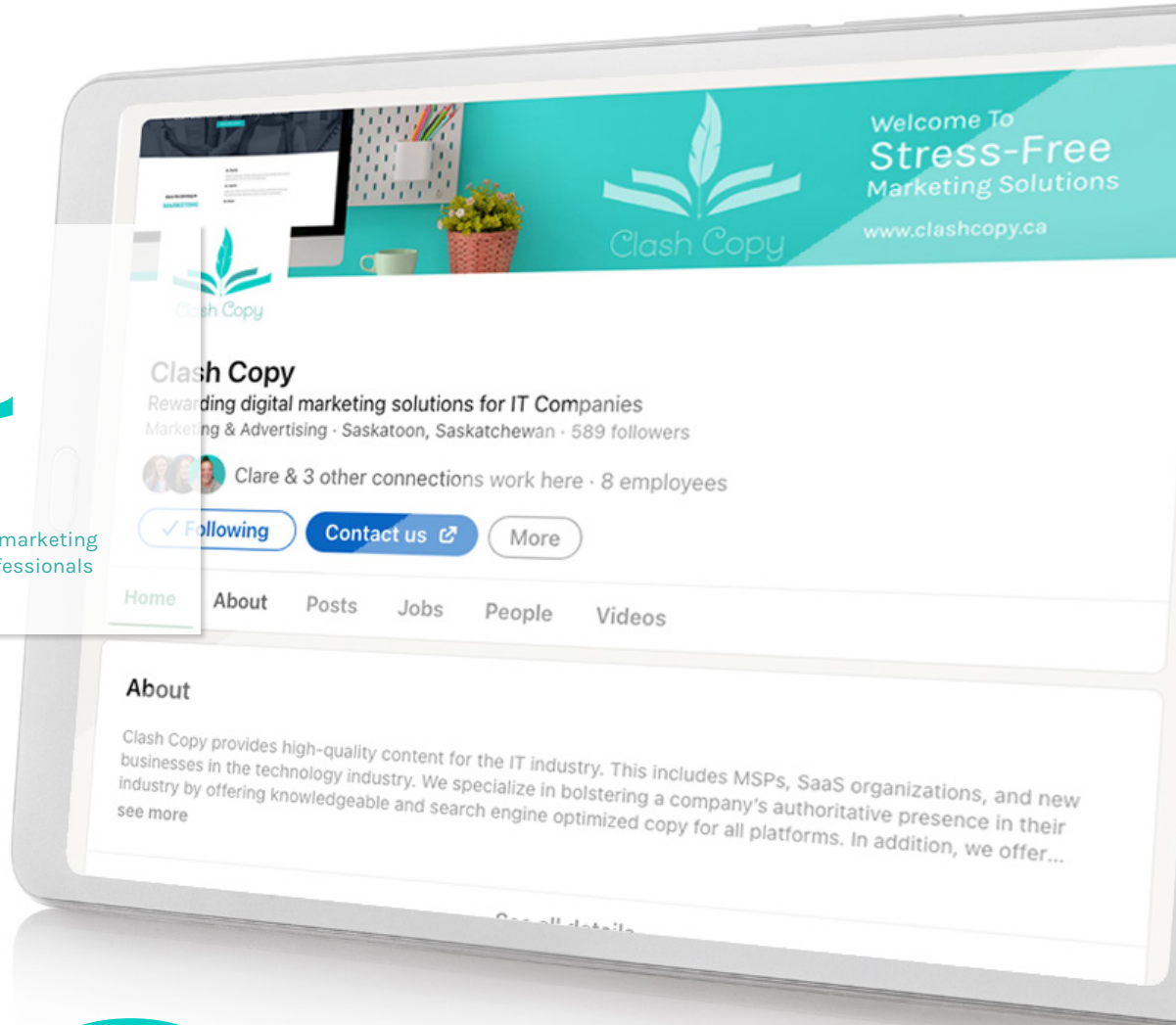




Collaborative and rewarding marketing solutions for IT-industry professionals



10

of the Easiest Ways to Optimize Your LinkedIn Profile

Boost your digital presence and attract more prospects with a perfected LinkedIn profile.

With nearly 740 million users in 200 countries, LinkedIn is the premium social networking platform for building your professional brand, making meaningful connections, and establishing yourself as an industry leader. It's no surprise then that optimizing your LinkedIn profile can profoundly impact your digital presence.

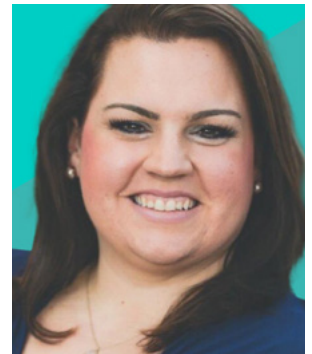
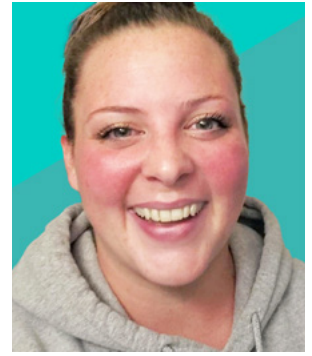
While there are countless ways one could optimize their LinkedIn profile, we have narrowed down the most lucrative changes that any business leader can make. Here are ten simple yet shockingly effective ways to increase your network, gain platform traffic, and close more deals!

01. Choose the RIGHT Photo.

Let's start with your LinkedIn profile headshot. And that is what it should be – a headshot! LinkedIn recommends that your face takes up 60% of the image.¹ This should also be a recent image, one that looks like you. Here are a few other quick picture-picking pointers:

- Use a high-resolution image
- Be the only person in the picture
- Don't upload a selfie
- Smiling is highly recommended!
- Keep the background simple
- Wear work attire
- Avoid harsh lighting

Your headshot is only one visual element of your LinkedIn profile that draws viewers in – you also have a background photo! Use it to your advantage, allowing this photo to stand out and engage attention. Avoid a picture that is loud and distracts the viewer from your headshot and headline.



02. Keyword-Optimize All Content.

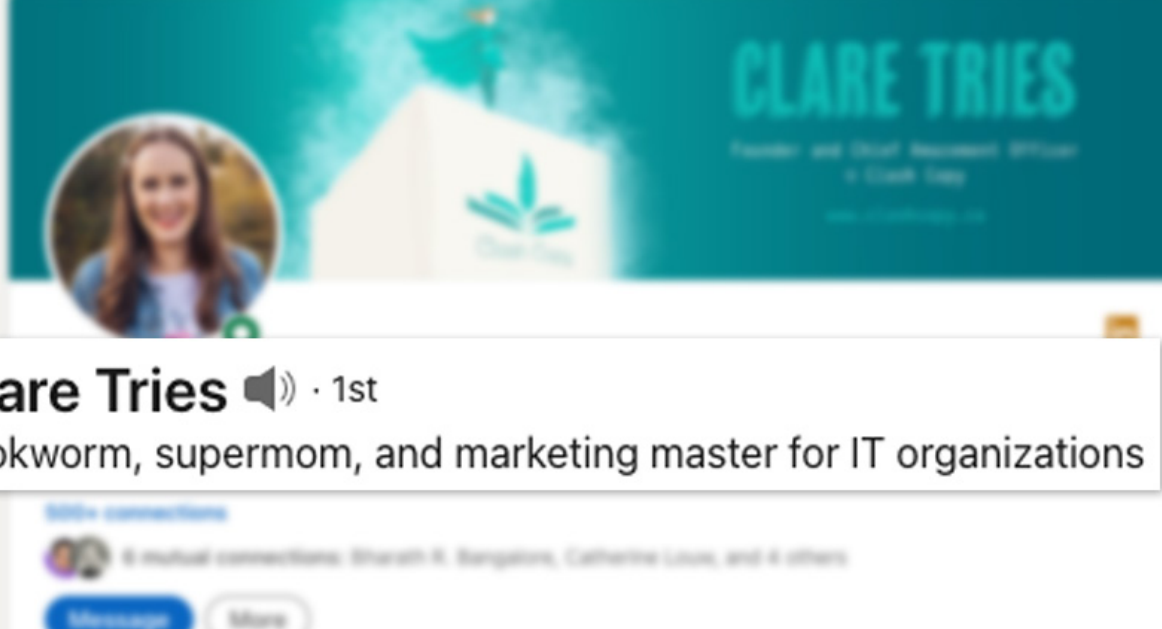
Search Engine Optimization is the art of convincing search engines to rank your page higher than others (preferably as the first hit!).² Google crawls all web pages, and one of the most significant criteria they use to rank pages is keyword rankings.

Say you're a real estate agent. You've just uploaded a blog to your website titled "5 Ways Real Estate Agents Save Home-Buyers Money." You want to gain traffic to this page; people interested in a piece like this are likely home-buyers needing a real estate agent!

Because your target audience is searching keywords like "do I need a real estate agent," "real estate agents,"

or "are real estate agents costly," you want to make sure that your blog post contains keywords like these. If your post does, there is a higher likelihood that this piece will show up when your ideal client makes their search.

As you can see, SEO is essential when the Google search results page dictates your viewership. This same concept applies to your LinkedIn profile. Like Google, LinkedIn is a search engine. So, think critically about your profile content. Include keywords you feel your target audience/ideal client would be searching for and optimize everything from your headline to summary to publications.



03. Energize Your Headline.

This may surprise you, but you can write whatever you like in your headline - it does not have to be your job title! This is the most visible written part of your LinkedIn profile; include skills, specialties, and things you bring to the table, keeping **keywords** in mind.

The character count for your headline is 120 - we recommend building something like this: [Job Title] at [Company Name] | Skill | Skill | Hobby | Certification

04. Don't Underestimate a Great Summary.

It never ceases to surprise us how often people leave out their LinkedIn profiles' bio/summary section. This is the **first thing** most viewers read when they land on someone's page. It is the easiest place to access a quick, clear, and concise overview of your story - so make sure you have one!

Remember: don't list things that the viewer can find elsewhere, like your job title and where you work (this is likely in the headline/in your banner) or all of your experience (this follows below the summary). Use this

space to tell us who you are and why you're different/ what you bring to the table.

Lastly, you have about three lines in your summary before the reader clicks to access the rest of the content. Most people don't read more, so make these first three lines powerful! Plant the seed of the question your product/service/skillset solves.

05. Prioritize Endorsements and Recommendations.

We will not lie – even **we** find ourselves procrastinating about giving and receiving endorsements and recommendations! But everyone wants them – **so** they're easy to get! Simply give them, and the receiver will likely return the favour.

Endorsements and recommendations are LinkedIn's version of referrals. They say so much about a person and reward the reader with trust in your product/ service/skills. This is invaluable – and one of the most convincing parts of your LinkedIn profile for a prospect.

06. Expand Your Network.

One of the easiest ways to gain visibility on LinkedIn is to grow your network. The simplest way to do so quickly? Sync your profile with your email address book.³ This also allows LinkedIn to make great suggestions for people you likely know.

You can also sync contacts with your Outlook, Google Contacts, and from an imported contacts file.

Another way to expand your network is to join groups that your ideal client is likely a part of. Once you've been active in the group for a while, start reaching out to connect with members you'd like to engage with directly. We recommend setting aside 10 minutes every morning (as you enjoy your favourite java!) to engage with groups on LinkedIn.



07. Use LinkedIn to Cultivate Thought Leadership.

Because LinkedIn is designed for career networking and business leaders, it is a **fantastic** place to build your organization's thought leadership. Landing an authoritative footing in your industry is an invaluable way to scale quickly. Clients will want to work with you – competitors will want to learn from you.

Luckily, there is a publications section in everyone's LinkedIn profile that is rarely used. Take advantage of this by offering quality content that stands out. You likely don't need to create new content immediately, either! If you've collaborated on any eBooks, white papers, or blog posts, you can link these assets to your profile from the publications section.

A couple of tips for publishing authoritative and captivating content:

- Make it honest; in turn, it will be relevant and relatable.
- Use your organization's subject matter experts to your advantage, showcasing this expertise. In turn, your content will be truly valuable to the reader.
- What would **you** want to read about? Be the one to write about it, **well!**
- Write long-form content, remembering to include your targeted keywords.
- Find ideas everywhere; for example, are there comments you've shared that you feel you could expand on? Is there a question you've asked/heard someone ask that you think deserves a thorough answer?
- Use your publications to start conversations. Add comments to your content and always respond to others' comments.



08. "Creative," "Specialized," "Not Listening Anymore."

We process **a lot** of information every day (**some** would say too much!). A lot of content is overwhelmingly similar – seeing the same topics, views, and **buzzwords** gets tiring! And while keywords are crucial, some words are so over-used that they've become meaningless.

LinkedIn often releases a list of the most worn-out marketing buzzwords on their platform⁴ – here are seven of the biggest heavy-hitters to avoid at all costs, unless you'd like a tired audience that leaves your profile too soon!

- Experienced
- Leadership
- Passionate
- Expert
- Creative
- Strategic
- Specialized

09. Take Advantage of LinkedIn's "Services" Pages.

People are visiting your profile because they want something. Make the problems you solve emphatically clear by spotlighting your services with LinkedIn's [Services](#) pages.⁵ These are dedicated landing pages that showcase the services your business offers - and

they cost nothing to create. Plus, anybody can contact you about these services, no matter the connection degree.

10. Actively Use LinkedIn's Social Selling Index.

Aside from all of the LinkedIn-independent tricks available to optimize your profile, the platform offers many features that can also increase visibility and lead conversion rate. Our favourite? LinkedIn's [Social Selling Index \(SSI\)](#).⁶

LinkedIn's SSI helps you measure how effectively you're using LinkedIn for social selling. The metrics it provides allow you to tailor your business approach - very helpful when user behaviour is constantly changing! Plus, it reveals how you rank against other professionals in your network and industry.

Your SSI score is out of 100, updated daily, and based on four factors: creating a professional brand, finding the right people, engaging with insights, and building relationships.

So, [why care about your SSI score?](#) Well, social selling is all about building your brand, engaging with your audience, and establishing relationships and

credibility within your industry. LinkedIn provides the perfect platform for social sellers to do these things.

Once your profile is optimized, you can take advantage of your SSI to measure your success and leverage your position against the competition, leading to better results and a higher reach.

Business leaders like to do business with people they know or with those recommended by people they trust. By connecting with the right people on LinkedIn, you can build a trusted network and position yourself for new leads and sales opportunities.

Alright - you're sold on this tool. How can you increase your SSI score? By following all of the previous nine steps and fully optimizing your profile!



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Get Help.

Our final tidbit of advice is this: when in doubt, get help. Your priorities likely lie in solving problems for your customers (as they should!). We've optimized many profiles in the past and provided rewarding results for these clients; we've got the experience to quickly and efficiently perfect your LinkedIn profile to increase engagement.

To talk with our LinkedIn expert, **book a time here**

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