

Hello SEO Meetup!

Let's Get Started



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x
x

A few words about me:

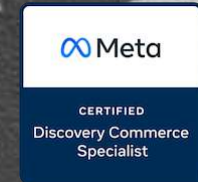
Vasileios Mylonas

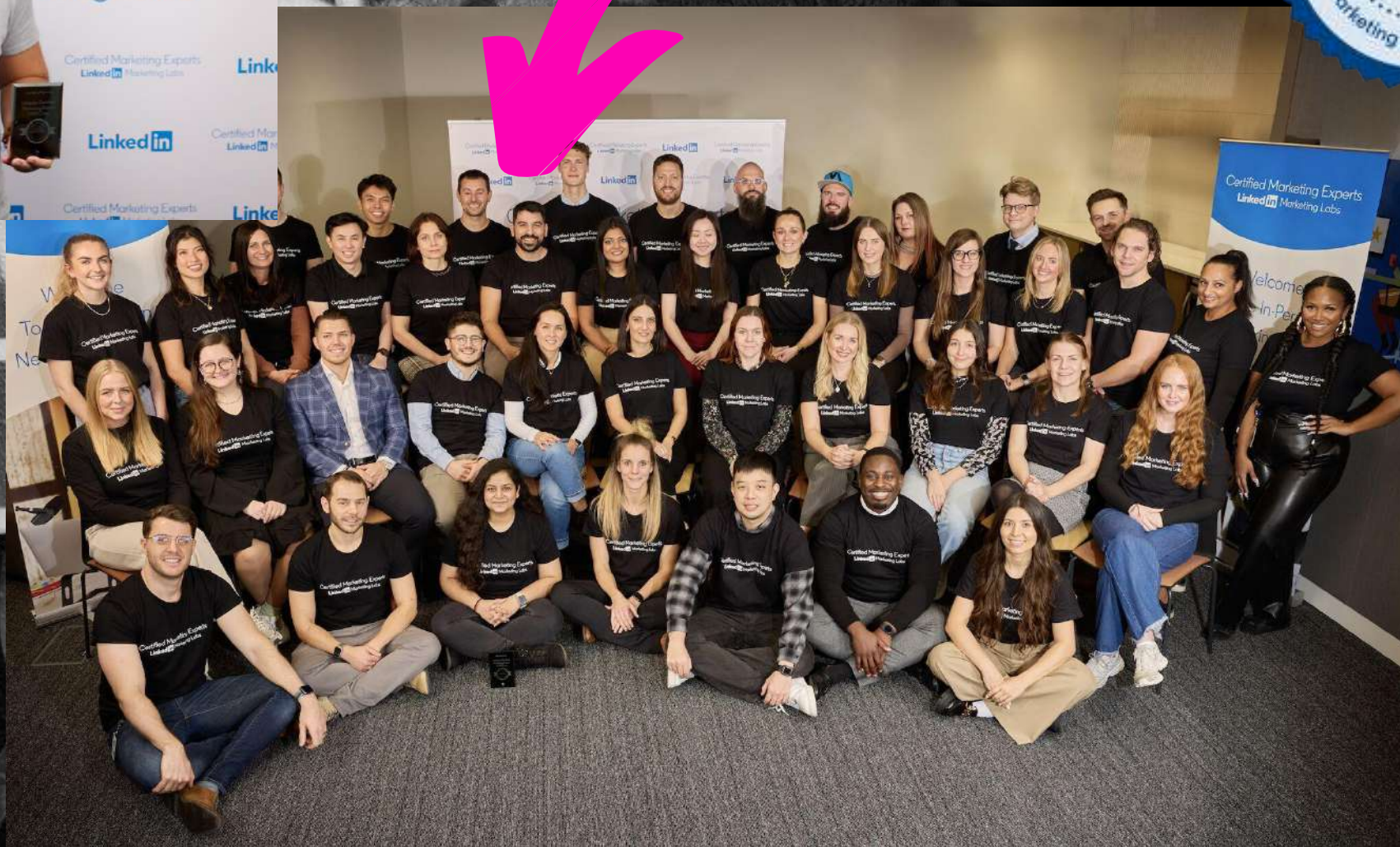
- **Studies:**

- **BSc, Economic & Regional Development.** Panteion University, Athens, Greece
- **MSc, Economics, Behavioral Economics, Growth & Sustainability.** Tilburg University, Netherlands

- **Experience:**

- **Digital Advertising (2012 – Now).**
- **Teaching (2017 – Now)**
- **Digital & Performance Marketing Strategist | SEO | SEM @Useberry**
- **UI/UX and Consumer Behavior Research Enthusiast.**





So, LinkedIn

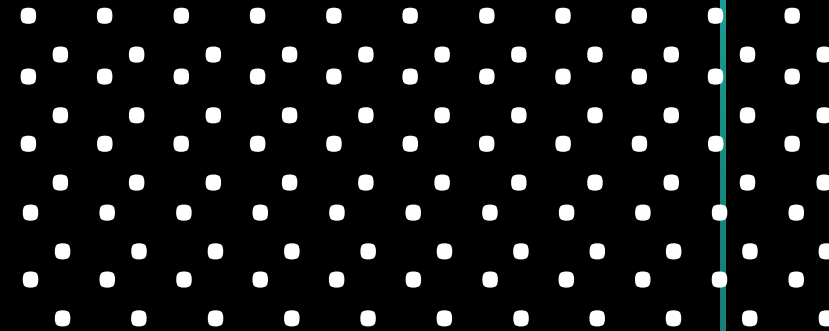
LinkedIn the biggest Professional Network!



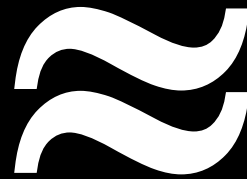
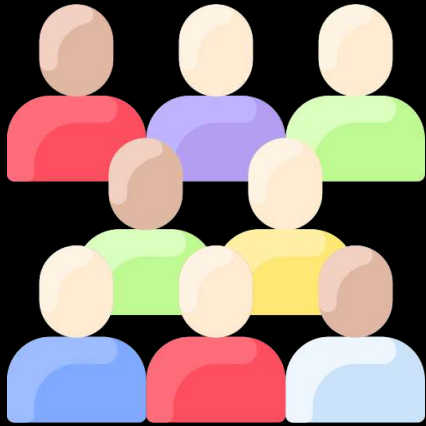
A great opportunity to break through the noise!!



Greek LinkedIn Insights



Greek LinkedIn Insights

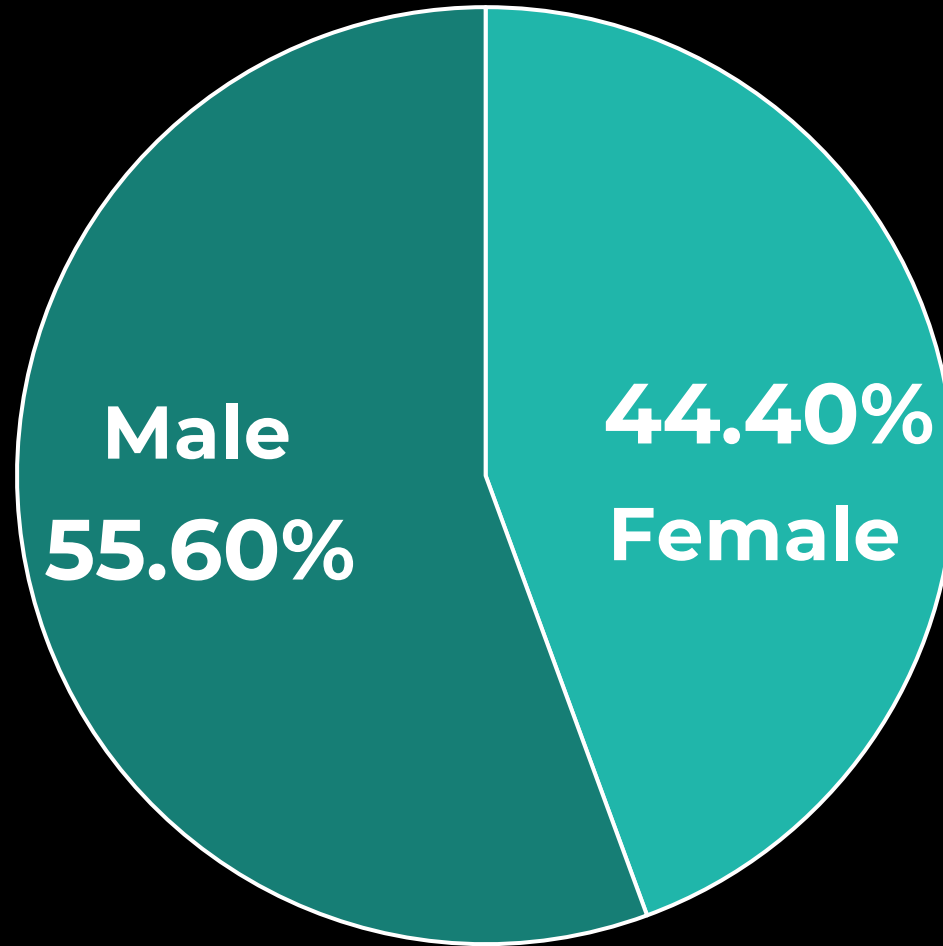


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For additional context, LinkedIn's ad reach in Greece was equivalent to **22.4 percent of the local internet user base** (regardless of age).



Greek LinkedIn Insights



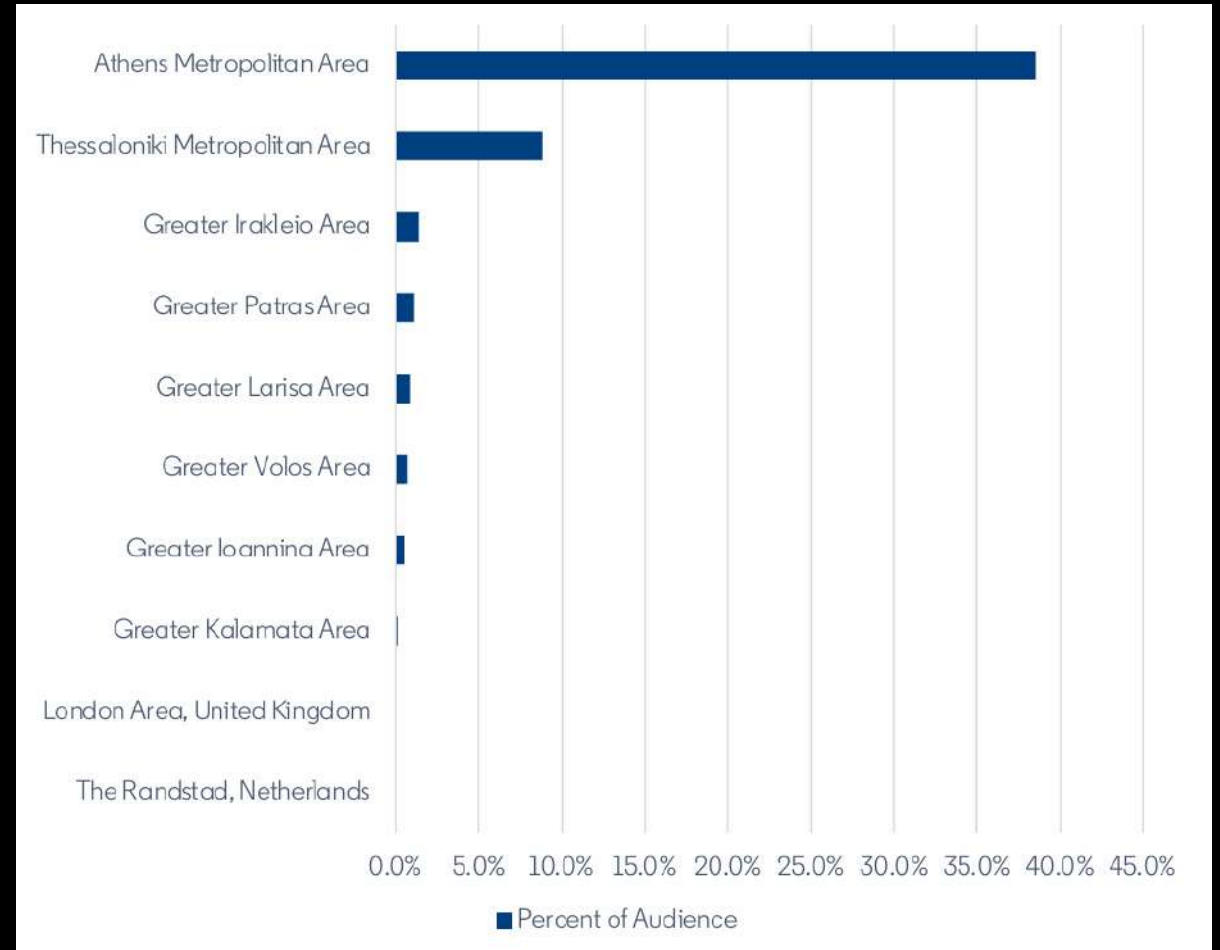
Greek LinkedIn Insights

Devices

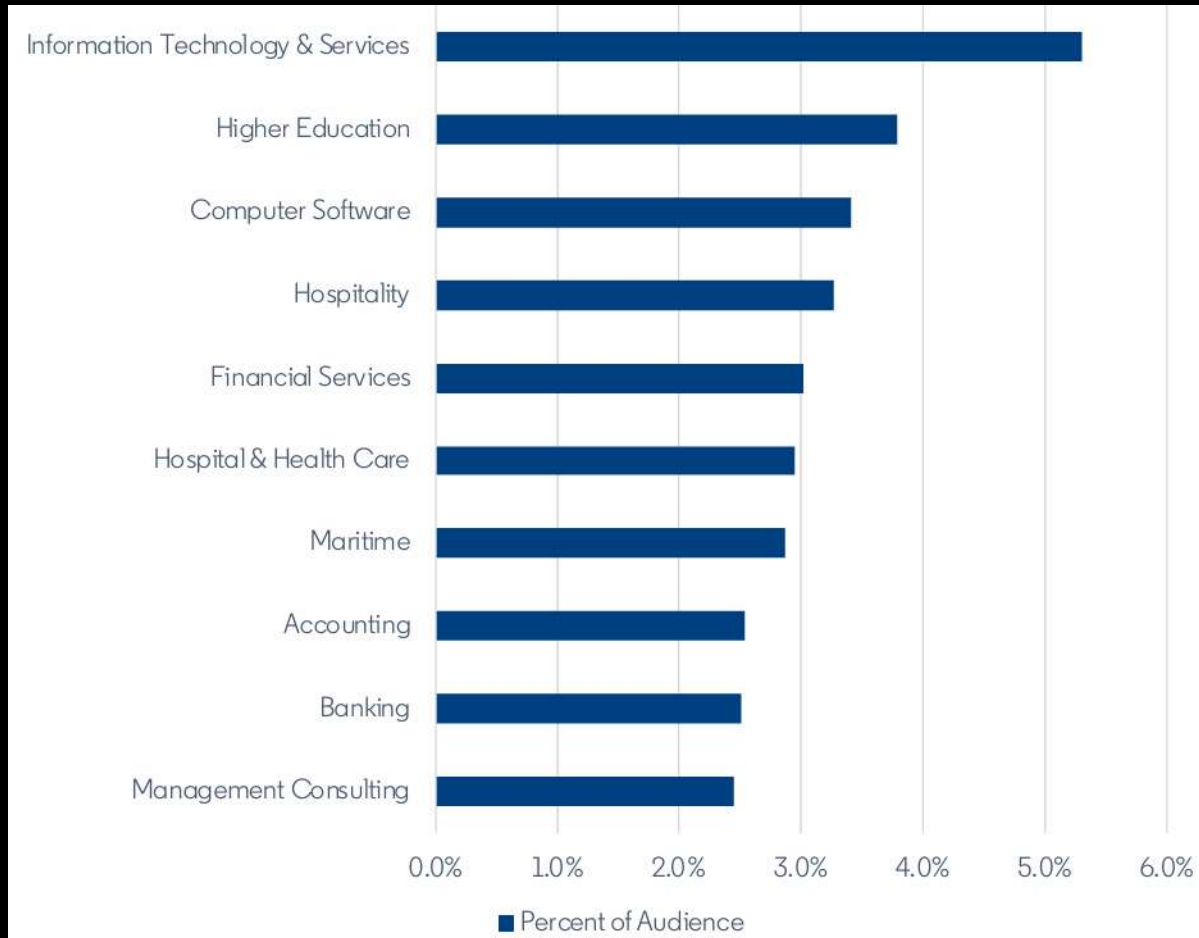


Greek LinkedIn Insights

Top 10 Cities



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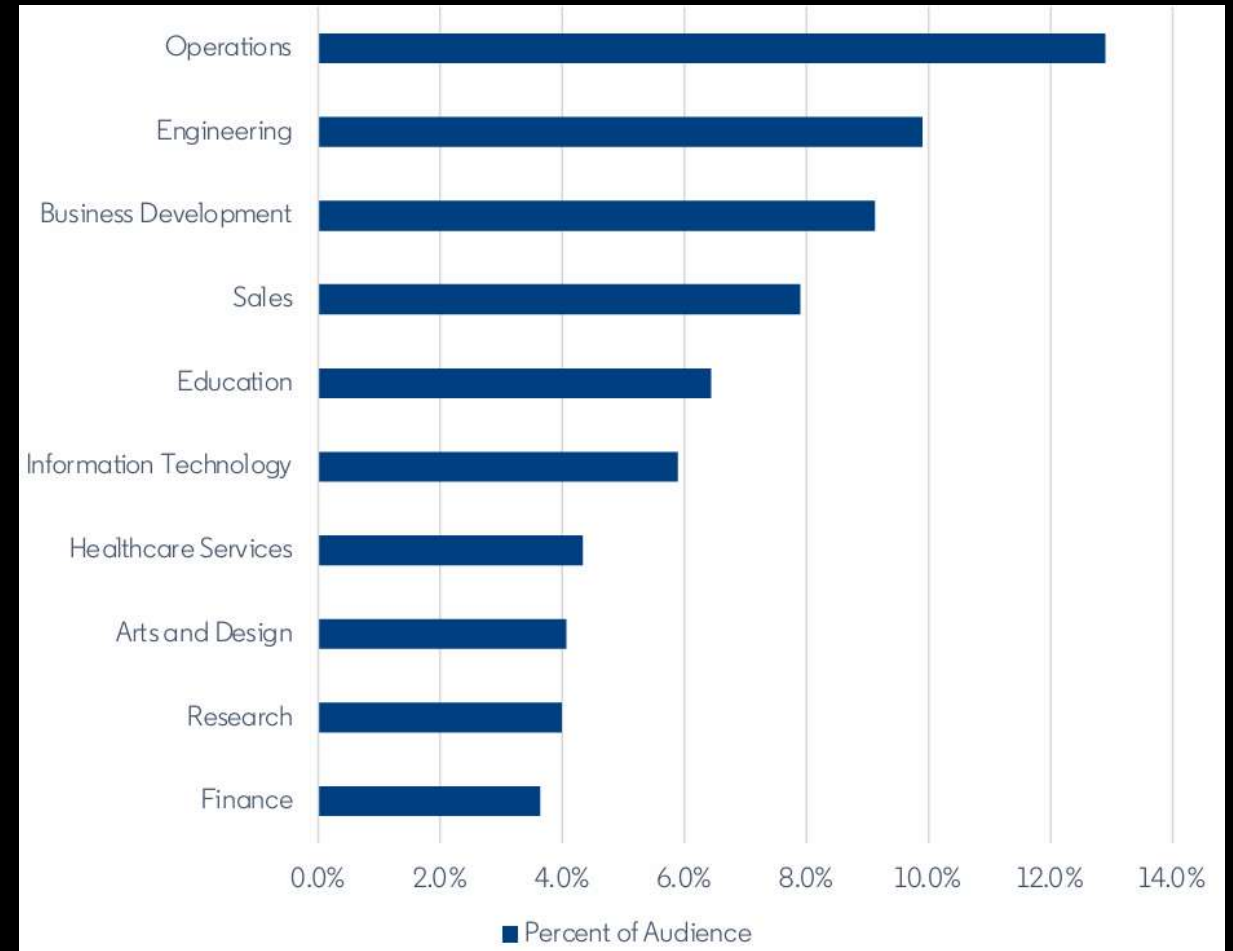


Top 10 Industries

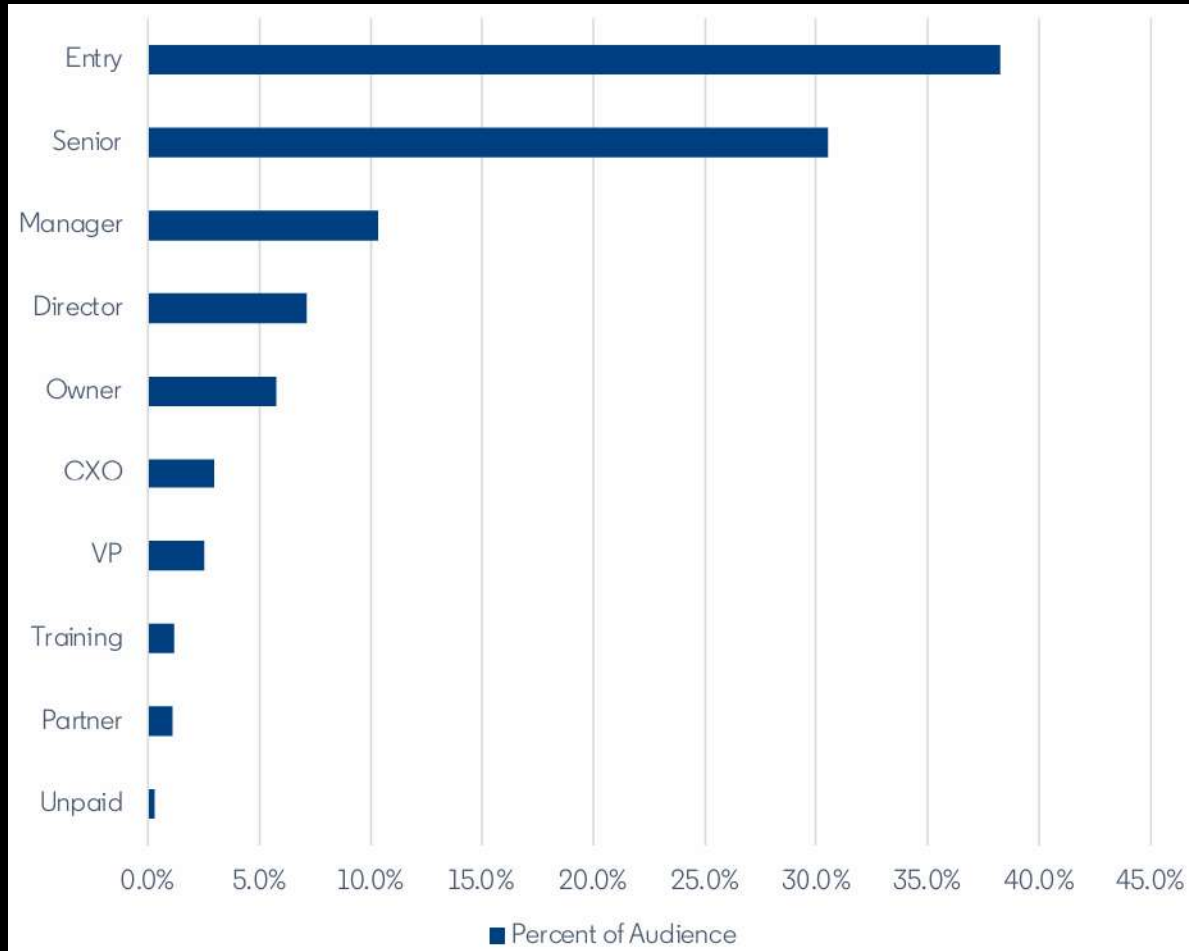


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Top 10 Functions



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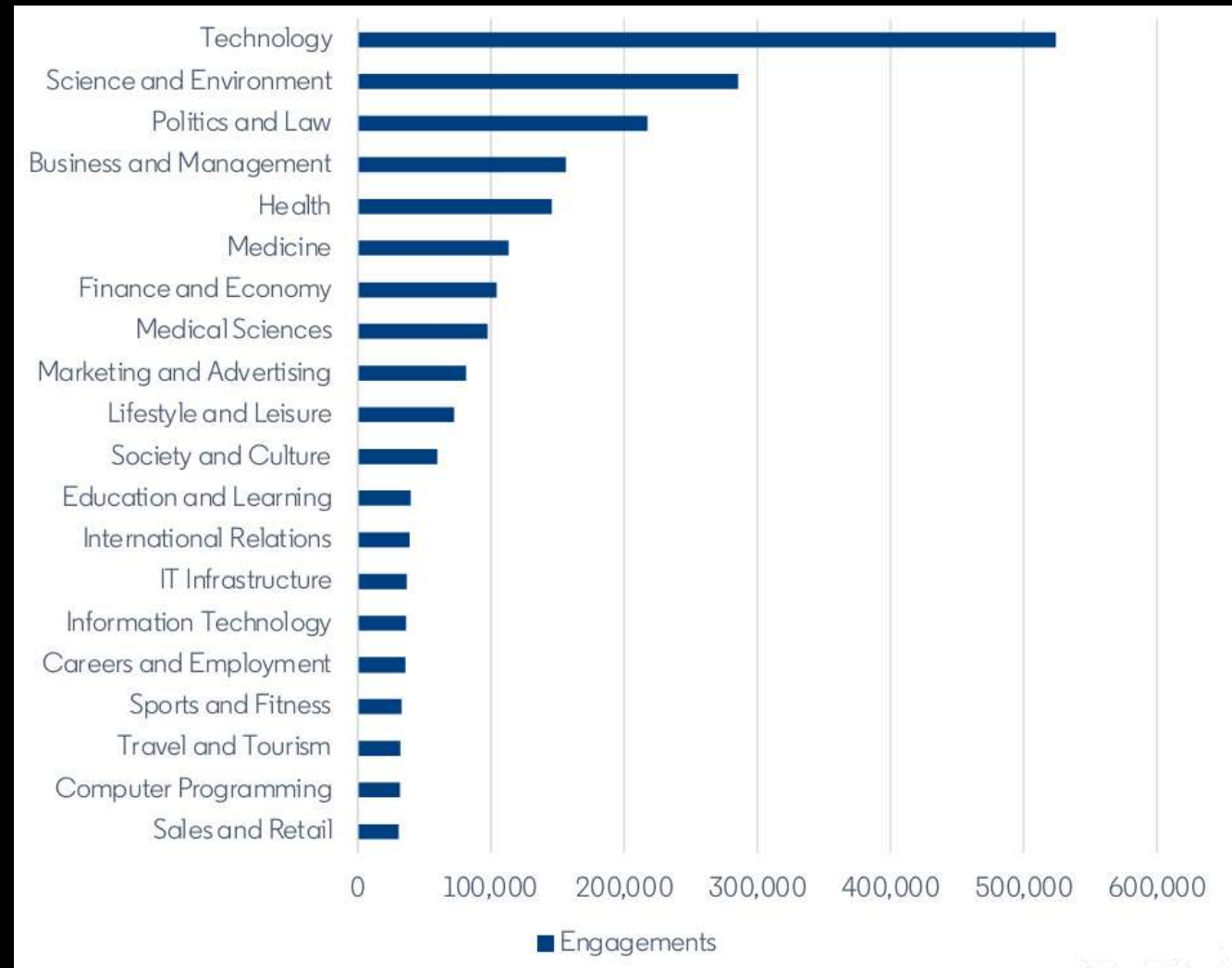


Top 10 Seniorities

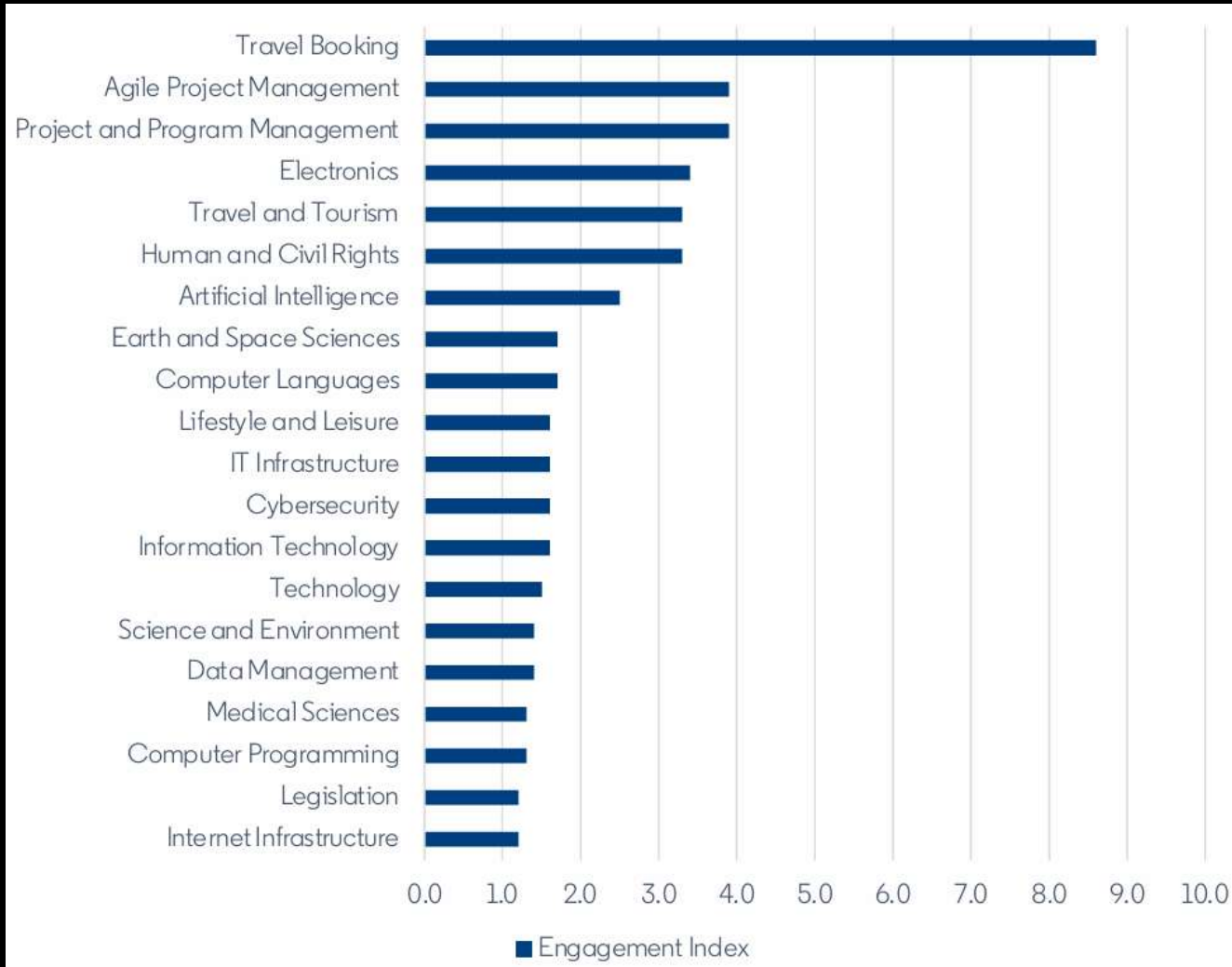


Greek LinkedIn Insights

Top Topics Engaged



Greek LinkedIn Insights



Top Topics that we
Engage more than
the rest of the
platform.





So why should I care?

Do business where business is done

We connect with
professional audiences



Decision makers
at scale

Driving
meaningful
engagement



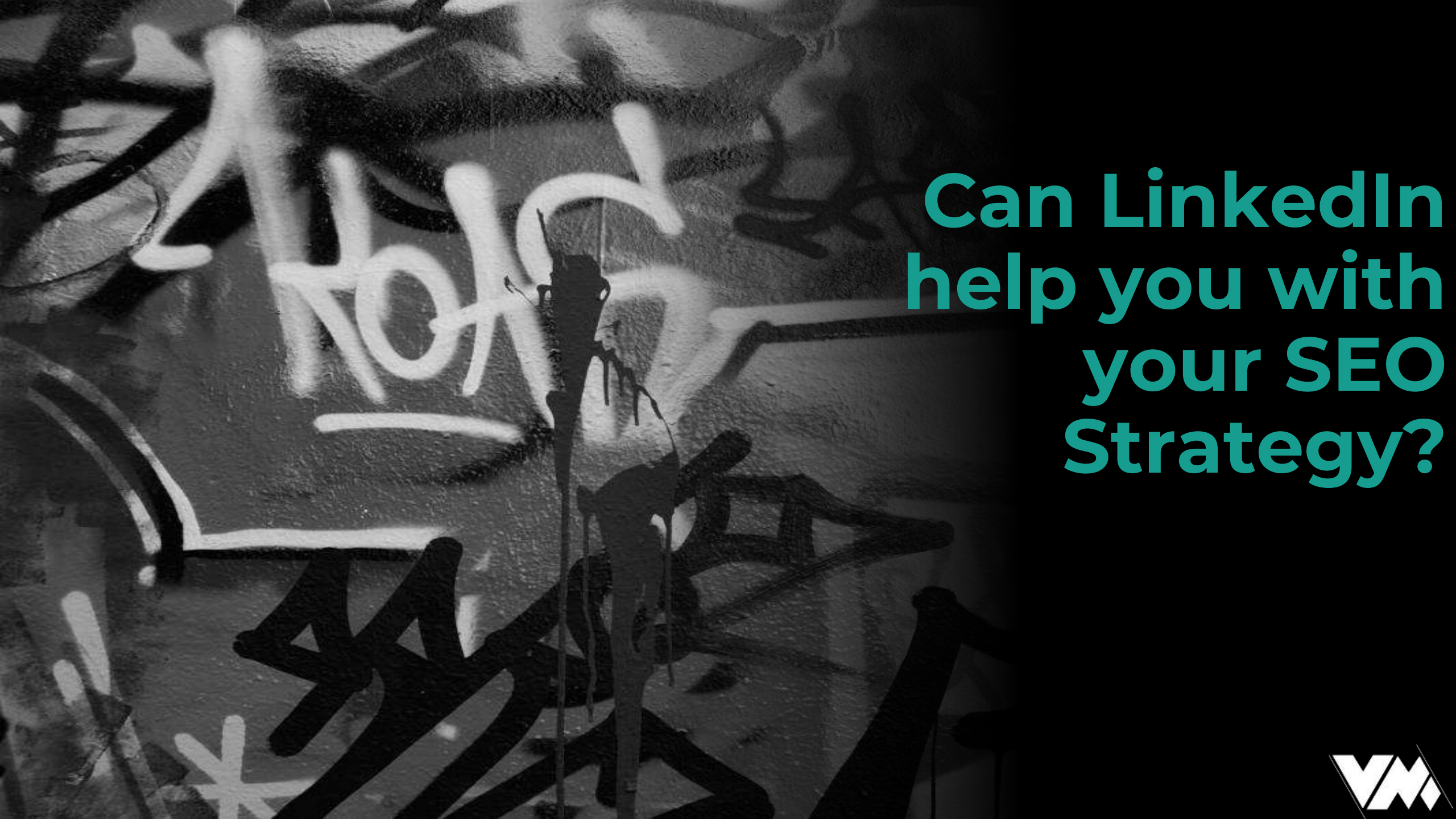
Mindset to
do business

In an **environment**
that yields results



Trusted platform
delivering
impact





**Can LinkedIn
help you with
your SEO
Strategy?**



A close-up, slightly out-of-focus photograph of a LEGO Stormtrooper helmet and upper torso. The helmet is white with black visor details and a black mustache-like pattern. The background is a soft, warm-toned bokeh. A semi-transparent teal banner is overlaid across the middle of the image, containing white text. Decorative elements include a small teal circle and an 'x' in the top left, and a cluster of teal dots in the top right and bottom right.

“Long story short, **Yes**”
Thank you!
Drive Safe!

So we could talk about

In-platform SEO

Common SEO



In-platform SEO

The efforts of inputting the right keywords, in the respective sections of your LinkedIn Company Page, Profile, and Content to make it rank higher for the respective in platform searches.



A line of LEGO Stormtroopers is shown in a shallow depth of field. The trooper in the foreground is in sharp focus, while the others behind it are blurred. A semi-transparent teal banner is overlaid across the middle of the image, containing white text.

We are here for the second one.

LinkedIn Is most used, by businesses to

1. Increase branded searches → **Get out there**
2. Promote content & encourage engagement
→ **Post, Share & Advertise**
3. Communication and relationship building
→ **Connect, Discuss, Exchange Backlinks**

All the above can of course help you with your SEO endeavors and other marketing goals.



A line of LEGO Stormtroopers is shown against a black background. The trooper in the foreground is in sharp focus, while the others behind it are blurred. A semi-transparent teal rectangle is centered over the image, containing white text.

**But I am not talking about that
either!!**

With the latest March 2024 Google Update

And big publishers losing their rankings one after the other we are more cautious than ever before with our backlink efforts.



With the latest March 2024 Google Update

The response?

Creating a power page that ranks fast for a keyword and backlinking it to your target page.



These are called LinkedIn Articles

Google

LinkedIn Certified Marketing Experts in-Person Event

KD N/A Volume 0 GV N/A TP N/A Clicks 0 CPC N/A Overview

All Images Videos News Books More Tools

About 563,000,000 results (0.42 seconds)

LinkedIn · Vasileios Mylonas 🐱
40+ reactions · 4 months ago

1 LinkedIn Certified Marketing Experts in-Person Event ...

This class is full of up-and-coming talent and **professionals** from over 13 countries! The diversity of backgrounds, thoughts, and experiences ...

WEBSITE	DR	AR	RP	RD	KW	ST	PAGE	UR	RP	RD	KW	ST	
	98	5	18.5B	19.1M	55.6M	107M		0	0	0	0	0	
						\$71.8M						\$0	+





Integrating LinkedIn with Your Overall SEO Strategy

Writing your LinkedIn Article Best Practices:

- **Use keywords**, like you would on a website blog.
- **Create Quality Content**, it is not just for the eyes of search engines.
- **Incorporate multimedia**, fill in the caption and alt text.
- **Use all your known tricks**, headings, bolds, italics, SEO Title and SEO Description



Writing your LinkedIn Article Best Practices:

- Use Hashtags,

Tip: Don't hesitate to go a bit more general and use some popular hashtags as well

- **Make your profile public**, else your articles will be restricted to just your connections, Choose Show on “All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.)”





How to write your LinkedIn Article

Integrating LinkedIn with Your Overall SEO Strategy

As you can do with Quora, Medium, and other like-minded content platforms, LinkedIn Articles can be a paraphrasing of a main article or a complementary piece of content, that can lead towards your target landing page.





Measuring the Impact of LinkedIn on SEO

Measuring the Impact of LinkedIn on SEO

UTMs will get you all the knowledge you want but to be honest image links bring in most of the traffic.



Questions?



Thank you!



Vasileios Mylonas
Come say hello! 🖐️

