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FIND OUT WHO IS INTERESTED IN YOU

We all love finding out who's been looking at us. In depth website visitor statistics like Google Analytics provide us with insights into the people who visit our website. This is important because it can begin to paint a picture of the types of people (and businesses) we're attracting. From there, we can alter or update our outward perception to change or leverage this interest.

LinkedIn comes with its own set of analytics - even more if you're a LinkedIn Premium member. But, you don't have to be a Premium member to see who's viewed you. Once enabled, you can see both the types of people as well as the full profile of people who've taken an interest. If you recognise those people (possibly from an event or through a contact), it might be worth while approaching or reconnecting with them. There's no harm in saying 'Hello'.



LET'S DO IT

- 1 Log in to LinkedIn, and visit your profile settings. You can easily do this by clicking on your profile image labelled **Me** in the top right of the screen, then clicking **Settings and Privacy**.
- 2 Under "Privacy", find and open the **Profile viewing options**. Here you can select what others see when you've viewed their profile. If you opt to reveal your full information to users when you visit their profile, you'll also get to view the full profile of those who've visited your profile. Essentially, you can see who's visited your profile if they can see that you've visited theirs.
- 3 Head back to your profile page and down the right hand side you will see information on "Who's Viewed Your Profile". This will only start collecting information from the time you changed your visibility settings so do revisit this feature in a week's time.



BONUS MATERIAL

Remember that others can also see that you've visited their profile. It may be worth using this to your advantage as it's a soft approach and also it's an easy way to say 'Hello'. If someone has viewed your profile after you've viewed theirs, it could be a light indicator that there are some possible synergies.