



# Our target

1. Build a kickass LinkedIn profile

## How we'll get there

- Learn by reviewing a few all-star profiles



# Takeaways from the LinkedIn review

- Profile picture and headline
- Summary section
- Experience and education
- Skills and endorsements
- Recommendations
- Networking on LinkedIn
- Content sharing and posting
- Privacy settings



# Make it easy for recruiters to find you – LI SEO

- Complete profile
- Headline and job titles
- Keywords in key sections
- Customize your LinkedIn URL (<https://linkedin.com/in/fullname>)
- Skill endorsements and recommendations
- Active profile
  - Regular posting and commenting
  - Networking
  - Groups
  - Using new features (collaborative articles)





**Let us roast *your*  
LinkedIn profile!**

Post your newly edited  
LinkedIn Profile URL in our  
[Facebook Community](#)  
and get feedback from  
me and other members.



**One thing to remember:**  
**LinkedIn works**  
**while you sleep.**

