



10 Simple Steps to a Powerful Online Digital Footprint

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1. Assess your current digital footprint

- a. Google your name or your company name and print out the first two pages of results. Save and compare results in 3 months.
- b. Note the number of connections you have on LinkedIn and the number of friends or fans you have on Facebook and Twitter.
- c. Get the size of your digital footprint at www.optimizedstrategies.com/online-digital-footprint.
- d. If you already have a web site, check your visitor statistics.

2. Define your personal/company brand

- a. Create your [elevator pitch](#).
 1. Identify your “personality”.
 2. Determine what you plan to “leave behind”.
- b. Identify 5-10 keywords or phrases.
 1. List the terms that you would use to describe your products and services including geographical information where appropriate.
 2. Search on these terms and look at the sites that are near the top of the list. See what other terms they use and consider whether they would work for your company.

3. Prepare your social media profiles

- a. Select your avatar (your personal photo or logo if for business).
 1. Be consistent and use this for all your social media accounts.
 2. Be professional; avoid photos with pets, family and children.
 3. Register it with <http://www.gravatar.com>.
- b. Develop your profiles and be sure to include your keywords.
 1. Generic mini profile - 160 characters, include 2-3 keywords. Similar to your elevator pitch and will be used for your Twitter profile.
 2. Short profile – two or three paragraphs including at least 5 keywords and phrases. This version can be used on your blog, LinkedIn, Facebook and Google.
 3. Detailed profile – Similar to a resume. Include your education, employment history, awards, honors, accomplishments, and memberships in clubs and organizations.

4. Monitor your company chatter

- a. Create [Google alerts](#) and receive them daily via email.
 1. Google your company name.
 2. Google your name.
 3. Google your competitors.
- b. Search conversations on Twitter using [Twitter Search](#).
 1. Some desktop clients have real time search results ([Hootsuite](#), [Seismic](#), [Twhirl](#)).
 2. [Tweetbeep](#) emails search results to you daily or hourly.
 3. [Filtrbox](#) is a paid search for Twitter and other feeds including blogs and feeds.

5. Setup and refine your LinkedIn account

- a. Yes, you should use your avatar (photo) here!
- b. Complete 100% of your profile.
- c. Select your personal URL - preferably your name.
- d. Import your desktop email contacts from your address book (outlook, gmail, yahoo and hotmail). LinkedIn automatically identifies those who already have a LinkedIn account.
- e. To find additional contacts, browse your connections' connections. Use LinkedIn's People Search to find clients, former employers, college friends and other professionals.
- f. Update your status several times a week.
- g. Give recommendations to colleagues, clients, and friends. Giving recommendations many times will result in you getting recommendations. You can also request a recommendation.
- h. Use applications such as Slideshare, WordPress, Company Buzz, Reading List by Amazon, Events, MyTravel and Polls.
 1. Use Slideshare to upload your PowerPoint presentations to your profile.
 2. Add acknowledge events you will be attending.
 3. Use Amazon Reading List to recommend books you are reading.
 4. Import your Twitter feed using Company Buzz.
 5. Keep your contacts informed when and where you travel.
 6. Import your WordPress blog feed.
- i. Participate in questions and answers weekly. By answering questions you begin to establish yourself as a thought leader.
- j. Join LinkedIn Groups.
 1. Search LinkedIn Group directory for interests, locations and categories to find groups you are interested in.
 2. Browse your connections groups.
 3. Create new groups.
 4. Participate in group discussions.
 5. Connect with other group members.

- k. Set up your company profile on LinkedIn.
 - 1. Complete 100 percent of profile.
 - 2. Include logo, blog, locations, specialties, financials and related companies.
 - 3. Make sure your employees are using LinkedIn.
- l. For more help download the [LinkedIn How-to Guide](#).

6. Create a blog

- a. Create your blog using WordPress, Blogger or TypePad or have a reputable company create it for you.
- b. Select a template or theme to compliment your colors and logo.
- c. Create pages; About, Services, Why Us, Contact.
- d. Install plugins and widgets for customization.
- e. Add content using keywords for search engine optimization.
- f. Include photos and video when appropriate.
- g. Reference other blog authors and articles in your posts using links.
- h. Add a new post at least one – two times per week.
- i. Include a Blog Roll listing other blogs and websites you visit.
- j. Register for Google Analytics and install on your site.
- k. Use Budurls to help track your traffic.
- l. Read and make comments on other blogs regularly.
 - 1. Use your gravatar when possible
 - 2. Include a link back to your blog or website or you can link to your LinkedIn profile.
- m. For a guide to using WordPress download the [WordPress Users Guide](#).

7. Create/refine your personal Facebook account. <http://facebook.com>

- a. Select your vanity URL (preferably your name).
- b. Upload your photo and complete your profile.
- c. Join your school or workplace network.
- d. Add information, photos, videos and links.
- e. Set your privacy settings.
- f. Invite friends to join you.
- g. Note your “Likes” and engage in conversations by making comments to friend’s status updates.
- h. Join fan pages and groups.
- i. Attend events that interest you. (many events are online webinars and podcasts)
- j. Add applications to display your interests.

8. Create a Facebook fan page for your business. <http://facebook.com/pages/create.php>

- a. Enter your company profile information and logo.
- b. Import your blog in your notes.
- c. Link your Twitter and Facebook accounts.
- d. Add your Fan Box or Page Badge to your website.
- e. Invite people to become a fan. They don’t need a Facebook account to view your fan page.

- f. Post status updates regularly.
- g. Post links and videos often.
- h. Share information people can use, don't sell but generate conversations.
- i. Post events and invite fans to attend.
- j. Send weekly updates and messages to members.
- k. Use Facebook Ads to promote your fan page and your company.
 - 1. Pay per click.
 - 2. Pay per impression.

9. Create Your Twitter Account <http://twitter.com>.

- a. Select a user name – shorter is better.
- b. Create your profile using the 160 character profile.
- c. If your account is in your name, you may want to use your LinkedIn URL as your website because all of your info is there (you need the www) otherwise use your company website.
- d. Upload your avatar.
- e. Watch and listen for a while to get the hang of Twitter.
- f. Enter your first < 140 character tweet, enter a few more tweets.
- g. Download a Twitter desk client to help you sort your tweets. (Seismic.com, Tweetdeck.com, Hootsuite.com and Twhirl.org)
- h. Follow anyone you know on Twitter, look at their followers and follow those you know. Go to <http://twellow.com> search for people and companies who are on Twitter and you may want to localize your area. You may also search for your keywords and follow people talking about your keywords.
- i. Use Twitter Search to monitor your company and competitors. Gr8 tool!!
- j. Use hashtag's (#) to help follow topics of interest and follow conversations.
- k. Engage in conversations with those you are following. Use @ before their Twitter name to let them know you are referring to them. Use d before their name to send a direct message in which only they can see.
- l. For a guide to using Twitter download the [Twitter How-to Guide](#).

10. Create a personal Google profile at <http://www.google.com/profile>.

- a. Create a Google account if you don't already have one. If you use gmail you already have an account.
 - 1. Update your profile information using your keywords and include your avatar.
 - 2. Make it publicly searchable.
 - 3. Include links to your Blog, LinkedIn and Facebook pages.
- b. Create a Google Local Business profile at <http://www.google.com/local/add>.
 - 1. Complete the profile and upload a logo and photos.
 - 2. Verify the listing by phone or postcard.

After 60 days, reassess your digital footprint and tweak your results.

1. Google your name or your company name again. Compare it with results you printed out.
2. Get an update on your [online digital footprint](#). See how much your footprint has grown over the last several months.
3. Compare your old statistics with your new ones: web site visitors, connections, friends, fans.
4. If the results are minimal, then tweak the process by repeating the steps that need improvement.

