

LinkedIn Template

Positioning Questions

What do you want to achieve with your LinkedIn profile?	
What are the main objectives of the company through your profile?	
What do you want to be 'known' for?	
What particular keywords (if known) do you want to rate for?	

LinkedIn Profile Sections

	<p>Professional Headline (120 characters) Include your best keywords</p>
	<p>Country and industry Please choose only from the industries acknowledged by LinkedIn (the industries available in the "drop-down" box during the set up phase).</p>

Profile URL

LinkedIn allows you to edit and personalise your URL. To do so you'll need to be in the Edit Profile mode, hover your mouse over the URL and click on the "settings" symbol. You'll now be able to see your public URL on the right-hand side; if you click the pencil icon to the right of the URL you'll be able to edit the URL, personalising it with your name or brand name.

Privacy settings

To access Privacy & Settings you'll need to select it by moving your mouse over your profile photo in the top-right corner of your home page. From there select Edit Your Public Profile and set your profile to Make my Public Profile Visible to Everyone. You'll need to tick every section below to make everything visible to the public.

Contact information

To access your contact information we want to select Edit Profile once more. Your contact information is directly to the right of the URL. If you click on this section, you'll see four boxes allowing you to add in the following information:

- Email address
- Phone
- IM
- Address

This specific information will only ever be visible to your first-level connections.

Below this you can also had in information for:

- Twitter
- WeChat
- Websites

This information will be visible to everyone on LinkedIn.

You can include up to three websites, and if you don't like the standard options offered, you can customise the description beside the website addresses. All you need to do is select "Other" and a new field will appear, allowing you to describe your websites in whatever manner you choose. Keep in mind you can only use up to 30 characters here and 250 characters for your website itself

Summary

For your summary, you'll be limited to 2,000-character (including spaces and icons).

The bullet-point format below is a tried and true layout that has proven itself across many industries:

- Your name
- Your claim to fame
- Your insight into the industry/ business as a whole

The result you will deliver

- Your experience
- The problems you will help solve and overcome
- How you solve such problems
- Your why (this is your personal why; what gets you up every morning, excited)

Call to action

Experience

Again, you'll be limited to 2000 characters. It's important to remember that your current role description should have a very different focus to your previous roles.

Current Role:

As with your summary, it helps to follow a specific, well-proven layout. The time you'll focus on fewer points, allowing you to go deeper in your explanation of them:

- Why (this is your business why: why does your business exist?)
 - How
 - What
- Call to action

In this section you'll need to add a title. Keep in mind that this is an area LinkedIn considers as keywords, so choose your title carefully.

It's also good to note that you can add additional links under this section if you have the content to use, but if you don't have enough, as a general rule, it's more important to incorporate them into your summary

Skills and endorsements

You're allowed to choose up to fifty skills in this section and although that might seem a bit daunting, I do thoroughly recommend that you choose all fifty. If you don't LinkedIn will fill in the blanks for you, and given that it's a computer algorithm it's known to throw in some pretty 'left-field' ones.

When selecting it's important to remember your keywords and make sure they are represented on this list. You should also try to select your skills in an order based on their value (from highest to lowest). Once you've addressed these keywords you can continue to add in additional relevant skills to fill the fifty available.

Language

This is an optional field so in order for it to be added to your profile you'll have to activate it. If you can't already see this section, go to the top of your profile and just below your URL you will see the 'Add a Section to Your Profile' tab. Click on 'View More' and you will find the language section.

Even if your main language is English it's still a good idea to add it here, as LinkedIn will use your languages to decide which searches your profile should be visible in.

Additional info

This is another keyword area, but it's slightly less important than the main areas at the top of your profile. You can sprinkle in some keywords here, as well as specific interests you might want to share with your connections

Advice for contacting

This is a compulsory section that will appear in the above area under 'Additional Info'.

Education

Another compulsory section for your profile. Perhaps because they don't have a degree (or similar) a lot of people leave this space blank, however if you do so, LinkedIn will consider you profile incomplete, meaning you'll show up in fewer searches.

Recommendations

Other than a video testimonial (which are fantastic if you have one), the best way to set yourself apart and prove your distinction is with a LinkedIn recommendation.

Other Bits and Pieces of Useful Information....

LinkedIn character limits

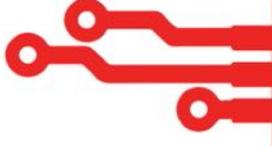
Each section on your LinkedIn Profile will have a specific character limit and it's good to keep them in mind as you update or build your profile:

- Name: 60
- Professional headline: 120
- Summary: 2,000
- Contact Information
 - Website description: 30
 - Website URL: 250
 - Phone number: 25
 - Instant message: 25
 - Address: 1,000
- Experience
 - Company name: 100
 - Job title: 100
 - Position description: 2,000
 - Status updates: 700

Before you start working on your profile inside LinkedIn:

Turn your notifications off. (Go to the Profile tab and select Edit Profile from the dropdown box. Beneath the Profile Strength Indicator, you'll see Notify Your Network. Switch this to off.)

You don't want your connections being notified with every update or change you make to your profile. Once you've completed everything go back into your profile settings and turn notifications back on.



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Privacy Settings:

- To check your privacy settings, go to the Profile tab at the top of the page, and in the dropdown menu select Edit Profile. Your profile URL will appear below your profile image.
- Hover over the URL, click the settings link beside it and your settings will appear on the right-hand side.
- Click "Make My Profile Visible to Everyone" and then tick every box below it.
- Click Save at the bottom and you're all done.

Here are five simple tips on producing a good headshot for LinkedIn:

1. Make sure your background is plain; that means no trees, pictures, or busy walls. In other words you don't want anything that's going to take the focus away from you.
2. Make sure the photo is well-lit.
3. Ask the person taking your photo to focus on your eyes.
4. Use the 'rule of thirds' and make sure your eyes are above the middle of the image. If necessary, you can crop out the top of your head after the photo has been taken to ensure your eyes are in the best position.
5. Make sure it's a real headshot; the image should only be of your head or head and shoulders and no more.

NB: The correct size for a profile photo on LinkedIn is 500 x 500 pixels. The correct size for the background image is 1400 x 425 pixels.

Recommendations:

LinkedIn Recommendations are important so don't be afraid to ask for them. You'd be surprised how many people are not only willing but happy to do this for you if you simply send them a request.

When you have conversations with people you would like to receive a recommendation from, make it easy for them and send them the link to do this for you.

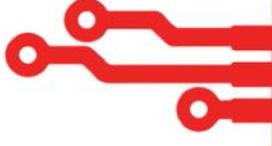
To send them the link, go to the Recommendations section on your profile. At the bottom of this section, click on "Ask To Be Recommended" and follow the simple prompts from there.

Make sure that you send a personalised request (the same way you'll be personalising everything else on LinkedIn from now on).

Groups

You can join up to a hundred groups on LinkedIn but when deciding it's important to remember to join groups that contain your ideal clients and not just ones that have interest specific to you. Ultimately the former will be more valuable.

This will have to be a work in progress because there are limits to how many outstanding requests to join groups you can have. Currently you can only have ten at any one time.



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Following

Just as with every other social media platform there are a lot of "influencers" on LinkedIn who are well worth following. While these people might not automatically accept your connection requests, following them will give you access to their posts and status updates which may prove valuable. To follow these "influencers" simply search for them, and once you're on their profile you will have the option of following them.

Profile rating

Once you have a complete profile, LinkedIn will designate your profile a rating. If you implemented all of the non-optional steps (outlined in the table above) then you should have the highest ranking of All Star. You can see your ranking on the right-hand side of your profile page under "Profile Strength". LinkedIn uses this indicator to gauge how complete your profile is. It's vital to get your profile to the "All Star" rating, however the five levels are as follows:

1. Beginner
2. Intermediate
3. Advanced
4. Expert
5. All Star

The only one you should be focused on is All Star; anything below this means you still have some work to do.

Optional sections you can include

You can find the full list of optional additions by going to your profile in edit mode. Just below your main profile box you'll see the dropdown option Add a Section to Your Profile. Click the dropdown box on this and select any of the options that you think are relevant to you. Don't get too 'click happy', though; make sure you're only adding sections that will enhance your credibility and not just for the sake of it.

Don't forget to turn notifications back on

While we don't want your followers to get notified of every single change you make to your profile, it's still important that your connections and followers are notified of your posts, status updates, anniversaries, and so on, so you'll need to turn your notifications back on at the end of this. Go to the Profile tab and select Edit Profile from the dropdown box. Beneath the Profile Strength Indicator, you'll see Notify Your Network. Switch this back on.