

3 Power Tips to Improve Your Discoverability on LinkedIn

The purpose of this document is to enable you with tips and tricks to become a top Social Seller at Sage. If you have any questions, comments, or suggestions, please don't hesitate to contact [Michael E. Rubin at Michael.Rubin@sage.com](mailto:Michael.E.Rubin@sage.com).



Introduction

It's become clear that LinkedIn has evolved. While members still use it to find a new job, it's also become the working professionals' version of Google. "Search" has become as important as "Connect." If you can't be found, you don't exist.

Think of it this way: everyone knows that Google uses keywords and search phrases to attract website visitors. It's critical that your LinkedIn profile follow the same rule of thumb.

This cheat sheet will help you improve your discoverability.

Before You Start: Create a List of Keywords

Before you start editing your LinkedIn profile, it's important to generate a list of keywords. These are the words that are important in finding what we search. Many methods exist on how to do this, but the tried-and-true is to poll *yourself*.

That's right. Poll yourself. Talk it out. You are the best resource for knowing the keywords that describe what you do and your ideal prospect.

Here's how:

1. Sit down with your computer in a quiet space.
2. Open a blank page in Microsoft Word.
3. Type out a conversation that you would have with someone unfamiliar with your job.
4. Describe what you do and how you do it.
5. Describe the people or groups that you work with and how you work with them.
6. Describe who buys the product(s) you sell and what value they derive from it.

Once the "conversation" is finished, you will recognize patterns of repeating keywords and themes. Write those in a list and keep them on hand.

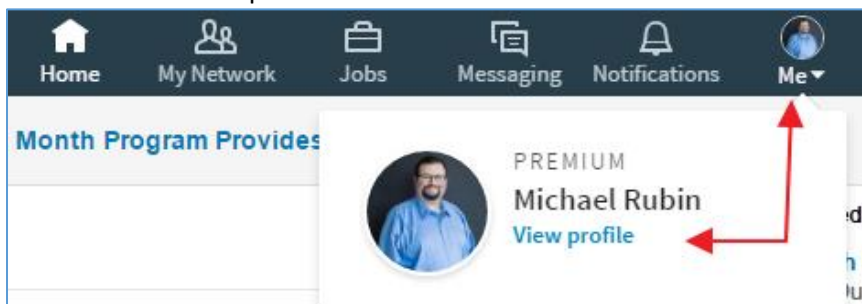
Power Tip #1: Edit Your Headline to Be More Search-Friendly



Because it's usually the first or second thing that the eye sees, LinkedIn weighs your headline heavily in its search algorithm. Thus, it's critical that you make your headline more search-friendly.

Here's how:

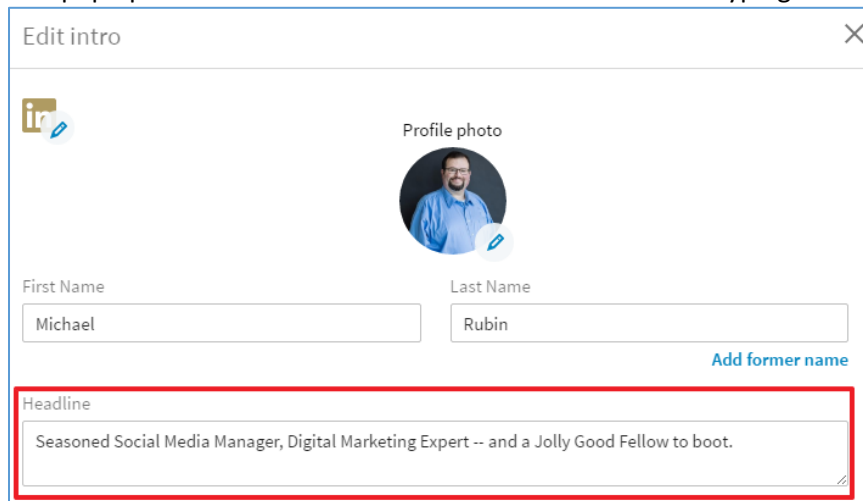
1. Go linkedin.com.
2. Find your profile by clicking the Me button at the top of your screen.
3. Click "view profile" in the menu that drops down.



4. Click the pencil icon at the top to edit your profile.



5. The “Edit intro” box will pop up. Look for the field marked “Headline” and start typing.



Edit intro ✕
 Profile photo
 First Name: Michael Last Name: Rubin
 Add former name
 Headline
 Seasoned Social Media Manager, Digital Marketing Expert -- and a Jolly Good Fellow to boot.

REMEMBER: This is prime real estate and LinkedIn knows it. You only get 120 characters, so use this field to your advantage. Go beyond your title and company, and utilize keywords from your list that make an impact for you, the Sage brand, and your value.

Examples:

- BEFORE: Dev Team Lead – Sage 5000 at Sage
 AFTER: Payments Developer Focused on Quality, Speed, and Fraud Prevention
- BEFORE: Director of SMB Solutions at Sage
 AFTER: Experienced Accounting Professional | Small and Medium Business Partner | Cash Flow Expert

Power Tip #2: Edit Your Profile Summary to Include More Relevant Keywords



The second step toward improving your discoverability is to include more relevant keywords in your summary. This is another area that LinkedIn weighs heavily in its algorithm because it is so highly visible.

The process here is nearly identical to what was covered in Power Tip #1. Follow the same steps and keep scrolling when the “Edit intro” box opens (step 5 on page 3). You will see a field called Summary.

Use both your keywords list and your knowledge of the customer when writing your Summary. Remember, you’re looking to include keywords and phrases your prospects would type when looking for someone who provides our products and services.

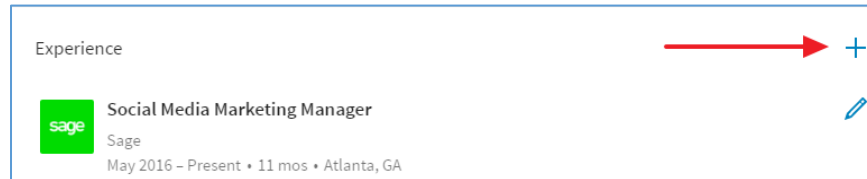
Power Tip #3: Use the Experience Section to Appeal to Multiple Audiences

There's an old adage: "the riches are in the niches." In a modern context, the truth is simple: if you try to be everything to everyone, you risk being nobody to no one.

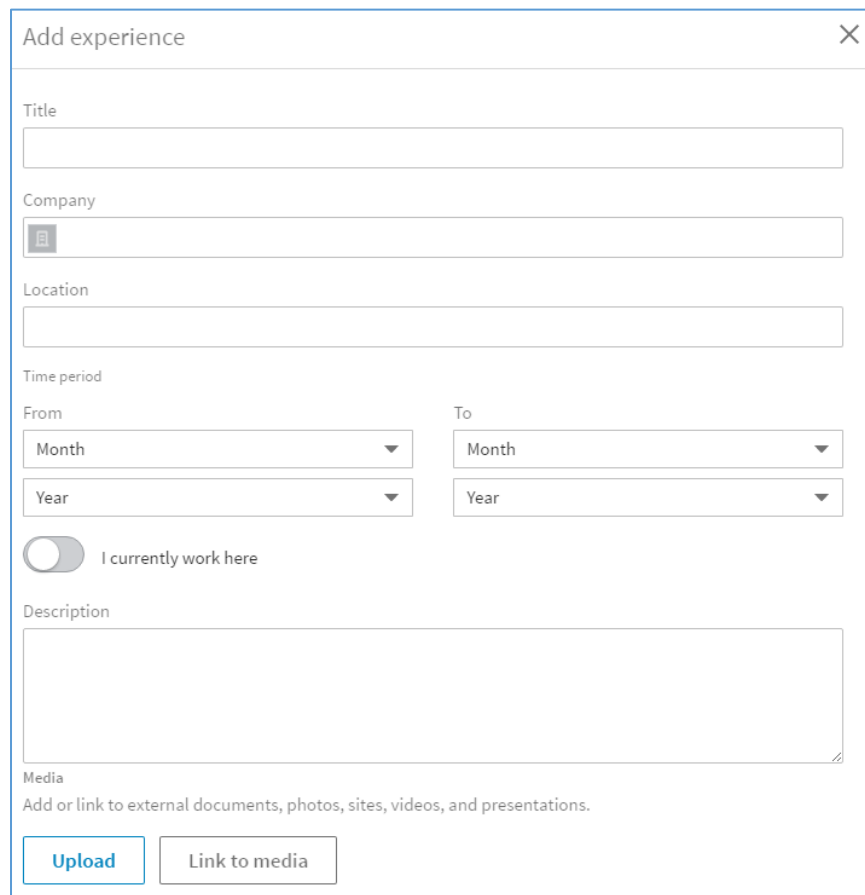
Instead, select 2-3 target audiences or industry niches you want to focus on and add content to your profile that appeals to those individual niches. You're looking to explain quickly and clearly who you serve and how you help others achieve their goals.

Here's how:

1. In your LinkedIn profile, go to the section marked "Experience" and click the + sign as shown below.



2. The "Add Experience" box will pop up.
3. Where you would normally enter the details about your job, use this space to appeal to your target audience.



The image shows a screenshot of the 'Add experience' form. The form has a title bar with 'Add experience' and a close button (X). The form contains the following fields and options:

- Title:** A text input field.
- Company:** A text input field with a small icon on the left.
- Location:** A text input field.
- Time period:** Two columns of dropdown menus. The left column has 'From' with 'Month' and 'Year' options. The right column has 'To' with 'Month' and 'Year' options.
- I currently work here:** A toggle switch that is currently turned off.
- Description:** A large text area for entering details.
- Media:** A section with the text 'Add or link to external documents, photos, sites, videos, and presentations.' Below this are two buttons: 'Upload' and 'Link to media'.

- By creating a listing in your “Experience” section and using the keywords you’ve generated, you help your profile get “found” by these niche audiences when they’re using LinkedIn search.

“ADD EXPERIENCE” BOX

Add experience
✕

Title

Company

Location

Time period

From

Month

-
Present

2015

-

I currently work here

Description

As a sales executive at Sage, I am dedicated to helping small and medium-sized businesses achieve their fiscal goals. I work with entrepreneurs ("heroes" as I call them) to help them get a handle on issues like cash flow, payroll, and expense management so they can focus on what they do best: building sustainable long-term businesses.

Media

Add or link to external documents, photos, sites, videos, and presentations.

Upload

Link to media

CORRESPONDING FIELDS

Accounting Software for Small and Medium-Sized Businesses

Sage

2015 - Present • 2 yrs

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TITLE

COMPANY

TIME PERIOD

DESCRIPTION

FINAL RESULT

Accounting Software for Small and Medium-Sized Businesses

Sage

2015 - Present • 2 yrs

As a sales executive at Sage, I am dedicated to helping small and medium-sized businesses achieve their fiscal goals. I work with entrepreneurs ("heroes" as I call them) to help them get a handle on issues like cash flow, payroll, and expense management so they can focus on what they do best: building sustainable long-term businesses.

- SUGGESTION:** Use multiple Experience entries to describe the 2-3 niche audiences you work with.