

HOW TO OPTIMIZE YOUR LINKEDIN PROFILE

The image shows a LinkedIn profile for Michele Correnti with seven numbered callouts indicating areas for optimization:

- 1:** Points to the profile picture.
- 2:** Points to the banner image.
- 3:** Points to the headline.
- 4:** Points to the 'Contact info' link.
- 5:** Points to the 'Providing services' section.
- 6:** Points to the 'About' section.
- 7:** Points to the 'Featured' section.

The profile content includes:

- Profile Picture:** A circular headshot of Michele Correnti.
- Banner:** A yellow banner with the text "BUILD + CLARIFY YOUR BRAND ONLINE" and "CORRENTI:".
- Headline:** "Correnti Marketing + Events LLC" and "University of Maryland - Robert H. Smith School of Business".
- Summary:** "Michele Correnti (She/Her) · 1st", "Branding + Legal Marketing Expert | Helping professional service firms 'Build + Clarify' their brands online | Growing firms | Brand Messaging, Logos, Websites, Social Media, Email Marketing, and Photography", "Portsmouth, New Hampshire, United States · [Contact info](#)", "500+ connections", and "Sonja Aoun, Jessica Markham, and 22 other mutual connections".
- Providing services:** "Content Marketing, Marketing Consulting, Headshot Photography, Social Media Marketing, Email Marketing, We..."
- About:** "We help law firms + professional service firms who want to market but do not know where to start. We establish their professionalism and provide clear messaging to their ideal clients through branding, logos, websites, photography, social, and email marketing. ...see more"
- Featured:** Three featured posts:
 - Post 1: "Not sure you're ready to start marketing, but are curious abo..." with a video thumbnail and "SCHEDULE A 15-MINUTE MEET & GREET".
 - Post 2: "I had such a great time the other day with a client headshot..." with a video thumbnail.
 - Post 3: "LinkedIn is an amazing tool for business owners to connect wit..." with a graphic titled "LINKEDIN TIPS FOR POSTING YOU CAN IMPLEMENT TODAY".

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.

Experience 8

 **Owner + Founder**
Correnti Marketing + Events LLC
Dec 2018 - Present · 4 yrs 4 mos 9

We help law firms and professional service firms build + clarify their brands online. At Correnti Marketing, we establish your professionalism and provide clear messaging to your ideal clients through logos, v ...see more

 **Owner + Photographer**
Modern Woman Photography
Sep 2019 - Present · 3 yrs 7 mos

 **Offit Kurman, P.A.**
3 yrs 4 mos
Baltimore, Maryland Area

- **Brand Manager**
Jun 2018 - Sep 2018 · 4 mos
- **Marketing Manager**
Jan 2017 - Jun 2018 · 1 yr 6 mos
- **Marketing Coordinator**
Jun 2015 - Jan 2017 · 1 yr 8 mos

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.

Recommendations 10

Recommend Michele


Received Given

 **Cheri Dorsey** · 2nd
Estates and Trusts Attorney at Sessa & Dorsey, LLC
February 6, 2023, Cheri was Michele's client

Michele and her team are talented marketing experts who have played a vital role in the growth and success of our law firm. She is kind, responsive, thoughtful and thorough. We feel very lucky to have met her a few years ago and we know we could not attack our marketing efforts without her! I highly recommend Michele and her team!

 **Jesse Mahle** · 2nd
Helping business owners create Proven & Repeatable Sales Processes | Customized to their values | Fractional Chief Sales Officer | Consultant
February 1, 2023, Jesse was Michele's client

Working with Correnti Marketing has been an absolute differentiator for my Consulting business. Michele and her team are a breath of fresh air both from a creative perspective and a partnership perspective. They provide value at every turn and are true business advisors, never partaking in a paint-by-numbers approach to marketing. I'm truly proud to be a client of Correnti Marketing.

 **Ryan Dickriede** · 2nd
Personal Injury Law Attorney | Helping clients obtain substantial verdicts and settlements | Managing Partner & Chief Litigator at Holzman & Dickriede
February 1, 2023, Ryan was Michele's client

I call Michele for all my marketing needs. She crushes it.

Show all 7 received →

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.