

LINKEDIN OPTIMIZATION

THE BASICS

- Complete your profile
- Expand your connections
- Increase your activity (like, comment and post)



FIND KEYWORDS

- Find the search terms you're being found for already
- Review job descriptions for potential keywords
- Spy on other LinkedIn profiles that rank high in search

USE KEYWORDS

- LinkedIn headline
- About section
- Experience section
- Skills section

NEXT STEPS

- Schedule 15-20 minutes daily to engage on LinkedIn
- Monitor your results
- Iterate as needed



NOTES

Cover the Basics

1. Complete your profile. A complete profile is more likely to appear in search results, so fill out any incomplete sections.

2. Expand your connections. A larger network helps you appear in more search results. For example, when searching “freelance writer,” you will see first-degree connections at the top of results, second-degree connections, and so on. Work to expand your connections each week (aim for at least 500).

3. Increase your activity. The more active you are on LinkedIn, the more you’ll appear in search results. Spend 15–20 minutes daily commenting, sharing, and liking to increase visibility.

Find Solid Keywords

1. Discover the search terms you're already being found for on LinkedIn. LinkedIn shows you what searches you're already being found for on the platform. Under your profile's "Analytics" heading, click on the search appearances section. Then, check out the words under the "job titles you were found for" section. Write these down.

2. Research job titles on LinkedIn. Another great place to find keyword ideas is LinkedIn job posts. Search the job title you think your target market is searching. For example, when I search "freelance writer," job openings come up with that title, but I also get related results like "freelance copywriter." You can use the related words too.

3. Check out other freelance profiles ranking high in search results. Type your target job title into the search box and scope out other pros' profiles. For each profile, note any keywords used in the following sections:

- a. The headline.
- b. The about section.
- c. The experience section.
- d. The skills section.

Use Keywords Strategically

You probably have a decent list of keywords at this point, but you might wonder: How and where do you use them?

Here are a few important places:

1. Headline. Use your top priority keyword in your LinkedIn headline.

2. About section. Use your primary keyword in the first sentence of your “About section” and pepper in any other related words where they naturally fit.

3. Experience section. Integrate your primary and related keywords in your job titles throughout your experience section.

4. Skills. Include relevant keywords in your “skills” section.