



# SEO TECHNIQUES FOR LINKEDIN

**By Sue Ellson**

Independent LinkedIn Specialist

sueellson@sueellson.com

<http://au.linkedin.com/in/sueellson>

Tuesday 7 April 2015

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



SMS Text your  
**First Name, Email Address and SEO**  
to  
**0402 243 271**

1. Free copy of these slides and link to audio and video recording
2. Free copy of LinkedIn Profile Guide (value \$5.95)
3. Invitation to connect to Sue Ellson on LinkedIn (6,481 Connections)
4. Free notification when *120 Ways to Maximise LinkedIn* Book Released
5. Free ticket in draw for you or your mentee to win a ticket to the LinkedIn Maximiser Workshop on 23 April 2015 5:30pm – 7:30pm valued \$80  
<http://linkedinmaximiser.eventbrite.com.au>



# ABOUT SUE ELLSON

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

**Regularly generate local and international business, work and career opportunities for myself and others through LinkedIn by utilising SEO, business, career development and marketing techniques.**

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

**Sue can be contacted directly via <http://sueellson.com>**



# LINKEDIN INTRODUCTION

- Started 5 May 2003 – Sue Ellson joined 21 December 2003
- 7 million members in Australia
- 350 million members worldwide
- Google your name – usually first link in search results
- 70% of hiring managers will Google your name
- 90% of jobs are NOT advertised
- 7 times more likely in search results if your profile is complete
- 11 times more likely to be viewed with a photo



# HANGUPS WITH LINKEDIN

- **No privacy** – past history
- **Don't know who to connect to** – depends on purpose
- **Too much time** – do a cost benefit analysis
- **Too costly** – I use the free account
- **Can't write** – dot point keywords
- **Scared of computers** – digital world
- **Worried about English** – get it proof read



# BONUS # 1 – STARTING POINT

- **Collect statistics** – views last 90 days (100+), connections (60+), Recommendations (6+), Endorsements (20+ per skill)
- **Save your profile to PDF** - view profile, drop down arrow, date back to front in file name ie 150407SueElson.pdf
- **Export Connections** - Connections, Cog, Export LinkedIn Connections, Microsoft Outlook CSV (Mac or PC), date in file name

**Do this every  
90 days**



# BONUS # 2 – FRAMEWORK

## PURPOSE

- primary and secondary keywords
- use keywords these people will be using to find you (usability, user design, user experience, UX, customer experience, CX)

COMPUTER EXPERIENCE - keywords, frequency of keywords, activity

## USER EXPERIENCE

- photo, headline, summary for main purpose
- consistent, easy to read, bling
- not be a try hard
- include contact details and calls to action
- hell yes or hell no
- past behaviour predicts future behaviour

**Then decide  
strategy and  
tactics or  
PAY for  
PREMIUM**



# UNIQUE KEYWORD PLACEMENT STRATEGIES

## Priority Locations

- Headline
- Current Job Title
- Past Job Title
- Education
- Summary
- Experience

## Unique

- Address Box, Interests
- Website Address (choose other)
- Subjects of Education
- Projects, Publications, Certifications
- Posts – use all H1, H2, Quote, Calls to Action, Images etc

**\* Think algorithms**





# UNIQUE KEYWORD PLACEMENT STRATEGIES

- Put your PRIMARY keywords in
- **Headline** – 120 characters underneath name \*\*\*Most Important – not Seeking Opportunities\*\*\*
- **Current Job Title** - UX Manager – Usability, User Design, User Experience, UX, Customer Experience, CX
- **Past Job Title** - UX Coordinator – Usability, User Design, User Experience, UX, Customer Experience, CX
- **Summary** - Professional Skills (dot points) Usability, User Design, User Experience, UX, Customer Experience, CX)
- **Education** - List all subjects in your qualification
- **Experience** – List in each job details area (I have been training since 1987, job started 1982 – recruitment applicant tracking systems measure by date)

**\* Think algorithms**

# 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!!**

# ACTIVITY HACKS

**\* Feed the Beast**

- **You Endorse People** - LinkedIn puts your name in front of your connections
- **You Publish a Post** – LinkedIn notifies your connections
- **You Recommend** – You are on the other person's profile
- **You View Others** - 30% of them view you
- **You Follow a Company** – LinkedIn Recruiter can target you

# PREMIUM HACKS

*\* Try one month  
free but think of  
the gym!*

- **Inmails** – contact people directly
- **Search Results** – appear higher
- **Research** – search beyond level 1 and 2 connections
- **Analytics** – more comprehensive – how you were found
- **Preferred Candidate** – when applying for jobs
- **Prestige** – can afford premium
- **Remember** – Purpose, Computer & User Experience and Activity must be done FIRST BEFORE PAYING FOR PREMIUM



# PERSONAL HACKS

- Complete the full LinkedIn profile (most sections)
- Explain transferable skills (Grip Test Engineer)
- Stay on purpose (can change later)
- Tell whole story (two dimensional – don't tell, can't sell)
- Ask for information or referrals (not just a job)
- Seek a mentor or accountability partner to stay focused

**\* Just DO it!**

# COMPANY HACKS



**\* Coming  
soon -  
Universities!**

<http://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>



SMS Text your  
**First Name, Email Address and SEO**  
to  
**0402 243 271**

1. Free copy of these slides and link to audio and video recording
2. Free copy of LinkedIn Profile Guide (value \$5.95)
3. Invitation to connect to Sue Ellson on LinkedIn (6,481 Connections)
4. Free notification when *120 Ways to Maximise LinkedIn* Book Released
5. Free ticket in draw for you or your mentee to win a ticket to the LinkedIn Maximiser Workshop on 23 April 2015 5:30pm – 7:30pm valued \$80  
<http://linkedinmaximiser.eventbrite.com.au>