

How to Optimize Your LinkedIn Profile

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People look you up – You are who Google says you are. Highly educated, affluent and influential audience. Make it CLIENT-FACING. Do you want them to see a dry resume' or info that speaks to their problems? 75% of B2B buyers use LI to research. ("This person can help me." Yes or no?)

1. Your Name

Simple, not "cute" – use your personal name, not the name of your company.

2. Photo & Background Photo

Include a professional headshot profile photo. BUSINESS-like, not Facebook-like!

3. Professional Headline

In 120 characters, describe what you do, using keywords that your best client or referral partner might use to search for you. Your headline APPEARS IN SEARCH RESULTS – very important field.

4. Contact Info

Make it easy for clients and prospects to contact you; phone and email address. Smarter to use a personal email address.

5. Customized URL

Customize your LinkedIn "public profile" URL, e.g. <http://www.linkedin.com/in/dianaratliff>

6. Websites

Include main website; click on "other" to customize the anchor text links. Link to other sites, pages, shopping cart etc.

7. Summary

This is a first-person summary of your professional services. Who you are, what you do, how you do it, who you serve, what others say, next steps etc. Use all the space (2000 characters); be creative but clear. MODIFY IT as necessary.

8. Experience

List relevant jobs you've held, including a brief description of each role.

9. Skills and Endorsements

What skills do you want to be known for? Add at least five. Prune this section often.

10. Volunteer Experience

Highlight causes you support by volunteering; people DO look.

11. Education

List relevant education. Include accomplishments, awards, and credentials to enhance your credibility.

12. Interests

Help others understand and relate to you better by briefly describing your interests, hobbies, et cetera.

13. Groups and Associations

List groups and associations you belong to, including industry, professional, and even non-profit organizations.

14. Recommendations & Endorsements

Actively solicit recommendations & endorsements from colleagues and clients.

15. Location and Industry

Set your industry and zip code, this helps recruiters and potential clients find you. Some advantage to NOT including.

16. Media Samples

If appropriate, include docs, PDFs, videos in Summary, Education and Experience sections. Show off a bit!

17. Projects

Intended for non-work projects; you can hyperlink to a book, website, video etc.

18. Status Update

Become a LinkedIn Influencer and allow members to "Follow" you. Share longer, formatted articles (posts) with your connections and followers. Don't forget to add a picture to each post for added visual impact.

>>> LinkedIn Social Selling index – how are you doing? <https://www.linkedin.com/sales/ssi>