



ELITE SEM

SEARCH ENGINE MARKETING

1001 AVENUE OF THE AMERICAS
FLOOR 15
NEW YORK, NEW YORK 10018

WWW.ELITSEM.COM

PHONE 646.536.9276

EMAIL BEN@ELITSEM.COM

Plenty of people are hesitant to jump into the online social media world with a small or big business, a good place to start is LinkedIn.com. It is a network of around 45 million (and growing) experienced professionals. You can use this social media tool for many different things:

- Build an online reputation/brand
- Meet contacts in your field
- Gain business and sell products
- Find potential job candidates
- Promote professional identity
- Find online communities that align with your professional interests

A strategically created and managed LinkedIn account can boost your credibility and visibility, and in turn could result in increased traffic, leads, and sales to your website.

How to Develop a Successful LinkedIn Profile

Creating Your Profile:

Start by building a detailed profile. Use a current photo, a company logo, or design a personalized icon. Select your geographic location so your profile is connected to people in the same city where you do your business. Make sure you select the appropriate category for your business (Example: Online Marketing, Consulting, Real Estate etc.) and make sure to have a clear job title listed. Feel free to list past jobs, show your educational background, and highlight any other work you want to bring to peoples attention. Provide detailed descriptions of your products or services. Always remember you know what you do, but your prospective customers and desired clientele may not, so be clear.

Profile Recommendations:

If you have people who can recommend your work that will help you gain instant credibility. Recommendations in LinkedIn is just like a testimonial. It communicates the value of what you do from another voice. However recommendations do need to sound authentic. If they read any other way, then people viewing your profile may not trust you and will take you for a fake. Ask people to endorse you who matter. They could be past customers, colleagues, former employers, or anyone who can honestly vouch for the work your company does. It helps to ask the person recommending your business to be specific about the type of work you are looking to take on.



ELITE SEM
SEARCH ENGINE MARKETING
1001 AVENUE OF THE AMERICAS
FLOOR 15
NEW YORK, NEW YORK 10018
WWW ELITSEM.COM
PHONE 646.536.9276
EMAIL BEN@ELITSEM.COM

Links:

Your LinkedIn profile can include up to three website links, so be sure to link to your website, blog, or specific pages on your site that you want to appear in your profile. Linking to other social media outlets is another good tactic to try.

Blog Feeds:

LinkedIn also allows bloggers to feed their blog posts into LinkedIn automatically, so if you blog, be sure to visit the Applications tab in LinkedIn and set that up. It is free, easy, and a great way to attract more business.

People can review your profile and make a decision about you without having direct interaction, so make your online presence felt.

LinkedIn Increases Your Business Credibility

Showcasing your company's products, services, accomplishments, affiliations, and credentials on LinkedIn is great for promoting your business' online credibility, gaining contacts, and boosting brand reputation. National and local businesses tap the power of LinkedIn to successfully build relationships by being open, honest, and communicating constructively with you in a professional manner.

LinkedIn Increases Your Search Visibility

In addition to being a great networking and credibility building portal, LinkedIn is a powerful tool for search engine marketing. Since LinkedIn is considered an established authority by Google, your new profile page can immediately reap the benefits in the natural and paid search sections. Don't forget to set your LinkedIn profile to be public so search engines can index your profile.

Three Links:

Your profile can link to three sites, so customize each link with carefully selected keywords in each link. For example, under the profile under websites, you can choose from the dropdown menu selections, such as My Website, My Blog, etc. However, if you click "Other," you will be able to customize your links with descriptive phrases. So instead of My Website, you could select a descriptive phrase such as [elitesem](#).

Employee Profiles:

You can also create separate employee profiles within your main company profile, which are then indexed to return further search results for your business.



ELITE SEM

SEARCH ENGINE MARKETING

1001 AVENUE OF THE AMERICAS
FLOOR 15
NEW YORK, NEW YORK 10018

WWW.ELITSEM.COM

PHONE 646.536.9276

EMAIL DEN@ELITSEM.COM

LinkedIn URL:

Even your public LinkedIn URL can be optimized for search engines. The name of your public profile link can have your name, your company name or whatever you specify. Example: www.Linkedin.com/in/elitsem. See the "Edit My Profile" tab in LinkedIn to use key phrases in your URL.

A strong LinkedIn member profile is a great way to grow your total marketing plan at no cost. Take advantage of it today for free.