



# SUPERCHARGING YOUR LINKEDIN PROFILE

## 7 Steps to Dominating the Largest Professional Network

With over 400 million+ business professionals, LinkedIn provides the greatest opportunity for marketers, sales professionals, recruiters, job seekers to network and advanced their careers.

Thank you for your taking the first step to dominating LinkedIn!

Yes, I really mean you can dominate LinkedIn in your niche because most people don't understand the huge business opportunity LinkedIn provides. Now is the time to master LinkedIn to gain a huge competitive advantage.

One of my clients, a success financial advisor coach, uses LinkedIn as his primary marketing tool. He's amazed that most business professionals don't take advantage of the LinkedIn opportunity.

High-level business professionals don't complete their LinkedIn profile. They don't grow their professional network. They don't share content. They completely ignore LinkedIn.

That's why he tells his prospects and clients that the bar for success on LinkedIn is very low. Very, very low.

If you take some time and implement the seven tips I'm about to teach you then spend 15-30 minutes a day using LinkedIn, I guarantee you will see amazing results. Consistency is the key to success on LinkedIn and in life.

## About Me

I've been blessed with many fantastic opportunities in my career. I've worked for large corporations like IBM and startups like Cellular One and Sitecore as well as owning my own business for over twenty years.

My career started in 1980 as a field service engineer, fixing computers for Digital Equipment Corporation in the San Francisco Bay Area. Digital was a pioneer in the development of mini-computers and computer networking so I was always on the leading edge of computer technology.

In 1989, I became employee #40 and the first network manager for Cellular One. By 2006, I was managing 75 desktop and network engineers as the cellular industry exploded. IBM wooed me away and I spent the next two years as a consultant working with Fortune 100 companies. My job was to

interview business executives and turn their business vision into reality by designing their computer and networking infrastructure.

With two small children at home, spending over 200 days a year on the road wasn't the best career option so I took the leap and started my own consulting practice in 1997. Since then I've been on my own except for a couple of brief stints with corporate jobs.

I started learning and teaching Web 2.0 (now social media) in 2005. In 2012 I was offered the opportunity to write Ultimate Guide to LinkedIn for Business and Ultimate Guide to Twitter for Business for Entrepreneur Press. Now I focus my time teaching people how to use social media, especially LinkedIn to sell their products and services.

To date, I've generated over \$200 million for companies using social media and online advertising. My online advertising career started in 2004 when I learned about Yahoo advertising, Overture and Google Adwords. I was instantly hooked and I've been generating leads and selling products using online techniques ever since.

Visit [www.linkedaccelerator.com](http://www.linkedaccelerator.com) for my free LinkedIn class and [www.tedprodromou.com](http://www.tedprodromou.com) for the latest LinkedIn and social selling strategies.

*Ted Prodromou*

## Let's Get Started

Is search engine optimization (SEO) important for your website?

I'll bet you just laughed at that question.

Everyone knows how important search engine optimization (SEO) is for your website. However...

Very few people know that SEO is important on LinkedIn. Optimizing your LinkedIn profile can give you a huge competitive advantage.

Here are some facts which demonstrate the opportunity on LinkedIn:

- LinkedIn is adding two new members every second
- With over 400 million+ business professionals, LinkedIn is the fastest growing social network — growing faster than Facebook and Twitter combined
- Over 60% of LinkedIn members earn over \$100,000 per year
- Over 75% of LinkedIn members have a college degree
- CEOs from every Fortune 500 company are on LinkedIn and spend an average of one hour per week on LinkedIn
- LinkedIn members will review your profile before doing business with you over 80% of the time

Despite LinkedIn's rapid growth, most LinkedIn members create an account, partially complete their profile, then rarely log in because they think LinkedIn is still just a place to post your resume.

Savvy LinkedIn members understand they have access to the world's largest database of affluent business professionals. LinkedIn is a search engine just like Google, giving you access to millions of business decision-makers in seconds.

Knowing this, I teach my students the two primary purposes for LinkedIn.

1. To find your ideal clients
2. To get found by your ideal clients

LinkedIn SEO works the same way that SEO works on your website. Strategically placed keywords throughout your profile help you get found by the LinkedIn search algorithm and rank you at the top of search results.

Where do you place keywords to rank well in LinkedIn?

There are 5 magic hotspots and I'll break down my LinkedIn profile to show you where they go and help you rank at the top of LinkedIn searches.

With that said...Let's get you "SEO'ed" on LinkedIn.

## **1. Your Professional Headline**

Technically, the first place LinkedIn looks for keywords is your name field. If you place keywords in your name fields, your search rankings will improve immediately. The bad news is it's against LinkedIn's terms of service and they will suspend your account if they see keywords in your name field.

The next field LinkedIn scans for keywords is in your professional headline.

At least 90% of LinkedIn members use their job title and their workplace as their professional headline. This doesn't help your search rankings because there are probably thousands of LinkedIn members with the same job title.

I recommend using the Professional Headline field as a headline, just as you use in your online ads.

One of my target keyword phrases is "award-winning author" so my professional headline is "Best-selling, Award-winning author of Ultimate Guide to LinkedIn for Business & Ultimate Guide to Twitter for Business". I rank number one for "award-winning author" and I receive tremendous exposure for my books by placing their titles in my Professional Headline.

The screenshot shows a LinkedIn search interface. At the top, a search bar contains the text "award-winning author" with a magnifying glass icon to its right and a close button (X) to its left. Below the search bar, there are navigation tabs for "Connections", "Jobs", and "Interests". The search results section displays "1,822 results for award-winning author". The first result is a profile for "Ted Prodomou, LinkedIn Coach" with a "you" tag. His profile includes a photo, a headline "Best-selling, Award-winning author of Ultimate Guide to LinkedIn for Business & Ultimate Guide to Twitter for Business", location "San Francisco Bay Area", and industry "Marketing and Advertising". It also shows "Similar" profiles with "500+" connections. Below the profile, there are two posts listed: "Getting Found on LinkedIn" (December 10, 2014, 252 Views) and "3 Business Networking Mistakes You Must Avoid" (December 1, 2014, 136 Views).

## 2. Your Summary

The Summary section of your profile is another key area to place your keyword phrases. Use keyword phrases naturally, like you would on your website, but don't overuse them. From my experience, adding keyword phrases in your Summary helps your ranking, but not as much as using them in your Name and Professional Headline.

Many LinkedIn experts suggest using your Summary as a sales page for your services, making it all about you. This approach can be very effective but I prefer to use the "WIIFM" approach.

Your prospects aren't interested in you and your accomplishments. They are interested in solving their own problems. WIIFM stands for "What's In It For Me" and my Summary works better when I focus on the prospect and their problems.



## Summary

If you're not getting the results you want from LinkedIn, Facebook, Twitter and Google, let me help. I'm a leading **LinkedIn coach**, **social media strategist** and **online lead generation expert**.

### What Can I Do For You?

- Would you like 20-30 warm leads delivered to your inbox every week?
- Increase your landing page conversions by 40-50%
- Build a referral network that sends you qualified prospects on a regular basis
- Establish you as an industry authority

Schedule some time with me at <http://www.tedprodromou.com/30> or call me anytime at (415) 233-7234

### About me

I survived the dot com crash which wiped out my twenty year career and I survived the financial collapse of 2008 which turned my business upside down. I have a few scars but I'm a better man because of the challenges.

I started my first business in 1999 because I love the freedom it provides. Owning your own business is no picnic but it sure beats living in the Dilbert cube. There's nothing better than watching the excitement in my clients eyes when their phones ring off the hook as result of a simple tip I gave them.

I help increase your revenue using the internet. Your website will be "famous" on the internet using social media (blogging, podcasting, video, social networking), **LinkedIn strategies** and **LinkedIn advertising**, **Twitter strategies** and **Twitter advertising**, **Facebook strategies** and **Facebook advertising**, and **pay-per-click (PPC) marketing**.

Download a free chapter of my Ultimate Guide to LinkedIn for Business here <http://tedprodromou.com/li-chapter> and a chapter of Ultimate Guide to Twitter for Business at <http://tedprodromou.com/tw-chapter>

**Specialties: LinkedIn speaker, LinkedIn trainer, LinkedIn consultant, social media speaker, social media trainer, online advertising expert, pay-per-click advertising expert, keynote speaker, LinkedIn training.**

## 3. Your Experience

In the Experience section, use keyword phrases as your job titles. Most people use their job title like President, Director or Owner. While it's important to let people know your role in your business, it's more important to rank well for your target keyword phrases.

One trick I use is to create many jobs within my own company. Each job happens to be one of my target keyword phrases. After I created multiple

jobs within my company, I instantly ranked well for each keyword phrase!

Don't forget to add your keyword phrases in each job description, which will further improve your search ranking.

Notice how I also added Online Lead Generation to the beginning of my company name which also helps me rank well for Online Lead Generation.

### **Best-selling Author of Ultimate Guide to Twitter for Business**

Online Lead Generation by Search Marketing Simplified

March 2012 – Present (2 years 10 months) | San Francisco Bay Area



Author of Ultimate Guide to Twitter for Business (Entrepreneur Press 2012). This guide shows businesses how to use Twitter for lead generation, social networking, generating publicity, authority and reputation building and selling B2C products.

### **LinkedIn Coach**

Online Lead Generation by Search Marketing Simplified

February 2010 – Present (4 years 11 months) | San Francisco Bay Area



LinkedIn coach for financial advisors, sales professionals, realtors, authors, coaches, speakers, consultants, professional service providers and businesses whom want to use LinkedIn to increase their revenue.

### **LinkedIn Lead Generation**

Online Lead Generation by Search Marketing Simplified

February 2010 – Present (4 years 11 months) | San Francisco Bay Area



LinkedIn lead generation for businesses looking to use increase revenue using LinkedIn.

### **Twitter Lead Generation**

Online Lead Generation by Search Marketing Simplified

March 2010 – Present (4 years 10 months) | San Francisco Bay Area



Done-for-you Twitter lead generation using strategic tweets, online advertising on Twitter and social media collaboration.

### **Online Lead Generation**

Online Lead Generation by Search Marketing Simplified

April 2003 – Present (11 years 9 months) | San Francisco Bay Area



Lead generation for medium-large companies using Google Adwords, Facebook advertising, Twitter advertising, LinkedIn advertising, Display Network advertising, retargeting, social media activity, and native advertising.

## 4. Your Skills

The Skills section is a goldmine for your keyword phrases.

LinkedIn lets you add up to 50 skills so make sure you include all of your target keywords as Skills. After you enter your skills, reorder them by dragging them so you prioritize your keyword phrases.

LinkedIn will display your skills to other people and ask them if they want to Endorse you for these skills. The more endorsements you receive for each skill, the more it helps your search ranking.

**Skills**

**Top Skills**

Count	Skill
4	LinkedIn Coach
16	LinkedIn training
11	LinkedIn advertising
11	LinkedIn Consulting
10	Published Author
7	Facebook advertising
6	international speaker
12	LinkedIn strategy
6	Twitter advertising
6	award-winning author

**Ted also knows about...**

5	Twitter marketing	6	LinkedIn marketing	13	Public Speaking		
2	keynote speaker	99+	Online Marketing	99+	PPC	95	Google Adwords
91	Marketing	70	Email Marketing	85	Online Advertising		
60	Social Media Marketing	60	Digital Marketing	67	Lead Generation		
43	Social Networking	36	Social Media	<a href="#">See 25+ &gt;</a>			

## 5. Your Interests

Last but not least, the Interests section is another hotspot for keyword phrases. Most people don't know this and just add their hobbies. I add my business keyword phrases in addition to my hobbies and it works like magic!

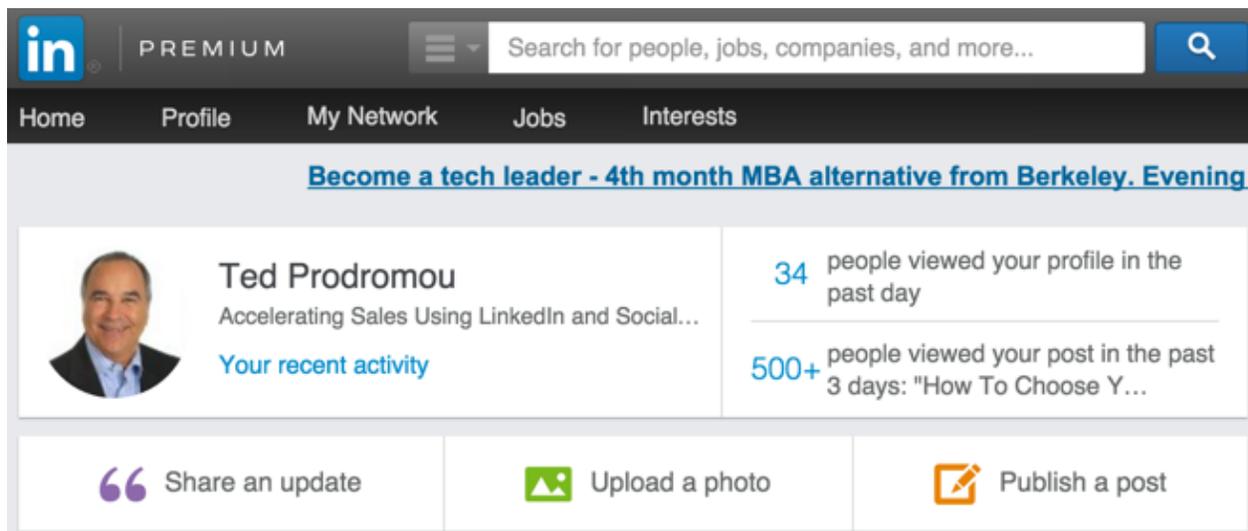
### • Interests

LinkedIn coach, social media, LinkedIn author, Twitter author, online marketing, search marketing, online advertising, hiking, running, golf, skiing, bicycling, travel, personal development, gadgets, investing

## 6. Publish content

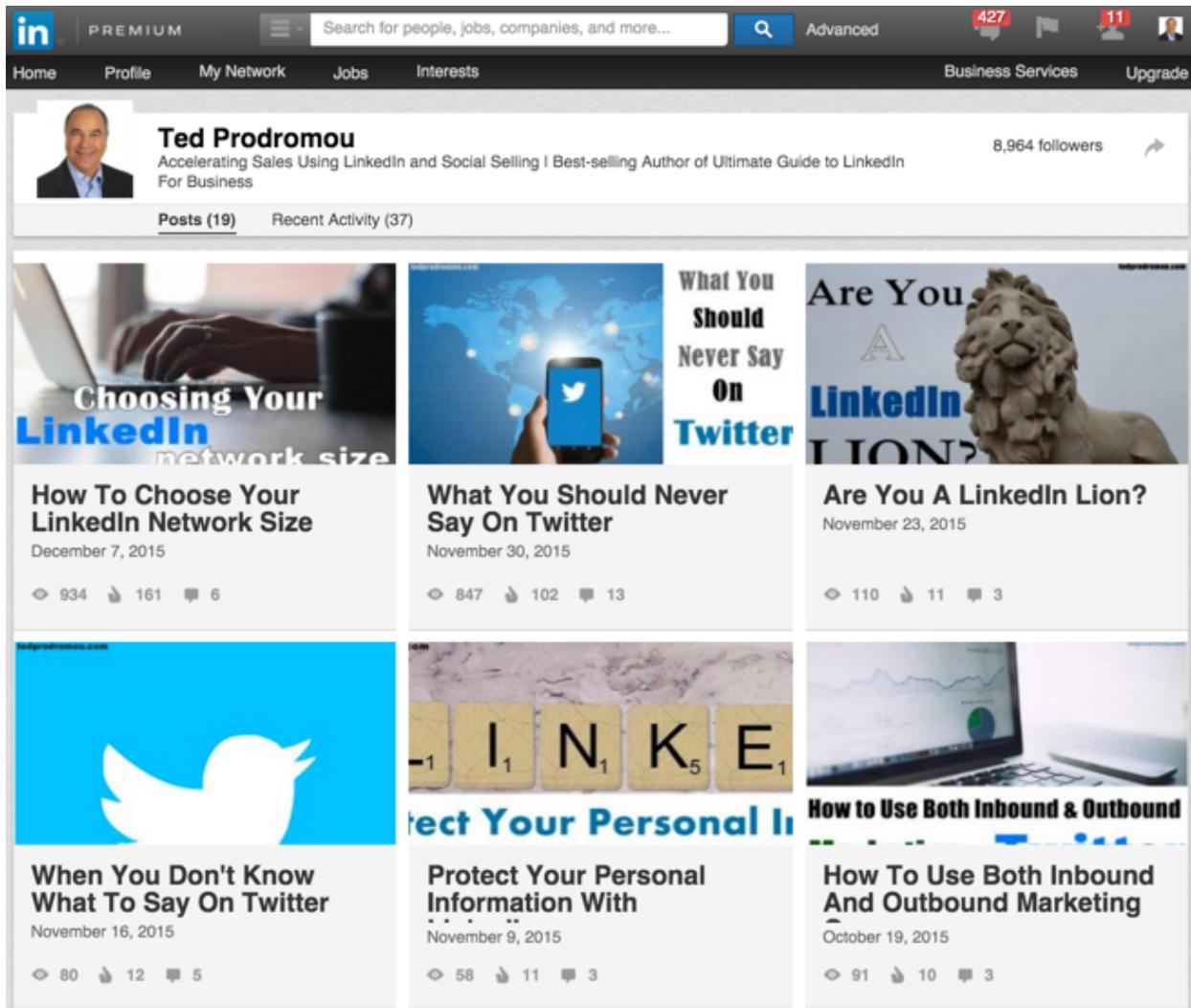
Share your expertise by publishing content at least once a week. If LinkedIn editors find your content compelling, they will publish your content in Pulse which can result in hundreds of thousands of views.

To publish content on LinkedIn, click on Publish a post which is located on your LinkedIn home page.



Even if your content isn't picked up by LinkedIn Pulse, your network will see your content. All of your content appears in your profile permanently so new profile visitors. This lets them get to know, like and trust you and you can become a recognized industry expert.

Here's some of the content I've posted on LinkedIn. Always add an attention-grabbing image to your posts which gets people to view and read your content.



## 7. Add Multimedia Content to Your Profile

You can add YouTube videos, PowerPoint presentations, podcasts, articles, images and other multimedia content right in your LinkedIn profile. You can add multimedia content in your Summary and in each of your jobs in the Experience section.

Here's a list of supported content providers and the media formats.

[https://help.linkedin.com/app/answers/detail/a\\_id/34327/](https://help.linkedin.com/app/answers/detail/a_id/34327/)

As you see in the picture below, I have lots of multimedia content posted in my profile. This content is hosted on the sites like YouTube, Slideshare

and other popular sites so you get twice as much exposure for each piece of content. Don't worry, this doesn't count as duplicate content in Google's eyes.

Specialties: LinkedIn speaker, LinkedIn trainer, LinkedIn consultant, social media speaker, social media trainer, online advertising expert, pay-per-click advertising expert, keynote speaker, LinkedIn training.

**Josh Thomas**  
I solve problems.

**People Similar to Ted**

**Hung Le** | Strategy Coach, Consultant, Speaker 2nd  
Would You Like Me To Personally Double Yo...  
Connect

**Ads You May Be Interested In**

- 100% Commission For Agent**  
Full Service Real Estate Brokerage. \$695 + \$135 E & O per transaction.
- OutboundOnDemand**  
Get dozens of meetings for your sales reps at 75% lower cost
- MS In Management Degree**  
Earn Your Master's In Management. Graduate In Just 18 Months. Learn More!

LinkedIn Marketing: My Morning LinkedIn Ro...  
Introduction to LinkedIn Advertising  
Introduction to LinkedIn Advertising  
LINKEDIN 80/20: GETTING MORE RESULTS WITH LESS EFFORT  
Getting Started With Twitter Advertising  
LinkedIn Account and Sec...  
Digital Marketing Classroom  
How to Connect with People Outside Your N...  
Schedule a 30 Minute Meeting

## Action Steps

1. Do some LinkedIn searches for your target keywords and track where you rank in a spreadsheet.
2. See who ranks at the top of the search results and view their profile to see where they place their keywords.
3. Add your keywords in the same places as the top search results and see if it improves your ranking.
4. Add new connections every day. LinkedIn doesn't tell us which factors help you rank well, but most LinkedIn experts agree that the more connections you have, the higher you rank.

For more LinkedIn and social selling tips, visit [www.tedprodromou.com](http://www.tedprodromou.com). I also have a free LinkedIn course at <http://www.linkedaccelerator.com/>

