

Create a great LinkedIn® profile



Please note that Selling Socially, LinkedInExpert and LI Sverige are not part of LinkedIn Corporation. We cooperate with LinkedIn in Sweden and internationally and contribute to that people and organizations use LinkedIn efficiently to meet their goals through training, coaching and tips and articles.

Why LinkedIn?

Personal references and referrals have always been crucial for establishing new contacts.

Now you can get contacts using references and referrals on the internet by using LinkedIn, the largest online professional network in the world.

What can you do using references and referrals?

- Get the job you really want.
- Get new clients. Find consultancy work.
- Find new business partners and suppliers.
- Be engaged as a speaker, and many other things.

With LinkedIn you can attract business and contacts by becoming visible and searchable. It could revolutionize the way you do your business!

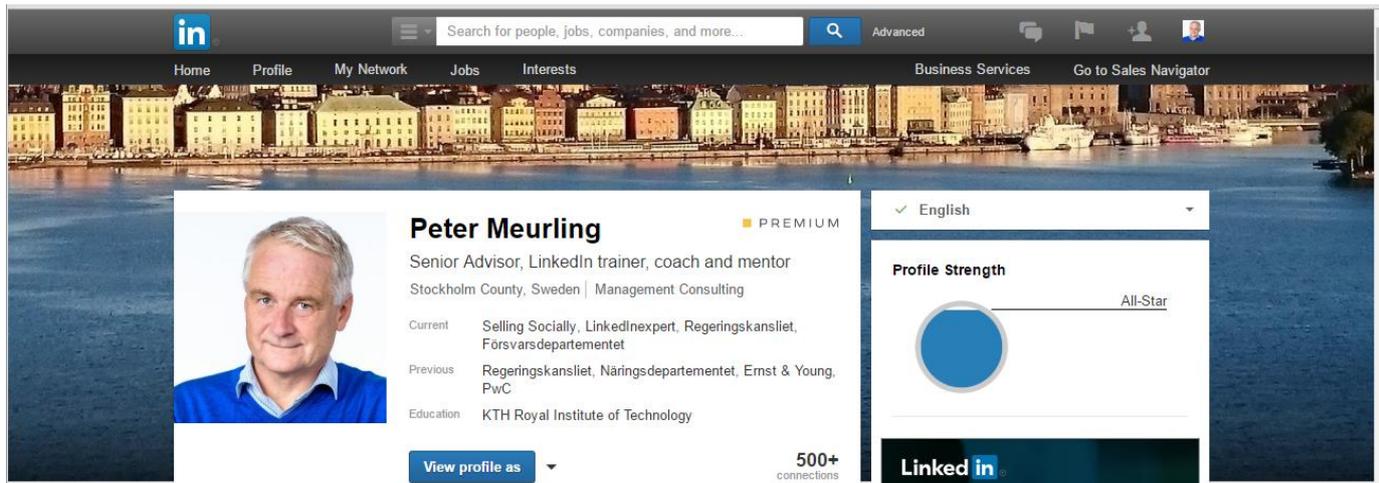
In this guide to optimize your LinkedIn profile we give you the basics you need to create an attractive LinkedIn profile with many viewers.

Work through this list and you will have a LinkedIn profile that creates a "wow" within 6-10 seconds. This is important, as on the internet you need to catch the readers' attention and confidence, and you need to do it quickly before they move on. This is extra relevant if the viewer is your ideal client or employer.



LinkedIn gives you feedback daily on how many people have viewed your profile and who they are.

Over to your profile



1. Your name

Your name and photograph are the first thing a visitor sees and thus create the all-important first impression. You have about 6 seconds to capture visitor's attention (or to lose it). Keep it simple and clean. Do not add any phone numbers, adjectives, awards or nicknames. Always use your personal name and never the company name.

2. Your photo

Use a simple full-face picture with a neutral background. By all means use a professional photographer to take your picture, this is after all a key element of your personal and professional brand. Avoid old photos, you want people to be able to recognize you when you meet. Do not use a logotype, a full figure photo or one with several people on it. Make sure that you smile, look in to the camera and ideally create a feeling that you are a person that I would like to hang out with.

3. Headline

This is the most important area in your profile. You have 120 characters so make sure to use your keywords and ensure that you select the words that people use to search for you while at the same time giving you and your expertise justice. You can also choose to describe the value you create for your customers. You can have different headlines on your respective language profiles and thus increase the likelihood of being found.

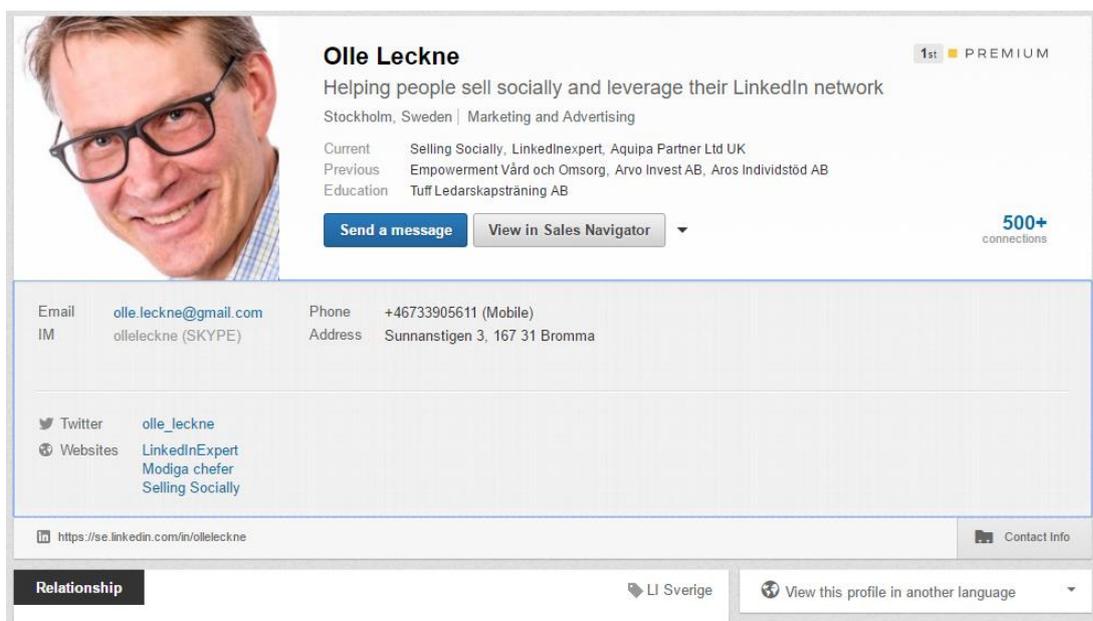
Titles (i.e. "partner", "manager" or "owner") do not contribute to your profile being found in searches as they are too generic but do show your role.

4. Background photo

Here you are free to have a picture you like – a landscape, your logotype, a nice pattern or in this case a view of the old town in Stockholm early in the morning.

5. Your contact information including Twitter and Skype

You want people to reach out to you, so make sure to keep your contact information updated! You can also add your Twitter and Skype accounts making it easy for people who connect to also follow you there.



The screenshot shows a LinkedIn profile for Olle Leckne. The profile includes a profile picture of a man with glasses, a name 'Olle Leckne', and a headline 'Helping people sell socially and leverage their LinkedIn network'. It lists his location as Stockholm, Sweden, and his industry as Marketing and Advertising. The profile also shows his current role as 'Selling Socially, LinkedInexpert, Aquipa Partner Ltd UK', previous roles at 'Empowerment Vård och Omsorg, Arvo Invest AB, Aros Individstöd AB', and education at 'Tuff Ledarskapsträning AB'. There are buttons for 'Send a message' and 'View in Sales Navigator', and a '500+ connections' badge. The contact information section lists an email address (olle.leckne@gmail.com), a phone number (+46733905611), and an address (Sunnanstigen 3, 167 31 Bromma). The social media section lists a Twitter account (olle_leckne) and three websites (LinkedInExpert, Modiga chefer, Selling Socially). The profile URL is https://se.linkedin.com/in/olleleckne. The page also shows a 'Relationship' button, 'LI Sverige', and a language selection dropdown.

6. Your web sites

LinkedIn lets you show up three websites in your profile. Do not use the LinkedIn general labels "My Company" or "My Blog". You can also have multiple links to the same site.

7. Your public profile URL

You can change the public URL address of your LinkedIn profile to your name (this is what is known as a "vanity URL") If possible, choose your name before someone else does. If your name is not available, try using a middle initial or a nickname

8. Languages

To reach your target audiences, we recommend that you make a profile for each language you use and that you do not mix two or more languages in the same profile.



Summary

Over 13 years of management experience, including marketing, corporate development, business operations, and organisational strategy.

Currently Head of LinkedIn Nordics, the web's largest and most powerful network of professionals.

Prior to LinkedIn, was in different managerial positions at CEB. Primarily focused on advising the leadership teams of the how to close the gap between talent business and corporate long term strategy.

Previously to CEB served in leadership roles in CRM business for over five years, there in Marketing and Strategic Partnerships.

Fascinated by people, challenges and creating results. Appreciate a true global working environment where both operational activities aligned with strategic planning are every day life.

Experience from business line, Sales management, Marketing management and Operations management.

Example summary: Lisa Gunnarsson, LinkedIn

9. Summary

You have a total of 2000 characters to describe who you are, what you do and what you have to offer. It is important that this is written in the first person and not as a boring résumé.

This is a good place to tell a story that attracts the reader's interest and invites the her into your world. Tell us who you are, who you are targeting, why they should make contact with you and how you can help them. Be interesting, show your personality and always finish with a call to action - let the viewer know exactly what to do next.

10. Experience

This is another great place to use your keywords in both the title for each role and in the descriptions of what you have done. You can use up to 100 characters in the title and 2000 for each description. Include all relevant experience you have had since leaving school and at the same time try to be brief and to the point.

Each position should include:

- What the company does
- What you do (or did) at the company and which results you achieved
- Who the customers are

11. Current Title in Experience

This is an important section of the search optimization (for how people will find you on LinkedIn). Include keywords and keyword phrases that you think others are looking for when searching for you and your company offer.

12. Past Experience

Include information about your past experiences. You do not need to fill in as many details as for your current position but be sure to at least have a short text for each job. Include keywords and phrases that you think others would search for when searching for someone like you.

13. Volunteer Experience & Causes

Here you have the opportunity to describe what you care about making a real difference to humans. Also add a list of organizations you support.

14. Education

List all education. Include primary, secondary, university / college and especially corporate and specific training you have undergone. Include accomplishments, awards, special projects and credentials that strengthen your credibility.

However, if it is many years since you went to college or took a course, keep it short.

15. Interests

Tell us what interests you have and enjoy. You can include both personal and professional interests and give the reader an insight into your life outside work.

16. Groups and Associations

List all the groups and associations that you belong in business, social and non-profit organizations. Include the full name and separate each with a comma.

17. Video and multimedia

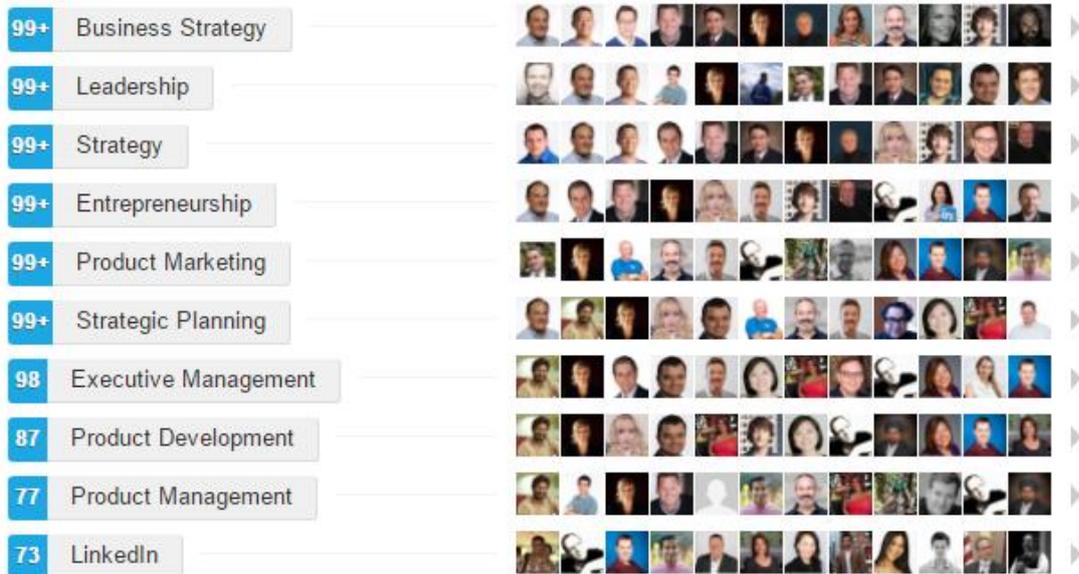
Use LinkedIn's multimedia function to add a video to your profile. You can add videos in your summary section as well as in each position in your experience section.

Your video can be an intro and welcome video, a video talking about what you offer, or a video with client references.

In addition to adding a video, you can also add images, documents and presentations. If you have a SlideShare presentation, you can add it (with video) to the summary section as well as to each position in your experiences.

Skills

Top Skills



Jeff also knows about...



This example is from the CEO Jeff Weiner's profile, the CEO of LinkedIn

18. Skills & Expertise

Click on the "Add a skill" button to add skills that you want to be found for. Have your keywords in mind and list the skills that you want to be searchable for. Keep in mind that these are skills that your contacts can endorse so select skills you want to be known for. The example shows that more than 99 people have endorsed Jeff Weiner for Business Strategy.

19. Advice for contacting you

In this section, you have 1800 characters where you can describe who you want to connect with, how they can contact you and everything else that creates opportunities for common interests and matching.

Here you can also enter searches, e.g. I would like to get in touch with people who work with xxx”

20. Recommendations

Recommendations are important on your LinkedIn profile as they strengthen your credibility. Ask for recommendations from colleagues and clients in the positions you had. When asking for recommendations, always tailor your request and make it easy for the person you are asking by giving an example. Try to get at least 5 to 10 recommendations on your profile. Note: one of the best ways to get recommendations is to give them!

21. LinkedIn Groups

You can join a total of 100 groups on LinkedIn. Take advantage of this and find the groups that are relevant to you. Look for groups that are in your geographical area, your industry, and groups where your dream clients may be members. You may also join groups about topics you want to learn more about.

For example, if you want to learn more about achieving success on LinkedIn, there are a number of groups available to join.

22. Status updates

Every day you update your status you show up in the newsfeed of your contacts and they see that you are active on LinkedIn. If you have a blog, you can use the link to your post to your status update, or you can link to another interesting article. If you are you active in a LinkedIn group other group members see your posts a status update (if you select that as an option). You can also use Pulse (the LinkedIn publishing tool) to publish longer updates.

A final word

Work your way through this list and you will have a LinkedIn profile that creates "wow" effect within 10 seconds. This is important, as you need to catch the readers' attention and confidence, and you need to do it quickly before they move on. This is extra relevant if the viewer is your ideal client or employer.

About us

LinkedInexpert.se is known for helping professionals use LinkedIn practically to reach their goals. LinkedInexpert has trained hundreds of people doing business on LinkedIn specifically social selling, marketing and job search and recruitment.

Selling Socially is the e-training version of the popular Social Selling training program.

We offer seminars and workshops for individuals and companies who want to develop their business by leveraging the LinkedIn network. Open seminars and customised workshops, with the goal that our participants will become effective in using LinkedIn to reach their goals.

We also offer advisory services for individuals or organizations on consultancy basis.

Olle Leckne is entrepreneur, coach and trainer. Olle is active as an investor and his results are based on long-term application of proven methods of business networking in everyday meetings and on the Internet. [Visit Olles LinkedIn profile](#)

Peter Meurling has a long background as a consultant and business networker in large organizations such as Ericsson, PwC and Ernst & Young. He is also a qualified coach and mentor. [Visit Peters LinkedIn profile](#)

Do you want more?

Check out our training programs and FAQ on www.selling-socially.com

Training programmes include

- LinkedIn as a sales tool - for salespeople and sales organizations
- LinkedIn for recruitment and staffing - search assignments and candidates
- LinkedIn Marketing - discover simple ways to be seen and to be "top of mind"
- LinkedIn Ads - advertising that reaches your target audience
- LinkedIn Sponsored Updates - Gain interest and tell a story that engages your followers
- LinkedIn Company page
- LinkedIn for large companies - get employees involved and help them take advantage of their networks
- LinkedIn Content Marketing
- LinkedIn Employer Branding

LinkedIn individual program

Video feedback on your profile