



# LinkedIn Audit

## *Professional Branding*

*Use this guide to supplement the LinkedIn Essentials workshop.*

### Keyword Research

- Make a list of keywords people might use to find you.
- Use LinkedIn's related search terms. Go to LinkedIn, type in a keyword, scroll to the bottom until you see "People also searched for".
- Search Ubersuggest to find related and new keywords.
- Incorporate keywords into your profile (primarily in the Headline, About, Experience and Skills sections).

**Name:** Use your first and last name. (Middle name or nickname if applicable).

### Headline

- 220 characters to explain what you do.
- Include keywords and phrases a recruiter may search.
- Go beyond your official title/ role.

### Banner and Profile Photos

- Banner: 1128 x 191 pixels. Use canva.com to design a unique banner.
- Profile picture: 400 x 400 pixels. Use a professional photo. Smile. Shoulders and face only.
- Make sure you are centered so it will fit within the circle photo format.
- Upload a video cover story (up to 30 seconds) via the mobile app.

### About

- Write in first person. 2600 character limit.
- Hook is critical. Readers only see 2-3 lines and must click SEE MORE.
- Statement about What you Do/ How you Help.
- Why you?: What qualifies you? Provide some examples of outcomes and key areas of expertise.
- CTA (call to action): Invite people to get in touch, tell them how (email address, coffee chat, etc.)
- Break up text into sections using short paragraphs and bullet points.



### Featured

- Click on MORE button below headline to create Featured section.
- Feature popular LI posts. Link to articles, blogs, other media (video, podcast, awards, speaking profiles, news features, etc.)

### Experience

- List current position and at least two previous positions.
- Include your title, name of the company, description of your role (3-5 bullet points).
- Include keywords related to job titles and descriptions.

**Education:** List only education beyond high school level. (College, university, non-traditional education, trade schools, etc.).

### Featured

- Select at least 5 and up to 50 skills (15-20 is ideal).
- Reorder skills in order of importance.
- The 3 skills most important to your career and industry should be at the top. These are the ones people are most likely to endorse you for.
- Endorse connections for their skills and they may endorse you.
- Keywords from your research could be considered Skills as well.

### Recommendations

- Regularly ask for recommendations.
- Aim for 5 recommendations and then get 1 every 6 months.
- When asking for a recommendation, tell them what you want them to highlight.
- Give recommendations to show gratitude

**Accomplishments:** Can be honours, awards, languages, volunteer experience, certifications, publications, courses.

**Create a Custom URL:** On your profile page in top right corner you can change your URL to your name or something to reflect your personal brand.

**Change Profile's Public Visibility:** In Settings, ensure your profile is public so it can be easily found by members via search.