

How to: Optimize Your LinkedIn Profile

LinkedIn is the most widely used social network among professionals. Having an updated profile will improve internet search results for you and your firm, and make it easier for clients and prospects to connect with you. While like a resume in some ways, your LinkedIn profile is about how you can help others - not just a historical perspective on your work experience. Here's a guide to help you build a well-rounded profile.

CONTACT INFORMATION

Profile Picture

Make sure your profile picture is an updated professional headshot.

Name

Use the name people associate with you, even if that's your nickname. It's how you'll appear most in search results.

Headline

More than just a job title, try to use a description of what you do that helps people. Anyone can be an Accountant; what is it that makes you different?

Current Position

Choose the most current position listed on your profile.

Industry

Location

Profile URL

Website URL

You can add more than one website.

Phone Number

Mailing Address

Email Address

Twitter Handle

Birthday

You can choose who sees this.



Change the default profile URL to your first and last name so you can more easily share the link to your profile.



For an effective introduction, ask a question or make a bold, memorable statement. If you want to be easily accessible to prospects and referral sources, include your email address or phone number at the bottom.

SUMMARY

The summary is the most widely read section on your profile, and it is about YOU - not the firm. You are limited to 2,000 characters or about 300 words. Your summary should be a mix of paragraphs and bullet points; save the bullet points for keywords and/or skills. Always write in the first person, thoroughly proofread, and maintain a conversational tone. You can include a link to a photo, document, presentation, or website. Ask yourself the following questions to write an effective summary:

Who am I writing to?

What industry or industries do I work in, and which type of clients do I work with the most?

What is the one thing I want my readers to know about me?

What do I do better or different than anyone else?

What problems do I help clients solve, and how do I solve those problems?

BACKGROUND

This section is most like your resume and is where you'll elaborate on the nature of your position at the firm. Try to provide concrete examples of what you do and avoid using technical language or industry jargon.

Experience

List your employment history beginning with your current position. As a rule, include all relevant employment history.

Education

Volunteer

This section is for organizations that you donate time to. If you serve on a Board of Directors, you can include that in Accomplishments/Organizations.

SKILLS/ENDORSEMENTS

Add relevant skills that reflect your practice, such as Retirement Planning and Tax Strategy. Think of keywords people might use to search for you when deciding which skills to add.

Add at least five skills

Note: Your connections give you endorsements to skills that are published on your profile. LinkedIn often suggests new skills to them, too. You will be notified each time a connection endorses you and/or when someone adds a new skill to your profile.



Ask for Recommendations! Recommendations are public reviews of your work and/or what it's like to work with you. They carry more weight than endorsements.

ACCOMPLISHMENTS

These extra sections give you a chance to showcase your knowledge and expertise. Fill in as much as you can; your profile will be easier to find.

Publications

Certifications

Courses

Projects

Honors & Awards

Patents

Languages

Organizations



Profiles with Publications get viewed seven times more often, and profiles with Certifications get viewed five times more often.

INTERESTS

The groups and company pages you follow publish news and updates, which make up the bulk of your newsfeed. Choose pages to follow based on your background and interests. For example, you can follow your alma mater, a professional association, companies of clients or prospects, or industry groups.

Groups

At least three

Influencers

At least three

Companies

At least three



You can share Influencers' content on your newsfeed to interact with your connections.