

# Optimize Your LinkedIn Profile and Make it Work for You

A well-crafted LinkedIn profile can showcase your expertise, credibility, and professional brand to optimize your visibility in alignment with your professional goals and interests.

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## BUILD YOUR PROFILE

### Personalize your URL:

- A clean, customized URL (linkedin.com/in/**yourname**) makes it easier for people to find you, strengthens your personal brand, and is easier to share. See additional handout for instructions.

### Populate your Header (top one-third of the profile):

- Include your geographic location, education, current employer
- **Add a profile photo/headshot** that shows you as authentic, friendly, and approachable. LinkedIn members with profile photos receive up to 21x more views and 9x connection requests.
- A smartphone photo is okay!
- Dress professionally, and for the job you want
- Use a neutral, non-distracting background
- Ensure your face fills most of the frame
- **Add a background image/banner** that reflects your unique personality, interests, or professional expertise that will make you distinctive and extend your brand.

### Create your Headline (the lines of text directly below your name):

- Describe who you are as a professional and highlight your achievements and value
- Using descriptive keywords and phrases helps you rank higher in search results
- Be concise and clear
- A sample formula: [Professional Title] + [Key Skills/Expertise] + [Unique Value Proposition]

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## TELL YOUR STORY

### Personalize Content:

- Write in the first person using a personable tone to build authentic relationships and cultivate direct engagement and trust.
- Communicate confidence – sharing your expertise and related experiences.

### Create a Robust About Section:

- Communicate your professional brand as represented by your expertise, strengths, character, and valued contributions.
- Describe your operating style and how others have experienced working with you.
- Share highlights of your experience, successes, skills, and passions.
- Remember, your resume contains what you do, and your LinkedIn profile illustrates why you do it.

### Populate your Experience Section:

- Describe the roles and accomplishments you achieved in each position.
- Highlight promotions and career progressions
- Be sure to select each employer's LI page to create more connections.
- Embed video, publications, websites, etc. to showcase your work

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## BE MORE FINDABLE

**Optimize your Skills section to increase your ‘findability’ by recruiters, HR, and hiring managers.**

- LinkedIn allows up to 100 entries in the Skills section.
- Include skills essential to your current job and the job you want to have.
- Mine keywords from job postings (on LI, above the Apply or Easy Apply button).
- Tag 5-10 skills used in each of your roles to reinforce your brand and strengths.

**Request recommendations from current or former colleagues, bosses, vendors, or partners.**

- Recommendations offer a third-party endorsement of your skills, work ethic, and achievements, providing valuable insights into your professional capabilities and credibility.
- An ideal recommendation is about a paragraph long.

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## ADD MORE CONTENT TO BUILD A DYNAMIC LINKEDIN PRESENCE

**LinkedIn offers the following profile sections that can enhance your visibility, credibility, and engagement. These sections can be moved around according to your preferences and interests.**

- **Featured**
- **Licenses & certifications**
- **Projects**
- **Courses**
- **Test Scores**
- **Volunteer**
- **Publications**
- **Patents**
- **Honors & Awards**
- **Languages**
- **Organizations**
- **Causes**
- **Interests**



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## ADDITIONAL BEST PRACTICES

### Communication:

- Use a personal email for your login method and primary method of contact (NOT work email).

### Contact Information Security:

- Only include an email address; don't add your phone number, street address, or full birthday in your contact information for privacy reasons and to avoid scams.

### Privacy: Turning on/off profile updates

- Go to "Me" in the top nav
  - Choose "Settings & Privacy" from the dropdown menu
  - Choose "Visibility" from the navigation on the left side
  - Scroll down on the right side to "Visibility of your LinkedIn activity"
  - Choose "Share job changes, education changes, and work anniversaries from profile."

### For Job Seekers: Setting yourself as "open" to opportunities

- Go to "Me" in the top nav and choose "View profile."
- In the header, in the area below the location, find the language "Show recruiters you're open to work."
- Choose "Get Started"
- Complete the information in the pop-up window—job titles you're interested in, geographic location, your status as a job seeker, job types
- Select "Choose who sees you're open" and determine whether you want only recruiters to see your status or if you want to add the graphic "Open to work" on your headshot so it's visible to everyone on LinkedIn.

### Personalize your URL:

- Click the arrow below Me in the top navigation
- Choose View Profile from the drop-down menu
- On the next screen, choose Edit public profile and URL
- On the next screen, choose the pen icon next to the URL
- Remove all the hyphens and numbers so it looks as close to this as possible:

[www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname)

or if your name is already being used, try adding a hyphen to your name

[www.linkedin.com/in/your-name](http://www.linkedin.com/in/your-name)

or if that is not available, try adding your middle initial between your first and last names

[www.linkedin.com/in/your-middle initial-name](http://www.linkedin.com/in/your-middle-initial-name)

**Click Save!**

