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Make Your LinkedIn Profile Pop!

LinkedIn is a business-oriented social networking site with over 65 million users. It offers a range of features that cater to the specific needs of the business community. By setting up a LinkedIn profile, you can find and connect with people that are relevant in your professional world. LinkedIn can be a very powerful and beneficial networking and job-seeking tool.

Benefits of LinkedIn for Your Business

LinkedIn allows you to create business relationships that are critical to your career advancement and success. You can find relevant people on LinkedIn and make valuable connections. You can invite trusted contacts to connect to you. Your second-degree and third-degree connections may also open doors to business opportunities. LinkedIn is also a great avenue for market research.

Through your network of connections and LinkedIn's search features, you can find potential employers and employees, clients, partners, vendors, contractors and investors. You can also reconnect with former colleagues and classmates.

Creating a LinkedIn profile allows you to promote and enhance your personal brand. It is an effective platform for you to summarize your professional accomplishments and highlight your skills. By doing so, you can attract potential employers and clients.

LinkedIn can keep you abreast of updates in your field. The LinkedIn Answers feature, which allows users to post and answer questions, lets you showcase your business knowledge and interests. You can also ask questions to gain valuable industry insight and advice straight from the experts.

How to Make Your LinkedIn Profile Pop

To maximize all that LinkedIn has to offer, make sure to completely fill in your profile. Add a professional-looking picture that makes a good first impression. Since a small space is provided for the picture, put a head shot.

Regularly update your status. Let people know what you are currently working on and don't feel shy about sharing any accomplishments.

Don't make your professional headline too vague, that it would leave people guessing what it is you really do. Make it specific and descriptive. Inject some relevant keywords to make your profile more searchable.

LinkedIn allows you to put links to up to three websites on your profile. You can link to a company website, blog or any website that lets people know more about you and your business.

Take advantage of the Recommendations feature. Don't feel shy or awkward about asking people to write recommendations for you. You might find that a lot of people are happy to write wonderful things about your skills, drive, and work ethics.

Use the Presentation application to showcase your work. Create short presentations for potential clients to see.

Share your professional accomplishments and goals in the summary section. List your areas of expertise on the specialties field. You can also share your professional experience in short and concise phrases. Include your educational background.

Join alumni, industry and other relevant groups on LinkedIn to increase your visibility and directly communicate with other group members. You can also create your own group for your business. Ask questions and post answers on LinkedIn Answers to show your expertise and get noticed.

You can also connect your blog to your LinkedIn profile through the Blog Link or Wordpress applications. By sharing relevant business information and insights through your blog on LinkedIn, you can reach out to a massive professional network and promote your brand.

Personalize your LinkedIn profile URL by changing the default LinkedIn URL to your name. Make sure to update your profile regularly. Every time you make an update, a note appears on your contacts' pages. To make your profile more searchable, include relevant keywords in text descriptions.

LinkedIn can be a powerful tool in your professional networking arsenal. By updating your profile regularly and maximizing your use of the many features that showcase your

knowledge and abilities, you will be able to attract more networking partners and increase your professional exposure, thus increasing your bottom line.