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.

Add profile section Rachel Harris Ledet 30l90 Marketing University of Mississippi -Marketing Strategist Growing Businesses thru Visibility, School of Business... Branding, and Client Connection Metairie, Louisiana · 500+ connections · Contact info Providing Marketing services Show recruiters you're open to job opportunities Search Engine Optimization (SEO), Content —vou control who sees this. Marketing, Marketing Consulting, Digital... Get started See all details Public 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

Add avacrions

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.

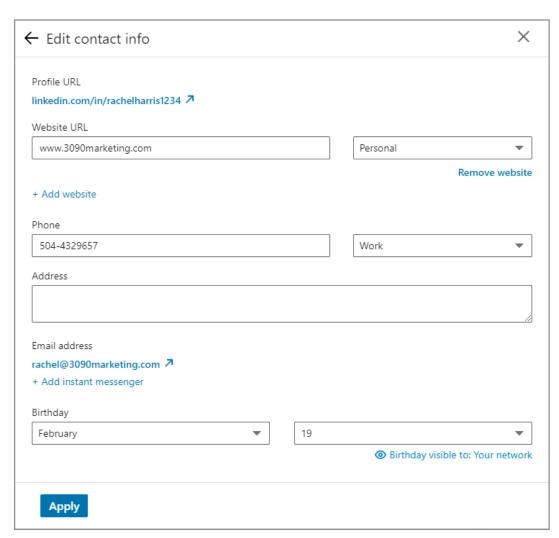
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Title *			
Ex: Retail Sales	Manager		
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Ex: London, Un	ited Kingdom		
✓ I am current	ly working in this role		
Start Date *		End Date *	
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Headline *			
Principal, Direc	tor of Strategic Marketing	at 30 90 Marketing	
Description			
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!



Bonus Activities:

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

