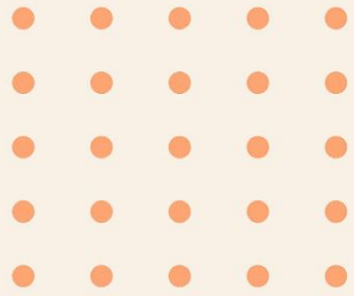




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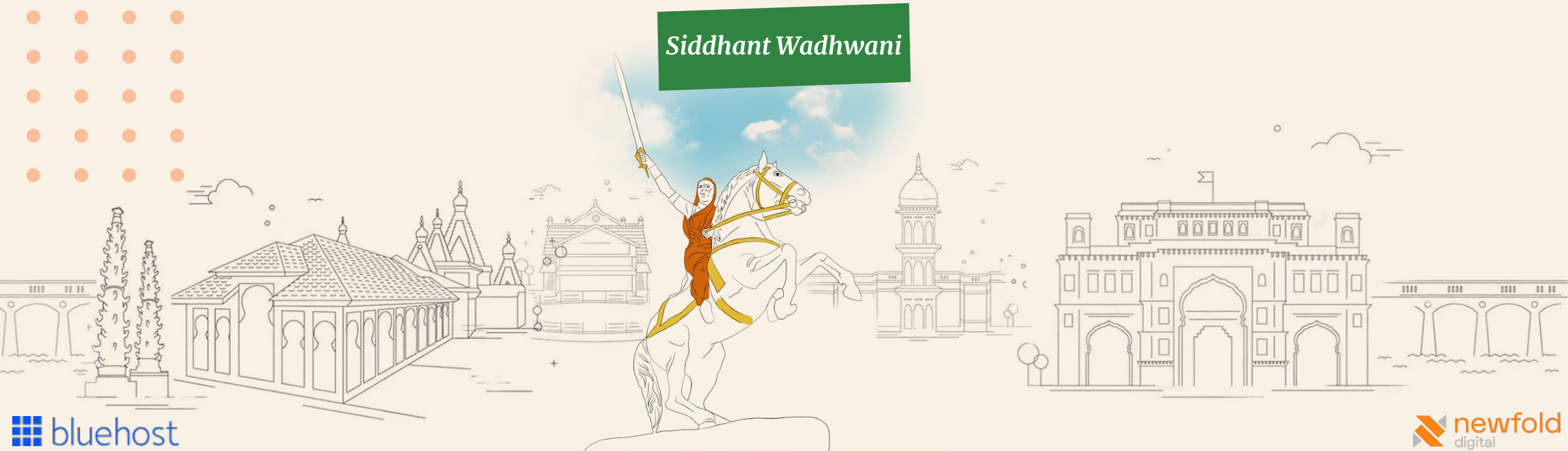


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## *Mastering Content Creation & Personal Branding with WordPress & LinkedIn*

*Siddhant Wadhvani*



 bluehost

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digital



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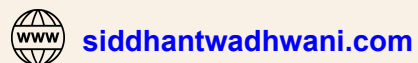
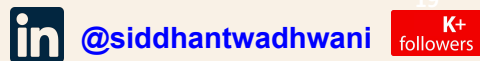
# *Are you ready*

To Turn Your Personal Brand  
into your greatest asset ??




**Siddhant Wadhvani**

Engineering Manager - SDET  
Newfold Digital



# About Me:

- ★ Nearly a decade of professional work experience
- ★ Avid Traveler, Tech Enthusiast, Sports Fanatic
- ★ Mentor, Technical Blog Writer, Content Creator
- ★ Manage a team of ~35 SDETs across geographies
- ★ Speaker at Tech Conferences (100+ Talks Globally)
- ★ Open Source Contributor, LinkedIn Blue Top Voice 
- ★ Blogger, WordCamp Speaker, Podcaster, Vodcaster
- ★ BrowserStack Champion & Mumbai Chapter Lead
- ★ Certified: MCPS, MCSD, MCSA, MS, Veracode, ISTQB





## Siddhant Wadhwani

@siddhantwadhwani on WordPress.org, @Siddhant Wadhwani on [Slack](#)

### Bio

Siddhant Wadhwani is a versatile, self-directed leader with nearly a decade of work experience in the IT industry. He works as an Engineering Manager – SDET at Newfold Digital managing around 35 SDETs cross-functionally across multiple geographic locations working on a portfolio of brands, mainly focusing on Test Execution & Automation Excellence.

From design discussions to architecture reviews, shift-left testing to in-sprint automation, adhering to code review guidelines, and focusing on non-functional testing areas, Siddhant has led the way to set the best quality standards! He has played a key role in forming the basis of test management and automation best practices within several projects and working closely with his team to extend those learnings across the organisation.

Siddhant has also been recognised as a BrowserStack Champion, taken up the mantle of being a Chapter Lead for the Mumbai Community, and is an active keynote speaker at various technology conferences & events, mostly in association with BrowserStack, The Test Tribe Community, Automation Advocates, WordPress, and many more. He has delivered 90+ talks nationally and internationally on various topics viz. Development, Testing, Automation, DevOps, and Generative AI.

Member Since:	November 15th, 2022
Location:	Mumbai, India
Website:	<a href="#">siddhantwadhwani.com</a>
GitHub:	<a href="#">siddhantw</a>
Job Title:	Engineering Manager - SDET
Employer:	Newfold Digital

### Contribution History



Core Contributor



Photo Contributor



Test Contributor



Translation Contributor



WordCamp Speaker

// I'll be presenting at Tickets -> [robocon.io](https://robocon.io)



# ROBOCON2025

Helsinki 13-14 Feb



**Siddhant Wadhvani** ✓ (He/Him)

SDET Manager | Top Voice 🗣️ | International Speaker 🎤 (~100 Talks) | Tech Enthusiast 🌐 Certified in MCPS, MCSD, MCSA, MS, Veracode, ISTQB-CTFL | BrowserStack Champion & Mumbai Chapter Lead | ~19K Followers

Top Voice

Top Programming Voice

Mumbai, Maharashtra, India • [Contact info](#)

**18,959 followers** • **500+ connections**



Newfold Digital bluehost



Vivekanand Education Society's Institute Of...



Wadhvani siddhantw

Api testing

Agile testing

Software testing

Engineering manager

Webinar

Tribe

Youtube

Certificate

Sdet

The Test Tribe  
Siddhant Wadhvani - ...Facebook  
Siddhant Wadhvani, SDET Manager ...GitHub  
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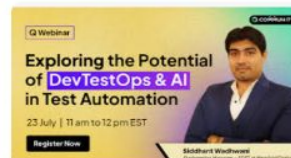
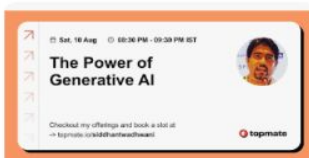
Home - Siddhant Wad...



About - Siddhant Wad...



Global Testing Retreat...

WordCamp Bengaluru  
WordPress & LinkedIn – WordCamp Be...WordCamp Nagpur 2024  
Siddhant Wadhvani to Reveal WP...BNi India  
Siddhant Wadhvani I Me...YouTube  
GenAI for Realistic Test Data, Edge ...Instagram  
Agile Testing Alliance I W...Facebook  
Siddhant Wadhvani ...YouTube  
ATAGTR2023 Speaker Interview ...BugRaptors  
<Tech Talks With Siddhant Wadhwa...Pinterest  
Siddhant Wadhvani (sidd...X  
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SIDDHANT WADHWANI | Twitter, Instagram...YouTube  
ATAGTR2024 Speaker Interview Series ...YouTube  
Test Dominance in the Era of Micro ...X  
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# Agenda



1. What is Content Creation & Personal Branding
2. The Secret Ingredient for Career Growth
3. Utilizing WordPress for Content Management & Blogging
4. Building your Online Presence with LinkedIn
5. Deep-diving into Creativity with WordPress & LinkedIn
6. The 5-Step Strategy to Go Viral
7. Content Calendar & Personal Branding Canvas
8. Scaling Presence & Monetization Strategies
9. Key Takeaways with Q&A



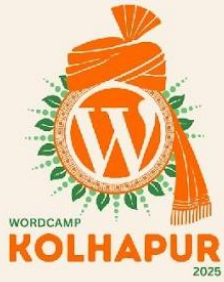


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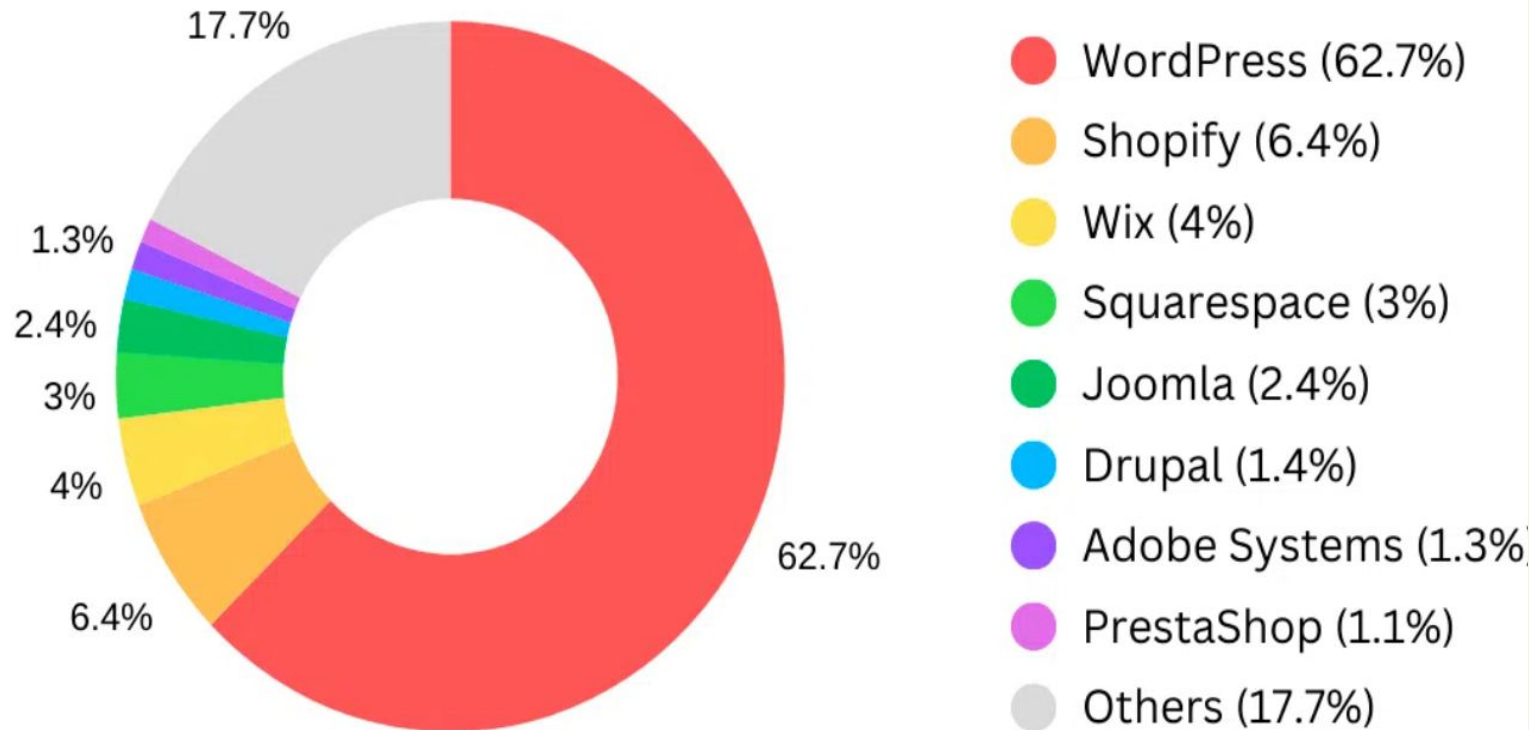


# *Content Creation & Personal Branding*

# WordPress – Content Management System



## WordPress holds a 62.7% share of the CMS market



Source: W3Techs

July 2024

WPZOOM

## WordPress Statistics in July 2024

- WordPress powers **43.4%** of all websites as their CMS.
- Around **474M** websites are built on WordPress.
- WordPress dominates the CMS Market with a **62.7%** share.
- There are over **30,000** WordPress themes available.
- More than **70,000** plugins are available for WordPress.
- WooCommerce is the top e-commerce platform, holding **36.33%** market share.



# personal BRANDING



## How to Define Your Personal Brand



What type of content will you be posting? Written, visual, etc.



What are your values and how do you want to get them across?



Who is your current audience and what kind of audience would you like to attract?



What do you want to achieve with your brand?



What are you most knowledgeable and passionate about?



What tone of voice would you like to use?



How will you best communicate your message to your target audience?



Who are you, and what is your position in the industry?

# The Power of Content Creation



## Transformative Narrative Techniques

Digital storytelling utilizes technology to create immersive narratives that engage audiences emotionally, enhancing their connection to the content and encouraging active participation in the storytelling process.



## Multimedia Integration Benefits

The use of diverse multimedia elements, such as videos and infographics, not only makes stories more engaging but also improves information retention, making complex ideas easier to understand and share.

## Audience-Centric Engagement

Effective digital storytelling prioritizes audience interaction, fostering community and loyalty through feedback and user-generated content, which enriches the narrative and aligns future content with audience preferences.



# The Power of Content Creation



## Crafting Irresistible Content

01

### Audience Insight Importance

Understanding the audience's demographics and psychographics is crucial for tailoring content that resonates, ensuring higher engagement and relevance in messaging.

02

### SEO Integration Strategies

Implementing effective SEO practices, such as keyword optimisation and mobile responsiveness, enhances content visibility, driving more traffic and improving search engine rankings.

03

### Visual Content Impact

Incorporating high-quality visuals and multimedia elements significantly boosts audience engagement, as visual information is processed faster and more effectively than text alone.

# Key Highlights



- **Introduction with Personality:** Start with a friendly greeting to make your introduction approachable and relatable.
- **Highlight Core Skills:** Clearly state your core skills and areas of expertise to communicate your professional strengths immediately.
- **Show Passion and Commitment:** Use language that conveys your passion for your work and your commitment to delivering results.
- **Share Achievements:** Mention a specific accomplishment or project to demonstrate your track record of success.
- **Express Openness to Collaboration:** Signal your willingness to connect and collaborate, inviting others to engage with you.



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# *The Secret Ingredient for Career Growth*

**P**erformance—is just 10% of the key to success

**I**mage (your personal brand equity) is 30%

**E**xposure (promotions, choice assignments, etc.) is 60%

### Performance

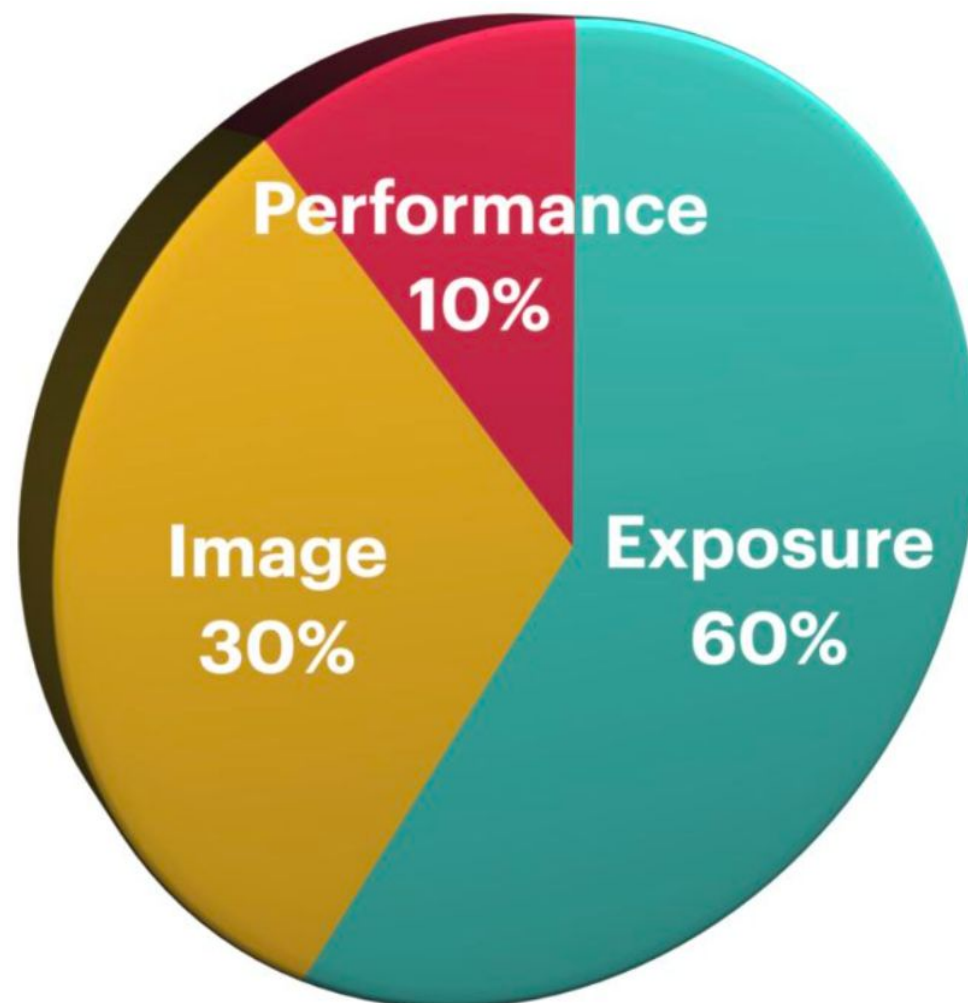
- Entry ticket
- Reputation builder
- Starts the legacy...  
Your legacy
- Common denominator in the promotion process
- Confirms your ability to take on more responsibility
- Must grow to stay above the bar as it is continuously being raised

### Image

- It's the message you send before you speak, whether intentional or not
- Includes attire, confidence and demeanor
- Develops early in your career
- Says "I'm Ready"
- Every interaction counts. Make sure all are positive

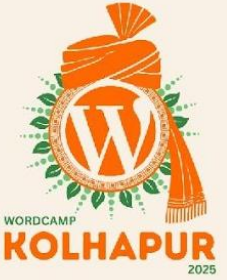
### Exposure

- High career impact
- How others know of your performance
- Makes you visible to those who can influence your career
- Can be enhanced by network of mentors, bosses & champions
- People love it, but can be good or bad



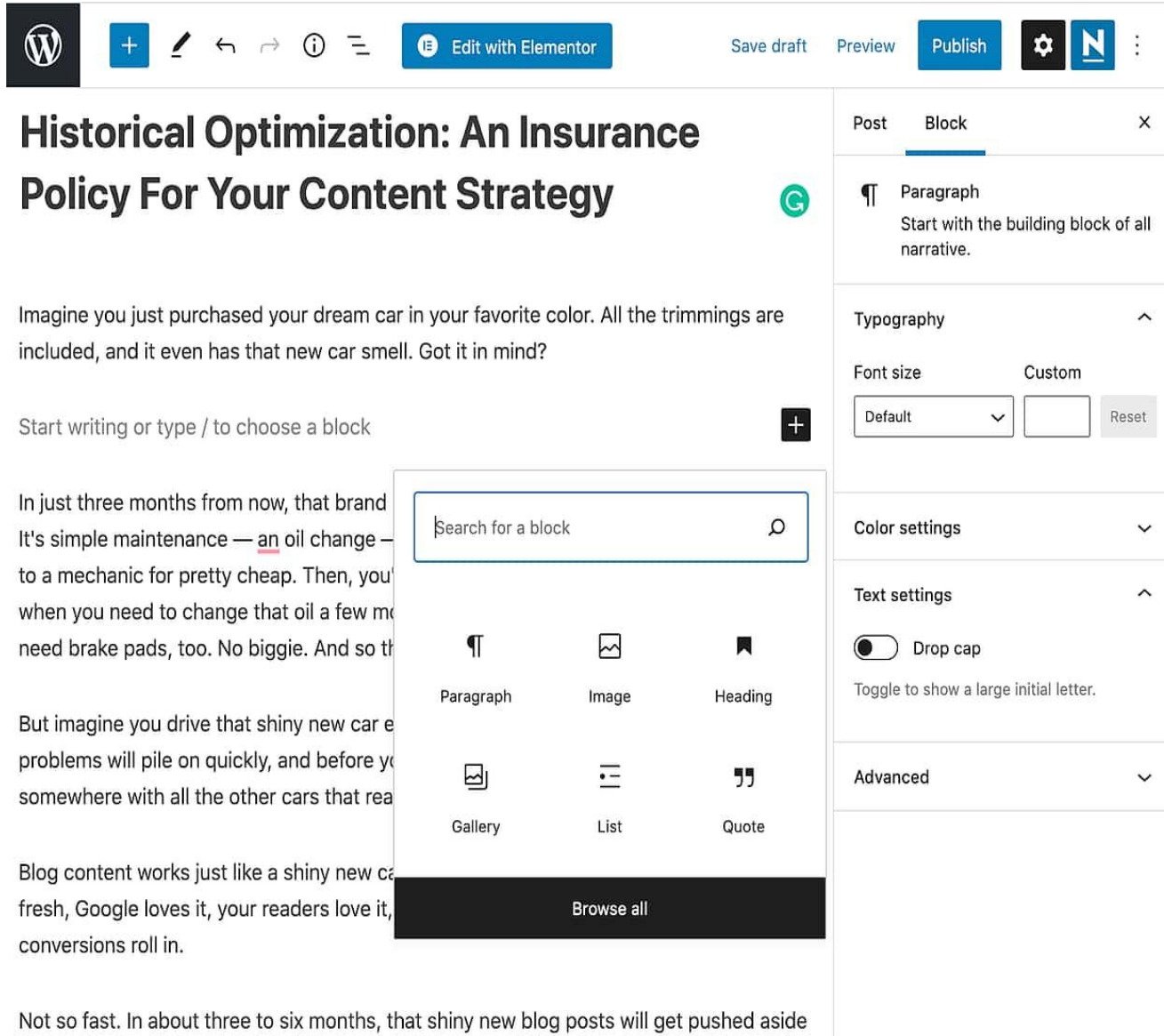


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# *Utilizing WordPress for Content Management and Blogging*

# Content Creation with WordPress



**Historical Optimization: An Insurance Policy For Your Content Strategy**

Imagine you just purchased your dream car in your favorite color. All the trimmings are included, and it even has that new car smell. Got it in mind?

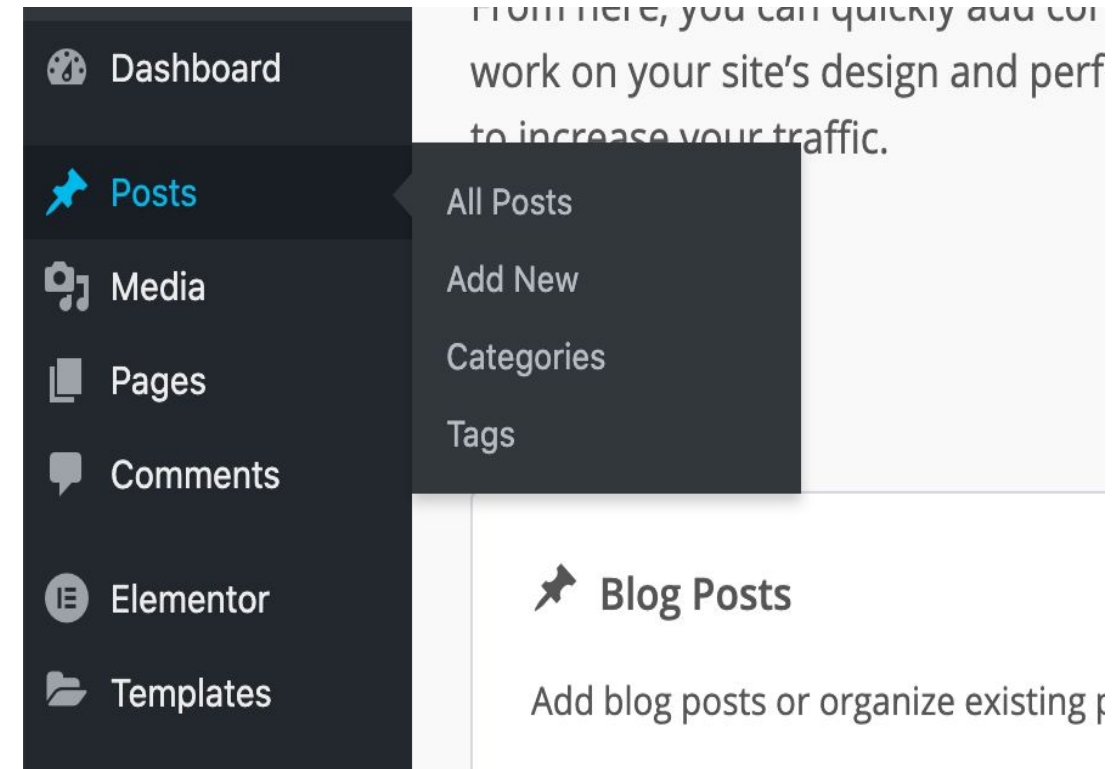
Start writing or type / to choose a block

In just three months from now, that brand It's simple maintenance — an oil change — to a mechanic for pretty cheap. Then, you when you need to change that oil a few mo need brake pads, too. No biggie. And so th

But imagine you drive that shiny new car e problems will pile on quickly, and before yo somewhere with all the other cars that rea

Blog content works just like a shiny new ca fresh, Google loves it, your readers love it, conversions roll in.

Not so fast. In about three to six months, that shiny new blog posts will get pushed aside



Dashboard

**Posts**

- All Posts
- Add New
- Categories
- Tags

Media

Pages

Comments

Elementor

Templates

**Blog Posts**

Add blog posts or organize existing p

## Walmart to launch autonomous delivery service with Ford and Argo AI

Kirsten Korosec



**App Annie and co-founder charged with securities fraud, will pay \$10M+ settlement**

Sarah Perez

**Sendcloud nabs \$177M led by SoftBank to double down on SaaS — shipping as a service**

Ingrid Lunden

**Rivian's first production R1T electric pickup truck rolls off the line**

Kirsten Korosec

Extra Crunch

**Intuit's \$12B Mailchimp acquisition is about expanding its small business focus**

Ron Miller



## PS5 September System Software Update launches globally tomorrow

Hideaki Nishino  
Senior Vice President, Platform Experience

Includes new UX features and customization options, 3D Audio for built-in TV speakers, and M.2 SSD storage expansion

September 14, 2021 334 415



Official PlayStation Podcast Episode 409: Show and Tell

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Microsoft announces passwordless future – available across Microsoft Edge and Microsoft 365 apps

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Official LinkedIn Blog - Your source for insights and information about LinkedIn



**Follow the Changemakers Fueling Change in Australian Workplaces**

Aprilie Wenke

September 7, 2021

We acknowledge the Traditional Owners of the Land throughout Australia and their continuing connection to country and community. We pay our respects to the Elders past and present.

Email Subscription



## Software Testing Tech Talks (Interview Blog with BugRaptors)

February 7, 2023

Tech Talks With Siddhant Wadhvani Interview Blog Link 26-Jan-2023 Sahil: You hold a variety of certifications. Can you share some insights on this? Siddhant: Holding certifications demonstrates a level of expertise [...]



### Recent Posts

Software Testing Tech Talks  
(Interview Blog with  
BugRaptors)  
Testing in the Metaverse  
Android 13 "Tiramisu"  
The "Traditional Sindhi Kadhi"  
Metaverse vs Multiverse

### Categories

Food (4)  
Technology (16)

### Archives

February 2023 (1)  
January 2022 (18)  
December 2021 (1)





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# *Building Your Online Presence with LinkedIn*

# THE LinkedIn EFFECT

## Real Life



**JANE**  
SUPERVISOR



**CARLOS**  
SALESMAN



**AMER**  
RECRUITER



**HANNA**  
FREELANCER

## LinkedIn Alter Ego



**JANE**  
REGIONAL CHIEF LEADER,  
SOLUTION EVANGELIST, PROJECT  
MANAGER, BUSINESS GURU, TEAM  
GUIDING SPIRIT

Connect

Send InMail



**CARLOS**  
SALES MANAGER, AREA DIRECTOR,  
PRO-CLIENT IDEA CREATOR,  
PASSIONATE SOLUTION  
DELIVERING LEADER

Connect

Send InMail



**AMER**  
INNOVATION HEAD HUNTER,  
VISIONER OF THE POTENTIAL,  
CAREER ENABLER, TALENT  
EXPORTER, EMEA

Connect

Send InMail



**HANNA**  
CEO OF MY OWN DESIGN STUDIO,  
ENTREPRENEUR, CRAFTING THE  
AWSOME

Connect

Send InMail

# Why is LinkedIn important for Personal Branding?

Your profile is your **first door** to show who you are.

It's easy to reach **1000 views** on your posts.

The social media is basically **DESIGNED FOR IT !**

You can create a **real professional network**.

The **LinkedIn Algorithm** is **simple** to understand.

Everybody **trusts** LinkedIn for the **quality** of its content.

## Areas of Importance?

Professional Showcase

Networking Hub

Content Sharing & Thought Leadership

Endorsements & Recommendations



**YOU ARE  
YOUR OWN  
BRAND**



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# *Deep-diving into Creativity with WordPress & LinkedIn*

Using original ideas, unique perspectives, and compelling storytelling to captivate your audience

# Knowing Your Customer – Target Audience



## GEOGRAPHIC

- COUNTRY
- STATE
- PROVINCE
- REGION
- CITY
- POSTAL CODE
- NEIGHBORHOOD
- URBAN/RURAL



## DEMOGRAPHIC

- AGE
- GENDER
- LIFE STAGE
- INCOME
- RELATIONSHIP STATUS
- SOCIAL STATUS



## PSYCHOGRAPHIC

- PAIN POINTS
- WHY THEY BUY
- SOCIAL NORMS
- CULTURAL NORMS
- EMOTIONS
- VALUES
- PERSONALITY
- OPINIONS



## BEHAVIORAL

- INTENT OF USE
- BUYING STAGE
- NEW OR REGULAR USER
- WEBSITES VISITED
- TIME SPENT ON WEBSITE

# Guiding Principles to Create Valuable Content



## Be Consistent

- We don't create for entertainment's sake
- We create to connect members to economic opportunity
- Knowledge sharing & Insights above anything else
- Quality of comments & conversation over quantity of likes / shares

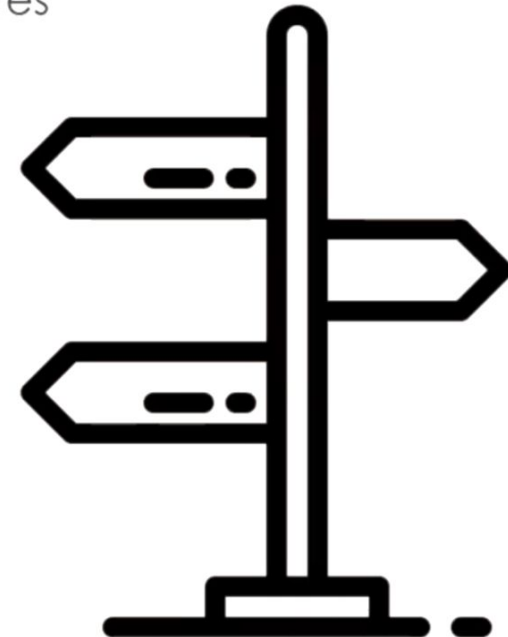
### Ask yourself:

- What can others learn from my post?
- Why would someone share this post with a friend?
- Why can others relate to this post?
- What is the takeaway of my post?
- How does this help someone in their career?

## Be Authentic

## Focus on Quality

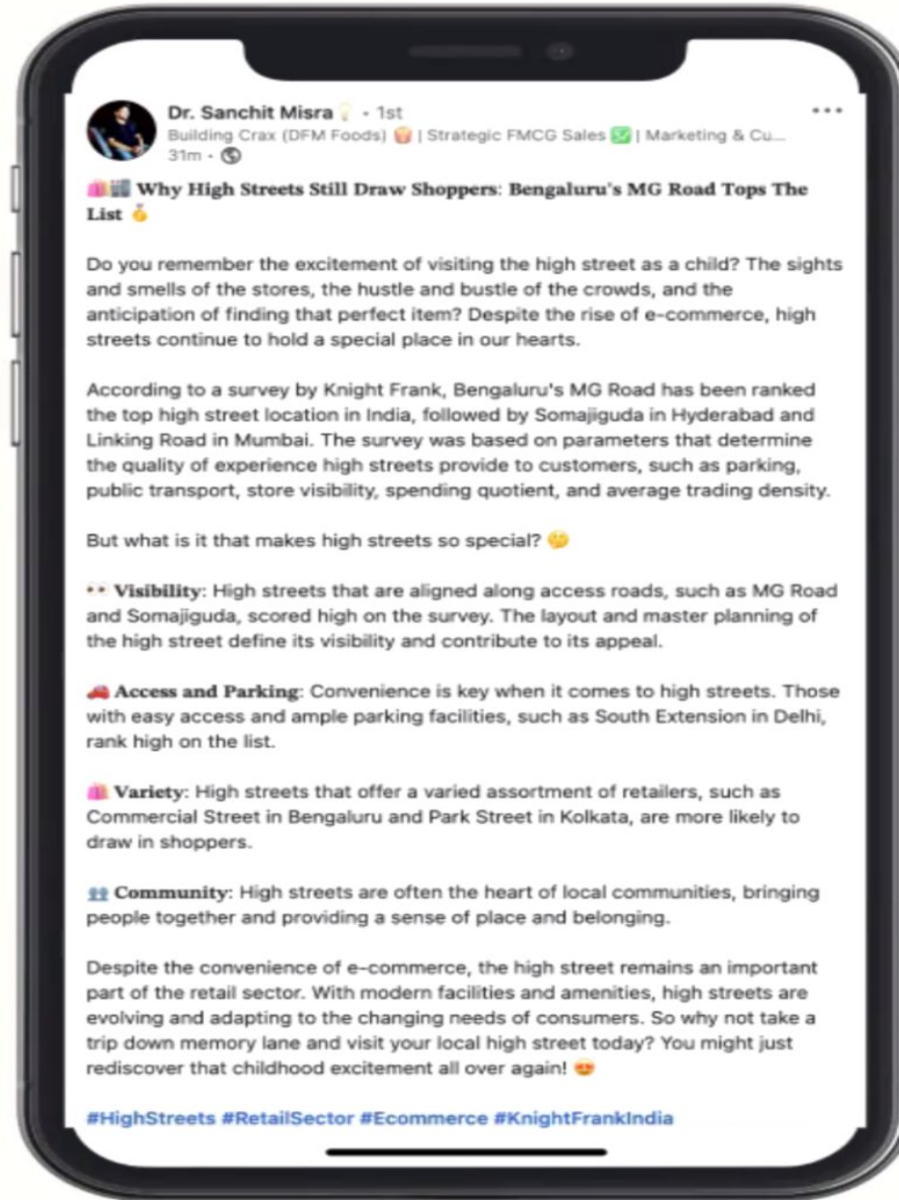
## Experiment



# Anatomy of a Great Post: The Basics

*Catchy opening lines.*

*Hashtags and mentions are relevant to the post.*



*The main takeaways are clear for the subject of the post.*

*Directly invites the audience to engage.*



# *The 5-Step Strategy to go Viral*



Know your Target Audience – Like the Back of your Hand

Choose a Format that suits your style best

Create Quality Content that's so Good,

People can't help but Share it

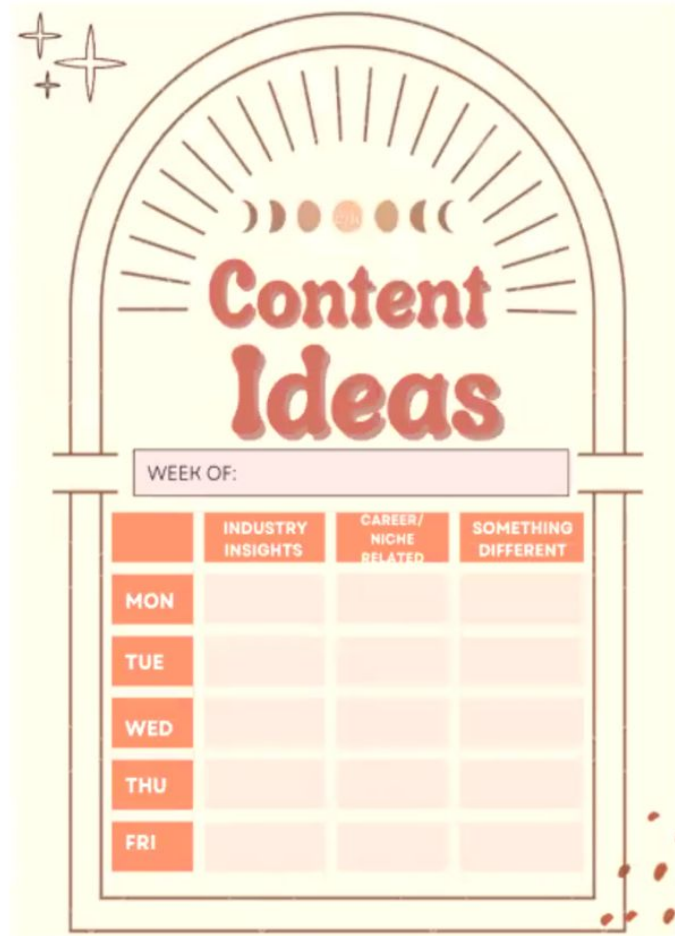
Optimize your Content for Maximum Visibility

Promote your Content like a Pro



# Content Calendar

## Content Plan tools & templates:



By Industry							By Platform						
<b>Healthcare</b>							<b>Facebook</b>						
<b>Best times to post on Facebook for Healthcare</b>							Best times: Tuesday, Wednesday and Friday 9 a.m.-1 p.m.						
Best times: Monday through Friday at 11 a.m.							Best days: Tuesday, Wednesday, Friday						
Best day: Tuesday							Worst day: Saturday						
Worst day: Sunday							<b>Instagram</b>						
<b>Best times to post on Instagram for Healthcare</b>							Best times: Tuesday 11 a.m.-2 p.m., Monday through Friday 11 a.m.						
Best times: Sunday 8-9 a.m., Tuesday 8 a.m.-noon and 5-8 p.m.							Best day: Tuesday						
Worst day: Saturday							Worst day: Sunday						
<b>Best times to post on Twitter for Healthcare</b>							<b>Twitter</b>						
Best times: Monday 9 a.m.-noon, Tuesday 8 a.m.-1 p.m.							Best times: Wednesday 9 a.m.-3 p.m., Tuesday through Thursday 9-11 a.m.						
Best day: Tuesday							Best day: Wednesday						
Worst day: Sunday							Worst day: Saturday						
<b>Media</b>							<b>LinkedIn</b>						
<b>Best times to post on Facebook for Media</b>							Best times: Tuesday through Thursday 9 a.m.-noon						
Best times: Friday 7 a.m., Tuesday 6-9 a.m.							Best days: Tuesday and Wednesday						
Best days: Tuesday, Wednesday, Friday							Worst day: Sunday						
Worst day: Saturday													
<b>Best times to post on Instagram for Media</b>													
Best times: Tuesday 1-5 p.m., Wednesday 11 a.m., Thursday 8-9 a.m.													

HQ - SSM / ... / My LinkedIn Content Ca... / LinkedIn Content Items

Press F11 to exit full screen

## LinkedIn Content Items

All						Properties	Group	Filter	Sort	Search	...	New
Content Item Title	Content Format	Content Status	Planned Publishing Date	Content Labels	Actual Publishing Date							
Content 1	Poll Post	Idea	February 18, 2022	poll								
Content marketing definition by CMI	Standard Text post	Published	February 3, 2022	content marketing jargon								
Infographic on content marketing 2022	Image post	Under development	March 6, 2022	infographic research data								
Poll - Best content format for LinkedIn	Poll Post	Under development	February 3, 2022	poll								
Quote - Content Marketing	Image post	Under development	February 21, 2022	quote								
Quote - Why content marketing?	Image post	Archived	January 27, 2022	quote								
Poll - Best marketing tool for LinkedIn?	Poll Post	Under development	February 10, 2022	poll								
Poll - Favorite LinkedIn group for content marketing	Poll Post	Archived	February 24, 2022	poll								
Article - How to plan your LinkedIn content strategy	Article post	Under development	February 16, 2022	how to								
Video - How to check your LinkedIn analytics	Video post	Under development	January 25, 2022	video								
Event - LinkedIn content promotion webinar	Event post	Under development	February 28, 2022	event								
Article - How to plan your LinkedIn content strategy	Article post	Under development	February 2, 2022	how to								
Infographic on content marketing 2022	Image post	Under development	February 20, 2022	infographic research data								

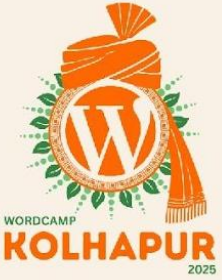
# Personal Branding Canvas



<b>Name:</b>			<b>Date:</b>	
<b>What Makes You, YOU?</b> (Core Identity)	<b>What You Do?</b> (Your Offering)	<b>Key Benefits To Your Audience</b>	<b>Why YOU?</b> (Positioning)	<b>Who Needs To Know?</b> (Target Audience)
	<b>Why Are You Credible?</b> (Reasons To Believe)	<b>Why Do You Wish To Do It?</b>	<b>How They Know You?</b> (Communication)	
<b>What You Need?</b> (Investment)		<b>What You Expect?</b> (Results/Benefits)		

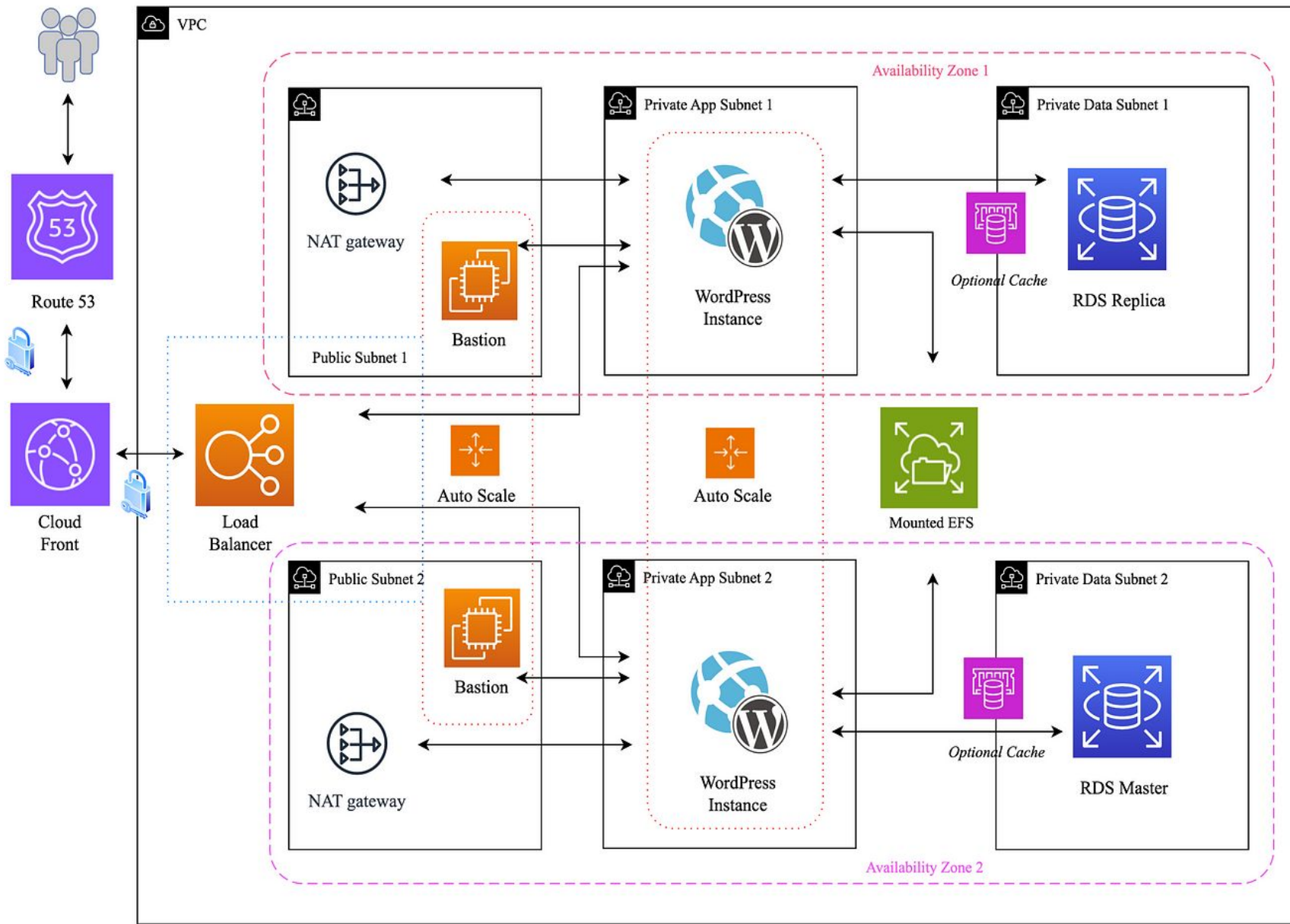


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# *Scaling Your Online Presence*

Using original ideas, unique perspectives, and compelling storytelling to captivate your audience



# Oops!!

I didn't mean to  
put this here

or

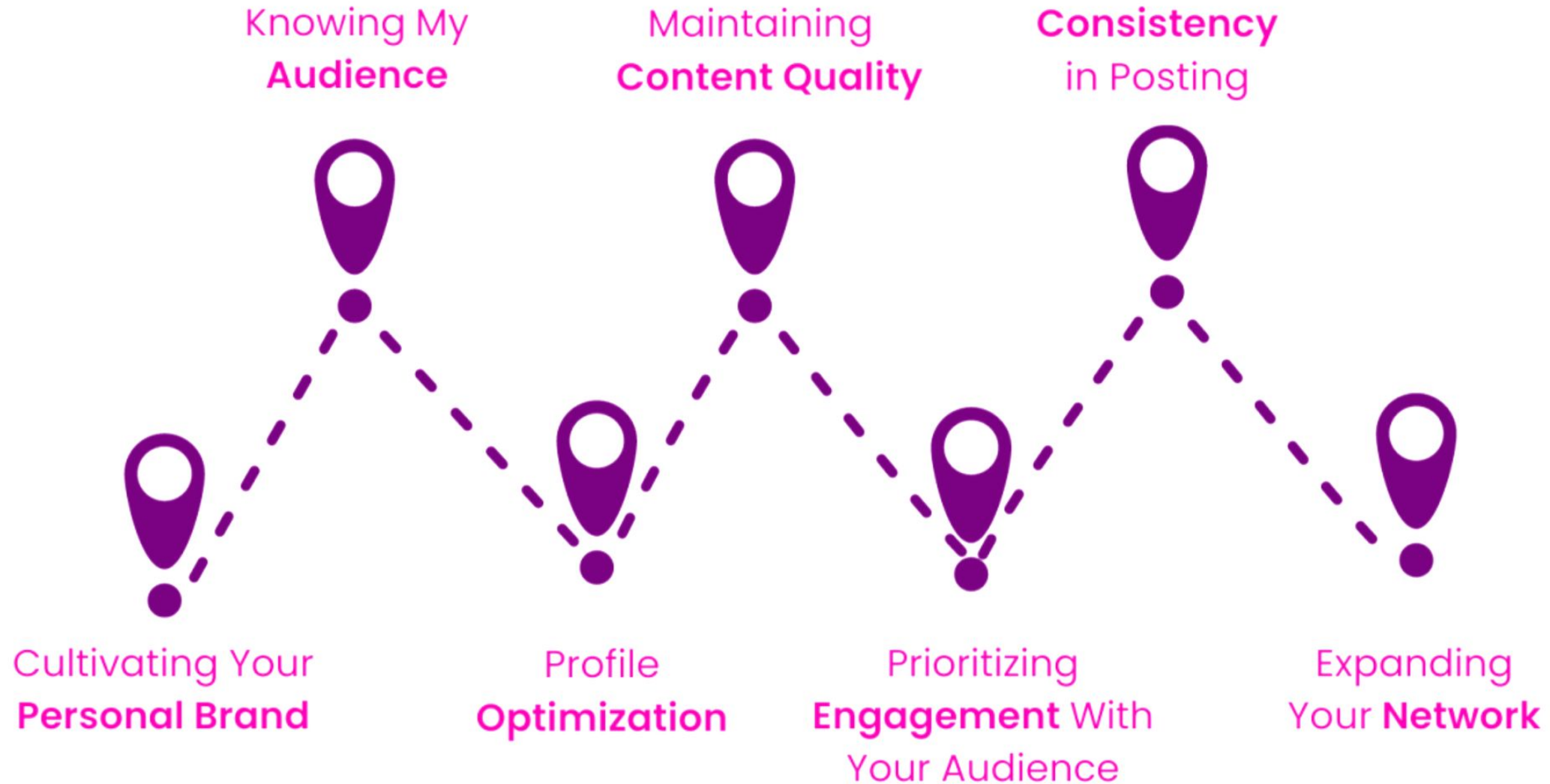
maybe I did



# *The L.A.S.E.R. Way to Scale Your Online Presence*

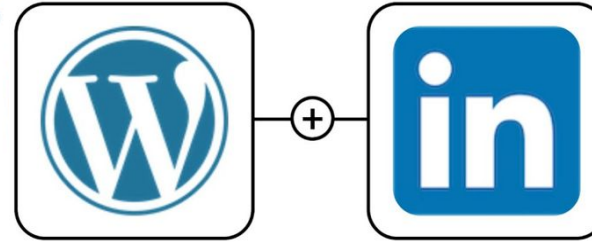
- **Leverage the Power of E-mail Marketing & Videos Sharing**
  - 99% of email users visit their inbox almost 20 times a day
  - Social video generates 1,200% more shares than text and imagery combined
- **Amplify Your Brand's Emotions with Social Media**
  - More than 3.6B people use Social Media, and that number is projected to rise to 4.41B by 2025
  - After following a brand on Social Media, 91% of consumers visit its website, 89% purchase from the brand and 85% recommend it to friends and family
- **Solve Technical Issues Smartly**
  - Performance optimisation, A/B Testing, User Experience (UX) or tools like Google Analytics, Google Webmaster, Google's Mobile-Friendly Test, Alexa, Moz, YSlow, etc.
- **Empower Your Website with new Algorithms & Trends**
  - Google's search algorithm uses more than 200 factors to categorise websites
  - Happier & satisfied users mean increased loyalty and more market share
  - Cross-channel marketing strategy and improving Core Web Vitals
- **Redefine Your Content Marketing Strategy**
  - Create relevant and engaging content including blogs, videos, podcasts, case studies, whitepapers, and much more

# Your Roadmap to Get the **LinkedIn Top Voice** Badge 2025



# Monetisation Strategies

Create valuable content



**TOFU = Top of funnel**

Building awareness around your brand.  
Getting views and comments.



**MOFU = Middle of funnel**

Giving advices, teaching.  
Showing your expertise

**BOFU = bottom of funnel**

Transforming prospects into clients or partners.



WordPress  
eCommerce



Google Ads



Wordpress Development



	REACH	ACT	CONVERT	ENGAGE
<i>Content type and aim</i>	<b>ToFu</b> Awareness Engagement	<b>MoFu</b> Evaluation Engagement	<b>BoFu</b> Purchase Engagement	<b>RoFu</b> Retention/Advocacy Engagement
<i>B2B Examples</i>	<ul style="list-style-type: none"> <li>• Hero lead-gen for cut-through infographics</li> <li>• 10X content</li> <li>• Webinars – education</li> <li>• Video explainers</li> </ul>	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Datasheets</li> <li>• Independent reviews</li> <li>• Webinars – demos</li> <li>• Technical videos</li> </ul>	<ul style="list-style-type: none"> <li>• ROI calculators</li> <li>• Business case download</li> <li>• Video examples</li> </ul>	<ul style="list-style-type: none"> <li>• Career development</li> <li>• Enewsletter</li> </ul>
<i>Distribution</i>	<ul style="list-style-type: none"> <li>• SEO</li> <li>• Social</li> <li>• Pop-ups and Inline content</li> </ul>	<ul style="list-style-type: none"> <li>• Email welcome</li> <li>• Email nurture</li> <li>• Enewsletter personal</li> <li>• Web personalisation</li> <li>• Livechat</li> </ul>	<ul style="list-style-type: none"> <li>• Emails from Sales (Automated)</li> <li>• Webinars</li> </ul>	<ul style="list-style-type: none"> <li>• Enewsletter</li> <li>• Web personalisation</li> </ul>



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# *Key Takeaways*

Using original ideas, unique perspectives, and compelling storytelling to captivate your audience

- Your brand is your **unique story** in the world
- A **consistent, authentic image** that people can rely on
- A strong brand **makes every connection** you form **more meaningful** and **targeted**
- Identify Your **Unique Value Proposition**
- Remember your **Secret Ingredient to Success** - \_ \_ \_ ?
- Whether LinkedIn or your WordPress website/blog, each platform **should reflect a coherent aspect** of your professional identity
- Engagement is about **building relationships**, not just broadcasting your achievements
- Your Website/Blog: **Your Digital HQ** and Authenticity: **North Star**
- SEO: **Be Seen**, Storytelling: **Your Secret Weapon** and Generative AI: **Embrace It**
- \_ \_ \_ \_ \_ strategy to **Scale your Online Presence**

Thank  
You



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