

# 7 WAYS TO OPTIMISE YOUR LINKEDIN PROFILE

With over 1.2 billion members, LinkedIn is the place to be for B2B business leaders.

Here are seven quick steps you can take to ensure your profile is professional and informative.

## IMPROVE YOUR PROFILE PICTURE



Use a clear, professional headshot against a blank wall with good lighting and make yourself look professional. You don't want to be considered a business catfish!

## WRITE A CLEAR, ENGAGING HEADLINE



This sits beneath your name and profile picture and is a chance to explain what you do.

## GET COLLEAGUE RECOMMENDATIONS



Nothing gives potential customers more confidence than glowing reviews. Ask colleagues to add recommendations to your profile and write them one in return. It adds trust and credibility, giving profile visitors an indication of how you're received by peers.

## STAY ACTIVE!



Whether it's posting, commenting or reposting other content, your activity and the interactions you make show that you're serious about sharing content, building connections and building your presence within your industry.

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## USE A BRANDED BANNER IMAGE



Don't stick with LinkedIn's default blue banner. Your image should represent your business, either displaying your logo or promoting an upcoming webinar, event or book.

## CRAFT AN INTERESTING BIO



While your headline gives readers a brief introduction to who you are, your bio tells your story, showcase your personality and shares your achievements.

Explain how you solve customer pain points and what qualifies you as an expert in your field.

*NOTE: only the first four lines are visible so put the best bits first.*

## OPTIMISE FOR SEO



You may be thinking 'SEO is a minefield', but adding relevant keywords and links to your website are just a few quick wins that could help you become more searchable on the platform.

Looking for more guidance on building your LinkedIn profile?

[Read the full article](#)