

Hung Le

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## Introduction

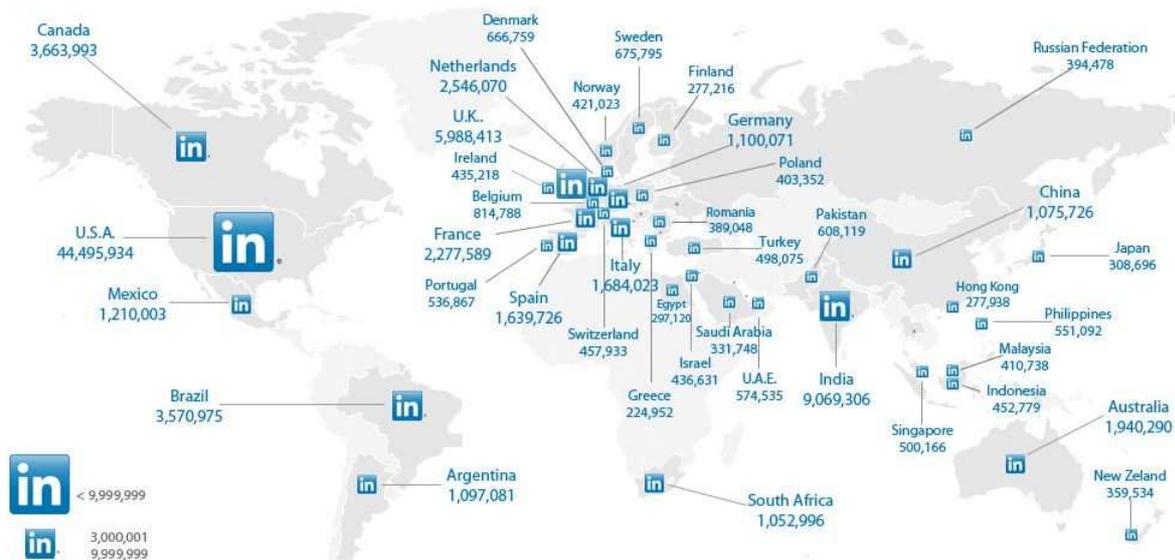


Whether you have read our LinkedIn Reader or not, you will, now that LinkedIn is the no.1 growing site for business professionals. It is a site that is used by both professionals and whole businesses alike.

The website was founded in 2002 and launched in spring, 2003. IT was founded by Reid Hoffman. Hoffman began his career at Apple and Fujitsu after graduating from Stanford and Oxford universities in the 1990s. He was a member of the founding board of American financial transaction website PayPal and along with several other members, founded LinkedIn after PayPal was acquired by eBay in 2002.

By 2011, LinkedIn had amassed 135,000,000 users from across the world. This includes all the executives from the Fortune 500 and all major industries and industry leading companies.

As the map below demonstrates, LinkedIn members are fairly spread around the world with the largest group being Americans. Approximately one in six Americans as well as one in six British citizens are also members of LinkedIn.



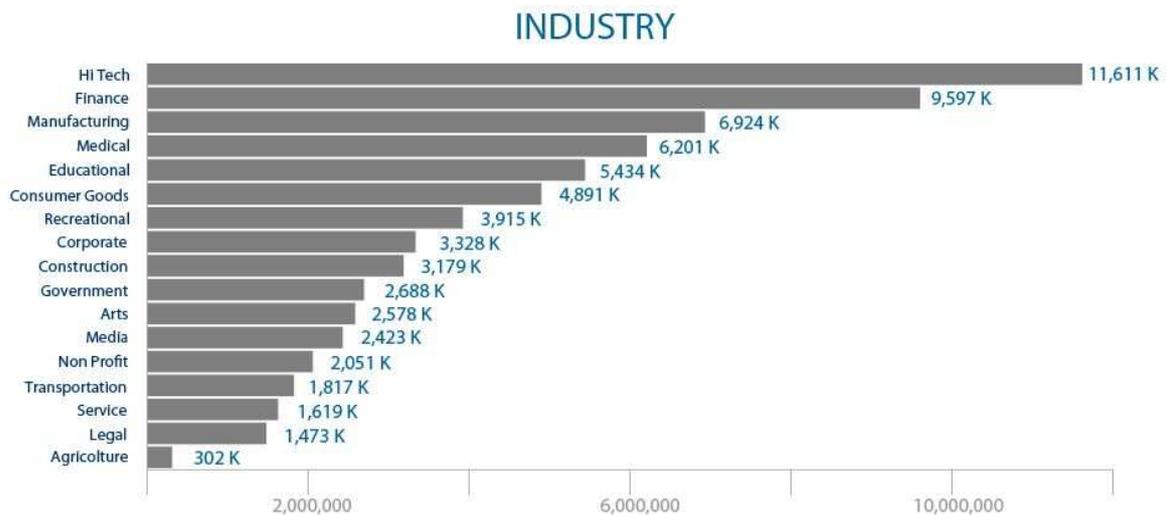
The following images demonstrate the gender and age balances of LinkedIn members:



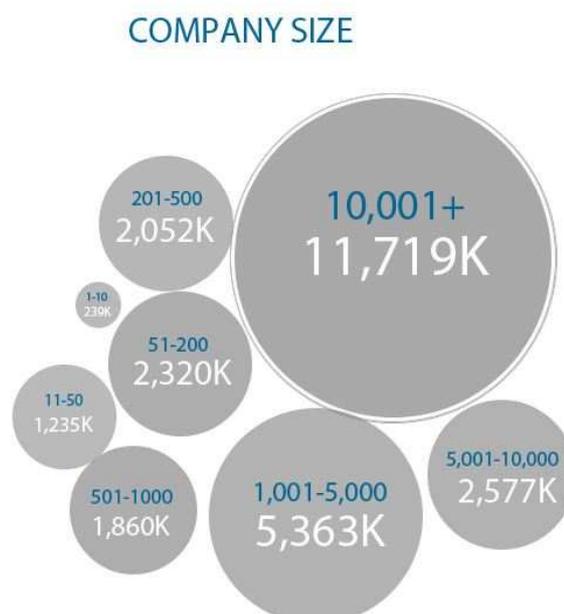
As you can see, the majority of users are men between the age of 24 and 54. According to statistics, approximately 33% of users access the website at least once a month. In 2011, there were approximately 4 billion people searches on the website.

As well as allowing individuals to join LinkedIn, the network allows various companies to register themselves as members. The reasons for this will be outlined in Part 2. The following graph illustrates the most

popular sectors or industries from which the companies come. The most popular industries are hi-tech, manufacturing and finance.



These companies can also be broken down by their size. This graph demonstrates that there are many large companies involved in LinkedIn as well as smaller ones.



Vincenzo Cosenza's info graphics demonstrate the growing reach of LinkedIn. The website has become a site where professionals can find work, find employees, and connect with like-minded people in the same or related sectors and to pool resources.

This eBook is designed to show you how to set up and maximize your LinkedIn business page. This book is a step by step guide to make sure your page helps your website rank well on search engines, to help you find and organize your staff, to advertise your business and to build up your relationship with your customers and fans.

## LINKEDIN PAGE

**Be part of the  
professional global  
business community.**



# 1. Setting up Your Account

Before making a business page, you need to make sure your personal account has been optimized. You will know about most of the content already, but think, does it reflect the right you? Are you actively promoting your current business or company well?

Common SEO practices can be applied to any public profile on the internet and your LinkedIn profile is no different. If possible, make sure there is a good link to your company home page and to any relevant business and group pages on LinkedIn, (these may need to be done once you have finished building them).

You should also keep a continuous eye on the quality of your network. Are they good links to have? Alternatively, are they more social links? Do they perform a function or have the potential to if you need them? Once you have finished with your personal page, you are ready to build a LinkedIn Business Page.

## Premium Accounts



Having a regular LinkedIn account grants you only so many privileges. You can contact certain members and you can add only certain people.

However, if you are serious about business, then it is well worth you investing in one of 3 LinkedIn premium packages.

## **1. Business**

The business package allows you to:

- Contact 3 people directly through InMail with a guaranteed response
- See 300 profiles when you search
- Access to premium search filters
- Automatically see expanded professional profiles
- Full list of people who have viewed your profile
- 5 folder profile organizer
- See first names for third degree contacts
- Access to reference search
- Priority customer service

## **2. Business Plus**

Meanwhile, business plus has:

- Contact 10 people directly through InMail with a guaranteed response
- See 500 profiles when you search
- Access to premium search filters
- Automatically see expanded professional profiles
- Full list of people who have viewed your profile
- 25 folder profile organizer

- See first names for third degree contacts
- Access to reference search
- Priority customer service

### **3. Executive**

And the executive package gives you:

- Contact 25 people directly through InMail with a guaranteed response
- See 700 profiles when you search
- Access to premium and total search filters
- Automatically see expanded professional profiles
- Full list of people who have viewed your profile
- 50 folder profile organizer
- See full names for third degree contacts
- Access to reference search
- Priority customer service

Upgrading to a business or executive account is not essential to doing business on LinkedIn, but it does make the whole process a lot easier. For example, if you are planning to approach someone for a contract or as potential employee and you do not know them, you stand a chance of interacting with them. The same cannot be said of a normal account.

## 1.1 Making a Business Page

In order to set up a company, you need to log into your personal account. From there go to the company home page, which you can find on the main bar under the masthead. You will now notice there is the option to “Add a Company.” Click this. You will be taken to the following page:

Companies Home   Following (3)

---

### Add a Company

Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.

Company name:

Your email address at company:

I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.

---

or Cancel

Enter your company’s name, your company email address and the tick the box to verify you are the official representative of the company. Once done, click the “continue” boss.

You will then receive a verification email from LinkedIn. Click on the confirmation link in the email and you will be taken to a “confirm” page.

Click the confirm button and then log in with your primary email address and password (for your personal page).

At first, your page will be as barren as Svalbard in the winter:



## 1.2 Company Details

To edit your company details go to the right-hand side of your main panel and click on the dropdown menu entitled “Admin Tools.” Then click on edit. You will be presented with a three-part details page for your business.

### Part One: Basic Company info.

As the following graphic demonstrates. The section on the right-hand side allows you to determine the type of business you are running.

1. **Company Type:** Choose from eight options that include “public company” and “self-employed.”
2. **Company Size:** Range of sizes depending on the number of employees.
3. **Company Website URL:** Your website address

[www.Hung-Le.com](http://www.Hung-Le.com)

4. **Main Company Industry:** What type of company do you run?
5. **Company Operating Status:** Ranges from operating to out of business
6. **Year Founded**
7. **Company Location:** City, country, state etc...

\* Indicates required field

\* **Company Type**

Public Company ▼

\* **Company Size**

myself only ▼

\* **Company Website URL**

\* **Main Company Industry**

Accounting ▼

\* **Company Operating Status**

Operating ▼

**Year Founded**

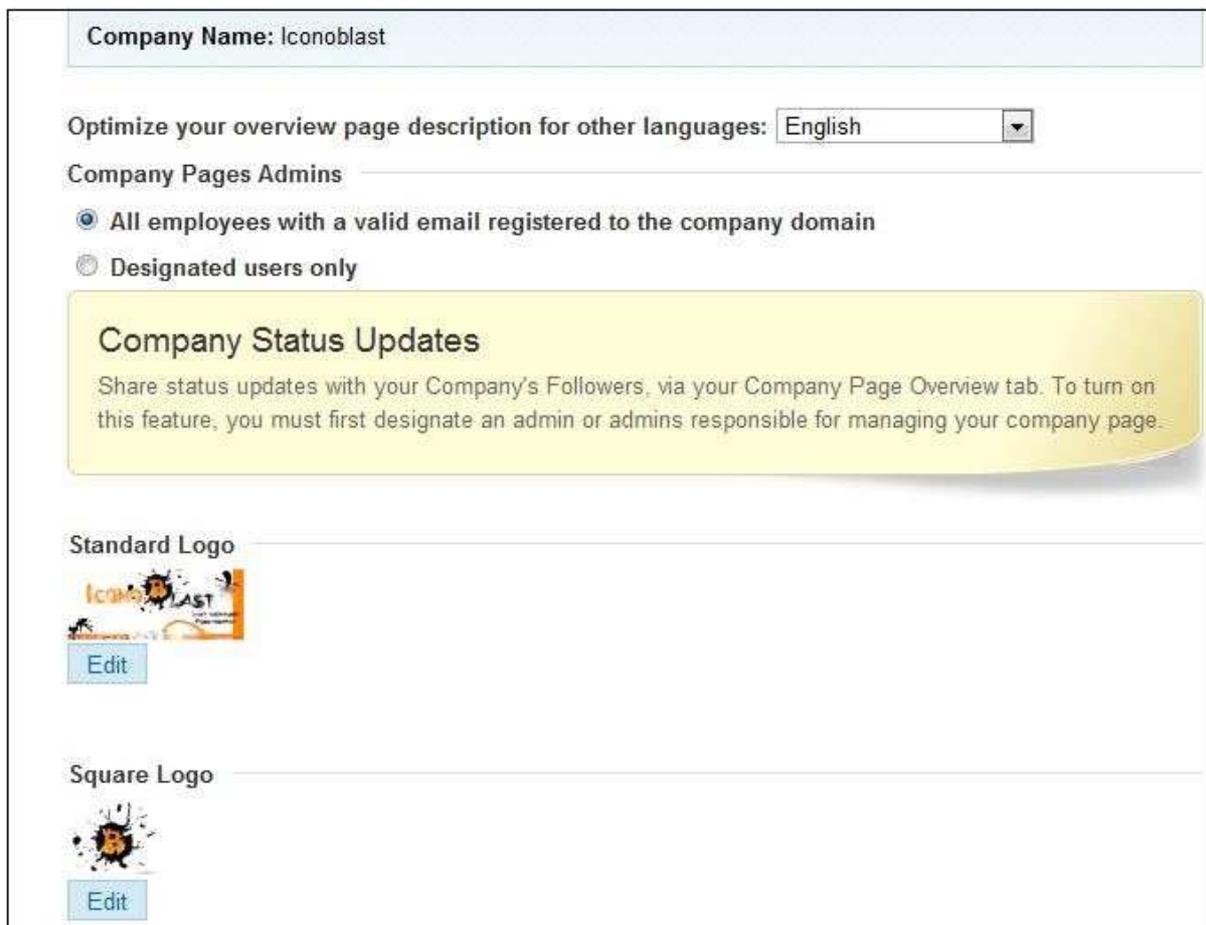
**Company Locations**  
(Add up to 5 different locations)

[+ Add another location](#)

## Part 2: Permissions and Logo

LinkedIn gives you the opportunity to decide who has the right to modify your business page. The first option allows anyone with an email address registered to your company website. The second option allows you to nominate specific employees who are connected to you on LinkedIn.

Second, you have the option of adding two logos. The standard logo is a rectangle and then you also have the opportunity to add a square logo as shown below:



The screenshot shows the LinkedIn Company Page settings for 'Iconoblast'. At the top, the 'Company Name' is 'Iconoblast'. Below that, there is a section for 'Optimize your overview page description for other languages' with a dropdown menu set to 'English'. The 'Company Pages Admins' section has two radio button options: 'All employees with a valid email registered to the company domain' (which is selected) and 'Designated users only'. A yellow callout box titled 'Company Status Updates' contains the text: 'Share status updates with your Company's Followers, via your Company Page Overview tab. To turn on this feature, you must first designate an admin or admins responsible for managing your company page.' Below this, there are two logo sections. The 'Standard Logo' section shows a rectangular logo with the text 'Iconoblast' and a small image of a person, with an 'Edit' button below it. The 'Square Logo' section shows a square logo with the same person image and an 'Edit' button below it.

To add a logo simply click on “edit” and find the right file on your computer then press “upload.”

### **Part 3: Company Description**

In part 3 you have the chance to outline what exactly your company does. This is divided into four parts:

1. **Company Description:** Write about your company. Use short and simple sentences, keep to the point, be factual and remember your SEO.
2. **Company Specialities:** You can add as many of these as you like. Think of them like tags. For example, your company might publish books or it might specialize in different types of cleaning service.
3. **Company Blog RSS Feed:** Add your RSS feed to help your SEO.
4. **News Module:** Toggle between showing news about your company and not showing it.

**\*Company Description**

**Company Specialties**


[+ Add more specialties](#)

**Company Blog RSS Feed**

ex: <http://feeds.feedburner.com/blogspot/iconoblast>

**News module**

When your company is featured in the news:

**Show news about my company**

**Don't show news about my company**

Once you have finished adding information about your business, press the “Publish” button. You will now be taken back to your company overview page, where you will see the changes.

## 2. Page Optimization

### 2.1 SEO

SEO is short for Search Engine Optimization. Ever wondered why some websites rank better than the others do? Search engines send out spider programs to assess websites. The search engine then ranks the websites according to certain criteria placed against keywords put into the search engine.

In an ideal world, a website about vacuum cleaners will rank high on a search for vacuum cleaners. The search engines take into account the size of a website. The number of pages it has. The quality of the pages on the website. This is balanced against the number of keywords and links within and to the website.

When writing any page on LinkedIn, you need to abide by a simple set of rules:

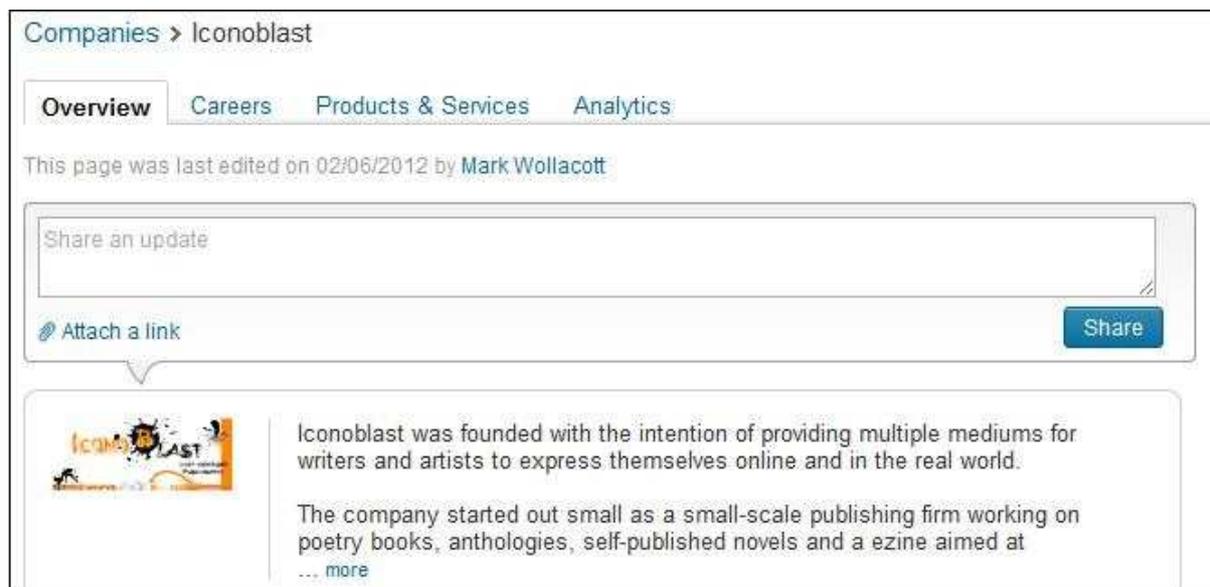
1. No spam. Keep to the point.
2. Don't become a super advertiser.
3. Choose your keywords and stick to them.
4. Do not stuff your pages full of keywords.
5. Fill out all information boxes.

## 2.2 Backlinks to Your Site

A backlink is a web-link that, if clicked, takes a user from one webpage to another. Search engines find backlinks to be extremely valuable commodities for a webpage, however, there are conditions. For example, each link should be one-way only and should link between reputable sites.

LinkedIn counts as a reputable site, so creating links between your website and LinkedIn is a must. One way you can do this is by putting your website's URL into the main company info section (see above).

The second method is by putting a link in as a status update for your company. Go to your main company page and you will see the status update bar below your main options bar like this:



The screenshot shows a LinkedIn company page for 'Iconoblast'. At the top, there are navigation tabs: 'Overview' (selected), 'Careers', 'Products & Services', and 'Analytics'. Below the tabs, it says 'This page was last edited on 02/06/2012 by Mark Wollacott'. A status update bar is visible, containing a text input field with the placeholder 'Share an update', an 'Attach a link' button, and a 'Share' button. Below the update bar, there is a company description section. On the left is a small image of the 'Iconoblast' logo. To the right of the image, the text reads: 'Iconoblast was founded with the intention of providing multiple mediums for writers and artists to express themselves online and in the real world. The company started out small as a small-scale publishing firm working on poetry books, anthologies, self-published novels and a ezine aimed at ... more'.

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