

SEO TECHNIQUES FOR LINKEDIN

By Sue Ellson

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





MELBOURNE

First Name, Email Address and SEO

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 150407SueEllson.pdf

Do this every 90 days

• Export Connections - Connections, Cog, Export LinkedIn Connections, Microsoft Outlook CSV (Mac or PC), date in file name



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 thms



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 thms



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





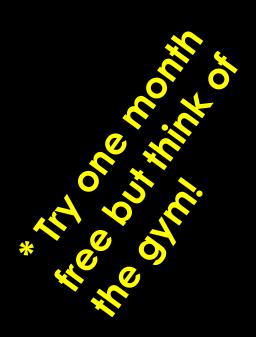
ACTIVITY HACKS



- 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



- 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



- 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





COMPANY HACKS



So Coning And Control of the Control

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





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