

40 Tips

Our Motto: Your online success is our business

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LinkedIn Tips (1 – 5)

- Tip 1: Answer a simple question: Why are you on LinkedIn? Please write an answer in 5 words. Develop your LinkedIn strategy around the answer of this simple but very important question.
- Tip 2: Focus on Relationship Building
- Tip 3: Measure ROI on LinkedIn
 - Tangible Factors:
 - Web Traffic
 - New Links received on Website or comments on Blog
 - Growth in Opt-in Lists
 - Increase in your recommendations
 - Questions answered
- Tip 4: Grow Audience with “CAP” approach
 - C = Content
 - A = Awareness
 - P = Participate
- Tip 5: Communicate constantly without being annoying



LinkedIn Tips (6-10)

- Tip 6: Create your vanity URL – For e.g. my vanity URL: <http://www.linkedin.com/in/threesite>
- Tip 7: Search skills and apply skills to your profile related to your fields. Try applying skills which are higher in demand.
- Tip 8: Ask for recommendations
- Tip 9: Ask for an introduction from one of your direct connections to someone they are directly connected to
- Tip 10: Join and participate in a couple of relevant groups



LinkedIn Tips (11-15)

- Tip 11: Install Outlook Toolbar – <http://www.linkedin.com/outlook>
- Tip 12: Write nice recommendations before you ask for recommendations
- Tip 13: Leverage the benefits of LinkedIn Applications
- Tip 14: Find an expert in your field and follow him
- Tip 15: Find Business Partners, Vendors, Clients etc. and connect with them



LinkedIn Tips (16-20)

- Tip 16: Learn to search
 - By Keyword
 - By Location
 - By Name
 - By Industry
 - By company
 - By School
 - By Group you belong to
- Tip 17: Learn how to use “Reference Search” (Advanced Search function to find people who had worked at the same company at the same time.)
- Tip 18: Provide link backs to your website, blog, twitter account and facebook.
- Tip 19: Use LinkedIn widgets to share your profile on your website, blog or even in your emails
- Tip 20: Create your own LinkedIn group



LinkedIn Tips (21-25)

- Tip 21: Download and use LinkedIn Sharing Bookmarklet (http://www.linkedin.com/static?key=browser_bookmarklet)
- Tip 22: Set up primary email address as non-work email address (your profile would stay live even if you change your employer)
- Tip 23: Remove multiple accounts on LinkedIn (if you may have, please don't confuse your buyers by having multiple LinkedIn profiles.)
- Tip 24: Ask relevant and useful questions on LinkedIn Answers platform
- Tip 25: Study LinkedIn Answers and collect useful tips on a certain topic. Add value to the same and then share it with your connections



LinkedIn Tips (26-30)

- Tip 26: Use email invitations wisely. Personalize invitations and then send it to your friends or colleagues
- Tip 27: Use LinkedIn for Professional Profile and for personal profile use other great platform such as Facebook
- Tip 28: Attach twitter account with your LinkedIn profile
- Tip 29: Select what others see when you've viewed their profile
- Tip 30: Check profile stats to understand who had viewed your profile. Try to connect with them. They might be looking for your help.



LinkedIn Tips (31-35)

- Tip 31: Create your 3-second brand statement and apply the same in your profile – On my profile you will see it is being made like this:
 - Website Designer ★ Social Media Marketer ★ SEO Expert ★ Virtual Assistant ★ Completed 500+ Projects on Fiverr.com
- Tip 32: Comment on whenever your contacts make any updates on their profile. Always leave useful comments.
- Tip 33: Visit LinkedIn Blog once a week to understand what are the new features introduced
- Tip 34: Use <http://m.linkedin.com> on your mobile phone. LinkedIn also offers application for various popular mobile devices such as Blackberry, iPhone, Palm pre etc.
- Tip 35: Attend Free Webinars organized by LinkedIn: <http://learn.linkedin.com/training/>



LinkedIn Tips (36-40)

- Tip 36: Take suggestions about your LinkedIn Profile from your family members, friends, prospects, suppliers and customers.
- Tip 37: Take the advantage of creating a “company page”. It is similar to “Facebook Fan Page” but it is more professional:
<http://www.linkedin.com/company/add/show>
- Tip 38: <http://www.linkedin.com/companies> - search for the relevant industry leading companies and follow them.
- Tip 39: Use LinkedIn Applications to enhance your profile:
http://www.linkedin.com/static?key=application_directory
- Tip 40: Last but the most important, Is your LinkedIn Profile complete? Yes, think again. Did you complete all the following steps?
 - Current Position
 - Education
 - Two prior positions
 - Professional Photograph
 - Profile Summary – based on keywords
 - Specialties
 - Three Recommendations – more recommendations are always better.