



Get Noticed on LinkedIn

Top Tips for Your Professional Profile



Pick a high quality, professional profile picture. Your photo should be personable, yet professional. Profiles with photos have a 40% higher response rate.



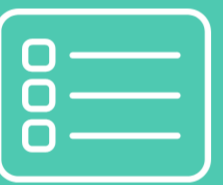
Keep your name simple. It may be tempting to add certifications and titles, but it also makes it harder for colleagues or potential employers to find you in a search.



Expand on your resume. Use your profile to describe how you brought value to organizations instead of presenting your general experience.



Show your personality. Set your profile apart with specific adjectives and colorful verbs. Imagine you are introducing yourself at a conference or client meeting.



Leverage the tagline to your advantage. The tagline appears first in search lists. Use a short description of your professional personality or strong job title.



Use the summary as your elevator pitch. Create a meaningful summary that is the essence of who you are and what you do. Be brief but descriptive.



Highlight your skills. The specialties section is a great way to use keywords. Include industry buzzwords that correspond with your experience.



Explain your experiences. Don't assume that everyone who reads your profile is an expert on your experience. Give a concise description of companies and roles.



Stand out from the crowd. Include links to your website or portfolio that showcase your abilities. Feature awards, certifications, completed projects, and interests.