

LINKEDIN FINDABILITY



LinkedIn has been one of the most useful tools that I have implemented in my business practice and throughout my book writing process.

When I was writing my first book, LinkedIn was invaluable for sourcing other industry search marketing professionals. It was an easy and effective tool to connect with others in the search marketing space and check

my work against how our agency operates.

What I never expected, however, was that we could optimize our LinkedIn profiles to get found in search engine results. I believe most fellow business owners can agree on this point: If I am going to invest in social media marketing, ideally, I want my efforts to extend beyond the walls of the social media site to a much bigger findable audience that is interested in my products and services.

So we started looking at ways to tweak our clients' profiles to rank for specific, long-tail keywords. Consequently, the profiles appeared in the search results. This started our path of testing social media sites for search engine findability and, to our delight, it worked. This month, I am going to give you the strategy we discovered on how to optimize and maximize your profile for optimal findability on LinkedIn.com, as well as getting your profile to rank in search engines.

Problem:

Social media marketing sites like LinkedIn are not producing the outcome I had expected, i.e. leads, contacts and resources. How can I leverage my time and effort on LinkedIn to get real business results?

Your LinkedIn Findability Action Plan:

1. Choose Your Keywords
2. Optimize Key Elements in Your Profile
3. Use Applications to Enhance the Quality of Your Profile
4. Track Meaningful Results

STEP 1: CHOOSE YOUR KEYWORDS

You probably already know the keywords you want to be found under but, if not, use a keyword tool like Google's External Keyword Tool and start looking for "shopping" keywords. By "shopping", I mean that they are warm and semi-qualified based on the keyword the searcher used. Obviously, if you are Madonna or Bill Gates, you don't need to worry about people finding you. However, the rest of us have to work a bit harder to increase our "celebrity" in LinkedIn.

Pick a keyword that is going to position you as a leader and an expert in your field. For example, my keyword is "Internet Marketing Speaker."

STEP 2: OPTIMIZE KEY ELEMENTS IN YOUR PROFILE

Here are the main elements for optimizing your LinkedIn Profile.

Element 1: Use a professional headshot in your profile. People connect with faces, not logos or a blank shadow of a person.

Element 2: Think of your name as your headline — it must have a keyword included. For your name field, keep your first name as is. For example, mine is Heather. However, in your last name field, include a keyword such as, "Lutze — Internet Marketing Speaker." Now you are findable under your name and your expertise.

Element 3: Keyword optimization techniques apply to LinkedIn as much as they apply to a page on your website. Make sure to include keywords throughout your profile, including specialties and job descriptions in the summary, while using the same keyword phrase you selected in your name headline. See if you can bake in keywords without looking spammy. Please remember, it's about spreading your phrases over your entire profile, not cramming in as many keywords as you can fit.

Element 4: Make sure to leverage your key website assets in the "sites" area. Use the drop down tab for the "sites" and select "other". This will allow you to put in your own keywords like "Internet Marketing Blog" to match your URL. You have three keywords you can leverage. Your keyword now functions as an anchor text and links to one of your assets, such as your blog, twitter profile or website.

Element 5: Go after recommendations. When you are reaching out to colleagues, ask them to use specific keyword phrases or specific websites when they post about your services. Make sure to actively give recommendations to people you support.

STEP 3: USE APPLICATIONS TO ENHANCE THE QUALITY OF YOUR PROFILE

Applications are an easy way to maximize and automate your social media efforts on LinkedIn. You can use applications to pull your blog feed or Twitter stream, even a list of your favorite books, and dynamically show them on your profile. This keeps your profile fresh, interesting and full of


Heather Lutze has spent the last 10 years helping business owners get their enterprises noticed on the Web by their target audiences. She is the author of "The Findability Formula: The Easy, Non-Technical Approach to Search Engine Marketing." Visit FindabilityFormula.com for tools and resources to increase your site's findability.

2

1

Heather Lutze - Internet Marketing Speaker 1+

Internet Marketing Speaker and Search Engine Consultant with Findability Group
Greater Denver Area | Marketing and Advertising



Heather Lutze - Internet Marketing Speaker Social Media Corporate Policy, does your company have one? Watch my video <http://lnkd.in/NGB8GB>
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Current

- **Internet Marketing Speaker / Session Presenter at Incisive Media**
- **Monthly Columnist - Findability Makeovers at Website Magazine**
- **Marketing Speaker for Organization at Vistage International**

[see all...](#)

Past

- Member at Member NSA National and NSA Colorado Chapter
- Search Engine Manager at Video Professor

Education

- Colorado State University
- Heritage High School

Recommendations **20** people have recommended Heather

Connections **500+** connections

Websites

- Internet Marketing Consulting
- Internet Marketing Speaker
- Internet Marketing Book Site

Twitter **HeatherLutze**

Public Profile <http://www.linkedin.com/in/marketingspeakerheatherlutze>

4

Does Heather need your help? [Suggest a profile update.](#)

Summary

3

Company Founder Heather Lutze - Internet Marketing Speaker Specializing in Internet and Search – Heather is a nationally recognized speaker, trainer and consultant in search engine placement, cost per click models, natural search, and ad campaign tracking. She trained for Yahoo! Search Marketing for two years, and also trains for Pay Per Click Summit nationwide. Heather is a sought-after consultant, marketing speaker and instructor who conducts popular trainings and presentations in cities throughout the U.S.

“thought leader” information that features you as an expert in your field. The great part is that you don’t need to update it every time; it will dynamically be fed from your blog or Twitter account. You can even use this automation to dynamically update your status, as well. Nice!

STEP 4: TRACK MEANINGFUL RESULTS

How do you know this optimization is really working? Here are a few Key Performance Indicators (KPIs) to look for:

1. When typing your keyword phrase selected for your optimized profile, does your profile appear in results?
2. Is your profile at 100-percent connectivity by the LinkedIn Rating Scale? Keep working toward the full amount and surpass it.
3. Are you getting an increase in recommendations? As you build your notoriety and keep connecting with colleagues, clients and associates, gifts will show up in the form of unsolicited recommendations. It really does make your day to receive one of these in your inbox.
4. You should see a steady increase of personal messages in your LinkedIn inbox. The more conversations you create and receive in LinkedIn, the more comfortable and efficient you will be building your community.
5. Watch for your profile in the search engines. If you choose the right keyword that is not too highly competitive, you will show up quickly.

Some Folks to Follow on LinkedIn

There are a few LinkedIn profiles of professionals in my network that really shine. Here is a list of who I recommend you look up to follow what they are doing:

David Nour

<http://www.Linkedin.com/in/davidnour>

Laura Stack

<http://www.Linkedin.com/in/laurastack>

Gina Schreck

<http://www.Linkedin.com/in/ginaschreck>

John Sileo

<http://www.Linkedin.com/in/identitytheftspeaker>

Myself

<http://www.Linkedin.com/in/marketingspeakerheatherlutze>

Feel free to find me on LinkedIn and copy how I have optimized my profile. Of course, make sure to use your own information, as you probably don’t look anything like me. Keep pushing the opportunities that social media marketing can provide. Keep in mind that findability is not a convention that is only held by search engines; portals like LinkedIn, Twitter and Facebook are search engines in their own right. ■



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