8 Ways to Optimize your LinkedIn Presence

Your LinkedIn profile is a free, professional homepage—a place to showcase your work history, talents, interests and more. It allows you to network with other professionals and apply to jobs directly. To effectively connect with potential employers and establish a trusted network, you must take steps to optimize your LinkedIn presence.

1. Put a face to the name—have a professional looking profile picture.

2. Include details—providing an accurate job title (including your industry) and a summary will help other users find you and know exactly what you do. A summary acts like a cover letter for your interactive resume (your profile and like a cover letter, your summary should include your strengths and what you can contribute to an organization).

3. Claim your vanity URL. This allows you to edit the URL you are assigned, and have it include your name/your company. This makes it much easier for search engines to find your profile.

4. Ensure that your profile is public—if you hide any information, public search engines cannot find you. Your LinkedIn profile should be in professional language and acceptable for the public to see.

5. Join relevant LinkedIn groups—this is a great way to network! Groups often also hold discussions and post job listings. You can also show your expertise by using LinkedIn Answers, to search for, ask and answer industry specific information.

6. Increase your network—connect with employers, colleagues, classmates, prospective employers and more. The bigger your network is, the more likely you are to be found by potential employers.

7. If you move to a new job or take on a new role, be sure to update your LinkedIn profile so it stays up to date and current. Include descriptions (accomplishment statements) of your current and past positions. This will tell people what you can do and what skills you have that will benefit their company.

8. Ensure that all of your social media platforms are connected. Create links to your Facebook, Twitter, blog and other pages.

With some careful thought and planning you can make your LinkedIn page fresh and interesting—this gives potential employers a reason to want to contact you! By frequently updating, posting interesting information, and having detailed descriptions about yourself, you are much more likely to make meaningful connections which will aid you on your journey for your career.