

LinkedIn Optimisation Free Webinar



8 April 2020. Free Webinar on LinkedIn Optimisation.

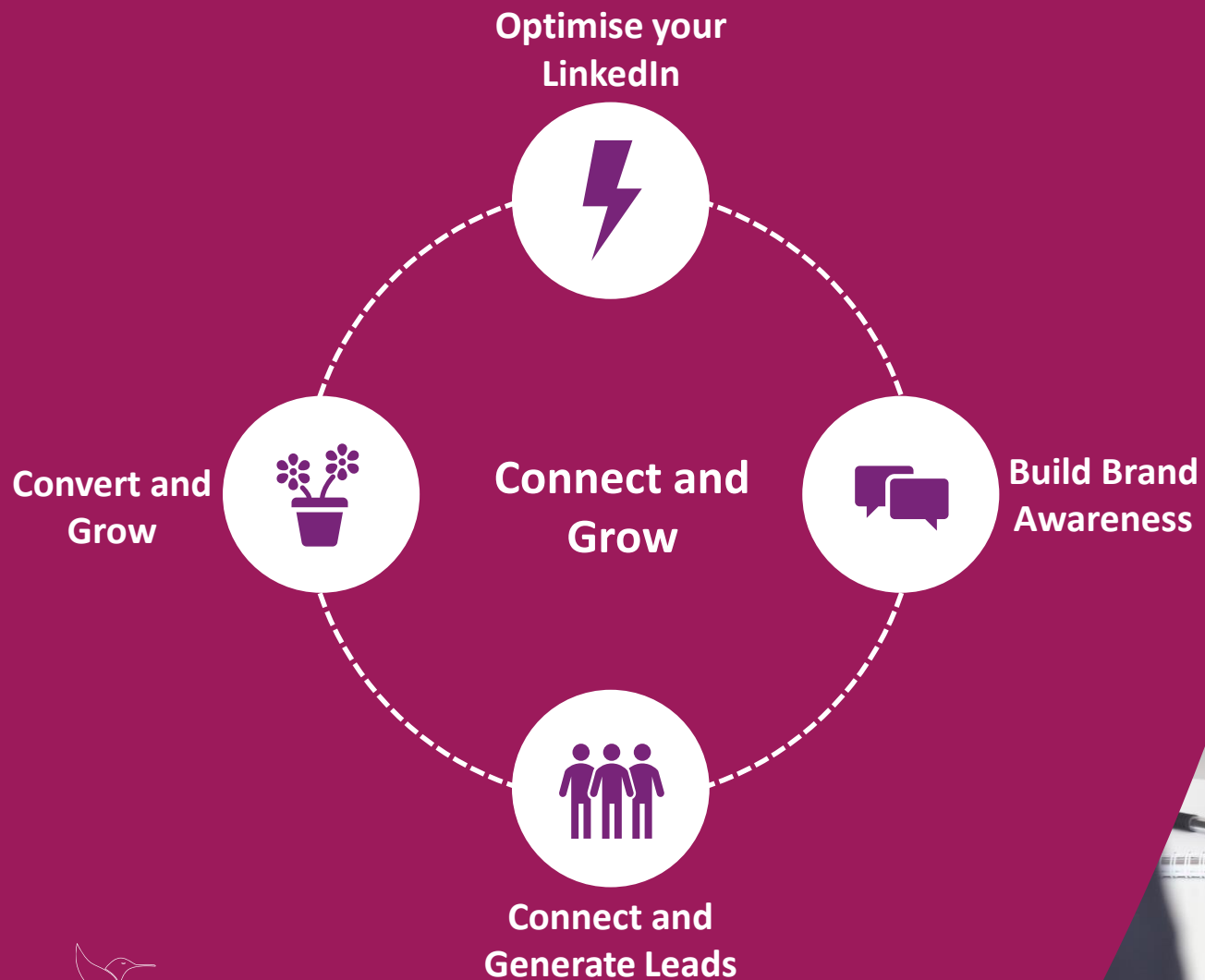
About Me



Changing lives
Creating futures



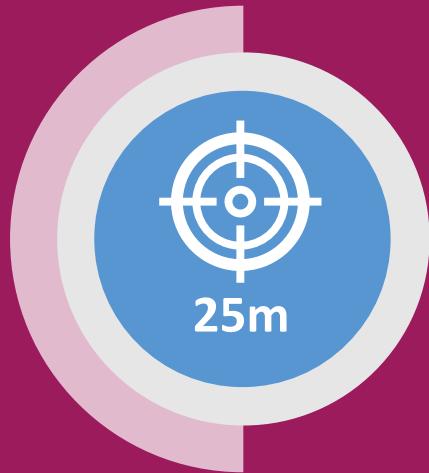
Four Steps to LinkedIn Success



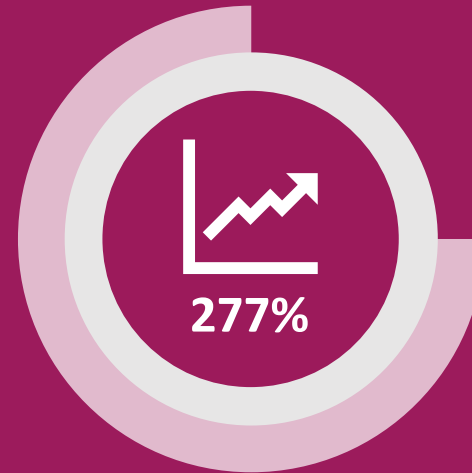
Why optimise your LinkedIn?



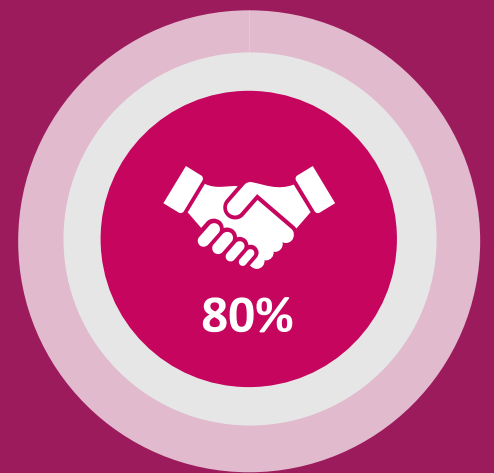
Number of users on LinkedIn globally.



Number of users on LinkedIn in the UK alone and growing.



LinkedIn is better than Facebook and Twitter at generating business leads.



Business to Business sales on social media are done via LinkedIn.



Become An All Star

- Complete all sections
- General Admin
- Use a Headline that will get you found
- Use all key words in your ABOUT section
- Career Summary or Product/Services
- Recommendations
- Featured Section



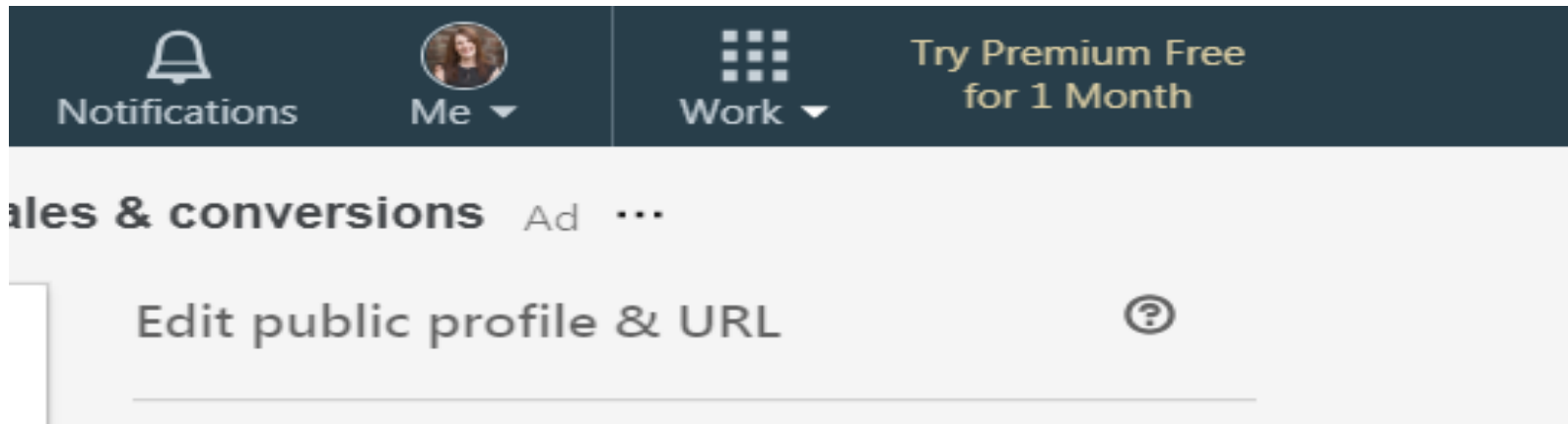
General Admin

- You need a professional Picture
- Organise your banner pic



Change your URL

<https://www.linkedin.com/in/emma-alkirwi-thecvguru/>



Headline

- This has a 120 character limit
- This is how you will be found
- Do not use LinkedIn's default
- Use the keywords you want to known for
- How can you put something there to help others?



Emma Alkirwi

CV and LinkedIn Expert, Bespoke CV Writer, LinkedIn Optimisation delivering results for clients' careers and businesses



About

- 2000 character limit
- First Paragraph – your experience and your career
- Second paragraph – why work with me/ us
- Third Paragraph – Services we provide
- Fourth Paragraph – Who we help
- Fifth- Get in touch with all your contact details.



Additional Sections

- Career Summary or Your Product/Service
- Projects
- Education
- Publications
- Languages



Get Recommendations

- Increase the reader's confidence
- 62% increase in the likelihood of customers buying/utilising your service



Jenny Karlsson

I am a Scotch Whisky industry professional. I can assist with whisky education, whisky sales, whisky events and more.

February 20, 2020, Jenny was a client of Emma's

I attended Emma's LinkedIn workshop in Glasgow earlier this year and I would highly recommend it. My confidence in using LinkedIn was very low when I went into the course, but I'm happy to say I now feel a lot better about using LinkedIn and understanding what it can do for my business. I have kept my course material handy and refer to it often which helps spur me on in updating my profile. I would not hesitate in recommending this LinkedIn workshop to my friends. [See less](#)



Neil Kindness

Partner, Strategic Growth/Due Diligence and Forecasting

January 27, 2020, Neil was a client of Emma's

I attended a LinkedIn training session organised and presented by Emma in January 2020. The course was extremely informative and I would highly recommend it to anyone who utilises LinkedIn. The course was well structured and delivered in a very professional manner by Emma



New..... 'Featured'

- Posts
- Articles
- Media
- Links

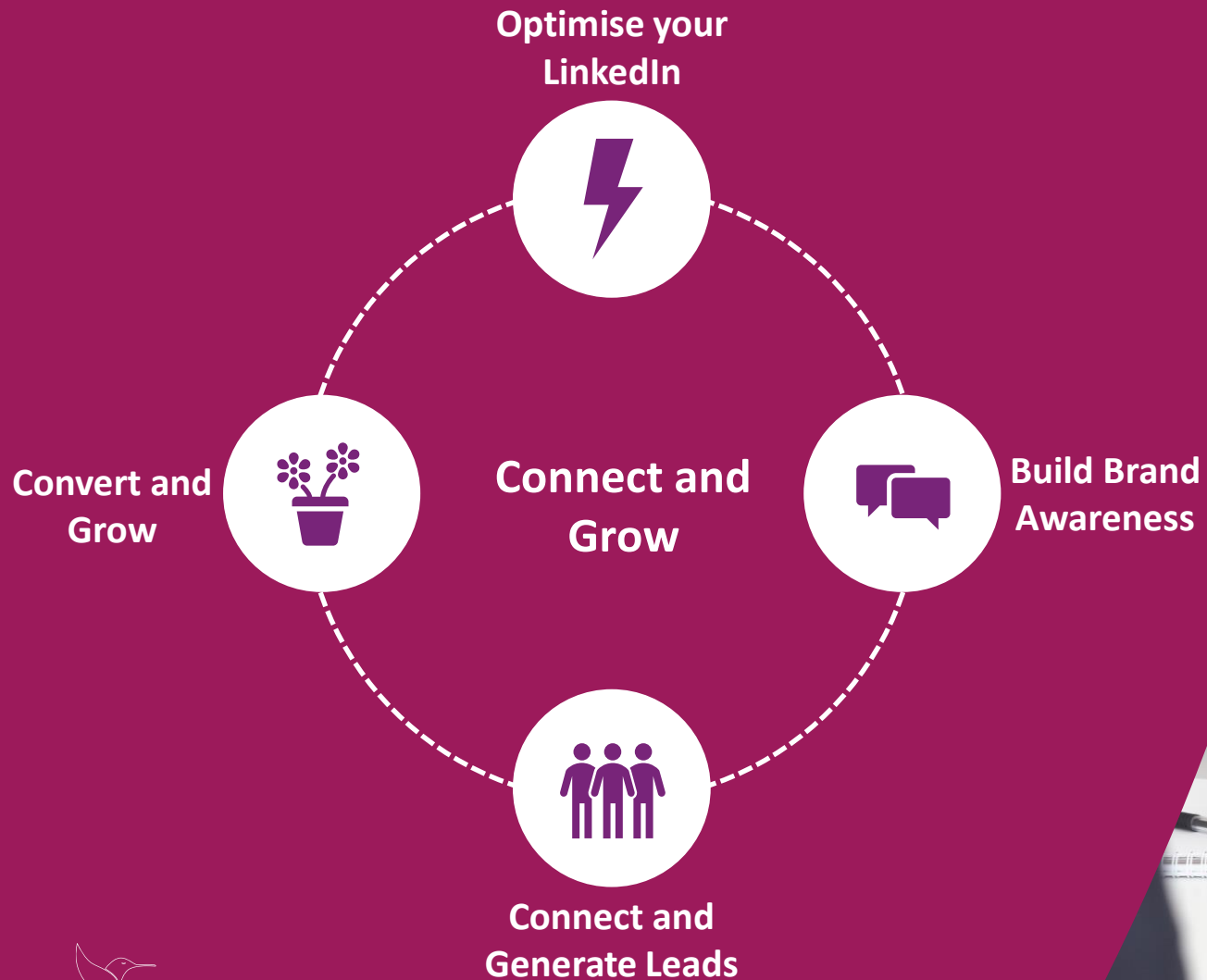


Breaking News

Look out for LinkedIn
Stories



Four Steps to LinkedIn Success



**Get the right
LinkedIn connections
and start securing
leads**

**Thursday the 21st of May
2020 at 11am**





Thank you

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