

10 APPROACHES TO BOOST YOUR ONLINE PRESENCE

YOUR-MUST-HAVE GUIDE TO A WELL-OPTIMIZED LINKEDIN PROFILE THAT GETS YOU MORE QUALIFIED LEADS IN YOUR TARGET MARKET



BY KONVERGEDIGITAL

In order to succeed in business, we all require leads. Any successful business relies on consistent lead flow, and LinkedIn can be an excellent source of high-quality leads.

With over 600 million users worldwide (and rising), LinkedIn is the largest and most popular professional social networking platform, designed to help people make business connections, promote their skills, products, or services, and share their ideas and experiences whether it be inside or outside their networks.

LinkedIn is a gathering spot for a huge number of experts, business leaders, company decision makers, and frontrunner business owners. It is used by 41% of million-dollar business owners, according to studies.

With many users on LinkedIn, all it takes is a well-optimized profile to stand out, and be discovered by your prospective clients before you can even begin your outreach. So, would you want your target market to connect with you on LinkedIn?

Getting noticed by potential clients online is an opportunity you would NEVER want to miss. That being said, simply building out an incomplete and ineffective profile, then leaving it, hoping that your target market will come find/visit it isn't gonna do the trick.

Your LinkedIn profile should be tailored to your ideal clients rather than it being read like a resume. It's certainly worth the time and effort to give your LinkedIn page some TLC.

This guide will show you how to customize each crucial component of a strong LinkedIn profile to draw prospects, and get into their thoughts without being salesy at all.

ALL EYES ON YOUR IDEAL CLIENTS



ARE YOU READY TO APPLY THESE STEP-BY-STEP PROCESS?



**First and foremost.
Keep your profile
updates in PRIVATE.**

You don't want your present connections and followers to get unwanted alerts while you're testing and modifying your LinkedIn profile over the next few days.

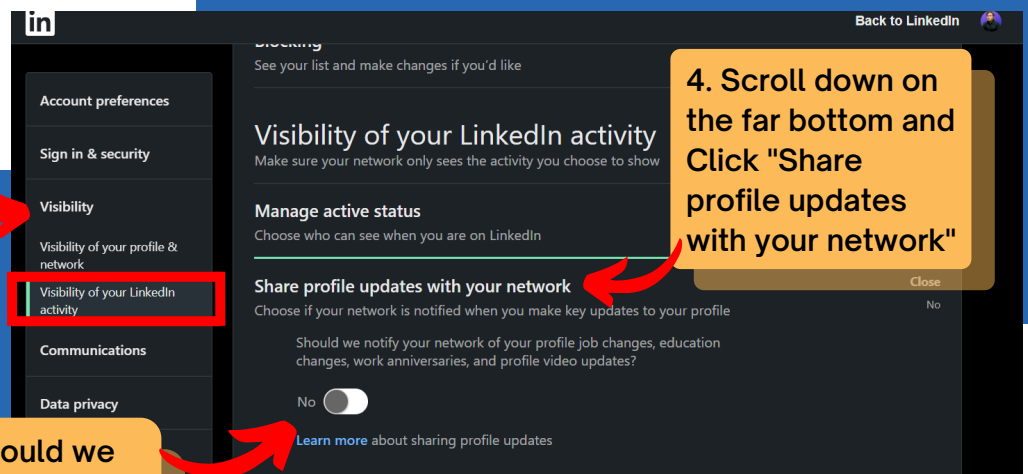
HOW?



1. At the top of your LinkedIn homepage, click the "Me" icon or your little image.

2. From the dropdown menu, select "Settings & Privacy."

3. Click "Visibility" then Choose "Visibility of your LinkedIn activity"



4. Scroll down on the far bottom and Click "Share profile updates with your network"

5. Switch off "Should we notify your network of your profile job changes, education changes, work anniversaries, and profile video updates?"

*****Changes will be saved automatically.**



APPROACH

ADDING A PROFILE PICTURE



According to studies, adding a photo to your LinkedIn profile can result in up to 21 times more profile views, 9 times more connection requests, and 36 times more messages than those who do not.

If you don't include a photo in your LinkedIn profile, you'll quickly be forgotten. After all, who wants to conduct business with someone who isn't visible online?

Once potential clients search for you on LinkedIn, one of the first things they see is your photo. If there is no photo next to your name, people will be hesitant to connect with you.

Your photo is the first impression that people will get from your profile, so be creative in choosing one that fits who you are and what you do. People frequently remember a face before recalling a name.

A decent quality profile photo should have a high resolution (not pixelated) and a clean, non-distracting background, taking up 60% of the frame. If that isn't you, it doesn't have to be a professional headshot (in business formal wear). In fact, you may upload a photo from your phone and use the image filters and editing tools on LinkedIn to create a photo that best portrays who you are.

Purchase a high-quality portrait that reflects your personality. Ideally, you should be smiling and gazing at the camera. Selfies, pictures of animals, family members, other people, or monuments, on the other hand, are not suggested to be uploaded. Also, avoid photos from events such as parties, birthdays, weddings, or even beach photos. Maintain a professional and courteous demeanor to convey that you are serious about your business. After all, LinkedIn is a business network.

Because a picture is worth a thousand words, make sure to include a high-resolution profile photo that features and reflects only you.

2ND

APPROACH

MAKE A HEADLINE THAT STANDS OUT

In order to be right on track on LinkedIn, you must first complete the following steps:

- Pique the reader's interest with something that will appeal to that specific audience.
- Attract their interest and encourage them to continue reading.
- Finally, take action (by clicking a link, making a phone call, purchasing a product, etc.).

Converge | Book Demos | Increase
Let's Start Converging NOW!
Book a Call: <https://calendly.com/konverge-digital/>
Email: admin@konvergedigital.com

Exaluck Azpa
I help B2B Companies to CONSISTENTLY stand out from the crowd and book calls to Highly Qualified paying CLIENTS through UNIQUE LinkedIn Strategy
Metro Manila · [Contact info](#)

Your most recent job title will be displayed by default on LinkedIn as your headline. So make sure to build out an eye-catching headline that informs your target market about who you are and what you do, as well as the results you can help them in achieving. With this, it will most likely call out your ideal client and will let you know you can be of help to them.

When tailoring your headline, ALWAYS keep your target audience in mind. Use keywords to create a catchy headline. Make sure that the words you use are both clear and concise so that it will instantly associate and promote your role, skills and accomplishments.

Go to your profile and click the pencil icon to edit, then craft a headline that would make it easier for your target market to find you. Use keywords and be sure to maximize the

120-character limit to speak to the right audience. Below is an example on how you craft your headline.

Ex. I help [INSERT YOUR TARGET MARKET / WHO DO YOU HELP] get [DESIRED RESULT] by [INSERT SOLUTION / HOW DO YOU HELP THEM].

By doing this, it's like you are integrating your service with your target clients into one.

In order to stay ahead of the competition, make sure to create a headline that distinguishes your professional brand by connecting to people and businesses.



APPROACH

CREATE A STRONG SUMMARY

The "About Section" of your LinkedIn profile serves as your summary.

Your LinkedIn summary is an important part of your profile that complements your headline by focusing on specifics such as who you are, who you help, how you can help them, and the outcomes you produce. It encapsulates everything that distinguishes you.

Your job description helps you in capturing the attention of high-quality decision makers and providing them with a better understanding of who you are.

That is why you need to make sure that the majority of your summary content focuses on what your potential clients are looking for. This is where you should address the problems, frustrations, concerns, and even demands and desires of your target audience.

Because individuals in general like to talk about themselves and are interested in topics that will benefit them.

Write about how your product or service will improve the lives of your prospects.

Make the most of the 2000 character limit that you have available to you. Use words and phrases that are relevant to your skill, specialization, and service. Make a consistent summary and you'll be able to attract your ideal customers. To have a powerful LinkedIn summary, there are several key points to consider when creating a powerful LinkedIn summary that stands out that you must remember:

1. Identify the problem. Make the first three lines of your summary stand out by addressing the most pressing issue that your target audience is facing. Share a message with your prospective clients that will resonate with them; something that will pique their interest and capture their attention in an instant, making them feel driven to speak with you since they will feel that you understand them.

2. Agitate the pain. In the next lines, you should establish a picture of the problem's consequences and remind readers of the cost of not solving it. You can utilize a scenario that stirs up their emotions to demonstrate that you understand what you're talking about.

3. Provide a solution. This is where you reveal your solution, whether it's a product, a service, or a process. This is the time when you can improve everything. You might also mention the outcomes you've achieved for previous clients here.

4. Avoid huge blocks of texts. Only write two- to three-line paragraphs so that they can rapidly review your entire overview.

5. To emphasize and capture their attention, use bullet points, arrows, emoticons, and ALL CAPS (but don't overdo it.)

6. Make it as simple as possible for the appropriate people to contact you. Include your website, booking link, or email address, whichever is available.

7. Make a powerful and clear call to action. So that customers don't immediately click away, let them know what you want them to do next. You don't want a potential opportunity to be missed.

About

Booking a Demo with the right Person is critical for B2B SaaS to GROW their Loyal Subscribers Database.

One of the most crucial aspects of a LinkedIn strategy for B2B SaaS is to GROW a network of Potential Subscribers. Building a LinkedIn network is more than simply a numbers game. People in your network are ostensibly yo ...see more



APPROACH

SHOWCASE YOUR SKILLS AND EXPERTISE

This section of your LinkedIn profile is where you can highlight your specific expertise.

You can add up to 50 skills to your LinkedIn profile, but make sure that the feature the three most significant skills that you want people to recommend you for or skills that you want to be known for. Recommendations are not the same as skill endorsements.

Skill endorsements are particularly important because they are a technique for not only making your LinkedIn profile more searchable, but also for creating your professional brand and keeping solid connections, as well as engaging your network.

Endorsing someone on LinkedIn can be beneficial not just because it increases your endorsement count, but it also allows you to communicate with a potential client.



You must be connected to the person on LinkedIn in order for this skill endorsement strategy to work.

Endorsing others (your first degree connections) has the ability to prompt them that you endorse them for a specific skill, and it offers them the option to send you a private message to say "Thank you for endorsing me for this specific skill."

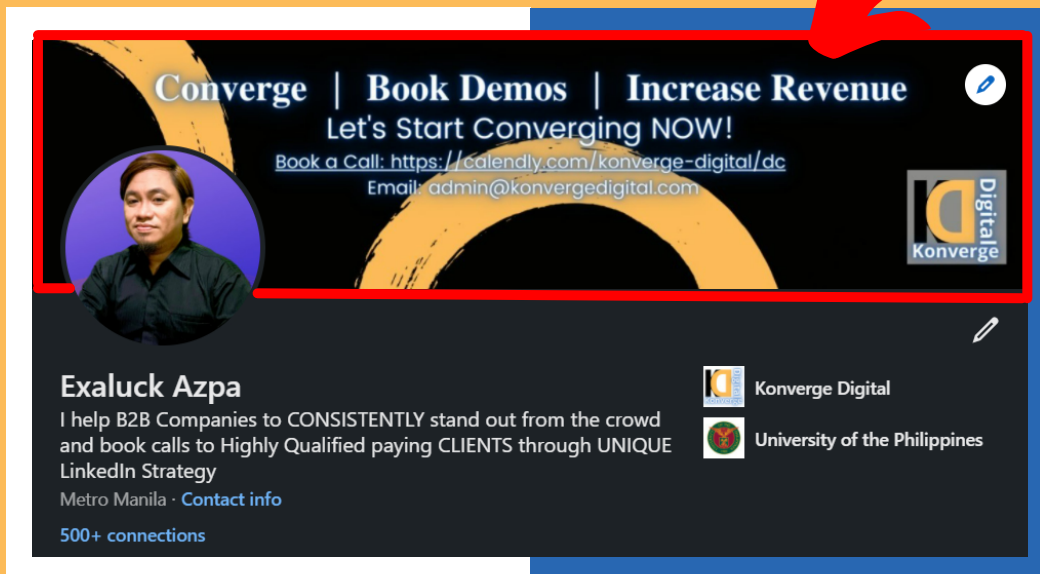
From here, you have the option of continuing the conversation by asking them a few more questions about their work or respectfully asking them if they would be willing to endorse you for at least your top abilities listed on your profile.

So you see how important it is to give before you ask? Giving endorsements is the best strategy to receive endorsements.



APPROACH

ADD A BANNER



This is your profile's top rectangular box. By default, LinkedIn has a blue background banner.

However, customizing your LinkedIn banner is critical since it may instantly boost the look of your profile page, making you stand out from the crowd and increasing your online presence.

Your LinkedIn cover image should be appealing and interesting, capturing the attention of your prospects and pique their interest in learning more about you. It should be about you. What are your plans, and how you might be able to help them.

Your LinkedIn banner gives you the chance to make new connections, expand your network, and create new opportunities.

You can use your profile banner to display your logo, brand color, and tagline if you already have them. You can also use the background image to highlight your lead magnet and the clarity with which you deliver results. Remember to include a clear and strong call to action.

Using a free graphic design application like Canva.com to make your LinkedIn cover image is the simplest option. The ideal banner size is 1584 pixels wide by 396 pixels high.

You can use photographs or industry-specific photos from pixabay.com, unsplash.com, canva.com or linkedinbackground.com for free.

PNG, JPG, or GIF are the preferred file formats for your backdrop image.

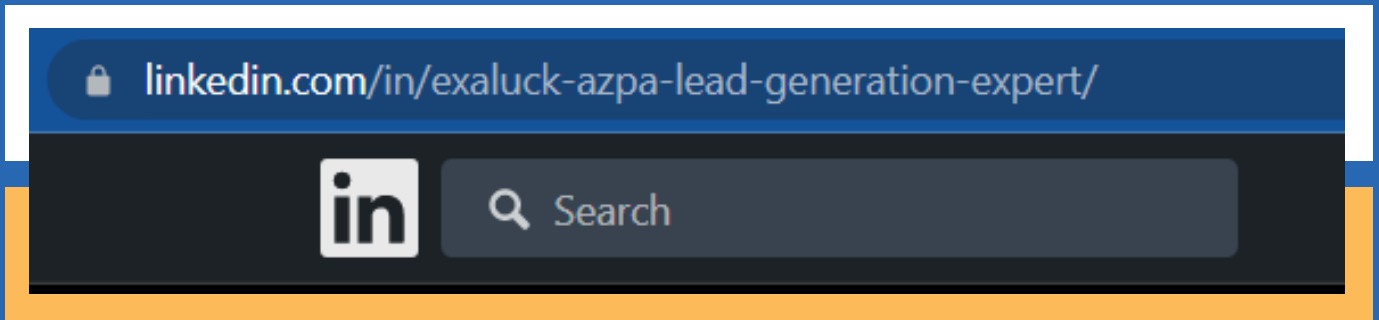
To change the banner on your LinkedIn profile, go to:

1. Go to your LinkedIn account.
2. Click the "Me" icon or your small image at the very top of your LinkedIn homepage
3. Click the pencil icon in the same line with "Add profile section"
4. Click the pencil icon in the upper right corner of the pop-up window
5. Select the image you want to use as your background. Click the "Open" button on the LinkedIn banner.
- Before you apply the cover image to your profile, you can crop, filter, and modify the brightness, contrast, and saturation of the photo on LinkedIn.
6. Click "Apply" when you're finished.



APPROACH

CUSTOMIZE YOUR LINKEDIN URL



Make it easy for people to find you on LinkedIn because the more people who can find you, the more opportunities will flow.

Customizing your LinkedIn URL is one of the simplest things you can do to make your profile look more professional, stand out even more and be searchable, yet many people overlook or forget to do so.

Internet browsers use a personalized Profile URL to find you among the 600 million other LinkedIn members.

When creating a LinkedIn profile, you'll be given a default URL or web address that looks like a long and jumbled code or a random sequence of characters and numbers.

To reduce and optimize your LinkedIn profile URL:

1. Go to your LinkedIn account.
2. At the top of your LinkedIn homepage, Click the "Me" icon or your small image.

Edit your custom URL

Personalize the URL for your profile.

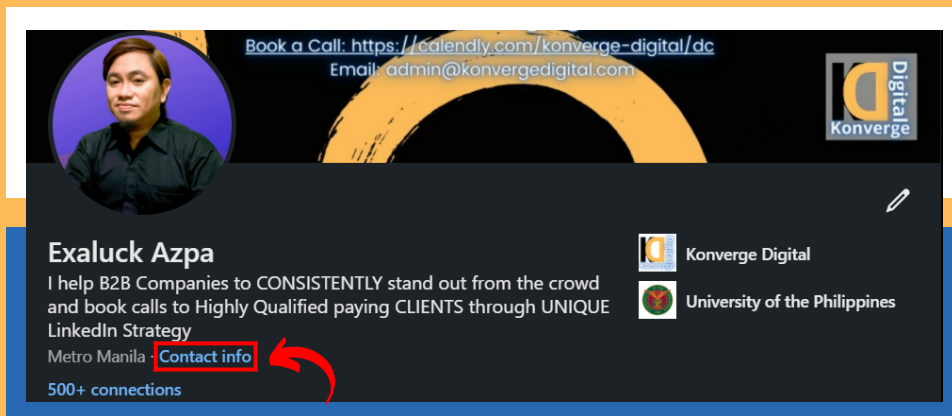
www.linkedin.com/in/exaluck-azpa-lead-generation-expert 

3. Click "View Profile."
4. Click "Edit public profile and URL" in the upper right corner.
5. Click on the pencil icon under edit your custom URL to personalize your profile URL. Customize it by adding your name, company name, or even your website address.
6. When you're finished, click the "Save" button.



APPROACH

DISPLAY YOUR CONTACT INFORMATION



A lot of people fail to make their contact information public on their LinkedIn page.

Users with a complete profile, often known as an "All Star Profile," are 40 times more likely to get opportunities, according to LinkedIn.

When you fill out the contact information part of your LinkedIn profile, you can make it more searchable and visible to your target audience.

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You also don't want people to have to look for your contact information. Your LinkedIn profile, in instance, features a section dedicated to your contact information.

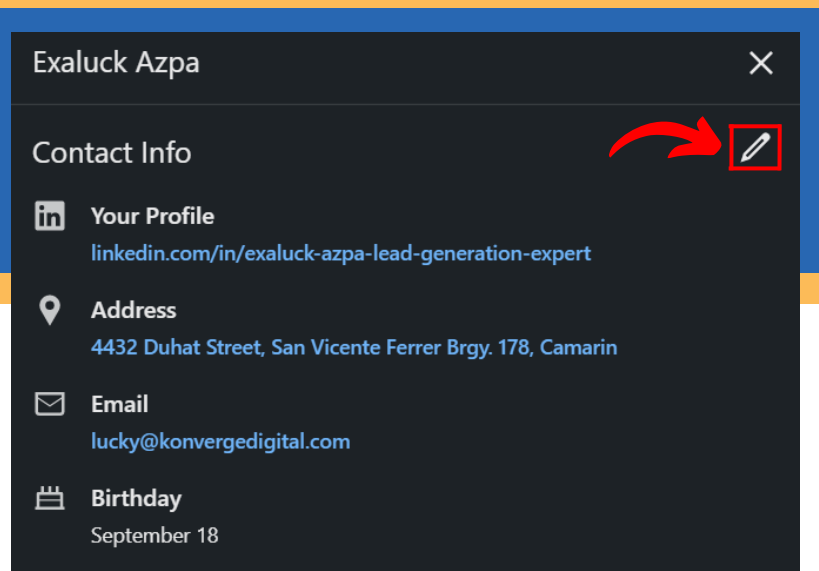
You can include information such as your address, phone number, website, Facebook page, Instagram page, Twitter account, YouTube channel, email address, online booking page, and so on.

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To edit the information in your profile's Contact Info section:

1. Log in to your LinkedIn account.
2. At the top of your LinkedIn homepage, click the "Me" icon or your little image.



3. To see your profile, go to "View Profile."
4. "Contact information" should be selected.
5. In the Contact info pop-up window, click the pencil icon.
6. Fill in the contact information you want to share.
7. Select "Save" from the menu.



APPROACH

ASK FOR RECOMMENDATIONS

Credibility is described as the ability to be trusted and believed in.

It's one thing to brag about your professional experience and successes; although it's quite another to have someone acknowledge and verify your impact, strengths, and expertise.

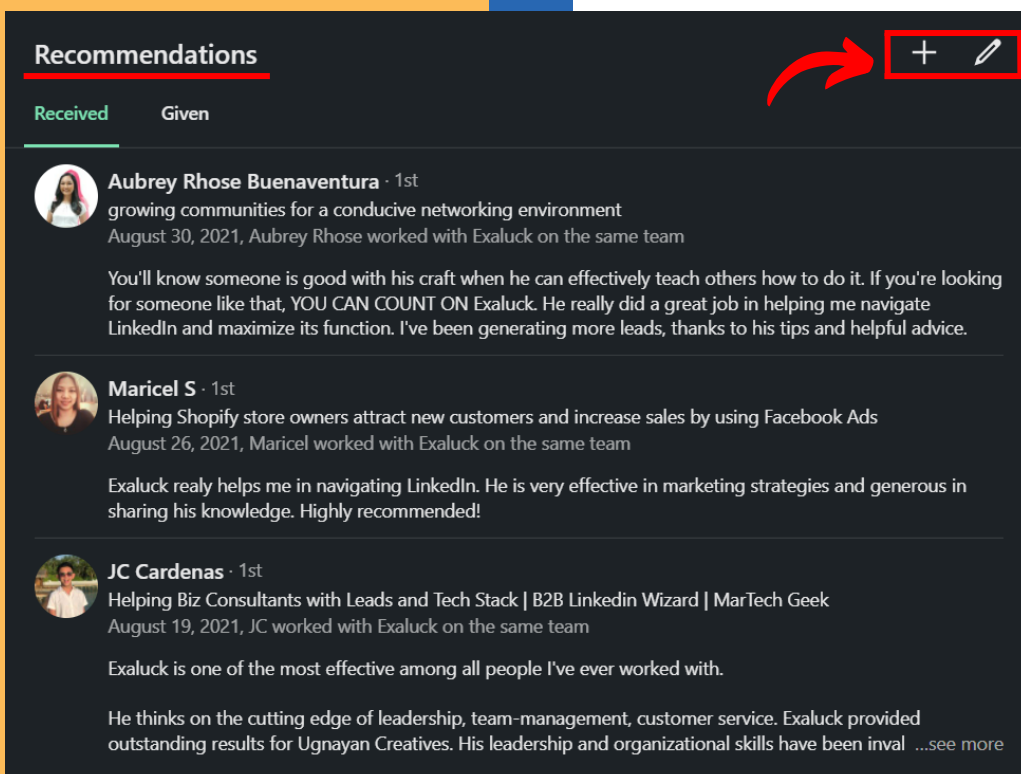
Nothing makes you appear better than a compliment from a satisfied client, someone you worked for, or a coworker. Obtain it from someone you regard as a reference.

Having recommendations on your LinkedIn profile is solid social proof that is absolutely crucial to set your credibility (KNOW-LIKE-TRUST Factor).

These testimonials will provide everyone reading your recommendations with a wonderful, well-rounded impression of how you carefully and thoughtfully help your clients in achieving the results they desire for their business.

What's the key to getting more recommendations? It's the Reciprocity Law. Remember that in order to get, you must first give. When someone or something does something good for you, you have a natural psychological need to reciprocate.

You can get testimonials from your first-degree connections who appreciate your work, services, or products, and you can also give them social proof by sending them a feedback.



You may be asked to write a recommendation for your first-degree connections, or you may write one on your own accord.

There is no limit to how many recommendations you can ask for or provide.



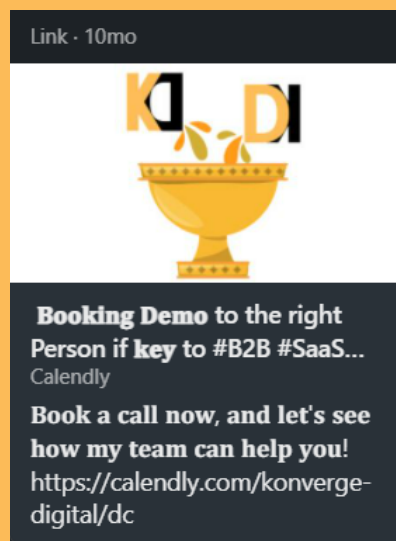
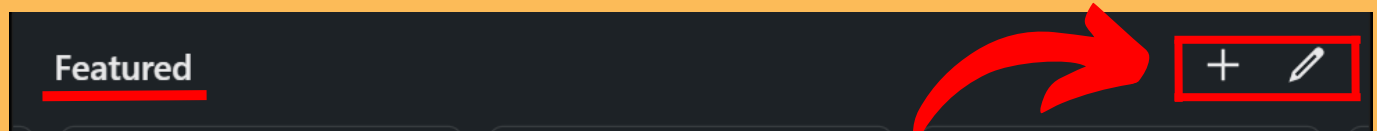
APPROACH

USE LINKEDIN FEATURE SECTION

You can use this section to get your LinkedIn profile noticed and boosted by highlighting all valuable content pieces and interesting things, such as posts, articles, videos, podcasts, and any other important stuff that you created or re-shared or anything that shows people what you do and how you can solve their problem.

You may also pin client testimonials or work samples to show how effective it is to interact with others and why they should pay attention to you.

You can use this excellent portion of your profile to establish your authority and credibility and elevate your online presence by adding links to external websites, such as your blog and portfolio, as evidence of your expertise and experience.





APPROACH

SET THE VISIBILITY OF YOUR PROFILE TO PUBLIC

Your profile's public visibility On 

Basic (required)

☒ Name, number of connections, and region

Profile Photo

☐ Only 1st-degree connections
LinkedIn members directly connected to you.

☐ Your network
Your connections, up to three degrees away from you.

☐ All LinkedIn members

☒ Public
All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.).

Make sure you display what you want to show to your potential clients when it comes to being discovered on LinkedIn for what you do.

Furthermore, your LinkedIn profile is not only viewable within LinkedIn; once you enable the public version of your profile, anyone can view it, regardless of whether or not they are logged in to LinkedIn.

You can set limits on how much of your public profile information can be published by customizing your public profile settings. Simply toggle the profile sections you want to be visible on public search engines on or off.

So, how do you keep your public profile settings up to date so that you can be found and seen outside of LinkedIn?

Follow these steps:

1. Login to your LinkedIn profile.
2. At the top of your LinkedIn homepage, click the "Me" icon or your small image.
3. Scroll down a little bit then click "View Profile."
4. Select the "Edit public profile & URL" section in the upper right corner of your profile.
5. If it's turned on, it implies your LinkedIn profile is searchable.

Choose whether or not you want your LinkedIn profile to be available for public viewing.

DO YOU WANT A COMPREHENSIVE LINKEDIN PROFILE?

Find a way to stand out from the crowd and get the attention you deserve. Stop wasting time trying to figure it out on your own.

Allow us to enhance your LinkedIn profile and help you make your profile into the marketing asset it should be. We can create a LinkedIn profile for you that is strategic, personalized, appealing, and unique.

Our goal is to help B2B Company Owners, Founders or High-ups in Marketing and Sales in taking control of their online presence and stand out from the crowd to and get more inbound and outbound leads for their business.

Visit www.konvergedigital.com or book a call at <https://lnkd.in/gb7Z2pK9> to discover how to dominate LinkedIn search results and to know more about our LinkedIn Lead Generation service.

