

Building Your LinkedIn Profile



Why it matters:

- Serves as your online resume and demonstration of professional acumen
- Positions you as a knowledge owner/leader
- Builds your network of design and trade partners and potential customers
- Increases visibility of your firm
- Search Engine Optimization: Google Ranking!

Priority 1:

- Cover Image - 1584 x 396 pixels. Can be related to your profession, artistic expression, travel image, landscape. This can be your creative moment.
- Profile Picture - headshot in good lighting. No pictures with cropped out friends, grainy faces, etc. Can be color or black and white. No selfies!
- Headline: Brief statement about your career objective, service offering, or ambition. NOT YOUR JOB TITLE.
- About: Summary about yourself and where you have specialties, areas of interest, etc. Six lines of text; can include an uploaded document or link to firm website or special interest area.

Rachel Harris Ledet
Marketing Strategist Growing Businesses thru Visibility, Branding, and Client Connection
Metairie, Louisiana · 500+ connections · [Contact info](#)

Providing Marketing services
Search Engine Optimization (SEO), Content Marketing, Marketing Consulting, Digital...
[See all details](#)

Public

Show recruiters you're open to job opportunities —you control who sees this.
[Get started](#)

About

I am the Founder and Principal of 30|90 Marketing, a strategic marketing and business development consulting firm. Specializing in the A/E/C industry and continuously working with small businesses. I strive to help individuals and organizations grow through thoughtful planning, monitored action, and measured accountability. Contact m... see more

Priority 2:

- Add your Professional Experience
- Job Title
- Company: Link to your company's main page.* Enter Location and Starting Date.
- Select Industry.
- Description of Job: Write 2-3 sentences about your position and specialties.
- Optional: add past positions and companies to show your career history. People use these histories to search for individuals.

Add experience

Title *
Ex: Retail Sales Manager

Company *
Ex: Microsoft

Location
Ex: London, United Kingdom

I am currently working in this role

Start Date *
Month Year
End Date *
Present

Update my industry
 Update my headline

Headline *
Principal, Director of Strategic Marketing at 30|90 Marketing

Description

Priority 3:

- Update Contact Information
- Personalize your Profile URL to match your name as you wish
- Add your company website and click Business (type)
- Add work phone number and business address
- Add work email address
- Your Birthday (optional)

Priority 4:

- Build your network
- Link with your subconsultants, vendors, professionals, friends, association network, etc.
- Goal to get 500 connections in three months! The more connections you make, the bigger network you will see!
- People really use this as a powerful tool to find professionals and connect!

← Edit contact info

Profile URL
[linkedin.com/in/rachelharris1234](https://www.linkedin.com/in/rachelharris1234)

Website URL
 Personal Remove website

+ Add website

Phone
 Work

Address

Email address
rachel@3090marketing.com
+ Add instant messenger

Birthday
 👁 Birthday visible to: Your network

Apply

Bonus Activities:

- Add your Accomplishments: positions you hold, nonprofits, boards, awards, etc.
- Ask for Recommendations and offer others to trade recs.
- Add Interests - sites you follow, news you enjoy, trade publications, etc.

All-Star Rating:

- All-Star is the highest level of profile completion on LinkedIn. LinkedIn reports that All-Stars are 27 times more likely to be found by recruiters and receive 3 times more views from searches, the feed, and your network.
- All-Star Rating shows that you are an active LinkedIn participant and are well-connected through a vast network. *(mobile view displayed to right)*

*Completed LinkedIn Company Profile Pages are important to tie all employees together and to serve as a “yellow pages” listing that proves legitimacy of the organization. Because Google Ranking does not focus as heavily on the company page, it is recommended that all client-facing professionals share their own content on their own profiles frequently and consistently. Company Pages can share information, posts, and articles less frequently.

