

A writer's pathway to boosting your online presence

1



Google yourself.

Are your results what you expected? Consider revamping your LinkedIn profile, creating a website, and developing your social account so that you control what comes up first.

2



Reboot your LinkedIn profile

LI connects with 530 million users in 200+ countries. Find profiles you like as inspiration and see if you can boost yours by tweaking your headline, adding a profile pic (gets 20x more hits), writing posts and asking for recommendations. Consider video?

3



Register your domains

Register your name and your business name, .com/.net/others and DON'T FORGET to renew. Point to your portfolio.

4



Create or revamp your website

Pick a platform (WordPress, Wix, Weebly, Pressfolio, others). Take a class or hire a designer. Consider the classics: Home/About/Portfolio/Services/Contact/Client List/Testimonials. Keep them coming back with a blog.

5

Create an editorial calendar for updates.



Include your URLs in your pitches, signature and social!

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