

# How to build a powerful LinkedIn profile

LinkedIn's official cheat sheet for attracting great opportunities

Whether you're just starting your career or seeking a new opportunity, simple updates to your profile can take you far. Your profile represents you as a professional—and polishing it is easier than you think.



## Getting started

Profile picture, current position, education, & industry



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Two years of experience in product and user interface design.  
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### 1 Profile picture

A photo helps your colleagues recognize you on LinkedIn. It doesn't need to be perfect—it just has to show who you are.



A profile picture can get you up to **9x** more connection requests.

### 2 Current position

As your career grows, keeping your position up-to-date helps to tell your professional story.



Members with a current position get up to **8x** more profile views.

### 3 Education

Add your school so your classmates and alumni can easily find you.



Adding your education leads to up to **17x** more messages from recruiters.

### 4 Industry

Listing industry helps you connect to jobs, events, and trending articles. Changing careers? Include the one you're interested in.



More than **300,000** people search by industry on LinkedIn every week.

## Finishing touches

Location, skills, & summary



### Location

Get discovered for local opportunities. Many companies look for talent nearby and rely on location info.

Adding your location makes you up to **23x** more likely to be found in LinkedIn searches.



### Skills

Add your skills to show your most relevant strengths and abilities.

#### TIP

Add at least 5 recent skills to your profile. You can include soft skills (ex: negotiation) or technical skills (ex: HTML).



### Summary

A summary is your introduction, and it's the #1 thing recruiters look at when viewing profiles.

#### Best summaries include:

- + Experience
- + Skills
- + Motivation
- + Interests

## You're in control

### You decide what your network sees

- + Any edits to existing sections of your profile won't be shared with your network.
- + When adding new sections, you can choose to share it with your network.
- + Control who sees your photo by clicking on it, then selecting who can view it.



Your connections will not see this change in their feed or email.

Small updates can lead to big opportunities

Start by updating your profile today