



Creating a Strong LinkedIn

Mary Norcio



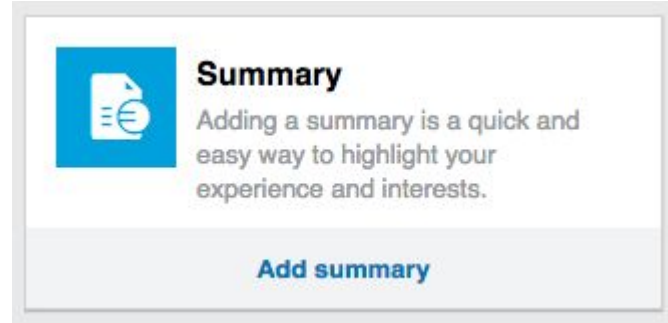
Professional Photo

- Recruiters look at profiles all day long, having a photo is a good way to be remembered
- People are more likely to add or accept an invitation to become a connection if there is a picture on your profile

- DON'T have a picture from a party


First Impression-Summary

- Include 4 or 5 of your biggest achievements
 - Conveys your expertise
- Include both keywords and skills
 - Search Engine Optimization- helps with the advanced search
- Enhance your personal brand by creating a custom URL for your LinkedIn public profile
 - Comes as <http://linkedin.com/pub/firstname-lastname435564-hjfrjgjkgs>
 - Personalize it to your name



Fill out as much as possible..

- Skills section
- Volunteer section
- Skills and endorsements
- Link to past portfolio or projects



Certifications

Members with a certification on their profile get double the profile views.

[Add certifications](#)

Profile Strength



All-Star

Who's Viewed Your Profile

13 Your profile has been viewed by 13 people in the past 15 days.

▲ 43 Your rank for profile views improved by 43% in the past 30 days.

 Unlock the full list with LinkedIn Premium

Recommendations

- Receiving recommendations
 - people who know you well and who can best speak to your aptitude for
 - excelling in a particular professional domain
 - attest to your leadership or management skills
 - shed light on some of your best accomplishments.
- Should describe and give specific examples, whether they reflect someone's ability to excel under pressure, act as a compassionate leader, succeed as a collaborative team-member or business partner.
- Recommendations provide an important sign that you could be the person they are looking for

Upload Pdf Resume

- Easier for recruiters to find more information
- Recruiters can find your contact information
- Even though your LinkedIn page can provide your education background and work experience
 - They can print out your professional resume not your LinkedIn page

Contact Information

- Put your contact information in your resume as well as the contact information section on the site
- Not every recruiter has the paid account which allows you to contact people that through the site
 - paid accounts also have limits on the number of people they can message

Sources

<http://www.forbes.com/sites/quora/2014/10/14/what-makes-a-linkedin-profile-great/#7807d3384f7f>

<https://www.linkedin.com/pulse/how-create-killer-linkedin-profile-get-you-noticed-bernard-marr>

<https://www.linkedin.com/pulse/20140327151938-19713953-7-linkedin-profile-tips-and-tricks-in-2014-that-make-a-difference>