# How to upgrade your LinkedIn profile:

# Upgrading your LinkedIn profile with these tips can help you generate new business, at scale.

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If we were to tell you that LinkedIn has been around longer than Facebook, Twitter and Instagram you probably wouldn’t believe us.

Since 2002 [LinkedIn has grown to 575+ Million registered members](https://kinsta.com/blog/linkedin-statistics/) across 200 countries. Based on these numbers, it’s safe to say that having a great LinkedIn profile is significant in the modern business world.

In the past, LinkedIn has been one of the leading ways companies recruit new hires, but in 2019 it’s also used by individuals or companies to grow their business by connecting with and engaging prospective customers. If this is the reason, you want to use LinkedIn, having an optimized profile is vital.

By following a few simple LinkedIn profile tips, your new online first impression can be upgraded in no time.

Basically, If someone can’t tell within 10 seconds of looking at your profile what it is you do or what service you’re providing, then the chances of them wanting to talk to you are significantly reduced, and your LinkedIn profile needs some work.

Here is what to consider:

#### **1. Have a professional photo**

According to LinkedIn’s own statistics, [users who have a profile photo receive 21 times more profile views and 9 times more connection requests](https://www.linkedin.com/help/linkedin/topics/6042/6059/profile-photo?lang=en). No one is going to connect with a faceless requester.

A professional looking picture taken in a well-lit bright environment will no doubt boost these numbers further. Ask yourself, who would you rather work with; someone with a well-lit photo and a professional looking demeanor, or someone with a dimly lit gloomy looking picture?

Some easy to follow tips:

• Make sure your photo is taken in a well-lit environment.

• Smile! Believe it or not, people prefer working with a smiley, happy person.

• Be Professional: If you’re working in a professional field, it’s essential to establish yourself as someone who takes their job seriously. Dress for success.

#### **2. Craft a great headline**

When crafting your headline, it’s important to keep in mind what you want your LinkedIn profile to convey. For example, are you looking for new opportunities? Or are you simply looking to let people know what you do? Base your headline on your own personal objectives.

For example, you might want a headline that is professional, yet straightforward, so new connections and potential clients know what you do, like this one:

‘Financial Professional at Sample Group Financial — Helping Clients Prepare for Their Financial Future.’

This headline is now concise and to the point, but also, it’s creative in describing what someone does. It also leaves people wanting to know more by piquing their interest.

#### **3. Create a compelling summary**

Imagine you had 30 seconds to tell someone the most important things about your career or profession…

What would you say?

Your summary acts as a short, concise elevator pitch about yourself. So be sure to include 3–5 sentences that describe:

Your years of experience in your industry.

Your area of expertise.

The types of organizations you’ve worked with.

What you’re most known for professionally.

At the end of your summary insert a brief call to action. Something like: ‘If I can be of help to you, feel free to reach out to me at \*office number \* \*email address\* \*corporate website\*.’

Make it as easy as possible for someone to be able to get in contact with you. By doing this, you’re showing you’re reliable, accessible and open to having conversations.

So, by now if you’ve followed these three steps you should be well on your way to having a professional LinkedIn profile.