

Anatomy of a Web Presence

Traction with Posting in a Professional Aol.

- Top 10's
 - Questions you clients ask
 - Questions you wish you clients would ask
 - Parse into subjects - 3-5 posts per Q?
 - Plan Categories
 - Plan Keywords & Tags
 - Assemble images to go
 - Plan the posting calendar
 - Scheduling for effect — get noticed, not buried
 - Work ahead
- Professional Best Practices
- News of the realm
- Items that are forward
- Aversions
 - Mixed allegories (personal / professional)
 - Politics
 - Rumors
 - Choosing sides