

Your LinkedIn Profile

YOUR BILLBOARD (As we like to call it)

80% of b2b customers will google you before meeting you.

Trust and Credibility is built before you meet someone!

Use the banner image to showcase what you do or what your business offers—it's the first thing people see when they visit your profile, so make it a compelling visual that clearly communicates your focus or highlights key aspects of your business. For your profile picture, choose a friendly, smiling photo rather than a formal corporate image. A warm and approachable profile picture helps make a positive impression.

Banner image →

Headline →

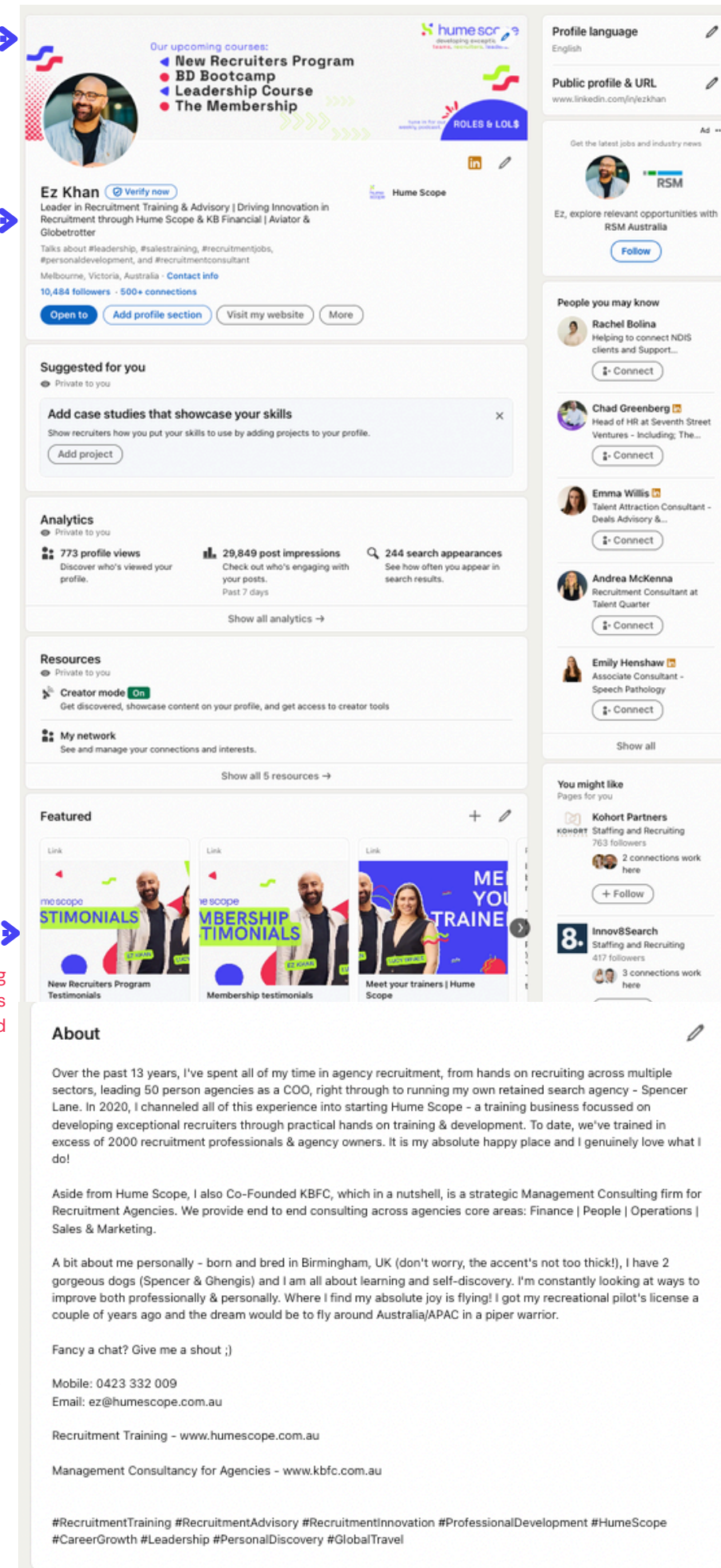
Clearly state your role and the value you provide! Your name and headline are the first things people see when you comment on others' posts, so make sure it grabs attention and clearly communicates what you do.

Featured →

Include a few visuals. A video introducing yourself or showcasing video testimonials can work well to highlight your expertise and build credibility

About →

Maintain your personal tone and engagement style. People are more interested in you as an individual rather than the business you work for. Highlight your experience with your unique style, and ensure your contact details are clearly visible along with your company website.



Public URL & search ability/view settings

Change your public URL to your name or something close to it. This helps improve your SEO (Searchability on Google) and makes it easier for people to find you. Google yourself to see what comes up! Ideally your LinkedIn profile comes up as the first result or as close to the top as possible.

Testimonials

Reviews are essential in every industry. Just like you check reviews before ordering from a new restaurant on UberEats or booking a hotel, the same applies to recruitment. Gather 'proof' through reviews. People are more likely to trust and respond to you when they see peer reviews validating your work



About me section

- ◀ Clear statement on what you recruit for and within what industry
- Key successes within this sector/proven experience
- ◀ Your USP's
- Your values and why do you do what you do?
- ◀ An overview of your company and why you choose to work there
- Something personal
- ◀ Tone- light, conversational- how you would talk in a meeting