

Your Profile Image

Your profile image should be a high resolution headshot that looks like you. You should be the only person in the picture and the background should not be distracting. Your attire should be indicative of your personality but professional.

Your Headline

Your headline is one of the most visible sections of your LinkedIn profile and therefore very important. The titles you include in this section should clearly state what you bring to the table. It should contain strategic keywords so that your profile will appear higher in LinkedIn searches.

Your About Section

This section is your opportunity to tell your story. In your own words describe at a high level your professional journey, your interests and what you are passionate about. This is your elevator speech in written form. It should be intriguing and provoke others to want to connect with you.

Your Experience

This section should contain basic information to indicate what your experience has been. For every position you have held, include the name of the company, position, employment dates and the city in which you were employed. If you do not have much experience, add in more detailed information for each position you list. Include internships and any volunteer experience if applicable.

Your Skills & Endorsements

Your profile should contain all of your skills and as you grow, continue to add new ones based on your experience from the list of options provided. When you do, you'll be able to receive endorsements from others on these skills. The skills with the most endorsements will rank higher.

Your Volunteer Experience

Add any volunteer experience you have whether it has been associated with your profession or not. This experience provides more insights into your interests and additional capabilities.

Your Recommendations

Obtain recommendations from former colleagues, managers and anyone you have partnered with throughout your career. This is extremely valuable as it will increase the chances of a valuable connection or career opportunity. When someone is looking to purchase a product or service, positive reviews can only help improve the chances of a purchase.

Your Accomplishments

Are you proficient in another language, furthered your education, received an award or been honored for an accomplishment? If so, definitely add this information in this section as it continues to set you apart from other professionals.

Your Interests

When you indicate the topics, brands and companies of interest to you, you are letting the search engine know to inform you of relevant content that mentions them. This is great for keeping up to date on current events and information that is of interest.