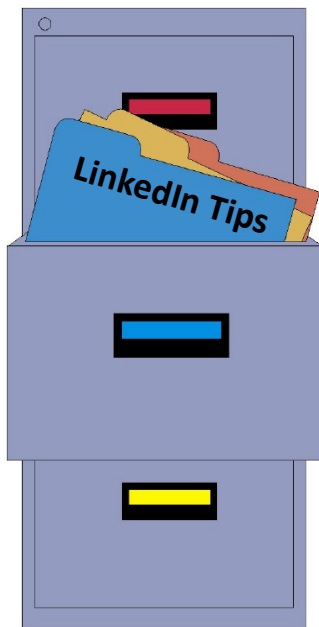


3 Simple Tips on How LinkedIn Can Help You "Be Found Online!"



1.) Edit Your Public LinkedIn URL

An example of my personal LinkedIn URL, <http://www.linkedin.com/in/helensteidinger>. Customizing it like this will help optimize your LinkedIn profile so that it will show up in search engine results when someone is looking for your name.

Claiming those results offers another "open doorway" into your personal brand (and your business!)

Tada! Another way to "be found" more easily and it can be done in about 30 seconds!

2.) Customize your "Website" Listings on LinkedIn

LinkedIn give us each three URLs in the "website" area of the profile. The neat thing is you can choose the "other" option when setting up your "websites" and describe them in more relevant terms.

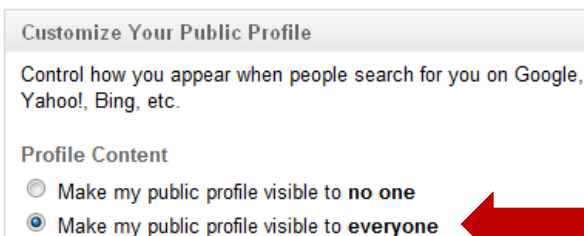
As an example if you are automotive shop and have a page on your website with "10 Tips to Keep Your Car Running Smoothly" instead of "Our Company Website" you could edit it to say "Keep Your Car Running Smoothly!" as the title.

This is not only more appealing to your prospect, but it also gives the search engines a chance to rank those keywords for you!



One more way LinkedIn can help you "be found!"

3.) Make Your Profile Publicly Visible to Everyone



What do you have to hide? Allow other professionals to find you and contact you anytime. Under Settings, choose that your profile is visible to Everyone. Being invisible won't allow you to "be found!"

Let's see ... will this even take two minutes!? Huge potential rewards!