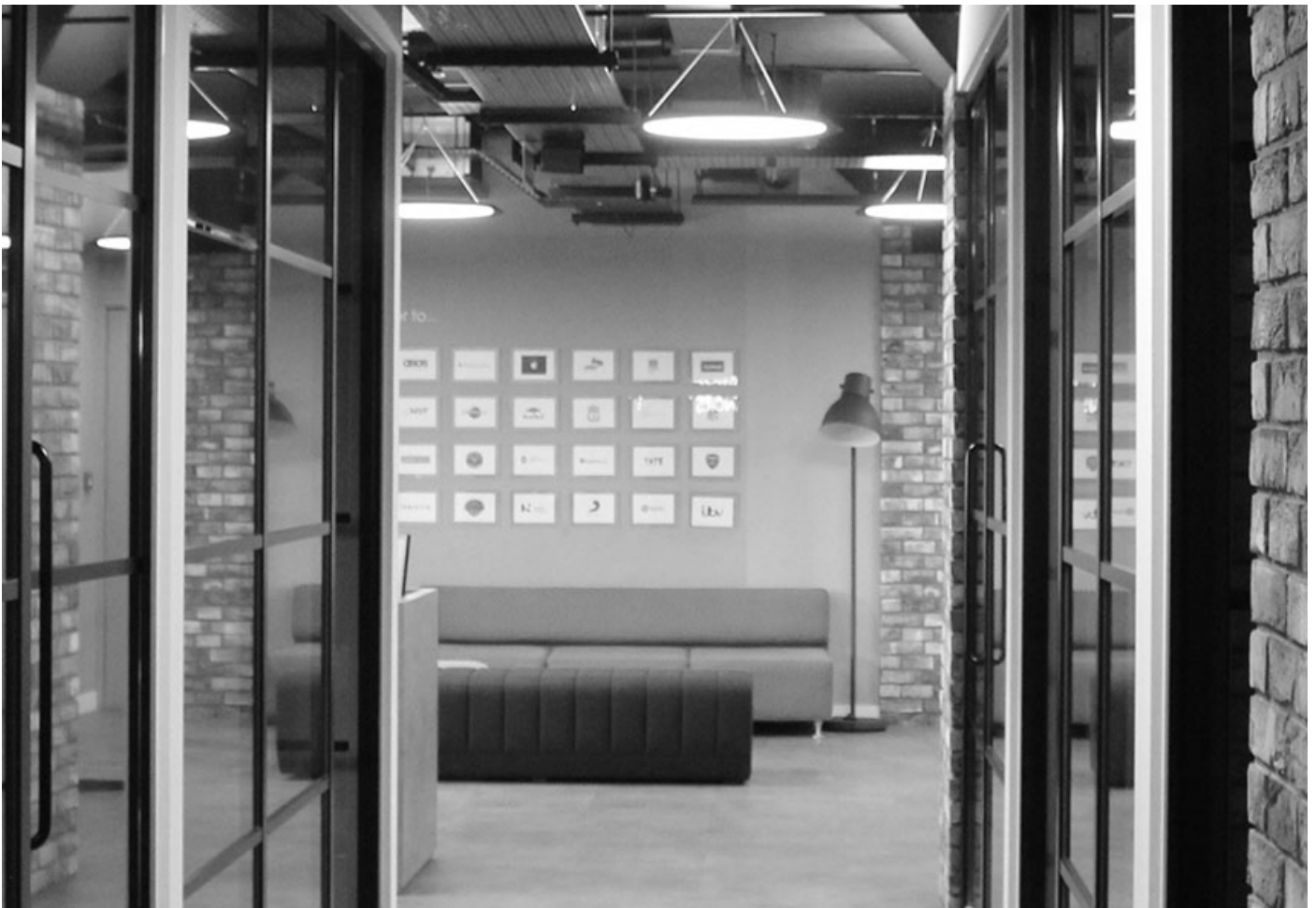


# THE HANDLE GUIDE TO...

an optimised  
LinkedIn profile



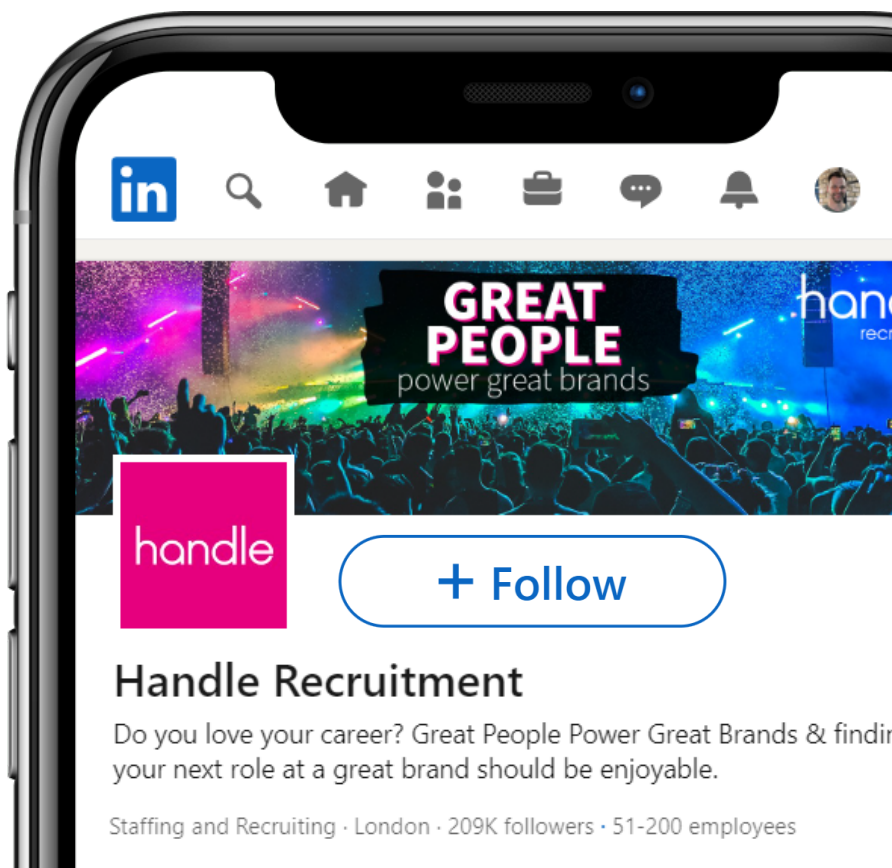
# INTRODUCTION

## making LinkedIn work for you

We want to help you have an exceptional career and fulfil your potential but we are also very aware that the brands and industries we support are highly competitive.

So if you are trying to improve your internal reputation to support a promotion, looking to build a strong public profile, struggling to attract new talent, or searching for your next role, is your LinkedIn supporting you?

We have created a five-step checklist to ensure that you have an optimised LinkedIn profile that works for you.



# BEFORE YOU BEGIN

## what are you trying to achieve?

There is no exact formula for a perfect profile or quick solution to hack the LinkedIn algorithm. An optimised profile is about you doing the basics brilliantly and focussing on your priorities, not what everyone else is doing.

**In one sentence, explain what you do.**

**What is your most important professional or personal goal in the next 12 months?**

**Describe your perfect network.  
Who would you like to be connected to?**

# STEP ONE

## focus on the basics

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### Profile picture



- Use a high-resolution photo (400 x 400 pixels).
- Ensure the background is professional and not distracting.
- Wear professional attire suitable for your industry.



### Headline



- Clearly state your professional title and key skills.
- Use relevant keywords.
- Keep it concise but descriptive.

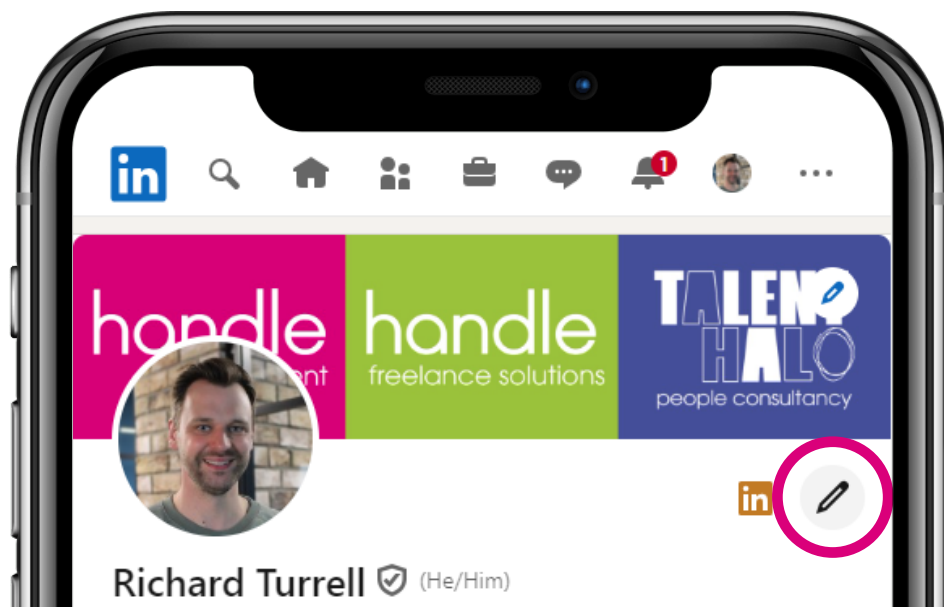


### Basic info



Use the name that you are known by and create a custom URL. Complete all key information, including your:

- Industry
- Education
- Location
- and contact info.



## STEP TWO

### tell your story

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#### About



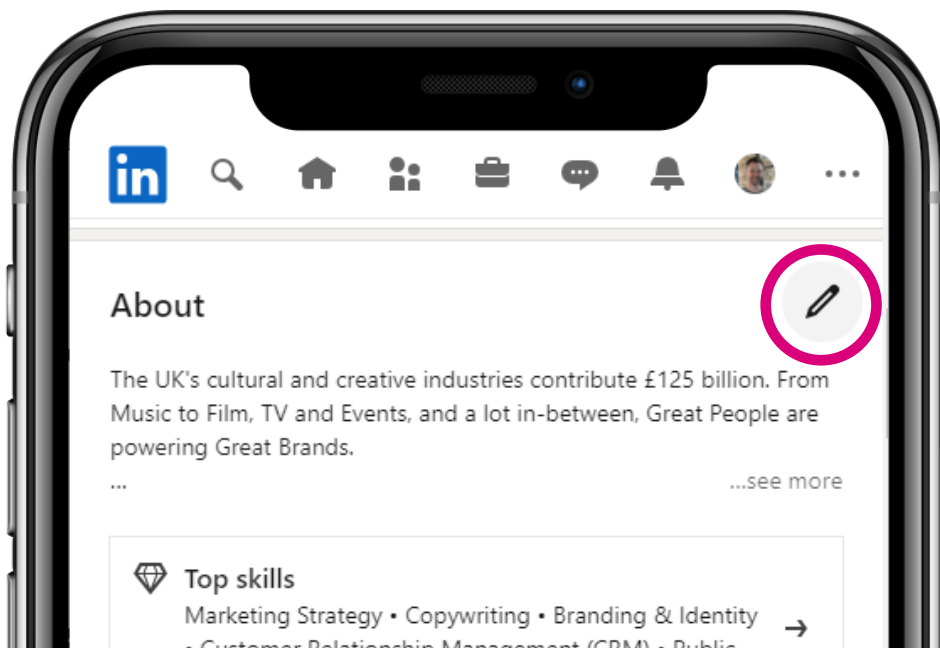
- Write in the first person.
- Highlight your key achievements and skills.
- Use bullet points for easy readability.
- Use industry-specific keywords.
- Include a call to action (e.g., contact me for...).



#### Featured content



Support your summary and make your profile stand out by showcasing yourself, your company and your standout projects with rich media.



# STEP THREE

## complete the key profile sections

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### Experience

- List your current and previous roles.
- Use action verbs and quantify achievements.
- Include relevant keywords for each position.
- Provide a brief description of responsibilities and accomplishments.



### Education

Include all relevant degrees and certifications.



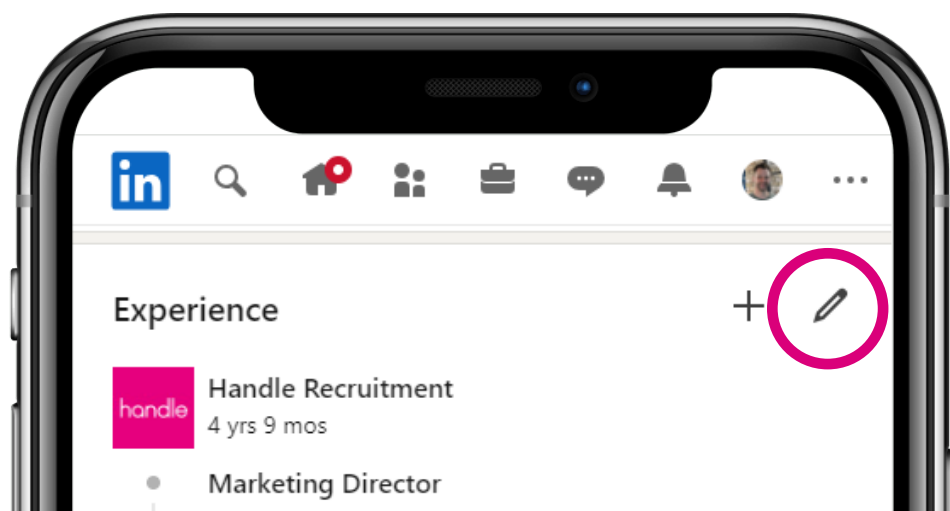
### Skills

List at least 5-10 relevant skills.  
Regularly update and add new skills as necessary.



### Recommendations

Aim for a minimum of 3-5 recommendations.



## STEP FOUR

utilise the 'other' sections



### Volunteer Experience

Focus on your responsibilities and achievements.



### Certifications

List any relevant professional certifications. Include details about the issuing organisation and date obtained.



### Courses

Include relevant courses that showcase your expertise.



### Projects

Highlight key projects you've worked on. Describing your role and the impact of the project.



### Publications

Include any published works (articles, books, reports). Provide links if available.



### Languages

Include languages you speak and your proficiency level.

# STEP FIVE

## engage and connect

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### Posts and articles



- Share industry-relevant content.
- Write articles to showcase your expertise.



### Engagement



- Engage with posts from your network.
- Comment thoughtfully on relevant discussions.



### Connections



- Aim for at least 500 connections.
- Connect with colleagues, industry leaders, and other professionals.



### Interests



Follow companies, influencers, and groups relevant to your industry.



# ABOUT US

Everyone should be able to fulfil their potential and we have been helping great brands improve their talent processes and attract exceptional people since 1978.

We provide leading entertainment companies, social networks, global media brands, sports bodies, retailers, and tech platforms with talent solutions that make a difference.

Our consultants focus on a unique specialism, from Finance, to Sales, Marketing, HR, Legal, Office Support, and Event Operations but are tied together by the industries we support.

[www.handle.co.uk](http://www.handle.co.uk)