

Create a Great LinkedIn® Profile

Ll expert

All you need to know about LinkedIn™

Please note that Ll expert, Selling Socially and Ll Sverige are not part of LinkedIn Corporation. We cooperate with LinkedIn in Sweden and internationally and contribute to that people and organizations can 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.

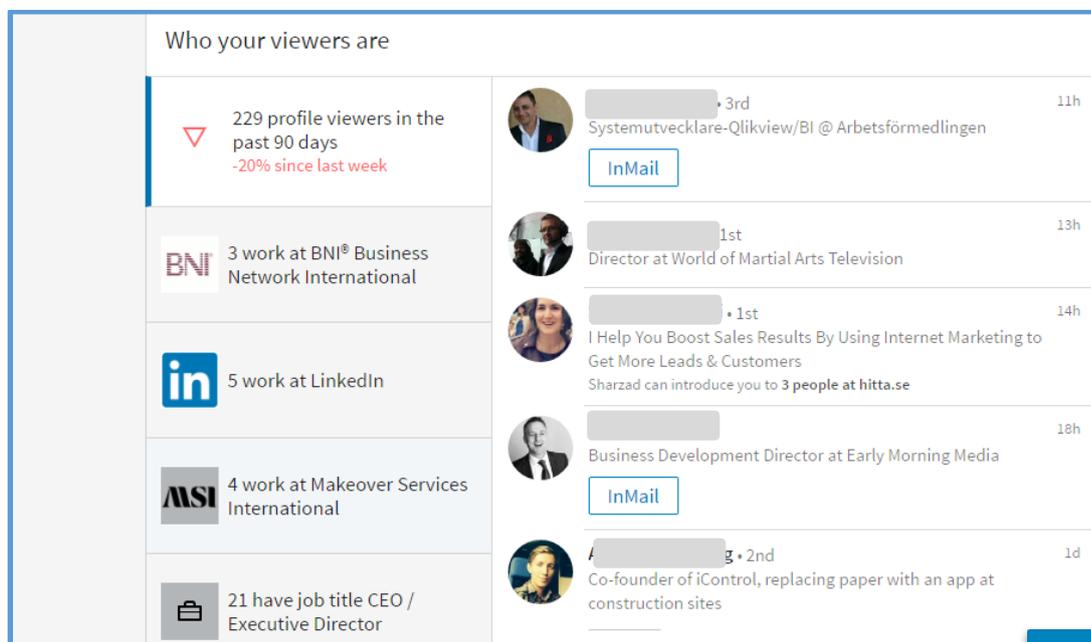
What can you do using references and referrals?

- Get new clients. Find consultancy work.
- Find new business partners and suppliers.
- Be engaged as a speaker.
- Get the job you really want, 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 dream customer, client or employer.**



The screenshot displays the 'Who your viewers are' section of a LinkedIn profile. On the left, there are summary statistics: 229 profile viewers in the past 90 days, a -20% decrease since last week, 3 work at BNI® Business Network International, 5 work at LinkedIn, 4 work at Makeover Services International, and 21 have the job title CEO / Executive Director. On the right, a list of viewer profiles is shown, including their names, job titles, and the time they viewed the profile. Each profile has an 'InMail' button.

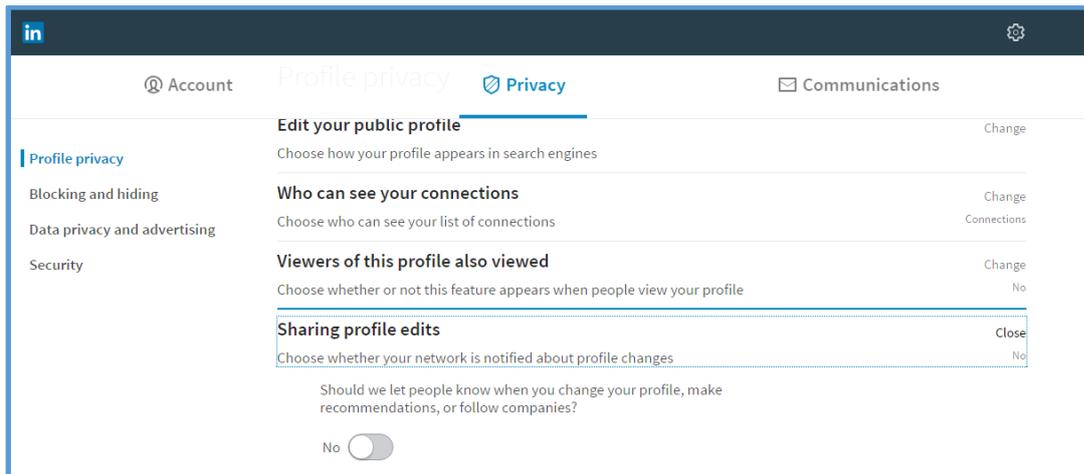
Viewer Information	Viewed At
Systemutvecklare-Qlikview/BI @ Arbetsförmedlingen	11h
Director at World of Martial Arts Television	13h
I Help You Boost Sales Results By Using Internet Marketing to Get More Leads & Customers	14h
Business Development Director at Early Morning Media	18h
Co-founder of iControl, replacing paper with an app at construction sites	1d

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

Over to your profile

1. Before you start

We strongly recommend that you switch off status updates to your network when you are working on your profile. Otherwise, every time you update you will show up in the newsfeed of your contacts. You do this by going to the Profile privacy tab under “Me” in the upper right part of the main page:



To edit any section of your profile, look for the Pen symbol. Clicking that will open up a view where you can edit the content, add a photo, etc.

2. Your name

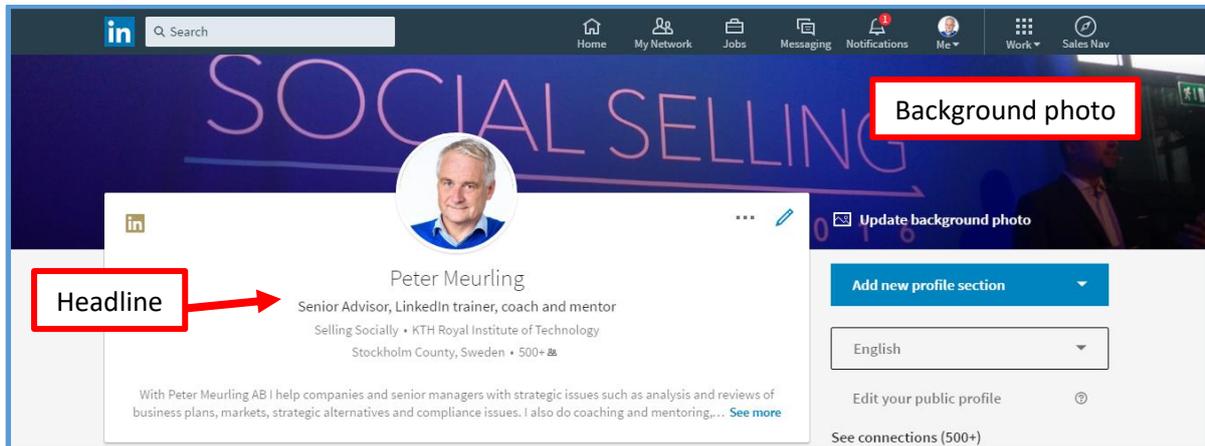
Your name and photograph are the first thing a visitor sees and thus they create the all-important first impression. You have about 6 seconds to capture visitor’s attention (or to lose it). Keep it simple and clean. Do not add any phone numbers, adjectives, awards or nicknames. Always use your personal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

3. Your photo

Use a simple full-face picture with a neutral background. Consider using 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 at the camera and ideally create a feeling that you are a person that a viewer would like to hang out with.

4. 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.

5. Background photo

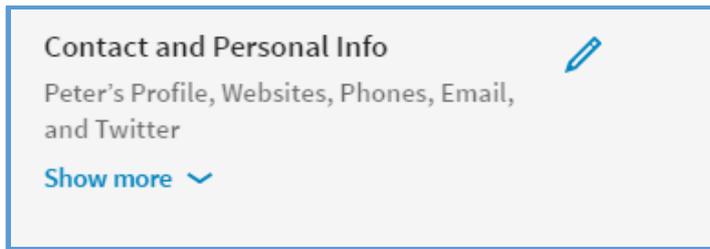
Here you are free to have a picture you like – a landscape, your logotype, a nice pattern or in the example above a shot from a presentation by LinkedIn.

6. 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.

7. 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. LinkedIn lets you show up to three web sites 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.



You will find the Contact and Personal Info tab to the right of your profile. Click on the pen symbol to edit.

8. Your public profile URL

You will find your public profile to the right on the profile page. Once there, you can change the public URL address of your LinkedIn profile to your name (this 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.

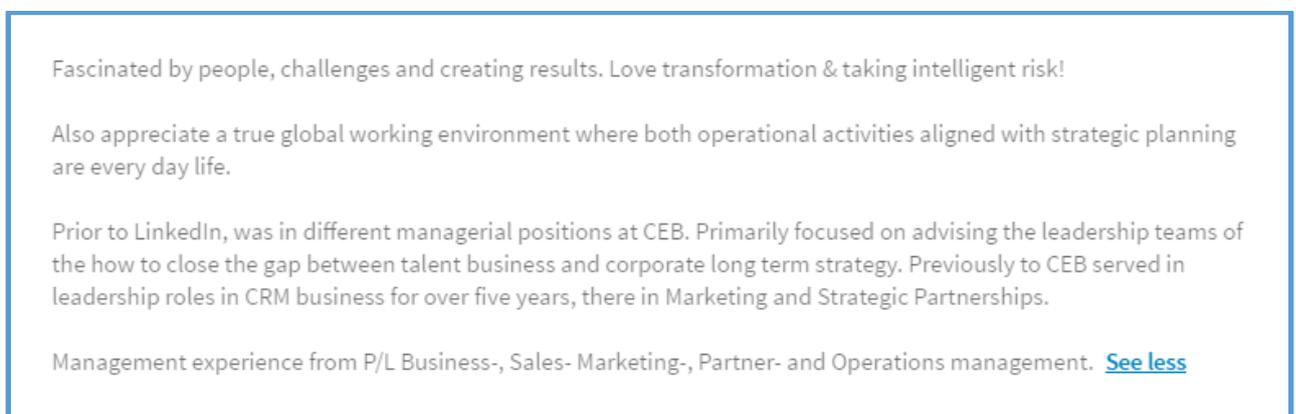
9. Summary

You have a total of 2000 characters to describe who you are, what you do and what you offer. It should be 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 contact 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.

Note that **only the first two lines of your summary are visible** to viewers when they view your profile. Make sure that these two lines grab the reader’s attention and make them click on “See more...”!

It is also a good idea to include a call to action, i.e. “Please feel free to reach out to me, my number is....”



Example summary: Lisa Gunnarsson, Head of LinkedIn Nordics

10. Your articles and activity

This section shows your activity on LinkedIn (ie any articles you have posted, comments to other people's posts etc. It is what people see first as they scroll down in your profile and you cannot edit what is shown here.

11. 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

12. 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.

13. 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. Also, make sure that you write the company names correctly so that the logotype is displayed, this can be a challenge when companies have merged or changed names!

For each position, you have held you have the possibility to include rich media, ie reports, presentations or video clips. This is a good place to showcase what you have done in the past.

Past jobs are displayed in reverse chronological order.

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.

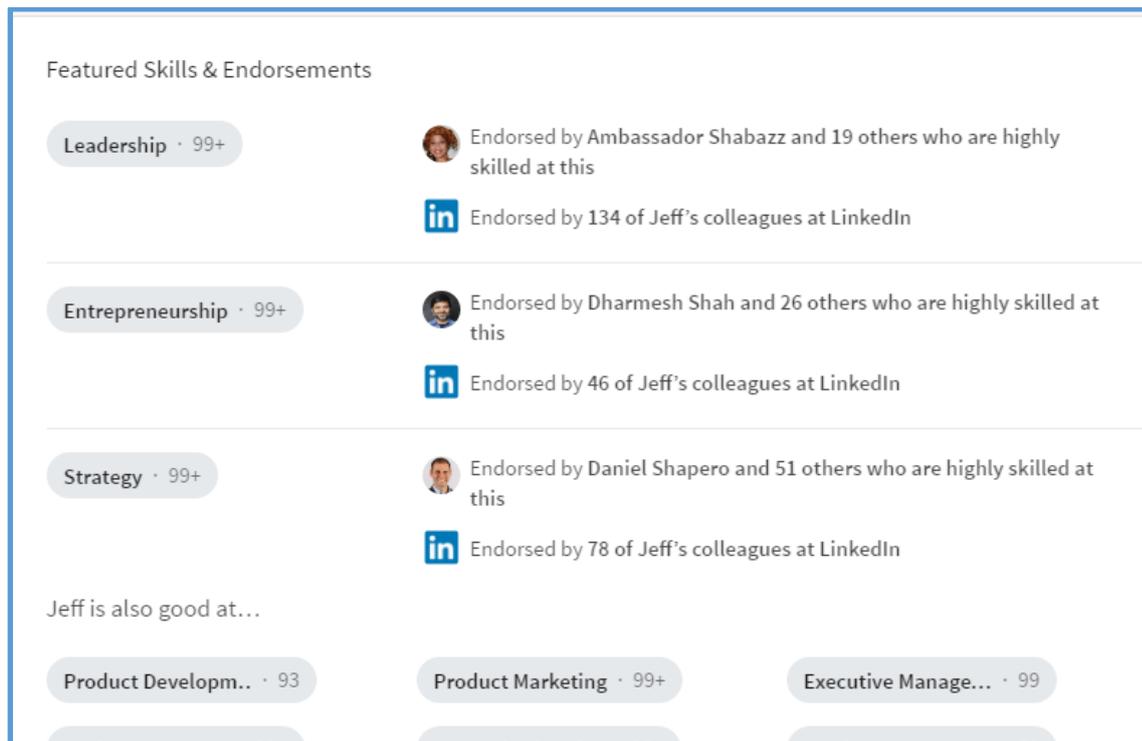
However, if it is many years since you went to college, keep it short.

15. Volunteer Experience & Causes

Here you can describe what you care about making a real difference to humans or other causes. Also, add a list of organizations you support.

16. Featured Skills and Endorsements

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 Leadership.



The screenshot displays the 'Featured Skills & Endorsements' section of a LinkedIn profile. It lists three skills: Leadership, Entrepreneurship, and Strategy. Each skill has a badge indicating the number of endorsements (99+ for all three). Below each skill, there is a profile picture of the endorser and text stating 'Endorsed by [Name] and [Number] others who are highly skilled at this'. A LinkedIn logo icon is followed by text indicating the number of colleagues who endorsed the skill at LinkedIn (134 for Leadership, 46 for Entrepreneurship, and 78 for Strategy). Below this section, the text 'Jeff is also good at...' is followed by a row of skill badges: Product Developm.. (93), Product Marketing (99+), and Executive Manage... (99). Additional skill badges are partially visible below this row.

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

17. Recommendations

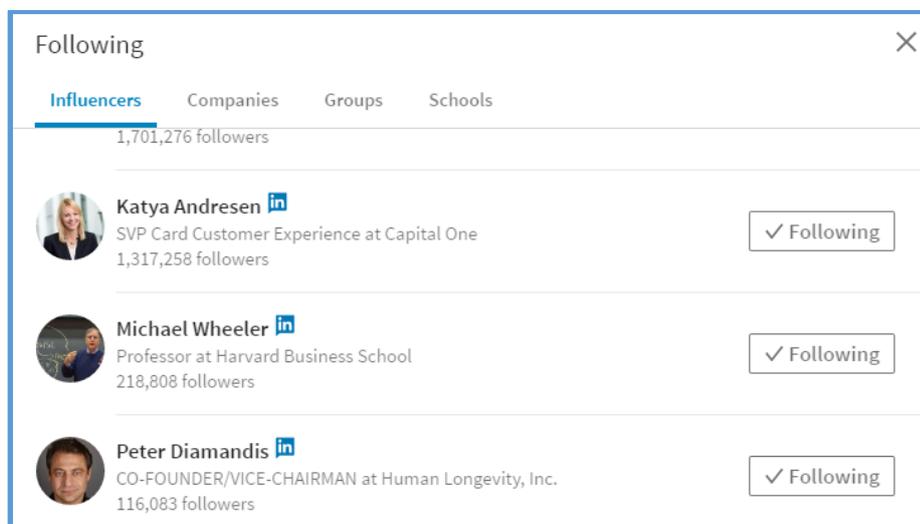
Recommendations are important on your LinkedIn profile as they strengthen your credibility. Ask for recommendations from colleagues and clients in the positions you had. When asking for recommendations, always tailor your request and make it easy for the person you are asking by giving an example. Try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

18. Accomplishments

In this section, you can show what languages you know, what organizations you are a member of, courses you have attended, reports you have published and other bits of information that can be of interest to someone looking to contact (or recruit) you.

19. Following

You can choose to follow Influencers, companies, groups or schools. This is a way to see what they have posted and is useful to for instance, read what interesting people write or what potential customers are up to. In fact, you can follow anyone on LinkedIn, but normal (ie not Influencers) people are not displayed.



Example: Some of the Influencers I am following

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 many groups available to join. By checking up on which groups someone belongs to you can, for instance, find common interests.

A final word

Work your way through this list and you will have a LinkedIn profile that gets an “All Star” grade from LinkedIn and catches your viewers interest. 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

LI expert is known for helping professionals to use LinkedIn practically to reach their goals. We have 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 participants will become effective in using LinkedIn to reach their goals.

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

Olle Leckne is an entrepreneur, coach and trainer. Olle's results are based on long-term application of proven methods of business networking in everyday meetings and on the Internet. [Click to view](#)



Peter Meurling has a long background as a consultant and business networker in large organizations such as Ericsson, PwC and EY. He is also a qualified coach and mentor. [Click to view](#)



Do you want more?

Our training programs and FAQs are on www.liexpert.se (in Swedish) and www.selling-socially.com (in English). [Click to follow company page](#)



Training programmes include

- LinkedIn as a sales tool - for salespeople and sales organizations
- LinkedIn for recruitment and staffing - search assignments and candidates
- LinkedIn for marketing - discover simple ways to be seen and to be "top of mind"
- LinkedIn for large companies - get employees involved and help them take advantage of their networks
- LinkedIn for employer branding

[Click to join the LinkedIn group LI Sverige to ask questions, discuss, news, tips, information and support.](#)

