

6 Ways to Strengthen Your LinkedIn Profile

Are you looking to make your LinkedIn networking more effective? New TAM Board Member, Sara A Davis Lorenzi, has a passion for coaching people on how to put their best foot forward online. Check out some of her tips below!

- 1) **A Good Business Photo.** Take a look to compare the photos of others on LinkedIn, and find what looks right. Ask a friend to take your new photo. No family in this business photo, just You! Dress for the career position you are reaching to attain. Solid colors are best. Consider incorporating natural lighting from a side window. And best to stand away from the wall, turn with a swivel to the side, great to add a plant in the background.
- 2) **Add a Background Image in the Header:** Add a Background image to highlight behind your Profile photo. Consider a solid color for your background image. Tip: To upload Background Image, this must be uploaded while on a laptop computer.
- 3) **Edit your Headline:** Every Headline is auto-populated from your current Career entry under Experience. Instead, rewrite a Custom Headline that may include 2 or 3 Career talents to include within one Headline.
- 4) **Customize your LinkedIn URL:**
 - LinkedIn URL auto-populates a generic mix of digits for your URL.
 - Edit to create a new custom URL.
 - A Generic (not good) URL Example: RobertSmith2u982dr
 - A Custom URL Example: Rename to create a Custom URL: RobertSmithTexas
- 5) **A Summary Section:** Be sure to add a Summary section. This is your overall introduction. Your Summary may be written in first person, or in third person. Share your current Career focus, no need to rewrite about the past, as every reader can review your Experience section. It's a good idea to make an intro of 2 to 3 sentences. Then include a listing highlighting your primary Career focus. A listing with bullet points encourages readership.
- 6) **Your Skills Section:** Promote your best Skills to highlight your current Career focus. I recommend, only a total of 10 to 15 current Skills. List too many Skills, and your listing loses a Career focus.

There are even more ways to maximize your LinkedIn presence. Sara's open to providing Social Media advice and feedback. Feel free to reach out to her at Sara@SaraAllc.com

Sara builds Business by utilizing the Social Media trends of today. She has a passion for helping professionals build their Social Media message online, including LinkedIn to further their career direction.