

Initially you can focus on the top 10 search results (some of them will be individual profiles; others will lead you to a category of professionals). Visit each of the top-listed profiles and take note of how they are representing themselves — in particular, the headline they use to describe themselves, and the keywords they include.

Also, you don't have to reinvent the wheel — a well-written professional résumé will give you most of the content you need to create a compelling LinkedIn profile.

Like on other social media sites, LinkedIn uses search to help connect you with people you know — or people you should know. For this reason, optimizing your profile (so it ranks well in search results) ensures that your profile will be found.

Why Completing Your LinkedIn Profile Is Important

According to LinkedIn, users with complete profiles are 40 times more likely to receive opportunities through LinkedIn.

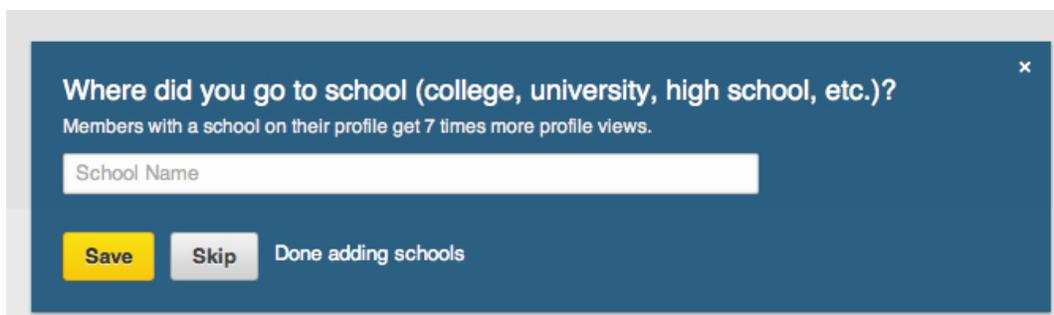
LinkedIn considers your profile “complete” if you include:

- Your industry and location
- An up-to-date current position (including description)
- Two past positions
- Your education
- Your skills (minimum of three)
- A profile photo
- At least 50 connections

Editing/Enhancing Your Profile

LinkedIn provides prompts to help you set up your profile. For example, on your homepage, it will ask you to add skills, or prompt you to provide specific pieces of content to populate your profile.

For example, it may ask you “Where did you go to school?” and then provide you with a data field to enter that information. You can either enter it or click “Skip.”

A screenshot of a LinkedIn profile editing prompt. The prompt is titled "Where did you go to school (college, university, high school, etc.)?" and includes a subtext: "Members with a school on their profile get 7 times more profile views." Below the text is a text input field labeled "School Name". At the bottom of the prompt, there are three buttons: a yellow "Save" button, a grey "Skip" button, and the text "Done adding schools".

Before entering any information, however, you should adjust your privacy settings. On your homepage, you will see a box in the lower right hand corner that says, “Notify your network?” Slide this from “Yes” to “No” by clicking on the “Yes” button.