



CREATING A WINNING LINKEDIN PROFILE

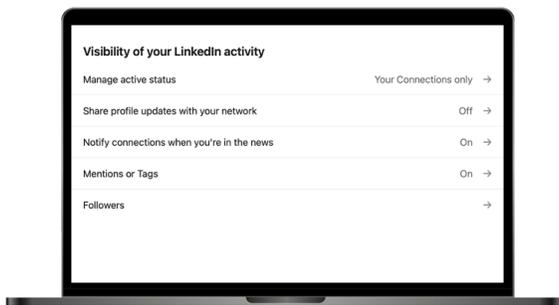
GETTING STARTED

Whether you are creating a LinkedIn profile for yourself, or a business, the following best practices will ensure your profile is fully optimized.

NOTE

Before making several changes to your profile, deactivate the option to "share your profile changes with your network."

You don't want your connections to receive notifications about every change you make to your profile.



HOW TO: In the top right corner, click on your profile image where it says, "Me" > Settings & Privacy > Visibility > Visibility of your LinkedIn activity > Share profile updates with your network

Choosing Your Profile Photo



Upload a **recent, professional, color photo**. If you go meet a prospect, they should be able to pick you out of a crowd based on your profile photo.

Ensure you are the only person in the photo. A **solid background** will look best.

TIP: Try and look to your left when having the photo taken. Once in position, this will draw visitors into your profile page.

Crafting Your Headline

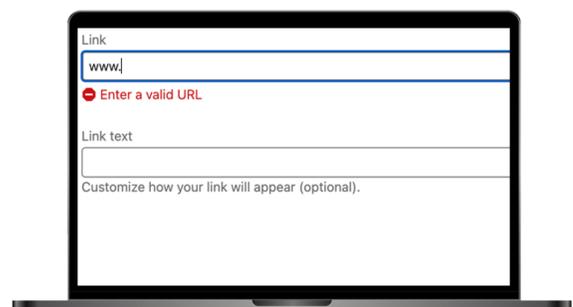
Make your headline descriptive - convey who you are, what you do, and the value you provide. Think of this as your personal brand statement.

➤ Use **keywords** to make your profile stand out in search results.

Type #(keyword) and see if it is showing up in search results. If it is, go ahead and use it. This will also share more like-keywords to add in other sections.

➤ Enhance your headline with a **link**. Consider adding your website or other asset that further explains what you do.

HOW TO: On your profile, click on the pencil icon and scroll all the way to the bottom. In the "link text" box, consider using, "Visit my Website" - the text here will hide the URL.



Set a Background Image

This is prime real estate. Promote your company, a current campaign, or your own brand skill sets.



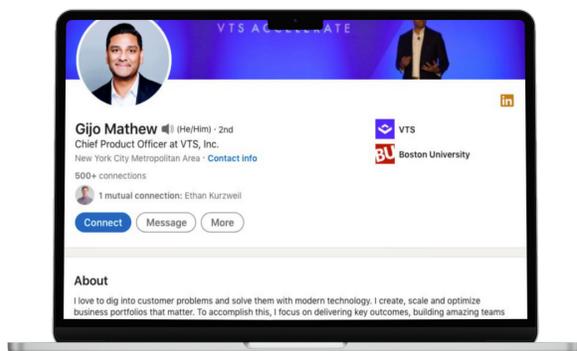
When creating your own image, **add any copy or logo to the right.** Your profile picture will cover up anything on the left. Always test before making it the final image.

Writing Your Profile Summary

- Make sure you are always writing in first person (as if you were speaking directly to your ideal clients)
- Use keywords to help improve your ranking but don't go overboard

TIP: Add a Call to Action. [Click here](#) for LinkedIn's best practices

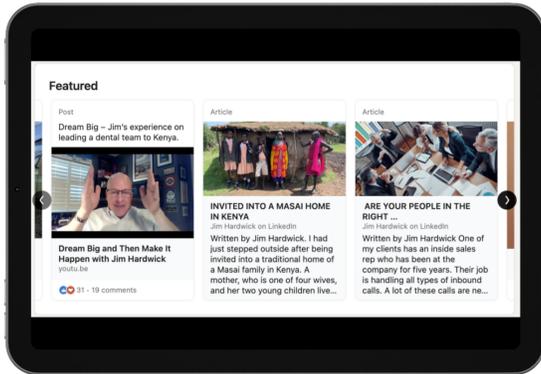
- Focus on your knowledge and subject matter expertise, how you can add value, and what unique insights you can offer
- Don't focus on past jobs or specific industry experience here, those belong in the experience section
- Add rich media content to further enhance your profile with dynamic content



TIP: For inspiration, [click here](#) to see LinkedIn profiles we love.

Add A Featured Section

Adding the Featured section is a great way to **"pin" items** you want your network to be able to view quickly and long term.



Such items should include well-written articles, podcasts, webinars and/or videos.

HOW TO: Click the "Add a Profile Section" > Recommended > Add Featured.

Showcasing Your Experience

- Associate your profile with your company, make sure their logo shows up by where you worked.
- Show your career progression.

PRO TIP: Break out different roles you have held at the same company.

- Add current and past positions
- Provide a brief description for each role. Less is more - include a short intro with no more than 3-4 bullets of accomplishments.

PRO TIP: If possible, focus on numbers and percentages, proof of performance

- Add rich media (videos, websites, presentations).

Skills, Endorsements, and Recommendations

- List your most strategic skills and **pin the top 3**
- Let your contacts **validate the strengths** you list
- Don't feel obligated to endorse someone back, but rather consider **endorsing people authentically**
- Listing the right skills will aid in making you **more visible** on both LinkedIn advanced and Google searches

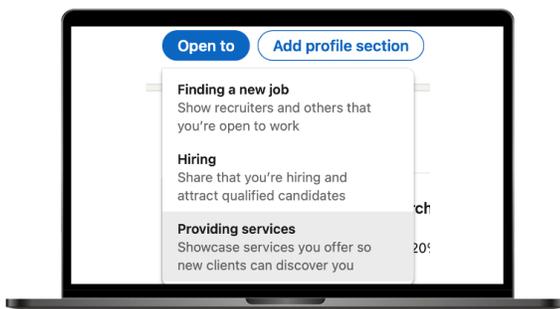
Make sure you are always **keeping your endorsements current**, with at least 1 from the current year. Ask current and past colleagues, partners, customers, etc. to write you a recommendation.

TIP: Ask those who can speak highly about your abilities and contributions.

- Continually **evaluate and add new skills** as you obtain them

Utilizing "Open To"

This is a great place to add what type of work you are open to that supports the services you provide.



TIP: Under "Providing services", you are able to create a dedicated landing page that showcases your services (at no cost). This page operates on a request a proposal model.

[Click here](#) to learn more.