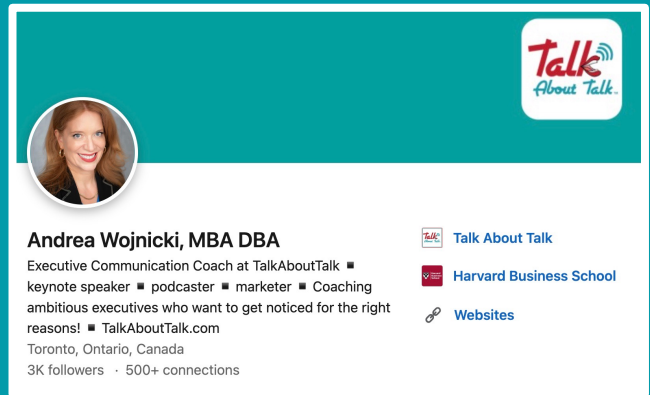


Optimizing your LinkedIn Profile

- Consider your profile to be your **media-rich business card** or resume.
- To improve **discoverability**, focus on **keywords** in every section.
- Use all the elements in your profile to communicate your **personal brand**.



The 3 most important elements of your LinkedIn profile:

HEADSHOT

- Neutral background, full color photo
- No vacation photos, no group photos.
- Smile & wear what you usually wear to work.

HEADLINE

- Use up to 230 characters.
- The first few words show up with every post and comment you make!
- Consider your title & employer, value proposition, strengths, expertise, industry, geography, credentials...

BANNER IMAGE

- It's free advertising to reinforce your personal brand.
- It could be a photo, a quote, a logo, or an image of you in action!
- Keep the focal point to the right.

OTHER LINKEDIN PROFILE SECTIONS

ABOUT

- This is the first-person, professional but personal "story of you." Imagine this is your answer to "what do you do?" at a networking event. (e.g., "I'm passionate about..." or "My expertise is...")
- Only the first few lines of text show in your profile. Make sure those lines encourage people to click "see more."
- Use the 2000 characters available. Keep paragraphs short. Include lists if relevant.

FEATURED

- Prioritize media that highlights your expertise, including links to publications, websites, papers, videos, podcasts, etc.

WORK EXPERIENCE, EDUCATION, VOLUNTEER EXPERIENCE

- Provide more detail for more recent experiences, less detail for less recent experiences.
- Use impressive, past-tense verbs such as "led," "pioneered," or "drove." Describe the impact of your work.
- Note that you can choose one current work role and one educational degree to show up at the top of your profile.
- Attach relevant media as appropriate (e.g., articles, videos, etc.)

ACCOMPLISHMENTS

- List publications, patents, courses, projects, honours and awards, test scores, languages and organizations.

SKILLS & ENDORSEMENTS, RECOMMENDATIONS, INTERESTS

- Not a priority but keep them updated. It is understood that people sometimes "game" these sections.
- Consider the implicit values associated with various topics, institutions and people.
- People know that endorsements are simply a button click. The more you are endorsed for a specific skill, the higher you rank in searches for that skill.



[For more LinkedIn insights, check out podcast episode #62](#)

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