

How to optimise your LinkedIn profile

LinkedIn has a higher proportion of larger company employees than most social business networks, but that doesn't mean that, as a small business, you shouldn't promote your services or products on it.



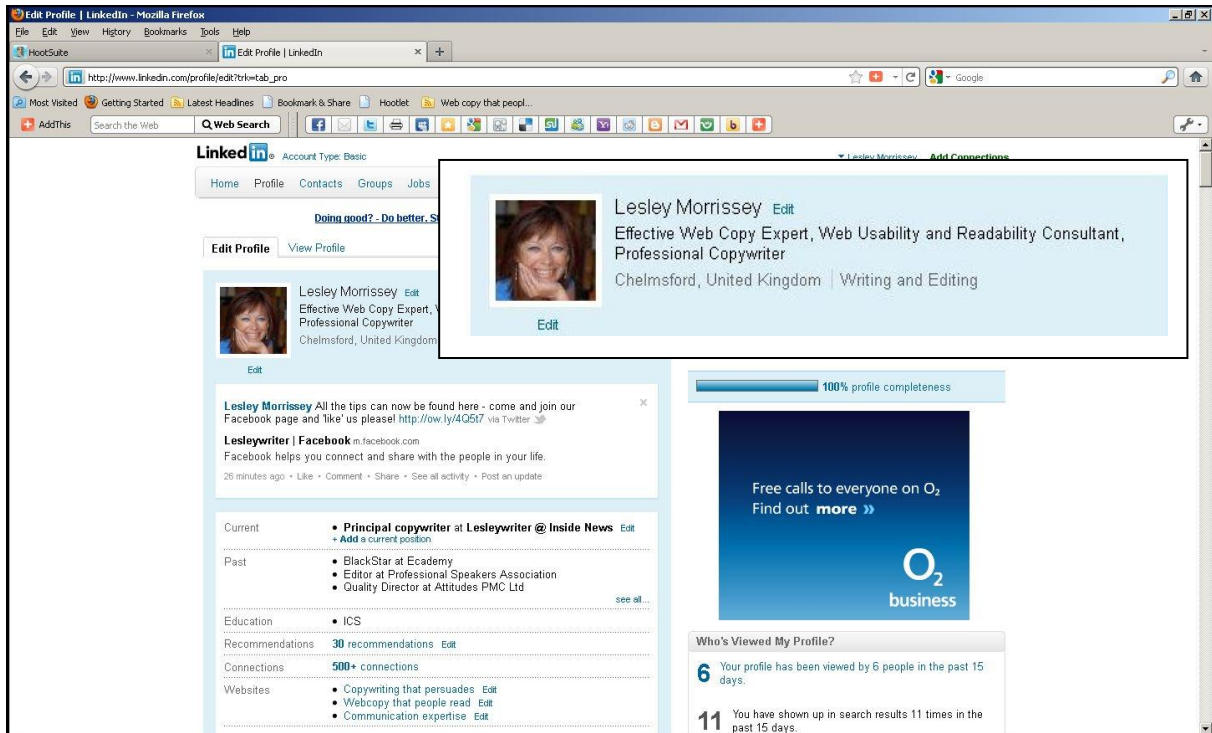
Like all business tools it only works if you use it well! These are the basics of using LinkedIn effectively.

1. Make sure your profile is complete and you have a good photo of yourself on there.
2. Be active in LinkedIn groups.
3. Review the Q&As regularly and contribute answers as well as using it to ask your own questions.
4. When people help you in any way always say 'thank you'!

They're all pretty much common sense – but there are ways to get your profile optimised even better so you show up when people search for what you do, both on LinkedIn and on Google.

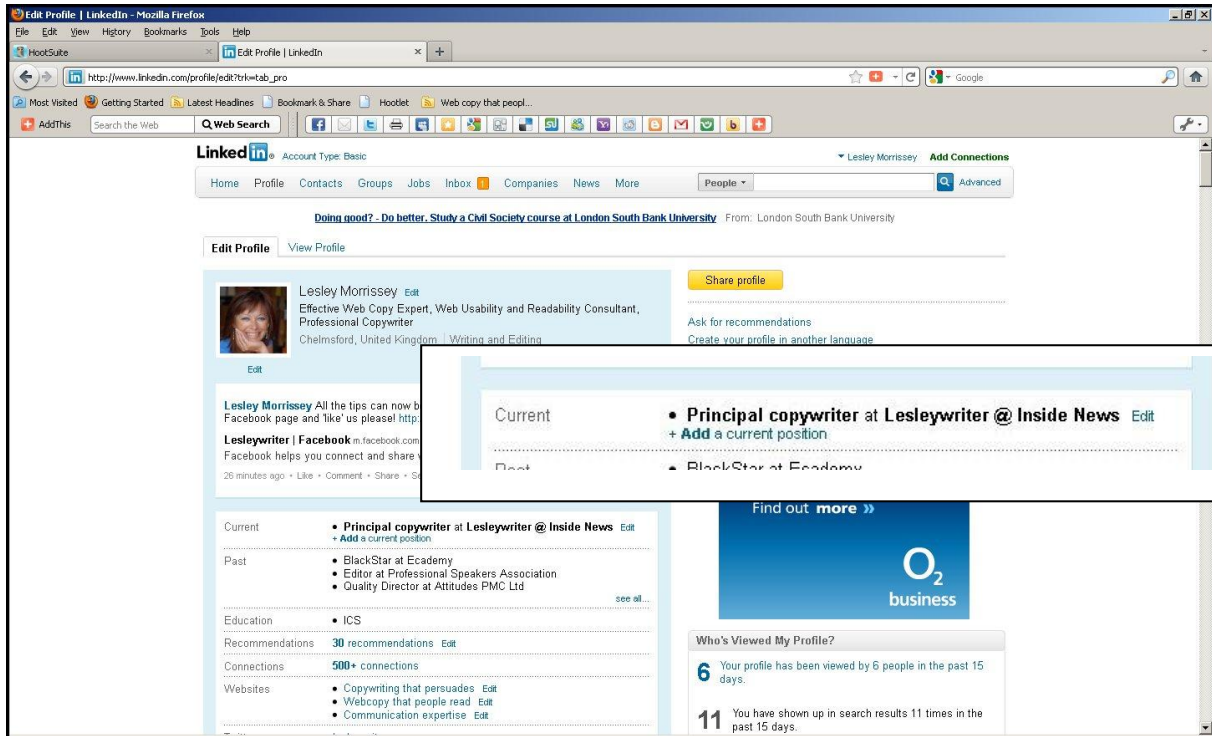
Headline

This is the line that sits under your name – incorporate your keywords here if possible.



Current position

Ensure your job title tells people what you do so not, Managing Director, but Principal Copywriter!



Past positions

Could you integrate your key words into these positions in any way?

Website names

Don't just put 'My company website' optimise these with your keywords.



Summary

Get your expertise in here and use the key words and phrases that relate to your industry.

This is your opportunity to help the reader to understand your passion for your business and to get over your values and beliefs.

You can also list a range of expertise, maybe as bullet points.

Include your contact information at the end.

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