



How to Optimize Your **LinkedIn Profile**

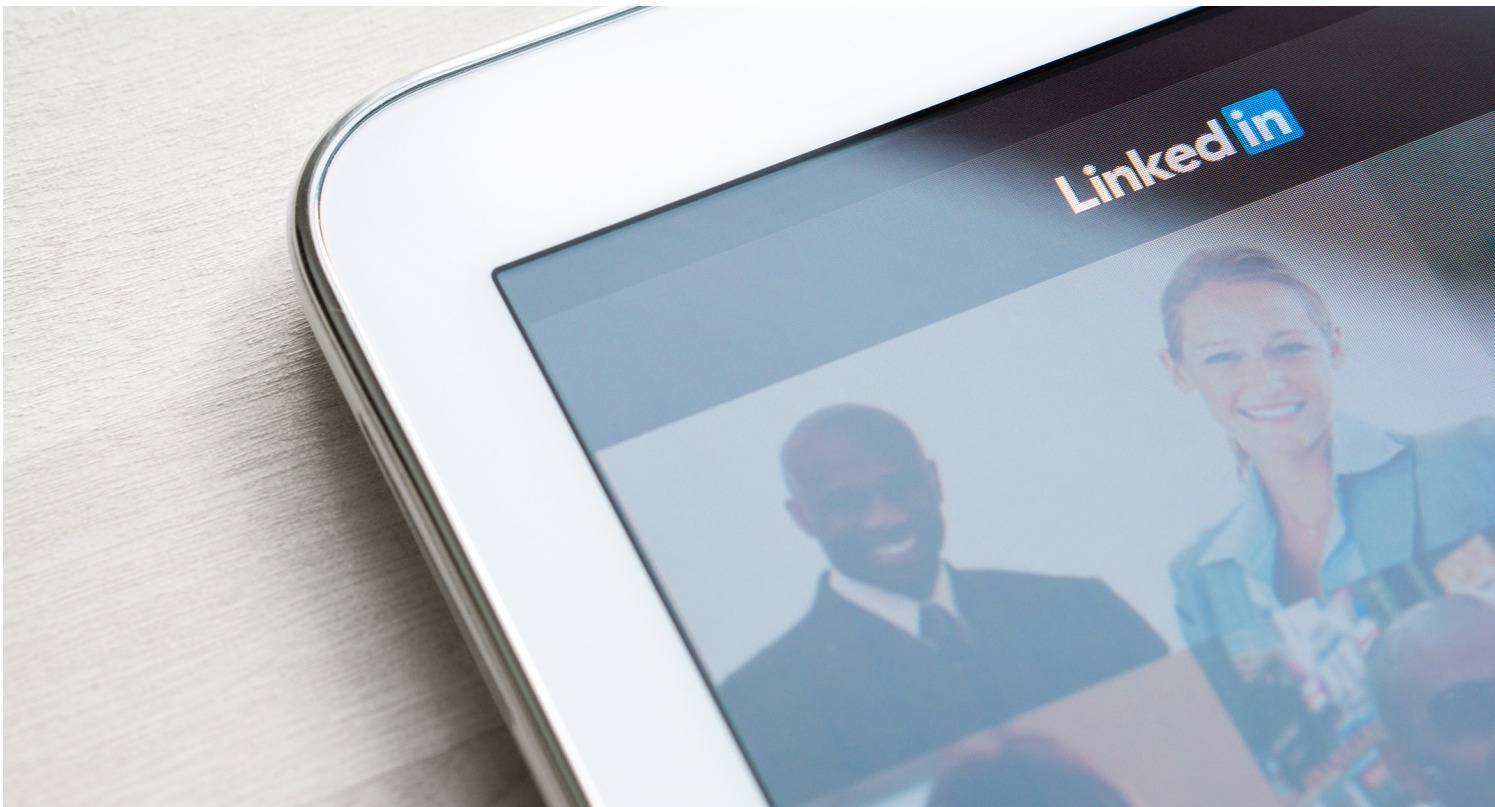


Why is it **important?**

As the largest professional social network in the world, LinkedIn is home to more than 660 million members and a reply rate of up to 40%. On a platform so vast, creating a profile that stands out within one's profession, industry, or skill set, can be a daunting task.

For CEOs, Founders or anyone in a sales, marketing or business development role, your profile should act as a sales page. The more clear and compelling your page is, the higher connection request acceptance rate you'll have and the more inbound messages you'll receive.

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8 Step Guide to Optimizing Your LinkedIn Profile

Below is a step-by-step guide to creating a top notch LinkedIn profile. From adding compelling images and attention-grabbing headlines, to integrating helpful posts and media, you'll learn how to produce the profile that best represents you on the platform.



Step 1

Account settings

Once logged in, go to your **'Settings & Privacy'** then select **'Privacy'** and then **'Edit your public profile'** now you can:

- Setup unique profile url
 - Having a custom LinkedIn URL makes it easier for you to be found on the platform, as well as via search engines crawling the web.
- Change profile settings to public
- Ensure background photo, headline, websites & the summary is set to show
- Remove people also viewed section (often competitors)

Step 2

Change your linkedin profile picture

Your profile photo is the first thing people see on your LinkedIn profile, so it's critical to have a **high definition, well-lit photo**.

Check your profile picture for these bad practices:

- Full-body shot
- Pixelated
- Dim lighting
- Negative expression

To receive feedback on photo options, you can upload and test your images on:
<https://www.snappr.co/photo-analyzer/>

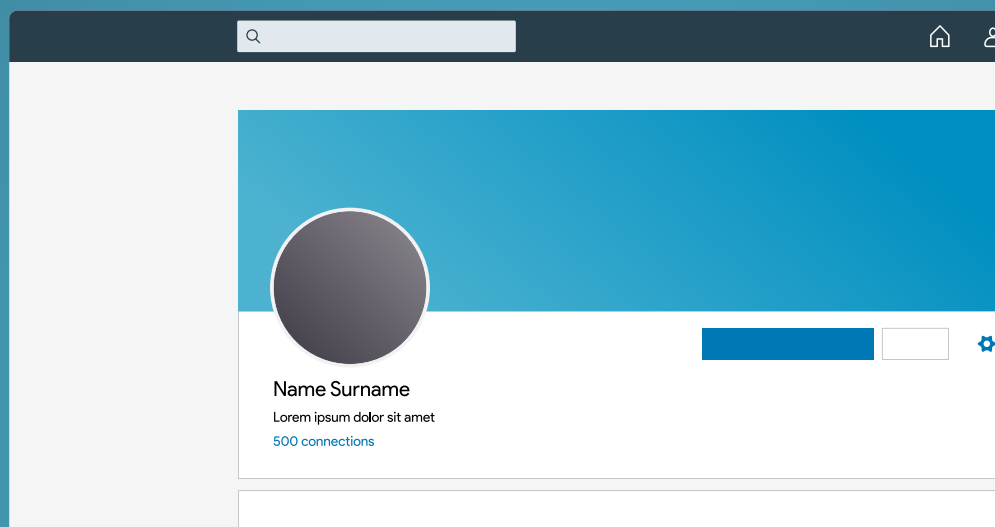
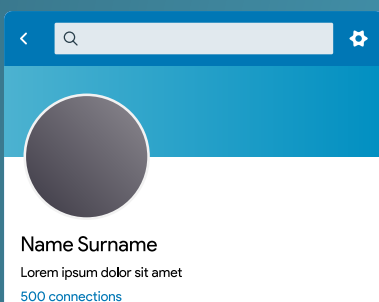
Step 3

Optimize your background image

The background image is one of the most underutilized aspects of a profile, often left to LinkedIn's basic, default background. Great background photos do one or more of three things:

1. Match your audience (industry, line-of-work, etc.)
2. Show personality
3. Pitch or prove credibility

Background photo generators like Canva and Adobe Spark allow you the ability to custom design your background image, add text, etc.



Step 4

Write a compelling headline

The profile headline is your chance to grab a visitors attention — but you'll have to do it in 120 characters or less. The #1 mistake we see in 98% of profiles is a vague or generic headline.

Here is an example of a formula you can steal:

Formula: {Title} at {Company} | {Interesting Personalizers}

Example: CMO at Nike | Father of 4 | Ex-Chef

Step 5

Use the about section to drive action

The About section of your profile expounds upon your headline, offering more context, detail, and highlights about your background and accomplishments. Use this section to convince your audience they should take action with you.

Here is a formula to mimic for a great about section:

The Clear Pitch

I help A do B, through C. If you want D, then do E and get F.

A = the people you help

B = the desired outcome

C = your specific process

D = what your prospect wants to do better

E = action you want them to take

F = Free offer

Example:

I help inside sales teams connect with more buyers through an auto-dial technology that skips the gatekeeper.

If you want to book more demos, then let's set up a short call where I'll share 2-3 little known tips quota-crushing SDRs use to get past the gatekeeper.

Feel free to email me for those tips plus a free 1-month trial: {Your email}



Step 6

Add More To Your Experience Section

Clearly explain what you did at a particular company in one or two sentences, then attach your most **valuable content like case studies, projects, blog posts, press features**, etc.

Step 7

Add Media to Your Profile

Adding media to your profile makes your page more interesting and engaging for visitors. Media on your profile is less ephemeral than posts in the feed, so try to include items that are especially important and/or evergreen. Case Studies, testimonials, and press releases are examples of things that can **transform your LinkedIn profile from a basic online resume into something more active and substantial**.

Step 8

Add Skills to Your Profile

According to LinkedIn, **profiles that list five or more skills get viewed 17x more times** by other members, and **messaged up to 33x more times**. Skills can give a more nuanced view of what you do and increase your chances of appearing in more searches.

What Can You Expect After Optimizing Your LinkedIn Profile?

How desperately your account needed care, and how sufficiently you delivered improvements, will help determine the outcome of your profile refresh. For example, **incorporating keywords** into your profile will help you to appear in more searches on the platform, as well as through search engines like Google. These views can be accompanied by new followers, connection requests, as well as messages from people looking to create a business relationship.

If you've previously encountered obstacles with your own outreach, a subpar profile might have been the issue. With a profile that ticks all the right boxes, messages are given more context and inquiries taken more seriously.

