

# Optimise your LinkedIn profile

## Visuals

- **Cover Image:** Choose a cover image that shows a little bit about who you are (head to [www.kaboompics.com](http://www.kaboompics.com) or [www.pexels.com](http://www.pexels.com) for free stock images)
- **Profile Picture:** A tightly cropped, professional headshot should be used here. Consider how your headshot will look in the search results. Will it stand out? Can you take your headshot on an angle? Have a brightly coloured background? It doesn't need to have been taken by a professional photographer, just ask a friend to take a few photos of you one day at work.
- **Portfolio of Work:** Do you have an interesting deck that you could share with your audience? Perhaps a report from a project you worked on? (just be sure your employer is happy for you to upload it)! Add this to your "summary" or within the section that outlines where you were employed at the time.
- **Video:** If you're not comfortable with writing or your personality packs a punch, why not take a quick video on your smartphone and upload it to your "Summary" section introducing yourself?
- **Symbols:** One of the simplest ways to break up the text on LinkedIn and help parts of your profile stand out is to add symbols within your text. You can copy and paste symbols from my blog here: <http://www.smallpaperthings.com/linkedin-profile-tips-get-poached-for-your-dream-job/>



## Written Content

- **Tag line:** Use this 120 characters to include your current job title, something you want to be known for and a few skills you have. Use symbols to help make your tag line stand out.
- **Summary:** If you're speaking at a lot of events or doing a lot of guest blogging, you may want to write your summary in third person as it is often the first point of call for people who are looking to "copy and paste" an introduction about you. Otherwise, write in first person about your experiences or tell your career story (the more unique the better).
- **List Your Key Skills:** List the skills that you would like to be endorsed for the most. This will encourage more endorsements on fewer skills rather than few endorsements across a wide range of skills.
- **As for Recommendations:** Ask your peers and current clients for recommendations of your character or quality of work.
- **TIP:** Consider writing a template for them to use when you request a recommendation to lower the barrier for them.

