



SEO TECHNIQUES FOR LINKEDIN

By Sue Ellson

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<http://www.meetup.com/Melbourne-SEO/>



ABOUT SUE ELLSON

LinkedIn was started in May 2003 and Sue Ellson joined on 21 December 2003.

Her profile was in the top 1% of viewed profiles in 2012 and she has over 4,500 Connections.

Sue regularly generates local and international business, work and career opportunities for herself and others through LinkedIn by utilising SEO, business, career development and marketing techniques.

Sue has published various articles on the topic of LinkedIn, provides training workshops for small groups, speaks at various professional events and provides private client consultations.

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TONIGHT

LinkedIn is well known as the social media network for professionals.

If you Google someone's name, you are likely to see their LinkedIn profile on the first page of search results.

But how can you use SEO techniques to optimise your LinkedIn profile for keywords, a company name or your area of expertise?

*** Plus
bonus
stuff**

- unique keyword placement strategies
- subtle editorial techniques to maximise readability and effectiveness
- tips to maximise your career and business opportunities
- LinkedIn myths and beliefs that can stall your progress
- how to increase your search results by a factor of seven
- question and answer



LINKEDIN INTRODUCTION

- Over 300 million users, over 5 million Australians, now in China
- 7 times more likely in search results if your profile is complete
- 11 times more likely to be viewed with a photo
- Can take 12 months to beat LinkedIn with an exact match domain name



BONUS # 1 - MAINTENANCE

- Export to PDF – soft copy backup
- Download CSV file of connections on a PC
- Keep a record of your views over the last 90 days

Do this every 90 days



BONUS # 2 – FEED THE BEAST

- Add connections
- Visit weekly or more
- Endorse your connections (honest only)
- Make recommendations (would you say it in court?)
- Post updates
- Contribute to good quality groups
- Follow the right companies and influencers
- Like, Comment and Share relevant updates
- Etc etc etc as the platform changes

**No more than 10
minutes per day**

UNIQUE KEYWORD PLACEMENT STRATEGIES

Obvious

- Keywords and frequency of key words
- Headline, Summary, Job Title
- Skills, Interests, Advice for Contacting
- Public Profile URL

Unique

- Address Box
- Website Address
- Subjects of Education
- Projects, Publications, Certifications

*** Include
all your
history**

EDITORIAL TECHNIQUES

Obvious

- Spelling
- Dot points with key words
- Numbers less than 10 written as words (ie 2 = two)
- Spell out acronyms and write acronyms as well

Unique

- Reduce number of full stops
- Shorten sentences no more than two lines
- Create white space
- Write URL's for copy/pasting verification

*** Check
Your
spelling!
*%\$#abc!!**

MAXIMISE CAREER AND BUSINESS

Obvious

- Be honest
- Be clear
- Include contact details in Summary, Experience, Advice for Contacting
- Include a call to action

Unique

- Seek and provide quality recommendations
- Participate authentically
- Be proactive, polite and say thank you!
- Sort your connections, complete follow up

** Say thank you!*

MYTHS

- Unknown connections
- Unknown endorsements
- Too many connections
- Too much information
- Irrelevant information
- Stealing business

- **LinkedIn Purpose**
- **LinkedIn Strategy**
- **LinkedIn Action**
- **LinkedIn Review**
- **LinkedIn Follow Up**

*** Think
Abundance!**



QUESTIONS AND ANSWERS CASE STUDIES

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