

# GETTING FOUND ON GOOGLE FOR ACADEMICS

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# WHAT WE WILL COVER TODAY

- Why is getting found on Google important for Academics?
- How Google Works and the Importance of SEO
- How to optimize your Iris and Linked In Profiles to Get Found on Google
- How to Use Social Media as an academic and how it links to Google Search Results
- How Traditional Media works and can also link to Google Search Results
- How to take decent photos and videos on your phone
- Headshots!

# WHY IS IT IMPORTANT TO GET FOUND ON GOOGLE?

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- Google currently has circa 75% of the global search engine market\*
- There are currently 72,356 searches on google every second or 3.5 billion every day and growing\*\*
- Used by media, prospective students, potential donors, potential partners, other universities etc
- As a University UCL has a Domain Authority of 91
- The world of organic search currently led by related organisations, HE comparison sites and second tier universities
- Major opportunity

\* Smart Insights December 2017

\*\* Internet Live Stats Feb 2019

# HOW WILL YOU GET FOUND ON GOOGLE?

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- UCL has 6500 academics and research staff
- Empower our academics and researchers by teaching them how to get found on Google, manage their social media and generate good quality content
- First/test session today – if successful roll out across the University
- “Drop In” workshops will be held for questions/follow up
- Google algorithm is always updating as is social media – program to make it easy to keep up to date
- Tools to support via keywords program and Links

# KEY COMMUNICATIONS PLATFORMS FOR MEDICAL SCIENCES

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- Twitter @uclmedsci
- <https://www.linkedin.com/company/ucl-faculty-of-medical-sciences/>
- [Ucl.ac.uk/medical-sciences/](http://Ucl.ac.uk/medical-sciences/)

# KEY COMMUNICATIONS PLATFORMS FOR BRAIN SCIENCES

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- Twitter [@uclbrainscience](#)
- Instagram: [@uclbrainsciences](#)
- [Ucl.ac.uk/brain-sciences/](https://ucl.ac.uk/brain-sciences/)