

Customize your public profile URL

When you customise your personal URL you change the default LinkedIn URL. This conveys the impression that you are tech savvy and know how LinkedIn works. People who still use the default URL mark themselves out as novices.

- Select “edit profile” from the profile tab
- Click “edit next to your public profile.
- You can then customise your public profile URL.

Customise Your Website URL

When you add a new URL to your personal profile, you’ll see a drop-down menu listing several choices.

If you choose “Company Website”, LinkedIn will simply display your web address. When you choose “Other”, you have the option to name your link and include your chosen URL.

Add Skills to your Personal Profile

Skills, is a new feature added by LinkedIn, and allows you to add searchable keywords to your profile. For example, you may have skills in Change management, Team building or Data analysis graphic design. Companies often search by key skills and this makes it easier to find you in a search

Create a powerful headline

Your professional headline is very important as it appears just below your name. An effective headline will encourage users to read further. It is also visible when you make a comment or post an update . take the time to craft it to communicate your most important message. Remember your headline does not have to be your current job title

Ask for Recommendations

LinkedIn provides a way to connect with your clients or colleagues and ask for recommendations of your work .You have the power to approve any recommendations before they are published. LinkedIn Recommendations are often the virtual equivalent of a phone or written reference.