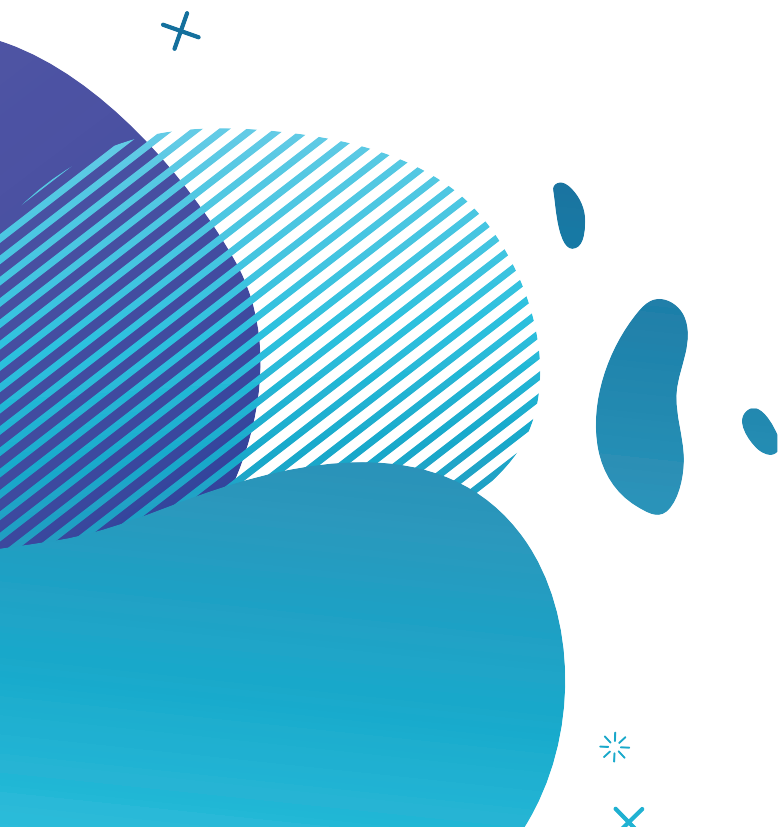




The Ultimate LinkedIn Cheat Sheet





It's true, LinkedIn is a social network. But it's not designed for keeping up with your old friends or posting pictures of your cats. LinkedIn is designed to be your professional networking tool. The online nature of the platform makes it possible to connect with its 500 million users worldwide, a number that is continually growing.

Why LinkedIn?

LinkedIn is the modern version of a professional networking event on steroids. These days, it is the leading website that people in all fields are using to get in touch with colleagues, potential new employees, and business partners, as well as sales prospects. Recruiters and HR managers are on LinkedIn; they use this platform regularly to search for potential candidates for open positions they need to fill and review the profiles of potential new hires before officially offering them the position. and has online professional discussion groups which can be a great source of interesting and helpful information that is highly relevant to your job and industry.

Advantages for Individuals

For anyone interested in higher quality career opportunities, LinkedIn is a powerful tool to ensure that you will be considered for the next job you want to land and for potential new positions that you don't even know exist.

Advantages for Businesses

A company page usually ranks among the top results for internet searches about a company, and sometimes it even ranks ahead of its own website. Having a curated LinkedIn profile can significantly help build any type of company's online credibility. If your company is not yet on LinkedIn, maintaining a presence on the network can also help increase brand awareness and support sales efforts. This profile is essentially a professional presentation of your business. That's why it's also important not to abandon your business profile page, but to update and optimize it regularly. For someone who wants to grow a business, the online platform puts you in touch with working professionals who may be a good fit for any type of short-term or long-term collaboration.

For recruiters and HR managers, LinkedIn is a targeted search engine for recruiting new talent. It can help you find and contact potential candidates for a position and begin the process of selecting the best person for the job. If you already have a profile, recruiters and hiring managers are probably looking at your linked in profile without you even knowing it.

Sales professionals are also finding LinkedIn to be an advantageous platform for advertising and lead generation, as well as identifying and contacting new potential customers.

Other Advantages

For both individuals and businesses, the LinkedIn network can put you in touch with industry influencers. Through messaging, discussion groups and post engagement, you can build relationships with movers and shakers who might otherwise be virtually impossible to approach.

Set Up Your LinkedIn Account

As the main social networking site for professionals, getting started with LinkedIn can be a bit overwhelming. Yet, we want to help you unlock the power of this awesome professional social network. That's why SearchActions has compiled solid advice on every aspect of LinkedIn for every type of user.

Chapter 1

Your Personal Profile on LinkedIn

Before getting started, think like a marketer for a second. You are going to want to craft a LinkedIn profile that will appeal to a particular type of user. Who do you want to be looking at your profile? Maybe you want to attract new customers, job recruiters, new talent for your company or a business partner. Keep this audience in mind and work to build a profile that will appeal to them.

Set Up Your Personal Profile

PROFILE PICTURE

You only get one chance to make a great first impression, right? Make sure that colleagues, potential employers and business partners see you in your best light.

According to LinkedIn, profiles with a photo have up to 21 times more views than profiles without an image. Including a carefully selected picture on your LinkedIn profile gives the sense that you are serious about your career and finding new professional opportunities.





Profile Picture DON'Ts

- Don't leave it blank!
- Don't crop your profile picture from a group image.
- Don't choose a picture that is more than 5 years old.
- Don't include pets, spouse or children.
- Don't use a selfie.
- Don't use a photo from another occasion.
- Don't show objects or distracting backgrounds.

Profile Picture DOs

- Do select a photo that is high quality, well-lit and clear.
- Do make sure that your face is filling up at least 60% of the image.
- Do keep it professional in relation to context and clothing.
- Do smile! You want to look approachable, as well as assertive.
- Do update your image regularly.

Pro Tip

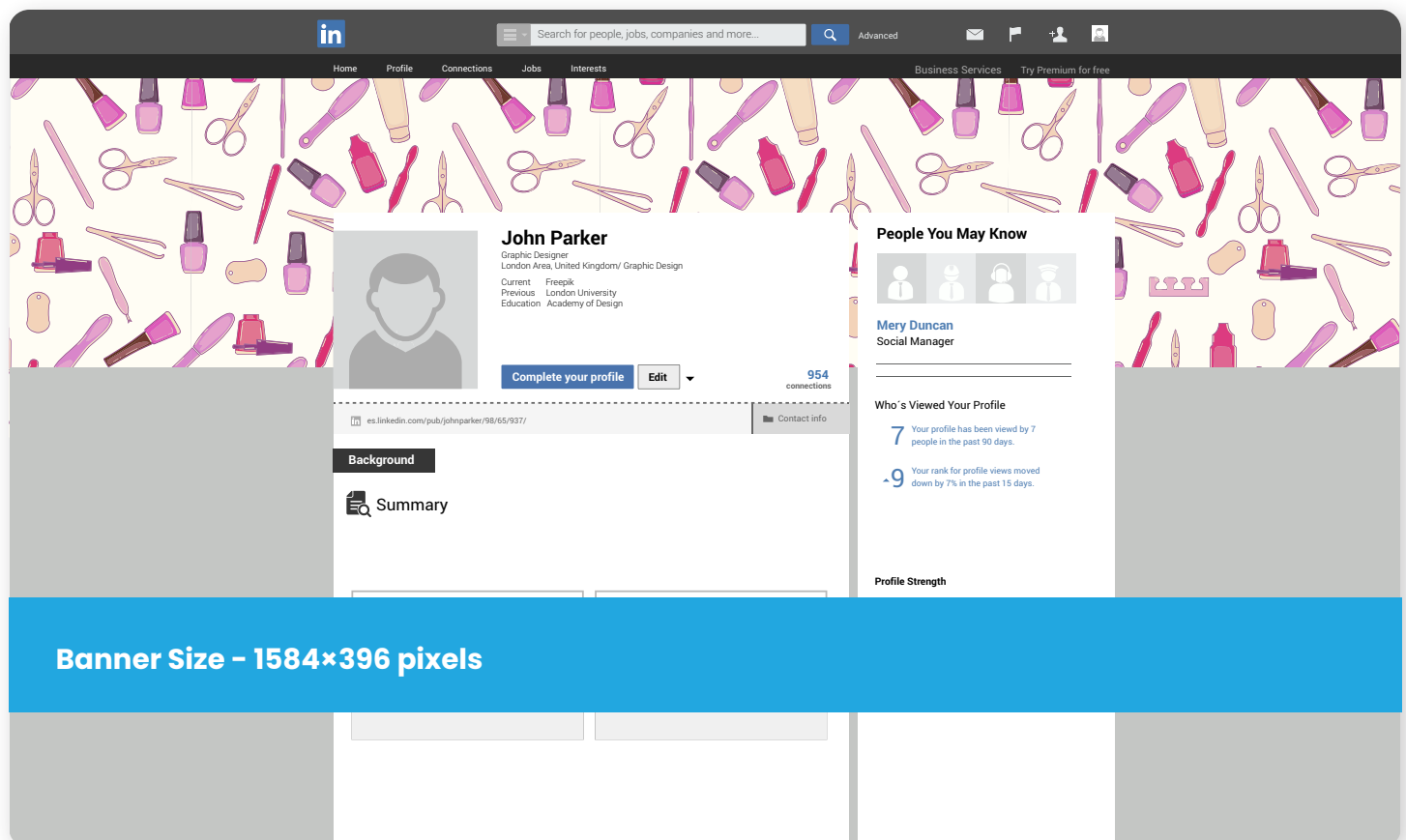
Do you have a custom URL for your LinkedIn profile? Click on "Edit public profile & URL" on the upper right side of your profile page. You can ditch the random numbers at the end. Get a simple URL that looks better when you share the link to your profile.

We recommend having a picture taken specifically for this purpose. A photographer, or a patient friend, can help you take a professional looking headshot. The great news is that you can reuse this headshot for other work-related purposes, such as your business Skype account, Slack profile and your website.

COVER IMAGE

Images illustrate stories. They are key to making an eye-catching LinkedIn profile, because they help illustrate your professional story. Don't pass by the opportunity to enrich your profile with a great cover image. Including a picture shows that you care about details and the professional image that you project.

When selecting a cover image, choose something that is relevant to your personality and your field. This may take some thought to find the right image concept. Consider non-photo images as well, such as a phrase typed on a colorful background or an image that recalls the colors and logo of your company.



HEADLINE

The same rule applies here; use don't overlook this section because each part of your profile is an opportunity to communicate better with your professional circle. It's best to customize the headline rather than relying on the generic automatic description. You have 120 characters available to make your headline really stand out.

Some experts say that you should use catchy descriptions and adjectives, which is fine, but avoid being vague. In this short statement, try to focus on your specialty and use keywords that will help people find you. It's ok to use your job title as headline. This may actually increase the possibility that recruiters looking for someone with a similar position or experience level will find you.

PROFILE SUMMARY

This is the most commonly overlooked section of the LinkedIn profile, but it is actually one of the first things that someone will look at to discover your greatest accomplishments. There are 2,000 character spaces available for the summary; use them well! In this summary section, aim to explain the following:

1. Who you are.
2. Who you help.
3. How you help.
4. Current expertise and career highlights.
5. What type of career interests you.
6. What drives you most about your ideal career.

Pro Tip

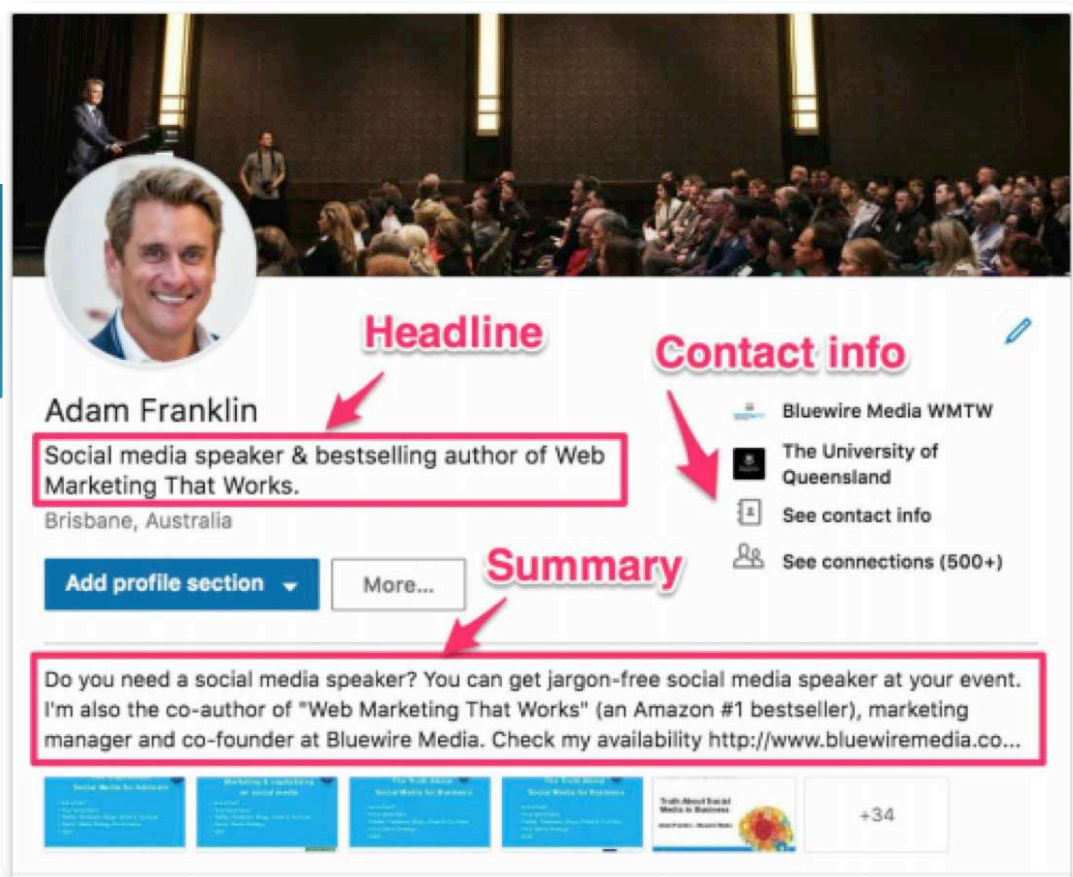
The LinkedIn profile summary isn't a biography. Keep it brief or insert headings to break up larger chunks of text and make it easy to find the most important information by skimming. As a closing, reach out to whoever is viewing your profile. Give them an idea of what to do next – accept your connection request, contact you about interesting open jobs, or get connected for the purpose of

Basically, you want to develop two short paragraphs. The first should give a strong overview of your current role and expertise. The second paragraph should touch on the highlights of your professional history, which may include relevant awards, noteworthy accomplishments, certifications or volunteer work.

MEDIA

Think about the media section as a digital portfolio. Here, you have the opportunity to include visuals that will enrich your profile summary, such as presentations, videos and images or link your blog or professional website. Be thoughtful about the media that you add; it should showcase well-curated examples of your work and important projects that you have completed. This isn't the place to show work in progress, unrelated hobbies or work largely completed by others.

Also, in the description, be clear about your role in the media items included if it was a collaborative effort. You don't want to offend colleagues by inadvertently taking credit for all the work.



As an SEO specialist, I help small businesses increase the visibility of their website for potential customers in their service area. I have 8 years of experience related to web development and was named Search Marketer of the Year in 2017.

I have always been passionate about marketing analytics and learning new methods for data tracking. This has been my main drive in seeking a career in the field of digital marketing or a position as an in-house marketing research analyst.

EXPERIENCE

This is the main section of your LinkedIn profile. Your goal with the experience that you list on the profile is to give a brief overview. It should be the starting point for a conversation about how you might fit into a new open position. Likely, you will post even less details than you would include in a standard resume.

- Job titles
- Company names (if it has a LinkedIn page, select the name of the company from the drop-down menu to link to its profile)
- Dates that you worked for those companies
- One bullet point that summarizes your experience or describes your role and responsibilities better.
- One bullet point that focuses on your key accomplishments and achievements.

Pro Tip

Don't overshare information. You just want to give recruiters an idea of your experience on your profile. So, pique their interest without boring whoever is reading your profile. If they want more information, they will contact you and ask for a copy of your resume. Then in initial conversations and interviews, you can flesh out this information and go more into depth about your particular

RECOMMENDATIONS

Be bold; ask your previous and current employers and colleagues to write a recommendation for you on LinkedIn. Having glowing reviews from your peers and supervisors is one great way to stand out from others competing for the same positions. Show off these recommendations as they give you credibility and can help highlight some of your strengths as an employee.

Clearly, recommendations from a boss or a manager have a higher value than from a peer. Messages written by someone you worked for and who had a position above you can function as a strong reference.



Get Started Using LinkedIn

MAKE NEW CONNECTIONS

LinkedIn can even be too aggressive in giving you opportunities and options for connecting with others through the platform. You can import contacts from your email, connect with friends from Facebook or look through their 'People You May Know' list compiled by its search engine. Possible connections are suggested based on mutual contacts or similarities in your background and experience.

Once you've gotten your personal profile set up, connect with your colleagues, business partners and old classmates first. Then, you can connect with other people in your industry and beyond – gradually enlarging your network. Connecting with people increases the visibility of your profile for other LinkedIn users.

LINK YOUR PROFILE

Link your LinkedIn profile, but only to websites and social platforms that you use professionally. Likewise, add a link to your LinkedIn profile on your blog, Instagram or Facebook account if those are tools that you use for work. Another great way to build your network on the website is to add a LinkedIn button to your email signature.

ENGAGEMENT

As with everything on the internet these days, the best way to gain visibility on LinkedIn is to stay active on the social network. Engagement is essentially an exponential factor. The more you interact on the platform, the more visibility the platform will give to your content, the more users will see and engage with your content. This effect cycles up.

We have given examples below of the different ways that you can get active on LinkedIn.

PROFILE UPDATES

Be sure to update your profile regularly, not just when you change jobs. Whenever you have news, remember to login and share those accomplishments with your professional network. Keep the information fresh and current; this should include adding to your list of skills, certifications, specialties and achievements.

Chapter 2

Your Business Page on LinkedIn

YOUR BUSINESS PAGE ON LINKEDIN

It's no secret why 18 million companies have LinkedIn pages and more are joining every day. Joining the platform is the chance to validate the company's reputation and increase awareness about your product or services. It's basically free advertising on a highly reputable site where your employees are active ambassadors for the business. LinkedIn provides lots of opportunities for your employees to engage in relevant circles. At the same time, other users can learn more about your company, brand and any available career opportunities.

WHAT YOU NEED TO MAKE A LINKEDIN BUSINESS PAGE

Not everyone meets the requirements to make a business page on LinkedIn. In order to do this, you must first have a personal LinkedIn profile that has been active for at least one week. The profile must have an intermediate level of information filled out, including your role at the company listed in the 'Experiences' section. You have to be a current employee of the business with a unique company email address verified with your LinkedIn account.

COVER IMAGE & LOGO

The cover image space is prime real estate. Capture people's attention with a bright, bold picture or illustration which encompasses the feel of your company.

For business pages, the company logo takes the place of the profile image. Don't leave this spot blank because pages with a logo attract [six time more traffic](#).



STRONG BACKGROUND



Banner Size – 1584×396 pixels

WEAK BACKGROUND



COMPANY DESCRIPTION

If a LinkedIn user takes the time to read the description on your business page, they are highly interested in learning more. Utilize these 2,000 characters wisely! The company description should include the mission and vision, while also explaining what makes this business different from others in your field. In general, you want to explain what the company does and why people should care.

Pro Tip

LinkedIn users can use keywords to find businesses that are relevant to their search terms. Search results will show the first 156 characters of your company description. Make sure that the first two sentences are especially strong and use strategic keywords related to your field, specialties and

SPECIALTIES

In the next section, you are prompted to list the companies specialties. These are keywords that will be used to help LinkedIn users find your company page. Within the allowance of 20 specialties, be sure to include your main products and services, industry and expertise.

BUILD YOUR NETWORK ON LINKEDIN

The first step for growing a company's circle of connections on LinkedIn is to connect with employees and business partners. It's also important to encourage your employees to add your company to their personal profiles and be active on the LinkedIn platform. Read more about this in the Advocacy section below.

Make it easy for customers, colleagues and other to follow your company on LinkedIn. Promote your company page on LinkedIn by including follow buttons on your website, other social media pages, email signatures, newsletters, blog posts and even printed marketing material.

JOB POSTINGS

This is what people usually think of when considering LinkedIn as a way to connect with others. The original focus of this social media platform was to put employers in touch with a wide pool of talent possibly interested in job openings and new career options. Today, LinkedIn continues to be one of the best, and most used recruiting tool.

Job postings are an important way to bring attention to your company. If they're written well, they can actually help highlight its strengths while working to appeal to the best people for the job. Here are some strategies for a successfully attracting strong candidate:

1. **Don't narrow the search from the beginning.** Start your search for candidates by considering candidates with a wider range of current positions or industry experience. You can always trim down the list of candidates to consider after you have received ample amount of responses.
2. **Choose from the list of possible job titles.** LinkedIn is a powerful search engine for job postings used by millions of people to find great career opportunities. By getting too creative with the job title, you decrease the possibility of having the posting found with more expected keyword searches.
3. **Keep it easy to read.** Nobody has a lot of time these days, including people looking for a new job. Cut the job posting down to the bare minimum; interested candidates can extend their research to the company LinkedIn page and website to find out what the company's mission and philosophy are, etc. Focus the posting on the position at hand and use bullet points and bold text to make it easy for possible candidates to find the key information.
4. **Provide an efficient way for candidates to respond.** Think carefully about the best way to structure the job posting. LinkedIn users can easily apply directly through the website, or you can provide a link to an internal candidate form that should be filled out. Either way, it's important that it's clear to everyone how they should respond to the posting.
5. **Renew the job posting if needed.** After about two weeks, if you want to continue to receive candidatures, renew the job posting to keep it near the top of search engine results.

PAGE UPDATES

Be sure to regularly update the business page. This is the place to brag about company accomplishments, goals achieved and important benchmarks to your professional network. Post news and content to the platform on a continual basis. And keep the information current; this should include adding to the list of certifications and specialties, or updating the description when needed.

Chapter 3

Important Details for Personal & Business Profiles on LinkedIn

Whether it's a personal profile or business page, be sure to include these key details

KEYWORDS

LinkedIn has an integrated search engine function which is a powerful tool for recruiters looking for new talent. Increase the possibility that they find you by implementing keywords in your profile. Basic search engine optimization (SEO) strategies can be applied to boost the right kind of traffic to your page.

Choosing the right keywords can be tricky. First and foremost, the words that you select should be an honest reflection of your skills and experience. Focus on a few keywords that are closely relevant to your position and field. Think about the skills which are in high demand for your position. Also, don't be afraid to use lingo from your field or appropriate jargon associated with your experience. If you're having a hard time coming up with keywords try using one of the many online tools to find words that are relevant and highly searched.

Your text should be keyword rich. It's especially influential to utilize your target keywords strategically in the following places:

- Profile headline
- Job title
- Summary
- Company description
- Experience information
- Related project descriptions
- Certifications and awards when applicable
- Skills section
- File names for profile images and photos used
- Pulse posts (see section XYZ)

In general, you should use keywords naturally and often. They have a great impact on SEO.

CONTACT INFORMATION

Don't forget to provide your contact details somewhere visible on your profile. Include an email address or a phone number. This way, if a recruiter really wants to get in touch with you right away about an opportunity, he or she can contact you directly. Consider adding your contact information at the bottom of the profile summary or the company description.

QUALITY CONTROL

Edit, edit, edit; don't just set it and forget it. This rhyme should help you remember the importance of re-reading your profile content. Check for grammar, spelling and punctuation. Make sure all the links work properly, all the sections of the profile are filled out to your liking and all the names and dates are correct.

We also recommend asking a friend to go over your profile content before publishing. It's always a good idea to have fresh eyes look at something.



Chapter 4

Engagement & Advocacy

As with all social media activity, engagement is the fuel for brand awareness. Further activity, such as posts, discussions and comments, from actual employees – also known as advocacy – is much more likely to be believable. Interaction with a company's employees shows it to be more human, relatable and also speaks highly of the company culture.

For Individual LinkedIn Users

Individuals can essentially build their own brand as an expert in their field through LinkedIn engagement. Here are some suggestions for how individuals can get active on the platform:

POST CONTENT

Sharing well-chosen articles and other content on LinkedIn can help build your reputation as a knowledgeable professional in your field. The trick is to share information that relates to what your colleagues and clients are interested in; the topics that you post should make sense coming from you while showing your wide range of expertise. Those in your network are more likely to remember someone who provides smart advice.

CREATE CONTENT

You can create your own long-form content and post it directly to LinkedIn as if it were a blog. LinkedIn makes it easy to write and publish your own original content. With hundreds of millions of users, the LinkedIn platform gives you the opportunity to reach an active, interested, professional audience with your content. At the top of your feed, there is a post option labeled "Write an Article," simply click there and start typing. You can add images, links and other media files to enrich your post.

Here are some great pieces of content that you can generate and post whenever possible:

- Your own blogs about industry news, professional predictions and insight on trends, helpful tips or how-tos
- Interesting articles from industry sources and colleagues
- Case studies
- Publications
- Projects
- Videos
- Presentations

Publishing content to LinkedIn is another way to stand out from the competition.

REQUEST RECOMMENDATIONS

Recommendations help strengthen your profile. For head hunters and others who don't know you, these are like letters of recommendation; they serve to support the information provided about your skills and experience. Reach out and request recommendations through LinkedIn. Coworkers, clients and supervisors with whom you have a good repour can be a great source of endorsements.

SHARE THE LOVE

If someone gives you a recommendation on LinkedIn or gives you credit in a post, caption or article, be sure to return the favor whenever possible. Endorsing other users increases the likeliness that they will continue to engage with you and is good for your professional relationships even offline. Plus, this type of activity is bound to boost your profile visibility.

PARTICIPATE IN GROUPS

LinkedIn groups are online forums for professionals in similar positions or within the same industry. Members regularly post discussion topics and share interesting content with their cohorts. By participating in these groups, you can find useful information, grow your network and continue to build your professional reputation.

To find the professional groups suggested for you, click on the "Work" menu at the top right of your page, then choose "Groups". You can join up to [50 groups](#) on LinkedIn. Though, you will want to limit the number you join to ensure that you can keep up with the activity and number of posts.

FOR BUSINESSES

Marketing experts say that it's better for a company not to have a presence on social media site then to have one that's not up-to-date and active. Use your business page on LinkedIn to its full potential by getting employees involved and continually encouraging engagement.

GETTING EMPLOYEES ONBOARD

The best representatives for a company are its employees. Plus, they usually outnumber the company in followers and connections. “On average, employees have 10 times more 1st-degree connections on LinkedIn than a company has followers,” according to LinkedIn. Each employee connection helps to expand your company’s reach.

First, make sure that someone has been appointed to making regular updates to the company LinkedIn page. Then, set a good example for employees by regularly posting and engaging on LinkedIn. It’s also appropriate to encourage staff to post their accomplishments, updates and publications on the platform.

Content shared on your company page also shows up in the feed of your followers. Here are some examples of content that you or your employees can generate in-house and post according to the content marketing schedule:

- Company blogs about industry news professional predictions and insight on trends, helpful tips or how-tos
- Interesting articles from industry sources and colleagues
- Infographics
- Case studies
- Job postings
- Publications
- Projects
- Recently launched websites
- Videos
- Presentations

Pro Tip

LinkedIn users can use keywords to find businesses that are relevant to their search terms. Search results will show the first 156 characters of your company description. Make sure that the first two sentences are especially strong and use strategic keywords related to your field, specialties and

By sharing rich content, you are increasing the possibility to capture the attention of clients, potentials, colleagues and others. These are all opportunities to strike up discussions and directly engage with your target customers.



ENGAGING USERS

Sharing valuable content is just one way to engage followers and users on LinkedIn. Here are some other suggestions:

- Company blogs about industry news, professional predictions and insight on trends, helpful tips or how-tos
- Interesting articles from industry sources and colleagues
- Infographics
- Case studies
- Job postings
- Publications
- Projects
- Recently launched websites
- Videos
- Presentations

In general, you should avoid sales pitches and clearly promotional messages. LinkedIn is meant to foster meaningful discussion among peers, not act as another vehicle for ads or spam.

