

SETTING UP AND OPTIMIZING YOUR PROFILE

- Name
- Banner/Background
- Profile Picture
- Professional Headline++
- Location
- Industry
- Contact Info
- About Section++
- Experience++
- Website URL++
- Customized LinkedIn URL
- Current work
- Past Work
- Endorsements & Skills
- Recommendations
- Certifications
- Video/Media ++

The first step on the road to success on LinkedIn is creating a well-optimized LinkedIn profile.

The sections to the left are the most important sections to complete to help build your credibility.

Generally, readers will only see your name, headline, and photo, as well as the mutual connections they share with you.

But once they click into your profile they get to read more about you based on the information you share in specific sections.

Be sure to check of each section as you complete it