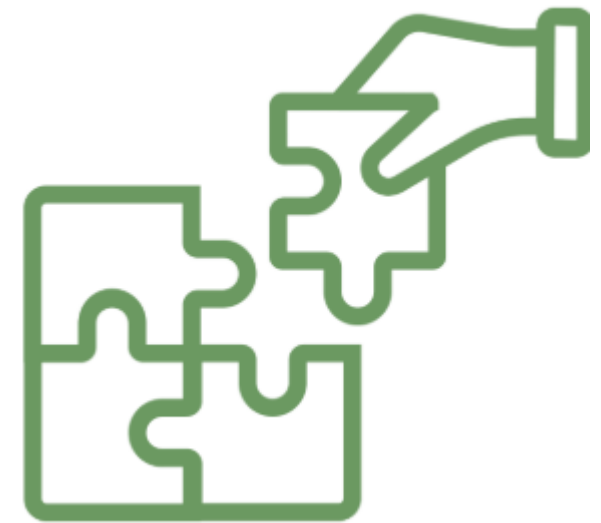
D – To advocate or champion

E – To educate or inform

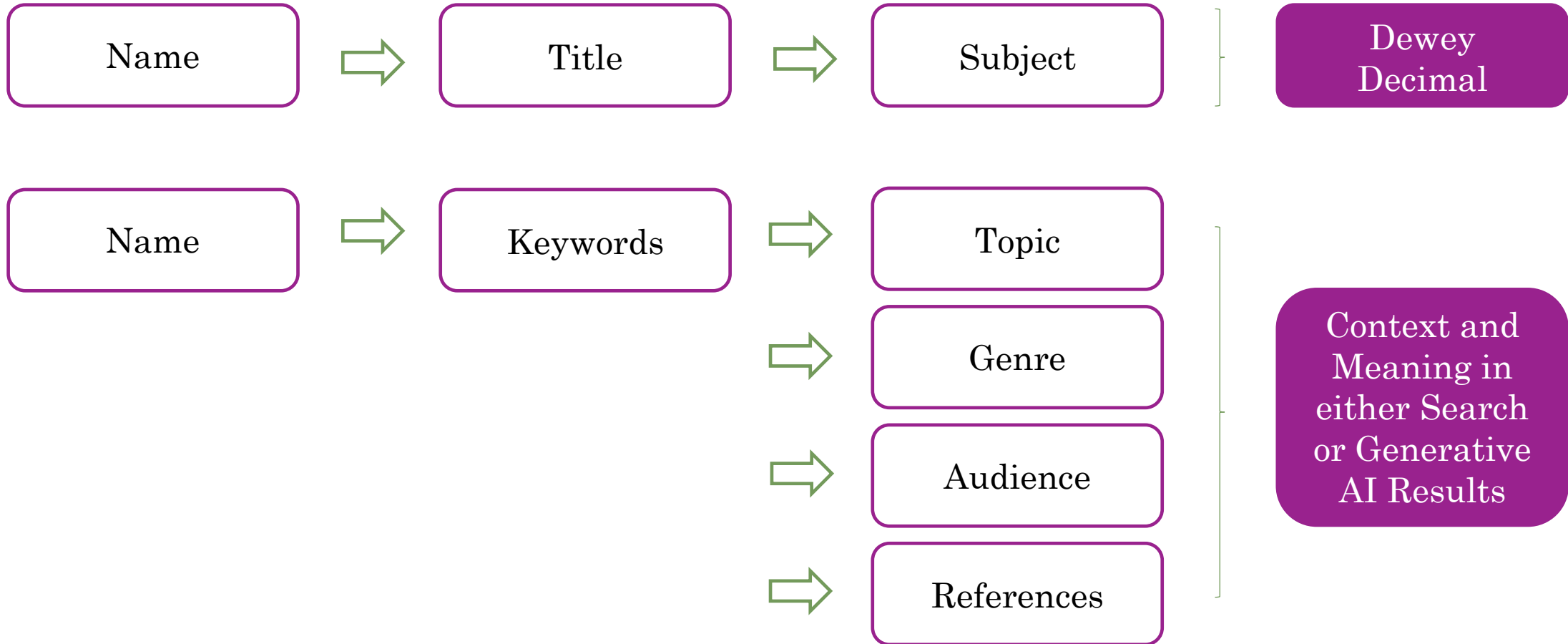
F – To share or enlighten

G – To entertain or encourage

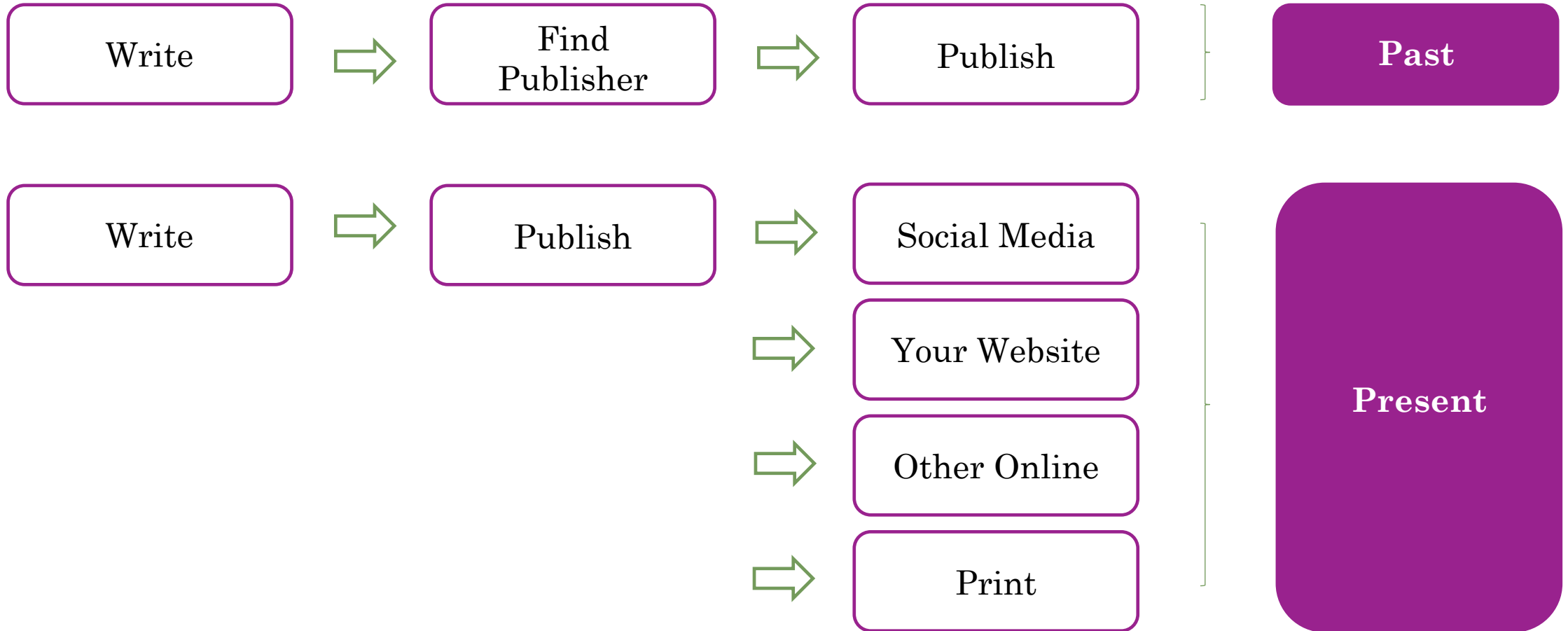
H – Other please describe



Found For



Past and Present Publishing Options



Social Media Options



Facebook

Profile

Page

Group



LinkedIn

Profile

Page

Newsletter



Substack

Note

Article

Subscribers

Medium

Medium

Stories

Submissions

Followers



Online Results

Social Media Results

- Closed Environment
- Megalomaniac
- Addictive
- Selective Shares
- Pay to Play
- Organic Reach Difficult
- Not always indexed
- Quality deteriorating
- Click bait increasing
- Variable time spent online

Online Search Results

- Google, Bing, Yahoo
- Algorithm Based
- Qualified Included
- Weighted Database
- Duration of Past Views
- Other Online Qualifiers
- Multiple Quality References
- Author Identity ISBN Book
- Age, Recency, Relevancy
- Few Words Search Query

Generative AI Results

- Gemini, Chat GPT, MS Copilot
- Comprehensive Data Scrape
- Enormous Dataset from Websites
- Probability or Mined Data Result
- Large Language Models
- Natural Language Processing
- Some Easily Located References
- Creates Narrative Answers
- Requires keywords+ content
- More Words Prompt Query

sueellson.com/blog/online-publishing-options-webinar

Your Website



Other Online Options

Video
YouTube & Social Media
Short Form Portrait
Long Form Landscape

Audio
Radio
Podcasts
Audio Shows

Academic
Conferences, Journals
University, Google Scholar
The Conversation, ResearchGate

Direct Communication
Email
SMS
Direct Message

Event Listings
Eventbrite
Humanitix
LinkedIn, Facebook, Venues

Traditional Media
Newspapers – Print or Online
Magazines
Niche Publications

Advocacy
Crikey, Getup
Open Forum
Industry Associations

Print

Zines

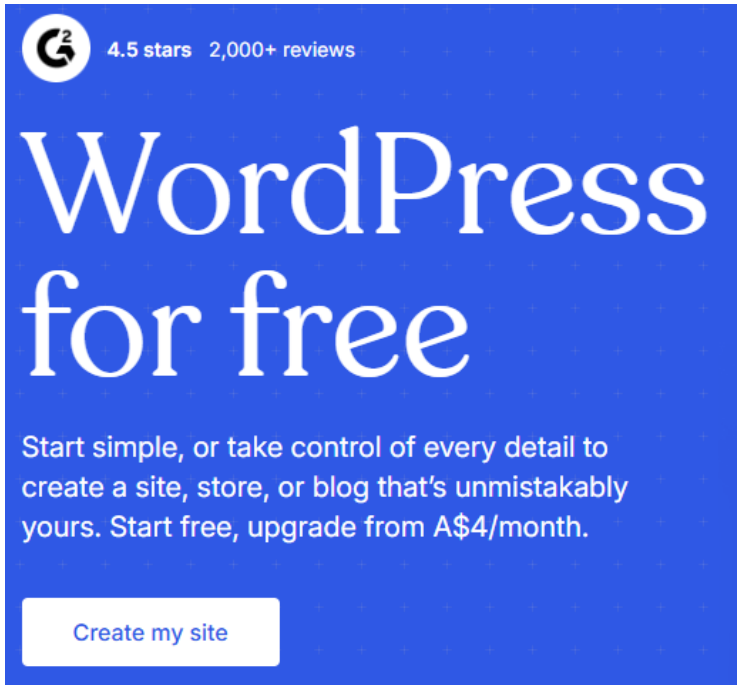
Paperback Books

Hardcover Books

Special Publications

Special Projects

Free Online Option



4.5 stars 2,000+ reviews

WordPress for free

Start simple, or take control of every detail to create a site, store, or blog that's unmistakably yours. Start free, upgrade from A\$4/month.

Create my site

WordPress.com

Start today

YourName.WordPress.com

**Warning will try and charge

Can migrate later

Not deleted

Good testing ground

Layout – Appearance – Theme

Plugins – Functions

Pages – Main Content

Posts – Blog with Categories

Paid WordPress Option

Meet WordPress

The open source publishing platform of choice for millions of websites worldwide—from creators and small businesses to enterprises.

WordPress.org

Buy Domain Name
Webcentral.au or
CrazyDomains.com.au
and Domain Guard but
NOTHING else

Buy Website Hosting
ddns.com.au \$99 per year
Server here in Melbourne
and Telephone Support

Layout – Appearance – Theme

Page Builder - Elementor

Plugins – Functions

Pages – Main Content

Posts – Blog with Categories

Paid Website Options

WIX

weebly

 **SQUARESPACE**

 **GoDaddy**

 **shopify**

Buy Domain Name
Webcentral.au or
CrazyDomains.com.au
and Domain Guard but
NOTHING else

Includes Website Hosting for
monthly fee and security but
difficult to export to another
platform

WYSIWYG –
What you see is what you get

Limited by platform

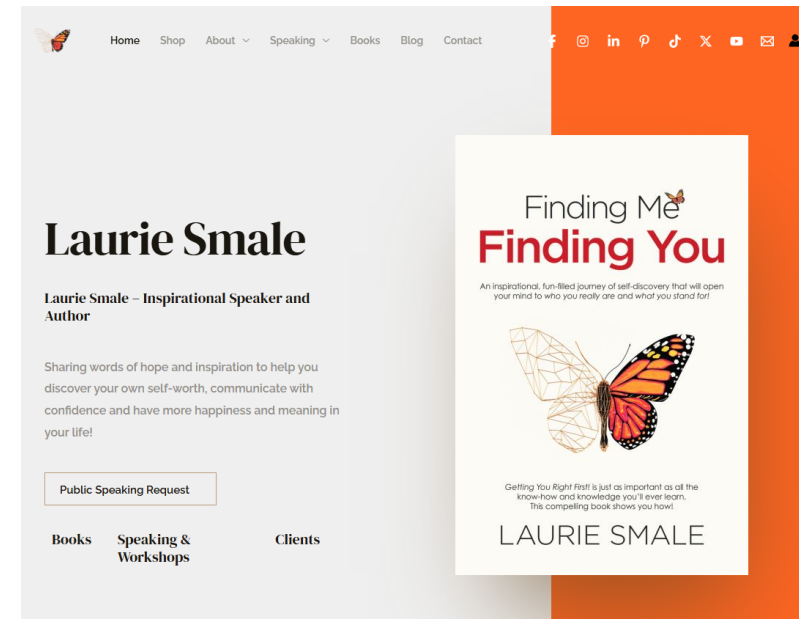
Often attractive

Locked into pricing

Still require knowledge

Recommend – Create Your Own Name Website

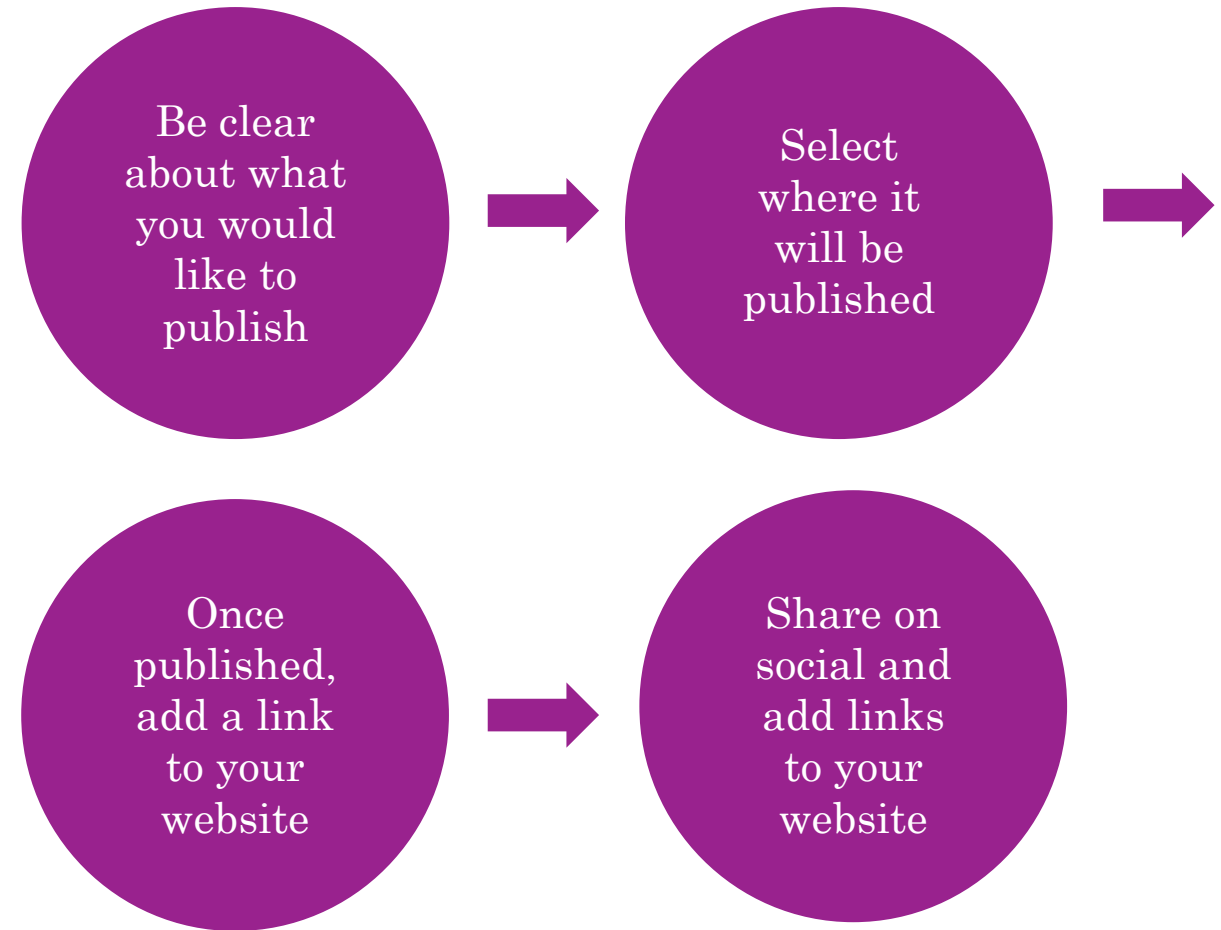
- most authors write more than one book
- include pages for About, Contact, Privacy & Cookies Policy
- provide a high-resolution photo for download
- recommend regular updates in a categorised blog section
- recommend having a Media Kit available
- recommend adding all books each with own page
- recommend adding all social media links
- recommend linking to all of your online published content



sueellson.com/blog/how-to-create-your-own-name-author-website-what-to-do-and-why

Writing and Book Marketing

1. ISBN
2. Google Account
3. Microsoft Account
4. Own Name Website
5. Essential Social Media
6. Other Social Media
7. Directories
8. Professional Associations
9. Book Locations
10. Book Distribution Platforms
11. Other Book Platforms
12. Other Publishing Platforms
13. Your Audience Channels
14. Media and Publicity
15. Everything else



sueellson.com/blog/book-marketing-for-authors-website-social-chat-what-to-do-and-why

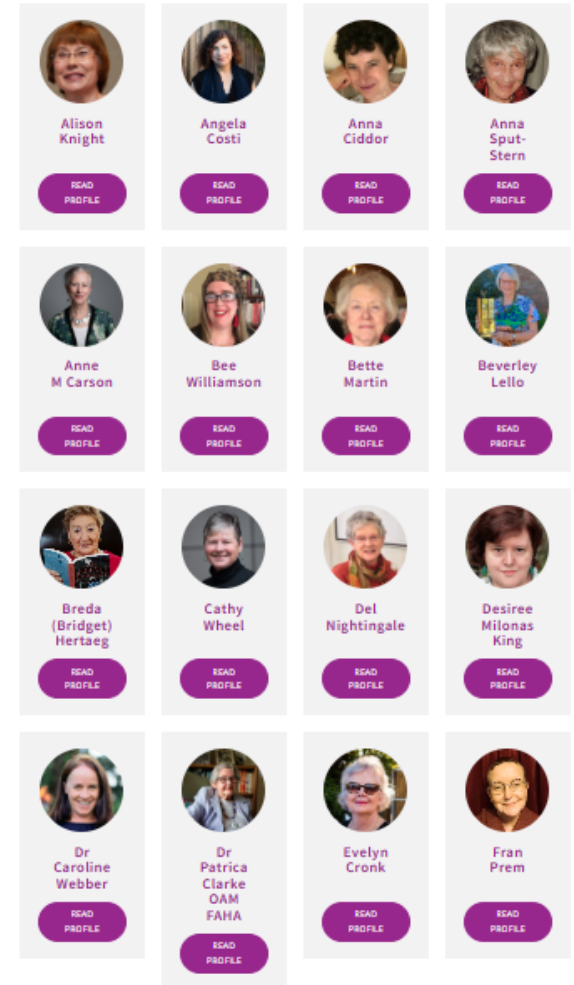
Workshop Questions



Do you need an author website?

- not essential
- recommended
- only thing you own
- can add content in the format you choose
- can be read by search and generative AI robots
- make sure you optimise your images and text
- remember to make sure you have a profile on swwvic.org.au
- keep all of your online profiles up to date
- build your own mailing list of email addresses / phone numbers

swwvic.org.au/members



What social media could be helpful?

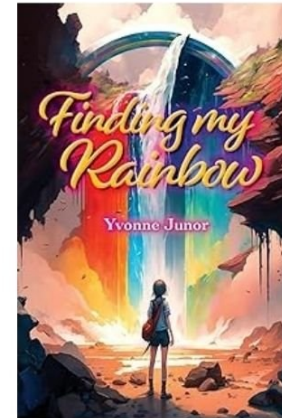
- LinkedIn – optimised for your name and owned by Microsoft
- Facebook Page – so you can receive Reviews that appear in Bing
- YouTube – owned by Google and also indexed in Bing
 - create a Playlist of videos where you are in it from other YouTube Channels
- Any other platforms – aligned with your readers preference e.g. Instagram



sueellson.com/blog/online-publishing-options

Can these help you sell books now or later?

- Add as Products to Posts
- Add in Social Media Banner
- Add image in Social Media Posts
- Add Link in any Featured Section
- Showcase your SWWV Membership
- Follow SWWV on socials
- Follow and support other SWWV Members
- Make sure you have a direct purchase link for each publication



Rainbow Reflexion 🌈

*Live dangerously,
build your life where
it might erupt, risk is
the price of self
creation*

Yvonne Junor 🌈

Will these resources help you secure a traditional publisher?

Do you have

- A quality manuscript
- Ability to publish >1 book / piece
- An engaged audience
- Willingness to complete PR
- Digital competency not just literacy
- Exclusivity or distribution agreements
- Awareness of current trends
- An understanding of your niche
- Ability to meet deadlines and editorial guidelines
- An extensive digital footprint for ‘verification’

independentpublishers.org.au/members

publishers.asn.au/Web/Web/About-Publishing/Directory/Member_Directory.aspx



The Society of Women Writers Victoria

The Society of Women Writers Victoria on Social Media – please Follow

facebook.com/societywomenwritersvic 1K Followers

instagram.com/societywomenwritersvictoria 513 Followers

Reviews welcome at facebook.com/societywomenwritersvic/reviews

Direct Questions From You



Anonymous Workshop Evaluation

1. What has been most helpful to you?
2. What else would have been helpful?
3. What will you do next?
4. What would you like to learn next?



sueellson.com/workshop-evaluation



For the love of writing

Sue Ellson

LinkedIn Page <https://www.linkedin.com/company/sue-ellson> 1,146 Followers

LinkedIn Profile <https://www.linkedin.com/in/sueellson> 26,931 Connections, 31,932 Followers

Facebook <https://www.facebook.com/sueellson2> 290 Followers

Instagram <https://www.instagram.com/sueellson> mostly poems 530 Followers

Pinterest <https://au.pinterest.com/sueellson> 23 Followers

Substack <https://substack.com/@sueellson> 2 Subscribers

TikTok <https://www.tiktok.com/@sueellson> 161 Followers, 509 Likes

Twitter / X <https://x.com/sueellson> 431 Followers

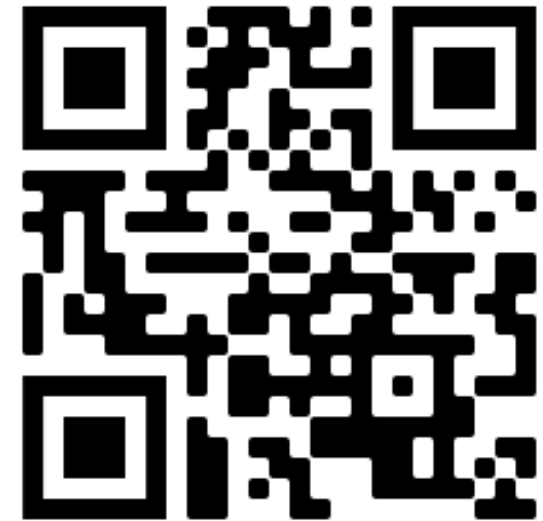
YouTube <https://www.youtube.com/@sueellson> 771 Subscribers, 234 Videos

Sue Ellson Shares LinkedIn Newsletter 7,113 Subscribers
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>

Sue Ellson Sharing LinkedIn Newsletter 448 Subscribers
<https://www.linkedin.com/newsletters/7011478630589497344>

Sue Ellson Email Newsletter 1,941 Subscribers <https://sueellson.com/newsletters>

Statistics as at 13 April 2026



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The Society of Women Writers Victoria

Thank you for joining us!



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