

Linked



How to Make a

Wonderful

LinkedIn Profile?





why?

LinkedIn, It is the world's largest professional network, with hundreds of millions of members and growing rapidly.

Our mission is to connect the world's professionals to make them more productive and successful.





LinkedIn – How many people use?



LinkedIn had more
than **850 million**
users in over **200**
countries



LinkedIn – who is using?

**93% of recruiters
uses LinkedIn to find future
employees.**





So why



should we?



**Most Important
Reason:**

To find a job!

We need to make it easy for those who look after your account and show you why they should hire you.



Show yourself!

- 1- Show them how you do the job.
- 2- *Let them understand that they need you to be their employee.*
- 3- Let them believe that **YOU** have the ideal employee **characteristic** they are looking for.



Your profile belongs to you online

«THE FIRST IMPRESSION»

is



To take advantage of the power of in, you must create a solid profile.

Confidence
to ensure
Confidence
You must build!

Make your profile

100%
Complete



It shows the deficiencies of your profile and how to fix it as a suggestion.

Profile Strength: **Intermediate**



Which university or school did you attend?

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

Does not apply

Add education



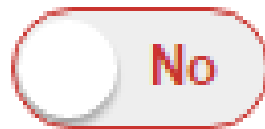
Before you start creating or editing your profile

Please turn off all notifications before your profile is available for review!

Otherwise your contacts will be aware of every little change and it will bother them !

Notify your network?

No, do not publish an update to my network about my profile changes.





Before you start creating or editing your profile

Notifications | LinkedIn x Visibility x linkedin close notification x Manage Your LinkedIn No x Stop Notifying Your Conn x +

linkedin.com/mypreferences/d/categories/profile-visibility

Levent Maziligüney... Paraphrasing Tool |... Why Cypress? | Cyp... Testing Documenta... EnglishLearn Java İşJob epub ingilizce

in

Settings

- Account preferences
- Sign in & security
- Visibility**
- Communications
- Data privacy

Blocking →

Visibility of your LinkedIn activity

Manage active status Your Connections only →

Share profile updates with your network On →

Notify connections when you're in the news On →

Mentions or Tags On →

Followers →

Help Center Privacy Policy Accessibility User Agreement End User License Agreement



Before you start creating or editing your profile

← Back

Sharing profile edits

Should we notify your network of key profile changes (such as new job, education, certificate, profile video) and work anniversaries?

Share key profile updates





Steps to a great LinkedIn profile

Your Professional Profile

It should speak **to your Audience** and tell about **You**



BUILD YOUR BRAND



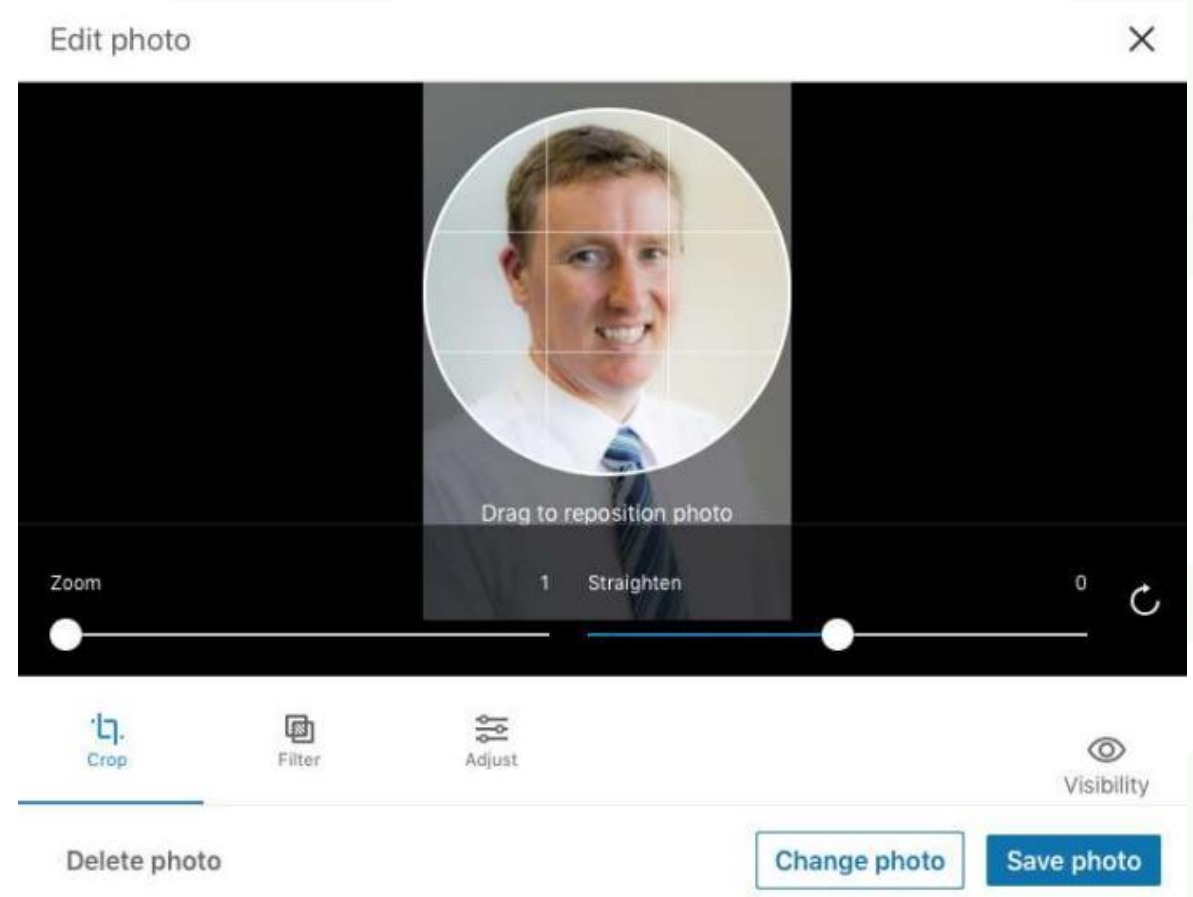
1. Upload a professional photo

-Photo **must have** for LinkedIn!

-Studies with profile photo
7x more of your accounts
shows it is displayed.

-presented in the photo
The rest of the reliability profile
Affecting !

Use professional photography if possible!





1. Upload a professional photo



-close up photo

-light background

-a smiling face



-a suitable clothes

Your profile photo
is keyword!





Open to Work?



Open to Work Feature

This feature can be turned on to be found by Recruiters and Companies.

Learn about LinkedIn's
open to work profile
photo frame



Choose who sees you're open

- ☐  All LinkedIn members
This also includes recruiters and people at your current company.
Adds the #OpenToWork photo frame.
- ☒  Recruiters only
People using LinkedIn Recruiter.
We take steps to not show recruiters at your current company, though can't guarantee complete privacy.



2. Picture of a professional banner



X do not use!



YOUR BRAND'S
UNIQUENESS
DESERVES PROPER ADVERTISING





3. Show Your Expertise In Your Headline!

In the header of your profile
show what you **do/can do**
and
to attract the **attention** of the whole world.
120
you have character!
This is your ADVERTISING AREA!



3. Show Your Expertise In Your Headline!

Your Business Address+ Keywords+ ZING Factor

Marry Jane

ISTQB Certified QA Automation Engineer | Java | Selenium |
Cucumber BDD | JUnit | TestNG | Postman | Rest Professional
– To develop best software.

Marry Jane

QA Automation Tester



4. Customize your URL!

By creating your custom **URL**
your profile looks more professional
Make it visible, easier to share and find.

No numbers if possible!



Edit public profile & URL



Add profile in another language



Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/johnjanestudent 



5. Contact Info

Custom URL is here
let it appear

other web
Pages can also be
added.

**Definitely show
where you live
city and country**

← Edit contact info ×

Profile URL
[linkedin.com/in/coreyhinde](https://www.linkedin.com/in/coreyhinde) ↗ **click here**

Website URL

Type (Other)
 [Remove website](#)

Website URL

Type (Other)
 [Remove website](#)



6. A compelling Summary (Profile Summary)

The summary part is where you introduce yourself and shake hands with the virtual partner. This will take you to a face-to-face meeting.

**If you were meeting someone over coffee
the same original that you will use,
You should use the language suitable
for mutual dialogue.**



Just tell the reader clearly and simply what you are doing (you can say a little why you do it).

No selling – jusy telling! | No sell, just tell me!! 😊



6. A compelling Summary (Profile Summary)

What are your abilities?

What are your strengths?

Explain how you can help companies.

What solutions can you offer?

Your other websites, youtube channel, blog etc. add if any.

Contact Info:

email

address



6. A compelling Summary (Profile Summary)

1. Write as a singular person.

You can use numbered paragraphs. Compose paragraphs by logically combining what you are about to say.

Just say no sales!:

Avoid words and phrases such as having extensive experience, organized, good communication skills, results-oriented, responsible, effective



7. Experience

Add experience

Title*

Ex: Retail Sales Manager

Employment type

Please select ▼

Learn more about [employment types](#).

Company name*

Ex: Microsoft

Location

Ex: London, United Kingdom



I am currently working in this role

Start date*

Month ▼

Year ▼

Title: Enter your role in the company QA Automation Engineer

Employment Type:
If you are not sure, leave it blank!



7. Experience

Add experience

Ex: London, United Kingdom

☐ I am currently working in this role

Start date*

Month

Year

End date*

Month

Year

Description

0/2,000

Skills

We recommend adding your top 5 used in this role. They'll also appear in your Skills section.

× Description:

-Be sure to highlight your experience with industry needs first.

-Highlight hands-on experiences/contributions.

Save



7. Experience Use action words

Accomplished

Administered

Advanced

Built

Broadened

Coached

Created

Developed

Directed

Expanded

Forecasted

Generated

Hired

Implemented

Increased

Launched

Maintained

Negotiated

Performed

Projected

Quantified

Resolved

Revised

Structured

Simplified

Trained

Updated

Avoid weak verbs: assisted, helped, participated



7. Experience

Add experience

Ex: London, United Kingdom

☐ I am currently working in this role

Start date*

Month

Year

End date*

Month

Year

Description

0/2,000

Skills

We recommend adding your top 5 used in this role. They'll also appear in your Skills section.

Save

Skills:

Be sure to add the skills you used in your project and work experience that you have added.



8. Education

Add education



Notify network

Turn on to notify your network of key profile changes (such as new education) and work anniversaries. Learn more about [sharing profile changes](#).



* Indicates required

School*

Ex: Boston University

Degree

Ex: Bachelor's

Field of study

Ex: Business

Start date

Month



Year

Save



9. Abilities/Skills

Skills

 You've reached 50 skills maximum

[Demonstrate skills](#)



Java



2 deneyim - Ideogram Bank



Endorsed by Murat Yilmaz who is highly skilled at this



12 endorsements

API Testing



10 endorsements

MySQL



Passed LinkedIn Skill Assessment



9 endorsements

[Show all 50 skills →](#)



10. Licenses & Certifications

Please add the licenses you have.

Licenses & Certifications



Agile Product Owner Role
LinkedIn
Issued Oct 2016 · No Expiration Date
[See credential](#)



Agile Project Management
LinkedIn
Issued Oct 2016 · No Expiration Date
[See credential](#)


500+ connections

[Open to](#) [Add section](#) [More](#)

Open to work
Data Scientist
[See all details](#)

Profile Strength

Strengthen profile

 **Fatih**
Add

Your Dashboard

Intro

About

Featured

Background

Work experience

Education

Licenses & certifications

Volunteer experience

Skills

Accomplishments

Additional information

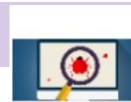
Supported languages



11. Join Groups in your workspace



Selenium Test Automation User Group



Software Testing and Quality Assurance group



Test Automation



QA
QUALITY
ASSURANCE
PROFESSIONAL



Quality Assurance QA Professional, Testing



UK & Europe Software Test & QA Forum

13,647 members



SDET - Software Developer Engineer in Test

25,774 members



Software Testing Learning Group - LinkedIn Learning

5,465 members



Software Testing and QA

31,073 members



Senior QA Automation Engineer

18,793 members



12. How Successful Is Your Linked in Profile?

<https://www.linkedin.com/sales/ssi>

Your Social Selling Index

Top Industry SSI rank
26 %

Top Network SSI rank
5 %

Current Social Selling Index ?



50
out of 100

Four components of your score

21.43 | Establish your professional brand ?

8.07 | Find the right people ?

14.05 | Engage with insights ?

6.68 | Build relationships ?

People in your industry



38
out of 100

Sales professionals in the Software Development industry have an **average SSI of 38**.

You rank in the **top 26%**

▲ Up 1% since last week

People in your network



29
out of 100

People in your network have an **average SSI of 29**.

You rank in the **top 5%**

▲ Up 1% since last week



12. How Successful Is Your LinkedIn Profile?

Industry SSI Rank: Your place in your industry
(Target 20%)

Network SSI Rank: Your own links
your place in between.

Current Social Selling Index: out of 100
shows your score.

If this score is below 50%
you need to do something😊

Top Industry SSI rank
26%

Top Network SSI rank
5%

Current Social Selling Index ⓘ



50
out of 100



12. How Successful Is Your LinkedIn Profile?

Establish Your Professional Brand: Optimize and complete your profile. You should share sensible and specific content. Posts, Article. Your posts must be related to your workspace.

LinkedIn posts have a *lifespan of 2 days*



12. How Successful Is Your Linked In Profile?

When ?

How often?

I Should Share





12. How Successful Is Your LinkedIn Profile?

Highest Return on Investment:

Best times to post are:

- Wednesday 8–10 a.m. and noon, Thursday at 9 a.m. and 1–2 p.m., and Friday at 9 a.m.

Best days to post are:

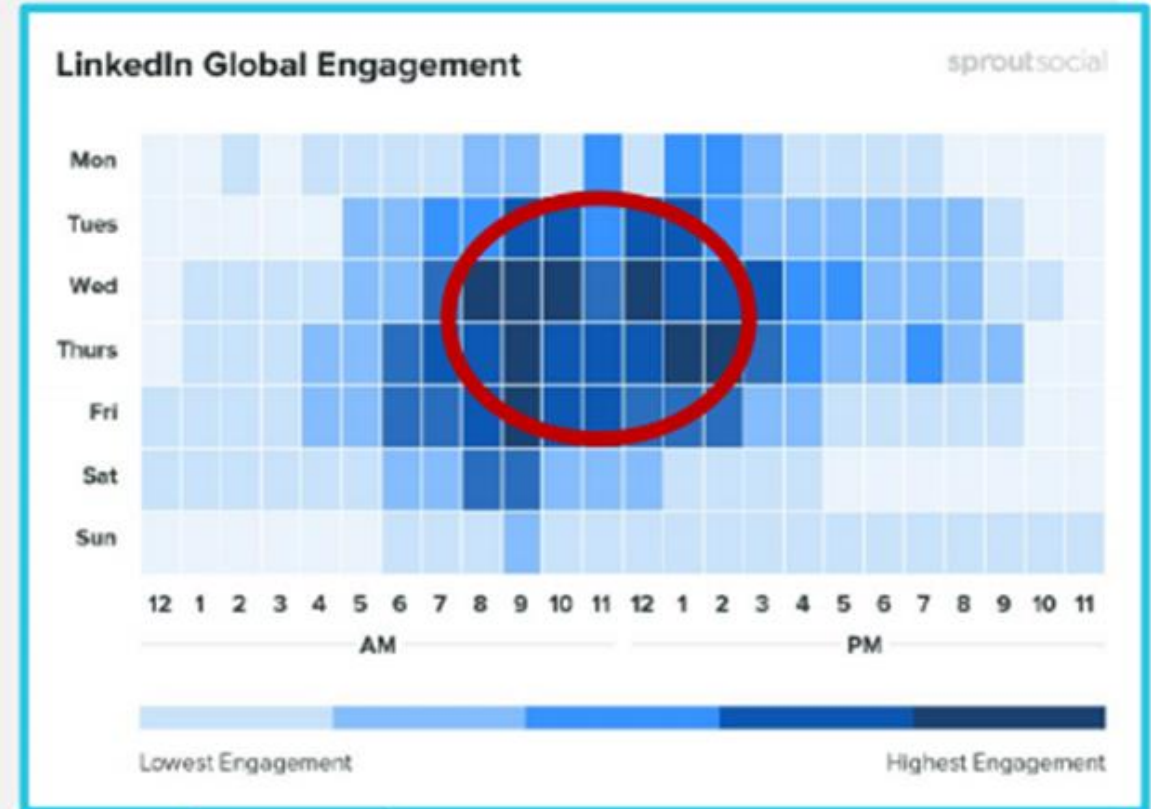
- Wednesday and Thursday

Safest times to post are:

- Tuesday through Friday from 8 a.m.–2 p.m.

Least engagement per day occurs on:

- Sunday and the least popular times to post are every day from 9 p.m. to 3 a.m.





12. How Successful Is Your LinkedIn Profile?

Find The Right People: The people you connect with should be related to your field of work.

The people you are connected with are QA Automation Engineer, Software Developer or Software firm managers etc.

Don't forget to add IT Recruiters to your list.

In LinkedIn search, you can filter the searches as Show People.



12. How Successful Is Your LinkedIn Profile?

Engage With Insights: You must interact with your connections.

Your posts should be liked and commented on.

You should also comment/like other people's posts and status changes and interact.



12. How Successful Is Your LinkedIn Profile?

Build Relationships: Improve your connection count (500+)

The higher your number of connections, the higher this ratio will be.

You should focus on leaders and try to connect with well-known people in your field.

Prioritize those in your city/country.



Thank
you!