

# 17 LINKEDIN PROFILE MUST-HAVES



- 1. USE KEYWORDS**
  - Make sure your profile appears in search results by searching on keywords, looking at the top results and noting the location and frequency of keywords. Then, apply them to your own profile.
- 2. PROFESSIONAL NAMES ONLY, PLEASE**
  - LinkedIn means business and please don't look for solutions not generated.
- 3. GET SERIOUS ABOUT YOUR PHOTO**
  - Use a professional looking photo.
  - WARNING:** Having a profile picture makes your profile 21x more likely to be viewed by others.
- 4. OPTIMIZE YOUR LOCATION**
  - People search for professionals in local locations, so focus and help LinkedIn find contacts close to you.
- 5. BRAND YOUR PROFESSIONAL HEADLINE**
  - Include information intended to encourage your audience rather than try to say more about you. You've got 110 characters. Make them count.
- 6. CUSTOMIZE YOUR PROFILE URL**
  - Use a customized URL like: <http://in.linkedin.com/profile/nealschaffer> rather than: <http://in.linkedin.com/profile/nealschaffer-123456789>
- 7. ALIGN YOUR INDUSTRY**
  - Be focused by the right people by being specific about your industry.
- 8. BE ACTIVE**
  - Update your status on a regular basis.
  - Share thought-provoking ideas within your industry.
- 9. EXPAND UPON YOUR PROFESSIONAL HEADLINE AND SUPPORT IT**
  - Clear the deck by making sure that, after your profile visitors read your professional headline, they will be left on you and want to connect with you.
- 10. EMBRACE THE VISUAL**
  - Take advantage of your work. Use photos, videos, images, presentations from other photo-sharing services, documents from social search.
- 11. GET CONNECTED**
  - If you don't have enough LinkedIn connections, you simply might not show up in as many LinkedIn searches as a 2nd degree connection as you should.
- 12. ABOUT YOUR STUFF**
  - Add items to your profile, such as projects and awards, courses, patents, certifications and educational courses.
  - Looking for work? 42% of hiring managers searched via their own volunteer experience as a requirement for formal work experience.
- 13. DON'T HIDE YOUR ENDORSEMENTS. MANAGE THEM!**
  - Endorsements might also affect how you appear in LinkedIn searches.
  - WARNING:** More than 2 billion endorsements given and 2 billion words (12 million every day).
  - WARNING:** Manage number of endorsements and LinkedIn user 100% an easy way to be abuse network.
- 14. MAKE YOURSELF CONTACTABLE**
  - Provide your email address and/or links to Twitter/Facebook.
- 15. BUILD CREDIBILITY WITH KEY ORGANIZATIONS**
  - A few key organizations can go a long way in helping to establish your credibility you're going to ask for them!
- 16. FULLY CONNECT WITH YOUR PAST**
  - Connect the dots with your past as much as possible to allow the history piece from your past to find you and it you can find them.
- 17. JOIN RELEVANT LINKEDIN GROUPS**
  - There are more than 200 communities happening with members across LinkedIn groups.
  - Joining a Group lets other contact you using the Group messaging feature.
  - WARNING:** 4% of users belong to at least one group.



### WHY STOP AT LINKEDIN?

**MarketMeSuite**  
Organize, Prioritize & Engage Smarter on LinkedIn, Twitter & Facebook!

Try it Free at [MarketMeSuite.com](http://MarketMeSuite.com)

**Maximize Your Social**

Learn how to create, implement, and optimize a comprehensive social media strategy...

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