



Business Strategies

Get More Out Of LinkedIn

Are you confused why that chef from Indonesia, instead of a top 20 lender, has just checked you out on LinkedIn? Here's the reason:

By Michael Hammond

Are you on LinkedIn? Do you get leads from LinkedIn? In my view LinkedIn is a great professional network. So, if you're not on it, you should be. And for those of you that are on it, you should be getting leads from it. It's all about optimizing your presence. LinkedIn can pay back dividends. So, don't get disillusioned about LinkedIn, get business from LinkedIn.

In an article that I read recently called "Why Relevant Keywords Are Essential To Your LinkedIn Success" by Andy Headworth, he tells people not to "get frustrated at the lack of people viewing your LinkedIn profile and your LinkedIn Company Page." He goes further to ask: Are you confused why that chef from Indonesia has just checked you out on LinkedIn? There is a good reason why these things are happening - your LinkedIn profile does not contain the right content. It does not contain the relevant keywords that you want your audience to find you for, when searching on LinkedIn. Without these important keywords, you

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will rarely appear in relevant searches, and your foray into social recruiting won't be quite as successful as it could have been.

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However complex it is, LinkedIn can be broken down into three simpler functions of it's platform:

1. Attraction
2. Search
3. Grow network (for search and attraction)

And what is the common denominator for all of these? **KEYWORDS**.

So, here's how you get started. Ask yourself: Do you know the keywords that you want people to find you for on LinkedIn? Do you know what the best keywords are and what people are actually searching for? Let's break it down. Here are some clear tips from Headworth:

- Ask yourself what words do people use when they try and find people like you on LinkedIn? (This plays into the attraction function)
- Ask yourself what do you use when you try and find people on LinkedIn? (This plays into the search function)
- Ask yourself how many of these keywords you think they use when they search on LinkedIn? (2 or 3 max should be your goal)
- Ask yourself if you are aware that the search engine on LinkedIn is (among other things), keyword driven?
- Iso, were you aware that people use the same searches on Google as they do on LinkedIn?
- Lastly, remember that keywords can also be job titles.

This is LinkedIn 101 - the basics you must know if you are going to make sure that your profile is being seen by all the right people. (You do know who you want to read your profile, don't you?)

Now, let's move beyond theory. Headworth gives a powerful example of how powerful the right LinkedIn keywords can be. Here is a mini case study that he shares:

The company is a sector leading recruitment company. The existing LinkedIn profiles were very patchy, incomplete and "fluffy" with lovely

descriptions of their company (in the LinkedIn Summary and Experience sections), full of adjectives and descriptive phrases that mean nothing to a search engine. Phrases like, “market leading”, “great place to work”, “dynamic’ company”, “motivated consul-

few weeks, but stayed significantly higher than it was before this project was started. And as the keywords chosen were relevant to their industry, it was clients and candidates that started to make contact with the consultants. This was a real accelerant to growing

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tants” etc, etc. As previously stated - ‘fluffy’! So, the first thing to do was to establish who the company was trying to attract with their profiles? Candidates, or clients, or both? Then you need to take a look at all their industry keywords, and more importantly, you really want to break this down into which keywords were a priority and which ones they wanted to be found for on LinkedIn.

Then using the FREE Google Adwords Keywords Tool, you rank these keywords (and subsequent synonyms) in terms of the number of searches made. Why do you need to do this? Because now you have the most common search keywords and synonyms being used for the industry keywords that you had first set up.

Then you go back and start again with the LinkedIn Summary and the Experience sections. Remembering they have a maximum capacity of 2,000 characters each (so make sure you use it all!), you get busy writing. Here’s a tip: Don’t forget the headline keywords either. It’s important to make sure that all the consultant profiles told people what the company did, who they recruited for and the sectors they worked in - with the added bonus that you now have all the keywords added in there as well.

Moving along, you need to do the same thing for the company page (albeit with a slightly different strategy).

The results were immediate. The consultants saw an immediate increase in their profile views - some as much as tenfold over the next two days. 10x more people viewed their LinkedIn profiles after adding the correct keywords to their LinkedIn profile. This level of profile views then leveled out a little over the next

their LinkedIn networks. The LinkedIn Company Page also started to get more visitors, both directly from search and indirectly from people clicking the company links on the consultant’s profiles. This resulted in more people following their company on LinkedIn (one of the primary objectives).

Of course, there were other additional strategies employed around this LinkedIn improvement strategy like a content strategy, posting update strategy, sharing content, adding multimedia to profiles and marketing personal and company profiles better. But the fundamental building blocks around the success

was built around making sure the keywords were right in the first place, and were in line with the objectives of using LinkedIn as a core recruitment attraction and search tool.

What does all of this mean for you and your company? It means that you can and should be getting more out of LinkedIn. Hopefully reading this column will motivate you to re-visit your LinkedIn profile, and check out your text and keywords. You may even update it. If you do take the time to utilize this advice, here are the action points that you need to take:

- Understand what keywords you want to be found for.
- Work out the most important ones and their synonyms.
- Add them across your LinkedIn profile, including the Headline.
- Add them to your Company Page as well (if you have one).
- Watch your profile views rise accordingly (if you got the keywords right, of course!).

Time is a wasting. Are you on LinkedIn yet making these updates. If not, you really should be. ❖

