

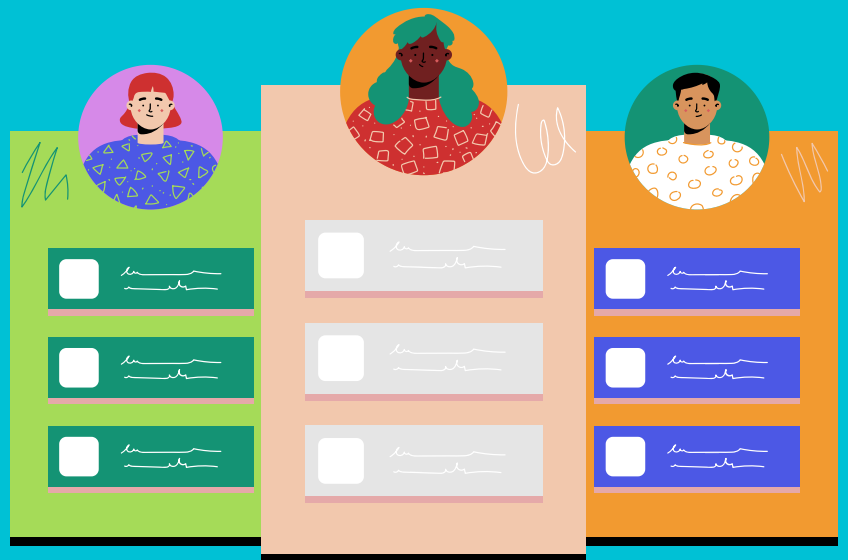
Create the perfect LinkedIn profile

Step by Step Guide

Everything you need to build the perfect LinkedIn profile

If you've got a LinkedIn profile anyone can find it. That includes potential clients. Therefore, it needs to be as impressive as possible.

Our step-by-step guide is designed to help you do just that.





YOUR PROFILE URL

LinkedIn will have allocated a URL to your profile. It's usually pretty ugly and instantly forgettable.

You can easily solve this by personalising your URL. It's a quick, easy way to differentiate you from other LinkedIn users, boost your credibility, and look more professional when sharing the URL with others.

To customise your URL:

- Sign in to LinkedIn
- Click: 'Me'
- Click: 'View Profile'
- Click: Edit public profile & URL in the top right-hand corner of the page
- Click: The blue edit icon to the right of your existing URL and type in your preferred URL to see if it's available when you find one that is, click 'Save'

Your URL can include letters, numbers and be up to 30 characters in length, but you can't use spaces or emojis.

BANNER IMAGE

The banner is the section at the top of your profile, and it's prime online real estate seen by everyone who visits your LinkedIn profile. However, it's often overlooked and blank, or includes an ineffective if attractive image.

Your banner should include branding and key messaging about what your firm does.

To change your banner image:

- Sign in to LinkedIn
- Click: 'Me'
- Click: 'View Profile'
- Click: Click on the edit button in the top right-hand corner of the banner image
- Follow the steps from there



PICTURE

According to LinkedIn, profiles with a photo get up to 21 times more views than those without.

Ideally, your photo should be professional and clear. Remember too that it's small and round so make sure your face fills most of it.

To add a new image:

- Sign in to LinkedIn
- Click on your photo
- Follow the steps from there

NAME

This might seem like an obvious one, but there's an opportunity to be had here. As opposed to "Joe Bloggs", why not change your name to: "Joe Bloggs - jack of all trades, master of none".

Whenever someone tags you in a comment, anyone who reads it will know who you are and what your specialism is.

- Sign in to LinkedIn
- Click: 'Me'
- Click: 'View Profile'
- Click the edit button to the right of your name
- Add your specialism or job title after your surname
- Click: 'Save'

ABOUT

You can include so much detail in here about your skills and expertise.

Use sub-headings to highlight key information, such as:

- Who you work with
- What makes you different
- The benefits of working with you

This will allow visitors to your profile to take away key information even if they just skim-read.

Do break it up to make it easy for people to read. Less is always more. Be succinct and to the point.



HEADLINE

Traditionally, the headline has only included a job title. Instead of simply including your job title, you have 120 characters which means you can be more creative.

For example, include your job title e.g. Financial Planner, and explain three key things using terms and keywords potential clients might search for:

- What you do
- Who you do it for
- Why people work with you
- Your interests or likes (adds personality to your profile)

To change your headline:

- Sign in to LinkedIn
- Click edit icon next to 'More', below banner image
- Scroll down: Complete your headline
- Click: 'Save'



CONTACT INFO

Too many LinkedIn profiles are missing basic contact details, which makes it harder for prospective clients to get in touch or learn more about you.

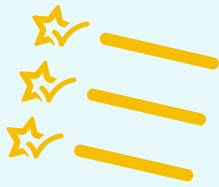
The contact details on your profile can include:

- Your website address
- Telephone number
- Office address
- Email address
- Links to other social media channels
- Your birthday (if you was to broadcast it)

To edit your contact details:

- Sign in to LinkedIn
- Click: 'Me'
- Click: 'View Profile'
- Click: The edit icon next to 'More', below the banner
- Scroll down: Click the edit icon next to 'Contact info'
- Click: 'Apply'
- Click: 'Save'

FEATURED



This is incredibly important as it allows you to showcase your work to people who visit your profile.

You can add:

- Latest or best LinkedIn posts
- Articles written and published on LinkedIn
- Links to your website, a new guide or latest blog
- Images, documents, and presentations
- Videos

If you don't yet have a 'Featured' section on your profile, you will first need to:

- Sign in to LinkedIn
- Click: 'Me'
- Click: 'View Profile'
- Click: 'Add profile section'
- Open the 'Recommended' drop-down
- Click: 'Add featured'

If you already it and just want to add to it:

- Sign in to LinkedIn
- Click: 'Me'
- Click: 'View Profile'
- Scroll down to the 'Featured' section
- Click: The Plus icon (+)
- Select: Either Posts, Articles, Links, Media and follow the instructions

To remove or reorder items :

- Sign in to LinkedIn
- Click: 'Me'
- Click: 'View Profile'
- Scroll down to the 'Featured' section
- Click: The edit icon
- To reorder items: Use drag and drop by hovering over the three lines and moving items
- To remove items: Click 'Remove from featured' and confirm your choice



EXPERIENCE

This section of your profile is where you list current and previous roles.

Keep it relevant though to potential clients who might view your profile and use the section to highlight key achievements in those roles.

Use the same tools and techniques that you did in the 'About' section of your profile to make key points stand out for those people who skim your profile.

To make changes:

- Sign in to LinkedIn
- Click: 'Me'
- Click: 'View Profile'
- Scroll down to the 'Experience' section
- Click the edit icon
- Complete the sections as required

This section also allows you to add links to documents, photos, sites, videos, and presentations, which can be useful to showcase the work you've done or things you've achieved in a particular role.

Before clicking 'Save' you can choose whether or not to notify your network about the changes you've made. If you're making basic tweaks to your profile, we'd recommend turning this off.



EDUCATION

This is another important section to complete. Again, keep it relevant, but it's a great place to highlight higher-level accreditations.

If you haven't yet added the Education section:

- Sign in to LinkedIn
- Click: 'Me'
- Click: 'View Profile'
- Click: 'Add profile section'
- Open the 'Core' drop-down
- Click: 'Add education'

Then, to make additions:

- Sign in to LinkedIn
- Click: 'Me'
- Click: 'View Profile'
- Scroll: Down to the 'Education' section
- Click: The plus (+) icon
- Complete the sections as required

You can even add links to your certificates in this section.

Again, you can decide whether or not to alert your network to changes. If small amends, they probably aren't worth announcing. If you're adding your newly achieved qualifications or accreditations, they certainly are!



PROVIDING SERVICES

This feature offers a great way to showcase the services you and your firm offers, right at the top of your profile

The options are pre-determined by LinkedIn, and organised into 16 categories".

You can choose up to ten services. You also have up to 500 characters to describe the services you offer and the option to select a work location (including remote).

You can also request a review specifically for one of the services you offer.

- Sign in to LinkedIn
- Click: 'Me'
- Click: 'View Profile'
- Click: 'Open to' and 'Add Service'
- Browse the categories or use the search bar to find the most relevant option(s)

4 Tips to Boost Social Media Engagement

Ask Open-Ended Questions

Asking questions in your copywriting for social media is a great way to get your followers engaged with your posts.

Evoke Emotion

Depending on your brand and your audience, you'll want to evoke specific emotions through your copywriting for social media.

Be Conversational

The primary purpose of social media is to connect with other humans in a digital environment.

Incorporate Hashtags

On certain social media platforms, hashtag help get more eyes on your content.