

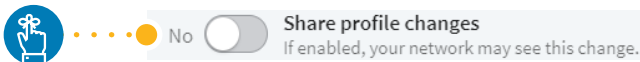
# HOW TO CREATE A COMPELLING



# LinkedIn Profile

● This LinkedIn Profile Optimization Guide will arm you with the essentials for creating a great LinkedIn profile that impresses all those who view it.

**Before you make any changes, turn off your network notifications!** To do so, click on the pencil (✎) at the top right of your experience section and toggle the button to **No**.



## YOUR LINK

**Personalize your LinkedIn profile URL (e.g., <http://www.linkedin.com/in/dimitrimastrocola>).**

- Whenever possible, choose your name. If your name is not available, think of a way to still use it by including a middle initial or designation after it.
- Once you have your URL set, use it everywhere—on your business card, email signature, other social networking sites and marketing materials. To add your link to your email signature:
  1. Copy your link and go to Outlook.
  2. In the Edit Signature field, click the “my in profile” button until it is highlighted.
  3. Once the button is highlighted, click on the insert hyperlink icon and paste your link in the address bar.
- Be aware you can only change your URL once.

## YOUR NAME

**This is your first impression so keep it clear and concise.**

- Don't add any acronyms or credentials to your name.
- Always use your personal name—not a company name or nickname.

## PROFESSIONAL HEADLINE

**This is the most important field in your profile.**

- You have 120 characters.
- Include keywords and phrases you think others would search for when doing an online search for someone who provides what you offer.
- Write about what you do as opposed to what you are.
- Make it memorable and enticing enough for someone to click on your profile (and not your competitors').
- Your headline can be changed as often as you'd like.

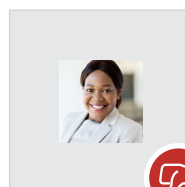
## BACKGROUND IMAGE

**Add a background image to enhance your profile look and feel. Image options are available on Compass (<https://allegiscloud.sharepoint.com/sites/compass/depts/Marketing/Pages/social.aspx>).**

## PROFILE PICTURE

**Profiles with pictures are 14 times more likely to be viewed.**

- Your profile picture must be an accurate reflection of who you are in a business context.
- Badly cropped, skewed and/or inappropriate pictures will not reflect well on you, nor will company logos as you miss the opportunity to make a connection with the user or jog their memories of having met you; examples of profile picture dos and don'ts are shown below.
- Editing tools like PicMonkey can help with enhancing your profile picture. (<http://www.picmonkey.com>)
- Black and white pictures can be more flattering and often stand out because they're less common.



## SUMMARY

**Talk about who you are, who should connect with you and how you can help them.**

- › Aim for 100–300 words that tell a compelling story about yourself, highlighting your experience, key skills, awards and accomplishments.
- › Write in the first person.
- › Add a little humanity/humor to this section.
- › Some use their summary as an opportunity to market their companies (or are provided with content by their employer that all of its employees can use for consistency).
- › Ensure you have included a call to action at the end.

## CONTACT INFORMATION

**Your email, phone number and physical address are only visible to your 1<sup>st</sup>-degree connections and members whose InMail(s) you've responded to.**

- › Other information that could be used to contact you but is generally perceived as less private, such as your webpage, blog URL or Twitter handle, may be visible to all members. This can be adjusted in your settings.
- › Be sure this information is up to date.

## WEB SITES

**You can include up to three websites in your profile.**

- › Do not use LinkedIn's generic labels such as "My Company" or "My Blog." Instead click "Other" and change the words to specifically describe each website.
- › You can have multiple links to the same website (i.e., link to MLA's home page, MLA's "Legal Career Opportunities" page and your MLA bio).

## EXPERIENCE

**This is a great place to use your keywords, both in the title you hold at MLA/AP as well as in the description of what you do.**

- › You have 100 characters in the title and 2,000 in the description.
- › It is best to only list years—do not include months.
- › Include all relevant experience that you have, both paid and volunteer positions, since college.
- › For every position you've held include the following:
  - What your company does
  - Who your customers/clients are
  - Where you are located
  - What you do in the company
  - Any accomplishments you have had
- › Add documents/samples of work under each job, if you have them.

## EDUCATION

**List all education you have had.**

- › Include college, business training, technical training and any professional training you've had.
- › Include all accomplishments, awards, special projects and credentials that will enhance your credibility.

## VOLUNTEER EXPERIENCE

**List organizations that you are actively involved with or have been in the past.**

## FEATURED SKILLS & ENDORSEMENTS

**Have keywords in mind and list the skills you have that people may be searching for and relate to your job.**

## RECOMMENDATIONS

**Simply ask people that you know for a recommendation.**

- › Get recommendations from your happy clients and candidates (shortly after a placement).
- › Always customize the message that is sent out when asking for recommendations.
- › Make it easy for the person you are requesting a recommendation from by providing a sample.
- › Try to get at least 5-10 recommendations on your profile.
- › One of the best ways to get recommendations is to give them!

## ACCOMPLISHMENTS

**Add professional accomplishments that will make your profile stand out.**

- › Certifications
- › Courses
- › Honors & Awards
- › Languages
- › Patents
- › Projects
- › Publications
- › Test Scores
- › Organizations

## INTERESTS

**You can join a total of 50 groups. Take advantage of that.**

- › Look for groups that are in your geographical area and your industry or groups where your ideal clients may be.
- › Join groups on subjects that you want to learn more about.



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