

## LINKEDIN OPTIMIZATION

### LinkedIn Pages That Propel Your Career and Your Company to New Heights

You may use LinkedIn to connect with former, current, and future customers, leads, and employers. However, are you taking advantage of all LinkedIn has to offer? Are you making it work for you?

LinkedIn optimization can help you communicate important information about yourself and your company to the people who matter. However, people can find you on LinkedIn only if you use the right keywords – the more detailed the information you include, the better your search engine optimization (SEO). The payoffs will be more opportunities and better business connections.

### LinkedIn Profile Optimization and Company Page Optimization

Your LinkedIn profile should represent your personal brand, just as your LinkedIn company page should put your business in front of the people you want to see it. Optimize your profile page or your company page using proven techniques that increase your visibility on LinkedIn. Optimization services include the following:

- Write a descriptive professional headline and provide photo insights (a professional headshot is best).
- Customize your URL and revise your privacy settings so more people can find you.
- Emphasize and elaborate on your experience, skills, and areas of expertise.
- Include an engaging, SEO-friendly summary that sets you apart from the pack.
- Update keywords and tag your skills and expertise so you rank higher in SEO searches.
- Showcase your work by adding portfolio pieces, presentations, images, and videos to your profile.
- Describe how you can build your professional network to get job leads and land new business.

### LinkedIn Team Training

When you invest time in getting your employees set up on LinkedIn, you can increase your company's visibility on LinkedIn and attract more people outside your organization into your fold. In a 90-minute onsite training workshop, your team will learn how to do the following:

- Keep profiles updated to maintain an accurate brand and help identify new business opportunities.
- Choose the account that's right for your team members (basic, business, business plus, or executive).
- Include LinkedIn URLs in signature blocks and join and use LinkedIn Groups.
- Add connections to employees' social networks, as well as give and receive endorsements.
- Acknowledge new connections with a personal reply.
- Make updates that are posted to the news feeds of employees' connections.
- Create and share timely updates and relevant thought leadership content.

### Let's Talk

Instead of updating your LinkedIn profile or company page yourself, make a strategic investment and hire me.

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