

SUPERCHARGING YOUR LINKEDIN PROFILE

Getting Noticed By Your Target
Audience

LinkedIn gives you the opportunity to be noticed by over 300 million members. These tips help you create a unique LinkedIn profile that lets you stand out from the crowd.

Ted Prodromou
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Nice!

I'm impressed. You just took a big step forward.

LinkedIn is at its most powerful when it's used by intelligent, proactive people - like you - who can quickly identify and grab hold of great opportunities.

So let's do it.

If you haven't logged into LinkedIn recently and updated your profile, now's the time.

My guess is your LinkedIn profile is pretty sparse like most LinkedIn members. Your profile has your name, some general info, and maybe a nice photo of you.

You probably think LinkedIn is just a place to find a job so you haven't spent much time there after creating your account.

After you read this guide, I invite you to log into LinkedIn and see how it's evolved. Over the past couple of years, LinkedIn has turned into the largest and most powerful network of business professionals anywhere. LinkedIn has become an easy-to-use, interactive website where you can meet business professionals from all over the world.

But for your LinkedIn Profile to really start bringing in the bacon, you're going to have to amp up its content - and its visibility.

Supercharge it, if you will.

Here's how.

The following is a chapter directly from my award-winning book, [Ultimate Guide to LinkedIn for Business](#) (Entrepreneur Press). As LinkedIn adds new features and networking tools, I'll let you know through articles, blogs posts and videos which I share at www.tedprodromou.com. Connect with me on LinkedIn at www.linkedin.com/in/tedprodromou and follow me on Twitter at www.twitter.com/tedprodromou

Enjoy!

Supercharging Your LinkedIn Profile

Y our LinkedIn profile represents your professional image on the internet and can be found through searches on LinkedIn or search engines like Google, Bing, and Yahoo. When people search the internet for your name, your LinkedIn profile will most likely be one of the top search results so you want to make a great first impression.

Think of LinkedIn as your online resume and your profile as the introductory paragraph of your resume. As people scan your profile, they should be able to understand exactly what you do as they read your headline.

Your LinkedIn profile provides people with a comprehensive summary of you, your education, work experience, and your achievements. Your LinkedIn profile also links people to other social media properties and websites where you can showcase your expertise.

Your LinkedIn profile consists of:

- n Your headline n Your photo n Status updates n Vanity URL
- n Summary
- n Applications

- n Experience n Education n
- Recommendations
- n Additional information n Personal information
- n Contact information

PROFILE HEADLINE

Your profile headline is the single most important part of your profile. Your profile headline will appear next to your name in the search results. As your name appears in the search results, your headline must be compelling enough to make people want to click on your profile to learn more about you.

You should never put just your name and company name in your headline.

Some people like to add symbols to their profile headline to attract attention. Some of the symbols I've seen include ♥ ♦ # * ♪ and many other unprofessional symbols. I searched Google to see how people added the symbols to their profile and they just copy and paste them from other people's profiles. You can also add the symbols from a Word document by using Insert, Symbols or Insert, Shapes.

Personally, I don't think it's professional to add symbols to your profile, and it diminishes your credibility. If you are really good at what you do you shouldn't have to trick people into reading your profile. When I see symbols in someone's profile, I think of those cheap restaurants with the flashing signs out front advertising their specials and cheap prices. You know the restaurant is a dive and the food is horrible, but they catch your attention with the flashing lights and cheap prices. You always regret eating there because you always leave with a stomachache, but you were seduced by the bright, flashing lights.

I usually feel the same way after wasting my time reading a LinkedIn profile that contains flashy symbols. If the symbols do catch my attention, I take a moment to read the profile and it's usually very unprofessional. The person typically overuses keywords, overstates his experience, and uses tricks to rank well in the LinkedIn and Google searches. Eventually, LinkedIn and Google catch up with profiles like this and lower their rankings, although they do get their 15 minutes of fame and maybe even a few clients.

You will also select your location and industry in this section of your profile setup. You can also create multilingual profiles in the Basic Information section of your profile as shown in Figure 4–1.

LINKEDIN PROFILE TIP

In this age of text messaging and autocorrect, our society has become very careless about spelling and grammar. Your LinkedIn profile is a reflection of your professional image, so be 100 percent sure your profile is correctly formatted and free of spelling and grammatical errors.

Basic Information		Speak multiple languages?
Name First Name: <input type="text" value="Ted"/> Last Name: <input type="text" value="Prodromou"/> Former/Maiden Name: <input type="text"/> Display Name: <input checked="" type="radio"/> Ted Prodromou <input type="radio"/> Ted P. <small>This option is disabled when you have a public profile. Change Public Profile Settings.</small>		You can create your profile in another language. <input type="checkbox"/> Create another profile
Headline		
Professional "Headline": <input type="text" value="Search Marketing (SEM) Examples: Experienced Transportation Executive, Web Designer and Information Architect, Visionary Entrepreneur and Investor. See more"/>		
Location & Industry		
Country: <input type="text" value="United States"/> Zip Code: <input type="text" value="94960"/> Location Name: <input checked="" type="radio"/> San Anselmo, California <input checked="" type="radio"/> San Francisco Bay Area Industry: <input type="text" value="Online Media"/>		

figure 4–1. Basic Information Section

Here's my profile headline in Figure 4–2 with my name and profile headline, using my target keyword phrases, location, and industry.



figure 4–2. Location and Industry Headline

Figure 4–3 on page 18 shows us the profile headline for Viveka von Rosen, a wellknown LinkedIn expert. You know exactly what she does for a living within seconds of reading her profile headline.

And here's why it's important to use your target keyword phrases in your LinkedIn profile headline. Viveka is the top search result in Google for “LinkedIn expert” out of 159 million search results. Also notice her public profile link, www.linkedin.com/in/linkedinentert, which makes it very easy for prospective customers to find her, as shown in Figure 4–4 on page 18.

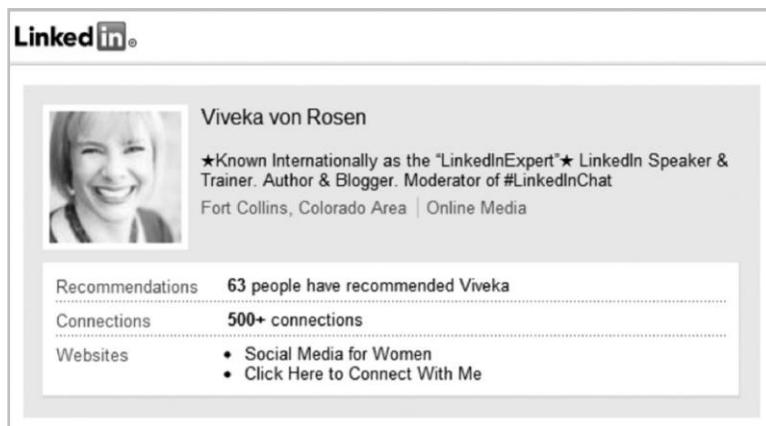


figure 4–3. Profile Headline for Viveka von Rosen

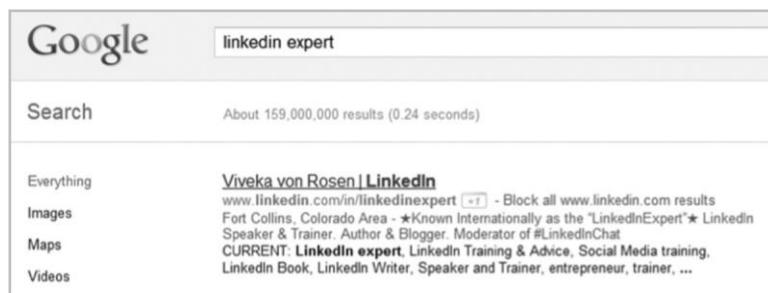


figure 4–4. LinkedIn Expert Google Search

Take the time now to create your compelling profile headline using your target keyword phrases.

PROFILE PICTURE

It's very important to use a professional picture in your LinkedIn profile. You are trying to project a professional image on LinkedIn and a professional profile picture will make a lasting impression when people view your LinkedIn profile. First impressions are very important and people will judge you within a few seconds when they see your LinkedIn profile. Save your casual pictures for Facebook and Twitter. The best LinkedIn profile pictures are engaging and inviting. I recommend a headshot focusing on your smiling face. You are establishing your professional brand on LinkedIn and your profile photo is your personal logo. Your profile will be associated with your company so you want to present a consistent, professional image. This is why I recommend using a professional headshot of yourself instead of avatars, caricatures, or other images that aren't congruent with the image you are establishing for you and your business.

Never use your company logo as your personal profile picture. First, it's not engaging and doesn't give people a chance to get to know you. Second, it's a violation of the LinkedIn End User License Agreement (EULA; www.linkedin.com/static?key=user_agreement).

Your profile photo must meet the following format:

- n You can upload JPG, GIF, or PNG files n Maximum file size is 4MB n Pixel size: 80 x 80 minimum and 500 x 500 maximum

As you upload your profile picture, you can choose who will be allowed to view your profile picture. I recommend choosing "Everyone," so people may see your picture when they are viewing your profile even if you are not connected with them.

In addition to users I message, my profile photo is visible to:

- m My Connections m
- My Network m
- Everyone

I like to see a person's picture when I'm deciding whether that person is a good fit for my network. I've never rejected linking with a person because I didn't like a profile picture, but I have turned down invitations to connect with people if they don't have a picture in their profile or have chosen not to make it available. To me there is nothing worse than a LinkedIn profile with a missing picture.

I feel strongly that you should have a complete profile on LinkedIn, including a professional picture. When I see a partial LinkedIn profile or a profile without a professional picture, I feel this is a negative reflection on that person. If those individuals don't take the time to complete their LinkedIn profiles, chances are they don't take the time to complete other work tasks as thoroughly as they should. I judge this based on the fact that some people I know don't have a complete LinkedIn profile and they are not very detail-oriented. They finish 80 to 90 percent of a project, but don't complete it. These are not people I want working for me, and I would not want to recommend these people to others because it could reflect negatively on me. This is just my personal opinion and, while it may not hold true in all cases, I feel very strongly about finishing what we begin.

STATUS UPDATE

Below your Basic Information is your Status Update section. Your updates for "Share" will appear right under your Basic Information as well as under All Updates on the LinkedIn home page. You can configure your LinkedIn account so your Tweets will automatically appear as your status, as you see in Figure 4–5.

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Search Marketing (SEM) | Search Engine Optimization (SEO) Expert
San Francisco Bay Area | Online Media

Ted Prodromou via Twitter

tedprodromou Siri is a gamechanger! RT @MelanieMitchell : Why Siri Is The Most Exciting & Terrifying, Evolution Of Search ht... (cont) http://t.co /Gatr3Alj

☆ Favorite Retweet Reply • See all activity • 1 day ago

figure 4–5. My Status Update

You can Share your status using this box, which is located on the LinkedIn home page. By checking the box you see in Figure 4–6, your Share will also be Tweeted.

Share an insight, article or idea

Attach a link

Siri is a gamechanger! RT @MelanieMitchell: Why Siri I... • More » • 1 day ago

Share

figure 4–6. Tweet Status

EXPERIENCE

Now we'll move into your Experience or Employment section. To add your current and previous positions, click + Add a Position, as seen in Figure 4–7 on page 21. Your current position and your past three positions will be displayed in your profile. Up to three additional positions will be displayed if the viewer clicks on View All.

Experience + Add a position

Online Marketing/SEO Analyst [Edit](#)
Sitecore
Privately Held; 201-500 employees; Computer Software industry
September 2009 – Present (2 years 3 months)

Provide a brief description | Ask for recommendations

figure 4–7. My Current Experience Summary

Simply fill out the form and click Save Changes. Figure 4–8 shows you the Add Position form. Make sure you add a brief but clear description for each position. Use your target keywords in your description, so you will be found when people search for your skill sets. You can also “Ask for Recommendations” from previous co-workers or clients in this form.

The screenshot shows the 'Add Position' form on LinkedIn. It has a header 'Add Position'. Below it are several input fields: 'Company Name' (text box), 'Title' (text box), 'Location' (text box). A section for 'Time Period' follows, featuring a checkbox labeled 'I currently work here' and two dropdown menus for selecting years ('Choose...' to 'Year'). Below these is a large 'Description' text area with a 'See examples' link at the bottom left. At the very bottom are two buttons: 'Save Changes' and 'Cancel'.

figure 4–8. Add Position Form

If you are going to Request Recommendations, I recommend sending personal invitations to one person at a time. Often I receive mass requests from people using the standard LinkedIn message:

I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.

Thanks in advance for helping me out.

I am going to cover giving and receiving recommendations in greater detail in Chapter 10. For now, I'll provide you with some important pointers as you get started. First, it is critical you know that I rarely recommend someone who sends me a mass request and doesn't take the time to write a personal invitation. This is a huge pet peeve of mine, and I will reiterate it numerous times throughout this book. *Don't use the tools in LinkedIn to send mass invitations!* LinkedIn is about building strong personal connections, and using automated tools is not the way to build a strong connection with me or with others. If you want a good recommendation from someone, take the time to write a personal invitation and you will receive a much better recommendation than you would from a mass invitation.

You can Ask for a Recommendation in this section by clicking on the link. Fill out the form shown in Figure 4–9 and a recommendation request will be sent to the contacts you choose.

Make sure you include personal details about how you met, projects you've worked together on, and other details about your working relationship. Specify exactly what

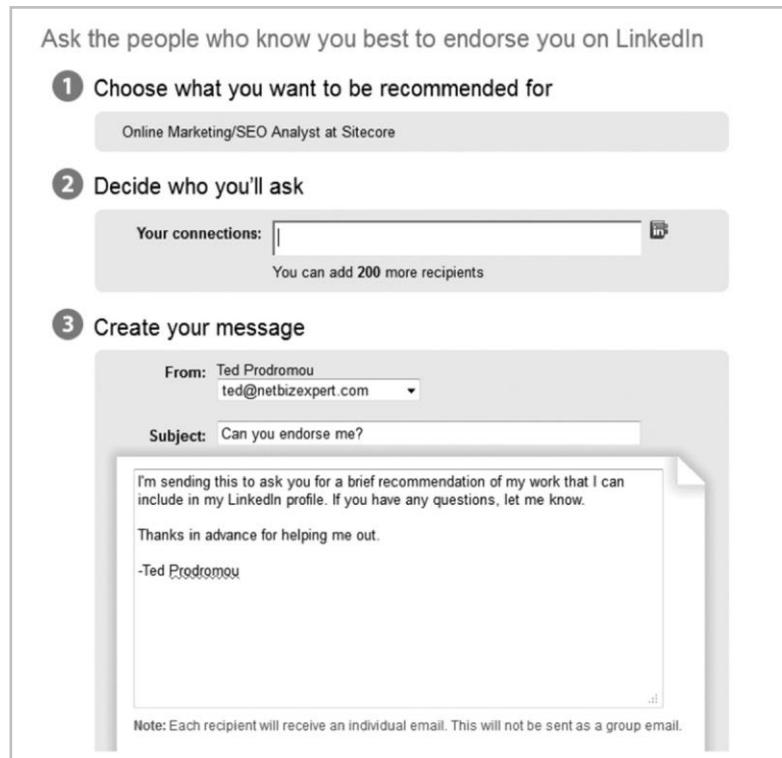


figure 4–9. Recommendation Form

you want in the endorsement, such as a specific project you worked on together or to highlight a certain skill set of yours. Some people even prefer that you send them a brief endorsement you've written about yourself they can edit or modify to save them time.

Your Recommendations are displayed next as shown in Figure 4–10.

The screenshot shows the 'Recommendations' section of a LinkedIn profile. At the top, it says 'Recommendations' and '+ Ask for a recommendation'.

Founder and CEO
NetBizExpert

5 visible recommendations for this position; 1 new recommendation for this position: Edit

"Ted knows his stuff inside and out. He worked through multiple Paypal challenges in helping me get my book up for sale on my website and stuck with his original estimate despite the extra time it took him. I really appreciated and respected that. I've used Ted for ongoing site maintenance as well." December 5, 2010

Top qualities: Personable, Expert, Good Value

1st Marla Rosner,
hired Ted as a IT Consultant in 2010, and hired Ted more than once

"Ted Prodromou at NetBizExpert is my one-stop shop for all of my Internet marketing needs. Ted brought my website into the 21st Century and set up my blog. He also keeps me current on all trends in Internet marketing and social networking. As these fields evolve, so does Ted, and he brings his clients with him through informative, skill-building workshops. He has the gift of knowing how to explain technology to lay people. I strongly recommend Ted and NetBizExpert for anyone's Internet marketing needs." May 21, 2009

Top qualities: Great Results, Expert, High Integrity

1st Sanford Friedman,
hired Ted as a IT Consultant in 2007, and hired Ted more than once

figure 4–10. Some of My Recommendations

EDUCATION

Once you've added your current and previous positions, you'll move to your education. Simply click Add a School to enter your schools, years attended, and your major. Figure 4–11 on page 24 shows the Add Education form.

You can also Request Recommendations from classmates and educators as shown in Figure 4–12 on page 24.

The screenshot shows the 'Add Education' form. It has fields for 'School Name', 'Degree', 'Field(s) of Study' (with examples: English, Physics, Economics), 'Dates Attended' (with a tip for current students to enter their expected graduation year), 'Activities and Societies' (with a tip to use commas to separate multiple activities and examples: Alpha Phi Omega, Chamber Chorale, Debate Team), and 'Additional Notes'. At the bottom are 'Save Changes' and 'Cancel' buttons.

figure 4–11. Add Education Form

The screenshot shows the LinkedIn Education list. It lists two schools: 'University of Pittsburgh' (1976 – 1980) and 'University of Phoenix' (Business Administration). Each school entry includes an 'Edit' link, a note about adding activities and societies, and a 'Request Recommendations' button.

figure 4–12. Education List with Request Recommendations Link

ADDITIONAL INFORMATION

This is the section where you can add links to your website and blog, which will generate lots of web traffic and help your search rankings. Links from popular sites like LinkedIn are

very valuable, so you want to use this trick when you enter your website or blog URL.

One of the most common mistakes people make when adding their website or blog URLs to their LinkedIn profile is to choose one of the default options like Personal Website or Blog.

If you choose Company Website or one of the other options in the dropdown list as shown in Figure 4–13 on page 25, your listing will look something like Figure 4–1.

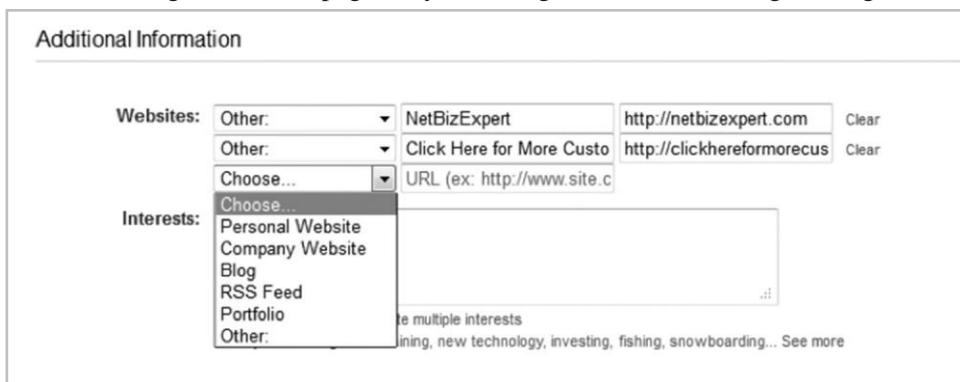


figure 4–13. Additional Profile Information

I chose Company Website so you can see how it displays Company Website instead of my actual company name or target keyword phrase. This helps add valuable links and keyword phrases in your LinkedIn profile that will help your Google search rankings.



figure 4–14. The Default Option—Company Website

LINKEDIN SEO TIP

Choose Other and enter your company name or keyword phrases in the middle box shown below.

A screenshot of a LinkedIn interface showing the 'Websites' section. It has three dropdown menus: 'Other' (selected), 'NetBizExpert', and 'http://netbizexpert.com'. Below it is another 'Other' dropdown with 'Click Here for More Customers' and 'http://clickhereformorecustomers'. A 'Choose...' dropdown is also visible.

figure 4–15. Displaying Your Keywords Instead of the Words “Company Name”

A screenshot of a LinkedIn profile page. In the top right corner, there are two links: 'Websites' which points to 'NetBizExpert' and 'Click Here for More Customers'.

figure 4–16. Search Optimized Links to Your Website

Now your listing will look like Figure 4–16 and your company name or keyword phrases are clickable links to your blog or website.

ADDING YOUR SOCIAL MEDIA ACCOUNTS

LinkedIn lets you add social media feeds to your LinkedIn profile. This lets your profile visitors see what you’re up to on the social media front.

Adding Your Twitter Account

Open your LinkedIn profile, click on Add Twitter Account and enter your Twitter user name. I prefer to display my Twitter account on my LinkedIn profile by checking the box. This allows me to Tweet from Twitter and shows my Tweets in my LinkedIn profile, as well as my Share status. Figure 4–17 shows you how to manage your Twitter settings.



figure 4–17. Adding Twitter to Your LinkedIn Profile

Now my Twitter account is connected to my LinkedIn profile, so my Tweets appear in my Status box as you see in Figure 4–18 on page 27.

The screenshot shows Ted Prodromou's LinkedIn profile. At the top, there is a photo of him, his name, and his title: "Search Marketing (SEM) | Search Engine Optimization (SEO) Expert". Below this, it says "San Francisco Bay Area | Online Media". A callout box from his status bar highlights a recent tweet. The tweet is from "tedprodromou" and reads: "25 "Worst Passwords" of 2011 Revealed - Yahoo! Finance http://t.co/RKVZ7SIH via @YahooFinance". The link leads to a Yahoo Finance article titled "The 25 Worst Passwords of 2011 Revealed". The tweet has been favorited and retweeted.

figure 4–18. Profile with Twitter

People can easily see your full status activity by clicking on See All Activity, where they will see a full listing of your LinkedIn activity as shown in Figure 4–19.

This screenshot shows the "See All Activity" section of Ted Prodromou's LinkedIn profile. It includes his profile picture, name, title, and location at the top. On the right, there are two buttons: "Improve your Profile" and "Ask for recommendation Create your profile in an". Below this, the "Ted's Activity" section lists three tweets:

- Ted Prodromou is now connected to Eric Holmlund 3 hours ago
- Ted Prodromou via Twitter tedprodromou 25 "Worst Passwords" of 2011 Revealed - Yahoo! Finance http://t.co/RKVZ7SIH via @YahooFinance The 25 Worst Passwords of 2011 Revealed finance.yahoo.com If you see your password below, STOP! Do not finish reading this post and immediately go change your password -- before you forget. You will probably make changes in several places since passwords tend ... Favorite Retweet Reply • 5 hours ago
- Ted Prodromou via Twitter tedprodromou Tomorrow we'll see the fake Tweeters when they forget to turn off their autoTweets for the holiday! Favorite Retweet Reply • 7 hours ago
- Ted Prodromou via Twitter tedprodromou How Hitchhiking Made Me a Better Marketer http://t.co/75Nfg7ZN Favorite Retweet Reply • 9 hours ago

figure 4–19. See All Activity

CONCLUSION

Your LinkedIn profile is now optimized for the search engines and ready to promote. Edit your public profile and choose Create a Profile Badge to promote your LinkedIn profile or use your Public Profile link. Add links to your LinkedIn profile from your website, blog, and email signature to generate traffic and improve your search rankings.

In the next chapter, I'll introduce you to the LinkedIn Privacy settings, where you can control when and where LinkedIn and its partner websites may use your profile information. I'll show you why it's important for you to configure your privacy settings properly to prevent your profile from appearing in inappropriate places like an ad near your competitor's company profile.

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Congratulations! You've now got a supercharged LinkedIn Profile. Immediately, more prospective customers or employers are going to start seeing it.

They'll know exactly what you do the instant they read your headline.

They'll see a professional image of you that makes a positive, lasting impression.

They'll read your status updates and see that you're socially connected on Twitter.

They'll be impressed by your experience, education, and well-written recommendations.

They'll see your own clickable company name and know you're credible.

Your prospective customers or employers now have an instant introduction to you that shows you in an excellent light.

Please connect with me on LinkedIn at www.linkedin.com/in/tedprodromou and follow me on Twitter at www.twitter.com/tedprodromou to keep updated.