

How to Personally Brand Online by Andy Greider

THERE ARE PLENTY OF OPTIONS to be found online. Let's take a look at some of them – and you can find the one that helps you the most – and does the work you need done to increase your professional presence on the Web: You can often purchase your name as a web address, or URL. Costs are not too high to buy the URL (about \$20/year) – and hosting costs between \$5-20 a month. But then, even if you can create and build a great website, you must maintain it, and then market it. In a world where new websites appear every three seconds, the theory of “if you build it, they will come” no longer applies, if it ever did.

There is space to post your information on popular social/business network sites like *Linked-in*, *Ryze*, *Fast Pitch* or *Xing* - for free, or for a monthly charge. Here, you give them your information in a field driven input space, that is often then paid for through selling your presence to the seven trillion dollar ad industry. Also, although you have your “network” it is easy for anyone, including people who want to sell you things, to connect with you. The people who do search for you have to be signed up to see all your info and to contact you - and you aren't guaranteed priority on the search engine pages. *MySpace* and *Facebook*, although massively popular, are not always what professionals seek to provide the proper docking space for the net-cred most experts seek.

There are also spaces like *Ziki* and *Naymz* which do help provide you space online to post your profile or resume – some are “free” like those above – but none provide guaranteed top page placement, or they do it up to a certain dollar level each month - and many sell your information, or candy-wrap your profile in ads. Either way, it isn't often helpful, unique or professional. There are also services like *qAlias* and *SearchForMeOnline*. For a set fee per month, (\$29.95 *Searchformeonline.com* and \$9.95, *qAlias*) you gain guaranteed page one placement on Google (*SearchForMeOnline*) and for the top two search engines, Google and Yahoo (*qAlias*), when someone searches your name. You become easily accessible and confident that your best self is represented when people are searching for your name.

Be sure to check out all the resources and make your choice as to what best represents you, lets you be found and lets you claim your Net-cred.



ANDY GREIDER is a senior communications consultant with *Carroll/White*. He also co-hosts a radio show called *Uniqueness is Power-Business Growth Solutions Radio*. He is a public speaker, an author, and a business growth advisor.

CONTACT: agreider@carrollwhite.com

Copyright 2008 Impact Times. The information contained in this article may not be published, broadcast, rewritten or otherwise distributed without the prior written authority of Impact Times.

April 30, 2008