

Optimizing Your
LinkedIn Account

Envestnet Institute

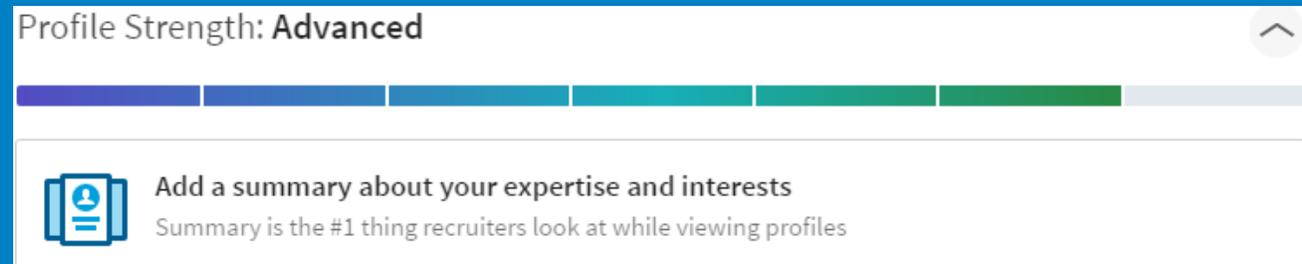
On Campus



Complete your profile

Look below your profile picture to find the Profile Strength meter.

The meter gauges how advanced your profile is, and will increase as you add more content.



Click the **Dropdown** icon in the upper right corner to see what steps are necessary to achieve the next profile completion step.

Be sure to fill out your profile completely. The bar should disappear when your profile is complete.

Make sure your profile is search engine optimized (SEO)

Write out a list of key terms with which you want to be associated

Be sure to use these terms when writing your profile summary, interests, and all other parts of your profile.



Focus on your summary

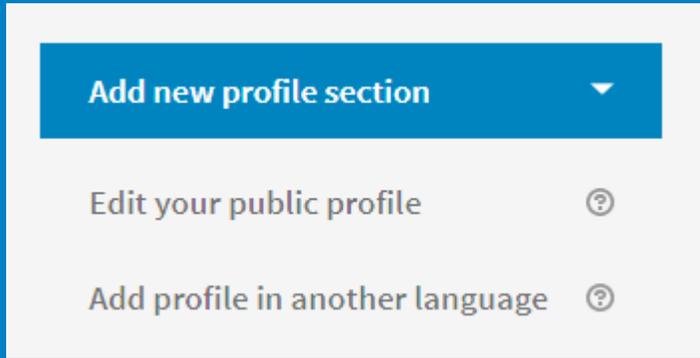


* One of the most important elements of your profile* – It is the first thing people see!

You have 2,000 characters to promote your personal brand. Make it worth while!

Here are 5 possible templates that will make writing your summary a breeze.

Rearrange and add sections to your profile



You can add and reorganize sections in any way you prefer.

When in Edit mode on your profile...

Hover your mouse over the arrows to the right of section titles

Click and drag sections as you wish!

Add more sections too!

Look to the right side of the page for more sections to add, such as: awards, publications, certifications and more.

Claim and customize your vanity URL

Rather than having a URL with meaningless numbers tagged onto the end of your name...

Click the **Me** icon at the top of your LinkedIn homepage.

Click **View profile**.

On your profile page, click **Edit your public profile** in the right rail.

Under the section **Edit your public profile URL** in the right rail, click the **Edit** icon next to your public profile.

Type in the last part of your new professional URL such as: <http://www.linkedin.com/in/FirstNameLastName>.

Edit public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/nicoleszczzech 

Customize Your Public Profile

Select what shows via searches on Bing, Google, etc. as well as on public profile badges and permitted services like Outlook, when the viewers are not logged-in members or did not bind their LinkedIn account to their account on such services.

[Learn more](#) ▶

Profile edits affect this public profile's contents.
[Edit your Profile](#) ▶

Get written recommendations

Why are recommendations important?

They provide recruiters or other professional contacts an insight to your work ethic, personality, and more.

Recommendations

Ask to be recommended

Received (5)

Given (7)

Here are some suggestions on [how to ask for a LinkedIn recommendation.](#)



Add skills and get endorsed

What are endorsements?

Endorsements are quick acknowledgments from your network that recognize you for a certain skill.

Why are they important?

Endorsements are important for your profile because of profile search results. The more endorsements you have for a specific skill, the more likely you are to come up when someone is searching for that skill.

Best practices:

Make sure you've listed the skills you want people to endorse you for.

Be sure to endorse others as well.

Featured Skills & Endorsements

Marketing · 40



Corporate Social ... · 1



Digital Marketing · 48



Build your network!

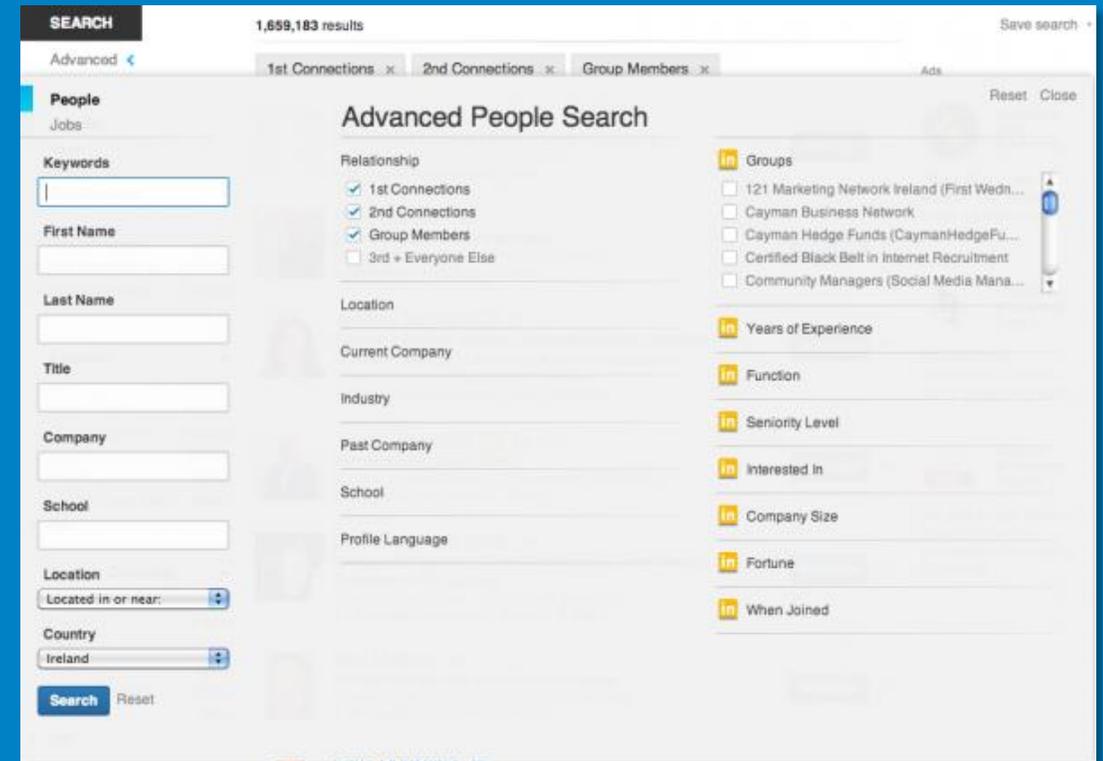
Connections, connections, and more connections!

Process:

Once your profile is in good shape, start expanding your network.

Use **LinkedIn's Advanced Search** feature which provides a much richer search experience.

For example, say you want to find out if you're connected to anyone that works at a specific company. Type the company name in the company field in Advanced Search, then sort the results by "Relationship" to see if you have any first or second degree connections to any employees.



The screenshot displays the LinkedIn Advanced People Search interface. At the top, it shows 'SEARCH' with '1,659,183 results' and a 'Save search' option. Below this, there are tabs for 'Advanced', '1st Connections', '2nd Connections', and 'Group Members'. The main search area is titled 'Advanced People Search' and includes a 'Reset' and 'Close' button. On the left side, there are input fields for 'Keywords', 'First Name', 'Last Name', 'Title', 'Company', 'School', 'Location' (with a dropdown for 'Located in or near:'), and 'Country' (with a dropdown for 'Ireland'). A 'Search' button and a 'Reset' link are at the bottom left. On the right side, there are several filter sections: 'Relationship' with checkboxes for '1st Connections', '2nd Connections', 'Group Members', and '3rd + Everyone Else'; 'Location', 'Current Company', 'Industry', 'Past Company', 'School', and 'Profile Language' (all with input fields); and a 'Groups' section with a list of groups including '121 Marketing Network Ireland (First Wedn...', 'Cayman Business Network', 'Cayman Hedge Funds (CaymanHedgeFu...', 'Certified Black Belt in Internet Recruitment', and 'Community Managers (Social Media Mana...'. Below the groups, there are more filter sections: 'Years of Experience', 'Function', 'Seniority Level', 'Interested In', 'Company Size', 'Fortune', and 'When Joined', each with a dropdown menu.

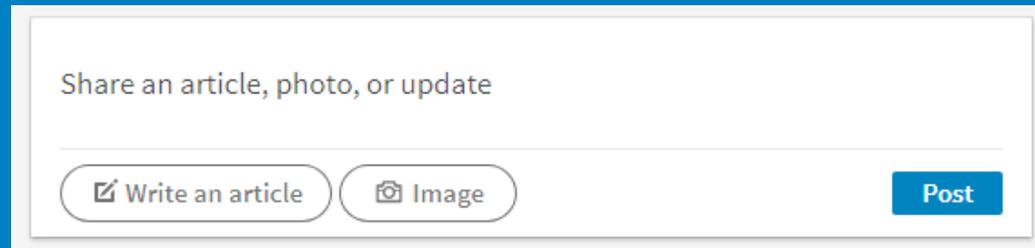
Mission Accomplished ...

you have completed your profile!

Stay active and keep your LinkedIn account updated

Optimization is more than just completing your profile → You have to stay active!

Update your account with new positions and accomplishments



Share an article, photo, or update

[Write an article](#) [Image](#) [Post](#)

Stay engaged!

Remember to congratulate people on new positions, share articles and like posts.

Best practices:

Make sure to check your account at **LEAST** once a week

Stay informed about news within your industry

Continue to make connections!