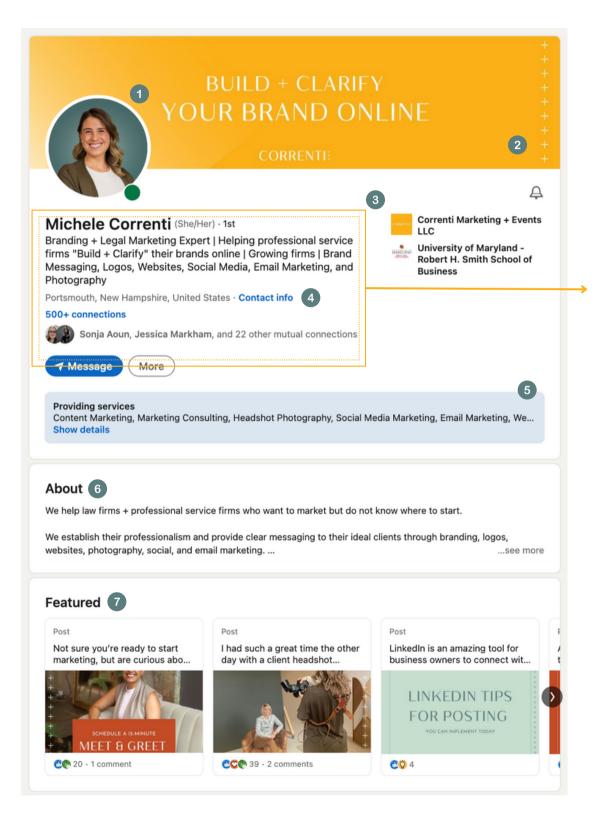
HOW TO OPTIMIZE YOUR LINKEDIN PROFILE



- 1. High-quality headshot
- 2. Branded cover image

3. Headline:

Optimize with keywords and phrases to appear higher in search results. You have 220 characters and the first ~70 characters appear when you post.

- 4. Contact info: Fill out completely and remember to update your email address!
- 5. Providing services: Feature your most relevant services.

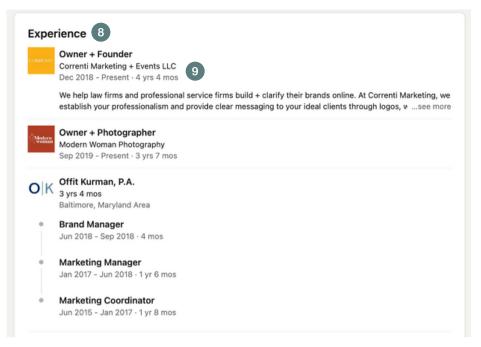
6. About:

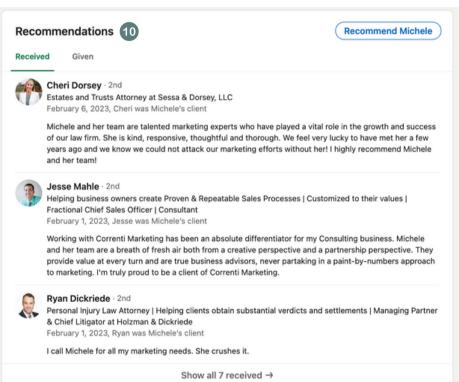
The first 3-4 lines show up when viewing your profile, so you'll want to maximize this real estate.

7. Featured:

If you are active on LinkedIn, choose to feature specific posts here.

We recommend updating this section regularly with fresh content.





8. Experience:

Ensure your position links to the company's LinkedIn page. This not only adds the company's logo beside the position, it makes it easy for viewers to click on the company to visit it's page and learn more about it.

9. Company LinkedIn Page:
Ensure company page is
completed with logo, tagline,
cover photo, contact info, and all
relevant information. For
descriptions, focus on who you
serve, what you do, and how
you're different.

10. Recommendations:

Only ask for recommendations and endorsements from people who have worked with you.

Diversify your reviews by seeking them from different companies and types of relationships (e.g. colleague, coworker, employee, manager, boss, referral, client).

If someone leaves one for you, consider whether you can return the favor.

The most impactful recommendations are genuine and specific, from a current or past client.

FINAL THOUGHTS

Fill out your profile completely! I encourage you to review all the sections and include everything that creates a well-rounded picture of who you are as an individual and a professional. Consider if you have something of value to add.

Remember to review your profile on a regular basis. Often, we update our messaging as we speak with prospects and referrals. By reviewing your profile regularly, you can ensure your messaging accurately reflects how you are presenting your brand.

If you have questions about how to optimize your profile + refine your messaging, please contact Michele at michele@correntimarketing.com or 860-878-4321.