



Get Found On LinkedIn With An Killer LinkedIn Profile

So you've decided to start using social media for your business, and join the [social media revolution](#).

SMART MOVE: There are over 900 million Facebook users and 160 million on LinkedIn – it's where your customers are hanging out. Plus social media is FREE, and easy when you know how.

You even developed a social media marketing strategy. You have considered your target audience, and decided that [LinkedIn](#) is where you are most likely to find your potential clients. Great job!

Just in case you're not that far yet:

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- If you still need to create a [social media plan, start here](#).
 - If you want to think more about [determining your target market](#) or ideal customer, then [go here first](#).
 - If you want to do some keyword research to see what your target market is searching for when they look for your services or products, start with the [Google keyword tool](#).

Done that already? Good. Let's jump in and develop an optimized profile that will get you noticed on LinkedIn.



★BRIGHT IDEA ★*Keep your resume handy, but don't just copy and paste the whole thing into your profile. Show your personality, how you can solve your customer's problems, and don't forget a call-to-action.*



Before your get started, do these 3 things!

1. Custom LinkedIn URL

Set a custom URL for your public profile so it is easy to remember. It should be just your name (use your middle name or initial if your name is common.)

You don't want your LinkedIn public profile URL to look this:

<http://ca.linkedin.com/pub/Angelique-duffield/15/z295bt/c89>

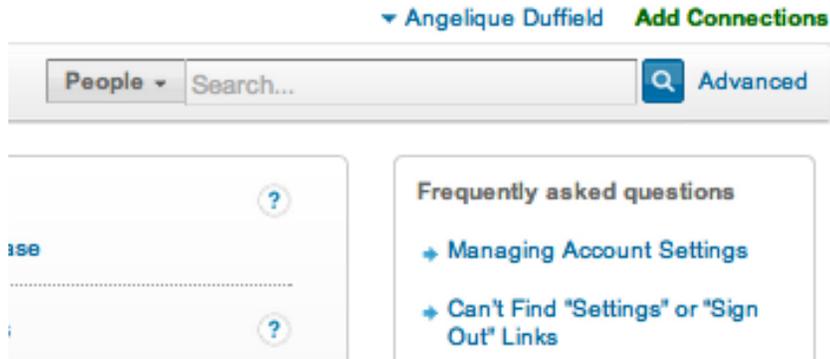
The image shows two screenshots from LinkedIn. The left screenshot is a profile page for Angelique (Snutch) Duffield. At the bottom, the 'Public Profile' URL is highlighted with an orange circle: <http://ca.linkedin.com/in/angeliqueduffield>. An orange arrow points from this URL to the right screenshot, which is the 'Customize Your Public Profile' settings page. In this settings page, the 'Your public profile URL' field is also circled in orange, showing the same custom URL: <http://ca.linkedin.com/in/angeliqueduffield>.



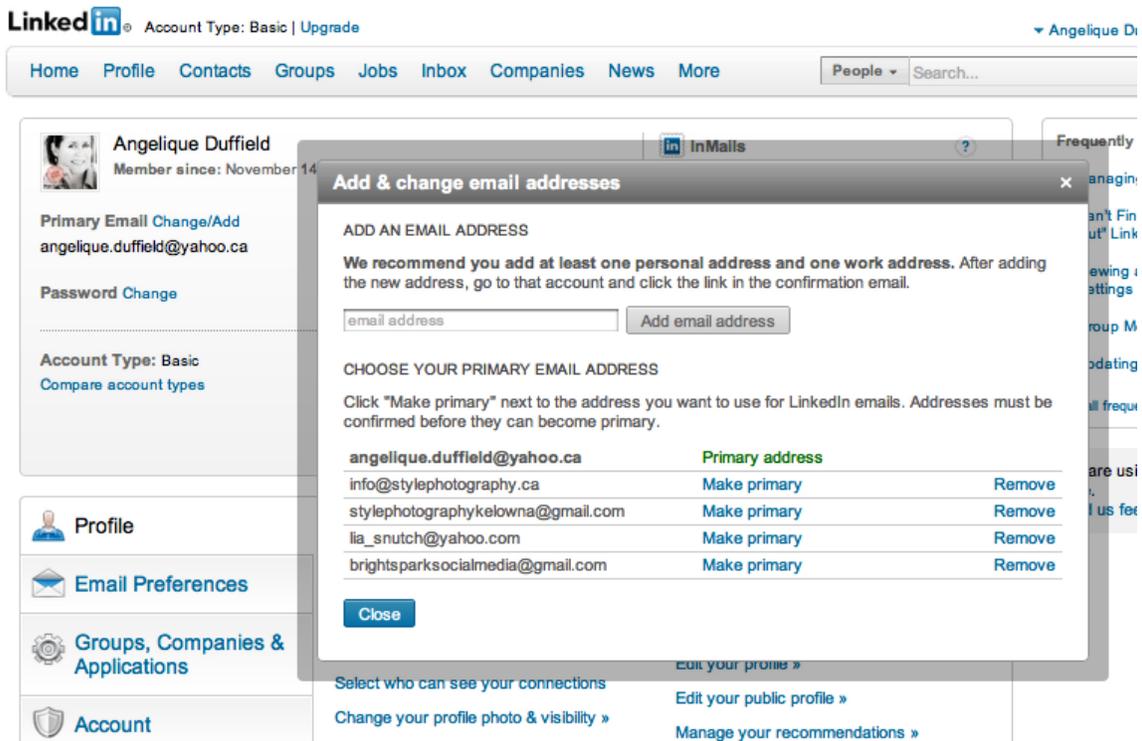
★BRIGHT IDEA ★Once you've set your URL, you can add the link to your email signature and your business cards to make it easy for people to connect with you.



2. Add Email Addresses



This is so people can find you through old emails they may have. Click on the down arrow beside your name in the top right of the LinkedIn screen. Choose “settings”.



On the left side, below your profile picture, find Primary Email. Beside it, click on Change/Add.



3. Activity Broadcaster

Turn off your Activity Broadcaster while you are editing your LinkedIn profile. The Broadcaster posts a notice about any changes you make to your profile into your status updates, every time you hit save.



Go to Settings, then select Turn on/off Broadcasts (in the Privacy Controls section). Simply uncheck the box and save, then turn you can turn it on again once you've finished your big round of changes.

UNCHECK this box while you are creating or updating your LinkedIn profile, so you don't send out a status update for every little change you make!



Example of an Optimized LinkedIn Profile

Professional looking photo (not a party snapshot)

Status update – post 1 or 2 times a day. You can share other people’s updates, or write your own.

This is a link to my LinkedIn Company Page

Start adding people to your network – you want AT LEAST 100 connections!

Be sure to set your custom LinkedIn URL – add it to your business card and email signature!

Name

Headline – what everyone will see

Current Employer (positions/industry keywords)

Be sure to get recommendations

Websites - use keywords to title them and link to your blog, downloadable eBook, checklist – think “conversions” and “calls to action”

Now we can really get started! Don’t worry if you can’t finish it all in one day. Your profile is an ongoing project – think of it as a snapshot in time, so it will always need updating to keep it current and interesting.

Start by just jotting down your facts on paper or in a Word document. It might even be best to leave your Headline and Summary until last, after you’ve filled in most of your profile, then coming back to them – they are the most vital areas of your LinkedIn profile!

The good news is that the bulk of the work will be done after you complete this checklist, and it will just require a little occasional maintenance.



☐ Name

Use your real name (add middle initial or middle name if necessary). Do not add your email, website, phone number, or accreditations in your name (it is against LinkedIn's terms and conditions.)

☐ Headline (120 characters)

This is the most important part of your LinkedIn profile. It is what's visible when you come up in a search, so it should be compelling. The words in the headline should be keywords for your industry that your potential customer will use to search for your products or service, so

- Don't use creative job titles – those are fine on your business card to get the conversation started, but if your client would search for a “customer service agent” don't use “customer joy officer”.
- Use special symbols to make your headline stand out.
- Include your website if you have space.
- Use up all the characters!

Bad

Examples of jobs/roles that are poor examples of a LinkedIn Headline or Work History. (These are real – I didn't just make them up!)

- Owner
- Founder
- President
- Self-employed
- Chief Joy Officer
- Happiness Advocate
- High-Profile Client Wrangler
- Chief Marketing Maven
- First Impressions Officer



Average

Social media strategist and coach; photographer; videographer

Best

Social media strategist ★social media training ★ photographer ★ video marketing ★BrightSparkMedia.ca

Summary (2000 characters)

This is another important section of your LinkedIn profile.

- Capture your reader's attention – don't just list your duties and skills.
- Try to tell a story – why did you start this business? What are you most proud of?
- Who is your ideal customer? What do they want, and what are their goals?
- How can you help them?
- Who should connect with you?
- List of past/present clients.
- Add calls-to-action throughout your summary.

Skills

This part is pretty easy – just start typing your skills and industry keywords, and choose from the dropdown menu. No more than 8 – your first level connections can endorse you for these skills, and you want to focus on your best skillset, not spread the endorsement votes over too many choices)

Current Position/Experience

You can list more than one job or product/service for your current employment. If the areas of expertise are quite different, I'd suggest you list them as separate positions at the same employer. For instance, my current self-employment includes social media marketing, and another current position for photography



and video.

A box will appear with various employment areas to be filled in such as company name, when you started working there, your position. The description is most important – that’s why LinkedIn gives you 2000 characters. Here are some things to include:

- List any projects and achievements – try to be concrete ie. increased client base by 75% in 2 years.
- What are your skills and specialties?
- What were your responsibilities?
- How did you make a difference?
- What made you special?
- What transferable skills did you acquire that you can use to serve your clients better now?

Past Positions/Experience

Include all paid and volunteer positions since college or university, and list separately all the different positions you’ve held at a company. Think of keywords you can use throughout your employment history that links your skills, even if your positions were vastly different. Listing several positions and skills/areas of expertise allows for more connection opportunities within LinkedIn.

Education

This section should include college and university, plus any professional development, business training, workshops, seminars, conferences, including online training.

Name the institution you attended, where it was located – many people feel a special bond to their alma matter, and gravitate towards alumni. List your field of study, areas of expertise, any societies, and awards. Try to include anything



relevant to your present employment, including papers you published and notable people you studied under.

Websites

Add your website, blog, Facebook Page, YouTube channel – and don't just leave the generic "website" title. Think keywords and calls-to-action that might entice a potential client to click through and learn more about you and your company.



★BRIGHT IDEA ★*Link to specific blog posts, videos or Facebook tabs/apps. If you offer a free checklist or eBook, link to that and title it appropriately (ie. "Free LinkedIn Tips")*

Interests

List things personal and professional interests, even business books you are currently reading or travelling you've done. Don't forget to use keywords here too. You can also talk about business events you attend, or training or professional development you do with key leaders in your industry.

Groups & Associations (50 – join the max number of groups!)

Create a list of industry, professional and social organizations with whom you have any kind of connection. Include full spelling as well as acronyms or abbreviations. You can hide some groups from your profile to shorten the list that appears on your profile and make it more easily viewable (it does not affect your group membership).

- Groups specific to your industry or trade
- Associations or groups in your community



- Non-profit groups, or charitable organizations

Additional Sections

This is right below the Overview, above the Summary. Click the “Add Sections” at the right. OR you can also add sections via the main toolbar. At the right side, choose “More”, then “Add Sections”, and choose from the Sections and Applications in the dropdown menu.



Sections

- Projects – This is great for ebooks & checklists because the title is an active link!
- Publications (include eBooks and Kindle books)
- Charities
- Honours and Awards



Applications

- Blog – only add this if you create a blog post at least every 1-2 weeks
- Events
- Polls
- My Travels
- Slideshare – great way to have your best presentation or slideshow on display, or create a “welcome video”
- Bookshelf or Reading List – good topic to start a conversation
- Portfolio (Behance) – can include text, photos and video. Perfect for anyone in a visual or creative field (graphic artist, web designer, photographer, hairstylist, makeup artist, chef, florist, etc)



★BRIGHT IDEA ★*Use Slideshare to add an “intro video” to your LinkedIn profile. You can share tips, or briefly describe the services you offer.*

YAY, you’re done...for now.

Remember that your LinkedIn Profile is a work-in-progress. Don't just update it when you are looking for a job, or looking to add contacts.



Your Profile reflects who you are as a snapshot in time, so keep it current, and it will be viewed more often by potential clients.



Printable LinkedIn Checklist

Before you start your profile:

- Claim your custom LinkedIn URL
- Disable (uncheck) your Activity Broadcaster

Create a LinkedIn Profile that will get you to the top of a LinkedIn Search:

- Name
- Headline (120 characters)
- Summary (2000 characters)
- Skills
- Current Position/Experience
- Past Positions/Experience
- Education
- Websites
- Interests
- Groups & Associations
- Recommendations
- Contact
- Additional Sections
- Applications