19 Steps To The Perfect LinkedIn Profile

Signing up for a LinkedIn account is easy enough but if you want to know **how to create a LinkedIn profile** that will attract your target market, this article is probably the most complete breakdown I've ever done on the subject outside of my advanced **LinkedIn training** course, the LinkedIn Profit Formula.

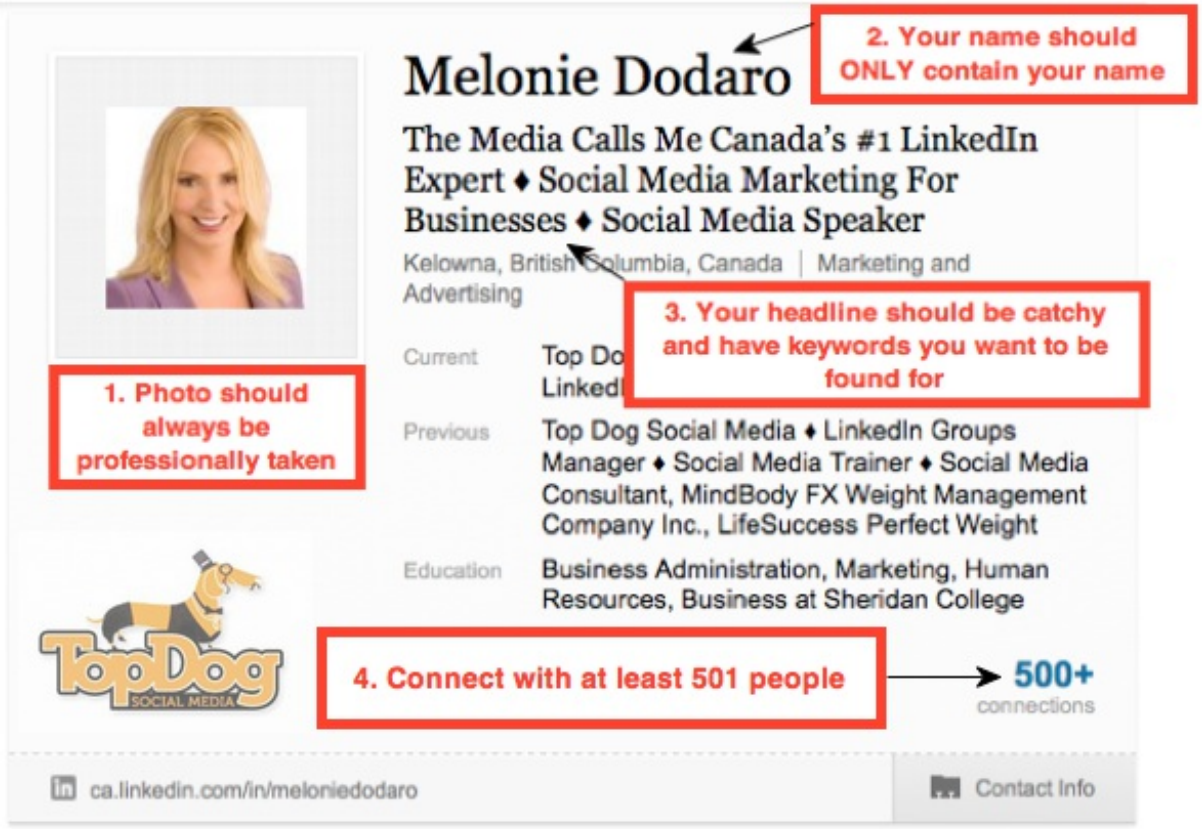
> ***UPDATED December 6, 2012:*** *LinkedIn has made a ton of changes recently so I went through and updated every single graphic as well as added and removed a couple points that were either no longer relevant or new additions entirely. Even if you have already gone through this post, make sure you go over it again so you don't miss anything when creating your perfect* ***LinkedIn profile****!*

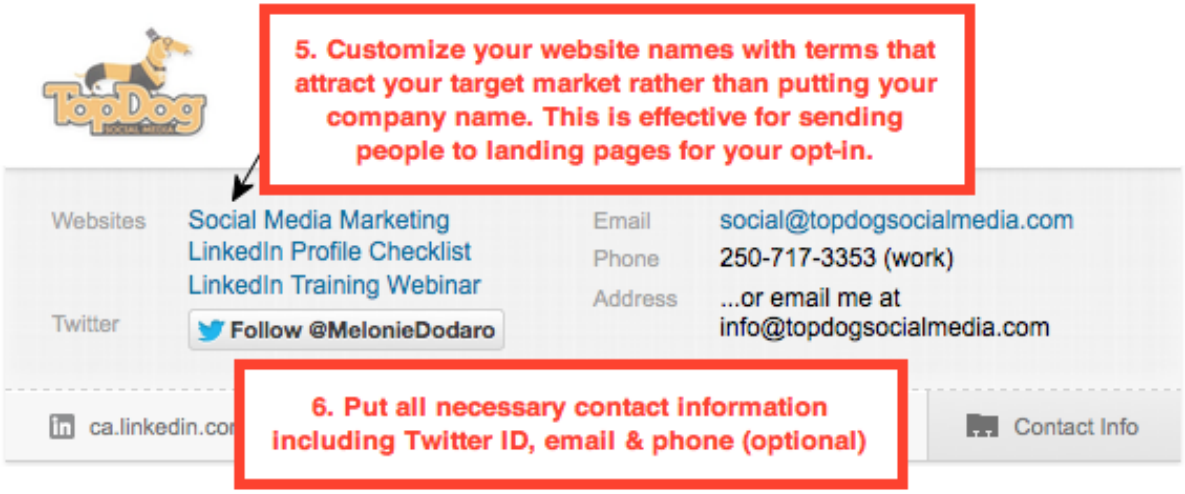
The key to your success on LinkedIn begins with a powerful and professional presence. You must strategically write your profile with your ideal client in mind before you start connecting to maximize the impact of your first impression online.

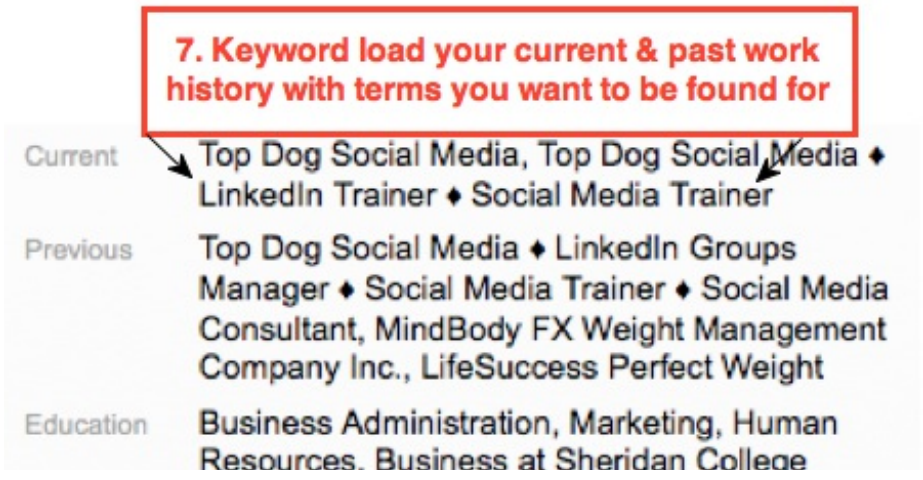
I've outlined 19 different key points that I believe are important to fully optimizing your LinkedIn profile. Follow these 19 steps and you will have much greater success with LinkedIn!

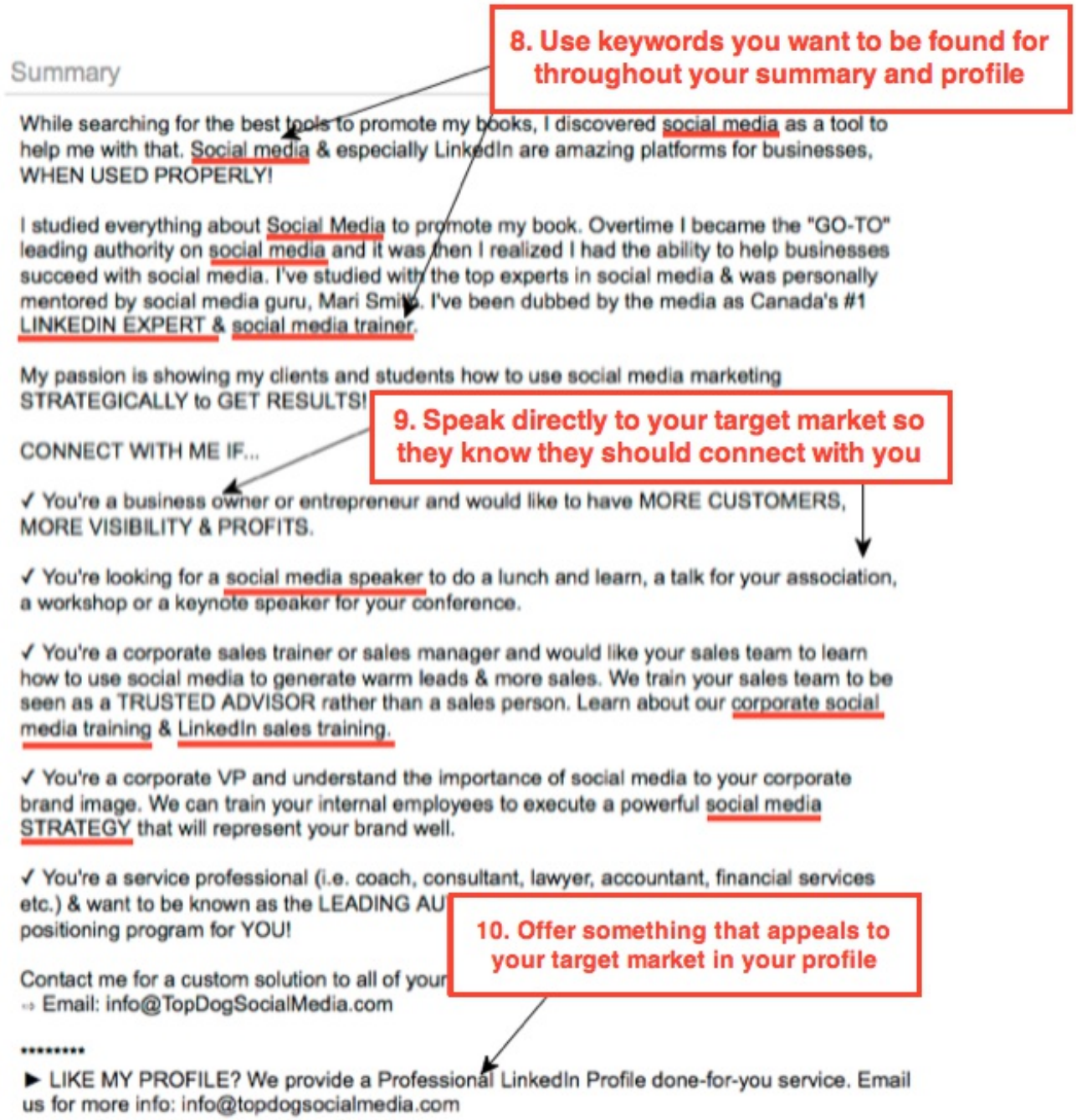
Go to this link to see the profile used in the examples below.

LinkedIn Training: How To Create A LinkedIn Profile In 19 Steps


2. Your name should ONLY contain your name
Melonie Dodaro
The Media Calls Me Canada's #1 LinkedIn Expert ♦ Social Media Marketing For Businesses ♦ Social Media Speaker
Kelowna, British Columbia, Canada | Marketing and Advertising
3. Your headline should be catchy and have keywords you want to be found for
1. Photo should always be professionally taken
Current
Previous
Top Dog Social Media ♦ LinkedIn Groups Manager ♦ Social Media Trainer ♦ Social Media Consultant, MindBody FX Weight Management Company Inc., LifeSuccess Perfect Weight
Education
Business Administration, Marketing, Human Resources, Business at Sheridan College
4. Connect with at least 501 people
500+
connections
ca.linkedin.com/in/meloniedodaro
Contact Info


5. Customize your website names with terms that attract your target market rather than putting your company name. This is effective for sending people to landing pages for your opt-in.
Websites
Social Media Marketing
LinkedIn Profile Checklist
LinkedIn Training Webinar
Twitter
Follow @MelonieDodaro
Email
social@topdogsocialmedia.com
Phone
250-717-3353 (work)
Address
...or email me at info@topdogsocialmedia.com
6. Put all necessary contact information including Twitter ID, email & phone (optional)
Contact Info


7. Keyword load your current & past work history with terms you want to be found for
Current
Top Dog Social Media, Top Dog Social Media ♦ LinkedIn Trainer ♦ Social Media Trainer
Previous
Top Dog Social Media ♦ LinkedIn Groups Manager ♦ Social Media Trainer ♦ Social Media Consultant, MindBody FX Weight Management Company Inc., LifeSuccess Perfect Weight
Education
Business Administration, Marketing, Human Resources, Business at Sheridan College


8. Use keywords you want to be found for throughout your summary and profile
Summary
While searching for the best tools to promote my books, I discovered social media as a tool to help me with that. Social media & especially LinkedIn are amazing platforms for businesses, WHEN USED PROPERLY!
I studied everything about Social Media to promote my book. Overtime I became the "GO-TO" leading authority on social media and it was then I realized I had the ability to help businesses succeed with social media. I've studied with the top experts in social media & was personally mentored by social media guru, Mari Smith. I've been dubbed by the media as Canada's #1 LINKEDIN EXPERT & social media trainer.
My passion is showing my clients and students how to use social media marketing STRATEGICALLY to GET RESULTS!
9. Speak directly to your target market so they know they should connect with you
CONNECT WITH ME IF...
✓ You're a business owner or entrepreneur and would like to have MORE CUSTOMERS, MORE VISIBILITY & PROFITS.
✓ You're looking for a social media speaker to do a lunch and learn, a talk for your association, a workshop or a keynote speaker for your conference.
✓ You're a corporate sales trainer or sales manager and would like your sales team to learn how to use social media to generate warm leads & more sales. We train your sales team to be seen as a TRUSTED ADVISOR rather than a sales person. Learn about our corporate social media training & LinkedIn sales training.
✓ You're a corporate VP and understand the importance of social media to your corporate brand image. We can train your internal employees to execute a powerful social media STRATEGY that will represent your brand well.
✓ You're a service professional (i.e. coach, consultant, lawyer, accountant, financial services etc.) & want to be known as the LEADING AU
positioning program for YOU!
10. Offer something that appeals to your target market in your profile
Contact me for a custom solution to all of your
⇨ Email: info@TopDogSocialMedia.com
••••••••
► LIKE MY PROFILE? We provide a Professional LinkedIn Profile done-for-you service. Email us for more info: info@topdogsocialmedia.com
WordPress
WordPress
3 Tips For Sourcing Corporate Social Media Content From Employees 3 days ago
The need for developing a corporate social media strategy no longer a dispute, it's a necessity. The real question has become how? One of the great things about paying employees is that they do things for you when y
content creation, especia
11. Add applications like WordPress to your profile to promote your recent blog posts
Mastering The Art of Selfless Social Media Posts 7 days ago
It's a scary thought for most business owners to imagine that their efforts online are not only

ineffective but also potentially working against them. You could be really business savvy and recognize the necessity for a social media strategy but that doesn't change the fact you have little to no time, nor interest in adding [...]

9 LinkedIn Mistakes That Are Making You Look Bad *9 days ago*

Everyone knows the value of a great first impression but many seem to forget these common sense rules online. When you are trying to generate business online, there is nothing worse than leaving a bad impression with new visitors and not even realizing it. Sadly, this even happens frequently on more professional social networks like [...]

How Safe Is Your Business From Negative Online Reviews?

13 days ago

Not every business is burdened with the constant suspense of negative feedback that's prevalent on sites like Yelp, Urbanspoon and even Google Reviews since those are mostly aimed at restaurants and "brick and mortar" businesses. But businesses have plenty of good reasons to

SlideShare Presentations



Projects

LinkedIn Profile Checklist

2011 to Present | Top Dog Social Media ♦ LinkedIn Trainer ♦ Social Media Trainer

Team Members: Melonie Dodaro

How to Create a Professional LinkedIn Profile in 21 Easy Steps

Facebook Page Checklist

2011 to Present | Top Dog Social Media ♦

Team Members: Melonie Dodaro

8 Steps You Need To Know To Build

13. Use the "Projects" section to promote white papers, free downloads or to showcase products you are currently promoting.

Twitter Profile Checklist

2011 to Present | Top Dog Social Media

Team Members: Melonie Dodaro

Must Have Checklist if You Want to Use Twitter For Business

LinkedIn Profit Formula

Top Dog Social Media ♦ LinkedIn Trainer ♦ Social Media Trainer

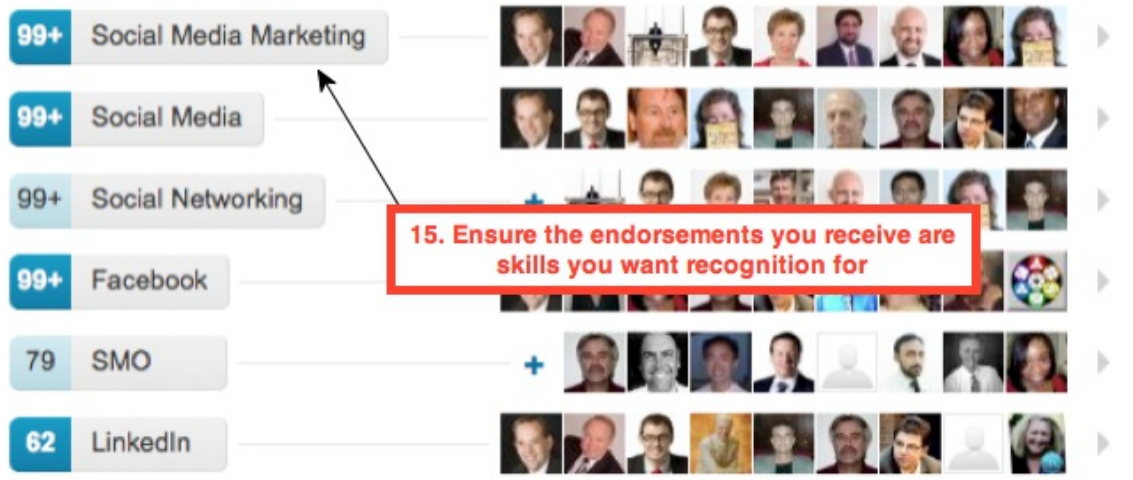
Team Members: Melonie Dodaro

Super-charge your lead generation and sales results with the best LinkedIn strategies that exist today for entrepreneurs, service professionals, sales organizations. This course provides you advanced LinkedIn training to build your business.

Skills & Expertise

14. Keyword load your Skills & Expertise section for terms you want to be found for

Endorsements



15. Ensure the endorsements you receive are skills you want recognition for

Experience

Social Media Trainer ⋆ Social Media Speaker ⋆ LinkedIn Expert & Trainer ⋆ Social Media Consultant

Top Dog Social Media

Privately Held; 11-50 employees;

2010 – Present (2 years) | Kelo

16. Remember to use your keywords when filling out your experience section

Are you struggling with trying to figure out how to use of social media for your business? Do you lack the time to do it consistently? Are you worried that you will use social media the wrong way? You're not alone.

HOWEVER, no business or sales organization should ignore something that so many people are using!

DON'T KNOW WHERE TO START?

Then rely on professionals like us, who eat, drink & sleep social media.

Email us to request a 30-minute Complimentary Strategic Marketing Review (Value $200) to find out how we can help you ⇨ info@topdogsocialmedia.com

In Working With Us, Our Guarantee Is You Will...

⋆ Attract and engage new customers
⋆ Generate warm leads & more sales by becoming a trusted advisor using social media
⋆ Be FOUND at the top of search results
⋆ Achieve & exceed existing marketing & sales goals
⋆ Stand out among the sea of competition and noise on social media
⋆ Strategically leverage your results with LinkedIn, Facebook, Google+, Twitter, Pinterest, YouTube

SOCIAL MEDIA MARKETING EXPERT SERVICES:

Use all opportunities for strategic keywording that make sense

♦ Social media marketing services
♦ Social media management
♦ Social media keynote presentations
♦ Social media webinars
♦ Social media online courses
♦ Social media consultant & social media training
♦ Relationship marketing
♦ LinkedIn training & strategy development
♦ LinkedIn profile setup & writing of profiles
♦ LinkedIn sales training
♦ LinkedIn keynote presentations
♦ LinkedIn webinars & workshops
♦ Social marketing for businesses
♦ Marketing for lawyers, accountants & professionals
♦ Marketing for coaches, authors & speakers



Recommendations For Melonie

Social Media Marketing ⋆ Social Media Speaker ⋆ LinkedIn Expert & Trainer ⋆ Social Media Consultant

Top Dog Social Media

17. Have at least 10 recommendations on your profile before connecting

"There's a reason why Melonie Dodaro is considered Canada's #1 social media expert -- it's her knowledge. Melonie has a gift of being able to zero in on the issue, find a solution and then communicate it to the client. She is quick, responsive and a consummate pro. I would recommend her to anyone looking to solve quick or complicated LI or social media challenges. She rocks." *December 5, 2012*

Top qualities: Great Results, Personable, Expert

2nd Marion Grobb Finkelstein
hired Melonie as a IT Consultant in 2012

"Melonie delivers! I'm glad I asked Melonie to speak at The Big Social Summit in Las Vegas. As one of our keynote speakers, Melonie's presentation gave the audience practical and crystal clear insights into using Linkedin. The entire audience was inspired and fully engaged. I highly recommend Melonie for any company looking to have a top-notch social media speaker at their event!" *November 14, 2012*

Top qualities: Great Results, Personable, Expert

2nd Lance Joe
hired Melonie as a Speaker in 2012

"As experienced in social media as I am, I loathed the idea of self promoting myself without expert perspective from an outside point of view. Obviously anything I wrote would be maybe too biased. So I hired Melonie from TopDog to help put together a excellent LinkedIn profile that really stands out. During this process it was found I could also assist with her twitter account having being hacked and using my own contacts to help her retrieve her account while also learning how easy she is to work with. I would happily recommend Melonie and TopDog for anyone that needs expert and value for money advice on their social media presence." *November 6, 2012*

Top qualities: Great Results, Expert, On Time

2nd Omar Todd
hired Melonie as a Writer/Editor in 2012

Accelerate Okanagan logo — Accelerate Okanagan
Already a member

BCBusiness
Already a member

Canada Business and Professional Network
Already a member

Executives and Entrepreneurs Who Want to Live a Healthy MindBody FX Lifestyle
Join

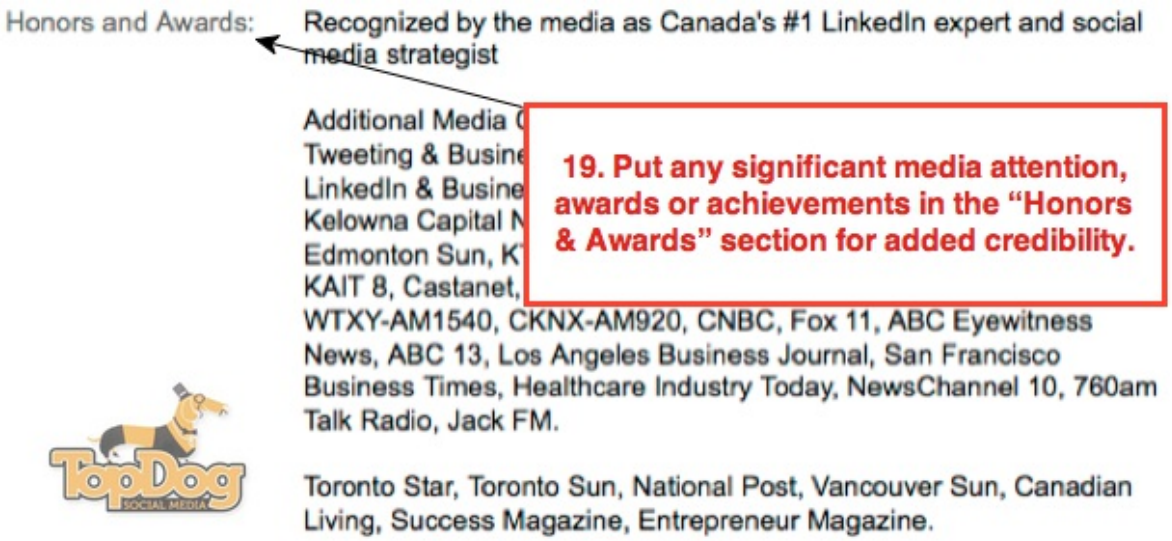
Greater Victoria Chamber of Commerce
Join

Kelowna Chamber of Commerce
Already a member

Kelowna Women In Business (KWIB)
Join

Legal Marketing
Already a member





Related: LinkedIn webinar to teach you exactly how to optimize your profile and attract your ideal clients! Click here to register now.

LinkedIn Training: 19 Steps To The Perfect LinkedIn Profile

1. **Photo Should Always Be Professional –** Take the time to get a real professional picture taken by a photographer. Anything else doesn't leave nearly the same impression so get off to a good start with a great headshot.
2. **Your Name Should ONLY Contain Your Name –** Avoid adding any additional titles, acronyms or credentials. Keep it clean and concise!

3. **Your Headline Should Be Catchy & Have Keywords You Want To Be Found For –** Create a headline that captures your target market's attention to encourage them to check out your profile.
4. **Connect With At Least 501 People –** The reason I suggest this is because LinkedIn will show how many connections you have until you hit 500. People like to connect with "connected" people.
5. **Customize Your Website Names –** On my own profile, I didn't just put my company name or my website names. Instead, I used words that would be more attractive to the type of person I aim to attract.
6. **Provide All Necessary Contact Info –** Not everyone will want to message you on LinkedIn when they find you profile so it's good to give multiple options. I chose not to put my address and instead put an alternate email – you can do the same, if you want but make sure you at least have an email!
7. **Keyword Load Your Current & Past Work History –** Notice how in my profile I used keywords like "Social media speaker" and "social media trainer". These are some of the keywords I want to be found for.
8. **Keyword Load Your Summary & Profile –** Notice again how I've strategically placed my chosen keywords through my profile and summary. Be careful not to overdue it or else your profile loses it's impact.
9. **Speak Directly To Your Target Market –** Always write so that you're speaking directly to the type of person you are trying to attract/sell to. Every word should be positioned with that goal in mind!
10. **Offer Something That Appeals To Target Market –** Offer a free report, white paper or something that will give value to your target market to drive traffic and opt-ins for your website.
11. **Add WordPress Application To Profile To Promote Your Blog –** The WordPress app is a great addition to any profile to showcase your most recent blog posts.
12. **Add SlideShare Application To Profile To Add Video –** There's no better way to introduce yourself than with your own voice and face. I created a more extensive tutorial on how to add a video to your LinkedIn profile here.
13. **Use The "Projects" Section To Promote Products –** This is a great section to showcase products you are selling currently. I have also used it to promote a couple free reports and checklists that I have available for download.
14. **Skills & Expertise Should Be Filled With Keywords –** This is a keyword haven on your LinkedIn profile so think about every skill you promote through your business and list it here.
15. **Endorsements –** Keep in mind that your "Skills & Expertise" section is also where your

Endorsements list comes from so choose carefully! If you don't want to be endorsed for "typing skills" than don't put it in there – no matter how good at typing you might be.

16. **Use Keywords When Filling Out Your Experience Section –** See explanation for #6. Same drill!
17. **Have At Least 10 Recommendations –** This is key for building credibility. Do whatever you need to do to get your first 10 recommendations, as they are paramount to distinguishing you from competition online. Read this blog for tips on getting more LinkedIn recommendations.
18. **Join 50 groups –** You can join a maximum of 50 groups on LinkedIn so take advantage of everyone of them. If your business is primarily local then start by finding relevant local groups for your industry or wherever your target market is likely to be.
19. **Fill "Honors & Awards" With Significant Media Attention –** If you don't have a lot of awards that are relevant to your business, I would encourage you to use this section to promote any media or press attention you've received.

To ensure that you get the most out of your LinkedIn profile and take actionable steps to complete it properly, I have a special **LinkedIn training** webinar that you can attend to learn more.

Free LinkedIn Webinar

"3 Quick And Little-Known Secrets For Harnessing The Power Of LinkedIn To Attract A Flood Of Your Ideal Clients In 60 Days Or Less!"

Register now at:

http://LinkedInTrainingWebinar.com



About Melonie Dodaro



Melonie Dodaro, of Top Dog Social Media, is passionate about social media and helps business owners, entrepreneurs and sales teams use social media marketing to boost their visibility, attract new customers and increase their revenue. Dubbed by the media as Canada's #1 LinkedIn expert and social media strategist, she's also a regular contributor to several social media and business magazines. As an international social media speaker and trainer, Melonie shows organizations how they can use social media to build their brand and grow their bottom line by generating warm leads and more sales through strategic social media use.

On 12.06.12 , In LinkedIn , by Melonie Dodaro