

# 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.

Tip

#### 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](https://www.linkedin.com/in/jameseaton)

✗ [linkedin.com/pub/james-seaton7342/7864](https://www.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 investment to get a professional headshot. You'll be able to use it for your LinkedIn profile, your company website, and other professional purposes.

##### Look personable

Don't look like you're wearing a mask. A friendly smile goes a long way. Avoid a serious, unapproachable expression.

##### Use most of the frame

Your face should be centered, filling most of the frame. Avoid a background that is too busy or distracting.

##### Choose a familiar picture

Keep the picture up to date. If you can't get a professional headshot, use a clear, high-quality photo of yourself. Avoid a group photo.



Don'ts

##### Be professional

Avoid a background that is too busy or distracting. Avoid a background that is too plain or boring.

##### Balance formality

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

##### Leave fido out

It's a cute idea, but leave your dog out of your LinkedIn profile picture.

##### Keep the background neutral

Don't let your background distract from your face. Use a neutral background.



Adding a professional photo of yourself on your LinkedIn profile can result in

**14 TIMES MORE PROFILE VIEWS!**



# Guide To LinkedIn Profile

**K Morrison**



## **Guide To LinkedIn Profile:**

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