

LINKEDIN GUIDELINES

In many cases, LinkedIn has replaced other forms of professional networking. It enhances your business efforts and helps you hire team members, gain visibility on Google and funnel traffic to your website. With a domain authority score of 99/100, it is among the top five Google-indexed sites. Here are strategies to get the viral activity you want from your LinkedIn experience.



GENERAL PRINCIPLES

ENGAGEMENT

Interact with and provide value to others to boost your engagement on LinkedIn. When you like, comment and share/repost others' posts, they are more likely to do the same on yours. Back-and-forth conversations represent the kind of engagement that the LI algorithms favor. You will show up more readily and more often in the feed of your connections, your SEO will improve, and you will remind your connections of your knowledge and skills.

GENEROSITY

Look for opportunities to spotlight your connections. Review your contacts and offer to make mutually beneficial introductions; "Like" "Comment" "Share/Repost" achievements and contributions made by your connections to highlight them and increase their visibility.

CONSISTENCY

Develop a regular publishing cadence and routinely tag others in posts. Keeping a regular strategy not only helps create a better customer experience, but it also helps build credibility, reputation and brand trust. All of these can impact your bottom line.

PERSONAL PROFILE

HEADLINE

Most important piece of real estate on your profile. It should make a positive impression and explain to clients, customers and colleagues who you are, what you offer and the benefits of choosing you. It is the first line LinkedIn users see on your profile and appears next to your name in every search. It should be spiked with key words because it is critical to your SEO.

Headshot must be professional and recent with no extraneous distractions. Make sure it is a clear, high-quality image and, preferably, a smiling one.

Banner is a visual depiction of what you do. It should support your brand and show how you help and support others.

ABOUT

Write with your visitors in mind, using a conversational style. Ask yourself, "what is my audience looking for?" "What problem do I solve?" Then answer that question for them, addressing their needs, wants, struggles and pain points. This section gives you an opportunity to share your passions, preferences and vision for the future. People want to know what it is like to work with you and this is your chance to tell that story.

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EXPERIENCE

Focus on the highlights of **what you took away from each job experience and the results that you left behind that are relevant to your target audience**. Avoid jargon and speak conversationally. Include noteworthy accomplishments, publications submitted and leadership in industry organizations.

ARTICLES AND BLOG POSTS

Write articles and posts to show how you think and how you approach and solve problems. **It is how you teach others and become a resource for information they consider of value. You are “selling” your intellectual capital**. Consider repurposing content from other blog posts, articles, etc. you have written. At the end of each article, include a call to action.

LEVERAGING LINKEDIN

Attract and retain a sphere of influence and meaningful connections on LinkedIn to keep your name and brand front and center and establish yourself as the “go to” on topics that matter.

- **Create a community** of like-minded professionals. Promote each other, share ideas, ask and answer relevant questions.
- **Spread your content** to prove that you’re a thought leader
- Nurture existing relationships that are of value to you
- Identify and connect with existing and potential referral sources. This can serve to attract media attention, and article, speaking and career opportunities.
- **Share news** of happenings in your specialty.

Even if you do not use LinkedIn to its fullest potential, any steps you take will advance your career, your business and your SEO. Identify three activities, mine those, and watch your business relationships and opportunities soar!



Barbara is CEO of BSK Strategies, a business development consulting practice helping professional services individuals and firms build their brands, target and win new and higher-value work, establish thought leadership, and develop innovative strategies and approaches to distinguish themselves in a competitive environment. She brings to her consulting and coaching work over 20 years of experience helping clients make those skills second nature.

In our current, uncertain marketplace, Barbara has focused her practice on working with woman to fire their inner critic, combat the self-doubt it sows, find their own voice and enhance their personal brand.



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