



LinkedIn Cheat-sheet

Profile Image

- High quality, recent headshot
- Simple, uncluttered background
- Warm, approachable expression
- Face fills about 60 percent of frame
- Consistent with professional context

Headline / Job Title

- Show what you do, who you help, and how you add value
- Avoid jargon unless industry specific
- Use keywords to improve visibility
- Try a value focused formula

Bio / About Section

- Write in first person
- Include a strong opening hook
- Explain expertise, value, and credibility
- Use metrics and proof points
- Add call to action

Work Experience

- Use bullet points with action verbs
- Focus on achievements, not duties
- Add measurable results
- Attach media such as PDFs, links, or videos
- Tag relevant skills to each role

Skills List

- Aim for 15 to 20 relevant skills
- Prioritise top three skills
- Combine technical and soft skills
- Match skills to current and future goals

Endorsements

- Request endorsements for priority skills
- Endorse others to encourage reciprocity



- Refresh key skill endorsements periodically

Recommendations

- Aim for three to five strong recommendations
- Request from managers, colleagues, and clients
- Provide a draft to make it easy
- Keep recommendations short and specific

Extra Optimisation Tips

- Use a branded or relevant banner image
- Create a custom LinkedIn URL
- Engage weekly with comments, shares, and posts
- Send personalised connection invites
- Use Open to Work options strategically

Your Social Selling Index

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

Groups

<https://www.linkedin.com/groups/>

Newsletters

<https://www.linkedin.com/mynetwork/network-manager/newsletters/>

Posting

- Add an attention-grabbing headline / hook
- Tag a venue / location
- Tag people, groups or networks
- Use a hashtag (2-5)
- Add an image or video
- Ask a question or start a discussion
- Experiment with post times
- Write articles – “thought leadership”