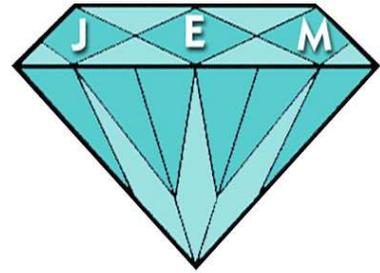


The Main Keys To 'Being Found' On LinkedIn For Marketers and Passive Job Seekers



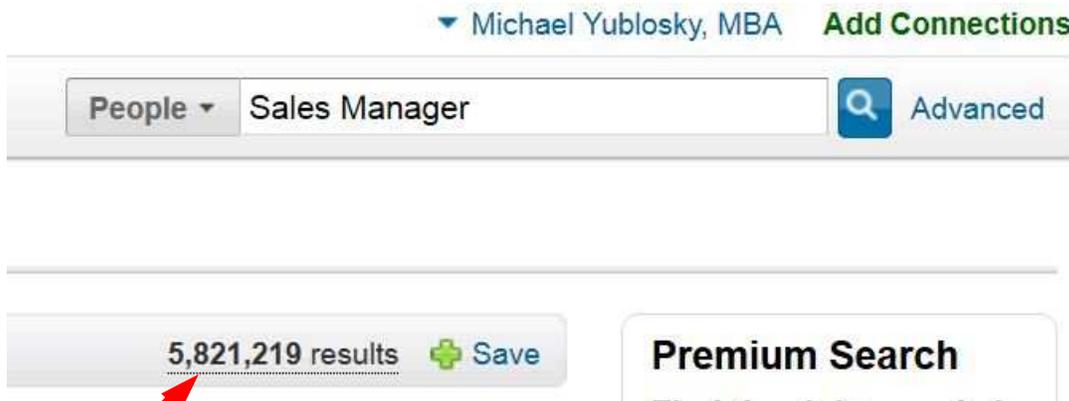
Why not be found on LinkedIn, the world's largest database of business networkers, now over 150 million business people strong? Let's face reality. The world of business has changed and we will never be back to 'business as usual'. You are literally competing with thousands and perhaps millions of other individuals wanting to be found. To try to help level the playing field, you must first understand the nature of how search engines work. Take the following steps to substantially increase your chances of being found.

The way search works appears rather simple to the naked eye.

Someone enters a query, or question, into a search engine field and presses < enter > or clicks on the spy glass (appropriately named).



In a fraction of a second, hundreds of thousands of results may appear on a screen, 10 to a page. Below, in this search for a sales manager, over 5 millions results were found. (You only get to see 100 with a free membership, 300 with a paid for business membership.)



**So what are the total number of your competitors?
Do a search to find out!**

Search Engine Results Page

SERP is an acronym used in my industry which stands for Search Engine Results Page. It displays who is #1 or who is (theoretically if you scroll that far down) #195,302. There is a big, big difference! Most experts agree you better be on page one and best to be amongst the top three results to be found.

**Although the theory is simply stated, actually getting to be #1,
or even on page #1, of a SERP is the challenge!**

The search engine first matches the terms entered into the search query with the information a person has placed into his/her LinkedIn profile. Then through a complex mathematical formula called an algorithm, the search engine weighs certain criteria in addition to this word match to determine where you show up (rank or result). (Notes: The order of words actually makes a difference, as does tense at times; in addition, synonyms do count to an extent.)

The precise algorithm is a BIG, tightly held secret. Students, such as myself, think we understand the general theory but the details are, of course, kept from us. So we guess and we tinker and we experiment. We analyze actions and compare our actions with results - a certain action causes (or does not cause) an accompanying reaction or a result. We tend to yell Eureka(!) when we see something work via this trial and error method and then try to further capitalize on it. Others are merely passively using the platform while plodding along, shot gunning or stuffing the ballot box through spamming (but they will get caught eventually and punished or even banned). A small percentage even ignore it completely.

What we do know

We do know that LinkedIn weighs certain factors including the number of your connections, degree of profile completeness (are you a serious user?), activity, etc., into their SERP results. So, whether you are actively marketing your business or only passively looking for work (that is open to offers you can not refuse) here are the subtle factors you can put into motion so you can more easily be found. The reasons why you should do this are rather obvious to me.

Target Your Objective (Goal) And Proceed Through A Step By Step Process

1. Determine Your Ideal Position's Keywords

Determine the keywords (described as a query on page 1) people (potential partners and clients, headhunters or recruiters, etc.) will use to look for people possessing that specific talent skill set for the job you covet or the service you provide.

I.E. for passive job seekers:

Don't hypothesize – do some research. Find five to 10 job descriptions from companies you would like to work for (search in jobs section of LinkedIn). Copy the text of the job description and qualifications. Copy and drop the text (one job description at a time) into a Word Cloud generator (gives a visual depiction of the most used words in a document). A good Word Cloud generator is available at <http://wordle.net/create>

(Note: You do need Java installed on your computer to use this Word Cloud generator; Google Chrome, a free search engine, comes with Java installed.)

For marketers, do likewise for your product or service.

The next step is to copy the contents of your LinkedIn profile through experience. Do NOT include recommendations. Strip out:

- LinkedIn titles - I.E. 'Summary', 'Specialty', 'Experience'
- Name of company, type of company, date range worked(ing) there
- "Recommendations" and summary line; or "recommend" if you do not have any recommendations for that position.

Then copy and drop the remaining text into the same Word Cloud generator.

**Do the results match the results from the job descriptions?
Keywords describing your product or service?
Probably not, if you are like most, Then you must...**

2. Add Those Keywords To Your Profile

So this is where your work real begins. You must add these keywords generously to your profile. But, you also need to know where they count the most!

(Note: Characters allowed in the field are in parenthesis - and again if you are like most, you are not using all the room you have!)

Headline, Slug or Tag (120) *

Summary (1,500 ++)

Specialties (300 ++)

Title Present and Immediate Past Position (100)

Position Description (2,000)

++ There appears to be a relationship between these two sections. The more you use in one, the less room you have in the other. You must experiment.

* Your Headline (slug or tag) is the first thing most people see after your picture when you appear on LinkedIn.



Michael Yublosky, MBA

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Skills Section (not so new but VERY important!)

As well as the newly emphasized (since February 14, 2012) "Skills" section. Up to 50 Skills may be added.

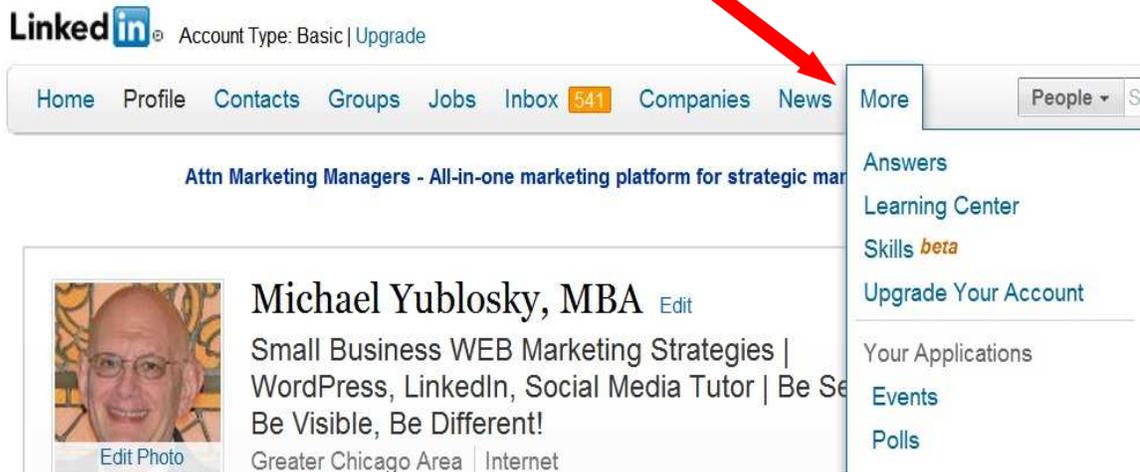
Skills & Expertise

Social Media Marketing Social Media LinkedIn Wordpress
Social Networking Online Marketing Google Webmaster Tools
Keyword Research Keyword Analysis SEO Website Development
Coaching Marketing Strategy Personal Branding Photo Editing
Video Production Video Editing Digital Marketing Blogging
Public Speaking

View All (24) Skills ▾

I truly believe this section was added because most LinkedIn users were not including these descriptors in their profiles. So, since LinkedIn's biggest customers (those who pay LinkedIn) are recruiters and head hunters, it was added to benefit them.

Where do you find the Skills add on? Under the < More > pull down menu on your Edit Profile window.



Other Tips

Per LinkedIn: A photo makes you seven times more likely to be found

(Note: Adhere to LinkedIn's guidelines that the photo must be a head shot or a 'likeness'.)

Add keywords to:

- Recommendations (you can make suggestions when you ask for recommendations)
- Links to your company's Web sites (in lieu of the defaults select < other >)

Break up current and past positions into multiple tasks over the duration of employment.

3. Build An Extensive Network Of Connections

Have you noticed there is a weighting factor on people searches as well as job searches? Your connections are favored first and then members of groups you belong to. Therefore the obvious easiest way to get seen by more people who may be searching for your skills is to build an extensive network by inviting people you know (import your email lists), by joining and becoming active in groups, asking and (more importantly) answering questions, posting events, sharing pertinent information to your target audience, etc.

How connections and networking on LinkedIn works

As in all networking communities, it is not so much who YOU know, it is who your friends know, and who friends of your friends know as well. On LinkedIn there are three levels of connections, first, second and third. (Note: You can see the extent of your network by visiting the right side bar on your "Home" page on LinkedIn.)

So, for example let's say you have 100 first level connections and each one has 100 first level connections. Forgetting about overlaps, this constitutes a network of about 10,000 connections. So if you have 250 first levels, and each has 250, this network expands to over 60,000 connections – there is strength in numbers! By extrapolating to include third level connections it is easy to see how your network can expand (such as mine) to over 10 million.

However, for my purposes here, we need to stay with first and second level connections. The reason is simply since if you and I were to connect my first levels then become your second levels and my second levels become your third levels of connection. End of line because you do not benefit from my third levels.

OK, so what's in it for you when you connect with me?

Connecting with “super connectors” such as myself expand your second and third levels tremendously. Plus, I connect with many, many recruiters and headhunters whose networks are even greater than mine!

This leads me a favorite sayings regarding being at the right place at the right time matters:

Luck is when opportunity meets preparation!

People outside of your immediate first level connections (that is your second or third level connections) rarely know who you are or what you do. You are there because you are connected to someone they know or through a third party.

But let's say one of those second or third level connections needs someone with your talented abilities or products and services. What might they do? Probably the same thing you would do. They first would ask around to their friends, their community so as to say in modern lingo.

Failing there, they may enter some keywords describing their need, their hurt, or their question into what? A Google search box perhaps (if they were looking for a restaurant!). But if they were looking for talented business people they probably would enter into a LinkedIn search query, of course!

What if that 'someone' was an executive recruiter? Or a company needing a supplier with just YOUR products or services? Get the picture? In short, the bigger your network, the greater your chances of being found when someone is searching for a match.

In Conclusion

Get to work, determine those keywords best describing you, drop them into all the important categories and expand your network! You never know when a headhunter or a potential client may call.... In sales, we call this farming.

MY Sales Pitch

(Well, you read the FREE stuff, don't I have a right to make a pitch?)

I have detailed step by step, how to instructions on other aspects of successful marketing on LinkedIn, including adding and editing skills on your profile as well as ways to expand your network. I also teach classes and lead LinkedIn seminars and workshops for libraries, job seekers, businesses and organizations as well as individuals interested in marketing or job search.

LinkedIn is a passion and a good source of clients for me. It is also a treasure chest of recommendations from people who I have made contact with and established relationships with over many years.

Other passions included WordPress Web site and blog publishing, small business Web marketing strategies using on-site Search Engine Optimization and off-site Social Media Marketing (i.e. LinkedIn, YouTube, Facebook, Twitter, StumbleUpon, Pinterest, etc.)

If you require further assistance in one of the above areas, or personalized one-on-one coaching or tutoring, or perhaps know someone else who does, please contact me at (847) 634-6535 today! Or visit my Web site or blog for more information as well as hints and tips.

Sincerely,

Michael L. Yublosky
Vice-President

<mailto:mikey@diywebjem.com>

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Be advised that the nature of the quickly evolving Web is what may be true today is not necessarily in effect tomorrow. LinkedIn, and other platforms, change their rules frequently.

Although the principles are the same, it is factually much more complicated to gain rankings on Google search than it is on LinkedIn. There are more than 200 contributing factors to the Google algorithm. These factors are constantly being "tweaked" by their staff of professionals. Rule violators are both automatically and manually being sought out, punished and even purged from the results. The same may hold true for LinkedIn.