

# Chapter 4: Measuring Your Results

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## *In This Chapter*

- ✓ **Checking Web site referrals**
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- ✓ **Checking out recommendations**
- ✓ **Gauging replies to your updates**
- ✓ **Checking out connections and groups**

**L**inkedIn is a helpful place to meet professionals and extend your network. But, as with any other marketing endeavor, it has to pay off. If you put in the time, you deserve results. However, if you aren't getting referrals or if people aren't viewing your profile or asking you to connect to their networks, you're either doing something wrong or LinkedIn is the wrong social network for you.

You have ways to measure your results. You can use analytic devices and LinkedIn options to measure your success. In this chapter, we show you how to measure your results and decide whether LinkedIn measures up.

## *Checking Your Web Site Referrals*

One of your LinkedIn marketing goals is most likely to drive more traffic to your Web site. You can see how many people are coming to your Web site from LinkedIn by using your Web site's analytics program (such as Google Analytics, which we talk more about in Book VIII, Chapter 1).

If you have a Google account and you've enabled Google Analytics for the Web sites you want to track, you can follow these steps to see how many referrals are a result of your LinkedIn activity:

- 1. Log in to Google Analytics.**
- 2. Select the Web site you want to monitor and click View Report.**

The page refreshes to show statistics for your site.

- 3. Click Traffic Sources.**

The page refreshes and shows a graph of Web site visits.

## 4. Click All Traffic Sources.

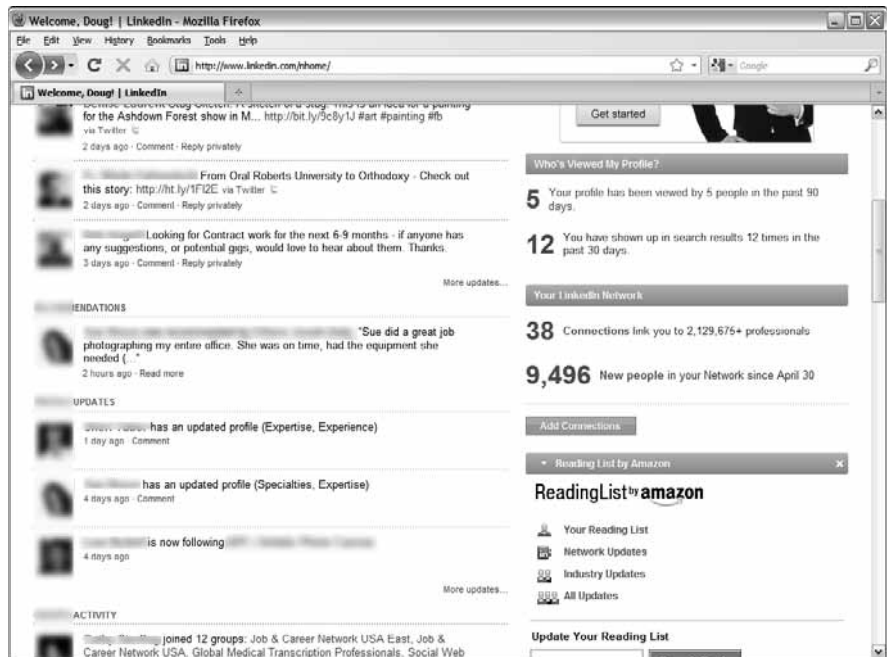
The page refreshes and shows you a list of sources that generated visits to your Web site.

## 5. Enter LinkedIn in the Filter Source/Medium text box using the default Containing parameter.

The page refreshes and shows you the number of visits that resulted from LinkedIn.

## *Tracking How Many People View Your Profile*

When you go to the trouble of setting up a LinkedIn account and creating a compelling profile, you want to make sure that people are visiting your profile and that the visits turn into connections and recommendations. You can see the number of profile views you're getting from your home page, as shown in Figure 4-1. As you get more connections, the number of profile views will increase. The additional views will come from second- and third-degree connections. You also see profile views when you ask questions.



**Figure 4-1:**  
Checking  
your profile  
views.



If you aren't attracting a lot of profile views, take a look at your profile. You might be able to make it more compelling. See Book VI, Chapter 1 for more tips and tricks regarding your profile.

## Gathering Recommendations

You gain the maximum benefit from LinkedIn when your profile is complete. A complete profile needs at least one recommendation. Get as many recommendations as possible to help your profile stand out, which means more interest, more connections, and eventually more business. When someone gives you a recommendation based on services you performed, it shows potential contacts that you are a reputable and skilled businessperson.

Here are a couple ways to get more recommendations:

- ◆ **Ask your connections:** Your connections are busy people. Unless you do something spectacular for one of them, you have to ask for a recommendation. Put on your thinking cap and dig deep into your past. Think of gigs you've done for each of your connections, and then remind them of what a good job you did and ask for a recommendation.
- ◆ **Ask people who aren't yet LinkedIn members:** If you've done a great job for someone, tell him about the LinkedIn network and what it has done for you. After that person becomes a member, ask him for a recommendation.

## Checking Update Replies

LinkedIn isn't like Twitter — you don't update your status several times a day. But you should update your LinkedIn status a couple of times per week. Whenever you do something new or interesting that would be of interest to your connections, post an update. After you post one, monitor the response you get. If you receive comments from several of your connections every time you post an update, you're posting the right kind of update. If you post an update and receive only a few replies, you haven't piqued the curiosity of your network members. Analyze your updates to see which ones draw the largest response. Create new updates with similar information and see whether the trend of positive responses continues and you receive more replies on your updates.

Many LinkedIn users check their pages only once in a blue moon, or whenever they receive a notification that they have new messages. Make it a point to keep your LinkedIn profile current.



Share interesting articles or blog posts with your connections. Use the bit.ly Web site to condense URLs, and then you can track the number of views your article generates. See Book II, Chapter 2 to find out how to use bit.ly.

### *Generating Connections and Connection Requests*

Your LinkedIn network is only as strong as the connections you have. Your social media net worth increases whenever you add more connections. You can't mine all the LinkedIn gold unless you have a strong network with lots of connections.



Here's how to add to the number of connections you have:

- ◆ **Ask your current connections to introduce you to their connections.** Convert as many introductions as possible into connections. If you have 30 connections and 20 of them introduce you to 3 new connections, you have the potential to triple the number of connections.
- ◆ **Increase the frequency with which you update your status.** If you don't update your status regularly, your connections tend to forget about you. Post interesting status updates and your connections will visit your profile more regularly.
- ◆ **Answer questions.** Whenever you answer questions, you engage in conversation with other LinkedIn members. If you give them a good answer, they view your profile out of curiosity. Do your utmost to turn these people into connections.
- ◆ **Join a group, take part in group discussions, and create other discussions.** If you aren't a member of a LinkedIn group, you're missing a golden opportunity to network with people with whom you share a common interest. You become established as an expert, which leads to more page visits.
- ◆ **Create a group and promote it.** When you create a group, interested individuals view your profile and (you hope) become connections.

The number of connection requests is another measure of your LinkedIn net worth. If you're seeing a steady stream of connection requests, you're interacting in all the right places. If you aren't seeing connection requests, join a couple of groups and answer some questions.

### *Comparing Group Members to Connections*

The group member is another piece of the puzzle. If you're a member of a couple of groups, you have great potential to grow your network. Compare

the number of group members who interact with you in the group to the number that become connections.

If you aren't turning group members into connections, become more active in the group. Take part in more discussions or create intriguing discussions of your own.



Many LinkedIn members add only one comment to a discussion. Sign up for e-mail notifications whenever someone adds a thread to the discussion. Then you can easily reply to new comments more often.

You can also create a discussion to increase your presence in the group. Examine the discussions in the groups to which you belong. Notice which ones are the most active and determine when these discussions are popular. When you see a common thread, put on your thinking cap and create your own discussion.

## *Responding to Question and Poll Replies*

When you create a question, or even use a third-party application to create a poll, you're reaching out to your connections. If you post intriguing questions or create interesting polls, you get lots of responses from your connections, plus your second- and third-degree connections. A second- or third-degree connection who answers your question creates an introduction, which is almost an invitation to become connected to you. Respond to the introduction and start a conversation with the eventual goal of turning this person into one of your connections.

If you receive a minimal response to your questions or polls, you aren't asking interesting questions. If this is the case, review the questions asked by other members of your network and notice which ones draw the most response. Chances are good that the ones with the highest level of response are created by people who have lots of connections.