

100 - Essentials (Setting Up Your Profile)

01 - Intro	3:19
02 - Overview	4:23
03 - Profile Overview	3:07
04 - Profile Picture	9:44
05 - Headline	6:18
06 - Creating Your Summary	7:29
07 - Updating the Sections	2:50
08 - Rearranging Your Sections	1:18
09 - Background Photo	3:02
10 - Posts & Activity	6:36
11 - Adding Profile Sections	4:15
12 - Your Experience Section	13:56
13 - Your Education Section	2:33
14 - Skills & Endorsements	10:12
15 - Recommendations	6:01
16 - Accomplishments	4:04
17 - The Following Section	2:29
18 - Why We Follow	1:58

Total Topics = 18

Total Time = 1:33:34

10 QUESTION QUIZ

200 - Strategy (Optimizing Your Profile)

19 - Optimize Your Profile for Search	4:09
29 - Staying Active - Introduction	1:10
30 - Staying Active - How Often I Need To Be Active	3:38
31 - Staying Active - Sharing Status Updates	7:53
32 - Staying Active - Writing Articles	3:53
33 - Customizing Your Settings	8:57
42 - Using LinkedIn Search	2:45
52 - LinkedIn Premium Accounts	6:20
60 - Success Plan	3:44

Total Topics = 9

Total Time = 42:29

10 QUESTION QUIZ

300 - Management (Growing Your Network)

34 - Why Is It Important	4:31
35 - How To Grow Your Network	2:44
36 - Hitting the Magic Number	2:00
37 - How to Invite Someone to Connect	2:49
38 - Should You Connect With People You Dont Know	2:16
39 - How to Grow Your Ntwrk - Outside of Ppl You Know	3:35
40 - Should You Accpt Invites From Ppl You Dont Know	4:09
41 - Who Should You Add to Your Network	3:22

Total Topics = 8

Total Time = 25:26

10 QUESTION QUIZ

400 - Mastery (Company Pages, Ads & Analytics)

43 - Intro to Company Pages	2:13
44 - Why Should Businesses Have a Company Page	4:33
45 - Creating a Company Page	2:49
46 - Setting Up Your Company Page	4:33
47 - The Pros and Cons of Showcase Pages	5:42
48 - Status Update Strategy	6:34
49 - Analytics	3:31
50 - Power Tip - Company Pages	1:30
51 - Encouraging People to Follow Your Page	3:34
53 - Ads - Introduction	2:26
54 - Ads - Getting Started	2:14
55 - Ads - AdContent	3:17
56 - Ads - AdTargeting	2:53
57 - Ads - Ad Budgeting	3:52
58 - Ads - Targeting Multiple Audiences	2:54
59 - Ads - Ad Analytics	1:40

Total Topics = 16

Total Time = 54:15

10 QUESTION QUIZ

FAQ

20 - FAQ - Profile Pic	1:04
21 - FAQ - Should I Include Unrelated Work Experience	1:31
22 - FAQ - Politics and Religion on LinkedIn	1:46
23 - FAQ - Should I Be Worried About Discrimination	2:55
24 - FAQ - Shoud I Include Volunteer Work	1:46
25 - FAQ - Changing Careers	3:51
26 - FAQ - Thanking People for Endorsements & Recos	1:23
27 - FAQ - Can I Request Endorsements & Recos	2:00
28 - FAQ - Can I Simply Copy & Paste My Resume	1:33

Total Topics = 9

Total Time = 17:49

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BONUS! LinkedIn Marketing Tool Reviews

Match Your Business Needs to the Right Software with **G2Crowd**
Creating Beautiful Images with **Canva**
Creating Infographics with **Piktochart**
Creating Images with **Adobe Spark**
Focus Your Keyword Research with **Answer The Public**
Get Headline Inspiration (Maybe?) with **Linkbait Generator**
Portent Content Idea Generator
Understand Trending Content with **BuzzSumo**
Add Custom Social Media Feeds to Your Website with **curator.io**
Landscape by **SproutSocial**

Resources:

LinkedIn Personal Profile Checklist
LinkedIn Personal Profile Quick-Start Guide
LinkedIn Company Page Quick-Start Guide
Social Media Priorities Quick-Start Guide

Course Total Topics = 60
Course Total Time = 3:53:33