

# 10 Ways to Improve your LinkedIn Articles

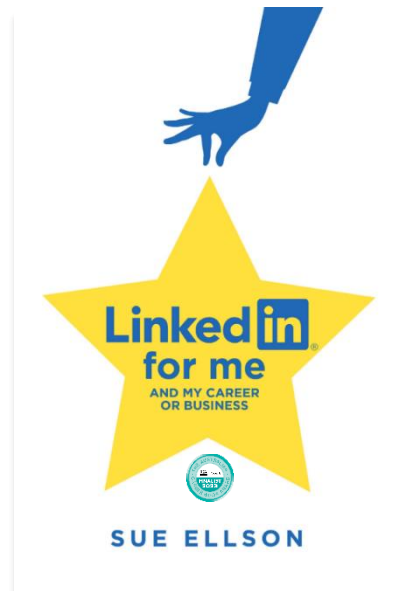
**Sue Ellson**

GK BBus MPC PCDAAs ASA WV SPN MEdPlus  
Independent LinkedIn Specialist  
Author, Educator, Practitioner

11 October 2023

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<https://www.linkedin.com/in/sueellson>



# Welcome

- ✓ 10 ways to improve your LinkedIn Articles
- ✓ specific tips
- ✓ relevant examples



# Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,360 Connections, 27,640 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (313 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (844 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (167 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (426 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (398 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (37 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,563 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (278 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Email Newsletter (72 Subscribers) <https://sueellson.com/newsletters>



# How many years on LinkedIn?

Please pop your year in the chat so I can tailor this presentation

## Location

A – Australia

O – Overseas (can mention country if you wish)

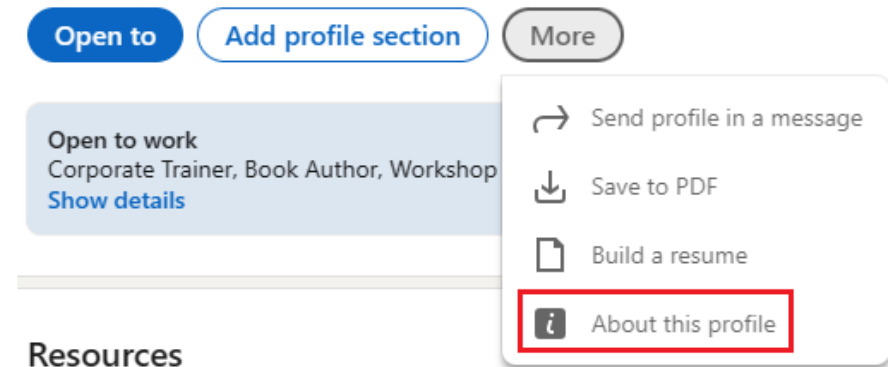
## Mine is

2003 A

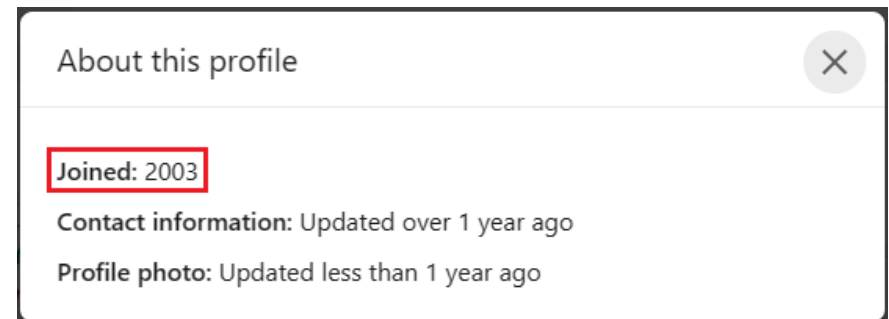
You can ask questions at any time

You can ask 'everyone' or 'just me' in the chat or contact me directly afterwards...

**Look for three things you can do in three hours from now**



## Resources



# Special Gift – Free Downloads

✓ latest offer <https://sueellson.com/latest-offer>

- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly

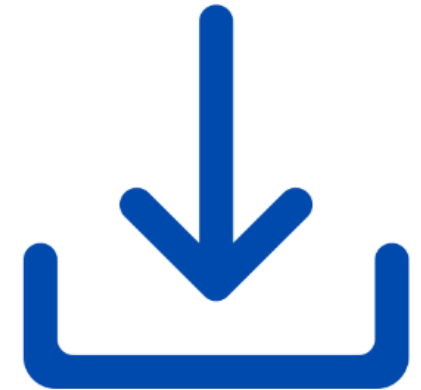
✓ will send these direct to active participants!

✓ **LIVE EVENT – LinkedIn for me and my career or business Workshop**

Saturday 28 October 2023 9:30am – 1:30pm in person in Canterbury, Melbourne

<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

✓ keep up to date by following me on social media



# Fast Facts – more at [sueellson.com](https://sueellson.com)

Sue Ellson is a Member of

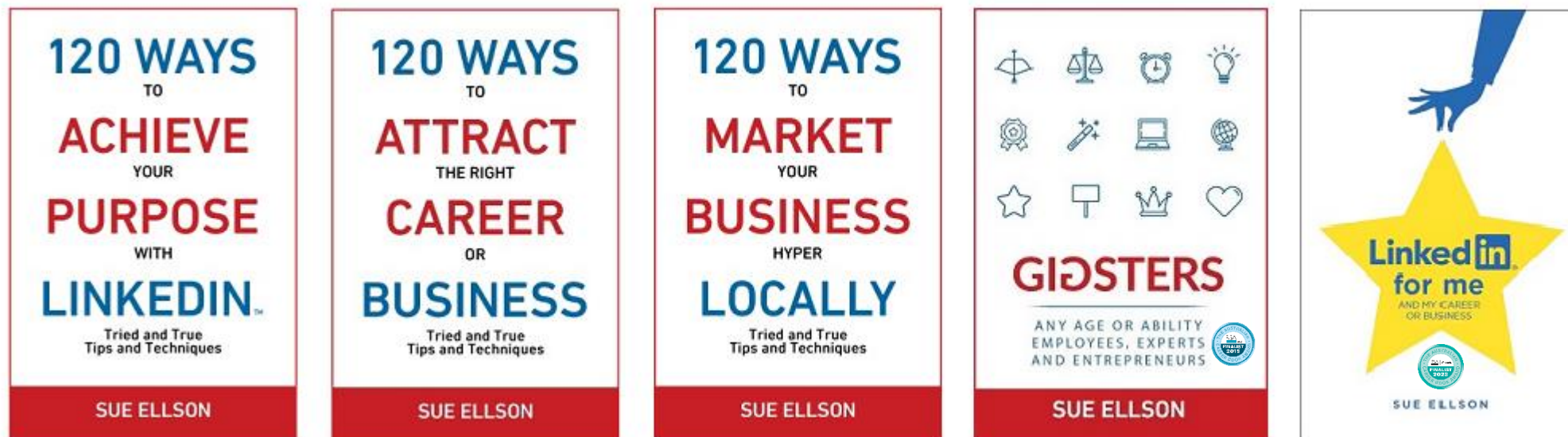


Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

# Author of five books



Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>

# Online Course



## LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
- ✓ LinkedIn Engagement, Content, Results
- ✓ Setup, Shine, Surprise Methodology

10 weeks – two hours a week

\$247 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>



# Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds and it is not professional advice for your personal circumstances
- ✓ slides and video recording link will be emailed to all guests who registered to attend
- ✓ you can leave your video camera off and microphone on mute
- ✓ assume varied level of knowledge and experience and can read. Information correct at time of publication
- ✓ please add any questions you have in the Chat – and make notes – this is like a dream, forget when you wake up!
- ✓ learn more about me at <https://sueellson.com> and past clients at <https://sueellson.com/clients>
- ✓ will be asking you what has been most helpful to you at the end (feedback for me)
- ✓ if you are watching this later, the screen may have changed
- ✓ **find one way to say 'thank you'** – pro bono 10 hours work
  - Buy a book, Follow on Social Media, LinkedIn Endorsement or Recommendation, Facebook or Google Review



# 10 Ways to Improve your LinkedIn Articles

1. Difference between a Post and an Article
2. Difference between an Article and Newsletter
3. Creator Mode versus Company Page
4. Search Engine Optimise the Title and Content
5. Search Engine Optimise the Article
6. Include a Call to Action
7. Consider Resharing as a Post and Chat Experience
8. Respond to Comments
9. Article Examples
10. Keep a Backup



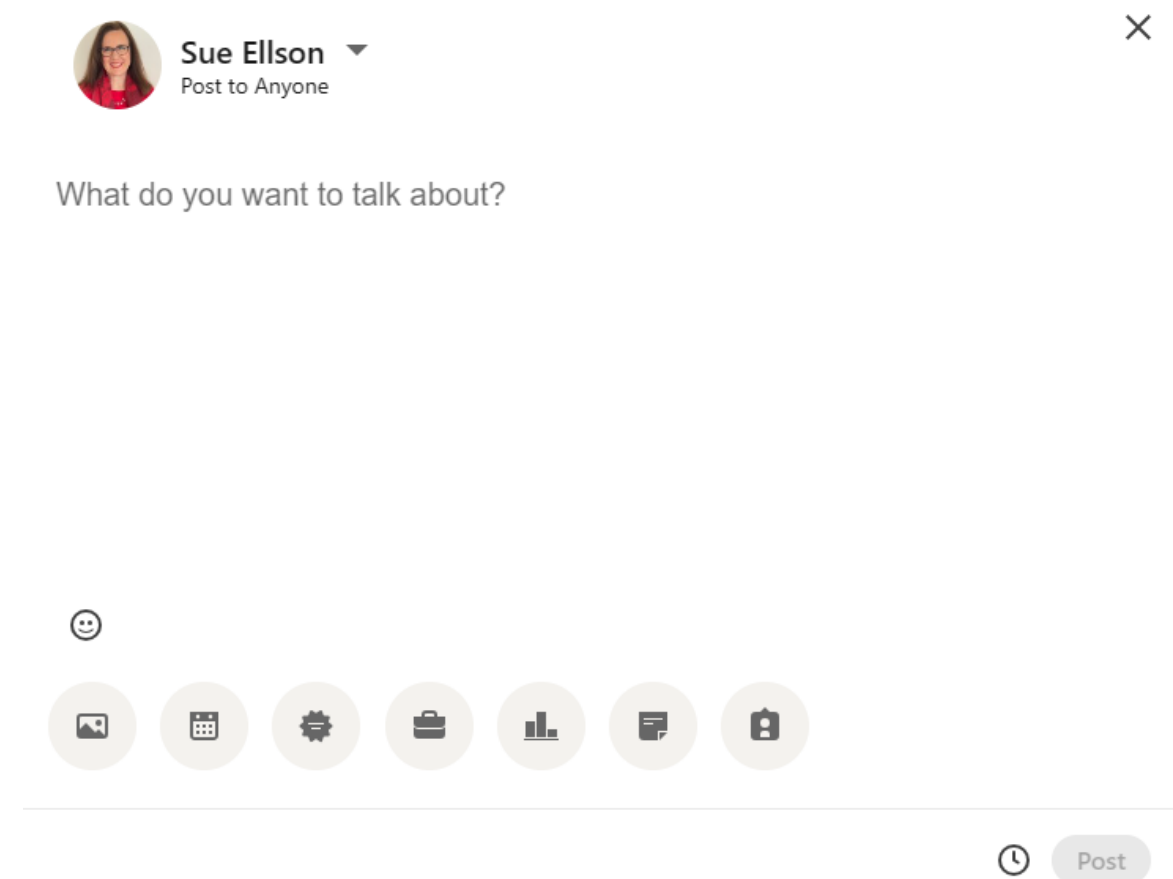
# 10 Ways to Improve your LinkedIn Articles

## 1. Difference between a Post and an Article

### Post Update

- <https://www.linkedin.com/feed>
- Newsfeed Only
- Dynamic Content
- up to 3,000 characters
- can add media (image or video)
- can add a document (PDF)
- no text formatting
- can create a Poll
- various other types of Posts

<https://www.linkedin.com/help/linkedin/answer/a522483>



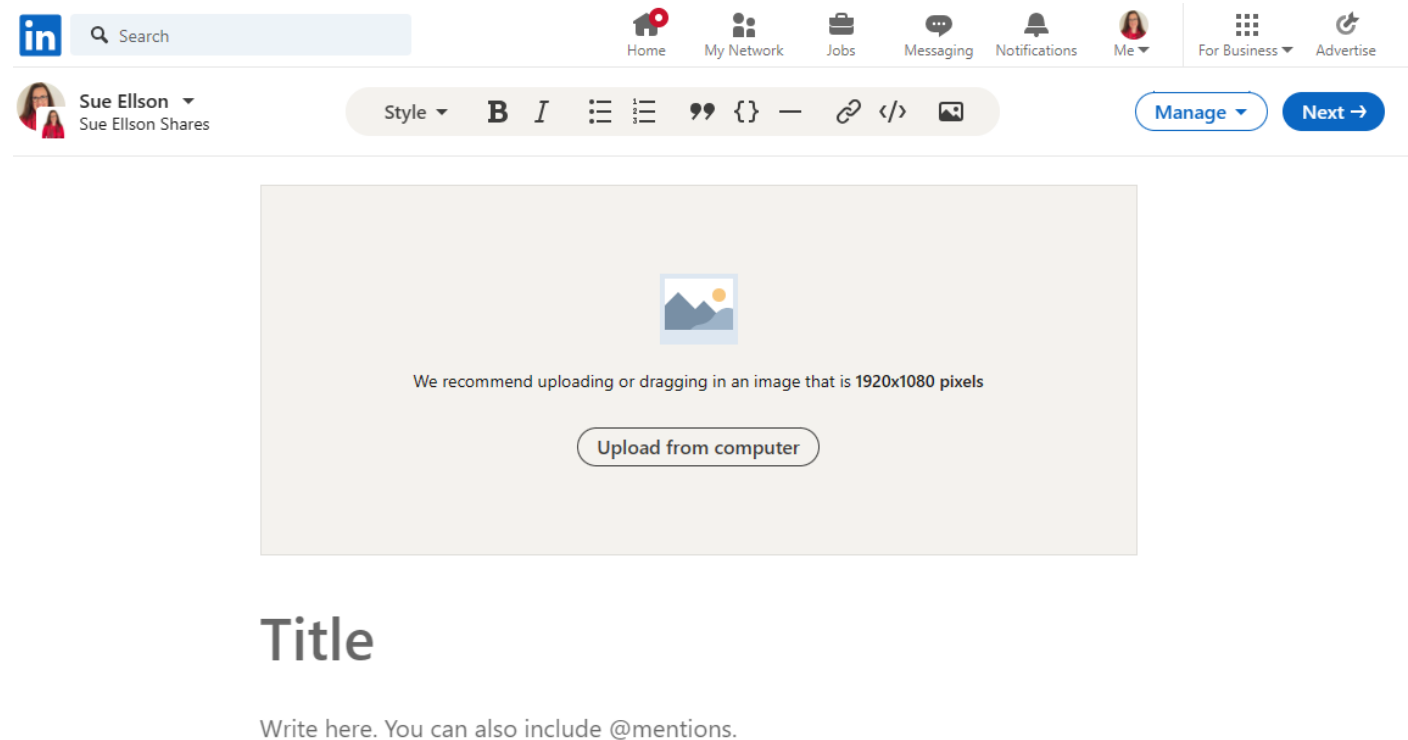
# 10 Ways to Improve your LinkedIn Articles

## 1. Difference between a Post and an Article

### Publish Article

- <https://www.linkedin.com/article/new>
- Permanent Record
- Digital Asset Value
- up to 125,000 characters
- can insert images and videos
- can link to other content
- includes text formatting options
- can embed code
- can search engine optimise

<https://www.linkedin.com/help/linkedin/answer/a522483>



The screenshot shows the LinkedIn article creation interface. At the top, there is a search bar and navigation icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below this is the user profile section for Sue Ellson, with a dropdown arrow and the text 'Sue Ellson Shares'. The main content area features a rich text editor with a 'Style' dropdown, bold (B), italic (I), bulleted list, numbered list, quote, code, link, and image icons. There are 'Manage' and 'Next' buttons. The image upload area shows a placeholder with a mountain icon and the text 'We recommend uploading or dragging in an image that is 1920x1080 pixels', with an 'Upload from computer' button below it. The 'Title' section is visible, with the instruction 'Write here. You can also include @mentions.'

# 10 Ways to Improve your LinkedIn Articles

## 2. Difference between an Article and a Newsletter

Both can be written by a Person with a LinkedIn Profile or by an Administrator on a Company/School Page but once a Newsletter is created:

- subscribers will be sent a Notification in LinkedIn when a Newsletter is published
- new Followers of a Profile or a Company/School Page will be invited to subscribe to the Newsletter

Ideally, best to set a regular schedule and always check, do you want an Article OR a Newsletter?

Easiest to create on a laptop or desktop computer rather than on your phone...

Recommend using the content on your website and via email as well

Check your status via the Creator Hub <https://www.linkedin.com/in/me/opportunities/li-creator/edit/>

Newsletter Access 150 or more Followers <https://www.linkedin.com/help/linkedin/answer/a591266>

Newsletters Best Practice <https://www.linkedin.com/help/linkedin/answer/a517940>

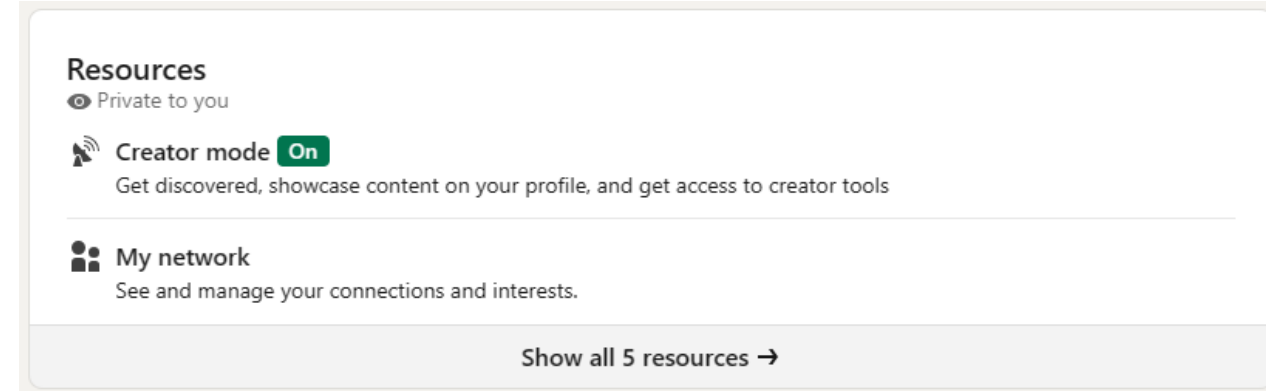
# 10 Ways to Improve your LinkedIn Articles

## 3. Creator Mode versus Company Page

- need to turn on Creator Mode for you as a Person at <https://www.linkedin.com/dashboard> - or on your LinkedIn Profile – personal brand, and select five #hashtag topics

- Company Page – content remains with the enterprise rather than with you as an individual

- overall, have found Personal Profile Articles perform better in terms of views and reach than Company Page Articles



<https://business.linkedin.com/marketing-solutions/linkedin-pages/publishing>

<https://www.linkedin.com/help/linkedin/answer/a522427>

# 10 Ways to Improve your LinkedIn Articles

## 4. Search Engine Optimise the Title and Content

- add in a searchable Title (skip the journo-style headline)
- include at least one Heading 1
- add in other headings, images, lists, code, formatting – markup magic!
- include references (and links) to add credibility
- make it mobile scan friendly – lots of white space
- include a call to action – so Google can see it solved a search

<https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-under-30-years-age-sue-ellson>

<https://sueellson.com/blog/tough-love-for-unemployed-job-seekers-over-50-years-of-age>

<https://sueellson.com/blog/tough-love-for-unemployed-job-seekers-between-30-and-50-years-of-age>

The screenshot shows a Google search for "tough love unemployed". The search bar is at the top with the Google logo to the left. Below the search bar are navigation tabs for "All", "Images", "News", "Videos", "Shopping", and "More". The search results are displayed below, showing "About 32,300,000 results (0.43 seconds)".

The first result is from LinkedIn, titled "Tough Love for Unemployed Job Seekers under 30 years ...". The snippet reads: "19 Aug 2017 — **Tough Love** for **Unemployed** Job Seekers under 30 years of age · 1. Stop defending and start making decisions · 2. Stop settling and start striving."

The second result is from Sue Ellson, titled "Tough Love For Unemployed Job Seekers Over 50 Years ...". The snippet reads: "14 Aug 2022 — By Sue Ellson There are plenty of studies that suggest that people find life more fulfilling, enjoyable and rewarding later in life."

Below the search results is a "People also ask" section with four questions, each with a dropdown arrow:

- How can I enjoy life when unemployed?
- Is it harder to find a job when you don't have one?
- How do you motivate an unemployed person?
- How do you keep hope when unemployed?


At the bottom of the screenshot, there is a "Feedback" link and another search result from Sue Ellson titled "Tough Love For Unemployed Job Seekers Between 30 ...". The snippet reads: "16 May 2018 — **Tough Love** For **Unemployed** Job Seekers Between 30 And 50 Years Of Age. Careers, LinkedIn Article / May 16, 2018 / Sue Ellson, Sue Ellson LinkedIn ..."

# 10 Ways to Improve your LinkedIn Articles

## 5. Search Engine Optimise the Article

- from the Manage Button, choose SEO Settings and add in an SEO Title and an SEO Description 140 – 160 characters to 'show' in search results
- consider how you can share the article through other networks
- consider advising LinkedIn Editors if it is a 'newsworthy' and 'new' topic

<https://www.linkedin.com/pulse/pay-job-candidates-interviews-say-what-sue-ellson>



The screenshot shows the LinkedIn article editor interface. At the top, there's a header with the author's name 'Sue Ellson' and a profile picture. To the right of the header is a 'Manage' button with a dropdown arrow and an 'Update' button. A red box highlights the 'Manage' button and its dropdown menu, which includes options like 'SEO settings', 'Drafts', 'Scheduled', 'Published', 'Create article', 'Newsletter', 'Help', and 'Give feedback'. Below the header is a photo of three yellow doors with the numbers 8, 6, and 2 on them. The article title is 'Pay job candidates for interviews? Say what???' and the author is 'Sue Ellson'. Below the title is a 'Settings' dialog box with a close button (X). The dialog box has sections for 'SEO title' and 'SEO description'. The 'SEO title' section has a text input field containing 'Pay Job Candidates for Interviews by Sue Ellson'. The 'SEO description' section has a text input field containing 'Would recruitment practices become more respectful if candidates were paid for interview time? What selection processes need to change to value candidates time? How much would you pay?'. At the bottom of the dialog box are 'Cancel' and 'Save' buttons.

Pay job candidates for interviews? Say what???

Settings

**SEO title**  
We'll use your added SEO title in place of your article title for search engine result pages, such as Google search.

Title

Pay Job Candidates for Interviews by Sue Ellson

**SEO description**  
We'll use the SEO description in place of the first few lines of your article on search engine result pages. We suggest utilizing keywords, summarizing your writing, and aiming to write between 140-160 characters.

Description

Would recruitment practices become more respectful if candidates were paid for interview time? What selection processes need to change to value candidates time? How much would you pay?

Cancel Save



# 10 Ways to Improve your LinkedIn Articles

## 6. Include a Call to Action

- what should the reader do next?
- what other pieces of content are relevant?
- have you encouraged them to add in a Comment or Share it?
- have you responded to all Comments (if shared from a Company Page, remember to check your notifications)
- see how it looks with Immersive Reader and see if you can improve it

<https://www.linkedin.com/today/author/sueellson>

<https://www.linkedin.com/in/sueellson/recent-activity/articles>

<https://www.linkedin.com/pulse/how-recession-proof-your-career-business-sue-ellson>

 Open Immersive Reader

### Keyword Hashtags

[#linkedin](#) [#recessionproof](#) [#sueellson](#)

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Last Update: 12 February 2023

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If you believe this article is helpful, please:

- 1) Like it right now - and add a personal comment or question
- 2) Repost it on LinkedIn
- 3) Bookmark this page so you can come back to it later!

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Sue Ellson BBus, MPC, CDAA, ASA, WV, SPN, is an Independent LinkedIn Specialist, Business and Careers Consultant, Trainer and Author.

More information at <https://www.linkedin.com/in/sueellson>  
and <https://sueellson.com>

Questions directly via email [sueellson \[at\] sueellson.com](mailto:sueellson[at]sueellson.com)

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# 10 Ways to Improve your LinkedIn Articles

## 7. Consider Resharing as a Post and Chat Experience

- have found that the 'auto-share' Post does not perform as well as a separate Post with your Article Link
- consider re-sharing a month or more later, especially if it has been popular or has found its way into Search Engine Results
- if your Article is de-indexed, consider republishing your content on your own Blog or make it 30% different and rank in Search Engine Results twice
- understand that if you want to appear in Chat Experience Results, you need references and much more than just text
- consider a Chat Prompt and see how it converts your Chat Prompt to a Search and see if you can include that information in your Article

<https://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin> <https://www.bing.com>

The screenshot shows a Microsoft Bing chat window. At the top, there's a search bar with 'Microsoft Bing' and 'SEARCH' buttons, and a 'CHAT' button. A blue pill-shaped button in the top right corner says 'professional membership linkedin'. Below the search bar, there are two green checkmarks: 'Searching for: LinkedIn professional membership benefits' and 'Generating answers for you...'. The main content area displays a generated answer about LinkedIn premium accounts. The answer includes a list of five premium subscription types: Premium Career, Sales Navigator, Recruiter Lite, Premium Business, and LinkedIn Learning, each with a brief description of its benefits. It also lists common features across these subscriptions, such as Private Browsing, Applicant Insights, Direct messaging, Who Viewed Your Profile, and Unlimited access to LinkedIn Learning. The answer concludes with pricing information and a note about regional availability. At the bottom of the answer, there are links to 'Learn more' from various sources like linkedin.com, investopedia.com, and businessinsider.com. Below the answer, there are three chat prompts: 'What is LinkedIn?', 'How do I sign up for a premium account?', and 'Is there any discount available on the subscription fee?'. At the very bottom, there's a 'New topic' button, a text input field 'Ask me anything...', and a character count '0/4000'.

# 10 Ways to Improve your LinkedIn Articles

## 8. Respond to Comments

- especially important for Company Pages as you need to visit the Company Page to see them, not automatically added in your Notifications List
- longer the comment, the better
- keep the conversation going
- even though Company Pages are not as popular as Personal Profiles, due diligence will mean that they will be viewed from time to time and you need to show recent, regular, consistent activity
- don't forget to spend some time adding Comments as well to keep your Engagement Ratio above 6:1 (six Comments, one Post or Article)

The screenshot shows the LinkedIn interface for the company page of Sue Elson. The left sidebar contains navigation options: Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Advertise. The main content area is titled 'Activity' and features a sidebar with options: Comments +, Mentions +, Reactions +, Reposts +, and Analytics +. The main feed shows several activity items:

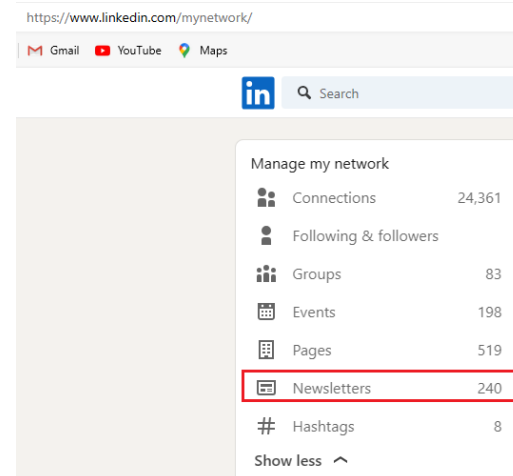
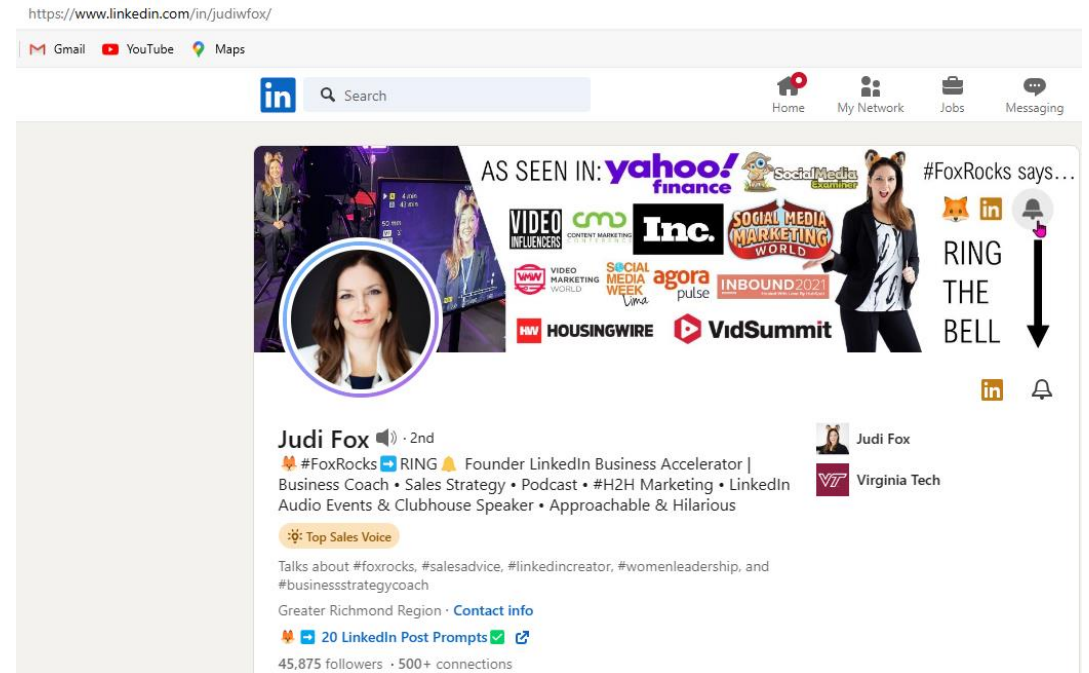
- Sue Elson has 8 new visitors** (1d) with a 'See visitor analytics' button.
- Gunnar Habitz reacted to your company's update** (1d) with a '1 Reaction'.
- Sue Elson has 5 new visitors** (1w) with a 'See visitor analytics' button.
- Julie Hawley reposted your company's update** (1w) with a '1 Reaction'.
- Deb - Dee Mac Consulting commented on your company's update** (2w) with a '1 Reaction'.

The 'Most engagement' section on the right highlights a post titled 'Help or harm? What job-hopping means f...' with 2 Reactions and 2 Comments.

# 10 Ways to Improve your LinkedIn Articles

## 9. Article Examples

- Social Media Examiner – Judi Fox #FoxRocks  
<https://www.bing.com/videos/riverview/relatedvideo?q=social%20media%20examiner%20podcast%20linkedin>
- The Business Accelerator Newsletter  
<https://www.linkedin.com/newsletters/6861500938058915840/>
- <https://www.linkedin.com/pulse/how-guest-100-podcasts-judi-fox/>
- This used to work!  
<https://www.linkedin.com/directory/newsletters>
- <https://dripify.io/linkedin-newsletter> includes examples and tips
- see what you Newsletters you have subscribed to at <https://www.linkedin.com/mynetwork/network-manager/newsletters>



# 10 Ways to Improve your LinkedIn Articles

## 10. Keep a backup

- suggest you email a copy of your Article content and link to yourself
- suggest you copy/paste the link at <https://archive.org/web> for a permanent record to be kept online
- suggest you add it to your Spreadsheet List of Publications – date, title, link, text, archive.org link

	A	B	C	D	E	F	G	H
1	Date	Paywall	Title of Article	Publication Name	Author	Link to Article	Archive.org/web Link	Text / Details
2								

What were your faves?

Please choose three things from this session to do in three hours from now

3 in 3

# LinkedIn Insight Webinars

**Next LinkedIn Insight Webinar** – 10 Ways to Improve Your LinkedIn Newsletters 8 November 2023

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-newsletters>

- 10 Ways to Improve your LinkedIn Articles 11 October 2023
- 10 Ways to Improve your LinkedIn Posts 13 September 2023
- 10 Ways to Improve your LinkedIn Engagement 9 August 2023
- 10 Ways to Improve your LinkedIn Page 12 July 2023
- 10 Ways to Improve your LinkedIn Profile 14 June 2023
- LinkedIn for Real Estate and Commercial Property Professionals 10 May 2023
- LinkedIn for Military, Defence and Emergency Services Professionals 12 April 2023
- LinkedIn for Social Media, Marketing and Digital Strategy Professionals 8 March 2023
- LinkedIn for Recruiters, Headhunters and Executive Search Professionals 8 February 2023
- LinkedIn for Medical, Health and Nursing Professionals 11 January 2023
- LinkedIn for Migrants, Expatriates and Repatriates 14 December 2022
- LinkedIn for Sales People 9 November 2022
- LinkedIn for Career Changers 12 October 2022
- LinkedIn for Tradespeople 14 September 2022
- LinkedIn for Students and Future Graduates 10 August 2022
- LinkedIn for Women Wednesday 13 July 2022
- LinkedIn for Authors Wednesday 8 June 2022
- LinkedIn for Early Career Professionals Wednesday 11 May 2022
- LinkedIn for Creatives Wednesday 13 April 2022
- LinkedIn for Education Professionals Wednesday 9 March 2022
- LinkedIn for Human Resource Professionals Wednesday 9 February 2022
- LinkedIn for Journalists and Media Professionals Wednesday 12 January 2022
- LinkedIn for Board Directors and Senior Leaders Wednesday 8 December 2021
- LinkedIn for CEO's and Business Owners Wednesday 3 November 2021
- LinkedIn for Business Coaches and Career Specialists Wednesday 6 October 2021

**All Registration Links, Slides and Recordings from past webinars – all FREE plus list of future webinars**

<https://sueellson.com/linkedin-insight-webinars-and-recordings>

# Online Course



## LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
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10 weeks – two hours a week

\$247 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>



# Special Gift – Free Downloads

✓ latest offer <https://sueellson.com/latest-offer>

- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly

✓ **will send these direct to participants who attended live!**

✓ **LIVE EVENT – LinkedIn for me and my career or business Workshop**

Saturday 28 October 2023 9:30am – 1:30pm in person in Canterbury, Melbourne

<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

✓ keep up to date by following me on social media



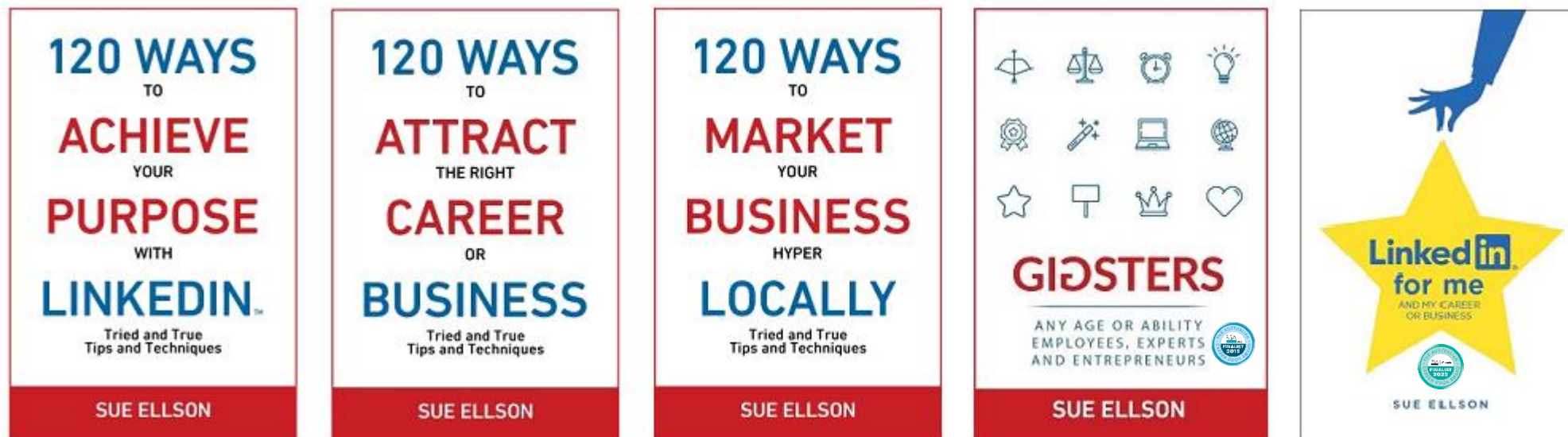
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- ✓ YouTube <https://www.youtube.com/@sueellson> (313 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (844 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (167 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (426 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (398 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (37 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,563 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (278 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Elson Email Newsletter (72 Subscribers)** <https://sueellson.com/newsletters>



# Author of five books



Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>

# Extra Resources

Blog

<https://sueellson.com/blog>

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Presentations

<https://sueellson.com/presentations>

Podcasts

<https://sueellson.com/podcasts>

Television

<https://sueellson.com/television>

Videos

<https://sueellson.com/videos>

Today's slides and recording will be at <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-articles>



# What has been most helpful to you today?

✓ You can add a comment saying what was most helpful in the Zoom chat now – great reflection for others

✓ Please complete the Exit Survey when you leave the webinar

✓ **Write a Review on**

Google <https://g.page/sue-ellson-author/review> (139 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (8 Reviews)

Online <https://sueellson.com/reviews> (lots!)

✓ **Follow Sue Ellson's Socials or Contact directly** <https://sueellson.com/contact>



Google Review



Facebook Review



Online Review



Follow Socials / Contact