

# 10 TIPS TO OPTIMISE YOUR LINKEDIN

1

## PROFESSIONAL PHOTO

Use a clear, high-quality profile picture that presents you as approachable and professional.

2

## ENGAGING HEADLINE

Craft a concise, keyword-rich headline that showcases your expertise and value proposition.

3

## COMPELLING SUMMARY

Write a captivating summary that highlights your skills, experiences, and career goals.

4

## DETAILED EXPERIENCE

Describe your roles, responsibilities, and achievements in each job, using bullet points for clarity.

5

## KEYWORD OPTIMISATION

Infuse your profile with relevant industry keywords to enhance discoverability.

6

## **SKILLS & ENDORSEMENTS**

List key skills and seek endorsements to validate your expertise.

7

## **ACCOMPLISHMENTS**

Showcase awards, certifications, projects, and publications to stand out.

8

## **CONNECTIONS**

Build a diverse network of relevant contacts, including colleagues, mentors, and industry peers.

9

## **ENGAGEMENT**

Regularly share insightful content, comment on posts, and engage with your network.

10

## **PUBLIC PROFILE**

Adjust privacy settings to make certain sections of your profile visible to a wider audience.

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