



## 10 Steps to a Better LinkedIn Profile

### What is LinkedIn?

- LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.

### Tip #1: Optimize your profiles search visibility

- Like other social media platforms, LinkedIn has an algorithm. There's a lot you can do to make your profile more visible such as including relevant keywords in your headline, adding your city to your profile, inserting work samples, making sure your contact information is complete, and joining relevant industry centric groups.

### Tip #2: Edit your URL

- When you created your LinkedIn profile, it had some random combination of letters, numbers, and backslashes. LinkedIn makes it easy to create a short URL with your name in it. Copy that URL into your email signature so that employers and recruiters can find you on LinkedIn quickly. This will also make you easier to find through search engines. To change your URL, go to the upper-right corner of your profile and click "Edit public profile and URL."

### Tip #3: Create a relevant summary

- Make sure you describe what you do in under 120 characters in your headline. Be clear and informative, but also original and creative. Include relevant industry keywords (that will make you easier to find when people are searching for professionals in your field). Make sure to revisit your summary and revise it regularly so it's accurate and timely. The summary section now also allows you to add images, videos, documents and links, so add relevant pieces that show off your best work.

### Tip #4: Have a well thought out profile and background picture

- Use a high-quality headshot for profile photo. Statistics show that LinkedIn members with a profile photo receive far more engagement from employers, more profile views, and more connections. Also, use a relevant background photo. Background photos should speak to your personal brand or convey something meaningful to you. Finally, make your profile visibility "Public." This will make your profile easier to find.

### Tip #5: Include only relevant workplace information

- Ask yourself: Is this information relevant or does it elevate my candidacy? Am I being strategic in what I am listing? You do not need to list all your jobs —unless they are relevant to your current job. Instead, focus on the workplaces and experiences that paint your professional credentials in a positive light. In addition, try to update your current position when possible. If you have received a promotion, won an award, published an article or are involved in an interesting project, it makes sense to update your profile accordingly.



## Tip #6: Ask for recommendations

- Substantive, descriptive recommendations from former or current colleagues are perhaps the most persuasive piece of content you can have on your LinkedIn profile. You can find the buttons for requesting and writing a recommendation by going to your contact's profile page and clicking the "More ..." button next to "Message."
- Example DM (Direct Message) on LinkedIn:
  - *Hi Will,*  
*I hope you are doing well. I'm trying to update my LinkedIn profile and I am considering looking for a new position. I was wondering if you would be willing to share a few words around our work together at Company XYZ. I would be happy to write a recommendation in return. Thank you!*

## Tip #7: Insert relevant skills section

- Add whatever notable skills, certification or abilities you have, and ask your friends and colleagues to endorse you. Keep in mind: more is not more when it comes to LinkedIn skills. It's better to list fewer skills (and gain endorsements on those) than to list a wide array of unendorsed skills. Update this section regularly—or at least whenever you learn a new skill. You should also delete skills that are no longer relevant to your career interests.
- Remember, skills should be relevant to the work that you are applying for. Your personal brand should align with the company or organization that you would like to work in. Recruiters would rather see a targeted list, then someone explaining that "they can do a lot of things".

## Tip #8: Add "Certification" area or any other area that highlights your accomplishments

- Do you have any relevant certifications? Did you graduate from a course or receive any online training? Make sure to post them and elaborate.

## Tip #9: Edit the auto "Headline" provided by LinkedIn

- Your professional headline is the text below your name in the introduction card on your profile. Your headline is usually created when you add a new and current position to your profile, and it can be used to promote an area of expertise. Your headline can also say unemployed and seeking for specific work. To achieve this, click the "Me" icon at top of your LinkedIn homepage. Then click "View profile." Next, click the "Edit" icon in your introduction card. Finally, in the "Edit intro" pop-up window, make your changes in the "Headline" text box.

## Tip #10: Check your grammar, spelling, and have someone proofread your profile

A proofreader can help you catch errors you may have missed or refine your writing for a greater impact.

**CHECK OUT THIS VIDEO TO LEARN MORE ABOUT LINKEDIN!**

<https://www.linkedin.com/help/linkedin/answer/112133/how-do-i-create-a-good-linkedin-profile-?lang=en>