4 Pro LinkedIn Tips
Best Practices for a Killer Profile

Full article:
http://www.marketingforowners.com/4-pro-linkedin-tips-best-practices-killer-profile/

1. **Headline**
   - Should not be your job title
   - Make it snappy and attention grabbing
   - Keep it under 120 characters

2. **The Photo**
   - Present yourself clearly, cleanly and professionally
   - A true authentic representation of yourself
   - Your face should comprise at least 60% of the frame
   - Smile!
   - Plain background

3. **The Keywords**
   - Mention them once or twice per section
   - Add keywords in the following places:
     - Your URL
     - Summary
     - Experience section

4. **Join Groups**
   - Link up with other professionals who share the same background, skill set and passions you do. You never know where the next sale or customer will come from.
Example of LinkedIn Profile:

1. Professionally taken headshot
2. Attention Getting Headline
3. Complete Experiences
4. Connections, Contact Info, Customized URL
5. Compelling, interesting summary, using a natural, conversational tone.
6. Clear call to action so your reader can reach out and easily contact you