

How to optimize your LinkedIn Profile



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Profile

1. **Headline**

Craft a headline such that it acts as a mini value proposition using verbs and other active language.

2. **Use a current professional profile picture**

- Profiles with pictures elicit a 40% InMail response rate.
- Your LinkedIn has 11 times more chances to get viewed if you add your picture.

3. **Add a LinkedIn background photo to your personal profile.**

Give your LinkedIn profile a little bit more personality by adding a background photo of your own.

4. **Contact Information**

Should include:

1. Email address
2. Phone number
3. Twitter Handle
4. Company Website

5. **Write a short and direct description about yourself**

- **68.6%** users use LinkedIn for reconnecting with past business associates.

6. Customize your public profile URL.

Make your personal profile look more professional (and much easier to share) by customizing your LinkedIn public profile URL.

7. Search Engine Optimize Your Profile.

You can also optimize your profile to get found by people searching LinkedIn for key terms with which you want to be associated.

8. Optimize the anchor text for the blog/website links on your LinkedIn profile.

- You can customize the anchor text in your URLs by selecting the “Other” option. Use a keyword-rich title.
- If you want to increase clicks on the website links you display there, change those links' anchor text to something more attention-grabbing than the standard options LinkedIn provides.

9. Emphasize Your Professional Skills

- Your LinkedIn profile has 13 times more chances to get viewed if you add your skills.
- 10 million endorsements are given everyday. On average each user gets 5 endorsements.
- Get quick endorsements from your connections for your professional skills by asking for endorsements and endorsing others.

10. Promote Your Projects

- You can use the Projects section to highlight products, services or other projects.
- By adding this section, it will allow you to name your project and input a URL, leading the viewer to the project's website and thus creating an inbound link.

11. Add Your Publication

- To boost your credibility you can add articles about you or written by you.

12. Join Groups

- Find groups related to your industry or niche then join them and be an active participant in two or three of them.
- You are allowed to join upto 50 LinkedIn Groups.
- Only 16% of LinkedIn members are in the maximum number of groups allowed.

13. Share Your Honors and Awards

- The Honors & Awards section is where you can highlight notable lists and mentions you've received from recognized authorities and publications in your industry.

14. Publicize Your Interests

- You can use this section to optimize your profile for specific keywords, highlight publications that you may contribute to and showcase your customers.

15. Aggressively Expand Your Network

- When asking to connect with someone, use "we've done business together" rather than "friend."
- Be sure to personalize any requests to connect with people.

16. Showcase Volunteer Experience, Organizations and Causes You Care About.

- According to LinkedIn, 42% of hiring managers surveyed said they view volunteer experience equal to formal work experience.
- One in five hiring managers has chosen a candidate based on his or her volunteer experience.

17. Be active Daily

- 40% of LinkedIn users check LinkedIn on a daily basis.
- It takes at least 20 posts/month to reach 60% of your LinkedIn audience.

18. Best Time To Post

- The best date and time to post on LinkedIn is Tuesday, 10-11am Est.
- LinkedIn Updates during 10am-2pm EST get the most shares.