

10++ Quick LinkedIn Profile Tips



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From your Banner down to your Recommendations sections, here are **17 Quick Tips to optimize your LinkedIn Profile for sales today!**



Your LinkedIn Banner does not have to be static. You can use this section to highlight an upcoming event you're hosting or attending, and you can also use it to introduce a new product that you want people to know about. Whatever that is, use your banner over and over and over again in lots of different ways.



Keep your LinkedIn Banner minimal in terms of style, but don't forget to include your company or brand logo, and definitely have fun with it!

PRO TIP: Go to **Canva.com** and look up LinkedIn Banner, it will give you the template, and you can play around with that banner and use it in many different ways. Okay, Bob, banner, go!



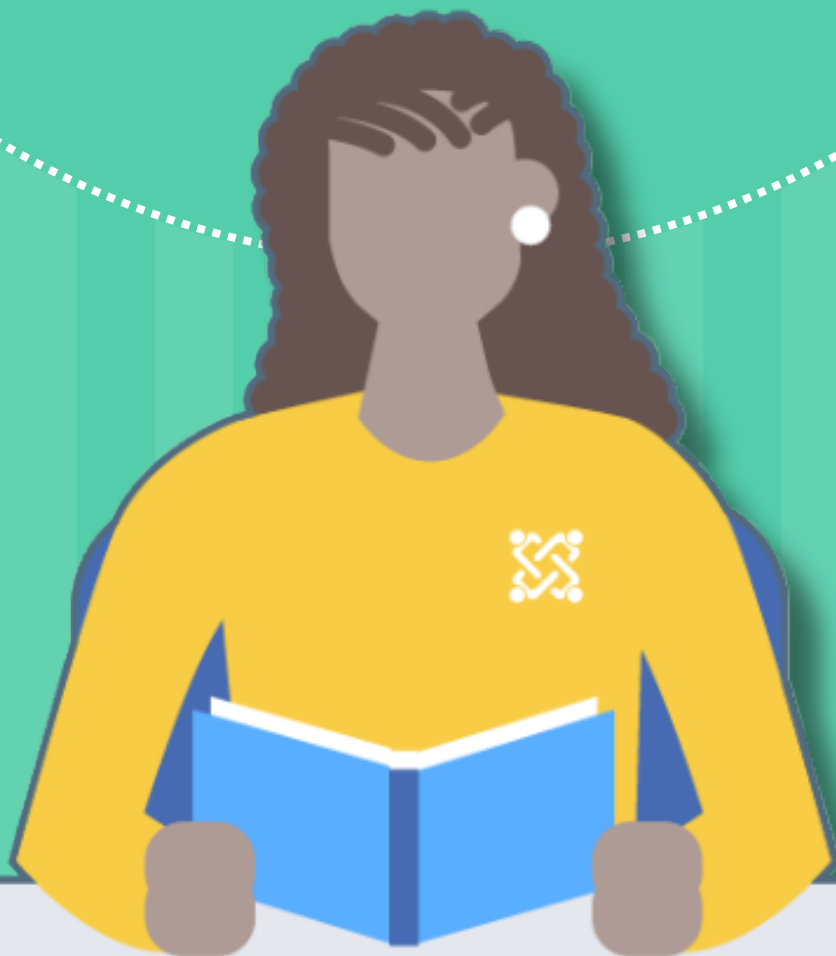
Use your LinkedIn Cover Story or Profile Video to welcome people to your profile. Don't forget to mention a call to action like "Check my featured section for content," "Here's a link to schedule a call with me," or "Here's a link to download a report."



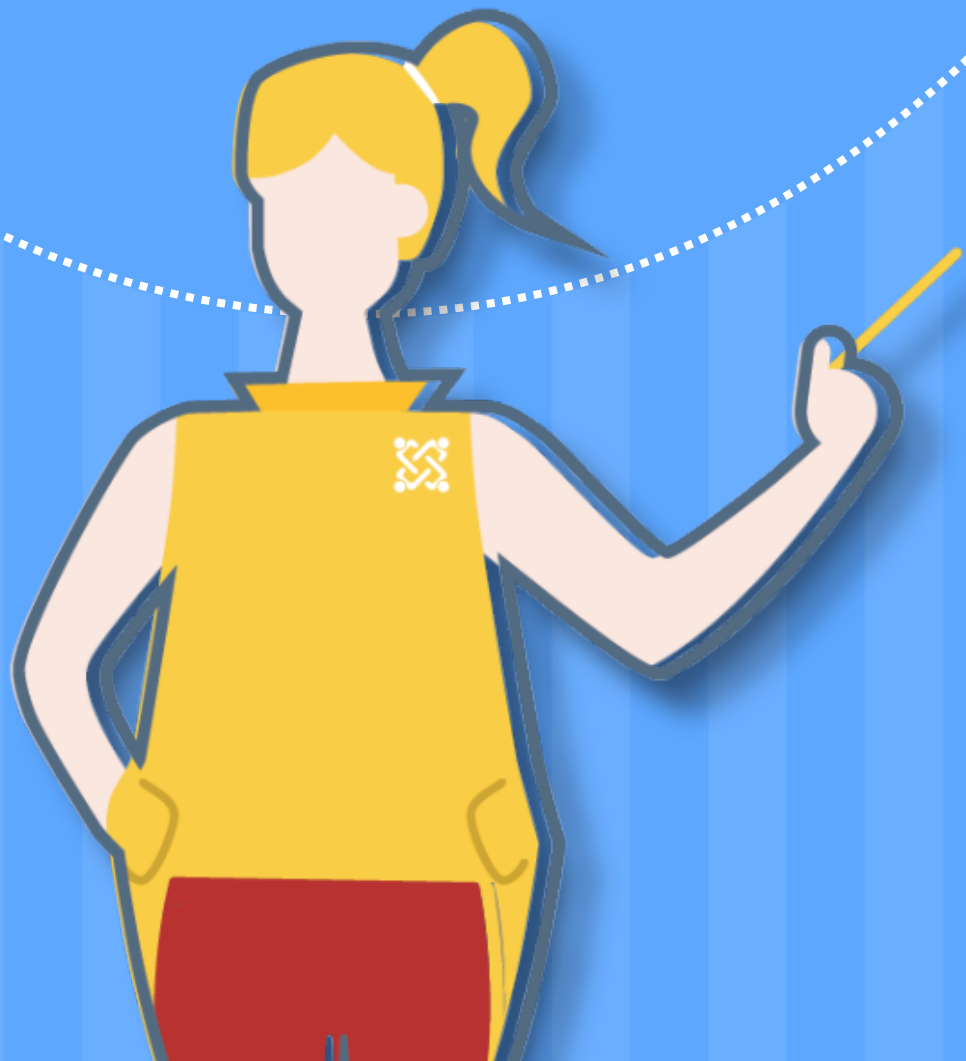
Successfully upload your LinkedIn Cover Story each time by keeping your video under 29 seconds. That should help you avoid having to re-do your video again.



In your featured section, connect your posts, upload your eBooks, and add videos to position yourself as a true resource for your target audience.



Never put your pitch, product, or solution in your featured section. Only feature purely educational content which leads to your solution and not with it.



Avoid filling your About Section with “my mission, my passion, my years in business” that new visitors in your profile don’t care about yet. Feel free to use our Formula for **Writing a Powerful LinkedIn About Summary for Sales Professionals.**



Make it extra easy for people to contact you (especially if they're not a first-degree connection) by adding your contact information or calendly link in your About Section.



Use only your professional email address in your contact information; you don't want your first professional engagement to be on your personal email.



Including your contact number in your contact info is a must to make it possible for people to give you a call or leave a voicemail. You can always get a **Google number** if you prefer not to make your mobile number public.



You can add a clickable link right under your profile picture & headline if you're in LinkedIn Creator Mode.



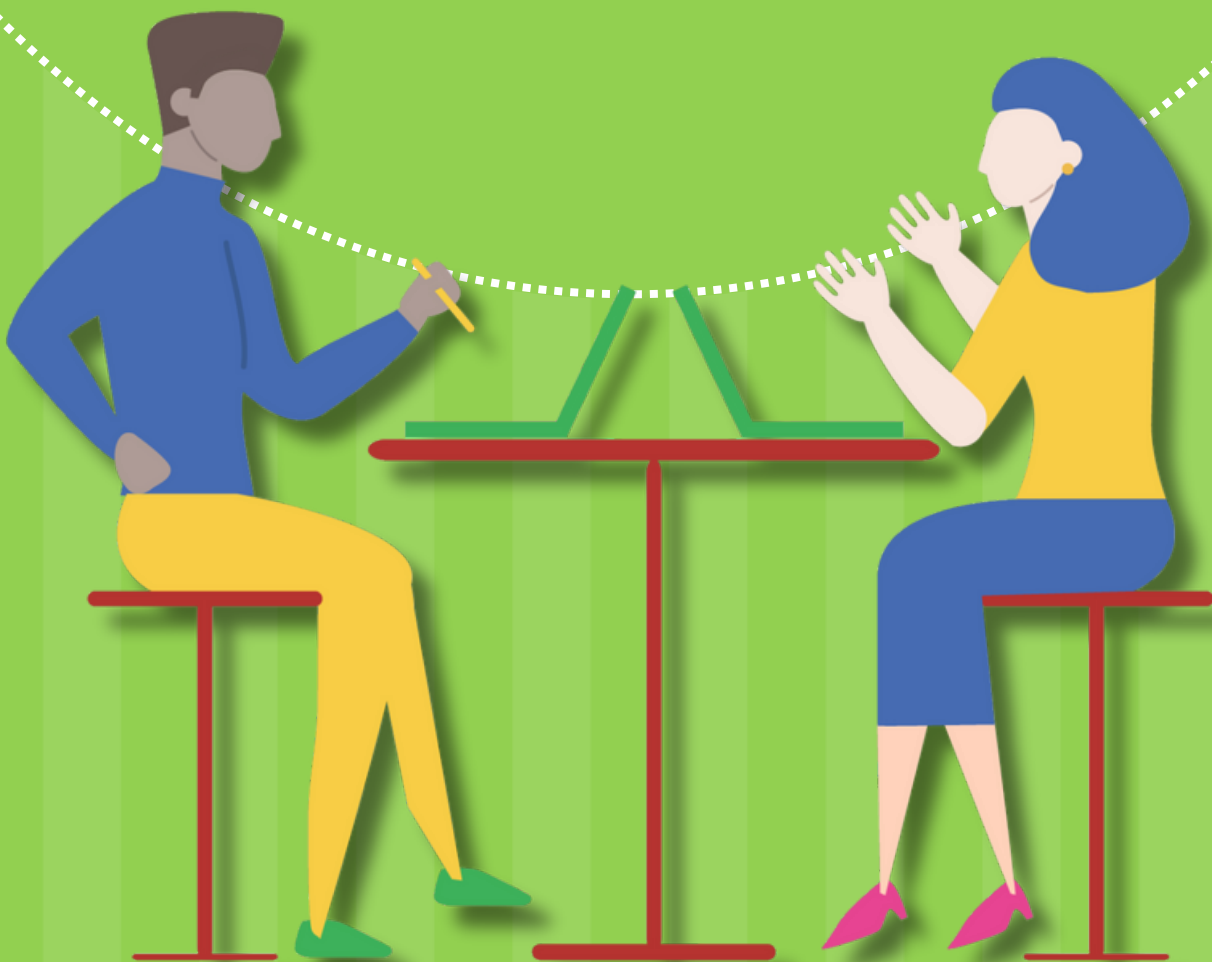
Customize your LinkedIn URL for search engine optimization. You can add your name or the brand you're most known for.

Try these possible LinkedIn Profile URL name combinations:

- First initial and your last name
- First initial, middle initial, and last name
- First name and last name with a dash in between
- First name, last name, and a significant 2-digit number (for example, the last 2 digits of a momentous year in your life)



The Titles in your experience section are search engine optimized, so you want to add more keywords in your title that you wish to be searched for besides CEO, President, or Sales Representative.



Also, in the Experience section, take advantage of the position groupings, where instead of just highlighting the different positions/titles you have in the company, you can make a thread of the people you help or the solutions you offer - giving you more search credibility. Check out **Brynne Tillman**'s experience section to see how it's done.



Max out your skills section with 50 skills that you want to be associated with for SEO.

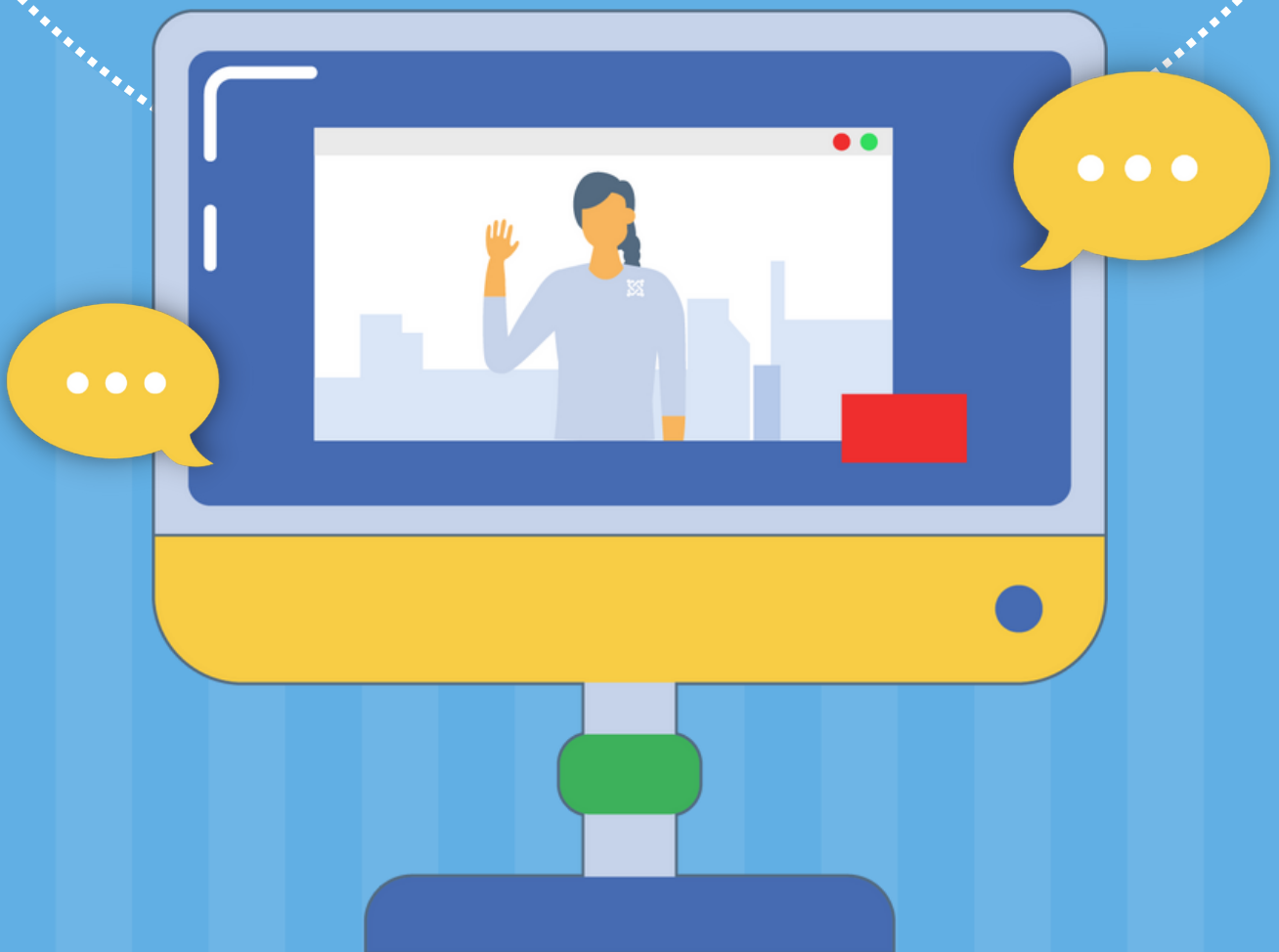
PRO TIP: You don't have to limit the selection of your skills with LinkedIn's options, so instead of just skills, you can input the products or solutions you offer.



Social proof your experience and skills by leveraging your LinkedIn profile's certifications section. Go and upload all the relevant certifications, awards, and recognitions you received in there!



Leverage your LinkedIn recommendations for sales! Download our eBook: **Using LinkedIn Recommendations in the Sales Process.**



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(no ongoing commitment)



Join Now: socialsaleslink.com/membership

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