

HEADSHOT

A best practice for an optimised LinkedIn profile is a professional headshot. Choose a professional photo with good lighting and a simple background. Your face should be clearly visible.

BANNER IMAGE

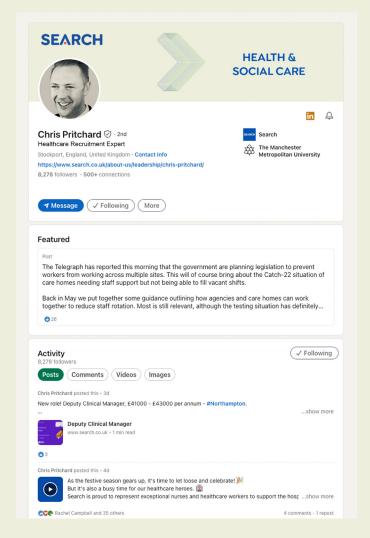
Replace the standard "geometric blue" with imagery that is meaningful to you or gives context to your professional expertise.

HEADLINE

Instead of listing your current title and company, use more general descriptors of your expertise, discipline focus, something you care about, a career key-skill (i.e., Digital Marketing Expert. Loyalty Marketing. Keynote Speaker). Use keywords relevant to the jobs you're interested in. This helps in appearing in search results.

CUSTOMISE YOUR LINKEDIN URL

A personalised URL is not only more professional but also easier to share. It can simply be your name, which makes for a cleaner and more memorable link.





ABOUT

Use this section to give a high-level overview of your expertise: clients, industries, leadership philosophy. Share a bit of you and your unique career story. Don't just copy your professional summary from your CV, rather take some time to paint a picture of your career arch. Write in a conversational tone to engage the reader but keep it professional.

EXPERIENCE

Use your master CV to update your experience section. Pull data-driven, impact statements from your CV (successful campaigns, programs, projects, teams built/managed). Don't list all your examples from your CV, but some of your best examples. Whenever possible, quantify your achievements (e.g., "increased sales by 20%").

EDUCATION

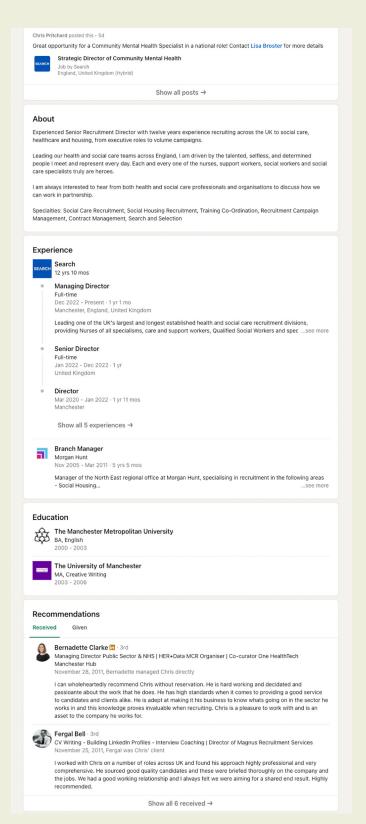
List your relevant educational experience, with appropriate context (completed degree) and Certifications (and dates). You can also mention significant extracurricular activities, especially if they're relevant to your career goals.

VOLUNTEERING

Use this section to further show what you care about as a complete professional human. Remember people are ultimately viewing your profile and hiring a full person, not robots. Highlight any leadership roles or specific impacts you made through your volunteering.

RECOMMENDATIONS

Ask for recommendations... Aim to get recommendations from a variety of people (managers, colleagues, clients). They add instant credibility and provide a real understanding of what others see as your talents.



By crafting a comprehensive, keyword-rich, and personalised career story on your LinkedIn profile, you are not only enhancing your visibility to recruiters but also increasing the likelihood of being approached for an initial conversation.

Remember, the key to a standout LinkedIn profile is consistency, professionalism, and making sure every section adds value to your professional story. Keep your profile updated and engage with your network regularly for the best results.

