📌 **LINKEDIN PROFILE OPTIMISATION GUIDE**

A strong LinkedIn profile helps you attract recruiters, showcase credibility, and grow your network. The key is to be **clear, searchable, professional, and value-driven**.

---

## 1. PROFILE PHOTO + BANNER

### ✔ Profile Photo

Use a photo that is:

- Clear, high-resolution
- Professional but approachable
- Neutral or clean background
- Face centered, 60% of the frame
- Smiling / confident expression

**AVOID:** group photos, filters, selfies, logos, low lighting.

### ✔ Banner Image

Use the banner to show:

- Your industry (tech, creative, corporate, etc.)
- Your specialty (design, engineering, HR)
- Branding/colors
- A simple, clean background

**Free tools:** Canva, Figma, Adobe Express

---

## 2. HEADLINE (MOST IMPORTANT FOR SEARCH)

Your headline must be:

- Keyword-rich
- Value-focused
- Specific to your role/industry

**Formula:**
**[Role/Industry] + [Key Skills] + [Value Proposition]**

**Examples**

- *Project Manager | PMP Certified | Specialising in Process Improvement & Cross-Functional Delivery*

- *Full-Stack Developer | React • Node.js • AWS | Building scalable web apps*

- *HR & Talent Partner | Hiring Strategy, Culture, Employee Experience*

- *Digital Marketer | SEO, Ads & Automation | Driving measurable growth*

---

## 3. ABOUT / SUMMARY SECTION

This is your **personal pitch**. Aim for 3–5 short paragraphs.

**Template**

**Paragraph 1 – Who you are:**

I'm a **[job title]** with **[X years]** of experience in **[industry]**, specialising in **[key strengths]**.

**Paragraph 2 – What you do best:**

I help organisations achieve **[results]** through **[skills]**, with a focus on **[unique approach]**.

**Paragraph 3 – Achievements (1–3 highlights):**

- Achieved **[metric/result]**

- Improved **[process/outcome]**

- Successfully led **[project/team/detail]**

**Paragraph 4 – Tools/Skills:**

Proficient in **[software/technical tools]**, with strong abilities in **[soft skills]**.

**Paragraph 5 – CTA:**

I'm always open to connecting with professionals in **[industry]**—feel free to reach out.

---

## 4. EXPERIENCE SECTION (STRONG & METRIC-DRIVEN)

Each job entry should include:

- A short role summary

- Bullet points starting with **action verbs**

- Achievements with **numbers/results**

**Bullet Point Template:**

- *Improved/Reduced/Increased* **[metric]** by **[X%]** through **[action]**

- *Led/Managed/Delivered* **[project/team]** resulting in **[impact]**

- *Streamlined* **[process]** saving **[time/money/resources]**

**Example**

**Marketing Executive – ABC Company**

- Increased website traffic by **45%** via SEO and targeted content campaigns

- Reduced ad costs by **22%** through campaign optimisation

- Managed end-to-end social media strategy for a brand with 50K+ followers

---

## 5. SKILLS SECTION

✔ **Add 20–30 skills**

Prioritize:

- Job-relevant skills

- Hard/technical skills

- Skills mentioned in job descriptions

**Examples:**

- Project Management, SQL, JavaScript, Excel, Recruiting, Design Thinking, Customer Service, Agile, Data Analysis

✔ **Pin your top 3 skills**

Make them your strongest, most relevant ones.

---

## 6. FEATURED SECTION

Use this space to showcase high-value work:

- Portfolio, website, GitHub, Behance

- Awards or certifications

- Published articles

- Presentations

- High-performing posts

Think of it as a "highlight reel."

---

## 7. RECOMMENDATIONS

Aim for **3–6** strong recommendations.

Ask:

- Managers

- Colleagues

- Clients

- Project partners

**Request Template**

Hi [Name], I hope you're doing well. I'm currently updating my LinkedIn profile and would really appreciate a short recommendation highlighting our work together on **[project/role]**. If helpful, I'm happy to draft something for you to edit. Thank you!

---

## 8. EDUCATION & CERTIFICATIONS

Include:

- Institutions

- Degrees

- Years

- Relevant courses

- Licences

- Certifications (especially high-value ones: PMP, Google, AWS, Scrum, etc.)

---

## 9. ACHIEVEMENTS (OPTIONAL BUT POWERFUL)

Add sections for:

- Awards

- Publications

- Projects

- Languages

- Volunteer work

- Test scores

These give your profile depth and credibility.

---

## 10. CUSTOM URL

Create a clean, professional URL:
**www.linkedin.com/in/yourname**

Avoid numbers and random characters if possible.

---

## 11. SETTINGS FOR VISIBILITY

- Turn **"Open to Work"** ON (optional to make visible to recruiters only)

- Allow recruiters to contact you

- Enable visibility for skills & endorsements

- Make your profile public

- Add your work preferences:

  o   Job titles

  o   Locations

  o   Work type (remote, hybrid, onsite)

---

## 12. ACTIVITY & ENGAGEMENT

Engage weekly by:

- Sharing industry insights

- Commenting on posts

- Posting achievements or updates

- Reposting relevant content

- Joining groups

This boosts visibility and credibility.

---

## 13. KEYWORDS STRATEGY

Recruiters use keyword searches. Include:

- Industry-specific terms
- Software/tools
- Job titles
- Skills from job postings

Place keywords in:

- Headline
- Summary
- Experience
- Skills

---

## 14. CHECKLIST — QUICK OPTIMISATION

✓ Professional photo
✓ Clean banner
✓ Strong headline
✓ Compelling About section
✓ Results-driven experience
✓ 20–30 skills
✓ 3–6 recommendations
✓ Featured section updated
✓ Custom LinkedIn URL
✓ Open to Work settings
✓ Weekly engagement