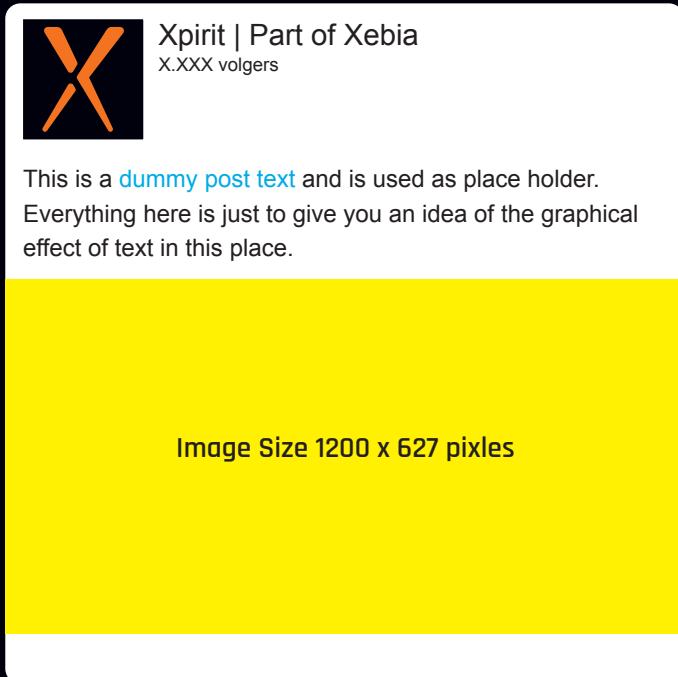


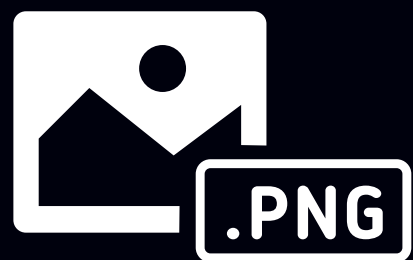
Cheatsheet.

A Visual Guide To Achieving LinkedIn Perfection.

Posting.



3 - 7 words in a visual



Timing and content.



Wednesday
8 AM - 11 AM.



Tuesday-Thursday
9 AM - 2 PM.



Any other day
8 AM - 2 PM.



Posts **without an external link** perform better.



Intro text should meet the **KISS** principe (<140 characters).

Don't copy text and images, it will be marked as spam or low-quality.



Post max. one time per day.

Measuring impact.



#profile views

#views at your post
(benchmark: 17% of your personal network)

ratio between views and likes ----- ratio between views and comments

1,5% - - 7%

1,5%

Getting '**picked up**' by the LinkedIn Pulse editorial team is hitting the **bullseye**.

Some tips:

Target a specific niche.

1



2

Frequency, focus and consistency of posting (minimum 1x per week).

3

Offer new information, hard data/case studies, and your unique vision. And never, never do any product promotion.