Title -- Supercharge Your Presence: Writing for the Web  
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Hello and welcome I'm Peggy Mihelich, associate director of member content here at APA. Today's webinar is titled, Supercharge Your Presence: Writing for the Web. This presentation will cover the following topics: the value of online publishing outside of academia, web friendly writing techniques and formatting strategies for creating excellent content methods and venues for getting published. Some important points before we get started. APA does not endorse any products or services the views expressed in this presentation are those of the presenters it may not reflect the views or policies of the American Psychological Association. Next, this program does not offer CE, however we will email everyone watching live today a "certificate of attendance."

During our time together you will be on mute. You can communicate to us using the questions box located in your webinar control panel. We have handouts for you to download. You can access them in the handouts box also located in your webinar control panel. These can be downloaded at any time during the presentation. If you have trouble downloading them, don't worry. We'll e-mail you the handouts along with the recordings in a few weeks. Have a question for our presenter? Type them in using the questions box located in your webinar control panel.

Now, for our speaker -- Kyler Shumway is a doctoral student at George Fox University and current intern with Baylor Scott & White healthcare in Temple, Texas. He is the SEO director for marketingfortherapists.org, a business dedicated to helping mental health professionals maximize their online presence. Kyler is also the author of The Friendship Formula, a self-help book for teens and adults looking to make friends and deepen current relationships by learning to be better at connection. His passion for technology and psychological practice was born during his studies at Duke University where he was also competed as a four-year varsity shot putter. Shumway is excited to share his insights with you today. You can learn more about Kyler by downloading his biography from the handouts box in your webinar control panel. So now, here is Kyler Shumway.

[Kyler] All right I'm gonna see if I can get my webcam up for just a minute... there we go! Good morning APA! I usually like to start off by saying and hello or howdy from sunny Texas, but today it's pouring raining and when I left Oregon I thought I left all of that behind me. So, good morning! I guess it's exciting and humbling to be back on on the air talking to you today about online writing. Writing is a huge passion of mine but I really am just getting started with my career and I do apologize that this isn't CE creditworthy, but I think that we'll, at least my hope is, that the content today will be very much worth your time because this is such an important skill for psychologists and other mental health professionals to know.

I've had some good success with online publication including the most recent and release of my book just a few months ago but for me this really all started when I started working for marketingfortherapists.org in 2015. So I've worked on, or written, hundreds of publications across the web. And along the way I've learned a lot of things about writing and SEO and formatting. And so, I'm humbled knowing that many of my audience today are well seasoned professionals, seasoned writers, English majors -- all of these who may have much stronger writing fu than me. So, my hope is no matter where you are on your writing journey you may be able to take away something helpful from this webinar. A few disclaimers that need to be addressed right off the bat because that really is the sexiest way to start off a webinar! First, my webcam will now be turned off, because we have had issues in the past with things crashing when it's left on. Plus, this way I don't have to watch myself talk -- which is good because I already spent way too much time this morning rehearsing in the mirror and I don't need any more of that. Secondly, it's important to know that I am streaming live from Baylor Scott and White. If there's an emergency or an announcement, I may need to mute my mic for just a few moments just to protect patient privacy. So, if that happens Peggy will let you know. And third, this webinar is part of a series -- The Supercharge Series is provided by the APA. If this is something that you want to learn more about or if you have specific questions regarding a specific topic like SEO or marketing, make sure to watch the other ones that Dan [Wendler] and I have been producing.

And finally because I tend to ramble and go off on the rabbit trails, I'll try and take care of everyone's questions at the end rather than answer them along the way. If I don't get to your question or if I don't answer it to your satisfaction, you can also email me through my website at KylerShumway.com. If you have specific questions or if you want to just say hi. With all of that in mind let's go ahead and dive in. Like I said, this is such an important skill for psychologists and other mental health professionals to know and even students and if you've listened to me give a talk before then you know I like to start things off with a bit of a metaphor. If you're listening to this webinar in the hopes of improving your online presence, attracting more clients or contacts through your website, or trying to build your online company, then you're in the right place.

I like to think of the Internet as being sort of like one of those final frontiers. Imagine for a moment that you are the mayor of a brand new town in the Wild West. The wilderness is vast and if it weren't for the roads it would be nearly impossible for people to get from one place to the next. As the mayor, you want your tiny town to grow, right? And for growth to happen, you really need people. Being a wise mayor you decide to start a marketing campaign and you send out flyers and other advertisements to other existing towns and along the road to attract people to your little town. And it works! People see your billboards and saloon signs popping up all over the place and so they decide to head on over and take a gander. There are certain things you can do to make it easier for them to get to your town by improving the SEO roads and putting yourself on the map through a stronger online presence, but the critical moment really happens when they finally arrive.

If you spent all of your mayoral funds on marketing and really selling your town as the greatest thing since public sanitation, then you better be ready to deliver. And perhaps most importantly, you need them to have a positive emotional experience -- to feel welcome to feel like they belong and that they didn't waste the time and energy getting to your website or whatever it is and that's where your content comes in. You see, we all know that marketing works. Everytime I drive by a Whataburger sign my mouth waters. It's Pavlovian. I have paper towels in my cup holder in my car, just for this reason. But my mouth doesn't water because of the sign per say, maybe there was an ad for a burger place that was really appealing and it was enough for me to go and visit it, but if the food was terrible or the people were rude, I would not go back. See, when people come to visit your tiny town, your website, your blog post, your LinkedIn profile, they need to have the right emotional experience and if you can do that before you know it your one-horse town grows into something more worth celebrating, where people come to visit, they see what you're all about and they sign up, they they join you, they register for therapy services whatever it might be.

They send you offers to speak of their conference, ask to collaborate on research, so the question is, how do you do all this? And that's really what we're here to talk about today. First, we'll talk about some techniques that you can use to translate all of those professional writing skills that you've honed through hundreds and hundreds of grad and undergrad research papers and process notes and whatever it might be in some more web friendly content. We'll then go through some tricks that you can use to really put your voice into what you write and overcome some common writing issues. And then we'll talk about some ways that you can get published and how we go about that, and so hopefully we'll have enough time at the end for some Q&A; and you can ask those questions then.

So I've mentioned the word "content" a few times today and it might be helpful to define that so you know exactly what I'm talking about. In short, content can mean anything from, what you type in your About Me section of your LinkedIn profile, to a book that you wrote and published on Amazon, but it can also be a video that you put on YouTube, guest post that you write for another website, or even a photo that you upload to Facebook -- all of those things are content. For today, we're just going to focus on writing. If there's a lot of interest out there in having a webinar on making awesome YouTube videos as a mental health professional, let us know in the feedback or shoot me an email, because that would also be a fun thing for me to do. But for today, we're just going to focus in on writing. Regardless of what you're creating, you need to be able to ask yourself these three questions -- the first question is, who is this for? And you all know how to write or speak for particular audiences at least you're developing those skills, so things tend to change a bit when you're actually writing for the web.

The second, what is this about? In other words what's the content supposed to cover and does it do it well? And finally, how should the reader respond? For example, business websites would likely want the reader to respond by making a purchase or signing up for services, but that isn't always the end goal. First when it comes to creating really outstanding content for the web, you need to keep in mind your audience. Professionals tend to do this pretty well when they're writing for a research journal or a writing assignment and grad school because there's a rubric, but for some reason they tend to get caught up when they're writing for the web -- maybe it's the permanence of it, or the exposure, lots of people will be able to see this. So, your writing is for the web is really for two groups -- the computer and the human. Search engines and directories use incredibly detailed algorithms and machine learning to identify what is "good content" and what should be prioritized when a human user searches it.

This is part of a larger process known as SEO or search engine optimization -- if you want to learn more about SEO specifically, there's an entire webinar in our Supercharge series that covers that. So, although computers run the system, the human user dictates a great deal of how those decisions are made based on how they interact with the content. And ultimately, you're trying to connect with the human on the other side of the wire, so when you're beginning to write for the web, it's important to keep these two groups in mind, this is your audience. First, let's talk about writing for computers. Remember that technology is constantly evolving which means the rules for doing SEO writing and computer friendly content have changed over the years. There's a chance actually that as I'm giving this webinar, some of those rules are changing, so maybe take some of these things with a little bit of a grain of salt, you want to stay up to date. But what I want to do now is just myth bust a few of the old rules, before I start teaching you some of the new ones. About 20 years ago, SEO was all about keywords. If the article was on depression you would see the word depression listed 20, 30, 40 times throughout the content. In fact, some people would just copy paste a page of the same keyword on repeat at the bottom of their webpage just to bump up their SEO and back then it worked! Even though the content wasn't always appealing to the reader, which is why I call it keyword salad, it would be every other word almost was something along the lines of depression. Your page could rise to the top if it had enough of those keywords.

The rules change though. It's not that keywords don't matter, they do, it's just more about the users experience now. Another rule was that you shouldn't just copy-paste certain content located on one site to another. What would happen is people would end up rewriting their bio section a dozen times for the various websites that they're connected to just so they don't get marked down. Although copy-pasting doesn't reduce SEO anymore per se, you do want to avoid making your readers bored by giving them repetitive content through your platform. It is important to change things up. People also used to get hung up on making sure their website URL or the domain name and every header and menu and content within the body, match the topic keyword. This is no longer the case, so don't worry about purchasing the therapy for depression and anxiety com URL.

These days, as long as you have a few keywords in the title and a few keywords in the body of the content, as well as related ideas and concepts connected to the keyword, you should get about the same effect. Again, the keywords are less important than the message. The originality is less important than the impacts and the details like domain name are becoming less and less relevant. The question is, why is that? Because SEO has gotten to the point where the human reader is far far more important -- both are important pieces of the SEO formula, but really the biggest myth that people tend to fall into when they're writing for the web, is that you're trying to please the computer.

If only I can make content that has enough keywords and makes the robot smile, then my my page will be the top Google search when my potential client looks for me and that simply isn't the case anymore. This is a good thing because you can see how people would try and abuse and manipulate the SEO system in the past to their advantage. It's a strange sort of free market now where the human user calls the shots. SEO has become more about improving your search ability power by enhancing what I call the human driven metrics of SEO. What do I mean by that? It really comes down to these three things. First, how relevant is the content to what the human is searching. Second, how long did they stay with the content. Third, does the content have a good reputation. Search relevance and viewing time really boil down to how well you capture the reader and maintain their attention.

When people look at a screen and this might be happening to some of our viewers, for some reason they develop contextual ADHD -- information is coming at them very quickly every page and video has a pop-up or an advertisement that's bidding for their attention. You have to be able to give them a strong reason to stay with your content, otherwise they tend to quickly leave and we call that bouncing. When a human reader bounces, the search engine notices -- the computer starts to think that whatever they were searching for was obviously not connected to what you're providing and it reroutes future searches to other sites, so this is actually good in some ways because you don't want to attract people looking to purchase tongue depressors to your services page about therapy for depression, especially if you're using a paper pay-per-click marketing campaign where every single view is costing money out of your pocket. So, the SEO system is funky, but it does work. For reputation, you want other sites to share your content with others through backlinks.

Going back to my Wild West metaphor, this is the equivalent of having a happy customer in the next town over talking about how great your town is. There are a number of ways that you can build backlinks on your own, such as writing guest posts and bolstering your online presence in general, but a strong reputation takes time, so in the mean time you really want to focus on just creating excellent content that is human friendly and easy on the lay readers eyes. Really the question is, how do you write for humans? There are three things you need to know from an SEO standpoint. First, your content needs to be relevant to the human in question -- this depends entirely on what the purpose of the content is and what you hope to ultimately accomplish. For example, if you're hoping to get additional applications to your PhD or PsyD program, you would want the content to be relevant to the admissions process or how your program is unique.

Alternatively, you may be working in a private practice looking to get pediatric clients, in which case you would want content relevant to therapy or assessment or children. You can sometimes start by imagining what the human reader might use -- if I'm looking for a therapist to help with my depression, I may be searching therapy for depression. for example. But not every searcher is that sophisticated -- they may not know exactly what service they're looking for, so you want to keep that in mind as well -- they may be searching things like, I I don't have any energy, I can't concentrate or focus on anything, life doesn't have a lot of meaning for me. It's hard to write an entire page on that, but if you write a really high-quality article on therapy for depression, you would be touching on those things anyway, so a big part of search relevance is also recency.

Some stuff has really good shelf-life -- you put it up online and it can last for years and years at a time and still have good SEO. However, you should also be pushing yourself to put out new content as often as you can. I know there was questions in this that were submitted before the webinar about how often I should be posting or or how much content should be out there, and the the short answer is there isn't a magic number as to how often because there's an element to work/life balance to all of this. If you're constantly posting new content, you might be sacrificing moments of say rest or inspiration or productivity in other areas. We'll talk more about that in just a little bit.

Next, you want to be able to answer whatever it is they're searching and offer solutions for what the content might be. This is huge for SEO writing. Let me give you an example of how this works. A few years ago, my washing machine started acting up -- it was making a weird clanging noise near the left side. And me being a millennial, I went online and I searched for brand name washing machine making weird noise and the top search result was from Reddit and it explained what was broken, how to fix it on my own and how to know when to get professional help.

Now, if the washing machine repair company had really stepped up their SEO game, that top search item should have been written by them, that way they could translate those kinds of searches into business opportunities. You can see how that applies to somebody who's working in private practice -- if somebody's out there searching for how do I deal with my social anxiety? And the only thing they can find is suggestions in broad social forums like Reddit, but you could give them much better advice than just some random stranger on the internet, you're the random stranger on the internet who actually has the training and experience. So even if your content is relevant and it offers good solutions, if you do not hook the reader and grab their attention right away, there go back to their search -- they're going to bounce. This is why you need to use a really good hook right at the beginning of the content -- one that connects emotionally and creates empathy for the human searcher. That's something that computers don't understand. If your article is about anxiety, you can start things off with empathy. If you feel anxious, worried or overwhelmed, it's okay! I'm here for you, let the human reader know that you are a human writer and this can be a challenge for professionals so we'll talk about how to do that in just a little bit.

Finally, your content really needs to be directed towards some end goal. Remember, the question of how you want the reader to respond. Let's say that your therapist looking to add new clients. The article is on anxiety and the human reader is coming to you because they search for help with anxiety. You may have offered empathy and hooked them right off the bat, so they kept on reading. You offered solutions and things that can help them and now you want to convert them or get them to sign up for your services. Your conversion rate is basically the number of people who find your content, who find your website, who find your directory, whatever it might be, compared to the number who actually signs up. If your content is good and you have a strong call-to-action, the human reader will want to sign up with you. You can do this by providing encouragement and empathy as well as convenience by making it really easy to sign up or contact you with one or two clicks.

All of this to say, keep in mind that you're writing for two audiences -- computers and humans and that humans really are the greatest factor. Focus on creating high quality content that answers the human's questions, offer solutions and remember that the purpose of what you're writi ng is really to tailor it towards your call to action -- you want whatever content you're putting online to serve some sort of purpose other than entertainment or something like that. Alright, now you hopefully have a bit of a sense for the technical pieces behind web writing and hopefully you're more prepared to do the actual content creation, so I'll quickly draw your attention to the handouts that I've included to download hopefully those are working. Of not, never fear they they'll be included in the email that will come out in a couple weeks and you can come back and reference what I'm talking about here. So. the blog post templates includes some helpful reminders for what I'm going to cover in this section, as well as some technical stuff that

I don't really have time for today and then the resources handout is going to have things that you can go into and read more information or do some guest posting of your own. I also wanted to give some basic content creation tips for some of you who are just getting started on writing for the web.

First we're going to talk briefly about formatting and how it might differ from other writing content. We'll then talk about some ways to produce really strong content and bring your voice into the mix. Then after that, we're going to talk about where to get published, how to do that well, so we've got a lot of different things that we're going to cover in this part. Let's start off with talking about the anatomy of a web page and how to format. Okay, so this part is from the blog post template and at the beginning of the document you can see three main parts -- the bolded section at the top is the title of course, followed by the blue text which in this case is the header, followed by the body of text. Remember that you want the reader to stay on the page and get their search query answered.

You always want to shoot to have at least a thousand words on any page that you hope to build strong SEO towards. The reason why myself and other SEO writers use a thousand words is kind of a rule of thumb. If you have a thousand words worth of content, they at least are going to scroll all the way down through, so there's enough there and it's also really hard to build in a good hook, a good solution and a good call-to-action in anything less than that. So there may be other pages that you want to create, such as a services page, that you're not really hoping to build as much SEO towards, you just want to describe what it is you do, you don't really need to get into depth about solving a particular presenting issue for example, so it really comes down to what the purpose of the article is. But if you are trying to write something for strong SEO, it needs to be long enough. If you're writing a thousand plus word article, you need it to be easily digestible by the human reader.

You can use headers -- which is the the blue section to break out content into specific sections. And make sure to keep the paragraph sections is shorter than 5 to 6 sentences roughly speaking. In other words, your header is really designed to chunk the information into what I use in the blogpost is sort of the three main parts -- your first part, you're just creating a good intro, you're creating a good hook, providing empathy. The second part is where you're really trying to dig in and offer some solutions and answers. And then the third part is more so of the call to action. When you're writing content in a web editor, such as WordPress, you actually have to highlight lines of text and change the format to header or body to help search engines recognize the difference.

It's not just about the font or the style per se, it's actually a setting within your web editor so the title in this case would be written in the title bar of a web editor and I say all of this just so you have an idea of where these things are and where they go but it's pretty easy to get the hang of it once you get started -- you really just have to get the process started and building your own website and you'll see some of these things that I'm talking about. But if you've hired somebody to do your web editing, they will take care of a lot of this stuff for you. When you write for the web you want to think about how the body of text will appear on screen. Web writing is different from standardized techniques such as APA formatting, so there isn't one exact or perfect way to do it. Remember, it's just about creating a positive experience for the human reader. So, I have my own unique style and that's what I'm hoping to provide to you today. There are other ways of doing this but I think that mine is is more professional and more in line with much of the mental health field. I'll talk about some of the tips that I use just for that. One thing that I really like to use is spacing.

You'll notice that the first line this segment is all by itself. And, in a big body of text a single line can really draw the gaze of the reader. Similarly, you can use bold and italics to point out specific things in your content for the reader who is particularly inattentive. You know we don't typically do this in APA format and those sorts of things because it kind of looks less professional than something that you would put in a scientific journal for example. But really when you're creating content for the web, you should feel free to be creative and kind of give it your own flavor. But you should wait to do these sorts of formatting changes until you've finished with the content writing that way you know what to emphasize. Just make sure not to overuse these things as it can get distracting.

You'll see in my example I have a sentence in there where I'm bolding or italicizing every other word -- it just looks gross and really it's not really clear what the the reader should be focusing on. It's a word of caution to not overuse that. And unlike in most professional writing areas you should feel free to make bullet point lists or numbered lists, to help keep the content organized and concise. Another thing that I really like to do, is to get a little bit creative and make nifty diagrams or pictures to help communicate my message.

Diagrams tend to provide a boost to viewing time and that's really where the computer side of the SEO comes in. If they're looking at your diagram for more than a second or two that tells the computer algorithm, the the machine learning, that something is drawing the reader's attention. So, if your hook doesn't quite do it, the diagram can. If you're using Microsoft Word, it's super easy to make a diagram just like this using what's called Smart Art. If you're artistically inclined, you can also just draw or photo edit to embed custom made images into your content and really take it to the next level. Just remember, you shouldn't be pulling any images or anything that you don't own personally or that you haven't created. I know there are some folks who say, if you go on Google and you search for images and you filter it by things that are I think it's it's public domain or there's no use licensure around that, you still want to be careful there because just because they haven't offered explicit permission doesn't mean you're safe to use it. So all that to say, just remember you're trying to create a welcoming and positive experience for the reader and if you have questions about how to do these diagrams and things like that, feel free to shoot me an email and I can walk you through it.

And towards the end of the blog template, you'll notice I included some hyperlinks in my documents. Those are underlined in blue text segments -- it'll send you to another web page when you click them. It's also incredibly important for redirecting the reader and converting them to whatever your call-to-action is about. So, as an example, I provide a call to action section in the blog post template to demonstrate how you can lead the reader to a particular webpage by encouraging them to click on the shiny blue link. You will also want to utilize backlinks when you interlink your content with other content on the web. If you have a LinkedIn profile, you might want to post a hyperlink on that that connects to your about me page of your website for example.

And that really is as simple as whenever you're viewing your content, copy paste the URL in in the top search bar into the page itself. You can do that, you can also get fancy and highlight the text and right-click it and you can see an option to add a hyperlink depending on whatever text editor you're using. So in short, make sure that you're breaking up content using headers, make sure that those headers are relevant to the keywords if you want to try and add the keywords within the headers use formatting tricks to focus on the reader. And be creative with diagrams and such. Don't forget to use the hyperlinks because it really can make the next step in your call to action easier for the reader.

Again, if it's convenient and it's easy for them to click, they can go straight from whatever it is that they were reading to whatever it is you were hoping they would then go to. Okay, so many of you are therapists professors researchers, public speakers and so forth and you were likely drawn to the field of psychology because you have strong verbal skills right? And yet, when you put pen or paper or finger to keyboard it all seems to disappear. Suddenly you sound like a robot. This is a common problem among mental health professionals and it's part of the broader skill set of public dissemination or how to make technical stuff accessible to a lay audience. You need to learn how to step outside of your professional persona and unleash your inner human.

There are a few ways that you can do that. The first way is to avoid using psychojargon. Words like dysthymia, regression and null -- might sound really sexy to us, but to the lay audience, it comes across as confusing, irrelevant or worse -- patronizing. If a word sounds like something you learned in grad school, try to use something else or include a definition after the word in parentheses or something like that immediately after to show that you are both professional and aware of your educational privilege. Second, you want to write your content and then read it out loud to yourself. Even under your breath is fine. This will improve your writing overall and help you notice things that feel sort of incongruent or out of step with your speaking style because many of you I'm guessing are therapists or professors or soon to be those things, and you're probably very good at using mouth words but not so good with the writing so if you can translate some of the speaking that you do into the text itself, the human reader on the other side is going to feel that.

Also feel free to use humor, but make sure to do so with caution you don't want to minimize or make fun of the human readers experience in any way. And finally another thing that you can do is record yourself talking about the subject or verbally writing the content out -- sort of if the camera is on and you know what you're going to be writing about, you can sort of talk to the camera for five minutes, ten minutes and then go back and type it out as you're listening to yourself go. This can help you connect just as in the same way as reading your content out loud, you can bring in some of your mannerisms and sentence structure in a way that that's really going to connect with your audience. Record yourself! However, you may be the opposite, and like me, you grew up in a country town with country grammar and my writing voice is much much much smarter than my speaking voice. I hope that's not coming across too much in this webinar, but if that's a problem for you, I suggest using Grammarly which will check your writing content for grammatical spelling and formatting issues. Plus, it has apps that integrate into basically everything.

You can always get feedback from colleagues or other other folks if you have a friend who's an English major or a professor who's willing to give you some specific feedback about your writing. That's always useful too. See, using your best voice is really a fine balance. I often see people using slang or colloquialisms in their posts and I think the intent is to hopefully connect with the human reader, but I find it sort of off-putting. Imagine how a potential client would react if they search for a grief therapist, they find your service page for grief therapy and the page starts off with quote, "sometimes life gives you lemons, ain't that just the worst." And along those lines you just don't want to use swear words in your content. If your a human reader sees your stuff and goes yuck or wow they really don't connect with me, it's just as bad as being too professional in that sense.

Very briefly, I promised a few ideas for overcoming writer's block and there were questions submitted on that as well. As you begin the writing for the web process and your journey is similar to mine, you may experience anxiety about putting something out there that feels so very visible and permanent. This is something that all but the most narcissistic of us experience I think because we fear being evaluated or criticized. I say that in jest of course. If this is where your hang-up is, then I want to encourage you to take Dr. Stephen Hayes's advice and live life in accordance with your values. If your value is to get more clients, more offers for public speaking, more applications to your program, then you got to ask yourself is it worth sacrificing some of the comforts of not publishing for some of those other things. Next, people tend to sit in front of their keyboards trying to create something from nothing. Meaning they have no inspiration or motivation at the time of creation and those are not the best times to force yourself to write.

There's differences in opinion here. Some people will say you should make yourself write and push through it no matter what. But I think that as a mental health professional or as a student you have better uses of your time. So do something different that will help you find some inspiration. One of those things might be reading, which will give you some ideas to run with. Or consulting with a peer. And finally make sure that you have a good balance between your offline life and your online life. You may be pushing yourself beyond your resources in an attempt to produce more content. Ultimately you might be blocked because you're just out of gas, so it's worth stepping back sometimes and reevaluating where you are with allocating some of those resources.

And all of these things can help you work through the writer's block. To wrap things up I want to talk a little bit about where and how to get published. Obviously you want to create lots and lots of lovely content for your personal website, but you know because this is going to allow you to publish freely and as desired as you're bolstering your online presence, but really the best way to improve your content's reputation is to create backlinks. You got to have that person in the other village saying about how great you are. Dan [Wendler] provided an excellent webinar on this back in September and I have a link to that in the resources handout I believe. Guest posts are another great way that you can build a strong online reputation as well as social media as it helps to have a lot of different touchpoints to help search engines notice that you exist outside your websites little bubble.

So as you can imagine, writing a book also helps dramatically boost your online presence and if you're hung up on writing a book I'll talk about that as well today. You don't always have to go through a publisher to do it. If you don't have a personal website, I again highly recommend doing so. The resources download if it's available has information for you to dive in and learn how to set one up and build it from scratch. Assuming that you have the website, or that you know how to do it, what content do you need? Now Dan [Wendler] covered this much more in his webinar, so I recommend checking that out, but essentially you need a home page that welcomes the reader and about me or in about us page that explains who you are and a services page that explains what you do. And also a content form is a bonus so that they can get connected.

So these are sort of the main essential things that you need in a website if you need to sort of move beyond the basics and get supercharged you really need to expand into areas of self-expression and helpful education. A blog can be as creative as you want it to be but most people use it as a way to write short stories, update about one's career or business, or just give little nuggets of wisdom -- something you thought about on your drive to work. But you also want to have some helpful information which is where you can create educational pages that teaches readers about certain topics.

This is particularly useful for client conversions as it can raise awareness about an issue and build SEO regarding specific topics, such as depression or anxiety. And you can always invite other people to post on your website through guest posts and actually as I was preparing this talk I realized I had not done this on my own website so from now on I will be posting guest post for anybody looking to get a small SEO boost or who just wants to get some practice with online learning or online writing so I'm happy to do that and that's also located in the resources download.

Okay, so let's talk about guest posting. First you're going to want to find websites that are relevant to what you do or within your physical location. I provided some venues in the resources handout that are just general psychology ones, but if you have mothers of preschoolers chapter that's in your area, if you have a Boy Scouts of America chapter, that has a web page that you could post on and you're hoping to draw in more of those clients or more of those contacts, those are also places that you want to consider guest posting. But some good places to start would include time to track and psych central but the options are really limitless -- all you really have to do is find the editor contact information and some sites especially the ones that do this frequently offer a contact page specifically set up for guest post submissions. You want to send them an email that looks something like this.

Hello whoever it is you're sending it to, I found your website searching for whatever topic it is you want to write about and I love the content you are providing. I was wondering if you would consider accepting a guest post for me and your blog. I'm a private practice therapist located in Austin, Texas which by the way I'm not, remember in my last webinar I made an example where I would say if I was a blank and somebody in the feedback said he's parading as somebody he's not! And that feels unethical and I apologize I'm still just a student but this is an example. So who specializes in this thing I frequently the work with clients who suffer with whatever the topic might be for example and so I would love to write a post about how to cope with those symptoms.

Let me know whether or not that would be a good fit for your viewer. This ending part is actually really important because you want to be able to list a credential if you have a website if you have it -- that way if they're trying to decide whether or not you are worthy of posting on their website, they can search without having to Google your name and figure out which person you are exactly. So, as you're getting started on trying to get guest posts out there, you want to send this out to many. The thing is, most website editors love getting free content to publish and they love it even more when it's written by professionals like you folks. So remember if you want to practice with this, let me know and I'd love to hear from you I'd be happy to post one of your first guest posts on my site.

We spent a lot of time talking about social media in our first few webinars, so I'm not going to spend time talking about that today but instead, since I just published my first book I thought it would be helpful for some people to think about doing it as well. If your main goal is to get your book published, here are some tips. First, pick a topic that you are very very passionate about -- that you could spend hours and hours and hours and hours and hours writing or talking about because that's basically what you'll be doing. Next, you want to set a goal to write on a daily basis.

During your morning coffee or or whatever it might be, find time to write during your lunch break, write. if you can write a thousand words on average, which I know that's a lot, but you can get there, on average per day, you would have a book in a month and a half. That would be a very fast turnaround time so more realistically speaking, whatever you think you're writing limit can be, if you can set a daily deadline to do that, it's amazing how quickly your book can come together. The reason why I'm encouraging this is because in writing my own book I realized how easy it is to get something online through self publication. You can use Amazon.com to do formatting, using their apps, you can create your own cover, and you can even set the rules for publication.

They really make it easy and it's free! Amazon's not paying me for this so just know that I'm not endorsing Amazon per se, but i am letting you know that this is a resource that's out there for professionals. As a bit of a send-off and really the main message I'm hoping that you can take away today, is that I believe that all of you have something worth sharing. You've done years of study, service and teaching and there are so many of those people out there who need that wisdom and knowledge. My hope is that as you listen to this webinar you will feel a little bit more encouraged and empowered to get out there and express yourself and expand into the great internet frontier. Thank you all for having me I'm going to go ahead and try and take some of those questions now.

[Peggy] Thank you Kyler a lot of really good information in your presentation. As a writer longtime writer myself, with a lot of science writing in my background, I really concur and agree with you on the trying to eliminate the use of jargon in writing for the web. It can feel like a bit of a of a disappointment -- learning all having spent so many years mastering all that jargon only to kind of not use it, at least in this in this environment. You know there are plenty of opportunities to use it among your colleagues and in reports but try and try and avoid it if you're trying to reach a larger, wider non-psychologist audience. You'll find much better success. I saw that, and I was like, yep, that's a good one!

[Kyler] I just see it too often and honestly I still make the mistake myself because that's just the waters that I swim in in my clinical work and in my studies. I'm constantly using this language and so for me, it's become my day-to-day language and so I almost have to -- when I start typing, you know I'll still use the language as I'm creating the content and putting it out there, but I have to go back and check and sort of ask myself, you know, who is going to be reading this and how are they going to respond to this content? Because for some folks they see that and like I said they may see the word post-traumatic stress disorder and and think well I'm not a combat veteran and I don't have that and then they bounce. So even something is as simple as that if you can translate that in a way that makes sense to most folks like if you were to walk into Walmart and sort of talk about this topic, would people know what you were talking about without you using that word. Sometimes you can do it like that sort of edited it out and think how do most people describe the symptoms that I'm really trying to get out here.

[Peggy] Yes, that's a good way to approach when you're writing... okay, if I discuss this with somebody at a bar or at Walmart, would they understand?

[Kyler] Yes those are the two places that we discuss things.

[Peggy] Okay, well I don't want to keep us from these questions, so let's get started. The first question is, how do I link my articles to my LinkedIn and other social media platforms?

[Kyler] Yes that's a good question. I think I touched on this actually as I was going through, but it's it really is as simple as copy pasting the webpage address of whatever you're wanting to share with people to these other places. The place that I like to do it the most is through Twitter because when you post your content through your profile -- that's called tweeting... you can paste the link in and then it gives you the option to select some of the images that you might have embedded in your content. And so that's something that I found really takes it to the next level because if there's a tweet that says read my my article on procedural anxiety and health psychology people might not really want to click on that unless there's a snazzy picture underneath it that kind of depicts whatever it is that you're talking about -- maybe it's a kid at the doctor's office worried about getting a shot, for example. t That deviates a little bit from the question but I think my encouragement would be if you're creating content in one place and you have venues such as social media or even emailing out to colleagues, feel free to use those things and share your ideas as broadly as you can.

[Peggy] Next question, should I hire a professional to build my online presence?

[Kyler] My response to this is it depends on your resources. know as you go through the journey of In life there are different periods of time where you know you have lots of time but no money, you have lots of money but no time and then and then we retire and we have neither. Well I guess we have a lot of time at that point, but if you have the resources to do the work and you really want to learn how to do web writing and building your online presence and even marketing in some ways, then I will highly encourage you to do so because in my journey and starting working for marketingfortherapists and being a professional writer, this has been great for me I think that my writing in general has gotten better, I have a better sense of doing public dissemination and so I would encourage you to do so if you have the time of the resources. But if you have more money than time, it can be helpful to hire professional to do these sorts of things because you already put in the time becoming educated and then maybe other venues that you can apply your skills. For example, if you would be spending that time trying to write out an article for your website and instead you could be speaking at a church about whatever that topic might be? it might feel much more meaningful for you to go and speak at that church rather than write the article -- in which case I would say to you it might be helpful to consider working with professional to do some of those things. And it's not just about the writing too. Online presence in general that includes staying consistent on social media and then finding guest posts and doing those sorts of things so it it does take a lot of time and investment. It just depends on what you can do.

[Peggy] Another question, is are there any publication avenues for graduate students? If so what?

[Kyler] Yes, so I started my professional writing career in grad school and actually don't look this up but my first article that I wrote was I was on time to track and I think it was on improving your reputation which for some reason I think that was really important for me at the time but it actually ended up getting me a lot of hate from my classmates [laughs] for obvious reasons, so yes the short answer is that many graduate students sort of you know and it's a good thing because from an ethical perspective you shouldn't be reaching outside your bounds but many students I've found including myself are hesitant to take the leap. They sort of feel like somebody has to invite them or somebody has to give them permission to do a publication or these sorts of things or asks to do a talk somewhere and the fact is unless you start putting yourself out there and you start taking the initiative, you may never get those offers. I'm not saying that it won't happen, I'm just saying that you know there are some things that you can do on your own. As a grad student thinking about what is your next steps, so if you're trying to get a postdoc,if you're trying to get an internship, if your whatever it might be, consider starting your writing in a way that sort of helps you get onto that next platform. For example, if you're really trying to get a fellowship at a hospital setting, you might want to crank out a bunch of content tha t's related to that topic Also that you have the practice of creating it yourself and you can kind of reference that and it builds an online presence for you if the recruiter is searching for students who excel in this area and they're looking for for applicants in that way.

[Peggy] There's an interesting question about video which you touched upon let me just scroll through here and find the question...how does video content view in SEO compared to blog written content would it be worthwhile to include short video clips demonstrating your focus or services?

[Kyler] That's a great question. Both -- because video in general is stronger SEO-wise for obvious reasons -- people will sit and they'll click and watch through a video for longer than writing content in some cases. But not every viewer is coming to watch a video on something and it's also kind of hard to depict something in video format. But that being said, if you have really strong public speaking skills and you're kind of a good marketer, feel free to try videotaping yourself, getting your face in front of the camera and speak to the human reader on the other side or the human listener. The easy answer to that is you really do want to have both -- so that they can read through the content they may be at work or they may be in some setting where they're not able to listen to a video per se, but if you have written content that's also what's used by search engines to kind of use in terms of keywords and if it's relevant so that's the reason why on platforms like YouTube you will see there are descriptions underneath videos especially psycho-educational videos that have a lot of keywords and references to what the video was about. All of that being said, the way in the pace that technology is evolving it may eventually get to the point where the written stuff no longer matters -- the computer is able to pick up exactly what's in the video and whether or not it's relevant so, good question and if there is interest in how to make a really good video, I actually used to work -- when I was in undergrad I was a part of our news and publication team, so I learned a lot of video editing techniques and then I can talk to you how to do that well.

[Peggy] I Definitely think we'll have to put that on our list for Supercharge webinars for 2019! I think it'll be really insightful and we'll make that happen. So stay tuned everyone! In the meantime, another great question. really like this question how much How much research citation should I use when stating something in a blog. I don't want to overwhelm the lay readers, but I want people to know that I am NOT making stuff up.

[Kyler] That's a great question and actually when I first started off doing professional writing I was including in-text citations and parentheses the way that you would for a graduate research paper because I could just hear some of my faculty members sitting behind me judging the content I was writing and being like well you can't make that claim without referencing something from the literature because that's how every professor sounds. But you know all of that to say, it's more so about connecting to the human reader these days because the research citation is important, but if there are so many and you're referencing so many different things you're going to start to throw people off. Keep in mind that you're not creating the content in a way that argues an idea as if to say you have done the research and this is your idea. For example, if you know you're talking about ideas from Gottman -- John Gottman with his family therapy work, if you're talking about those things and claiming this them as your own without referencing him in some way, that's going to cause a problem for you. You do want to do that but there are different ways than say an in-text citation because internet formatting is different than most professional realms. One thing that I've started doing is I will include a sort of superscript with a number that then leads the reader to the end of the page if they really want to dig in to the literature but for the most part you can say something like a study done this time published in this place found this specific statistic. But keep in mind that you've done a lot of the training you've put in the hours and so you do get to make some claims to some things. You might say, many teens struggle with spending too much time on their cell phone and you don't need to reference a study for that if that's something that's been part of your clinical experience. This is a bit of a tangent, but you always want to be writing in first-person unless there's a strong reason not to. the content should really feel like I am writing in a way to connect to you on the other side. If you're writing as an organization you can use we language, but it's unnecessary to try and avoid the first person in this case.

[Peggy] These have been great and we've gotten so many great questions and I wish we had time to answer more but we are almost at a time here. Unfortunately we have to wrap up. Thank you so much for joining us Kyler, thank you -- great information. And please download his handouts. Thank you all of our listeners for your participation. A recording of this presentation will be emailed to everyone in two weeks. The recording will include links to the handouts in case you've had any trouble downloading them today. You might want to look in your downloads folder on your computer if they didn't show up on your desktop. As soon as the webinar has ended a short survey will appear on your screen. Please take a few minutes to complete the survey and give us feedback on how we did and how we can improve and any topics you would like for us to touch on in 2019. We thank you for your attention and we hope you can attend more supercharge webinars in 2019. Until then have a great day!