

Search Engine Optimization Plan

Thought Leadership Goals

With my recent promotion to Learning & Development Program Manager, I've been giving a lot of thought to my educational and leadership philosophy. Prior to my promotion, I went out to lunch with my Senior Vice President of Human Resources and we had a very meaningful conversation on what it means to be a leader. She pointed out to me that she had become very impressed with me recently, especially with how I have been speaking up more often and that my comments have been noted for being insightful and adding value to the larger discussion. As we talked, I attributed the changes she and others saw to finding my "voice" as both as an L&D professional and as thirty-something woman in the world. I described to her experiencing a moment about nine months ago when I took a long, hard look at my resume and my skills and realized my own expertise. People would come to me and ask me for help or my opinion because I genuinely knew what I was talking about when it came to instructional design and L&D best practices.

As a part of my new responsibilities that came with of my promotion, I've been tasked with leading the development of strategic onboarding, guest service and professional development training. This is very exciting for me as I feel that it fits in with my thought leadership goals of 1) focusing on what learners need (information, practice, coaching or mentoring, etc.) to get to that moment where they realize their own professional expertise, 2) how instructional designers can structure training programs to build knowledge/skills in a way that leads each learner to being able to track their professional progression and self-evaluate to identify how they can continue to grow their expertise, and 3) how incorporating behavioral training components to skills-based training can increase the speed at which skills are developed and advances the learner's higher-order thinking skills in relation to the skills being learned.

To accomplish my thought leadership goals, I am working to establish a greater web presence by engaging with other professionals online via LinkedIn, Twitter, Google+, and Facebook who are exploring similar topics. By sharing my experience and growing expertise in these social networks and through my regular blog posts, I will not only share my ideas with other like-minded professionals, I will also grow my audience my growing my personal learning network. I have also begun a program of independent research into emerging theories and best practices on topics associated with my thought leadership goals.

Role of Base Camp and Personal Learning Network (PLN)

My base camp has become a valuable tool to help me to start defining and refining my personal voice, how I express that voice, and provide ongoing evidence for the validity of what I am saying. By continuing to regularly contribute to and publish my blog, I will exercise my professional and personal voice to explore the nuances of my thought leadership goals and to share more of my personality, history, and love of life and learning. I will also maintain my basecamp as a professional

portfolio to display my work experience, educational research, and instructional design/graphic design samples.

My personal learning network is a key component to help me meet my thought leadership goals. By leveraging and growing my PLN, I will connect with other professional and practitioners in academia and professional training and development who can provide constructive critique for my thought leadership and point me towards additional research and information to help me grow. I will also strengthen the collaboration and communication with the internal Learning & Development team that work form my company. These 21 professionals range in experience from a few short weeks to more than two decades in a training role and each of them have new ideas, best practices, and recommendations which I can use to make my learning designs stronger and strengthen my thought leadership.

Establishing a Web Presence

After reviewing Patrick Lowenthal and Joanna Dunlap's publication, [Intentional Web Presence: 10 \(SEO\) Strategies Every Academic Needs to Know](#) and having already completed Strategy 1: Get a professional website, I have concentrated on six other strategies they suggested to build my online presence using my website and networked learning space.

Updates and Maintenance of Professional Website

My website, alissagalyean.com, will continue to serve as my UC Denver Master of Information and Learning Technologies (ILT) basecamp. The website will also serve as my professional portfolio as a learning and development professional. As I create new content, curricula and school projects, I will add the projects to the relevant sections of my portfolio. I will also regularly update my profile and resume as I add skills, certifications and experience. By adding a personal domain with my name, colleagues, learning and development professionals and my personal network will be able to quickly find more information about me and my work.

For my blog, [Reflections on Life & Learning](#), I have made a commitment to post a minimum of one new blog post per week, with at least three of the blog posts focusing on learning or instructional design principles/applications. Each blog post will be promoted on Facebook, LinkedIn, Google+, and Twitter as appropriate for the intended audience.

To continue building my networked learning space, [Instructional Design – From Concept to Delivery](#), I will post a minimum of one article, discussion questions, or polls per week to the Google+ Community. I will also add a comment to or post a discussion question to at least one of the additional Google+ Communities that I have identified as good sources of new membership for my community.

Tracking Website Traffic

To drive and track traffic to my website, I have employed the Wix Visitor Analytics app which allows me to track the number of visitors to my site per month, where they are located, and what pages on the site they are accessing. I have also enabled the SEO optimization tools on Wix, creating display headers and descriptions for my website, blog, and bio pages. These features will also direct individuals who search for my name and selected keywords to my site. I have also used Wix's SEO

Wizard to evaluate the settings on my site to check for opportunities to improve including adding alt text with my name to any photos of me.

Publishing Via Social Media

As a professional L&D practitioner, the opportunities for creating and publishing the curriculum and training plans are regulated by intellectual property and confidentiality rules. As I grow as a professional and identify special issues in instructional design and eLearning to focus on, I have an opportunity to continue my professional development outside of my formal degree work by further researching these issues, presenting and publishing my findings at available conferences, websites such as SlideShare, my Google+ profile, and on my personal website.

Leveraging Social Networks

As any 21st century professional or academic knows, it's all about who you know online and in real life. My online and in-person colleagues are a great resource for me to share my content with, drive website/NLS visitation and participation, and to help me discover new information and resources. Additionally, my social networks are a great resource to drive insightful discussion and comments on my blog, NLS, and Twitter accounts which will also drive new visitors to my sites, online profiles and my ideas. Additionally, as I grow my social networks by continuing my education and meeting new connections via work or professional conferences that I attend, I will be able to share my website with them as a way of letting them get to know my experience, skills, and personality to find additional ways to connect.

Being a Good User of Others' Content

As I grow my participation in online communities and networks, I feel I have a responsibility to actively participate with these connections/colleagues and in a way that will be beneficial to myself, the community members, document authors, and the forum. As I contribute to these communities, groups, and conferences, I have the opportunity to not only increase my expertise by asking questions, but I can also increase my thought leadership by sharing my perspectives and experience which other may find value in.

As I find relevant content or resources, I will add the articles and content to my NLS and Resource page on my website with a link back to the source. I will also include a brief description on why the content or resource is relevant, what value I find in it, and key points that new users should look for in the article or website. I will also invite other L&D practitioners to share their content via my blog or NLS when appropriate.

Completing Social Media/Network Profiles

As a frequent user of [LinkedIn](#), [Google+](#) and [Twitter](#), I have made sure each profile is complete with full biographical and contact information. I have updated my profiles for each account to make they include links to my basecamp website and Google+ Community. I have also provided links from my basecamp to each of my social media profiles and to my Google+ Community. These profiles will help other professionals and potential employers learn more about my experience, skills, and educational philosophy.

Preliminary Assessment of Plan's Effectiveness

The initial reactions of my friends, family and colleagues to my website and my blog has been overwhelmingly positive. I've received comments on several of my posts on Facebook at Twitter. I have also had several colleagues check out my website after they viewed the link on my LinkedIn profile after I announced my promotion. I even had a candidate for our internal L&D team who checked out my website and blog after interviewing (successfully) for an open position.

After indexing my website with Google and implementing Wix's SEO tools, I was able to observe that my website and select images from the site, including images of myself, now list at the top of the page with my LinkedIn profile and Twitter profile.

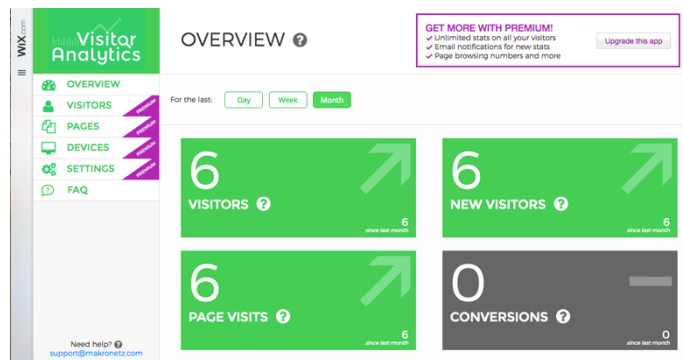
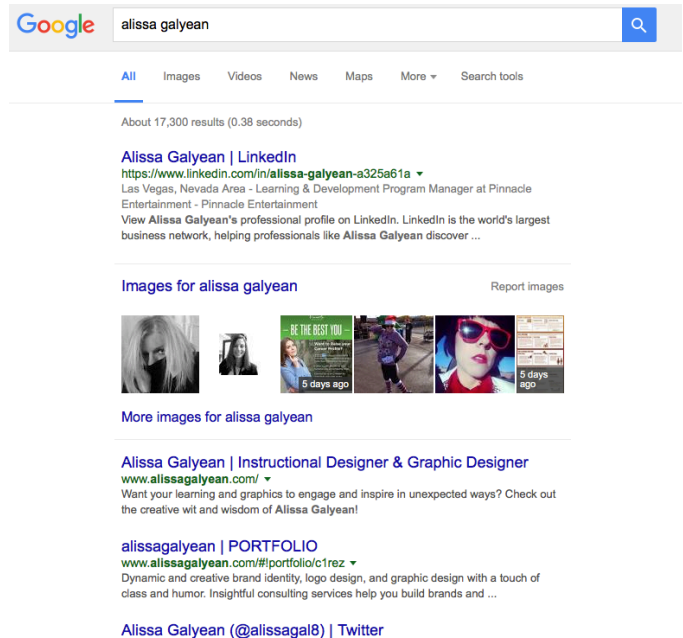
Using the Visitor Analytics app, I am able to see the number of visitors I receive each month and I have begun tracking the number I visits I receive after each blog post I share to see if and where posting my blog posts are effective at driving traffic to my website. Within the next month, I will continue to observe my blog's analytics to verify there is a correlation between sharing my blog posts on Facebook, Twitter or Google+ and to fine tune what type of headlines drive the most traffic.

By targeting the content of the articles I am posting to my NLS and using questions to drive the discussion, I have grown the membership in my Google+ community to 19 members. Of these 19 members, two have begun to regularly participate in the discussions. My goal is to have 1-2 members add an original post within the next few weeks.

Next Steps

Over the next six months I will continue to drive learning to my website, blog and NLD by:

- Posting a minimum of four blog posts per month and share these posts to my Facebook, Twitter and Google+ profiles
- Sharing at least one article, discussion starter questions, poll, or video per week to my NLS and respond within 24 hours to any comments or questions



- Tracking my website analytics and SEO optimization using the Wix Visitor Analytics app to measure any changes in traffic patterns following any changes to my social media profiles or blog posts
- Running the Wix SEO Wizard after applying any major changes to my website

In February of this year I was able to attend my first profession conference for online educators. It was an experience I really enjoyed and derived great benefit from, including building a relationship with a professor at Lincoln University with whom I have exchanged some valuable best practices. I would like to identify at least one conference I can attend in person before the end of the year to not only gain access to the latest innovations in online learning and instructional design, but also meet and connect with other like-minded professionals with who I can expand my personal learning network and use a resource to guide and increase my thought leadership.

In addition to the above steps, I would like to begin regularly publishing articles on LinkedIn to develop my thought leadership in building learner self-actualization, structuring instructional design projects to help learners track their learning progression, and how adding behavioral-based training elements to knowledge transfer skills training can expedite the learning process and enhance a learner's retention of information and skills.