

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").



James Eaton

Award winning Sports Psychologist who works with some of the best sports people in the UK.

Southampton, United Kingdom | Sport

487 connections

Add your industry to be more visible to searchers.

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.



linkedin.com/in/jameseaton



linkedin.com/pub/james-seaton7342/7864

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.

Dos and don'ts of LinkedIn profile photos



Do's

Get a professional photographer

It's worth the extra cost to get a professional headshot. You'll look better and more confident.

Look personable

Smile! Don't be too serious. A friendly, approachable expression is best.

Use most of the frame

Your face should be the central focus. Avoid a wide, empty background.

Choose a familiar picture

Keep the picture up to date. If you can't get a new one, use a recent one.



Don'ts

Be professional

Don't drink or smoke. Avoid anything that might be considered unprofessional.

Balance formality

Don't be too formal or too casual. A professional headshot is best.

Leave Fido out

Don't include your dog or other pets in your profile picture.

Keep the background neutral

Don't use a busy, cluttered background. A plain, neutral background is best.



Adding a professional LinkedIn profile can result in

14 TIMES MORE PROFILE VIEWS!



Guide To LinkedIn Profile

Xiaolong Qi



Guide To LinkedIn Profile:

Guide To LinkedIn Profile Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the ability of words has become more evident than ever. They have the capability to inspire, provoke, and ignite change. Such may be the essence of the book **Guide To LinkedIn Profile**, a literary masterpiece that delves deep into the significance of words and their impact on our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book's key themes, examine its writing style, and analyze its overall impact on readers.

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