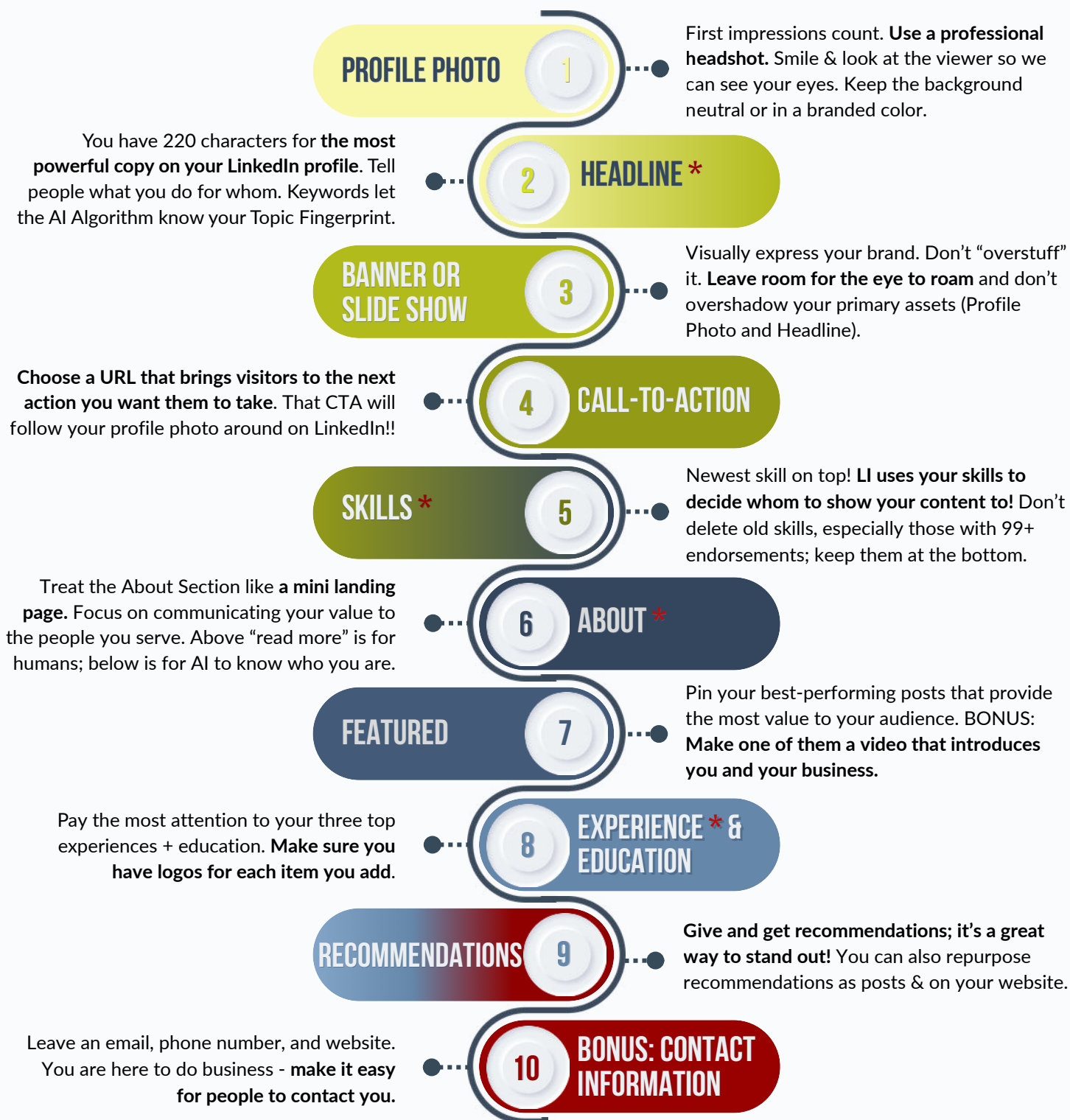


THE 9 STEPS TO A (NEAR) PERFECT LINKEDIN PROFILE

For a full description of each of the steps, please visit: <https://clockwiseproductions.com/perfect-profile/>

**The LI Algorithm looks at your Headline, Skills, About, and Experience Sections to decide whom to show your content to!*



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1 PROFILE PHOTO

THE BOTTOM LINE: First impressions count. **Use a professional headshot.** Smile & look at the viewer so we can see your eyes. Keep the background neutral or in a branded color.

Your photo is your first and foremost impression you make on LinkedIn, and since we're on a professional platform, make sure it represents you, your industry, and the impression you want to make.

Keep this photo up to date so people recognize you when they see you in a video or join a Zoom call. There's (nearly) nothing more awkward than a "bad date" moment, where you look nothing like your headshot IDL (in digital live).

And that includes overdoing it, too! If you don't wear full-on makeup and hairdo for your client and networking interactions, don't in your profile picture either. Be recognizable and approachable.

👋 **DON'T:** Not having a photo is a 110% no-go. Period.

2 HEADLINE

THE BOTTOM LINE: You have 220 characters for **the most powerful copy on your LinkedIn profile.** Tell people what you do for whom. Keywords let the AI Algorithm know your Topic Fingerprint.

Your headline is your digital handshake — it should succinctly convey your profession, primary expertise, and what makes you unique. The first 56 characters of your headline will follow you wherever you go on LinkedIn - keep that in mind when you craft your message.

When stuck, use this formula: We do "x" for "y" so they can "z". You want people to understand if you are the right person to help them with their problem.

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3

BANNER OR SLIDE SHOW

THE BOTTOM LINE: Visually express your brand. Don't "overstuff" it". **Leave room for the eye to roam** and don't overshadow your primary assets (Profile Photo and Headline).

You want your banner (or slide show) to be eye-catching and give quick information about you and your business, like a logo, a professional tagline, and a book cover, or any other visual asset.

You also do not want to overdo it - keep it on brand, readable - especially if you have a slide show - and in visual harmony with your Profile Picture.

 **Pro Tip:** Check out your competition and copy what you love!

4

CALL-TO-ACTION

THE BOTTOM LINE: Choose a URL that brings visitors to the next action you want them to take. That CTA will follow your profile photo around on LinkedIn!!

Your Call-to-Action (CTA) is the link you can share right under your profile picture, header, and location. It's in blue and has an arrow up at the end.

This URL and the button CTA are custom. Linking to a website homepage or landing page is common, but you can also consider a call-booking link or a downloadable lead magnet.

 **Note:** If you have a Prime account, you have a secondary CTA button that is preset to "book an appointment". If that's the case, choose your website or a lead magnet for the main CTA to diversify.

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5

SKILLS

THE BOTTOM LINE: Newest skill on top! **LinkedIn uses your skills to decide whom to show your content to!** Don't delete old skills, especially those with 99+ endorsements; keep them at the bottom of the list.

Your skills are often completely overlooked and not considered important. However given the fact that they are one of only four components the LinkedIn algorithm looks at to determine your Topic Fingerprint and who it will share your posts and events with, it weights heavily.

Print out your profile and you'll immediately see why it's important to get the skills right. Don't delete old skills that have more than 10 endorsements, just move them down the list. Your experience matters.

6

ABOUT

THE BOTTOM LINE: Treat the **About Section** like a **mini landing page**. Focus on communicating your value to the people you serve. Above "read more" is for humans; below is for the LinkedIn AI to know who you are.

Start with a hook that captures attention, then weave in your career milestones, core skills, and passions. Make sure it's clear to the reader and the AI crawlers what your "Topic Fingerprint" is, aka your main area of expertise.

A few pointers:

- Use first-person narrative
- Integrate keywords strategically to enhance profile searchability
- Add a study or testimonial
- Have a strong CTA that encourages people to connect with you and inquire about your services
- Share your contact information (yes, again)

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7 FEATURED

THE BOTTOM LINE: Pin your best-performing posts that provide the most value to your audience. **BONUS:** Make one of them a video that introduces you + your business.

Selection in the Featured section should be dynamic and pertinent to your current professional landscape. Showcase a variety of multimedia such as articles, presentations, videos, or client testimonials. Prioritize content that underscores your expertise, demonstrated impact, and thought leadership within your industry.

Regularly curate and update this section with new accomplishments or projects to reflect ongoing growth and relevance. By doing so, you offer a visually rich experience that complements narrative content in your profile, effectively capturing attention and enhancing credibility.

8 EXPERIENCE & EDUCATION

THE BOTTOM LINE: Pay the most attention to your three top experiences + education. **Make sure you have logos** for each item you add.

Detail your professional journey with a focus on achievements that define your career; describe responsibilities in bullet points for clarity and readability. Quantify successes with metrics to showcase impact (especially if you are in the US!). Highlight leadership roles, projects, and collaborations that demonstrate your skills.

In the education section, include academic achievements and relevant coursework. Link to company pages or educational institutions to enhance credibility.

 **Pro Tip:** Create a company page for your business to get a logo to show in your experience section and on your profile.

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9 RECOMMENDATIONS

THE BOTTOM LINE: Give and get recommendations; it's a great way to stand out! You can also repurpose recommendations as posts & on your website.

Giving and receiving recommendations on LinkedIn might be the most underrated part of a top profile.

Not only do they look great and give you credibility in the recommendation section, you can use them for posts, in the featured and about sections, and on your webpage! You can cut and paste or screen shot them, and don't be shy to use the profile photos of your recommenders.

Be generous in giving recommendations! What goes around comes around (and not from the same people!)

 **Pro Tip:** Make it EASY for people to recommend you! If they said something nice to you in an email or comment, make the request for a recommendation with that text, so it's a cut and paste for them.

10 BONUS: CONTACT INFORMATION

THE BOTTOM LINE: Leave an email, phone number, and website link. You are here to do business - **make it easy for people to contact you.**

Don't be precious about your privacy here - the benefits of facilitating your networking vastly outweigh the potential for misuse of your information.

Maintaining current contact information on LinkedIn is pivotal for seamless networking. Include your email address, phone number, and your website.

 **Note:** I've rarely had unsolicited emails in over 10 years on LinkedIn and NEVER an unwanted phone call.

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↑ These are “just” *9 Steps to a (Near) Perfect LinkedIn Profile*. And it can seem like a lot.

Will your Profile be “perfect-perfect” if you implement all of the steps? Of course not, but you’ll get dangerously close.

Your Profile is a living and breathing thing and will change constantly. Sometimes it’s small changes, and sometimes it’s a baby-and-bathwater situation.

What is important to know is that the “new” AI-driven LinkedIn algorithm looks at your profile before ever deciding what content of yours to share with whom. It is paramount to get your “Topic Fingerprint” (aka your “business topic”) dialed in so the algorithm knows what you do and whom you serve.

You want to attract your ideal leads, clients, networkers, and community, and save yourself the trouble of dealing with people who are not a good fit. So, don’t be afraid to ALSO repel with your profile.

Be you, as best as you know how, and you’ll do just fine.

Questions? DM me: <https://www.linkedin.com/in/nina-froriep/>, or email: nina@clockwiseproductions.com.

See you out there!

Warmly, 