

Cover Photo Size: **1584x396 pixels**

...


Name

Designation
Name of the Organization, State

Profile Picture Specs

Profile photo size is between
200x200 to 500x500 pixels

Audio & Recording Feature



Headline

—

...


LinkedIn Headline to be within **125 characters**

To include:

- Who is the target audience here?
- What do people get from working with you?
- How do you achieve those results?

Example:
Speaker & Author: Authentic Content Marketing | **350+** Videos & Blogs
Business/Marketing Coach w/ **1,000+** Client Sessions Entrepreneur
Enabling companies to amplify their business With LinkedIn as a medium | Mother

On your mobile app



- Set pronunciations of your name in **10 seconds** along with what you do!
- Leave a beautiful **30 seconds** video telling what you do, who you are!

About Section


—

...

The most important is; the first **209 characters** as it's what shows up before they have to click '**see more**' on the laptop / desktop however, mostly mobile app is common - So the first **74 characters** is what shows on the mobile app!

- Starting with what you deliver - for whom - using what technique!
- Flaunt your work
- Talk in details about the challenges people come to you with - **The solutions you have to offer.**
- Leading to a call to action – Read my 'Article here or Contact me 'here'

Providing Services Feature




Check on your **edit sections** if you can see this section
Else you can simply request for this feature **access here -->**
<https://business.linkedin.com/grow/openforbusiness>

Activity Section

—

...

This section gets automatically picked when you make an action. So ensure you focus your actions to your core business!



Experience Section

- Write in detail about what were you doing in the companies which are related to your current business!
- Double click on more aspects that are closer to your current writing goal
- Use as many keywords as you can in your description so your profile gets picked up on a google search

Featured Section



Choose files, articles, videos anything you have that will help your bigger goal

Skills & Endorsements Section + Accomplishments section

Skills & Endorsements -

LinkedIn picks these keywords basis what your experience is, so make sure that your experience has those words captured! This section is others endorsing you for what they think you are good at basis these keywords. Do endorse others whenever you get a chance! The LinkedIn algorithm will give you the love back.

However here are some points to look at;

- List a minimum of 5 skills.
- You will attract more audience as a result.
- Each skill title limits to 80 characters
- Mostly, the ones listed on the top get the most endorsements.
- If not sure what to list, take a look at what your peers have put as skills or have been endorsed for!

Accomplishments -

Add your recent accomplishments to your profile



Education

- Anything after your Grade 12 is good to add to your profile
- Add recent educational qualifications relevant to your work or business

Licenses & Certifications Section

If you have taken some professional certifications list them down here. If you have volunteered to help and be a member of various forums, here is where we can show up to the world!



Interest Section - Influencers and Companies

Influencers are those whom you may wish to follow – But relevance also strikes a chord with potential clients. Companies should be very relevant to get access to potential clients by hitting conversations with them

Interest Section - Groups

Pick and choose the groups that will add value to your bigger goal! You can request for entry and then write relevant content so people know what you do as a brand

