

7 Keys to Revitalize Your LinkedIn Profile



There's no substitution for a face-to-face handshake but **LinkedIn** provides the ability to establish a credible profile that can lead to and expand relationships. LinkedIn is a powerful and professional networking tool and a must for business professionals but you must spend some time to keep it sharp. Here are 7 best practices to revitalize your LinkedIn profile.

1. Complete your profile to 100%. You can see your score on the right side when editing your profile. Here are the areas that will help you get to 100%.

- a. List your current job
- b. Include two previous positions
- c. Add your education
- d. Add a profile summary
- e. Upload a personal photo (no kids, no pets, no logo)
- f. Include your specialties
- g. You need at least three recommendations



2. Edit your public profile URL. I suggest you choose your name if available. Add this URL to your business cards, your signature file and include it in other profiles.

3. Optimize you summary with keywords. Your summary is one of the most important parts of the profile because it is indexed by the search engines. It should be written in first person and should include your keywords, your skills, your experience and what differentiates you. You can use up to 2000 words. Suzanne Vara outlines how to [Pack A Powerful Punch With Your LinkedIn Summary](#).

4. Include links to your company websites on your profile. Tip: Select the "other" option so you can add the name of your website. You can add additional links to your blog, Facebook page and any other websites you have.

5. **Showcase your skills.** *Skills* is a new LinkedIn feature that allows users to search for a specific skill across its platform. Give your profile a boost by showcasing your expertise and adding your skills. To add a skill you must first [search for a skill](#) you have. When the results appear you can add the skill to your profile. Hubspot has more info on [how to add skills to your profile](#).

6. **Wisely request recommendations.** Recommendations add credibility to your profile. LinkedIn has made it simple to give and receive recommendations. Good sources of recommendations come from your clients and people who have worked with you. Don't get caught in the "I'll give you one if you give me one" scenario. Only give recommendations to people you truly have worked with or someone that you hold in high respect. When you give or receive reciprocal recommendations space them out so they don't look like it was a payback. You can delay posting the recommendation for a few days or weeks. But, out of courtesy, let the person know why you are delaying publishing their recommendation. Tip: In order for your profile to be 100% complete you need 3 recommendations. Forbes offers [additional info](#) regarding LinkedIn recommendations.

7. **Update your status several times a week.** Share updates on LinkedIn with links to your blog posts, news about projects you're working on or links to your industry news. You can schedule LinkedIn updates using a desk client like [Hootsuite](#), [Seesmic](#) or [Tweetdeck](#). You can also tag a tweet to post on LinkedIn by adding #in to the tweet. I do not recommend sending all of your [Twitter updates to LinkedIn](#), but selectively choose which tweets go to LinkedIn with the #in tag. Your updates show up on the feed and are searchable using [LinkedIn Signals](#), a new search feature on your home page below the status window.

To get the most out of your revitalized profile you need to make sure you are well connected. LinkedIn provides tools to help you find connections. There is a toolbar for outlook and you can import your contacts from your mail client to see if they have a LinkedIn profile. Review LinkedIn's suggestions of people you may know and browse the connections of your connections.

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