

# LinkedIn Health Check: 5 ways to improve your profile.

Posted on 21 June 2021

Why do I need a LinkedIn profile?

Gone are the days when recruiters relied solely on resumes and face-to-face interviews to determine the suitability of a candidate for a role. In an era in which social media dominates and impacts everything from thought processes to personal presentation and purchasing decisions, it comes as no surprise that in the world of careers and recruitment LinkedIn plays a large role.

LinkedIn is by far the largest professional network on the planet. With over 500 million members in over 200 countries across the globe. Whether you're an employee, a graduate fresh out of university or a business owner, you need to have a LinkedIn profile. Why? Let's find out.



The benefits of having a LinkedIn profile.

With a professionally written and presented profile, you can create an online brand for yourself. You can use this to open windows of opportunities and build a network of contacts. Think of your profile as the first impression recruiters and employers will get as they come across your profile seeking the ideal candidate for the next role.

The following are some reasons using LinkedIn can add value to both your profile and your career endeavours.

1. Gain exposure to hiring managers and recruiters.
2. Allows you to highlight your knowledge, credibility, and expertise.
3. It offers a comprehensive job board where you may find your next opportunity.
4. You can use it to research and learn more about companies, recruiters, and hiring managers.
5. Get credible backing for your skills through endorsements from colleagues and others who have worked with you.
6. You can become a part of a group or several groups. It's a great way to meet and network with like-minded people and people already working in your industry of interest.
7. You can follow companies you want to work for and connect with employees who already work there.

With all these benefits and plenty more, LinkedIn opens doors to ample opportunities.



## Time to give your LinkedIn profile a health check

So, we've discovered just how important it is to have a LinkedIn profile and what a good one can do for you. But being good is not good enough. To stand out amongst the millions of users, you need a profile that pops!

Without further ado, here are a few tips to help you jazz up your profile so that you can stand out from the crowd.

### Tips to creating a standout LinkedIn profile.

#### 1. Upload a professional photo.

Time to make that first great impression. Your profile photo will be your first impression, so now's the time to take a professional photo of yourself. Before you go running down to your local professional photographer and pay a hefty fee, let me stop you right there. You can take one of yourself on your mobile or have a friend or family member take one for you. As long as it looks professional, looks like you, and the photo quality is decent, you're good to upload.

If you're unsure of what size your images need to be, Hootsuite provide a great [social media image size cheat sheet](#) to guide you.



#### 2. Add a background photo.

You may wonder what the background photo has got anything to do with you. For one, it's the second, attention-grabbing visual element at the top of your profile page. Allowing your profile to stand out, engage and even remain memorable; if you choose the right photo. Second, the image you place here adds context and reflects a little more of who you are. So, make sure it's perfect!

You can find a number of online resources to help you make sure your background image pops on the page and stands out from the crowd. Here's one to get you started: [10 LinkedIn background photo ideas to make your profile stand out.](#)



#### 3. Create an attention-grabbing headline.

Along with your profile photo, this is the next most important thing. It is your chance to impress potential employers and clients, so don't let it go to waste. Take your headline to the next level by adding more than just your current title and position. Not sure what I mean? Here's an example: instead of a medical sales rep, you could say, 'medical sales expert - 25+ years' experience in helping doctors, specialists and medical staff provide their patients with the best medical care'. To keep it simple, focus on what you excel in.

#### 4. Turn your summary into a story.

Nobody likes to read long sentences of words strung together that sound like a sales pitch. Instead, use this as an opportunity to tell your story. This is your chance to shine! So, spend some time carefully crafting a summary that tells people about who you are and what you can bring to the table. Don't be afraid to invest some time in this and write a few drafts. After all, this will form a significant part of your personal branding.



#### 5. Add skills and have them endorsed.

Help build your brand by showcasing your skills and experiences. Take this time to focus on and highlight your strengths and what you want to be credibly known for. You can select from LinkedIn's extensive database of skills and list up to 50 skills. Try to keep the key skills at the top of the list and others that not important to you towards the bottom.

While you're working on showcasing your skills, try to gain recommendations and endorsements from your superiors, clients, and colleagues. Not only will this boost your profile's strength, but it will also add credibility to your brand.

These are just some basic tips to get you started with creating a profile that shines. There are many additional strategies that you can use to grow your network, enhance your profile, and boost credibility. But I'll leave these for another time. First, let's focus on getting the basics right.

In the meantime, if you were keen to move beyond the realms of the basic updates, LinkedIn provides a few articles on strategies to help boost your LinkedIn profile and get noticed. Once such article is there [20 steps to a better LinkedIn Profile.](#)



## Need help to boost your LinkedIn profile?

I understand, sometimes tooting your own horn can be difficult than writing words of endorsement for someone else. If you're currently on the lookout for your next MedTech career opportunity and want to shine, but don't know where to begin, call [DukeMed](#) on +61 408 455 477 or email <mailto:info@dukemed.com.au>. We'll help guide you towards creating a LinkedIn profile that really pops!