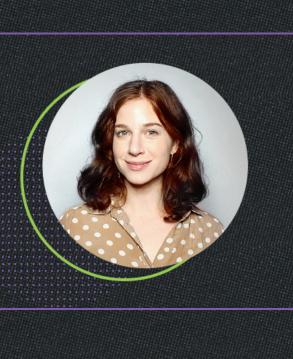
How to leverage your online presence to get more clients and better job offers

Andrea Zoellner

WordCamp US 2019

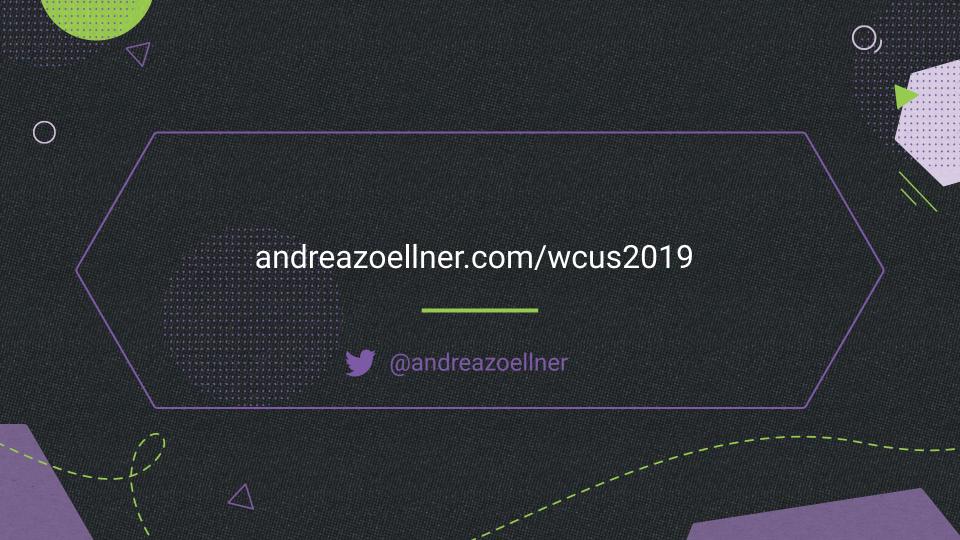


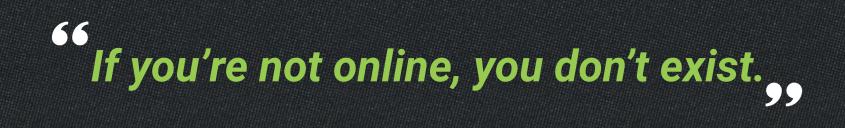
Hi, I'm Andrea

Chief Content Creator at SiteGround



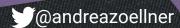
@andreazoellner







Polishing your online presence



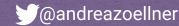
Headshots and business branding are outdated.

Solutions:



⊘ Good

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



Headshots and business branding are outdated.

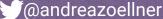
Solutions:



✓ Great

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





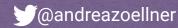
Your website's last blog post was over a year ago.

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.



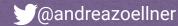
Your website's last blog post was over a year ago.

Solutions:



✓ Great

Determine a sustainable content strategy and stick to it.



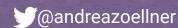
You have a common name and people can't find you.

Solutions:



⊘ Good

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



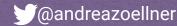


You have a common name and people can't find you.

Solutions:



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



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

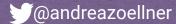
Solutions:



✓ Good

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





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

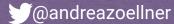
Solutions:



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.



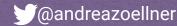


You just started a job that requires you to be active on social media.

Solutions:



Clean up any public content like old photos and questionable posts.



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

Solutions:



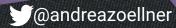
Sit down with your team to outline expectations. Were you hired to be you online or to be a voice for the company?





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

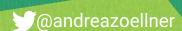
Good for: Establishing expertise and driving traffic to your site.







Being engaging (and not annoying)



Share your wins

But also:

Share challenges and lessons



Give your opinion

But also:

Share the spotlight

Play the leading role

But also:

Bring people together



✓ Inform

But also:





Be specialized

But also:

Don't become a catchphrase



Be human and authentic

But also:

Don't let it diminish your credibility



Thank you!



@SiteGround