

# 5 steps to a great LinkedIn Profile



## Keep Your Profile 100 % Updated

A LinkedIn profile is your professional brochure on the net. Refresh it regularly. Make sure all areas updated, & the public profile has no sensitive information. Check it from various devices (smartphone, tablet, desktop, etc) to ensure it's aligned and complete.

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## Use the Right Headline

Your headline is the best place to let people know about you. And while your designation may sound impressive, it says very little about you as a person. The best headline is one that brings out what is unique to you, so play around until you get it right.

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## Use a great Professional Photo

Profiles with Photos feature in more searches, matches etc. Just as you would put your best foot forward to meet your top client, prospect, employer, put the same attention to your LinkedIn photo. Remember a great photo leads to a great outcome.

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## Write a Winning Summary

A great summary leaves a positive impression, it makes you stand out. Think of what goal you wish to accomplish with the summary before drafting it. Keep it short, to the point and list your skills, qualifications, and a call to action for contact.

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## Create a Custom URL.

A custom URL is an easy way of enhancing your personal brand. it makes it easier to find you online, easier to recall and easier for you to link it to your resume. It also makes your profile stand out from your peers. Use a vanity URL to drive higher brand value. Mine is Rashmi Altius. What's your's ?