**How to create the perfect dynamic Linkedin Profile?**

**Overview:**

LinkedIn, a widely accepted online platform for professional purposes. Millions of people join and register themselves to the LinkedIn platform in search of jobs, professional network building and also to stay updated with the latest happenings in the industrial world. It is not just an online CV as many would have considered it for the last many years. LinkedIn has always been more than a platform to showcase your professional efficiency. It has enhanced itself to emerge as a great professional network platform today. Irrespective of your working background or qualification, LinkedIn has always welcomed everyone to join and flourish along with them.

**LinkedIn Profile Updation**

Staying updated with the world around you is good but it is always better to update your LinkedIn profile at regular interval of time. Updating the profile is important for every individual who is using LinkedIn, whether you an employee of a company or self-employed; looking for job opportunities or trying to reach your target audience.

Follow these amazing tips to reap all the benefits that LinkedIn provides and make yourself stand out from the crowd (millions of LinkedIn users).

**#1 Who are your target audience? Get to know them**

It is very essential to know your target audience unless it would become very difficult to reach them. For example, if you are searching for a job then your target audience would be HR managers or recruiters of various companies to whom you can contact. If you are self-employed then your audience has to be the entrepreneurs or CEOs of the company with whom you can tie up to empower your business. Hence to know your audience is quite important.

**#2 Updating the Basic Profile Information**

By adding your profile picture and profile header images gives an authentication that you have joined the platform with a specific purpose and not just to pass the time. With a proper header image, you can easily convey the message to your audience or anyone who views your profile. If you have a business then you can showcase your brand image and if you are an individual displaying your personality through it would be the best option. Along with all this make sure you follow the guidelines of the LinkedIn profile picture and header image.

**#3 Show your professionalism through a professional headline**

You have to explain yourself in just 120 characters. You can also say that just a catchy and attractive one-liner that would describe your personality perfectly.

**#4 Best place to showcase your talents and experience**

LinkedIn is a place where you can briefly explain all your talents which you can not add in your CV. CV requires very point to point data but with LinkedIn, you have the flexibility to your professional qualifications along with your interest. With this platform, you can share your volunteering programs, fests, social activities, and other hobbies also. Make sure whatever you write is entirely perfect and without any errors or it will give away your personality.

**Conclusion:**

With years to experience, you might have developed a lot of skills that you can put up on your CV. But in the digital age, it is important to stay updated with your LinkedIn profile as well. So that people can track you down easily and you would not miss any opportunity.

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