LinkedIn
The Ultimate Cheat Sheet
A Visual Guide To Achieving LinkedIn Profile Perfection in 7 Steps

1 The Perfect Profile Blue Print
There are more than 350 million professionals on LinkedIn. To stand out, you need to pay great attention to creating a profile. In this section, you'll learn how that's done.

**Headline 120 characters**
This is the most-important aspect of the profile! Be succinct, creative, and include key terms that make it easy for others to define your industry and your role within.

**Name**
Include your first, last, and middle name (if applicable). This is not the place for nicknames or humorous references to job titles (such as "sales rockstar" or "developer ninja").

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James Eaton
Award winning Sports Psychologist who works with some of the best sports people in the UK.
Southampton, United Kingdom | Sport
487 connections
https://uk.linkedin.com/in/james-eaton
**URL**

Customize the LinkedIn URL to make it easy for people to find you.

Find your unique URL in the light-grey box below your name. Click the edit button and revise.

- Correct URL: \link{linkedin.com/in/jamesseaton}{linkedin.com/in/jamesseaton}
- Incorrect URL: \link{linkedin.com/pub/james-seaton7342/7864}{linkedin.com/pub/james-seaton7342/7864}

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**Profile Photo**

First impressions matter during business meetings and when people see your profile picture.

Consider your industry in addition to potential consumers and peers to select the appropriate headshot.

Adding a professional photo of yourself on your LinkedIn profile can result in **14 TIMES MORE PROFILE VIEWS!**

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**Dos and don’ts of LinkedIn profile photos**

- **Do’s**
  - Get a professional photographer: It’s worth the investment since you can use the picture from multiple social platforms and purposes.
  - Look personable: You don’t have to give a goofy smile but don’t want to appear angry either. When in doubt, ask others to give their opinions before you publish.
  - Use most of the frame: Your face should be centered, leaving a small space over your head with the picture extending to your shoulders.
  - Choose a familiar picture: Keep the photo true-to-life. If you wear glasses, a beard, or often wear a tie, make the profile photo representative of how you normally look at work.

- **Don’ts**
  - Be professional: LinkedIn is not Facebook. Structure your profile according to how you would act at work.
  - Balance formality: Don’t go overboard yet don’t be underdressed in your picture. Let the photo reflect your work attire and mood.
  - Leave Fido out: It’s a cute sentiment, but leave dogs and other pets out of your LinkedIn profile picture.
  - Keep the background neutral: Don’t let the background distract viewers. Choose a neutral and non-busy background.

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**Background**

**Summary** 2000 characters max

Write a succinct description, including your present and future business ambitions. Add other points of contact, including mobile number, Twitter URL, email address, etc.

Adding media to the summary supports credibility. Provide links to slides, videos, podcasts, blog posts, and more. Be precise in describing past and current job descriptions. Keep it positive and highlight your skills and accomplishments.

Adding media to your summary gives credibility to your claims about who you say you are and what you do. Screenshots, slideshares, videos, articles that quote you etc.

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**Experience/Position Title**

100 characters

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69%
Senior Sports Psychologist
Elite Sports Tech Ltd
August 2006 - Present (9 Years) Southampton, United Kingdom

Experience

Complement resume information with clips from videos, in-article quotes, slides, and other content you created that’s pertinent to your professional life.

Try to better intrigue viewers; the longer they view your profile, the better your chances of making a business connection.

Avoid using buzzwords and remember to show (versus tell) about your skills and talents. For example, rather than stating you’re a “great salesperson,” mention awards received or remarkable sales metrics achieved.

Creative
Passionate
Strategic
Organizational
Motivated
Expert
DRIVEN
Dynamic
Track record

Projects

Senior Sports Psychologist
Elite Sports Tech Ltd
August 2006 - Present (9 Years) Southampton, United Kingdom

Skills

Education

Add skills that define your professional role, experiences, and contributions.

LinkedIn members that include skills in their profiles on average receive
The education section is more critical for more entry-level job seekers, remember that displaying your academic background will usually be required to gain entry in LinkedIn Alumni Association-oriented groups, which can be important for networking purposes.

Connections

Aspire to make (at least) 300 connections. However, limit the number of connections (to under 3,000) to keep use of the platform practical.

Be strategic in making connections with coworkers, peers in your industry, and present and past clients and customers.

Groups

Join groups to maximize LinkedIn's networking potential and utilize the ability to contact other group members.

Why You Should Complete Your Profile

Users with complete Profiles are 40 times more likely to receive opportunities through LinkedIn.
The search algorithm seeks and displays results in this order:

1. Profile Completeness (100% only)
2. Connections in Common (shared)
3. Connections by Degree (1st, 2nd, 3rd)
4. Groups in Common (shared)

Make sure your profile is complete. If your information is incomplete, you will be invisible regarding searches, which is counterproductive and contrary to using the social platform.

2. Getting your images size right

To maximize your presence, optimize your images. Here is an outline and description of every opportunity to ensure you make the most of included images.

**Personal Background**
- 1400 x 425

**Profile Photo**
- 400 x 400

**Image Guidelines**
- Between 1000 x 425 and 4,000 x 4,000 pixels
- Maximum size 4MB
- JPG, PNG or GIF files only
**Standard Logo:**

100 x 60

**Image Guidelines**

100 x 60 px (resized to fit). Maximum 2 MB. PNG, JPG or GIF.

Upload your brand/company's logo. Make it look professional and attractive so other members are enticed to follow and engage your business.

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**Hero / Career Page Photo:**

970 x 240

**Image Guidelines**

Minimum 970 x 240 px. Maximum 2 MB. Landscape Layout. PNG, JPG or GIF.

At the top of this page sits a banner that is bigger than any of the other images on LinkedIn. You can use this space to choose a picture that speaks to your company in order to attract some great potential employees.

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**Banner Image:**

646 x 220

**Image Guidelines**

Minimum 646 x 220 px. Maximum 2 MB. Landscape Layout. PNG, JPG or GIF.

Banner images are one of the newest and most prominent, and appear when a user visits your brand's homepage. If visitors are actively searching for your brand, you'll want to make a great impression.

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**Square Logo:**

150 x 50

**Image Guidelines**

50 x 50 px (resized to fit). Maximum 2 MB. PNG, JPG or GIF.

This is the brand image that shows up when your company is searched. Make sure you use something recognizable to your brand to make sure customers know which company they want to click on.
How To Outreach for LinkedIn Recommendations

Recommendations add more credibility to your experience and work history. For ongoing network development, a solid combination of recommendations and skill endorsements can go a long way to successful interactions. Below we have outlined the key stages to obtaining quality recommendations from your past and present clients, colleagues and employers.

**Recommendations vs Endorsements**

- **Written by other members, recommendations are ways to market your company as well as invite advocacy.**
- **Less specific, endorsements are softer signals of advocacy.**
- **Seen as a high quality trust signal from both LinkedIn and to your profile viewers.**
- **While still important regarding LinkedIn algorithms, endorsements are not as credible or well-sought as written recommendations.**

**Recommendations**

Recommendations are written by other LinkedIn members as a way to recognize or applaud a business partner or colleague. Secure some from a list of your most important and notable past colleagues and employers to add more credibility to your profile.

Aim for between 5 to 10 recommendations. LinkedIn will display the two most recent recommendations received. (See example visual below)

Get up to two recommendations for each of your most important former positions.

**Recommendations**

Would you like to recommend James?

Recommend James

Senior Sports Psychologist
Elite Sports Tech Ltd

Ask for and give recommendations

59% of people consult friends and family for purchasing decisions. More recommendations equal more business.
How to get more recommendations

1. Hover over your image in the top right corner and then select “Privacy & Settings”

2. Under the “Settings” header on the “Profile” tab, select “Manage Your Recommendations”

3. Select “Ask for recommendations”

4. Select the past or present position that you want to be recommended for. Then choose up to 3 people to send recommendation request to.

Ask your connections to recommend you

1. What do you want to be recommended for?
   Choose...

2. Who do you want to ask?
   Your connections: (You can add up to 3 people)
   Search your connections...

5. Create your own recommendation request versus using the autogenerated one supplied by LinkedIn as a default

Write your message
Subject: Can you recommend me?

I’m setting to ask if you would write a brief recommendation of my work that I can include on my LinkedIn profile. If you have any questions, please let me know.

Thanks in advance for your help.

James Eaton

Your response rate will increase if you rewrite the email and make a more personal request.

6. Be specific in what you want to be recommended for.

We all like reading nice things about ourselves like “Pleasure to work with” but to a hiring manager, reviews of this nature add little value to your profile.
Hidden LinkedIn Features to Enhance Your Profile

You may be unfamiliar with some hidden features. Learn about four that will enhance your LinkedIn profile and experience.

Message someone you’re not connected with

1. Join a common group
2. Find a person’s post within the group
3. Group members can message each other without a direct connection.
4. Click the down arrow and select “Reply Privately.”

Download a list of your connections

Advanced Settings

- Export LinkedIn Connections
- Change Timezone: Central Time

Download a list of connections along with:
- Name
- Company Name
- Title
- Email Address

Maintain LinkedIn relationship notes
Under each connected profile, there's an option to add relationship notes.

- **Note**
- **Reminder**
- **How you met**
- **Tag**

- **In 1 day**
- **In 1 week**
- **In 1 month**
- **Recurring**

Save  Cancel  This information is only visible to you.

Reminders  Important details  How you met  Contact Information

All of this information is kept private.

Create a showcase page

Showcases are niche pages branched off of the main company page that allow a company to promote specific products or market to a specific buyer.

Click on the drop down to the right of the edit button, then click on “Create A Showcase Page”

Enter information as you would for regular pages including:
- Web Links
- Images
- Industry

You can create up to 10 free showcase pages.
LinkedIn is introducing more options for optimizing one’s profile. Use the following tips to optimize your profile and opportunity to show up in LinkedIn search results.

1. Your Professional Headline
LinkedIn scans for keywords in your professional headline.
Use standard job titles. Avoid the wacky job titles like “Head of Tea Boy” and go for things that stand out and expands on your job title like...
“Award Winning Sports Nutritionist”

2. Claim your SEO friendly URL
Ok so the SEO benefits of claiming your own URL may be minimal, but it’s just good business.
Connecting your LinkedIn profile to your name will make you to be found easier by real connections.
It will also let you add your custom URL to business cards.

3. Complete your LinkedIn Profile
LinkedIn gives a higher level of prominence to profiles that are 100% completed. A no brainer really!
Fill out every single section and use LinkedIn’s help to guide your profile to completion.

4. Use anchor text in links
LinkedIn profiles can have up to three links, including company website and blog.
You can actually change the anchor text to something more descriptive. All you have to do is select the “Other” option.

5. Optimize your job descriptions
Do not keyword stuff but do have at least one instance of your keyword that you are focusing on.
Take an approach of optimizing around secondary keywords that are still relevant and descriptive of your skill set.
Instead of writing out full paragraphs, use a wide variety of relevant keywords in bullet pointed lists.
Formatting your descriptions will also increase your profile’s scannability.

6. Optimize your job titles
Optimizing your job titles slightly to include a few keywords is just smart.
Instead of “Sports Therapist” bald search engines by adding something more descriptive like “Elite Multi-Disciplined Therapist”

7. Get more endorsements
Endorsements help increase the value of your profile.
Some assume that the new LinkedIn How You Rank means that the site is moving toward popularity-based rankings, and endorsements

8. Promote your LinkedIn profile elsewhere.
LinkedIn is a powerful platform for networking and professional development, but it’s even more effective when combined with other channels. Here are some ways to promote your LinkedIn profile:

   1. Share your LinkedIn profile on your website, blog, and social media profiles.
   2. Reach out to your network and ask for their support by liking, commenting, and sharing your profile.
   3. Utilize LinkedIn’s “Recommendations” feature to ask your colleagues for personal endorsements.
   4. Consider investing in paid advertising on LinkedIn to increase visibility and reach.

Remember, the goal is to showcase your skills, experiences, and professional network on LinkedIn to attract the attention of potential employers and peers.
6 Quick LinkedIn Tips To Do Today

The best times to post on LinkedIn:
Tuesday and Thursdays, between 7am and 9am local time.

Evernote & LinkedIn integrate. Organize biz cards, LinkedIn info, & notes in one place.

Your profile is 5 Times more likely to be viewed if you join and are active in groups.

Looking for a new job on LinkedIn?
Don’t let your boss know; turn off your activity broadcasts.

Censor yourself. If you wouldn’t say it in a job interview, don’t say it on in a LinkedIn.

Endorse people you respect. Send a thank you message when someone endorses you.

20 LinkedIn posts per month can help you reach 60% of your unique audience.

Use your LinkedIn profile as a sales tool. Add a short video about your company to your profile.

Make sure your profile is visible
It may sound obvious but make sure your profile is switched to public otherwise you will not be seen.

Use Publisher
The publisher option is a new feature. It allows you to post articles directly to LinkedIn. This helps you show your expertise and gives the LinkedIn bots more content and information to work with. It shows you’re active, helps your name and face show up in the news feeds of your followers.

Put a link to your LinkedIn profile on your email signature, your Facebook, Twitter, Google+, Crunchbase accounts and any websites you maintain to create inbound links to your profile.
Keeping Your LinkedIn Profile Secure

With news of so many high-profile data breaches in recent months, it's vital to make sure you know all of the ways to keep your personal LinkedIn account information private.

Automatic checks already protect all LinkedIn accounts, designed to thwart unauthorized sign-in attempts and keep users' data safe. But you can take several additional steps to ensure your account is totally protected and safe.

Update Your Privacy Settings

In addition to the security features LinkedIn have built to protect your information, there are some additional privacy settings you can turn on or off, depending on what you want to share, display, and receive.

- Turn your activity broadcasts on or off:
  - No

- Select what others can see when you’ve viewed their profile.

- Select who can see your connections:
  - Your connections’ names with your other first degree connections, or you can make your connections list visible only to you.
Two-Step Verification

Two-step verification requires a person to use more than one form of verification to access an account. It’s a much stronger form of account protection that can greatly reduce identity theft and unauthorized access to sensitive information since most accounts become compromised from new or unknown computers or devices.

Here’s how to turn on Two-step verification on LinkedIn:

1. Open the top-right menu and click on Manage next to “Privacy & Settings”.
2. On the tabs along the bottom-left-hand side, click Account > Manage security settings (bottom of the left column).
4. Turn on two-step verification.
   - Please enter the verification code sent to 37549
   - Verification and recognize this device. Change phone number
   - Don’t print it! Receipt
   - Verify
   - Send Code.

Two-Step Verification Complete

LinkedIn Password & Security Best Practices

1. Change your password every few months.
2. Don’t use the same password on all the sites you visit.
3. Don’t use a word from the dictionary for your password.
4. Don’t use names or slang terms for your password.
5. Use lower case and uppercase characters in your password.

2 Years

A password of 8 characters in length with numbers, letters & characters will take on average 2 years to crack.

6. Sign out of your account after you use a publicly shared computer.

7. When it comes to creating a password, go for length over complexity.

On average a hacker will "brute force" crack a 10 Character Password in 1 Week.

A hacker will be able to "brute force" crack a 15 Character Password in 150 Million Years.