

# 10 Best LinkedIn Profile Tips

Your LinkedIn profile is open 24/7 and should convey not only your expertise but give the reader a sense of who you are.

If someone looking at your profile has read your resume, you want to fill in the blanks or answer questions they may still have.

But most importantly, you want to make sure your LinkedIn profile serves as an online portfolio and fully tells your career story as you want it to be heard.

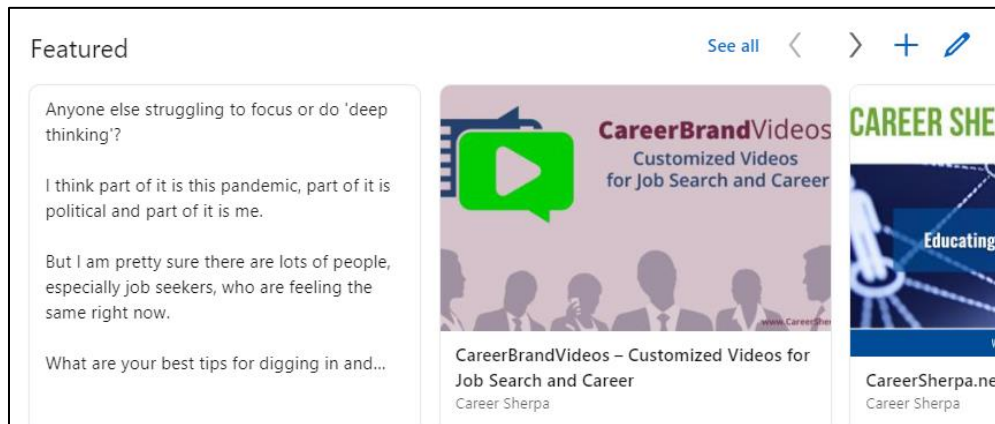
Here are 10 tips to enhance the quality of your LinkedIn profile.

## Introduction Card Information

The image shows a LinkedIn profile for Hannah Morgan. The background banner features the 'CAREER SHERPA' logo. The profile picture is a circular headshot of Hannah Morgan, highlighted with a red circle and a blue '1'. The headline, 'Job Search Strategist | Speaker & Trainer | Career Sherpa.net | Sharing tips for better online visibility', is highlighted with a blue '2'. The location, 'Canandaigua, New York', is highlighted with a blue '3'. The URL, 'linkedin.com/in/firstnamelastname', is highlighted with a red box and a blue '4'. A callout bubble states: 'A profile with a photo receives 21x more profile views & up to 36x more messages'. The profile also shows affiliations with Career Sherpa.net and Ohio Wesleyan University, and options to see contact info and connections.

- 1 **Professional looking headshot.** BONUS Add background header image for branding.
- 2 **Headline uses keywords, future goal, skills.** (220 characters)
- 3 **Specify city of choice** (recruiters search by location, so use the city/metro area where you want to work)
- 4 **Customize LinkedIn URL** your first and last name

## Featured Section



**FEATURED** use this section to visually illustrate career highlights, samples of work, articles, posts or images.

## About /Summary Section

**5** Job Search Strategist | Social Media Enthusiast | Online Visibility

I help people who are serious about their careers and future goals leverage social networks to create online excellence.

Career Sherpa.net serves as the umbrella for all the things I love doing: training, speaking, and writing. Visit my website for the latest job search trends and tips to improve your online visibility ⇒ <https://careersherpa.net>

► Speaker/Trainer ◀  
Delivering presentations and workshops to job seekers is one of the favorite parts of the work I do. It provides the opportunity to get people thinking about how they manage their careers and online visibility and I get the personal satisfaction from seeing the "a-ha" moments.

► Author/Blogger ◀  
Sharing the latest trends in job search, careers and social media is a passion of mine. I've been featured in USA Today, Money Magazine, Huffington Post, Aol Jobs, LifeHacker, The Muse, Business Insider and many other media outlets. I'm a regular contributor to US News & World Report and Job-Hunt.org.

I wrote "The Infographic Resume" and co-authored "Social Networking for Business Success: How To Turn Your Ideas Into Income".

I'm also the co-founder of Career Navigator LLC

It's a five-day intensive boot camp for professional level job seekers currently offered through New York State's Office of Career Development. Over 9,500 job seekers have participated in the program since it started in late 2009.

✉ [hmorgan@careersherpa.net](mailto:hmorgan@careersherpa.net)

Specialties:  
Job search strategies, personal branding, personal reputation management, personal SEO, content creation, LinkedIn, Twitter, Facebook, Instagram.

Users with complete profiles are **40x** more likely to receive opportunities


**40+** words in your summary makes your profile more likely to show up in search results.

**5** Your **About/Summary** is similar to your pitch or the answer to "tell me about yourself?". Add information that makes you stand out.

- Only the first 2 lines of your summary are visible without clicking through. Make them interesting.
- Make it easy to read with white space and short paragraphs (summary has a 2,600 character limit)
- Write in first-person to make it sound like you.
- Use keywords in a section called "specialties" or "competencies".

## Experience

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### Career Consultant

Lee Hecht Harrison

December 2002 – October 2004 • 1 year 11 months

Career Consultant

Administered quality career management services to displaced employees, at all levels, in the form of notification meetings, delivering seminars and workshops, facilitation of networking groups and one on one consulting.

- Initiated “technical mentoring” program for clients to assist one another in technical aspects of job search to foster communication and ease burden on staff.
- Facilitated Job Search Work teams to increase morale and minimize time in job search through encouraging networking and sharing of information.
- Conducted group and one on one meetings with hundreds of dislocated workers to advise them of outplacement services which prepared them for the job search and emotional transition.


6 **Update your experience and internships.** Add information that makes you stand out.


- **Explain why the role was important, what you learned, and skills you developed**
- Write about what you **accomplished**
- At a minimum, copy and paste the information from your **resume**
- Add pictures, samples of work, links to articles you wrote or were mentioned in


## Skills


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### Skills & Endorsements


 **Leadership** · 53

 Endorsed by Dave Cheney and 4 others who are highly skilled at this

 **Public Speaking** · 53

 Endorsed by Steven McEwan and 2 others who are highly skilled at this

 **Customer Service** · 32

 Endorsed by Nessi Harari and 3 other mutual connections

Show more

LinkedIn users with **5+** skills listed are contacted (messed) up to **33x** more & receive up to **17x** more profile views.

7 **Start with at least 5 Skills.** Use skills recruiters would search for. (You can have up to 50 skills).

- Be sure to ask for endorsements on important skills.
- Prioritize the **top 3 skills** you want visible.

## Recommendations

8

### Recommendations

Ask for a recommendation

Received (2)    Given (1) >



**Edwin Theetge**  
Director of Support Services  
at Boy Scouts of America,  
Westchester-Putnam Council  
May 16, 2016, Edwin managed  
Chris directly

Chris is very driven by success, he is always working to win. He is also a big picture guy who is willing to work on the details. The one thing about Chris that makes him the perfect team member is his very open and friendly personality. This allows him to work with many different kinds of people. I would be very happy to have Chris on any team that I work with.

8 **Ask for written recommendations from past supervisors, clients and co-workers.** Make sure you send an email message to describe what you are interested in and what you want to be endorsed for.

- **Give** recommendations to supervisors or co-workers.

## Actions Speak

9

Share an article, photo, video or idea

✍ Write an article

📷 Images

📺 Video

Post

9 **Be active on LinkedIn**

- **Update your status regularly** with events you've attended, articles you've found helpful or other information you think your network would benefit from seeing.
- **Follow companies** on LinkedIn to stay up-to-date on news.
- **Follow Influencers.** People who are industry thought-leaders.
- **Follow # (hashtags).** Search and follow hashtags related to your industry or occupation.

## Measure Results

10

### Your Dashboard

Private to you

All Star

3,179 Who viewed your profile	698 Post views	328 Search appearances
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10 **Monitor** the number of people who view your profile and the number of search appearances.

## More Useful LinkedIn Tips

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Click on these links for articles that provide more information and guidance:

[25 Inspiring Ideas for What To Post On LinkedIn](#)

[What To Put In Your LinkedIn Summary/About Section](#)

## Would you like more help with your LinkedIn profile?

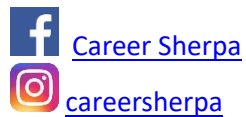
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Order your copy of [The LinkedIn Guide](#)

Book a [one-on-one LinkedIn session](#) with me

## Follow Along

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Hannah Morgan, Job Search Strategist  
careersherpa.net



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