



OPTIMIZE YOUR LINKEDIN:

A GUIDE TO ELEVATE YOUR PROFILE AND CAREER

Learn how to optimize your LinkedIn profile to attract recruiters, build your professional network, and showcase your skills and experience effectively.

LinkedIn Quick Start: If you have to prioritize, start with your Headshot, Header, About, & Skills.

CUSTOMIZED URL

1. Click the Me icon at the top of your LinkedIn homepage.
2. Click View Profile.
3. On your profile page, click the Edit icon next to Public profile & URL on the right pane.
4. Under Edit your custom URL on the right pane, click the Edit icon next to your public profile URL.
5. Type or edit the last part of your new custom public profile URL in the text box.
6. Click Save.

Usually, URLs are your name
(www.linkedin.com/in/firstnamelastname)
however, if your desired URL is already taken,
consider adding in your expertise or area of focus.

INCLUSIVITY

Include your preferred pronouns following your name. ex. he/him, she/her, they/them

1. Click the Me icon at the top of your LinkedIn homepage.
2. Click View Profile.
3. On your profile page, click the Edit icon in the window with your name.
4. Scroll down to the Pronouns section and select yours.
5. Click Save.

GET INSPIRED

Have you ever come across someone and thought, 'they have my dream job!'? Or are you not sure of what to include on your profile or how to write it?

Compare profiles that list the job title you want or the industry you want to work in. Take notice of the keywords, skills, header, and about sections, as well as their headshot and background image. Compare, contrast, and reflect!

SAY CHEESE!

Your headshot: be smiling your authentic smile, zoomed in with only you in the frame. Wear attire that matches your industry & job function. When in doubt, professional attire wins.

If you haven't updated your profile in more than 3 years, consider updating it. When you're interviewing, your profile photo should look like you.

WHAT DO YOU REPRESENT?

Background image: keep it relevant to your industry, either choose from the LinkedIn-provided options or create your own. Canva is a great design tool to check out.



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HEADER

Make it easy to be found! Reap the rewards of the LinkedIn algorithm by including relevant keywords and use the exact job title you're applying for. For inspiration, compare other profiles, review job descriptions.

SKILLS & ENDORSEMENTS

There are several sections within your profile to list your skills. Start with the Skills section at the bottom of your profile, you're capped at 100. Take advantage and list at least 50 relevant skills.

The skills listed in the bottom section feed into the Top Skills within the About.

Compare job descriptions, compare other profiles, and prioritize which skills to list.

ABOUT

Your background and experiences make you unique. This is how you stand out amongst the competition. Tell your story! Think of this as your highlight reel. What do you want people to know about you right away? Who are you? What do you do? Think about your impact.

Your goal is to grab the reader's attention with enough captivating information for the reader to want to click that 'see more' so they continue reading on about you & your amazing experience. If you don't capture their attention in the first 4 lines, you've lost the game. Don't give recruiters a reason to say no.

Optimize for both humans and the LinkedIn algorithm. A good rule of thumb is to include keywords, industry, impact/passion, and years of experience. No fluff, no third person.

WHAT'S YOUR NAME?

Record your name pronunciation (available only on the LinkedIn mobile app). This can serve as a great way to introduce yourself to recruiters and hiring managers. Navigate to your Profile, click the pencil icon to edit, scroll to Name pronunciation, & record!

HOW DO I REACH YOU?

Contact info: include your professional email address. Be sure recruiters can easily contact you! Website and/or portfolio links. If you include them, make sure they are functional & relevant to the job you're currently seeking.

Phone numbers are optional and at your discretion to list or not.

You do not need to include your mailing address.

RECOMMENDATIONS

The ultimate valuable 3rd party validation. By having someone vouch for you and your abilities it demonstrates you are whom you say you are. Ask for recommendations from colleagues, professors, peers, and clients.

Reciprocate & repay the favor.

If possible, seek new recommendations quarterly.

ENSURE YOU'RE FINDABLE

Check that your profile is listed as Public. How to check:

1. Click the Me icon at the top of your LinkedIn homepage.
2. Click View Profile.
3. On your profile page, click the Edit icon next to Public profile & URL on the right pane.
4. On the right pane, look at the Edit Visibility section.



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REMOVE YOUR RESUME

Don't give recruiters a reason to say no. Posting your resume on your profile limits you. Why is this? Resumes are supposed to be tailored to the job(s) you're applying for. Instead, start the dialogue! Position yourself so recruiters and hiring managers contact you and request your resume. It starts the conversation and gets your foot in the door.

STAY CURRENT

Be sure to keep your profile updated. If it's been 3+ years, have a new headshot taken. Include new licenses, certifications, education, promotions, and volunteerism. Put it on your calendar and commit to reviewing for accuracy every 6 months. Remember, you want your profile relevant and ready to go *before* you need it.

DON'T JUST TELL IT, SHOW IT.

You know the phrase "put your money where your mouth is"? Posting original content such as articles, media, is a great way to demonstrate your work. This is a great way to network AND showcase your projects to recruiters and hiring teams. Include media in the Featured section and within the Experience section.

USEFUL TOOLS

Canva to design your background image (and for future articles you post!)

AI tools like ChatGPT, Claude

Grammarly to ensure there are no spelling or grammatical errors.

Jobscan or TealHQ (free and paid versions)

USE THE APP

You can record a greeting, like the pronunciation of your name, up to 10 seconds. Available ONLY on the LinkedIn app. Navigate to your profile > edit > "Add name pronunciation".

A well-optimized LinkedIn profile is a top way to elevate your profile and career. By taking these steps, you will stand out amongst the competition and capture the attention of recruiters and hiring managers!



Let me know how this works for you!

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