

5 Steps to a Better LinkedIn Profile in 2020



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Whether you would like to strengthen your personal brand on LinkedIn or simply make your LinkedIn Profile more aware to Recruiters, then this booklet will provide you with most of the key actions to take to achieve either objective.



At rpc we are not experts in the algorithms of LinkedIn, but we use LinkedIn extensively to identify candidates for the various roles we handle.

We have therefore devoted considerable time over the years to understanding how LinkedIn works and what works best for LinkedIn users.

Best Regards

David Beck

Managing Director

The rpc Group of Companies



LinkedIn is a key platform to promoting your personal brand

With 600 million registered members and 260 Million active users each month, LinkedIn is a key platform to promoting your personal brand and what you offer

In this blog we show you why it matters and how to create a compelling profile. Your LinkedIn Public Profile is the first impression that people get of you and your Company, so making sure it looks inviting and has the correct and up to date information is vitally important.

Your LinkedIn Profile:

- Brands you as an expert
- Talks about you, the value you add, your skills and why others should work with you
- Who you work with
- Your interests and your Contact info

Here are a few things you can do to make sure your Profile stands out.

1. Profile Picture

Your profile picture is your calling card on LinkedIn – it's how people are introduced to you and (visual beings that we are) it governs their impressions from the start.

They will be asking themselves *“Do I trust this person”*



Make sure the picture is recent and looks like you, make sure your face takes up around 60% of it (long-distance shots don't stand out), and smile with your eyes.

Ideally get a headshot taken which is clear and professional

Choose a background that isn't distracting

Do not use a Company Logo as your profile picture – LinkedIn's own research suggests having a picture makes your profile 14x more likely to be viewed by others

Do not use a photo where you appear with another person, children, pets, wedding, eating, drinking or a group photo

Wear what you would wear at work

2. Background photo

Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context and shows a little more about what matters to you. More than anything, the right background photo helps your page stand out, engage attention and stay memorable.

The photo should be relevant to what you do.

You can also add some key words on the background photo about what you do. Feel free to add your contact details.

Ensure that your photo in the circle template is left clear and remains prominent

3. Your Name

Keep your Name simple. Just use your First Name and Surname.

Do not add any professional qualifications or telephone number on the same line as your name. This adversely affects the way LinkedIn algorithm indexes your profile

4. Make your headline more than just a job title

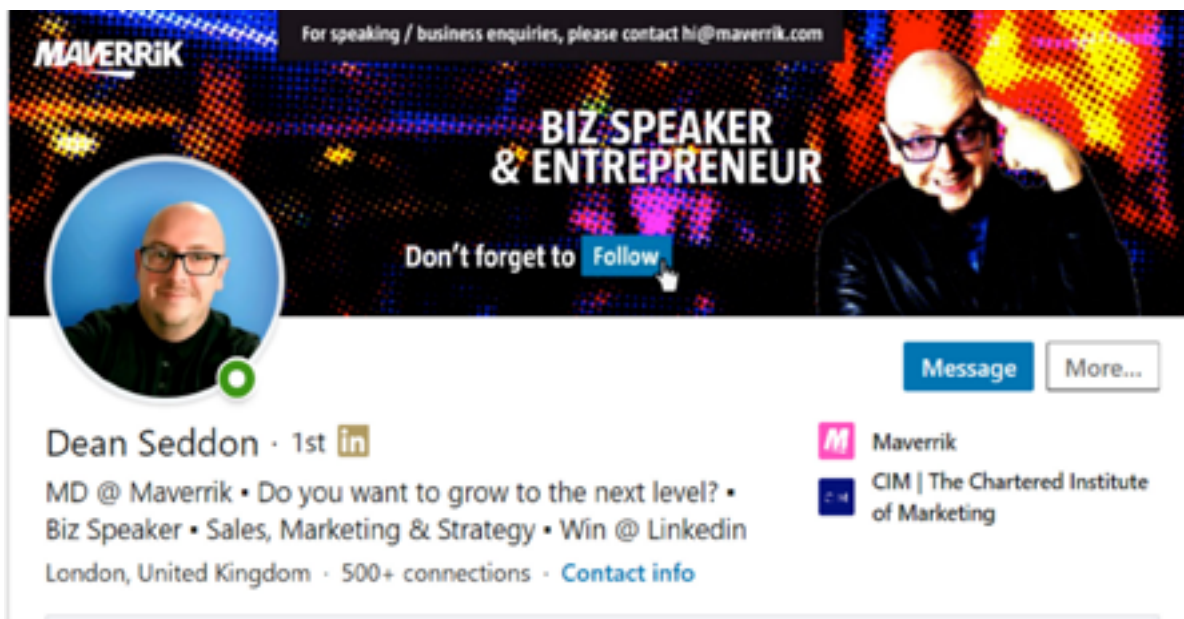
There's no rule that says the description at the top of your profile page has to be just a job title. In fact, it's better if it isn't

Remember this is what others see first

What people viewing your profile want to know is what you do rather than your job title.

Use key words. This will boost your SEO and help you become found on LinkedIn and your LinkedIn Profile found by search engines

Consider who your profile will appeal to and which keywords will make you stand out. Take a look below at the profile of Dean Seddon, its pretty obvious what he does!



These same keywords should also be included in your summary, interests, job descriptions and skills.

Under Contact info make sure you enter a telephone number and an e mail address

Date of birth – Do not display your full date of birth. LinkedIn is in the top 10 websites for being hacked, therefore do not let the hackers have an easy ride by giving them full access to a key part of your personal data

5. Your Summary (About You)

The first thing to say about your LinkedIn Summary is – make sure you have one! It's amazing how many people still leave this field blank when creating their LinkedIn profile. Your Summary is your chance to tell your own story – so don't just use it to list your skills or the job titles you've had.

Try to bring to life why those skills matter – and the difference they can make to the people you work with.

Your Summary should contain the keywords that are relevant to the goals and objectives in your specific area of the business

Share what makes you ... **YOU**

- Make it about you
- Tell a Story
- Write in the first person

Avoid phrases such as

“I have 15 years' experience recruiting in the charity sector”

“A seasoned professional with an outstanding network across retail

That's it, all the best for 2020

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PS : If you enjoyed reading this guide, why not head over to The rpc Group of Companies **Blog Page** where you can view an array of content on Recruitment, HR and Management.



Need Help With Your Recruitment?

You can get in touch with the rpc team in multiple ways.

Call us on: **+ 44 (0) 23 8022 4654**

Alternatively, email us on info@therpcgroup.co.uk

Do also **follow us** on LinkedIn. We have our own Group on LinkedIn entitled “The rpc Group of Companies”.

You can also follow us on Twitter [@therpcgroup](https://twitter.com/therpcgroup)

We have a Facebook page **“The rpc Group”**, click on “Like” and two Groups, one called “rpc Group of Companies” and the other “Friends who like The rpc Group of Companies” both of which you can apply to join.

And an Instagram page [@rpcrecruitment](https://www.instagram.com/rpcrecruitment)

If you wish to follow me personally (David Beck), my Twitter account handle is [@rpcrecruiter](https://twitter.com/rpcrecruiter).

My Instagram account name is [beck1084](https://www.instagram.com/beck1084) and I have a Facebook page **“David Rpc”**, click on “Friend Request”

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Thank you for taking the time to read this guide.

Best Regards

David Beck and Anita Searle

Co-Directors

A Division of The rpc Group of Companies

