

*Linked In  
Part One*

Best Corporate Branding Agency UK - *Business Excellence Awards 2020*

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because being human is good for business

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# YOUR LINKEDIN PROFILE FORMS A BIG PART OF YOUR PROFESSIONAL, DIGITAL 'SHOP WINDOW' SO WE'VE PULLED TOGETHER 30 THINGS YOU CAN DO TO IMPROVE YOURS. THIS GUIDE WILL WALK YOU THROUGH THE FIRST 10...

In our 'Google Yourself' guide we talked about that metaphorical shopping destination called Google. The one that's open 24/7 and where people are browsing what's on offer, telling their friends and sharing what they find.

Personal brand can be a difficult thing to wrap your head around, so in our Brandable & Co. masterclasses, we often get people to visualise their personal brand as a shop on a crowded street, with tens of thousands of people walking past every day. Take a moment to picture your personal brand as the shop... shop YOU. Then think about your shop window and what you're displaying in it - that's your 'first impression'.

Your LinkedIn profile is a big part of your online 'shop window', especially when it comes to jobs, businesses, and careers. Although you can change someone's first impression of you as they get to know you better, you simply won't get the chance with others, so it's important to create the best one you can first time round.

Following on from a [#30over30](#) campaign that we ran on the Brandable & Co. LinkedIn page (where we focused on improving LinkedIn profiles in 5 minutes a day for 30 days), we've pulled together a three part LinkedIn series of guides and added it to our free resources. Time seems to be the main block to getting things done so with that in mind, each tip that we give you can be done in 5 minutes or less.

We can all find 5 minutes in a day and if you do one thing per day, at the end of 30 days, 30 small steps will have turned into a big difference!



# IMPROVE YOUR LINKEDIN PROFILE IN 5 MINUTES

## PER DAY FOR 30 DAYS // PART ONE

We've been on webinars, read articles and tried things out - plus our founder Sallee Poinsette-Nash has been using LI for years and ranks in the top 2% of her industry (and is currently working to move that into the top 1%... watch this space!). We'll start with the basics to ensure that you've got those right before we move into the more advanced ways in which you can strengthen your LinkedIn profile.

### 1 - ADD A PHOTO

Preferably not a selfie and one that was taken in the past 12 months. Why? You want to create a first impression that people can connect with and according to LinkedIn, members with a photo get:

- [9x more connection requests](#)
- [21x more profile views](#)
- [36x more messages](#)

**HOW?** Go to your profile, click on edit (the pencil icon), click on the pencil icon to the right of your photo and change image.

### 2 - ADD A BACKGROUND PHOTO

This is a great way to stand out, think of it as free advertising and show people what you do. Having a strong cover photo will turn all those searches that you appear in each week, into more profile visits.

- [You can either use a photo you already have or create an image at Canva.com](#)

**HOW?** Go to "view profile", click the pencil icon underneath your cover image then click the same icon on top of the banner and select an image from your computer. Select "open" then click "save"

### 3 - ADD YOUR INDUSTRY

This will allow you to see where you rank in your industry (something we will get to later!) and according to LinkedIn, members with industry information will:

- [receive up to 9x more profile views](#)
- [reach a bigger audience, as more than 300k people search by industry on LinkedIn every week](#)

**HOW?** From "view profile" tap the edit icon (pencil) and select an option from the Industry dropdown, then hit "save"

# IMPROVE YOUR LINKEDIN PROFILE IN 5 MINUTES PER DAY FOR 30 DAYS // PART ONE

## 4 - CUSTOMISE YOUR LINKEDIN URL

Are you still using the default URL that LinkedIn assigned your profile when you created it? Improve your search results with a custom LinkedIn URL that looks like this: [linkedin.com/in/your-name](https://www.linkedin.com/in/your-name)

- LinkedIn recommend using a variation of your name and/or your professional brand because you will share this URL with people, so that they can find you on LinkedIn. Some job applications may also ask you for your LinkedIn profile URL
- If your name isn't available, add a middle initial or try a combination of your name + your industry/the thing you want to be known for

You can change your URL up to five times within six months. Once you've changed your URL for the fifth time, you won't be able to change it again for another six months. **HOW?** Click the "me" icon at the top of your LinkedIn homepage, then "view profile". Click edit public profile & you'll see the URL on the right-hand side. You will be redirected to the public profile settings page where you'll see "edit your custom URL". Click the edit icon (pencil!) by the public profile URL. It will show an address that looks like: [linkedin.com/in/r4nd0m53L3ction0fnumb3rs4ndl3tt3r5](https://www.linkedin.com/in/r4nd0m53L3ction0fnumb3rs4ndl3tt3r5) and this is where you can type the last part of your new custom URL in the text box (this should be your name if available). Finish by clicking save.

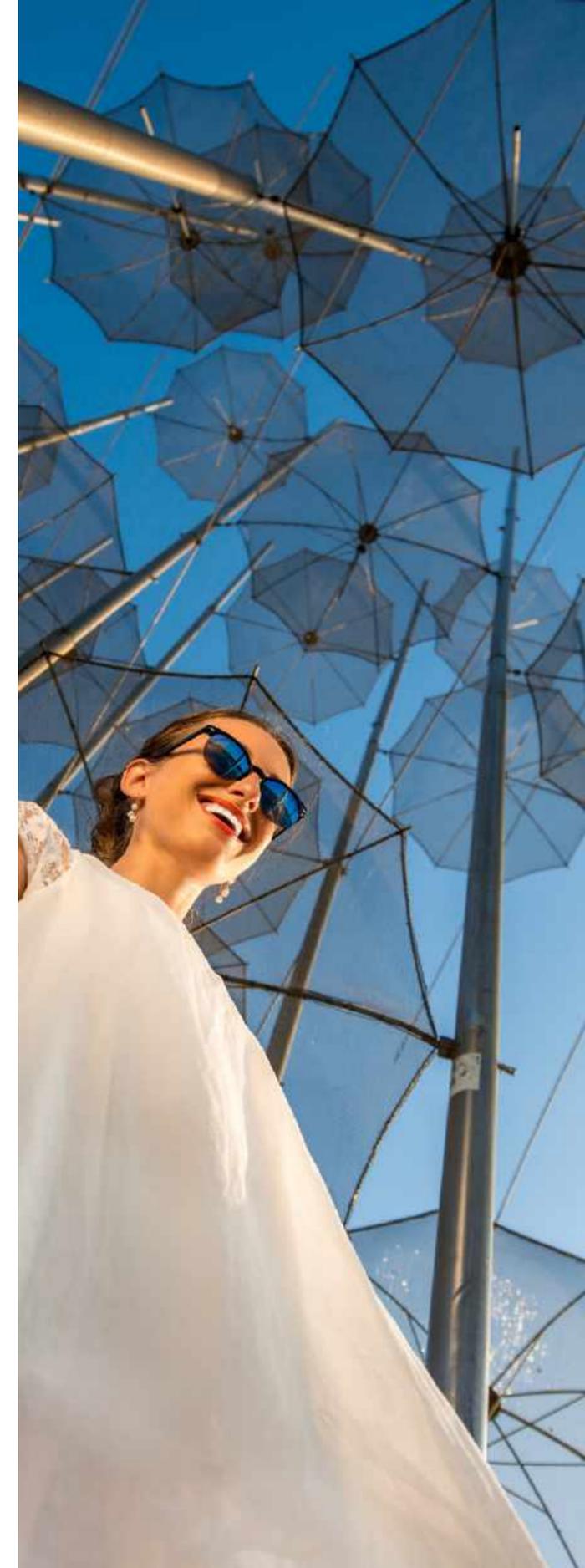
## 5 - UPDATE YOUR HEADLINE, CURRENT POSITION & RESPONSIBILITIES

Your profile headline is a fast track to showing up higher in LinkedIn search results, attracting more profile views, and showcasing your personal brand but LinkedIn automatically lists your current job title & employer as the default. You can change this, and you should! **HOW?** Go to the "me" icon at top of your LinkedIn homepage, click "view profile" and then on the pencil edit icon to make your changes in the "headline" text box.

You can also add / change / edit your current position and responsibilities – it is the first thing people look at and according to LinkedIn, members with up-to-date positions receive up to:

- 6x more connection requests
- 8x more profile views
- 10x more messages

**HOW?** Click "view profile", scroll down to the experience section and click the edit icon next to the position you would like to edit. Make your changes in the fields provided and then click save.



# IMPROVE YOUR LINKEDIN PROFILE IN 5 MINUTES

## PER DAY FOR 30 DAYS // PART ONE

### 6 - ADD EDUCATION & JOIN AN ALUMNI

Add an education section as it plays an important role. This information is visible at the top of your profile, within your search result listing and it helps your profile achieve an All-Star ranking. LinkedIn allows you to reorder sections on your profile so we'd suggest moving your education section nearer the bottom, as although it plays an important role, it's certainly not the most important part of your profile for the person viewing it. **HOW?** Click the “me” icon at the top of your LinkedIn homepage and then “view profile”. Click the “add new profile section” on the right-hand side and from the background dropdown, click the “add” (+) icon next to Education. Type your education information into each applicable field and then click save.

It is also worth joining your school or university's alumni network as you never know when an opportunity might crop up! Virtually every college and university in the world has one or more, as do many schools as well. **HOW?** Go to “Work” on the top bar, then select “groups” and search for the name of any educational institutions you attended. You will find that some schools have multiple groups, so join as many as appeal to you.

### 7 - CURATE YOUR GROUPS & REORDER YOUR SKILLS

LinkedIn groups are an excellent way to get connected with like-minded individuals, prospects, potential partners, and colleagues. You can be a member of up to 50 groups and it's worth noting that you can leave a group at any time, so experiment with it and if a group isn't yielding the results you wanted, leave and try a different one!. To determine which ones you should be a part of, and to build influence within an industry or niche, here are a few questions to consider when choosing your groups: [What is the niche or industry I want to be more visible in?](#) [What groups are the current influencers in my industry participating in?](#) [What groups are my colleagues and connections already members of?](#) **HOW?** Go to “Work” on the top bar, then select “groups” and search for shared interest groups.

Did you know that you can reorder your skills section to show the three most important ones on your profile page? And that you can have up to 50 skills on your profile? It is worth doing because according to LinkedIn, [members who add 5 or more skills receive up to 17x more profile views](#). **HOW?** Go to the skills & endorsements section on your profile page and click the edit icon (the pencil!), then using the three lines icon, on the right, you can move the skills around, pinning the three you most want to be known for to the top.

# IMPROVE YOUR LINKEDIN PROFILE IN 5 MINUTES PER DAY FOR 30 DAYS // PART ONE

## 8 - GROW YOUR NETWORK & SYNC WITH YOUR EMAIL ADDRESS BOOK

One of the easiest and yet most relevant ways to grow your LinkedIn network is to sync your profile with your email address book as well as to follow up any meetings and conversations with LinkedIn connection requests – it's a great way of keeping your network vibrant and up to date. **HOW?** Click the "my network" icon at the top of your LinkedIn homepage and click "contacts" under manage my network on the left side (You can also import a contacts / csv file here). Click "manage synced contacts" near the top right corner of the page, then click "sync" next to any source under the contacts section to sync your address book.

## 9 - ADD FEATURED POSTS & EXAMPLES OF YOUR WORK

Highlight your work and favourite posts on LinkedIn to help demonstrate your expertise and strengthen your profile. You can leverage the featured section to showcase the best examples of your work, and as evidence of your skills and experience. **HOW?** Go to the "featured" section on your profile, just below the "About" section. Click on "add featured" and select the type of content. To select a LinkedIn post or article, select the star icon just beneath the content you wish to feature.

## 10 - TACKLE THE BIO

When was the last time you looked at your LinkedIn bio? The about section is your elevator pitch so you should focus on career accomplishments and aspirations but include something personal too. Yes, LinkedIn is a professional platform but that doesn't mean that you can't be yourself! Think of it more like a cover letter than a CV (or resume depending which side of the pond you're on!) and make it original, personable, and interesting. Stay away from wording your bio in third-person, it sounds weird, and always write in first-person (we know you don't have an assistant writing it for you, and even if you do... third person doesn't have a very human or approachable feel to it!) There are lots of great examples out there so if you're struggling, why not look at how people you admire have written theirs or google suggestions on how to write a great bio. **Top Tip: include a Call-to-Action (CTA) at the end of your "about" summary - this is where you tell people to follow you, reach out via email, visit your website, or whatever it is you want them to do after viewing your profile.** **HOW?** Click the "me" icon at top of your LinkedIn homepage, then click "view profile". Go to "edit" (the pencil again!) in the top right of the "about" section. A pop-up window will appear, and this is where you'll fill out your information (in the summary field) and click save.



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**One out of every three professionals  
on the planet are on LinkedIn**

JASON MILLER  
Content Marketing Manager, LinkedIn

# SO FAR, SO GOOD? IT'S TIME TO MOVE ON TO LINKEDIN PART TWO..

THERE'S MORE WHERE THIS CAME FROM! CHECK OUT OUR SERIES OF FREE BRANDABLE & CO. GUIDES



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