

USE LINKEDIN TO HELP YOUR SEO

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NON-WANKY SEO

Introduction

You've written a blog post. It's on your website. It's doing its job.

Now someone's told you to put it on LinkedIn too - and immediately someone else has told you that'll destroy your SEO. So now you're stuck, the post isn't going anywhere, and you've lost an afternoon to a panic that probably didn't need to happen.

This guide cuts through all of that.

Trust me when I say publishing your blog content as LinkedIn articles is a good idea that helps your reach and your SEO, but costs you nothing more than a few minutes of your time - much less time than it probably takes you to write another LinkedIn post that gets disappointing amounts of impressions.

Done wrong, it's mostly just a waste of time rather than the catastrophe people make it out to be. But we may as well do it right.

By the end of this guide you'll know exactly what to do, in what order, and why - and you'll have two different approaches to choose from depending on what you want to get out of it.

Duplicate content - let's kill this myth

The reason most people hesitate to publish their blog posts on LinkedIn is fear of a "duplicate content penalty." They've heard that Google punishes you for having the same content in two places.

There is no duplicate content penalty.

Google doesn't send the SEO police round. It doesn't delete your site. It doesn't tank your rankings because your blog post appears somewhere else on the internet.

What Google does do is filter duplicate content in search results. If it finds the same piece of content in two places, it picks one version to show and quietly ignores the other. That's it. It's tidying up the results, not punishing you.

The key is making absolutely sure Google knows which version is yours - the original, the one that lives on your website. That's what the next section is about.

As long as you follow the steps in this guide, your website content gets the credit. LinkedIn gets a piece of content that puts you in front of a new audience. Everyone wins.

Your website always goes first

Before we get into LinkedIn at all, there's one rule that sits above everything else in this guide.

Your website always gets the content first.

Always, without exception. This is non-negotiable.

Publish on your website first. Google needs to see your website version before it sees the LinkedIn version. If LinkedIn gets there first, Google might decide that LinkedIn is the original source - and your website is the copy. LinkedIn has a lot of authority with Google. Your website, no matter how awesome it is, might not win that argument.

There's also something called a canonical tag. This is a small piece of code that sits in the background of your web page and tells Google "this is the original version of this content." You don't need to understand the code itself - your website platform almost certainly handles it automatically. But it's worth checking, which is what the next section covers.

So the process, every single time, is:

- Publish on your website
- Check your canonical tag
- Get it indexed in Google
- Then - and only then - go to LinkedIn

We'll go through each of those steps now.

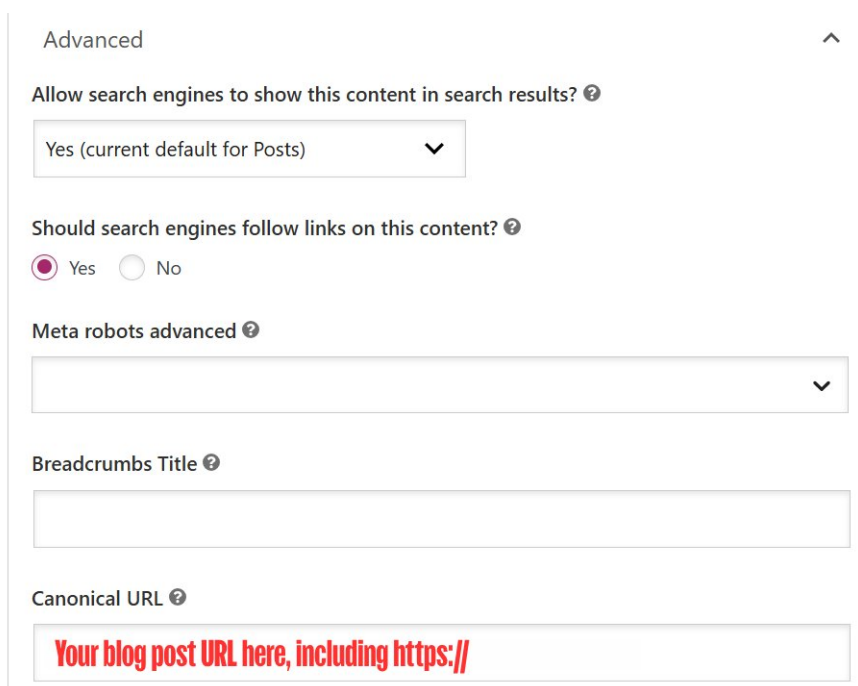
Step 1: check your canonical tag

Your canonical tag is a small piece of code that tells Google "this page is the original source of this content." You don't need to touch the code itself - your website platform does this for you. But it's worth knowing where to find it and how to check it's set correctly.

Here's how to check it on the most common platforms.

WordPress with Yoast SEO

Open the blog post in your WordPress editor. Scroll down to the Yoast SEO panel below your content. Click on "Advanced" - it's the tab with a cog icon. You'll see a field labelled "Canonical URL" at the bottom. Type your blog post's full URL into that field, including the https://



The image shows a screenshot of the Yoast SEO 'Advanced' tab in a WordPress editor. The tab is titled 'Advanced' with an upward arrow icon. It contains several settings: 'Allow search engines to show this content in search results?' with a dropdown menu set to 'Yes (current default for Posts)'; 'Should search engines follow links on this content?' with radio buttons for 'Yes' (selected) and 'No'; 'Meta robots advanced' with a dropdown menu; 'Breadcrumbs Title' with a text input field; and 'Canonical URL' with a text input field. The 'Canonical URL' field contains the red text 'Your blog post URL here, including https://'.

WordPress with Rank Math

Open the blog post in your WordPress editor. Find the Rank Math panel - either in the sidebar or below your content depending on your editor view. Click the star icon to open it, then scroll down until you see the "Canonical URL" field. Type your blog post's full URL into that field, including the https://

Rank Math

☒ Max Snippet 

☒ Max Video Preview 

☒ Max Image Preview 



Canonical URL 

Your blog post URL here, including https://

Breadcrumb Title 

Squarespace and Wix

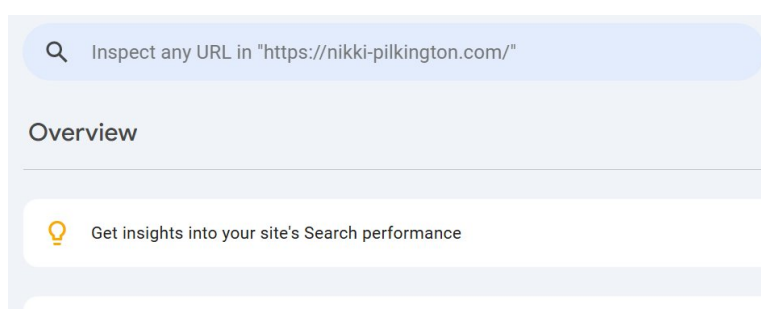
Good news - both platforms handle canonical tags automatically. Your page URL is set as the canonical by default, and you don't need to do anything. Just make sure your post is published on your website before you go anywhere near LinkedIn.

Step 2: get your post indexed in Google Search Console

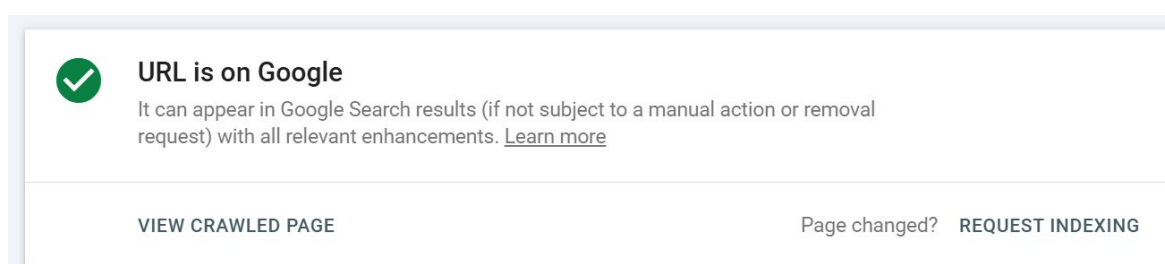
Before you publish on LinkedIn, you want Google to have seen and indexed your blog post. This is how you make absolutely sure Google knows your website version came first.

This is done through Google Search Console. If you don't have Google Search Console set up for your website, stop here and get that sorted first - it's free, it's essential, and you need it for a lot more than just this.

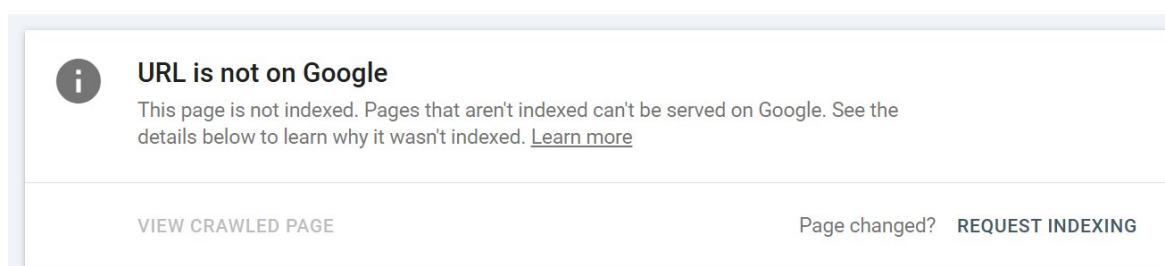
Once you're in Google Search Console, you'll see a search bar at the top of the screen. Type or paste your blog post URL into it and hit enter.



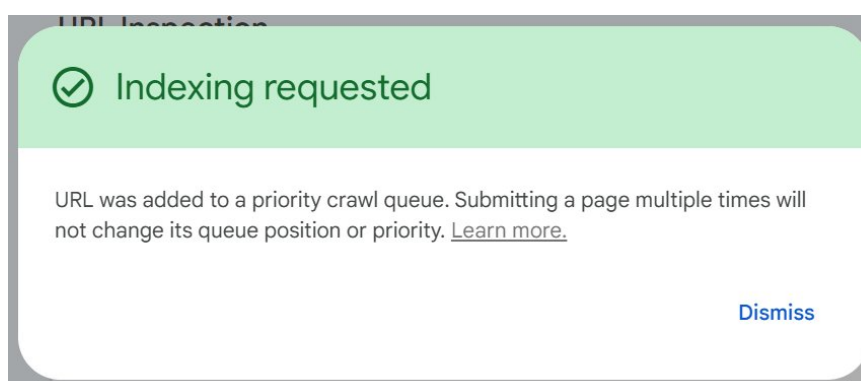
Google will check the URL and show you its status. What you're looking for is "URL is on Google" with a green tick. That means it's indexed and you're good to go to LinkedIn.



If you see "URL is not on Google" instead, click "Request Indexing."



Google will add it to the queue and confirm with an "Indexing requested" message.



This usually takes anywhere from a few minutes to a couple of days. Come back, check again, and once you see that green tick, you're ready for LinkedIn.

Don't skip this step. It takes two minutes and it means you never have to worry about Google getting confused about which version of your content is the original.

LinkedIn articles vs LinkedIn posts - and how to find articles

Before we get into the two approaches, a quick but important clarification. This guide is about LinkedIn **articles**, not LinkedIn **posts**.

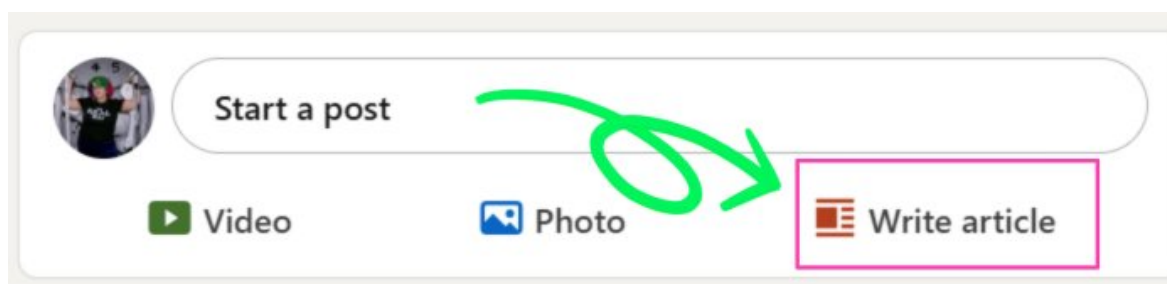
A LinkedIn post is the standard update you write directly in the box at the top of your feed. Short, no formatting, disappears into the algorithm within a day or two.

A LinkedIn article is different. It's a longer-form piece of content with its own URL, proper headings, and formatting options. It lives on your LinkedIn profile permanently, shows up in Google search results, and - most importantly for our purposes - allows you to include links that Google can follow back to your website.

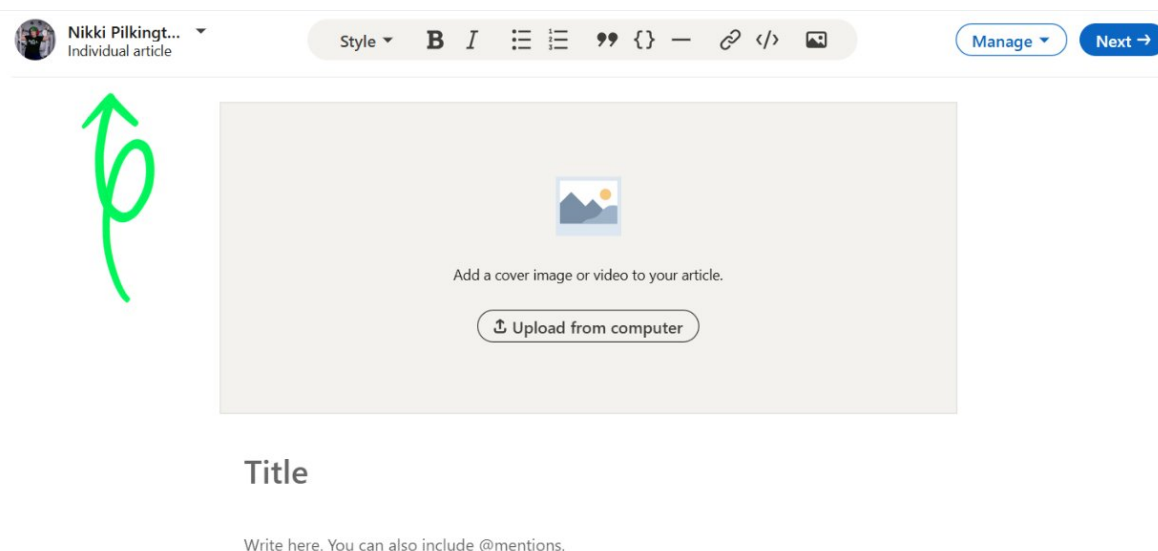
That last point is why articles are worth your time. Posts don't give you any of those benefits.

How to start a LinkedIn article

From your LinkedIn homepage, click "Write article" near the top of the page - it's in the same area where you'd normally start a post.



This opens LinkedIn's article editor. Make sure the dropdown near your name says "Individual article." At the top you'll see a space to add a cover image - use the same image you used on your blog post to keep things consistent. Below that is your headline field, and then the body of your article.



That's where you'll be working for both options in this guide. Right, let's get into them.

Option A - the cliffhanger (bring traffic to your website)

This option is about using your LinkedIn article to drive people back to your website to read the full post. You're giving them enough to want more, then cutting off at a juicy point and making them click through to get the rest.

It works because LinkedIn users are already engaged with your content when they hit the link. They're not clicking out of idle curiosity - they're clicking because they want to know what happens next.

What to put in your LinkedIn article

Copy the first section or two of your blog post into the article editor. You want enough content to get them interested - usually somewhere between a third and half of the full post. Don't just dump the opening paragraph and immediately ask them to click away. Give them something worth reading first.

Then stop. Mid-thought if you can manage it. The best cliffhangers leave the reader with a question that hasn't been answered yet, or just as you're getting to the good bit.

Add a line at the end along the lines of:

"Want to know the rest? Read the full post here: [link to your blog post]"

Make your link text descriptive rather than "click here" or "read more." So instead of "read more here," try something like "read the full guide to using LinkedIn articles for SEO here." This is called anchor text, and we'll cover why it matters in a moment.

What to use as your article headline

Use the same title as your blog post. Don't get creative with a different LinkedIn-friendly version - you want consistency, and you want anyone who searches for your article on Google to find the same thing they'd find on your website.

Option B - the full article (build links to your website)

This option is simpler. You paste your entire blog post into the LinkedIn article editor, publish it in full, and let the links within the article do the SEO work.

The reason this works is that LinkedIn articles include links that Google can follow. Every time you link back to a page on your website within the article - whether that's a related blog post, a services page, or anything else - Google sees that link and it counts towards your website's authority.

This means the more you link back to your website naturally within the content, the more value you're getting from the article.

How to set it up

Copy your entire blog post into the LinkedIn article editor. Use the same title as your blog post. Upload the same cover image.

Then go through the content and make sure any links that appear in your blog post are also in the LinkedIn version. If you've referenced other posts or pages on your website, link to them. Don't add links that weren't in the original - just make sure the ones that were there are still there.

I also always add a little extra at the bottom - a short section with links to my website, another social media account, and my podcast. It takes thirty seconds and means every article is quietly doing a bit more work for me beyond just the content itself.

This was originally posted on my own website - want to know why I've put it here too? Read: [How to use LinkedIn articles to drive traffic to your website](#)

More about Nikki

- [SEO Consultant](#) website
- [Follow me on Bluesky](#)
- Listen to my (NSFW) [SEO Podcast](#)

At the very bottom of the article, after everything else, add a line that says:

"Originally published at [your blog post URL]"

Make the URL itself a clickable link. This isn't just good practice - it tells anyone reading on LinkedIn exactly where the original lives, and gives Google another signal pointing back to your website.

A quick word about anchor text

Anchor text is the clickable word or phrase that a link is attached to. It's what you see highlighted in blue when there's a link in a piece of content.

It matters because Google uses it as a signal. When Google sees a link pointing to your website, it looks at the anchor text to understand what the destination page is about. A link that says "click here" tells Google nothing. A link that says "how to use LinkedIn articles for SEO" tells Google quite a lot.

So when you're adding links back to your website - whether that's in Option A or Option B - make your anchor text descriptive.

Instead of:

"Read the full post here"

Try:

"Read my full guide to using LinkedIn articles to improve your website SEO"

Instead of:

"Click here for more"

Try:

"Find out how to set up Google Search Console for your website"

The anchor text should describe what the person is about to read when they click. Keep it natural - don't stuff it with every possible variation of your keywords. Just make it accurate and specific.

One more thing: don't use the same anchor text for every link if you have multiple links in an article. Vary it. Each link should describe where it goes, not be a copy-paste of the same phrase repeated four times.

Which option is right for you?

It depends on what you want to get out of it.

If your priority is driving traffic to your website, go with Option A. The cliffhanger approach works best when you have a blog post that builds to something - a reveal, a recommendation, a how-to that people actually need to follow. If someone has to visit your website to get the answer, they will.

If your priority is building links and authority for your website, go with Option B. The full article gives Google more links to follow, more signals pointing back to your site, and more chances to understand what your website is about. You won't get as much direct traffic from LinkedIn, but you'll be doing quiet, consistent work on your website's SEO every time you publish.

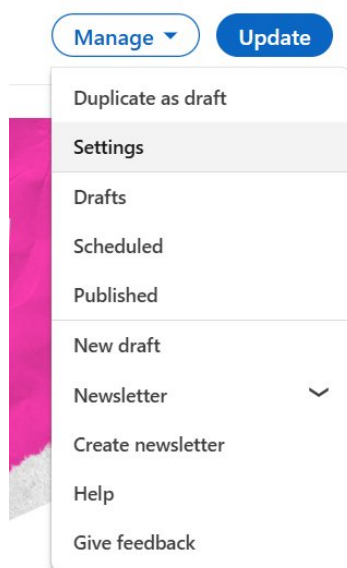
If you can't decide, Option A is usually the better starting point for most small businesses. Getting people onto your website is almost always more valuable than the incremental SEO benefit of a few extra links - especially if your website has good content that can convert a visitor into an enquiry.

You can also switch between the two depending on the post. A how-to guide with a clear payoff at the end? Perfect for Option A. A general thought leadership piece with lots of useful links throughout? Option B will serve it better.

There's no wrong answer here. The only wrong answer is doing nothing with your blog posts once they're published.

One more thing before you publish - LinkedIn article settings

Before you hit publish, it's worth knowing about the settings option. Click "Manage" in the top right corner of the article editor, then select "Settings" from the dropdown.



This opens a panel where you can add an SEO title and SEO description for your article. These are what show up if your article appears in Google search results.

Settings ×

SEO

SEO title
We'll use your added SEO title in place of your article title for search engine result pages, such as Google search.
Title

SEO description
We'll use the SEO description in place of the first few lines of your article on search engine result pages. We suggest utilizing keywords, summarizing your writing, and aiming to write between 140-160 characters.
Description

0/160

Cancel Save

The SEO title can be the same as your article title, or you could use a question that someone might search for that would lead them to the article. The description should be a short synopsis of what the article covers - it can be the same as the one on your website if you have one.

I'll be honest - I often don't bother filling these in. But for completeness, it's worth doing, and it takes less than a minute.

Once that's done, you're ready to publish.

Your LinkedIn article checklist

Every time you publish a blog post and want to turn it into a LinkedIn article, run through this list:

- Publish the blog post on your website
- Check your canonical tag is set correctly (Yoast, Rank Math, Squarespace, or Wix - see earlier in this guide)
- Submit the URL in Google Search Console and wait for the green tick
- Open a new LinkedIn article and make sure the dropdown says "Individual article"
- Upload your cover image
- Add your headline - same as your blog post title
- Either paste your opening sections and end on a cliffhanger (Option A) or paste the full post (Option B)
- Add your links back to your website with descriptive anchor text
- Add your "originally published at" line at the bottom (Option B) or your "read the full post" link (Option A)
- Add your extra links section at the bottom
- Click "Manage" then "Settings" and add your SEO title and description
- Publish

Do this every time you publish a blog post and you'll be getting significantly more mileage out of content you've already written, with very little extra effort.

If you'd like help with your website's SEO beyond LinkedIn articles, grab me on LinkedIn and we can chat.

<https://www.linkedin.com/in/nikkipilkington/>