in

How to Create a Viral Article on LinkedIn

EBOOK

By Alie Jules

Table of Contents:

Welcome to the LinkedIn Case Study!

In this LinkedIn Case Study, you'll find the step-by-step process I used to create a viral LinkedIn article (or 2) when everyone is saying LinkedIn articles are dead.

You'll see the exact research, strategy, tactics, and thinking that went into putting it all together.

You can take these insights and put them into immediate use for your own LinkedIn marketing.

The Beginning

Goals:

To see if I was able to create an article that gained traction – in my field of expertise.

To create brand awareness.

To get 100 new email subscribers.

To rank the article on google search results.

Research:

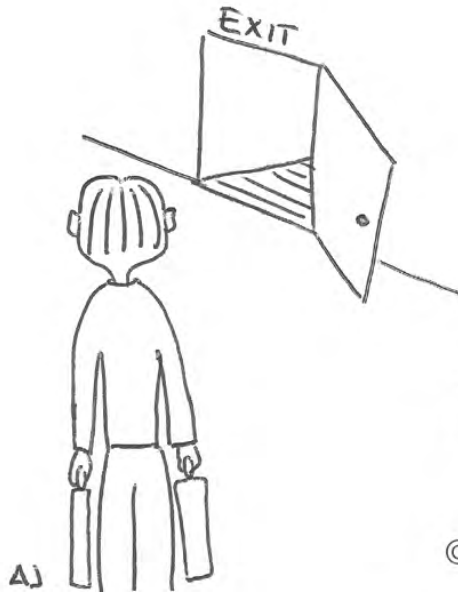Two weeks of research and creating a strategy (details below).

The initial plan:

Create *three* articles with one of them being the focus article (Article 1). The other two articles were created as the supporting articles - to help Article 1.

Article 1

Toxic Work Culture is Forcing Top Talent to Head to the Exit

Culture is more important than vision. Some leaders have great vision, but have created a toxic culture where that vision will never happen.

Phil Cooke

© Alie Jules • julesx.com

Stats for article 1:

Published Oct 22

Date	Reactions	Comments
Oct 23	3	0
Oct 24	24	3
Oct 25	235	23
Oct 31	50,000+	1,300+
Nov 4	79,000+	1,900+

At first, I thought nothing was going to happen. By end of the 3rd day I noticed a large increase in reactions, comments and reshares. Next morning the post had taken off. (I didn't track the exact numbers every day).

Other Stats:

Oct 22

3,317 Followers

0 Email subscribers (new list)

Nov 25

22,105 Followers

3,352 Email subscribers (from this campaign)

Stats for top 3 articles:

Dec 1

[Article 1](#)   91,500+ likes, 130,000+ views, 9,000+ reshares

[Article 2](#)   210,000+ likes, 285,000+ views, 22,000+ reshares

[Article 3](#)   5,000+ likes, 20,000+ views, 500+ reshares

(this is one of the supporting articles for Article 1)

Article 2 was published Oct 29. It surpassed Article 1 reactions and comments in one week.

SEO Stats

Article 1
Weeks 1-3   NA
Week 3-4   #4 on 1st page, Google from LinkedIn
Week 4   #4 on 1st page, Google from julesx.com
Week 7   #6 on 1st page, Google from julesx.com
Week 10   #3 on 1st page, Google from julesx.com + image on featured snippet

Featured Images of Article 1
Since week two, 2 of the featured images (one from the LinkedIn article and one from Julesx.com article) have been on top of google image search (spots 2 and 3).

Article 2

. . . .

[Article 2]{.underline} Dec 12th Stats

Leadership Is Not About Control; It's About Taking Care of You...
226,091 reactions 4,667 comments

311,181 article views   23,216 reshares

. . . .

CHAPTER 1

WHY ARTICLES?

There is much talk about how articles on LinkedIn are dead. Yet, I didn't even for a moment think about not writing articles.

Why is that?

Articles have longevity
Even months later, they can still get found and shared.

Articles get indexed
What this means is that you can find LinkedIn articles on google searches.
Update: Google seems to be indexing some LinkedIn posts.

Articles have SEO juice
Optimize your articles. Use keywords wisely, and you could end up finding your articles on page 1 of google search.

Articles + Linking
Articles allow you to direct readers anywhere you want – much easier (and less salesy) than with posts. And you can always link back to your articles from your other articles. Crosslinking is excellent for SEO!

Plus, you can stand out because, nobody else is writing articles – articles are dead, so they say...

Let's dig in.

Before you dive into research on how to craft awesome articles for LinkedIn audience, it's important to consider the following:

Is LinkedIn the right platform for me/my brand?

Know your brand, know your audience.

It may not make much sense to spend a lot of time crafting an extensive LinkedIn marketing strategy if your target audience is not there.

This is not to say that you should not post anything on LinkedIn; rather it's to say that be smart and strategic so that you can focus your efforts and resources where it matters the most.

How is my branding?

Your articles and anything you publish will have a higher impact when your branding is on point.

The easier it is for your audience to remember you when your branding is consistent in the colors you use, the way you write, the images you use, and so on.

It is possible to get traction without personal or business branding – but having your branding zeroed in helps a ton!

Your branding should be consistent across the board on every platform.

Am I providing value?

Before writing any articles ask yourself if you are providing value for the reader with what you are planning to write/post about.

If you are not providing value – think of a way that will do so.

The articles are about the readers and not about you.

Ask: What is in it for them?

Also, make sure your articles are aligned with your and or your company values.

Just briefly,

There are many ways to provide value.

Your articles can inform, educate, or entertain your readers.

Many factors can come into play in choosing the best approach for you.

CHAPTER 2

ABOUT RESEARCH

Research plays a huge part in crafting winning articles.

Before diving into research, keep in mind:

You will find A LOT of advice on how to write articles on LinkedIn.

Don't follow the advice 100% (even mine).

You need to find out for yourself what works for you and your target audience.

For example, take a look at this analysis of 3000 LinkedIn Blog Posts – then forget about it. Most of it anyway.

Had I followed this advice; I would be looking at much different/worse stats right now.

Here's the thing:

- You don't have to write 1900-2000 words
- You don't have to have 40-49 characters on your title
- You don't have to have 8 photos/images on each article
- You don't have to publish on Thursdays

There are some good tips:

- Neutral language tends to be the winner
- Write at a level of about 6th-grade reading comprehension
- Add a CTA at the end of your post

The bottom line is that you have to do the research and testing for your specific goal.

CHAPTER 3

HASHTAG RESEARCH

Scroll your feed on LinkedIn or use the search feature to identify the hashtags that are relevant to you.

For example:

If you are an educator   #education

If you are in sales   #sales

If you are in human resources   #humanresources

and so on...

Write down 3-4 hashtags that you will monitor and follow those hashtags on LinkedIn. Make sure they are the most relevant for your purposes!

If the hashtags you have identified do not have a large following, look for ones that have a more considerable following in the same general area.

For example:

#changemanagement   24,609 followers

#management   35+ million followers

The larger the follower number - the more visibility.

I kept track of 4 hashtags with #leadership being the most important one for me.

Scroll through the feed of each of the hashtags you identified. You may need to do this for several days to find enough high performing articles. When you see an article that has a lot of reactions and comments, take a closer look.

CHAPTER 4

SPREADSHEET FOR DATA

Create a spreadsheet. Here you'll enter and track all the data you are collecting from your research. You can use a google spreadsheet or any other spreadsheet program you prefer.

I used a google spreadsheet to track the data. Here is my spreadsheet template – **you can copy it onto your google drive and make any changes you want.**

The articles that you want to examine further from your hashtag research go into this spreadsheet.

- You can arrange the columns in whichever order you prefer
- If you find an author who has several articles that are doing well, you can create a tab for that author and add the same columns there from the articles tab

ARTICLES TAB:
Add data for at least 10 recent articles

AUTHOR TAB:
Add data for at least 10 recent articles for each author you want to research further.

In the articles tab, I included the 25 highest performing articles I could find. **This (unfortunately) has to be done manually.** I kept removing and adding articles when I discovered higher-performing articles.

For each author, I identified, I pulled data for their 50 latest articles or however many the author had published in 2019. In total, I ended up analyzing approximately 500 articles.

THE SPREADSHEET COLUMNS

<u>ARTICLES TAB</u>

Column A

Number of articles

Column B – Title

+ Copy/Paste the title of the article

Column C – URL

+ Copy/Paste link of the article URL

Column D – Author

+ Copy/Paste Name of Author

Column E – Date Published

+ Add the date published

Column F – Number of Reactions

+ Enter total number of reactions (at the time you are doing the research)

Column G – Number of Comments

+ Enter total number of comments (at the time you are doing the research)

Column H – Total Articles

+ Enter total number of articles written by the Author

Column I – Total Followers

+ Enter total number of followers

AUTHOR TAB (for each author)

Column A – Title

+ Copy/Paste the title of the article

Column B – Date

+ Copy/Paste date published

You are looking at the publishing frequency.

Column C – Image

+ Enter information about what the featured image of the post is

I used:

Q – for quote

P – for photo

Q+P – for a quote and a photo

IL – for illustration

(You can make up your own abbreviations that make sense to you).

Column D – Title Word Count

+ Count and enter the total number of words in the title

Column E – Article Word Count

+ Calculate and enter the total word count

I used this (free) online word counter to make the counting easier.

I did not include the Call-to-Actions (CTAs) or links at the bottom of the post in the word count.

Column F – Total Reactions

+ Enter total number of reactions (at the time you are doing the research)

Column G – Total Comments

+ Enter total number of comments (at the time you are doing the research)

Column H – End – CTA

+ Add whatever is at the end of the post

You can make up your own abbreviations. I used:

? – when the author ended the post with a question

Links – when the author had included several links to other articles

Email – when the author used Email signup as the CTA

Book – if the author was promoting a book

Column I – Number of Hashtags

+ Enter total number of hashtags used by the author

You'll find the hashtags at the very bottom of the article underneath the Author's Name/Title. If you don't see any, the author didn't use any.

TIP!

👉 **The hashtags you see other authors use give you a great way to identify hashtags that you might have missed earlier.**

Column J – Hashtags

+ Enter the hashtags the Author used

I only picked the three most relevant ones and tracked those.

Column K – Formula 1

On Row 2 enter the total number of Followers

FORMULA =F3/K2

The row number changes for each row.

You get the percentage/ratio of total reactions/total followers.

This is typically a very low number – **you are looking for a high number!**

The formula is already in the spreadsheet if you copied the spreadsheet I use.

Column L – Formula 2

On Row 2 Enter the total number of Comments

FORMULA =F3/L2

The row number changes for each row.

You get the percentage/ratio of total comments/total followers.

This is typically a very low number – **you are looking for a high number!**

The formula is already in the spreadsheet if you copied the spreadsheet I use.

TIPS!

☞ You could hire somebody to do this research for you –however, in my opinion, you'll miss the most critical part – **your eyes on the articles**.

☞ You could do the research part yourself and have somebody help you with data entry – that's what I did (mainly because of time constraints).

NOTE:

You don't have to track all the same things I did, or you may want to track more data than I did. I found this to be a right amount of data for my purposes. **Everything I track has a reason why I do it.**

CHAPTER 5

DATA ANALYSIS

Once you have enough entries on your spreadsheet, it's time to dig into the data. YAY! ☺

Look at the articles that did very well. The ones with a large number of likes and comments – and the highest ratio of likes/followers.

I've highlighted two articles with the above criteria from my spreadsheet.

Date											
3-Aug	Q	8	311	36,830	615	follow, bio, rel p	10	#leadership	61.97	1.03
1-Aug	Q	3	298	9,962	252	follow, bio, rel p	13	#bestadvice	16.76	0.42
)-Aug	Q	2	276	951	29	follow, bio, rel p	7	#managemer	1.60	0.04
5-Aug	Q	6	354	119,936	2,125	follow, bio, rel p	8	#managemer	201.81	3.57
5-Aug	Q	3	427	1,313	49	follow, bio, rel p	6	#personaldev	2.21	0.08
3-Aug	Q	11	344	168,289	3,527	follow, bio, rel p	26	#business	283.17	5.93
)-Aug	Q	6	499	770	27	follow, bio, rel p	27	#business	1.30	0.04
-Aug	Q	5	881	2,540	121	follow, bio, rel p	28	#business	4.27	0.20
-Aug	Q	5	436	1,304	48	follow, bio, rel p	22	#business	2.19	0.08
-Aug	Q	5	546	818	50	follow, bio, rel p	24	#personaldev	1.38	0.08
-Aug	Q	7	362	664	34	follow, bio, rel p	24	#business	1.12	0.05
0-Jul	Q	7	360	38,278	807	follow, bio, rel p	22	#business	64.41	1.35

Look for similarities:

Tone of voice

Word count

Images

Titles

CTAs

Look for differences:

As you can see in the above screenshot – some articles did not do as well as others.

Can you spot why that might be in the articles you are analyzing?

Do you notice any patterns?

In style, length, images used, Call-to-Actions (CTAs) and so on.

Do any images stand out?

What do you notice about the images that stand out?

How long are the articles?

Are they TLDR (too long didn't read) or too short or, just right?

What day of the week were the top articles published?

Do you see any patterns here?

What is the publishing frequency? (once a week, once a month, etc.)

Do any CTAs stand out?

What do you notice about the CTAs that stand out?

Look for ways you can stand out!

How can you be different?

How can you write a better article?

Use a note-taking system you prefer: online or by hand, and jot down the top findings that you think are important. I use an index card system for all my notes.

NOTE:

All of this data is to give you a general idea of what is working for others. As well as where you can find opportunities to stand out.

Let's take a closer look.

CHAPTER 6

FEATURED IMAGES

In this chapter, you'll find my observations – based on my research - on what is working right now and suggestions on how you could use this information. You also see actionable tips you can immediately put to use with your featured images.

OBSERVATIONS

Featured images with white (or other solid color) background and a quote are a HUGE HIT right now.

Possibly because:

When people scroll their LinkedIn feed and see a quote, they pause because it stands out. If it interests or intrigues them, or resonates with them, they are more likely to continue on to the article.

<div style="border:1px solid black; padding:1em; text-align:center; color:red;">

The purpose of the featured image is to get people to pause and to get them to take action ⟶ to read your article.

</div>

IMPLEMENTATION

Think about:

How could you make/use a quote in the featured image – that stands out and is better than what others are doing?
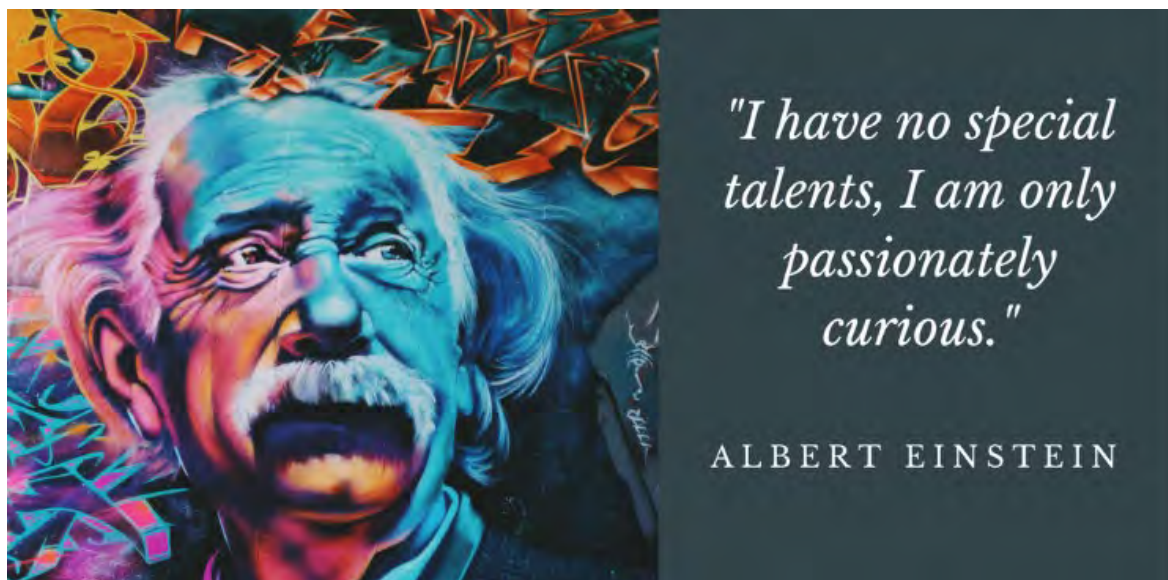
You could:

→ Use a bright, high contrast background e.g., yellow – it will stand out

→ Create your own drawing/illustration, even just text – it will stand out.

I am doing this with my articles, like this:

→ Use a quote with an image –these could include a picture along with the quote.

Like this:

What doesn't work as well

Using stock photos – they are a dime a dozen. Eyes glaze over – scrolling past.

WARNING

Don't use other people's images without their permission.

Don't use other people's images even if it's not their creation.

What I mean is, don't just copy an image that a highly visible author is using.

You may get noticed because it looks like the other author's image, but it's not good for your game.

And yes, I saw some people doing this.

If you use quotes – do not forget to give credit to the author!

I came across many quotes without any credit given to the author. If Simon Sinek said it – he said it, please include the credit.

Not including the author's name can do damage to your credibility and reputation.

IMPORTANT

1. **Stay consistent with your visuals!**
   Don't switch from one style to another – unless something doesn't work – people expect a consistent brand experience.

2. **If you are not getting many article views** – test with changing the image, make adjustments – until you find what works the best.

3. **The visuals are part of your brand.** Before crafting an article – go through brand development so that everything you do creates a cohesive, smooth experience and one that gets remembered.

For example:

If your brand is edgy, fun, youthful, energetic – you could use pop art in your visuals. They pop!

😋I don't see anybody using them at the moment - this could stand out.

4. **Use visuals that resonate with YOU.**

   Use visuals, images, and photos that you like. If you use an image just because others are using similar images, you may not be staying true to you or your brand and may attract readers that are not your ideal target market.

5. **Make sure the featured image matches your article.**

   I came across many articles where the featured image didn't go with the article at all. These articles, in general, didn't do very well. Even big, well-known companies make this mistake quite often.

6. **Use the correct image size.**

   This is easier said than done. If you google "correct LinkedIn article image size," you get confusing results. If you are using a format that works well – keep using it!

   One recommended size is 1200px x 630px. I used 1024px x 538px. (same ratio)

   Leave white/blank space around the edges – so no text gets cut off.
   I use this same image size on Twitter and Facebook.
   You can create your images in many places. I use photoshop.
   You could use CANVA, or even hire somebody else to do them for you.

   I draw my own illustrations. I draw them on white paper, then scan them, upload them to photoshop where I add text and my logo. You could use an app or a drawing program for your illustrations as well.

7. **INCLUDE YOUR LOGO, ICON, WEBSITE URL**

   I'm a firm believer that you should add one of the above to your featured image. Not so it sticks out like a sore thumb, but so that it is there.

   You do it for branding – seeing the same thing over and over again increases brand awareness. In a way, you are training the readers to recognize and differentiate your content from others.

   You do it for copyright – I'm saddened to say that I saw blatant plagiarism during my research.

   You do it for driving traffic – if you use your website URL – those that are curious can make their way to your website.

   You do it for those times when your image ends up detached from the article, found who knows where on the web. People that find it can find their way to you.

"Great leaders don't set out to be leaders.
They set out to make a difference."

Jeremy Bravo

julesx.com

CHAPTER 7

TITLES

Let's take a closer look at the titles. Focus on the articles with a large number of likes and comments – and the highest ratio of likes/followers.

Look for similarities.

Look for differences.

Look for ways you can stand out.

Do you see any patterns in titles that were performing very well compared to the other titles that didn't?

OBSERVATIONS

Style

I noticed a style pattern. I used this pattern in my title.

Almost Identical Titles

You may notice that several authors use almost identical titles – that's fine.

If you see, say three articles all with very similar titles, and they all have a large number of likes and comments – this could be the topic for your article!

Quotes

I noticed quite a few quotes that were used as titles.

Only a very small percentage of the titles included a number – i.e., the top-performing articles were not listicles.

None of the titles asked a question.

IMPLEMENTATION

▢→ Craft your titles similar to the winning titles you found.

▢→ If you want to optimize your titles – use an important keyword in the title.

▢→ Use proper capitalization in the title.

▢→ Do not ask questions in the title such as. How to, or What. Unless you find in your analysis that titles with questions perform well in your niche.

I typically come up with 5-10 titles, and only after I have written the body of the article, I decide on the title.

Keep in mind:

The title's job is to entice the reader to read the article.

After you publish the article, you can go back to it AT ANY TIME and change the title. If the article isn't performing as well as you'd hoped – changing the title is one thing I would test.

Make sure the tone of the title matches the tone of the body of your article.

IMPORTANT
The title search tells you what topics are high performing and, as such, can give you ideas for your topic.

CHAPTER 8

ARTICLE BODY

Let's take a look at the content – the core of the article.

Does any content stand out to you in the articles that did well?
Are there any similarities – word count, tone of voice?
Which ones do you like and why?

The reason for finding which ones you like helps put the puzzle together. Your preferences shed light on two things:

1. The tone of voice/personality of your writing – staying true to your voice will resonate more with your audience.
2. The style of writing you prefer often resonates with your audience as well.

Having said that, I'm speaking in generalities. There are times when you may need/want to – purposely – step in a different direction.

If your target audience prefers short, sweet, to the point articles (most do), it doesn't make sense to write super long articles with 2000+ words.

Now, if you are saying: "But I've heard I should include storytelling?"
Stories are important, yes. You can tell stories with short articles.
(and sometimes it's not all about the story)

Know your audience!

OBSERVATIONS

The length of the paragraphs

Some paragraphs were incredibly long, too long. I stopped reading long before I reached the end.

The length of the article

Some articles were long - too long (TLDR – too long, didn't read).

And some were super short (too short – make a post instead).

Clarity or lack of clarity

Some very well-performing articles left me confused.

No images or video

None of the top-performing articles had images or videos in the body of the article.

Quotes

Many used a quote, occasionally 2, in the body of the article.

Numbered/Bulleted Lists

Occasionally top articles contained bullets or numbered lists.

IMPLEMENTATION

→ Craft your article with clarity.

→ Do not use images or video in the body of the article (unless your findings say otherwise).

→ Use a fitting quote.

→ Use bullets or numbered lists sparingly.

→ Make short, highly impactful paragraphs. Short paragraphs are easier to read. Think skimming when writing your articles.

IMPORTANT

After you have found a topic, but before you jump into writing, check the following:

☑ This topic is in my area of expertise

☑ I can create a better/different article than what's already published

☑ The target audience is on target 🤭

If you can say yes to all – let's go!

One of the most important goals of the article is to reach the right audience for YOU. You can check article analytics, later on, to see if the right audience is reached. If not, you can make adjustments for your future articles.

TIP!

☞ You can repost the same article later on (maybe with a slight difference in the title). Just make sure enough time has passed between the two, and you have other published articles in between the reposts.
I noticed some of the top authors repost their articles about six months apart.

CHAPTER 9

THE END OF THE ARTICLE

How should you end your articles? Let's take a look at what the top-performing articles did.

OBSERVATIONS

No Call-to-Action (CTA)
Many top-performing articles did NOT have a CTA - not at the bottom, not anywhere!
This is a huge, missed opportunity.

Book Promotions
A few authors promoted their book at the end of their articles – with links to purchase the book.

Questions
Agree? was one of the most popular ones.

Now, although it's a great idea to ask a question at the bottom of any post or article, merely adding *agree?* may not be the most effective way to encourage engagement.

If your goal is to get readers to comment, ask a question.
Comment = engagement. LinkedIn wants to see high engagement: both likes and comments.

Adding a question to your article can increase engagement.

Links to other articles

Several authors added a list and links to their other articles, often with the number of likes in parenthesis next to it.

Like this:

Article about thing 1   (1,000 likes)

Article about thing 2   (500 likes)

It seems redundant to post many, often 10 or more, links to your articles – especially when it's taking up valuable real estate at the end of the article.

Also, if the person likes what they read – they will find more of your articles.

And they can do so easily – since LinkedIn adds a few of your articles at the very bottom of all articles.

If you have an article with impressive engagement, you might want to link to that article = social proof, authority – but it may not be necessary or the best use of the space.

Super long "anything"

Some of the authors had included a lot of "stuff" at the end. This forces the reader to scroll for a while before getting to the comments - which may discourage engagement.

IMPLEMENTATION

→ **ADD ONE CTA.** What is the one thing you'd like the reader to do after reading?

→ Ask a question. This can increase engagement.

→ Keep the self-promotion/CTA at the end short.

CHAPTER 10

ABOUT CTAs

Let's talk about CTAs. Before you sit down to write your article, you should think about your Call-to-Action. As in, what do you want it to be?

At the bottom of each article, you have the perfect opportunity to add a CTA.
Don't miss this opportunity!

Think about what do you want your readers to do after reading your article?

Do you want them to sign up for your newsletter?
Buy your book?
Book an appointment?
Get a Lead Magnet (an ebook or a PDF handout)

Keep in mind:
Are you asking a BIG ask or a SMALL one? Based on your readers, which one are they more likely to go for?

People get confused as to what to do if you have several options. When confused, the reader may not take any action at all. Let alone the one you want them to take.

Keep the length of the CTA short and to the point.
Scrolling and reading fatigue is for real!
Plus, if your article is short – the whole piece ends up looking like a promotion with the CTA taking the majority of the space of the article = NOT GOOD.

I chose email signup for my CTA.

Why?

Because

Email remains to be one of the best channels for communicating with (and yes, marketing to) your readers.

It's not linked with LinkedIn (haha) – it's under your control (as in it can't be wiped out).

Now it doesn't mean that you should blast your list with offers or self-promotion. Not at all. Your goal is to provide value. – Every. Single. Time – you send out an email.
Then at times, you can offer your products or services – something that makes sense that provides even more value to your readers.

TEST and ADJUST YOUR CTA
Whatever CTA you end up using – monitor, test, and adjust.

For example,

I started with one CTA, and 2-5 people signed up to receive my emails.
Two days later, I changed the wording, and about 100 people signed up.
A day later, I change the CTA again – and at peak times, 30+ people signed up every hour.
In two weeks, new subscribers from the LinkedIn articles surpassed 3000.

No gimmicks, no false promises, no spam.

Whatever your CTA is – you have to stand behind it 100%. And then deliver!

CHAPTER 11

WRITING YOUR ARTICLE/S

Now that you've analyzed your data and gathered insights from successful articles, it's time to write your article.

Think about:
What are the three most important goals for your writing?

Your goals could include: to inform, to entertain, to educate, to be useful, to offer value, to be clear…
Think about your target audience when identifying your goals.

Write them on a piece of paper and keep it in front of you when writing (I have a post-it note taped on my monitor).

About Writing

You can use whatever program you prefer to write your articles – Evernote, Google Docs, Word.

But, do NOT write the articles directly on LinkedIn!

Why?

Because you want to first publish the article on your own website or your company website (if you have one).
More on this below.

Grammarly (free or paid)

After writing your article *copy–paste* it to [Grammarly](#) to check spelling, typos, and grammar.

I use the paid version, but it's not required – you can use the free version.

Hemmingway App (free)

After running an article through Grammarly, I copy it to [Hemingway App](#) (Free). It looks at the sentence structure and identifies hard to read sentences, fluency and grammar errors to help your writing read and look better.

Read the Article Out Loud

Once the article is clear of typos and mistakes read it out loud. This is hugely important – and advice you hear everywhere.

This is so important!

Even if you don't do anything else – take the time to read your articles and posts out loud before publishing!

You will catch things that you miss when writing. It may be a sentence order, or something doesn't sound as it did in your head. (happens to me…)
You can also catch words that didn't get found in the grammar checks.

Things to do:
- ☑ Write your article + check for errors.
- ☑ Add a CTA at the bottom of your article.
- ☑ Find an image for the featured image.
- ☑ Publish Your article – on your website.

CHAPTER 12

PUBLISH YOUR ARTICLE

If you don't have a website/company website – you can publish it directly on LinkedIn.

Remember to add three relevant hashtags when publishing on LinkedIn.
LinkedIn will ask you to add hashtags after you click Publish. LinkedIn has said not to use more than three.

I highly recommend publishing your article on your/your company website first.

Why?

Because, y**ou can post the same article on your website and then on LinkedIn**. There are no penalties in doing so.

First, publish the article on your website. Wait a day or two and then publish it on LinkedIn. You can do the same if you use Medium. Publish there first and about two days later publish your article on LinkedIn.

Your website is YOUR asset – LinkedIn is not!
It is always better to keep your article, images, and videos within your assets and then elsewhere – like LinkedIn, Facebook.
[the same goes for an email list – it's yours – not LinkedIn's or others]

A BIG Bonus
You can optimize (SEO) your website articles (in most cases). On LinkedIn, the optimization is limited.

CHAPTER 13

ENGAGEMENT

Once you have published your article on LinkedIn > **Like your article!**

It may feel strange at first – you'll get used to it.

Having a like in your article can encourage others to engage with your article as well.

LinkedIn wants and looks for engagement, both reactions, and comments.

COMMENTS

You will find that some topics naturally garner more comments, especially topics that people feel passionate about or have personal experience to share.

Some claim that if you get likes or comments to your article/post very shortly after it's published, it will take off and do very well.

I did not request or beg anybody to like or comment on my articles. I also didn't game the system. It happened naturally.

Getting comments and engagement can take time.

For example:

Article 1 had only three likes for the first 24 hours

In 3 days, it had about 111

Now it has over 92,000

It took the article for 3 weeks to get there.

You should NOT post the first comment on your article as it can devalue your article.

What can you do to help boost engagement?

Engage with your connections – organically.

Like and comment on articles and posts of your connections. They will often reciprocate.

When you get comments on your article – REPLY

When it makes sense, reply with thoughtful comments that enhance the conversation.

If you get negative comments, think before you reply. Think about how to reply or whether you should reply at all.

Some sources say that getting a comment soon after publishing makes a difference in how far your article goes. I didn't experience this. However, this is something you could test.

IMPORTANT

Some articles will be more popular than others:

Hot topics such as toxic workplace can catch on quickly and spread far and wide.

Popular categories – e.g., leadership or digital marketing – will have a larger audience than say #realestate and can get more engagement.

A popular article in your niche or industry may get 1,000 or 10,000 likes, or 100,000.

TIP!

> ☞ Focus on delivering valuable content – consistently – and focus less on reaching some random number that may be unrealistic for your niche.

CHAPTER 14

ENGAGEMENT PODS

At this point, let's talk about engagement pods. You may or may not have heard about them yet.

I was utterly clueless about the existence of these "engagement pods." Who knew?

What are pods?
People join together in a group (pod), and each member is asked (required) to comment, like, and engage with the other members' content.
This is typically done via a private group chat. In these pods, you have to login in to LinkedIn daily and enter the comments and likes manually. Rules can vary within each pod.

Then there are automated pods. Somehow, something accesses your LinkedIn account, and "you" start commenting and reacting to others' posts – without actually doing anything!

In my opinion, engagement pods are about gaming the system.
And it's a hard no for me.

The Pods are not "approved" by LinkedIn and could be shut down. Your account could be penalized, and not to mention – with the automated pods, you are giving access to an outsider to your LinkedIn account! There's a lot of information that can be scraped from your account – including all your connections.

So, if you asked me about joining a pod…
…I'm going to say don't do it!

CHAPTER 15

SEARCH ENGINE OPTIMIZATION (SEO)

So, it's a no for pods, but it's **100% yes for SEO**.

SUPPORTING ARTICLES – FOR SEO

The purpose of supporting articles is to be able to cross-link related articles.
This could mean linking back and forth between articles or just one way –emphasizing one particular article.

This is a very effective way to boost your article/s – in terms of SEO.

I wrote two supporting articles to help boost Article 1.
What this means is that I added a text link on both of the supporting articles. The link went to the Article 1 URL. I added the link in the body of the text.

MY SEO EXPERIMENT

I wanted to see if I was able to get the article to rank on google search results – either from my website or via LinkedIn.

Now, the keywords, in this case, weren't very competitive – meaning they should be fairly easy to rank.

The test worked – even with the fact that julesx.com is a new website without a lot of content or domain authority.

It worked.

The SEO Test Results – Article 1

0 - 3 weeks   Not ranking on google search

Week 3   #4 on 1st page of google search (the article on LinkedIn)
              Not ranking from julesx.com

Week 4   #4 on 1st page of google search (the article on julesx.com)
              Article on LinkedIn – not found on search results

January, 2020   #3 of 1st page of google (the article on julesx.com)

AND…

Now, in early January, the image from the article is showing up in Google's featured snippet. That link goes directly to julesx.com and the article there.

IMPORTANT

Not everybody will find you on LinkedIn.

So, it's crucial to have a strategy – to create longevity for your work.

SEO does this beautifully.

I also posted the articles on Medium.com – to test the SEO.

I don't see the article on google search results via Medium.com, but I do see the image I used on the medium article on google image search!

Speaking of…

IMAGE SEO

I optimize all the images I use for SEO.

Meaning, the filename of the image includes the keywords.

Results:

The featured article image showed up on google images in 2 weeks, and now 3 of my illustration images are on top positions of google image search.

Update: Jan 7th, 2020

The featured image is number one on image search as well.

The same image from the Google's featured snippet.

Note: the keywords used are not highly competitive!

CHAPTER 16

LET'S WRAP IT UP

We have come to the end. Now it's time for you to take the information that is useful for you and use it!

Key takeaways:

Write clear, valuable articles – for the reader.

Goal of the articles is to get the right people to see them (and then take some action).

Keep the article/s relevant to your expertise and on-brand.

Virality is relative – depending on your niche. Viral article could be 1000, 10,000 or 100,00+ reactions or views.

You can get results even if your articles don't go "viral".

Test, test and test some more.

Make adjustments as you go.

Have fun!

Jules