LINKEDIN BEST PRACTICES

1. USE A PROFESSIONAL PROFILE PHOTO

- Choose a high-quality, recent photo where you look professional and approachable.
- Ensure good lighting and a clear view of your face.
- Avoid casual or distracting backgrounds.

2. CREATE A COMPELLING HEADLINE

- Instead of just your job title, include keywords that highlight your expertise or value proposition.
- Example: ***Digital Marketing Specialist | Content Creator | SEO & SEM Expert***

3. WRITE A STRONG SUMMARY (ABOUT SECTION)

- Summarize your professional background, key skills, achievements, and career goals.
- Use a conversational tone and include keywords relevant to your industry.
- Highlight what makes you unique and valuable.

4. SHOWCASE YOUR EXPERIENCE

- List relevant roles with clear descriptions of your responsibilities and achievements.
- Use bullet points for readability.
- Quantify results when possible (e.g., “Increased sales by 30%”).

5. HIGHLIGHT SKILLS AND ENDORSEMENTS

- Add skills that reflect your expertise.
- Prioritize the most relevant skills for your industry.
- Seek endorsements from colleagues and connections.