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Linkedin Recommended Blueprint for personal and business use of Linkedin.

Part 1:

Personal Page “Jack O’Donnell”

✓ LinkedIn SEO Checklist for a Search Fund CEO (Personal Profile)

Profile Setup & Optimization

- Use your full real name (exactly as it appears professionally) ****done****
- Upload a high-quality, professional headshot ****done****
- Add a custom banner image that reflects your industry or fund branding – I would think about using something with language about M&A or about Cork Partners
- Customize your LinkedIn URL (e.g., [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname)) right now it is your name plus numbers, it should be just your name if possible, or your nameceo
- Write a **headline** with keywords (e.g., “CEO | Search Fund | Acquiring SMBs | Investor | Operator”)

- Add industry relevant to your investment focus
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About Section (Summary)

- Write a compelling 3–5 paragraph summary ****right now it is two sentences****
 - Include your fund’s mission
 - Describe target industries or businesses
 - Mention deal size, geographic focus, or thesis
 - Use keywords like: “search fund,” “small business acquisition,” “entrepreneurship through acquisition,” “SMB M&A”
 - End with a call-to-action (e.g., “Let’s connect if you’re a broker, investor, or owner of a great business.”)
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Experience Section

- List your current role as CEO/Managing Partner of the fund ****with your current listing and previous job titles, take advantage of the skills/services sections of linkedin, and you can choose special services or skills to apply to each listing, and these become hardcoded into the SEO for your name as well.**
 - Include a description of the fund’s focus and acquisition criteria in the section about Cork Partners
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Content & Activity Strategy

- Post 1 time per month
 - Thoughts on the SMB or acquisition space
 - Updates on the search process or deals (non-confidential)
 - Lessons learned or reflections on leadership, ops, investing

- Use relevant hashtags (#SearchFund, #EntrepreneurshipThroughAcquisition, #SMB, #PrivateEquity) also always include the hashtag #CorkPartners in your posts as well.
 - Share articles and add your insights to show thought leadership
 - Reshare updates from your company page with personal commentary - every post the company page makes should also be tagging your account.
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Build Backlinks & Network Visibility

- Link to your LinkedIn profile from:
 - Your fund's website bio
 - Join and engage in LinkedIn groups (e.g., Search Fund Network, ETA groups)
 - Comment regularly on posts from brokers, investors, and operators
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Search Engine Visibility

- Use your real name consistently across all platforms
- Keep your LinkedIn profile public and set to "Follow" mode

Word use ideas:

- "Cork Partners search fund"
 - "Jack O'Donnell SMB investor"
 - "Jack O'Donnell, CEO of Search Fund doing entrepreneur acquisition"
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PART 2.

Business page: "Cork Partners"

✓ LinkedIn Company Page SEO Checklist

Page Setup & Optimization

- Use your exact business name in the Page title and URL
- Customize your LinkedIn URL (e.g., [linkedin.com/company/CorkPartners](https://www.linkedin.com/company/CorkPartners))
done
- Write a keyword-rich tagline (headline) currently: *“Cork Partners works with business owners who are looking for attractive options to achieve liquidity or exit.”*

Consider changing to something like “Cork Partners is a search firm dedicated to working with business owners who are looking for smart business options to execute on liquidity events or exits through acquisition or M&A.”

- Fill out the About section with:
 - Natural use of SEO keywords
Make liberal use of LinkedIn’s capacity for paragraph length or longer text. Use the words used in your business dealings in the descriptive language.

Content Posting Strategy

- Post 1-2 times per month ****Currently as of 5/19/2025 there are no posts or articles yet on the company page.****
- Include long-tail keywords in your posts and the company URL, as well as cross linking by the @ to include your name in any post the company makes.
- Add 1-2 hashtags per post. Usually, 1, #corkpartners 2, # subject of post
- Tag relevant people or companies to boost visibility
- Repurpose blogs, podcasts, press releases, and infographics from other leaders and publications.

Link Building & Backlinks

- Link to your LinkedIn page from your:
 - Website
 - Blog bios
 - Email signatures
 - Press/media kits
 - Create content that earns backlinks (e.g., industry stats, original insights) - Once using linkedin to publish in the company name, other companies and consultants will also refer to you, so you want to make it as easy as possible. The more you are using your company linkedin domain in company materials outbound, the quicker people in your business universe will start to gravitate towards it.
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Page Features & Media

- Use the Featured section to highlight a blog or lead magnet
 - Upload native videos with keyword-rich descriptions ****if you don't have any video, we can make an AI video using content from your website to achieve this goal****
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Search Visibility

- Use keywords that people Google (not just industry terms)
- Write posts that answer common questions, and use common language even when describing a technical business situation.