

# Uplevel *your* LinkedIn Profile

SIX QUIET UPGRADES · ONE COFFEE · A PROFILE THAT ACTUALLY WORKS

Your LinkedIn profile is the modern business card, and most people are leaving it half finished. These six small upgrades take under an hour, cost nothing, and will quietly do the work for you long after you have closed the laptop.

## 01 Your headline

Don't just type your job title. Your headline appears everywhere: searches, comments, requests. Use this formula: Role · Who you help · How you help them. You have 220 characters. Use them.

## 02 Your experience

Empty role descriptions look unfinished. Add three or four lines under each current role explaining the business, not just yourself. Mirror language from your website so everything feels joined up.

## 03 The first three lines

LinkedIn cuts your About section off after three lines. Open with the problem you solve, not your CV. End with a clear next step: connect, book a call, or visit your site.

## 04 Your banner

A generic stock image is a missed billboard. Size it to 1584 × 396px, keep your brand colours consistent with your other channels, and let it show what you do or where to find you.

## 05 Your featured section

Pin three things at the top of your profile: your website, a free resource or booking link, and a recent post that shows your work. This is your shop window. Dress it.

## 06 The settings most miss

Customise your URL, get your blue verified tick (free, two minutes), turn on "Open to networking," and refresh your skills with searchable keywords your audience uses.

*and breathe*