



HOW TO HAVE A GREAT LINKEDIN PROFILE

SHIRLEY

An aerial night view of a dense city skyline, likely New York City, with numerous skyscrapers illuminated by city lights. A large construction crane is visible on the left side of the image. A white rectangular box with a thin black border is centered over the image, containing a quote in white serif font. The background is a dark, high-angle photograph of the city at night, with lights from buildings and streets creating a vibrant, textured scene.

“In the middle of
difficulty lies
opportunity.”

Albert Einstein



LET'S GET STARTED!

Profile Photo

Background Picture

Headline

Summary

Experience & Education & Volunteer experience

Licenses & Certifications & Skills

Additional tips



PROFILE PHOTO

To make your LinkedIn profile look professional is necessary. First and foremost, you need to have a professional high-resolution photo set as your profile photo. The reason is that most of the people will have a higher impression on the photo than on the names. Therefore, a good profile photo on LinkedIn will give you a higher impression on your future networks or your potential employers. Hence, the photo is a must for your account and a good photo will help you stand out from the others.



EXAMPLE





BACKGROUND PICTURE

Beyond the profile photo, the background image is the section that allows you to personalize your profile. This is an extra section for you to express yourself and reinforce your personal image. The photo that you choose might illustrate your personality or support your identity. While most of the most using the default photo for their profile background, however, if you could place an image to convey your skills, values, and professional background would easily catch visitor's eye.



EXAMPLE



HEADLINE

The headline is another simple and quick way to boost your professionalism on your LinkedIn profile. It is located right underneath your name. If your visitors will only have a glance at your profile, then the headline is definitely in their glimpse. The default setting will automatically fill with your current position, but you can impress others by editing in a clear and informative way. The meaning of clear is to make sure it's easy to read. The informative factor can be maintained in multiple ways, including relevant industry keywords, your roles, your skills, your knowledge, etc.



EXAMPLE

Tristan  · 1st


3D Animator / Environment Artist / Digital Artist - Seeking Entry-Level Opportunity!

Kevin  · 2nd

Software Development Student | Seeking Full-Time Software Engineer Job | Java, PHP, JavaScript, C++ | 2020 Graduation

Dawn  · 3rd 

Senior Digital Marketing Manager | SaaS Product Marketing | Digital Transformation CRM | B2B & B2C Customer Experience

Amir  · 2nd

UI/Java/JavaScript Developer - Front & Back End - Experienced seeking full-time opportunity



SUMMARY

The summary section is the place to show your creativity. It not only allows you to write your briefs, but you could also add relevant images, videos, documents and links. You have so many options in here to make your summary section vivid and attractive. So use it to add value to your profile and let visitors understand more about you. You could write about how your past experiences made who you are, and you could also write your future goals and objectives and depict your ambitions and passions.

Check out this [link](#) for more example





EDUCATION, WORK EXPERIENCE, & VOLUNTEER WORK

For education, work experience and volunteer work, we should always keep the profile updated. When writing the descriptions for each experience, be specific and organized. It is helpful to use some evidence to support your information by using specific numbers, personal examples, published articles, relevant links, and other information if needed. This will give a clear and direct way for visitors and recruiters to understand your educational background and work experience.

LICENSES & CERTIFICATIONS & SKILLS

For licenses & certifications and skills sections, add all of them as much as possible if it is helpful. Even though it is great if you have a lot of skills and capabilities, the unnecessary ones do not have to put on your list. The reason is that if you list a whole bunch of keywords, visitors and recruiters might not capture which of those skills you could be proficient to use. It might be counterproductive as they don't know whether it is trustworthy. Thus, refine your lists can also make your profile professional and trustworthy.







ADDITIONAL TIPS

Customize your URL



The default URL is always messy with gibberish. If you take some minutes to customize your URL, it will brighten your profile, make it professional and impress other people by your detail-oriented design. How to do it? Go to your profile page, you will see “Edit public profile and URL” on the upper right corner. Click it and customize now.

To change your public profile URL:

1. Click the  **Me** icon at the top of your LinkedIn homepage.
2. Click **View profile**.
3. Click **Edit public profile & URL** in the right rail.
 - You'll be redirected to the **Public profile settings** page.
4. Under **Edit your custom URL** in the right rail, click the  **Edit** icon next to your public profile URL.
 - It'll be an address that looks like **www.linkedin.com/in/yourname**.
5. Type the last part of your new custom URL in the text box.
6. Click **Save**.

Open to job opportunities

If you are a job seeker and one easy way is to "Open to job opportunities" on your LinkedIn profile. This means you are open to new job opportunities. Once you select and specify your personal interests and location, recruiters might reach out to offer you a suitable job. Opportunity is everywhere, what you have to do is just open for opportunities.

Let Recruiters Know You're Open to Job Opportunities

If you're looking for a job, you can let job posters or recruiters on LinkedIn know you're open to new opportunities by changing your job seeking preferences in your settings.

[Open to Job Opportunities](#)




Make more connections

Connect with people you know personally to maintain your professional network. By having more connections, it would help you visible for more people. Hence, you might broaden your professional network with other industry professionals. However, if you really wish to know someone, you could also send a request associated with a note introducing who you are and why you want to connect with them. LinkedIn gives you a great platform to know industry experts and help you expand your network.



Publish articles to gain publicity

According to Gary Vaynerchuk, Reputation is getting built at scale in LinkedIn for B2B businesses which have never really had a home for content like they do now and just being obsessed with over bringing value. LinkedIn will become Facebook in the future, so post more content out on LinkedIn now to gain awareness.

An aerial night photograph of a city, likely Chicago, showing a river (the Chicago River) flowing through the center, crossed by a bridge. The surrounding skyscrapers are illuminated, and their lights reflect on the water. The scene is dark, with the city lights providing the primary illumination.

**“A pessimist sees the
difficulty in every
opportunity; an
optimist sees the
opportunity in every
difficulty.”**

Winston S. Churchill