

LinkedIn

The Ultimate Cheat Sheet

A Visual Guide To Achieving LinkedIn Profile Perfection in 7 Steps

1 The Perfect Profile Blue Print

There are more than 350 million professionals on LinkedIn. To stand out, you need to pay great attention to creating a profile. In this section, you'll learn how that's done.

Headline 120 characters

This is the most-important aspect of the profile! Be succinct, creative, and include key terms that make it easy for others to define your industry and your role within.

Name

Include your first, last, and middle name (if applicable). This is not the place for nicknames or humorous references to job titles (such as "sales rockstar" or "developer ninja").



James Eaton

Award winning Sports Psychologist who works with some of the best sports people in the UK.

Southampton, United Kingdom | Sport

487 connections

Add your industry to be more visible to searchers.

Tip

URL

Customize the LinkedIn URL to make it easy for people to find you.

Find your unique URL in the light-grey box below your name. Click the edit button and revise.

✓ linkedin.com/in/jameseaton

✗ linkedin.com/pub/james-seaton7342/7864

Profile Photo

First impressions matter during business meetings and when people see your profile picture.

Consider your industry in addition to potential consumers and peers to select the appropriate headshot.

Dos and don'ts of LinkedIn profile photos



Do's

Get a professional photographer

It's worth the investment to get a professional headshot. You'll look more credible and professional.

Look personable

Smile! Don't be too serious. A friendly smile goes a long way. Avoid being too casual or too formal.

Use most of the frame

Your face should be the central focus. Avoid being too close to the camera or too far away.

Choose a familiar picture

Keep your picture up to date. If you've changed your appearance, update it. Avoid being too casual or too formal.



Don'ts

Be professional

Avoid anything that might be considered unprofessional or inappropriate.

Balance formality

Don't be too formal or too casual. Find a balance that works for you.

Leave fido out

It's a nice touch, but leave your dog out of your profile picture.

Keep the background neutral

Don't let your background distract from your face. Keep it simple.



Adding a professional photo of yourself to your LinkedIn profile can result in

14 TIMES MORE PROFILE VIEWS!



LinkedIn Guide 2013

IM Harris



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