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Mastering LinkedIn

LISTEN UP

IT BEGINS WITH YOU.

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LinkedIn

#1 Business Networking Site

- 70,000,000+
- Average Age is 41
- Decisions Makers across the globe including Small Business Owners and Executives from all Fortune 500 Companies are members

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Real-Time Database

- Extensive
- Accurate
- Continually Updated
- Dynamic

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LinkedIn™ is a Tool

- Living breathing Network
- Use as a real-time database of 70,000,000+ people
- Source
- Research
- Be Seen as an Active Authority

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Over 80% of ALL Companies use LinkedIn™ as their Primary Tool to Source and Research People and Companies.

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The Importance of a Complete Profile

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Elements of a Complete Profile

- **Headline**
- **Location & Industry**
- **Summary & Specialties**
- **Employment – Current and Past**
- **Education**
- **Recommendations**
- **Photo** 😊

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Website Links & Public Profile

- **Website Links**
- **Public Profile URL**

Websites	<ul style="list-style-type: none"> • LISTENUP.biz [Edit] • LISTEN UP NETWORKING WORKSHOPS [Edit] • LISTEN UP NETWORKING BLOG [Edit]
Twitter	<ul style="list-style-type: none"> • DonaldWMcLeod [Edit]
Public Profile	http://www.linkedin.com/in/donaldwaynemcleod [Edit]


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Status Updates with Links

Teresa Simons Looking forward to presenting Mastering LinkedIn at the COSE Small Business Conference next week (I-X Center Cleveland, Ohio). Hope to see you there!



COSE Small Business Conference
cose-smallbusinessconference.com

COSE Small Business Conference Wednesday, October 20 and Thursday, October 21, 2010 The fifth annual COSE Small Business Conference, is a two-day, first-class conference experience packed with educational workshops, national keyn...

58 seconds ago • Like • Comment • Share • See all activity

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Newer Features + Applications

- **Company Follow**
- **Arrange Sections of Your Profile**
- **Link to Your Twitter Accounts**

Applications

- **Blogs | Tweets | SlideShare | Box.net | Company Buzz | Polls | Travel | Reading Lists | Google Presentations**

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New in October of 2010

Add Sections

- **Certifications**
- **Languages**
- **Patents**
- **Publications**
- **Skills**

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LISTEN UP LinkedIn™ Experiment

Do you show up on the first page of search results?

- **Select a keyword or keyword phrase.**
- **Search for yourself.**
- **Where are you in the list?**

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LinkedIn™ Settings for LISTEN UP LinkedIn™ Experiment

- **Settings**
- **Profile & Status Updates**
- **Change settings to No**

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Change Status Updates to NO during Experiment

Profile and Status Updates
When you update your status, make significant changes to your profile, recommend people and services, or follow companies, LinkedIn can automatically notify your connections and show the update on your company's profile.

Publish profile updates, recommendations and companies you follow?

Yes, notify my connections and show significant profile updates on my company's profile
 No, do not notify anyone and do not include me in company updates

When you update your status, LinkedIn can automatically notify your connections.

Notify your connections of status updates?

Yes, notify my connections when I update my status
 No, do not notify anyone and do not include me in company or industry updates

[Save Changes](#) or [Cancel](#)

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Special Characters & Spacing

It is important to leave spaces between keywords and characters to optimize for search.

Incorrect

**Partner|Business|Development,Social Media
 Trainer|Inbound|Marketing at LISTEN UP LLC**

Correct

**Partner | Business | Development , Social | Media
 Trainer | Inbound | Marketing at LISTEN UP LLC**

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5 Places to Add Keywords

- **Headline**
- **Summary**
- **Specialties**
- **Current Employment**
- **Past Employment**

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Testing the Experiment

Test 1

- **Search: Marketing Manager**
- **Teresa Simons #2 of 2,912,637 results**

Test 2

- **Search: Social Media Training**
- **Teresa Simons #3 of 104,796 results**

Test 3

- **Search: Inbound Marketing**
- **Teresa Simons #3 of 38,582 results**

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Who's viewed my profile?

- **Example:**
Your profile has been viewed by 19 people in the last 3 days.

Yesterday, you appeared in search results 23 times.

- **Watch this number change over time.**

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Conduct Your Own Experiment

- **Test for yourself**
- **Join LISTEN UP Networking Group on LinkedIn™ and share your results.**

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You on LinkedIn™

- **Complete Profile**
- **LISTEN UP LinkedIn™ Experiment**
- **Fully Optimized for Search**
- **What next?**

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Stay Active

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Keep it Current

- **Status Updates**
- **Establish New Connections**
- **Stay in Touch with Your Network**
- **Show Events**
- **Participate in Groups**
- **Answer Questions**

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Grow Your Network

- **Personal Communications**
- **Networking Events**
- **Mutual Connections**
- **LinkedIn™ Search**

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Search and Source

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People Search

- **Find people you know**
- **Find profiles of potential new connections**

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Advanced People Search

- **Search by keywords**
- **Filter by:**
 - Location**
 - Relationship**
 - Industry**
 - Company**
 - School**
 - Group**
 - Language**

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Company Search

- **Find companies on LinkedIn™**
- **From the company profile identify**
 - **Current employees, new hires, former employees**
 - **Company news, key stats, activity**

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LinkedIn™ Events

- **Events Home**
 - **My Connections**
- **Find Events - Search Keywords**
 - **Filter by Date & Location**
 - **Event Type**

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Show Activity with Events

- **Search Events**
- **RSVP**
 - **Interested**
 - **Attending**
 - **Presenting**
 - **Exhibiting**
 - **Organizing**

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Interact through Groups

- **My Groups**
- **Following**
- **Group Directory**
- **Search Groups**
- **Your Connections Groups**

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LinkedIn™ Answers

- **Answers Home**
- **Search Answers**
- **My Q&A**
- **Ask a Question | Answer Questions**
- **Subscribe to Answers via RSS**

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LinkedIn™ Jobs

- **Posting/Managing Jobs**
- **Real-Time Profile Match**

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LinkedIn™ Real-Time Profile Matches

Job: Director of Product Management

Reach out to people who match your job description

Susan Roberts Product Marketing Manager Cisco Systems San Francisco Bay Area 9.7	Robert Cotton Senior Product Manager Wells San Francisco Bay Area 9.5	Rebecca Casewell Director, Product Management Wilson Worldwide San Francisco Bay Area 9.5
Robert Stevens Senior Product Manager Dimension Data San Francisco Bay Area 9.4	Jennifer Roberts Director, Product Management CRM Group San Francisco Bay Area 9.2	Steven Reynolds Senior Manager Prestio Networked Solutions San Francisco Bay Area 9.2

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Business Development

- **An article from an industry publication showcases a local executive you would like to meet.**
- **How can LinkedIn™ help you make that connection?**

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Business Development

- **You know you need to connect with people to grow your business and want to attend Networking Events in your area.**
- **How can LinkedIn™ help you get the best results for your efforts?**

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