

How to leverage your online presence to get more clients and better job offers

Andrea Zoellner

WordCamp US 2019



Hi,
I'm Andrea

Chief Content Creator at
SiteGround

 @andreazoellner

The background is a dark blue-grey color with a fine, repeating dot pattern. Various geometric shapes are scattered around: a large green circle in the top-left corner, a small white circle in the top-left, a green triangle in the top-left, a white circle in the top-right, a green triangle in the top-right, a green arrow pointing right in the top-right, a green dashed line in the bottom-left, a green dashed line in the bottom-right, and a green triangle in the bottom-left.

andreaZoellner.com/wcus2019



@andreaZoellner

The background is a dark, textured surface. In the upper center, there is a magnifying glass icon with a light purple lens and a dark purple handle. To the top left, a portion of a green circle with a white dot pattern is visible. Scattered around are various geometric shapes: a small white circle, a purple triangle, a green triangle, and a purple polygon with a white dot pattern. A dashed green line curves across the bottom of the image.

“If you’re not online, you don’t exist.”



Polishing your online presence



Common scenario:

- ✓ Headshots and business branding are outdated.

Solutions:

- ✓ **Good**
Find good lighting to snap a fresh picture and clean up any old logos and inconsistent branding.



Common scenario:

- ✓ Headshots and business branding are outdated.

Solutions:

- ✓ **Great**
Get a professional headshot and develop new branding that's cohesive across all channels.



Common scenario:

- ✓ Your website's last blog post was over a year ago.

Solutions:

- ✓ **Good**

Hide the dates on your posts so it's not so obvious. If you're more active on social media, embed your timeline to your site to show activity.



Common scenario:

- ✓ Your website's last blog post was over a year ago.

Solutions:

- ✓ **Great**
Determine a sustainable content strategy and stick to it.



Common scenario:

- ✓ You have a common name and people can't find you.

Solutions:

- ✓ **Good**

See if you can use a middle name, initial, or a different business name to set yourself apart.



Common scenario:

- ✓ You have a common name and people can't find you.

Solutions:

- ✓ **Great**
Claim your name on multiple channels. Have so much content online, your SEO is amazing and you're easier to find.



Common scenario:

- ✓ You're struggling to separate your personal and professional online presence.

Solutions:

- ✓ **Good**

Pick a channel that's for professional content and make it open. Pick a private one and lock it down.



Common scenarios:

- ✓ You're struggling to separate your personal and professional online presence.

Solutions:

- ✓ **Great**
Sit down and think about how much YOU are part of your brand. Determine your brand tone, online persona, and boundaries for social media.



Common scenarios:

- ✓ You just started a job that requires you to be active on social media.

Solutions:

- ✓ **Good**
Clean up any public content like old photos and questionable posts.



Common scenarios:

- ✓ You just started a job that requires you to be active on social media.

Solutions:

- ✓ **Great**

Sit down with your team to outline expectations. Were you hired to be you online or to be a voice for the company?

Checklist

- ✓ Update photos and work information everywhere.
- ✓ Set your boundaries and update your privacy settings.
- ✓ Delete things you don't want found.
- ✓ Check for broken links to and from your site.
- ✓ Claim your name on social media.
- ✓ Renew all your hosting and domains.



Establishing your expertise (and getting noticed)

Your website

- ✓ About page and contact information
- ✓ Work experience
- ✓ Samples or case studies
- ✓ Testimonials or references
- ✓ Blog, eBooks, videos and podcasts
- ✓ Links to social media

LinkedIn

Industries represented: Nearly all

Good for: Writing posts/articles, sharing articles, commenting, participating in groups professional networks, starting and facilitating a group, getting endorsements, and recommendations.

Twitter

Industries represented: Particularly good for media, entertainment, and tech.

Good for: Sharing thoughts and articles, commenting, participating in live event coverage, and hosting AMA's and Twitter Chats.

Facebook

Industries represented: Good for media, retail, and reaching people in their downtime.

Good for: Sharing video Live or pre-recorded, creating groups, gathering testimonials, being reachable.

Instagram

Industries represented: Fashion, media, retail, entertainment.

Good for: Sharing informative content on Stories and IGTV.

YouTube

Industries represented: Fashion, tech, DIY, media, entertainment, retail.

Good for: Sharing helpful and valuable content.



Forums and Q&A sites

Industries represented: Nearly all

Good for: Establishing expertise and driving traffic to your site.



Podcast directories

Industries represented: Nearly all

Good for: Establishing expertise and driving traffic to your site.



Being engaging (and not annoying)




Yes, you should:

- ✓ Share your wins

But also:

- ✓ Share challenges and lessons



Yes, you should:

✓ Give your opinion

But also:

✓ Share the spotlight



Yes, you should:

✓ Play the leading role

But also:

✓ Bring people together





Yes, you should:

✓ Inform

But also:

✓ Entertain



Yes, you should:

✓ Be specialized

But also:

✓ Don't become
a catchphrase



Yes, you should:

- ✓ Be human and authentic

But also:

- ✓ Don't let it diminish your credibility



Thank you!

 @andreaZoellner

 SiteGround