

How to Optimize GEO on LinkedIn (And Strengthen Your Website's Credibility)

If your business serves a specific city, region, or territory, it's important that your LinkedIn presence reflects that geography clearly. Why? Because Google, and your potential customers, want to see that you're active, trusted, and experienced in the places you serve.

This is called GEO optimization (short for geographic optimization), and it's especially powerful when it connects with your website's EEAT signals — Experience, Expertise, Authoritativeness, and Trustworthiness.

Here's how to do it.

1. Add Location to Your LinkedIn Company Page

Your company's LinkedIn page should show exactly where you work and who you serve.

Tips:

- Add your city or region in the headline (also called the tagline).
Example: *"Sustainable Packaging Solutions | Serving the Greater Houston Area"*
- In the About section, mention your physical address or service areas.
Example: *"Based in Houston, we proudly serve clients across Texas and the Gulf Coast."*
- Use the "Locations" tab on your page to list office locations, warehouses, or service hubs.
- This helps local clients feel connected, and tells Google that you have a real presence in the places you serve.

2. Geo-Optimize Your Team's Profiles

People buy from people. That means your employees' profiles, especially leadership or subject matter experts, should also reflect their geographic presence.

Tips:

- Add the city or region to their headline
"Sales Director | Based in Houston, TX"
- In the About or Experience sections, mention any local work, industries, or clients.
- Encourage employees to post or share location-relevant content like events, client visits, or community news.
- This builds trust. When someone sees your team is active in their area, they're more likely to believe your business is legit, experienced, and nearby.

3. Share Local Stories on LinkedIn

One of the best ways to prove your experience in a region is to post about it. Share stories, wins, and insights from the field.

Ideas for content:

- Case studies from local clients
- Community involvement or sponsorships
- Regional industry events or conferences
- Location-specific insights or data
- Use local hashtags: #HoustonTech #MadeInTexas #TXStartup

Whenever possible, link those posts to a page on your website, like a local landing page or a blog post with more detail.

4. Connect LinkedIn to Your Website's EEAT Signals

To make your geographic content even more powerful, make sure your website supports it with matching content and structure.

Tips:

- On your site, create local landing pages that talk about the work you do in each region.
- Add employee bios with their city or region listed and link those bios to their LinkedIn profiles.
- Use schema markup (code) on your site to show your business address and link to your LinkedIn company page.
- Link to your regional LinkedIn content from your website's blog, case studies, or About pages.

The goal is to match what you say on LinkedIn with what you show on your site, which builds both trust and consistency with your audience.

5. Run LinkedIn Ads Targeted by Location

LinkedIn's ad platform lets you run ads targeted by city, metro area, or even ZIP code. This is a great way to promote:

- Local events or services
- Case studies from nearby clients
- Local job openings or company news

Make sure your ads lead to region-specific web pages so people see content that matches their location.

When your LinkedIn presence reflects your geographic footprint, and your website backs it up with real experience and content, you build a much stronger foundation of trust, both with potential clients and with Google.

In other words, GEO optimization on LinkedIn doesn't just help people find you. It helps them believe in you.