

04 - How To Optimize LinkedIn SEO To Maximize Traffic

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LinkedIn



S1: Hello, welcome to this video course! In this video, you will learn how to optimize LinkedIn SEO to maximize traffic.

What You Will Learn

Using the below to optimize LinkedIn SEO

- ▶ Profile URL
- ▶ Keywords
- ▶ Anchor Links
- ▶ Backlinks

S2: Before we start, let's take a look at the simple breakdown of what you will be learning. In this module, you will learn how to optimize your LinkedIn Search Engine Optimization (in short SEO) to maximize traffic.

By carefully and strategically customizing your LinkedIn profile URL, then using keywords, anchor links and backlinks to increase the percentage of your profile being searched and viewed.

Just by implementing small changes that shapes your profile with the common aspects people are looking for on LinkedIn, you are optimizing your chances of coming up when searched to higher percentage than before.

Customizing Your Profile URL

- ▶ Use your name
- ▶ Keep it clean and short
- ▶ Use iterations or initials



S3: First up, customizing your profile URL.

Most LinkedIn profile URL will be made up of meaningless letters and numbers before you customize it. However, you have the choice to personalize it to anything as you wish, based on availability of course.

The best customization is to put your name as your profile URL because it is the most ideal way to get the URL immediately identifiable as your own. Not only is this an easier way for your clients to find your profile in specific, it is also a great way to increase returns to your profile faster and more often for your potential clients and even yourself.

Make sure to keep it clean and short. If at any case that your name is not available whereby it is already taken, try using recognizable variations of your name or initials.

This is a great way to ensure people can easily search for you as connecting your LinkedIn profile URL to your name will also allow you to be found easily by real-life connections. Reason is because most people recall best on another person's name as compared to other aspects.

Optimizing Your Profile With Keywords

- ▶ Research on the **most searched keywords** and identify related useful ones
- ▶ Furnish your profile into a **keyword-rich profile**
 - Title
 - Description

S4: Next up we'll be customizing your overall profile with keywords. This is a very important and essential step in optimizing your LinkedIn SEO because each time someone searches on LinkedIn, the content of your profile will determine if you will appear on that person's search or not.

Therefore it is very important that you do thorough research on the most searched keywords and identify related useful ones to incorporate them into your profile. This is will greatly increase your chances of popping up on the search engine.

Research on your desired clients and make a list of common keywords used within that field and industry. You can also use Google AdWords Keyword Tool to figure out which terms will increase your likelihood of being discovered when searched.

After you have identified the most searched and related keywords, your next step is to furnish your profile into a keyword-rich profile.

First of all, make sure that your job title is using the keyword that people will likely use when they're searching for the expertise you can offer. For example, if you're an expert in copy writing, make sure the phrase "copy writer" appears in your job title.

Be strategic with the content in your description. Make use of the keywords you have researched by incorporating them into your previous job descriptions, skills, and "About Me" section as much as possible. Pay special attention to strategically using keywords in the titles of your posts in order to optimize their chances of higher rankings.

Secondly, instead of writing out full paragraphs on the details of your expertise or experience, use bullet-point form to list them out. Make sure to incorporate a variety of relevant keywords. Formatting your descriptions with bullet points also makes your profile easier to read. Studies have shown that lengthy profile description could be a pain to the eye and reduce the willingness of a reader to pursue the need to go through your profile. This means that people would rather skip your profile and go on to another one just because it is hard to read.

Optimizing Your Profile With Keywords

- ▶ **Anchor link** is a link on a page that brings you to a specific place on that page
 - add up to 3 anchor links of your own websites to your LinkedIn profile "Contact Info" section.

S5: Moving on, let's talk about anchor links and backlinks.

Anchor link is a link on a page that brings you to a specific place on that page. Anchor links can be helpful when you want to bring a website visitor to a specific spot on a page.

You can add up to 3 anchor links of your own websites to your LinkedIn profile "Contact Info" section. This allows you to showcase a variety of work to potential clients that may be looking for different types of content. You can target a wide range of different clients by providing various references to your business.

Optimizing Your Profile With Keywords

- ▶ **Backlink** is a link on a page that brings you to another page/site
 - insert backlink to your profile page from your own personal website - be it a company site or your own blog

S6: On the other hand, backlink is an incoming link to a webpage. When a webpage links to any other page, it's called a backlink.

Insert backlink to your profile page from your own personal website – be it a company site or your own blog, whichever that further showcases your expertise and experience. This will result in your LinkedIn profile ranking higher and therefore increase the chances of appearing in the top of the search results.

Reason being when there is more options offered to others to find out more about your business, the amount of views that your LinkedIn profile gets will be increased as well. Therefore your LinkedIn profile should have lots of unique content and be updated regularly. An easy way to keep the account fresh is to populate the profile with a stream of regular blog posts. Similar to Twitter you can strengthen the profile by building up a list of credible connections.

We have now come to the end of this module. By applying the strategies above to optimize your LinkedIn SEO, you will be able to maximize the traffic to your profile and achieve higher contacts with potential clients.