

# LinkedIn - Optimisation Guide

## Headline Best Practices:

- **Maximize Searchability:** Use keywords that prospective clients or internal recruiters might search for (e.g., Associate - M&A, Senior Associate - Commercial Litigation).
- **Go Beyond the Title:** Combine your seniority with your core mission or geographic focus. Show who you help and how.
- **Corporate Alignment:** Remember that your profile represents both you and your firm. If your firm mandates a specific headline format (e.g., "Senior Associate at [Firm Name]"), always defer to and stick to those internal policies.



Jason Baihn ✓

Partner Search Specialist: Helping Partners Make Lateral Moves Across National & Global Law Firms. Specialising in Strategic Growth Across Australia au | USA us

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Your LinkedIn profile should act as an extension of your CV, reflecting your professional experience, expertise, and legal offerings. However, unlike a static CV, your profile is a dynamic, living portfolio. It is often a prospective client's or legal recruiter's first impression of you.

A polished, cohesive profile not only validates the experience detailed on your CV but also serves as a powerful promotional tool. It elevates your personal brand as a trusted advisor while reinforcing the market reputation and credibility of your firm.

## Profile Photo & Availability Status

- **The Profile Picture:** Ensure you use a high-quality, clear, and professional headshot. Your photo should project the same professional standard expected in a courtroom or a client meeting—aim for neutral backgrounds and corporate attire.
- **The "Open to Work" Banner:** If you are currently employed, NEVER add the green "Open to Work" badge to your profile photo. While it signals availability to recruiters, it also signals it to your current firm, partners, and clients, which can severely compromise your current position and professional standing.



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If your firm allows, link your company website or personal bio.

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## The Banner Picture (Your Visual First Impression)

- **Firm Policy First:** Always check your firm's brand guidelines first. Many firms provide standardized corporate banners or rotating carousels designed to keep the team's branding uniform. If these are available, use them.
- **Alternative Options:** If your firm doesn't have a mandatory policy, select a high-quality, professional image that subtly reflects your practice area, firm identity, or geographic location. For instance, a sleek shot of the city skyline where your office is based (like the New York skyline for a Manhattan-based attorney) works perfectly.
- **Keep it Subtle:** Remember, the banner is a backdrop, not the main attraction. Avoid overly busy, bright, or distracting images that compete with your profile photo and headline. It should frame your profile, not overpower it.

## About



The legal market is highly competitive, and the right hire can transform a practice.

I work closely with law firms as a strategic advisor on Partner and senior lawyer appointments, helping them identify ... more



### Top skills

Legal Recruitment • Partner Recruitment • Executive Recruitment • Associate Recruitment • Compliance Recruitment



## The "About" Section (Your Professional Pitch)

Example structure: Starts with a macro industry statement ("The legal market is highly competitive..."), followed by a first-person narrative explaining their role, impact, and a dedicated "Top Skills" block.

### Key Pointers:

- **The Hook (First 2 Lines):** LinkedIn truncates this section with a "... more" link. Make your first two lines count. Frame the overarching challenge in your practice area or market before diving into what you do.
- **Narrative Style:** Unlike a CV summary which is written in the passive voice, the LinkedIn 'About' section should be written in the first person. Use it to explain how you solve complex legal issues for clients and the value you bring to your firm's practice group.
- **The "Top Skills" Feature:** Always populate the explicit "Top Skills" block at the bottom of this section. This significantly boosts your profile's search engine optimization (SEO), ensuring internal recruiters and potential clients find you when searching for specific legal expertise.



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## Experience



### Partner - Partner Recruitment Specialist

Zensho Agency Inc · Self-employed

Mar 2025 - Present · 1 yr 5 mos

Australia & United States · Remote

Tired of the traditional legal search model?

... more

Legal Recruitment, Partner Recruitment and +5 skills



### Founding Director | Legal Recruitment

Zylo · Self-employed

Feb 2024 - Mar 2025 · 1 yr 2 mos

Australia, UAE & USA · Remote

Zylo Recruitment Services: Building high performing Legal teams across Australia, United States, United Arab Emirates, and Singapore (Established 2024)... more

Capital Markets, Partner Recruitment and +1 skill

## The Experience Section (The Accuracy Benchmark)

Clear job titles linked directly to company pages, exact employment dates (month and year), brief value statements, and pinned skill tags per role.

### Key Pointers:

- **100% Alignment is Critical:** Your LinkedIn experience must match your physical CV with total accuracy. This means every job title, law firm, practice group, and employment date (down to the exact month and year) must align perfectly.
- **The Red Flag Rule:** In the legal industry, attention to detail is paramount. Discrepancies between a LinkedIn profile and a CV (such as overlapping dates or omitted roles) are immediate red flags for legal recruiters and partners. It raises questions about candidate transparency and accuracy.
- **Provide High-Level Context:** Use the description area beneath each role to give a brief, high-level overview of your practice focus, client types, or sector focus. **Crucial:** Ensure you follow the same confidentiality rules as your CV, never explicitly name sensitive clients or details of private matters.

## Final Tips

### Pro Tips for a Fully Optimized Legal Profile

- **Turn Off Update Notifications:** Before you begin updating your titles, dates, or profile summary, go to your visibility settings and turn off "Share profile updates with your network." This prevents LinkedIn from broadcasting every minor edit or typo correction to your colleagues and clients.
- **The "People Also Viewed" Setting:** Turn this feature off in your account settings. If left on, LinkedIn will display a sidebar of direct competitors (other Associates in your practice area/city) right on your profile page, potentially directing recruiters or clients away from you.
- **Media & Featured Section:** If you have authored firm alerts, published legal articles, or spoken on panels, pin them to your "Featured" section. This transitions your profile from a basic CV into a dynamic thought-leadership platform.