

Executive Summary - LinkedIn - Intro Section

Complete Your LinkedIn Profile. LinkedIn makes this process pretty straight forward, prompting you to upload a photo, background, and filling out all other applicable portions of your profile. What's not straight forward is how you can use each section to better optimize for search -- both inside and outside of LinkedIn. Your goal is to begin to rank for searches like, "**Multi-Cultural, Bi-lingual Web Developer in Shanghai**" inside and outside of LinkedIn. Here's the breakdown...

Intro Section

- a. A clear background image and photo. **Optimization Tip (OT):** Use a background with branding & contact info.
- b. First Name, Last Name. (Given Name, Family Name). **OT:** You can combine English and Chinese here if you like.
- c. Former Name. **OT:** You can actually use this space for one or two very targeted keywords to what you do or the type of business you cover. Ex: APEC, eResident, WPMU DEV Remote Leader
- d. Headline. **OT:** Don't copy your current business title. Use the Headline to describe what you do and how it helps businesses. Use the terms that you would want your profile to show up for if a client was looking for your help or specialty. Ex: Digital Marketing Director: SEO, CRO, PPC, Google Analytics and AdWords Partner, APEC Business Owner & Consultant
- e. Current Position. Select from the drop down. **OT:** Make sure your current position is descriptive as well.
- f. Education. **OT:** Add all Universities attended. Also add programs that emphasize your business and vertical expertise.
- g. Country, Province / State, City / District. **OT:** Use the location of where your office is located. If no specific office, where you do the most business or have the most in-person meetings.
- h. Industry. Drop down. **OT:** Select the Industry that best represents your client vertical.
- i. Summary. **OT:** Write a robust, individualized summary. The best practice is for it to be your elevator pitch or points of conversation you would have with a prospect / client. Write in the first person. Be conversational.
- j. Media. You can upload work samples and more here. **OT:** China blocks Slideshare (which is the service that LinkedIn converts PDFs and presentations and then places those files) so it's best to just use a link to your content on a non-China blocked website.
- k. Edit public profile & URL. **This step is IMPORTANT.** If your profile is not set to "**Make my public profile visible to everyone**" it won't be listed in search engines. You want your profile to be further content in the search engines when people are searching things like, "Multi-Cultural, Bi-lingual Web Developer in Shanghai". Also make sure every portion of your profile is selected as public as well to further the amount of content that can be indexed. You can also edit the LinkedIn URL of your profile here, making it short and easy to remember, or adding another keyword. Ex: www.linkedin.com/in/ryanpurkey
 - i. To show or change your public profile:
 - ii. Click the Me icon at the top of your LinkedIn homepage (your face).
 - iii. Click "View profile".
 - iv. On your profile page, click Edit your public profile & URL on the right rail.
 - v. Under the section Customize Your Public Profile in the right rail, click Make my public profile visible to everyone. Your basic information displays by default.
 - vi. Check or uncheck the boxes to select which sections you'd like to display or hide. The changes take effect immediately. You can reload that page to see any changes you made.
 - vii. Click Save

The above steps cover the basics of developing your personal LinkedIn Profile. If completed along with Experience, Education, Featured Skills, and Recommendations your profile will be at or near LinkedIn's All-Star level.