



OFFICE OF  
**CAREER AND  
PROFESSIONAL  
DEVELOPMENT**

CENTRAL



# Linked

## The **Ultimate Cheat** Sheet



**A Visual Guide To Elevating  
Your LinkedIn Profile in 7 Steps**

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# 1 The Perfect Profile Blue Print

There are more than 350 million professionals on LinkedIn. To stand out, you need to pay great attention to creating a profile. In this section, you'll learn how that's done.

## Headline 120 characters

This is the most-important aspect of the profile! Be succinct, creative, and include key terms that make it easy for others to define your industry and your role within.

## Name

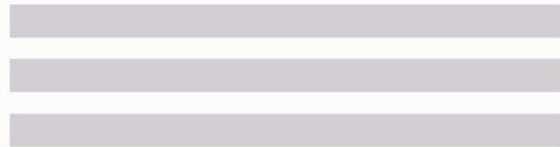
Include your first, last, and middle name (if applicable). This is not the place for nicknames or humorous references to job titles (such as "sales rockstar" or "developer ninja").



## James Eaton

Award winning Sports Psychologist who works with some of the best sports people in the UK.

Southampton, United Kingdom | Sport



Add your industry to be more visible to searchers.

487

connections

 <https://uk.linkedin.com/in/>

## URL

Customize the LinkedIn URL to make it easy for people to find you.

Find your unique URL in the light-grey box below your name. Click the edit button and revise.



[linkedin.com/in/jameseaton](https://www.linkedin.com/in/jameseaton)



[linkedin.com/pub/james-seaton7342/7864](https://www.linkedin.com/pub/james-seaton7342/7864)

## Profile Photo

First impressions matter during business meetings and when people see your profile picture.

Consider your industry in addition to potential consumers and peers to select the appropriate headshot.



Adding a professional photo of yourself on your LinkedIn profile can result in

**14 TIMES MORE PROFILE VIEWS!**



## Dos and don'ts of LinkedIn profile photos



### Do's



#### Get a professional photographer

It's worth the investment since you can use the pictures for multiple social platforms and purposes.



#### Look personable

You don't have to give a goofy smile but you don't want to appear angry either. When in doubt, ask others to give their opinions before you publish.



#### Use most of the frame

Your face should be centered, leaving a small space over your head with the picture extending to your shoulders.



#### Choose a familiar picture

Keep the photo true-to-life. If you wear glasses, have a beard, or often wear a tie, make the profile photo representative of how you normally look at work.



### Don'ts

#### Be professional

LinkedIn is not Facebook. Structure your profile according to how you would act at work.



#### Balance formality

Don't go overboard yet don't be underdressed in your picture. Let the photo reflect your work attire and mood.



#### Leave Fido out

It's a cute sentiment, but leave dogs and other pets out of your LinkedIn profile picture.



#### Keep the background neutral

Don't let the background distract viewers. Choose a neutral and non-busy background.



# 2

## Background

### Summary 2000 characters max

Write a succinct description, including your present and future business ambitions. Add other points of contact, including mobile number, Twitter URL, email address, etc.

Adding media to the summary supports credibility. Provide links to slides, videos, podcasts, blog posts, and more. Be precise in describing past and current job descriptions. Keep it positive and highlight your skills and accomplishments.

### Background

Summary



Adding media to your summary gives credibility to your claims about who you say you are and what you do. Screenshots, slideshares, videos, articles that quote you etc.

Experience

Experience/Position Title  
100 characters

Senior Sports Psychologist  
Elite Sports Tech Ltd  
August 2006 - Present ( 9 Years ) Southampton, United Kingdom



68%

68% of LinkedIn members use the platform to reconnect with past business associates.

Experience/Position  
Description  
2000 characters

Be precise in your past experiences and current role(s). Don't be afraid to use detail.

### Experience

Complement resume information with clips from videos, in-article quotes, slides, and other content you created that's pertinent to your professional life.

Try to better intrigue viewers; the longer they view your profile, the better your chances of making a business connection.

Avoid using buzzwords and remember to show (versus tell) about your skills and talents. For example, rather than stating you're a "great salesperson," mention awards received or remarkable sales metrics achieved.

Creative

Passionate

Strategic

Organizational

motivated

DRIVEN

DYNAMIC

Extensive Experience

Expert

track record

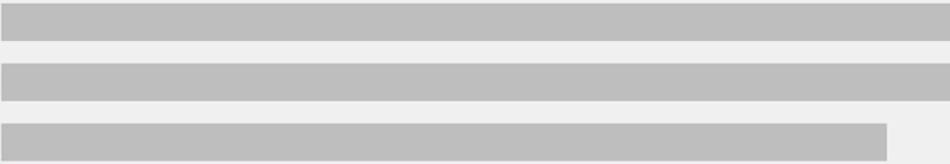


## Projects

### Senior Sports Psychologist

Elite Sports Tech Ltd

August 2006 - Present ( 9 Years ) Southampton, United Kingdom



Add and update projects you've worked on

66% of companies will hire based on experience



Use this as a portfolio of your best work so you can back up your skills that you claim to have.

## Projects

Add projects to demonstrate skills and reinforce assertions made in your description.

Add links to current projects to support credibility. Many people talk about talents, but it's more important to showcase skills.

## Skills



## Skills & Endorsements

Add skills that define your professional role, experiences, and contributions.

This attracts those who can validate your admitted skills and make recommendations based on your skillset.

## Education

Include information about degrees acquired and schools attended.

Including educational information provides opportunity to make a connection with other alumni and impress onlookers.

LinkedIn members that include skills in their profiles on average receive

**13 TIMES MORE PROFILE VIEWS!**





## Education

Education/Degree  
100 characters

University of Hertfordshire

Sports Science BSc - Specialising in physiology & biomechanics  
2001 - 2005

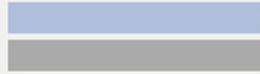
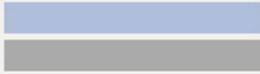
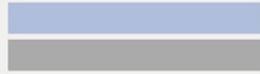
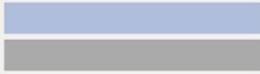


Education Description  
1000 characters

**The education section is more critical for more entry-level job seekers, remember that displaying your academic background will usually be required to gain entry in LinkedIn Alumni Association-oriented groups, which can be important for networking purposes.**

## Connections

All (300) New (3)



## Connections

Aspire to make (at least) 300 connections. However, limit the number of connections (to under 3,000) to keep use of the platform practical.

Be strategic in making connections with coworkers, peers in your industry, and present and past clients and customers.

## Groups



Sports Industry  
199,363 members  
[+ Join](#)



International Sports  
31,587 members  
[+ Join](#)



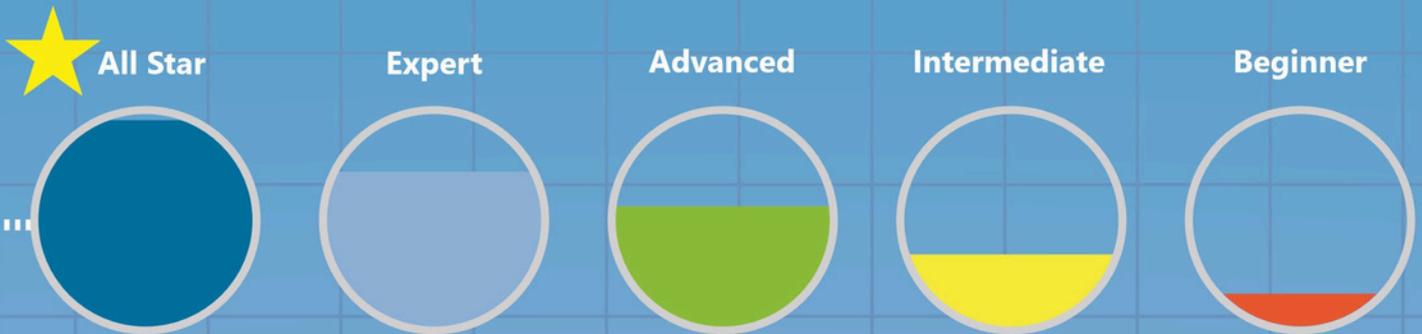
ESSA  
1,892 members  
[+ Join](#)

## Groups

Join groups to maximize LinkedIn's networking potential and utilize the ability to contact other group members.

# Why You Should Complete Your Profile

Users with complete Profiles are 40 times more likely to receive opportunities through LinkedIn.



51%

Only 51% of LinkedIn users have 100% completed profiles

## All Star Rating Checklist

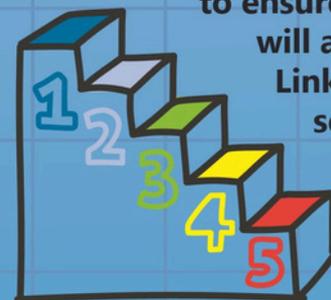
- ✓ Your Industry & Location
- ✓ Current Position (with a description)
- ✓ Two Past Positions
- ✓ Your Education
- ✓ Your Skills (min of 3)
- ✓ Profile Photo
- ✓ 50 Connections

The search algorithm seeks and displays results in this order:

- 1 Profile Completeness (100% only) 
- 2 Connections in Common (shared) 
- 3 Connections by Degree ( 1st, 2nd, 3rd ) 
- 4 Groups in Common (shared) 

Make sure your profile is complete. If your information is incomplete, you will be invisible regarding searches, which is counterproductive and contrary to using the social platform.

The main reason to complete your Profile is to ensure that you will appear in LinkedIn search results.



**Personal Background**  
1400 x 425

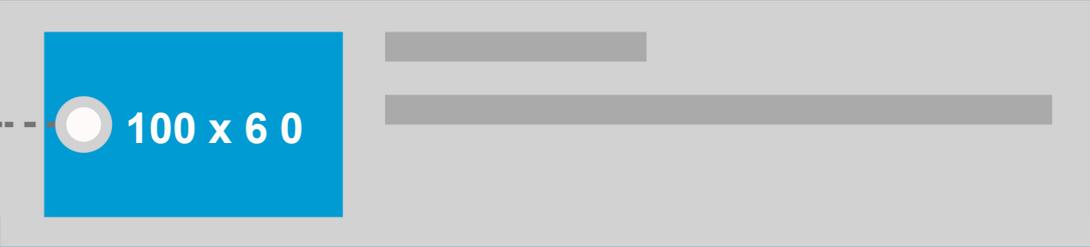
**Image Guidelines**  
Between 1000 x 425 and 4,000 x 4,000 pixels  
Maximum size 4MB  
JPG, PNG or GIF files only

**Profile Photo**  
400 x 400

**Image Guidelines**  
Between 400 x 400 and 20K x 20K px  
Minimum 200 x 200 pixels  
10mb maximum file size  
JPG, GIF or PNG files only



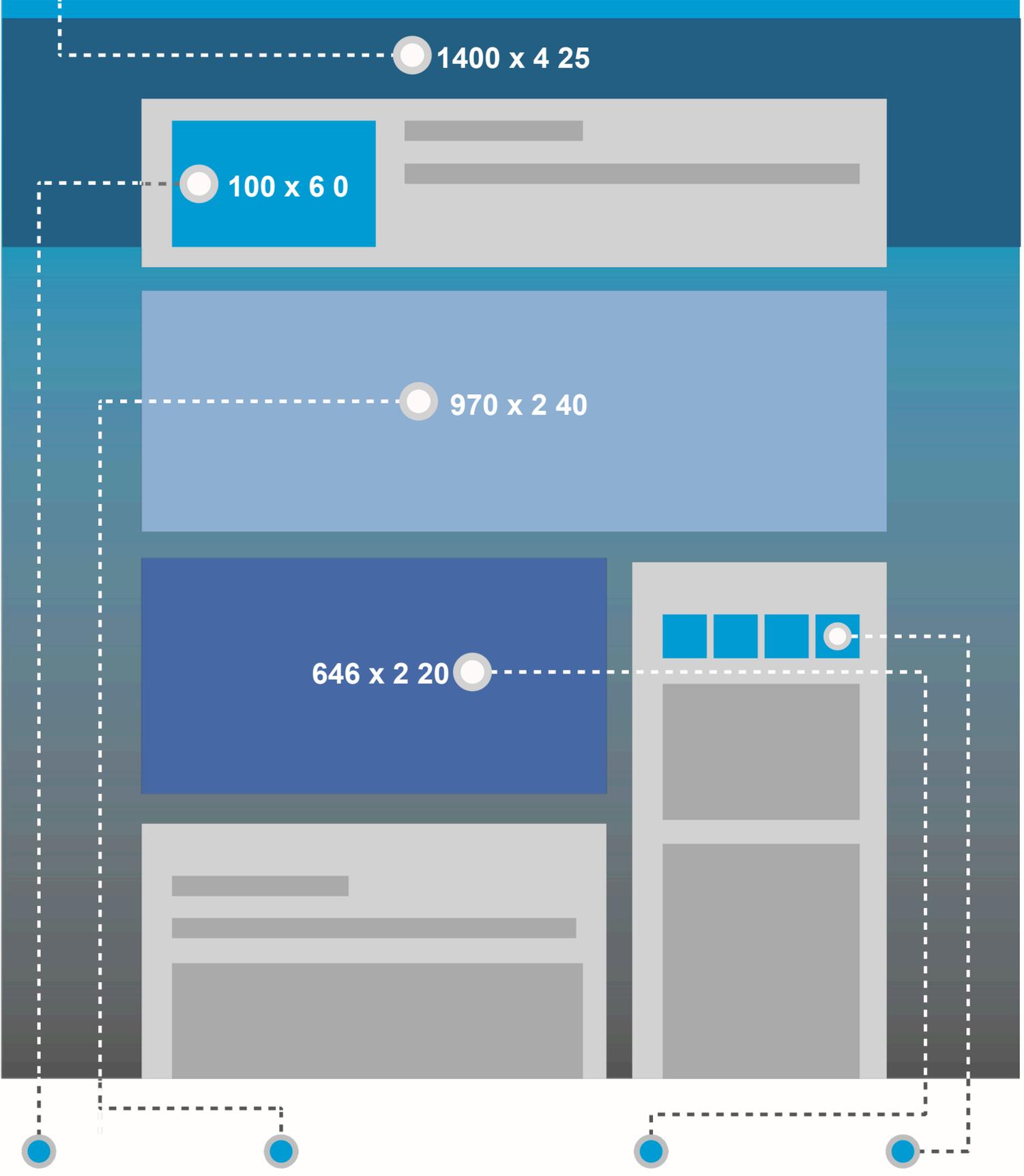
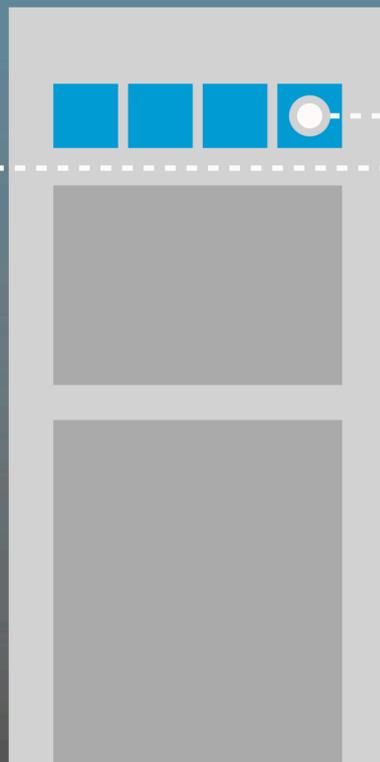
1400 x 425

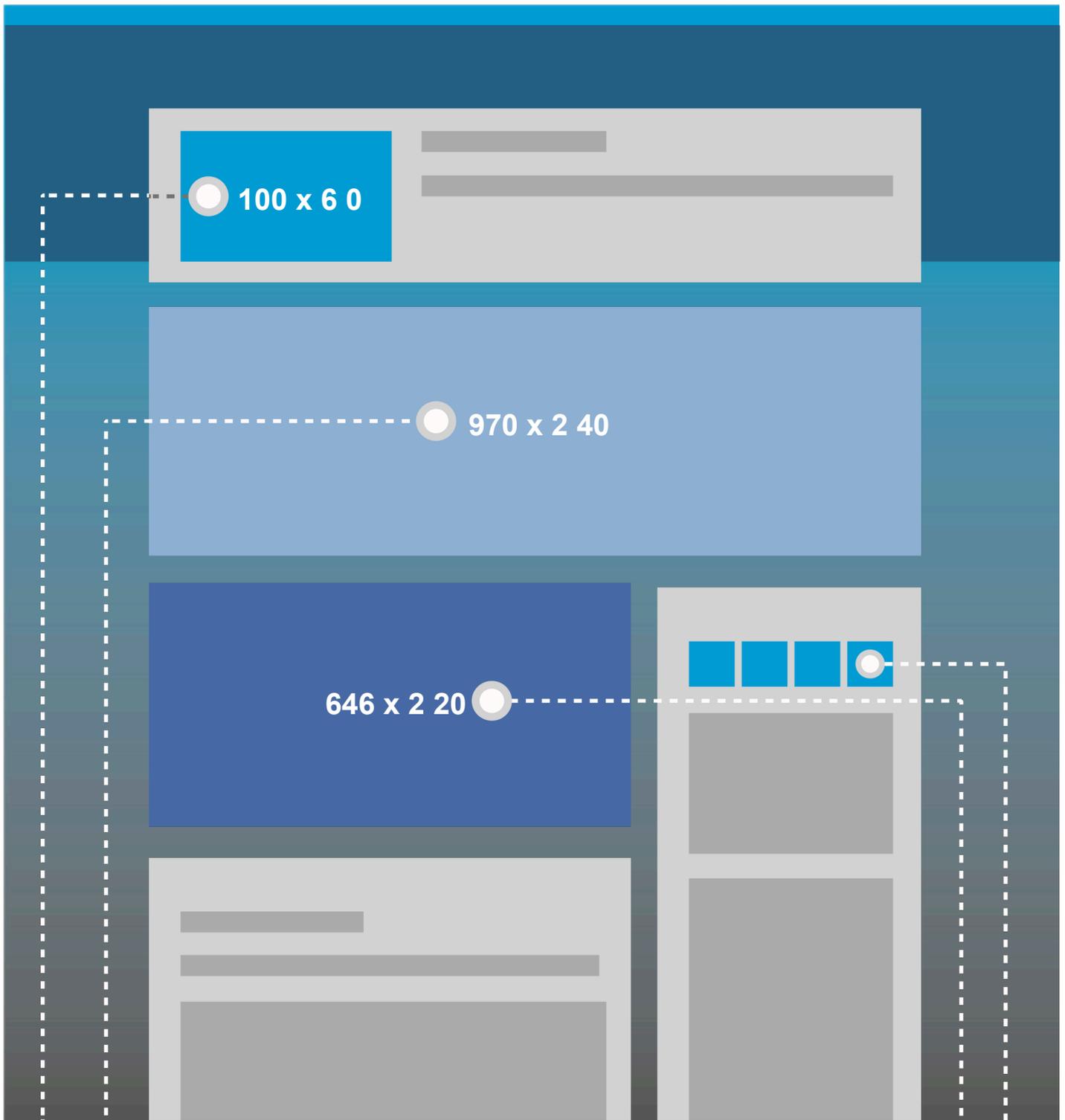


970 x 240



646 x 220





**Standard Logo:**  
100 x 60

**Image Guidelines**  
100 x 60 px (resized to fit).  
Maximum 2 MB. PNG, JPG or GIF.

Upload your brand/company's logo. Make it look professional and attractive so other members are enticed to follow and engage your business.



**Hero / Career Page Photo:**  
970 x 240

**Image Guidelines**  
Minimum 970 x 240 px  
Maximum 2 MB.  
Landscape Layout.  
PNG, JPG or GIF.

At the top of this page sits a banner that is bigger than any of the other images on LinkedIn. You can use this space to choose a picture that speaks to your company in order to attract some great potential employees.



**Banner Image:**  
646 x 220

**Image Guidelines**  
Minimum 646 x 220 px  
Maximum 2 MB.  
Landscape Layout.  
PNG, JPG or GIF.

Banner images are one of the newest and most prominent, and appear when a user visits your brand's homepage. If visitors are actively searching for your brand, you'll want to make a great impression.



**Square Logo:**  
150 x 50

**Image Guidelines**  
50 x 50 px (resized to fit).  
Maximum 2 MB. PNG, JPG or GIF.

This is the brand image that shows up when your company is searched. Make sure you use something recognizable to your brand to make sure customers know which company they want to click on.

# 3

## How To Outreach for LinkedIn Recommendations



Recommendations add more credibility to your experience and work history. For ongoing network development, a solid combination of recommendations and skill endorsements can go a long way to successful interactions. Below we have outlined the key stages to obtaining quality recommendations from your past and present clients, colleagues and employers.

### Recommendations

# VS

### Endorsements

Written by other members, recommendations are ways to market your company as well as invite advocacy.



Less specific, endorsements are softer signals of advocacy.

Seen as a high quality trust signal from both LinkedIn and to your profile viewers.



While still important regarding LinkedIn algorithms, endorsements are not as credible or well-sought as written recommendations.

#### Recommendations

Recommendations are written by other LinkedIn members as a way to recognize or applaud a business partner or colleague. Secure some from a list of your most important and notable past colleagues and employers to add more credibility to your profile.

Aim for between 5 to 10 recommendations. LinkedIn will display the two most recent recommendations received. ( See example visual below )



Get up to two recommendations for each of your most important former positions.

## Recommendations



Would you like to recommend James?  
[Recommend James](#)

Senior Sports Psychologist  
Elite Sports Tech Ltd



“

[Redacted]

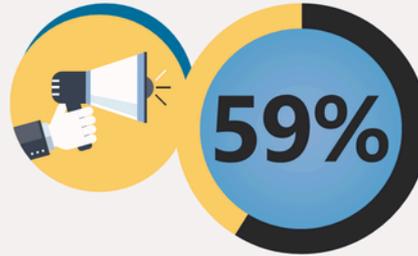
[Redacted]



“

[Redacted]

[Redacted]



### Ask for and give recommendations

59% of people consult friends and family for purchasing decisions. More recommendations equal more business.

# How to get more recommendations

1

Hover over your image in the top right corner and then select **"Privacy & Settings"**

 Company Page	Manage
 Language	Change
 Privacy & Settings	Manage
 Help Center	Get Help

2

Under the "Settings" header on the "Profile" tab, select **"Manage Your Recommendations"**

## Settings

Manage your Twitter settings  
[Manage your WeChat settings](#)  
Helpful Links  
Edit your name, location & industry »  
Edit your profile »  
Edit your public profile »  
Manage your recommendations »

3

Select **"Ask for recommendations"**

## Recommendations

Received Given **Ask for recommendations (4)** Give recommendations

4

Select the past or present position that you want to be recommended for. Then choose up to 3 people to send recommendation request to.

## Ask your connections to recommend you

1 What do you want to be recommended for?

Choose...

2 Who do you want to ask?

Your connections: (You can add up to 3 people)

Search your connections...

5

Create your own recommendation request versus using the autogenerated one supplied by LinkedIn as a default

## Write your message

### Subject:

Can you recommend me?

I'm writing to ask if you would write a brief recommendation of my work that I can include on my LinkedIn profile. If you have any questions, please let me know.

Thanks in advance for your help.

James Eaton

Send

Cancel

Your response rate will increase if you rewrite the email and make a more personal request.

6

Be specific in what you want to be recommended for.

We all like reading nice things about ourselves like "Pleasure to work with" but to a hiring manager, reviews of this nature adds little value to your profile.



“ James was a pleasure to work with. His smile made the office a brighter place. ”

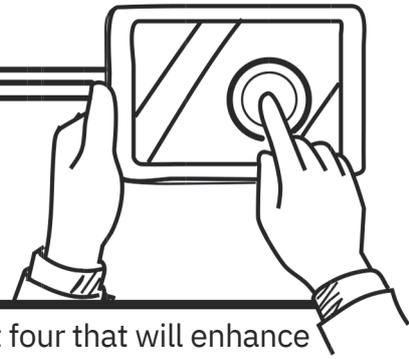


“ James consistently performed and improved many developed new processes within the company. ”

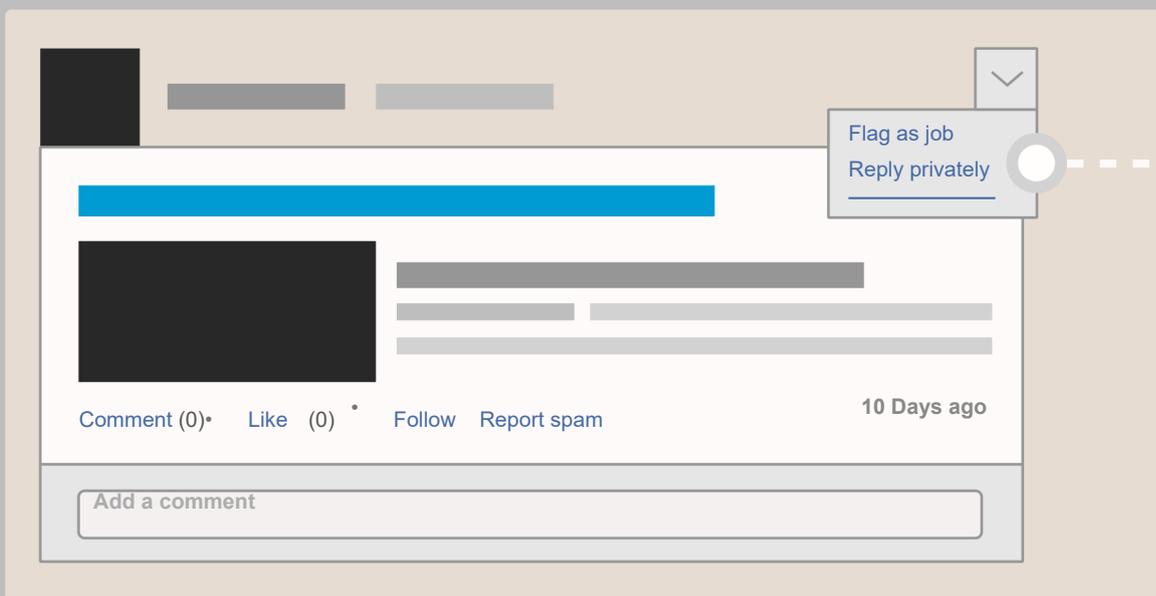
# 4

## Hidden LinkedIn Features to Enhance Your Profile

You may be unfamiliar with some hidden features. Learn about four that will enhance your LinkedIn profile and experience.



### Message someone you're not connected with



- 1 Join a common group
- 2 Find a person's post within the group.
- 3 Group members can message each other without a direct connection.
- 4 Click the down arrow and select "Reply Privately."

## Download a list of your connections

### Advanced Settings

Export LinkedIn Connections

Change Timezone: Central Time

Click on "Connections" in the top menu then click the gear icon that appears in the top right corner.

In advanced settings, the first option will be: "Export LinkedIn Connections".

### Download a list of connections along with;



Name



Company Name



Title



Email Address

## Maintain LinkedIn relationship notes

Under each connected profile, there's an option to add relationship notes.

★ Relationship Contact Info

Note  Reminder  How you met  Tag

In 1 day  In 1 week  In 1 month  Recurring

This information is only visible to you.



Reminders



Important details



How you met



Contact Information

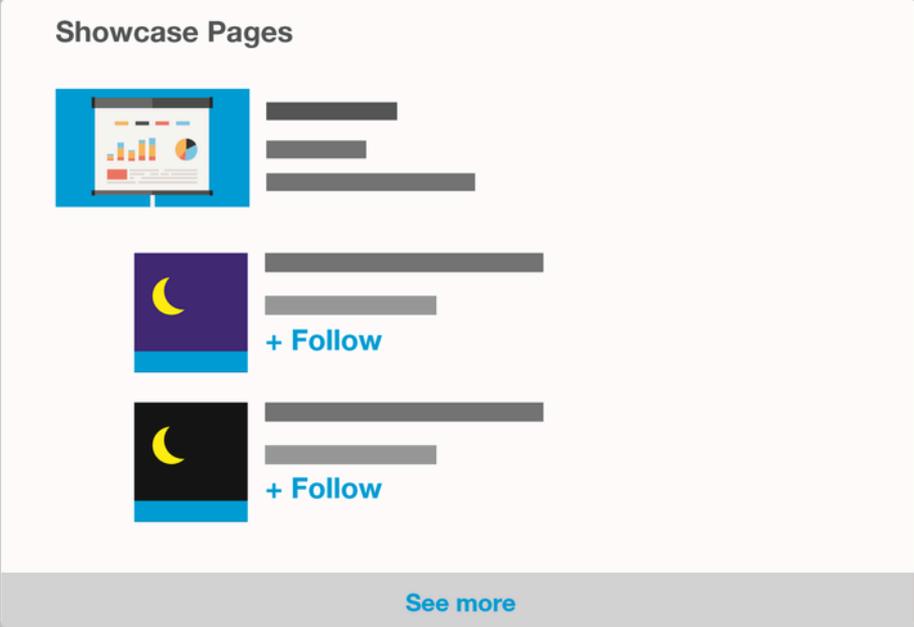
All of this information is kept private.

# Create a showcase page

Showcases are niche pages branched off of the main company page that allow a company to promote specific products or market to a specific buyer

Click on the drop down to the right of the edit button, then click on "Create A Showcase Page"

### Showcase Pages



The screenshot shows a list of three showcase pages. The first item has a blue icon with a white bar chart and three grey horizontal bars to its right. The second item has a purple icon with a yellow crescent moon and a blue bar at the bottom, with a '+ Follow' button to its right. The third item has a black icon with a yellow crescent moon and a blue bar at the bottom, also with a '+ Follow' button to its right. At the bottom right of the screenshot is a 'See more' link.

Enter information as you would for regular pages including:



Web Links



Images



Industry

You can create up to 10 free showcase pages



# 5

## The Anatomy Of Perfect LinkedIn

# SEO

LinkedIn is introducing more options for optimizing one's profile. Use the following tips to optimize your profile and opportunity to show up in LinkedIn search results.

1

### Your Professional Headline

LinkedIn scans for keywords in your professional headline.

Use standard job titles. Avoid the wacky job titles like **"Head of Tea Boy"** and go for things that stand out and expands on your job title like...

**"Award Winning Sports Nutritionist"**

3

### Complete your LinkedIn Profile

LinkedIn gives a higher level of prominence to profiles that are 100% completed. A no brainer really!

Fill out every single section and use LinkedIn's help to guide your profile to completion.

linkedin.com/in/jameseaton



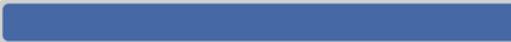
**James Eaton**

Award winning Sports Psychologist who works with some of the best sports people in the UK.

Southampton, United Kingdom Sport

487

Profile Strength



Websites Company Website

Select "Other" from the drop down menu to add your custom anchor text.

Websites

Company Website URL (ex: http://www.mysite.com) x

Company Website URL (ex: http://www.mysite.com) x

Company Website URL (ex: http://www.mysite.com) x

Save

Cancel

2

### Claim your SEO friendly URL

Ok so the SEO benefits of claiming your own URL may be minimal, but it's just good business.

Connecting your LinkedIn profile to your name will make you to be found easier by real connections.

It will also let you add your custom URL to business cards.

4

### Use anchor text in links

LinkedIn profiles can have up to three links, including company website and blog.

You can actually change the anchor text to something more descriptive. All you have to do is select the **"Other"** option.

5

## Optimize your job descriptions

Do not keyword stuff, but do have at least one instance of your keyword that you are focusing on.

Take an approach of optimizing around secondary keywords that are still relevant and descriptive of your skill set.

Instead of writing out full paragraphs, use a wide variety of relevant keywords in bullet-pointed lists.

Formatting your descriptions will also increase your profile's scannability.



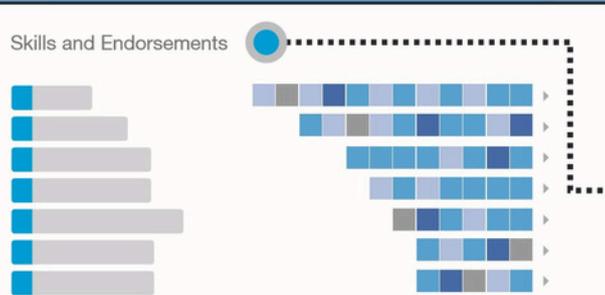
6

## Optimize your job titles

Optimizing your job titles slightly to include a few keywords is just smart.

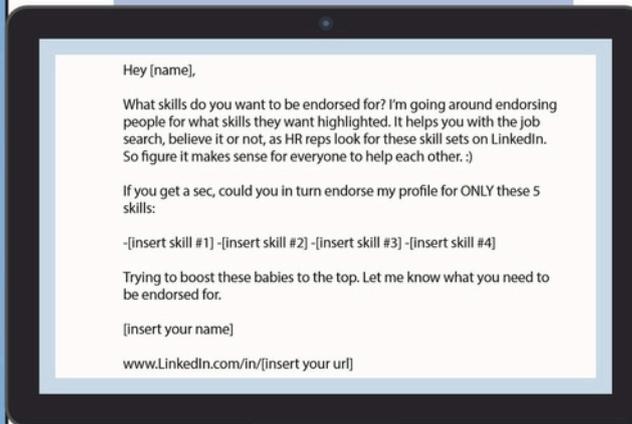
Instead of "Sports Therapist" bait search engines by adding something more descriptive like

**"Elite Multi-Disiplined Sports Therapist ."**



### How to get more endorsements

- 1 Copy this email template to message your connections with. Make sure you personalize it.



7

## Get more endorsements

Endorsements help increase the value of your profile.

Some assume that the new LinkedIn How You Rank means that the site is moving toward popularity-based rankings, and endorsements are easily a part of that. It's always good to be prepared, just in case!



8

## Promote your LinkedIn profile elsewhere.

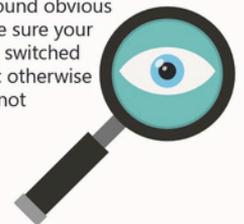


Put a link to your LinkedIn profile on your email signature, your Facebook, Twitter, Google+, Crunchbase accounts and any websites you maintain to create inbound links to your profile.

9

## Make sure your profile is visible

It may sound obvious but make sure your profile is switched to public otherwise you will not be seen.



10

## Use Publisher

The publisher option is a new feature. It allows you to post articles directly to LinkedIn. This helps you show your expertise and gives the LinkedIn bots more content and information to work with. It shows you're active, and helps your name and face show up in the news feeds of your followers.



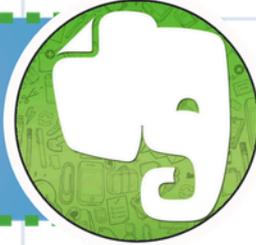
# 6 Quick LinkedIn Tips To Do Today

Here are bite-sized tips to implement right away to improve your profile and make it more visible to peers and potential consumers.

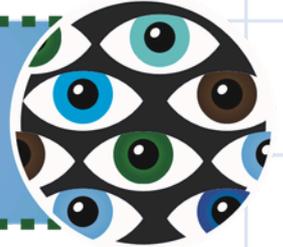
**The best times to post on LinkedIn:**  
Tuesday and Thursdays, between 7am and 9am local time.



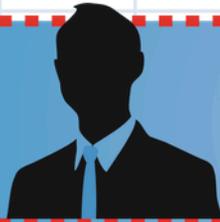
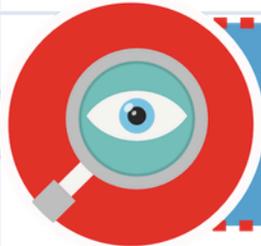
**Evernote & LinkedIn integrate.** Organize biz cards, LinkedIn info, & notes in one place.



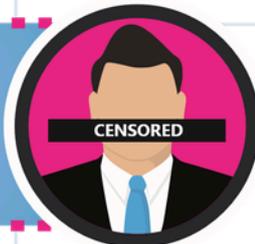
**Your profile is 5 Times more likely to be viewed if you join and are active in groups.**



**Looking for a new job on LinkedIn?**  
Don't let your boss know; turn off your activity broadcasts.



**Censor yourself.**  
If you wouldn't say it in a job interview, don't say it on in a LinkedIn.



**Endorse people you respect.** Send a thank you message when someone endorses you.



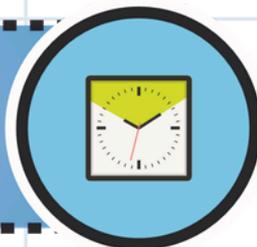
**20 LinkedIn posts per month can help you reach 60% of your unique audience.**



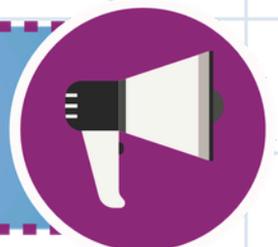
**Use your LinkedIn profile as a sales tool.**  
Add a short video about your company to your profile.



**LinkedIn users who update their profiles regularly get more job offers.**



**Find your voice.**  
Publishing posts is a great way to showcase your professional knowledge, position yourself as a thought leader in your industry.



Creative  
Innovative  
Strategic  
Organizational  
motivated  
Extensive Experience  
Expert  
**DRIVEN** DYNAMIC  
track record

**Avoid profile buzzwords, such as "creative" and "motivated." Minimize adjectives. Emphasize verbs.**

# 7 Keeping Your LinkedIn Profile Secure

With news of so many high-profile data breaches in recent months, it's vital to make sure you know all of the ways to keep your personal LinkedIn account information private.

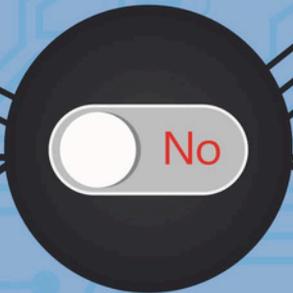
Automatic checks already protect all LinkedIn accounts, designed to thwart unauthorized sign-in attempts and keep users' data safe. But you can take several additional steps to ensure your account is totally protected and safe.



## Update Your Privacy Settings

In addition to the security features LinkedIn have built to protect your information, there are some additional privacy settings you can turn on or off, depending on what you want to share, display, and receive.

Turn your activity broadcasts on or off:



If you don't want your connections to see when you make changes to your profile, follow companies or recommend connections, uncheck this option.

Select what others can see when you've viewed their profile.



You can set your privacy settings to a high level, so when you view other peoples' profiles, you are displayed to them as an "anonymous LinkedIn member".

Select who can see your connections



You can share your connections' names with your other first degree connections, or you can make your connections list visible only to you.

# Two-Step Verification

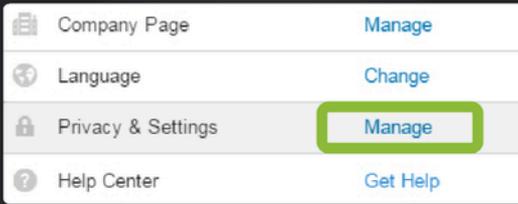
Two-step verification requires a person to use more than one form of verification to access an account. It's a much stronger form of account protection that can greatly reduce identity theft and unauthorized access to sensitive information since most accounts become compromised from new or unknown computers or devices.



## Here's how to turn on Two-step verification on LinkedIn

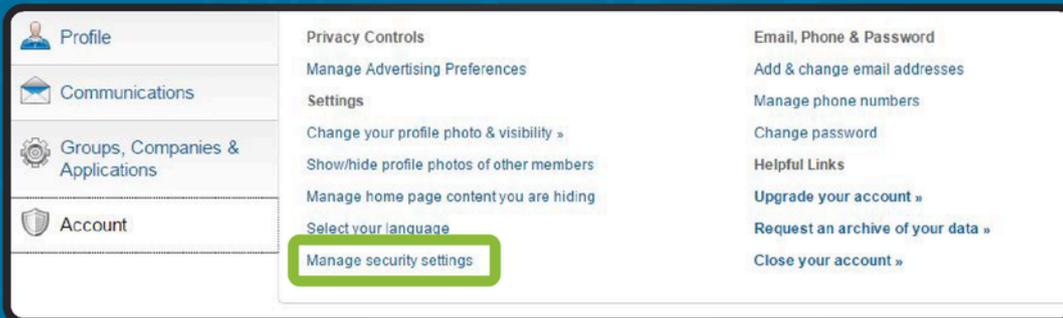
1

Open the top-right menu and click on **Manage** next to "Privacy & Settings"



2

On the tabs along the bottom-left-hand side, click **Account > Manage security settings** (bottom of the left column).



3

Under Two-step verification for sign-in, click **Turn On**.

### Security Settings

#### Two-step verification for sign-in

Turning this feature on will sign you out anywhere you're currently signed in. We will then require you to enter a verification code the first time you sign in with a new device or LinkedIn mobile application. [Learn More >](#)

Currently **OFF** **Turn On**

Note: Some LinkedIn applications will not be available when you select this option.

Done

4

Enter a reliable cell phone number and then click **Send Code**.

### Turn on two-step verification

Please enter the verification code sent to 07949 [U] Verification and recognize this device. Change phone num

Didn't get it? Resend

Verify

Cancel

Two-Step Verification  
**Complete**



# LinkedIn Password & Security Best Practices

1

Change your password every few months



2

Don't use the same password on all the sites you visit.

3

Don't use a word from the dictionary for your password.



4

Don't use names or slang terms for your password.

~~JAMES~~



5

Use lower case and UPPER CASE letters, numbers and keyboard characters in your password

2 Years



A password of 8 characters in length with numbers, letters & characters will take on average 2 years to crack

6

Sign out of your account after you use a publicly shared computer



7

When it comes to creating a password, go for length over complexity

On average a hacker will "bruteforce" crack a

10 Character Password

in 1 WEEK

A hacker will be able to "bruteforce" crack a

15 Characters Password

in 150 million YEARS

# IDEAL

# Career Timeline

Year  
1

## FRESHMAN

- Activate your [Handshake](#) account
- Choose the “right” major for you. ([What can I do with this Major?](#))
- Create an updated resume
- Apply for a part-time job/student worker position
- Join 1+ club / organization

Year  
2

## SOPHOMORE

- Explore internships for the summer ([Handshake](#))
- Attend employer events, including [career fairs & networking events](#)
- Create or update your LinkedIn profile
- Get a professional [headshot](#) at C&PDO

Year  
3

## JUNIOR

- Explore options for 2<sup>nd</sup> internship
- Attend all C&PDO employer / career & professional development events
- Visit Central's [Career Closet](#) for free professional attire
- Build your professional network & make career connections

Year  
4

## SENIOR

- Determine your goal(s) upon graduation
- Create exit strategy
- Apply to full-time positions or grad school before you graduate
- Network through LinkedIn, Central alumni, and professional associations



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JOB  
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