

# Improve Your Profile



*And stand out on LinkedIn*



## *Your Profile Picture*

- Will someone recognise you?
- Does it reflect how you present yourself at a business meeting?
- Make sure your background doesn't distract.

## *Your Banner Picture*

- Does it include your logo?
- Does it reflect what your business does?
- Would relevant text help someone quickly understand what you're offering or how to get in touch?

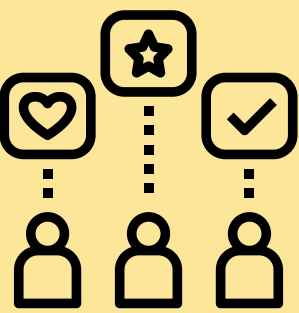


## *Your Headline*

- Will appear everywhere you do.
- You want to stand out, emojis can help.
- Focus on your audience and what they're looking for "Helping you..."
- Which keywords are people searching for?

## *Your Summary, or About Section*

- Focus on what your reader is looking for.
- What makes you special? Your successes?
- How will you help?
- Think about keywords and searches.
- What next, **tell people what to do** - CTA

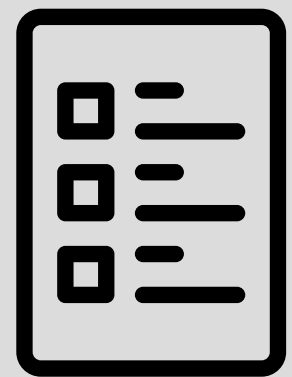


## *... More About Your Summary*

- Have a strong opening to stand out.
- Tell stories.
- Include feedback or testimonials.
- Make sure it reads like you sound.
- Lay it out clearly so it's easy to read.

## *Your Experience*

- This is about what you do and have done, this is the CV bit.
- Use keywords people will search for.
- You can create different roles within orgs.
- Highlight relevant skills.

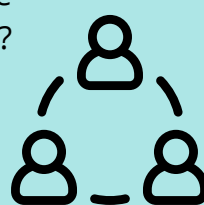


## *Other Thoughts...*



Think about what people are looking for, why you?

How will you connect with people? Use messaging carefully.



Your network is the best thing about LinkedIn, support them as you want them to support you with recommendations and engagement. Check out groups and hashtags.