

context.

4. Remember the rule: if your content is smoothly readable to a human and contains the most relevant keywords for what you do, it's likely to raise your ranking in search results.
5. Over time, your goal is to appear on the first page of search results for common searches for your area of expertise by people in your market. Review and revise your sales website accordingly.

TASK 17.3.3: Work around the LinkedIn search limit

Your LinkedIn search limit resets on the first day of each month. If you use a free subscription and hit the limit near the end of a month, it's worth learning a workaround using Google **operators** in a search string from **Day 16**.

TASK 17.3.3.1: Search LinkedIn from Google

1. Log out of LinkedIn if you're logged in, and head for the main Google search page at **google.com**.
2. In the search box, type *site:linkedin.com/pub OR site:linkedin.com/in "head of marketing" OR "marketing manager" OR "marketing director" "London"* and hit Search.
3. You'll see a list of links to profiles on LinkedIn containing any of the terms *head of marketing*, *marketing manager*, and *marketing director* with *London*.

TASK 17.3.3.2: Try your own search terms

1. Substitute the example search string with some of your own search terms. Remember to separate synonyms with OR, except for the last term denoting their location—if you use OR before the location term, you'll get every profile in that city!
2. Click through to LinkedIn and check out the profile as normal.



And that's **Day 17** complete. Let's move on to another 33 companies, with **Day 18**.

CHECKLIST: DAY 17	
DO YOU UNDERSTAND:	
The value of competitive keywords	
Using Keyword Planner	
LinkedIn's monthly search limit	
HAVE YOU COMPLETED:	
2 hrs	Found competitive keywords with Google Keyword Planner
2 hrs	Revised your sales website to include relevant keywords and phrases
30 mins	Learned to search LinkedIn using Google
30 mins	Made 3 connections on LinkedIn
4 hrs	Added 33 companies to your List
TAKEOUTS:	
Revised sales website . Used Google to search LinkedIn .	
TOTALS:	
Connections made	114
Companies found	105
People listed	6
FUNNEL:	
Cold suspects	6
Warm leads	0
Hot prospects	0
Qualified buyers	0
Confirmed customers	0
Repeat clients	0