


SEO Via LinkedIn

LinkedIn is an online network of more than 21 million experienced professionals from around the world, representing 150 industries. As a result, LinkedIn.com appears highly in search engine results pages for searches on both corporate and personal names.

To optimize for search engines using LinkedIn, the following is suggested:

1. Link from your organization website to executive profiles on LinkedIn. For example: www.mycompany.com links to www.linkedin.com/name-of-executive
2. Links to from LinkIn "Websites" section to your organization website – see below.



Barack Obama
US Senator, Presidential Candidate
Greater Chicago Area

[Contact Directly](#)
[Get introduced through a connection](#)

Current

- US Senator at US Senate (IL-D)

Past

- Senior Lecturer in Law at University of Chicago Law School
- State Senator at Illinois State Senate

Education

- Harvard University
- Columbia University in the City of New York
- Occidental College

Connections 500+ connections

Industry Government Administration

Websites

- [Join Barack's LinkedIn Group](#)
- [BarackObama.com](#)
- [My RSS feed](#)

Barack Obama's Summary

I am running for the Presidency of the United States of America, but this campaign can't only be about me. It must be about us - it must be about what we can do together. This campaign must be the occasion, the vehicle, of your hopes and your dreams. It will take your time, your energy, and your

Shows how to link to external domains and leverage the rankings of LinkedIn

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