

14 TOP TIPS

TO CREATE AN OUTSTANDING



PROFILE

Welcome

- As part of YorWealth's support for Our Partners we have developed a series of handy guides to help you navigate and make the most out of your social media presence.
- We are pleased to be working with Rachel Moore from Rachel Moore Social Media who has a wealth of experience and supported us on our "online journey."



Introduction To LinkedIn

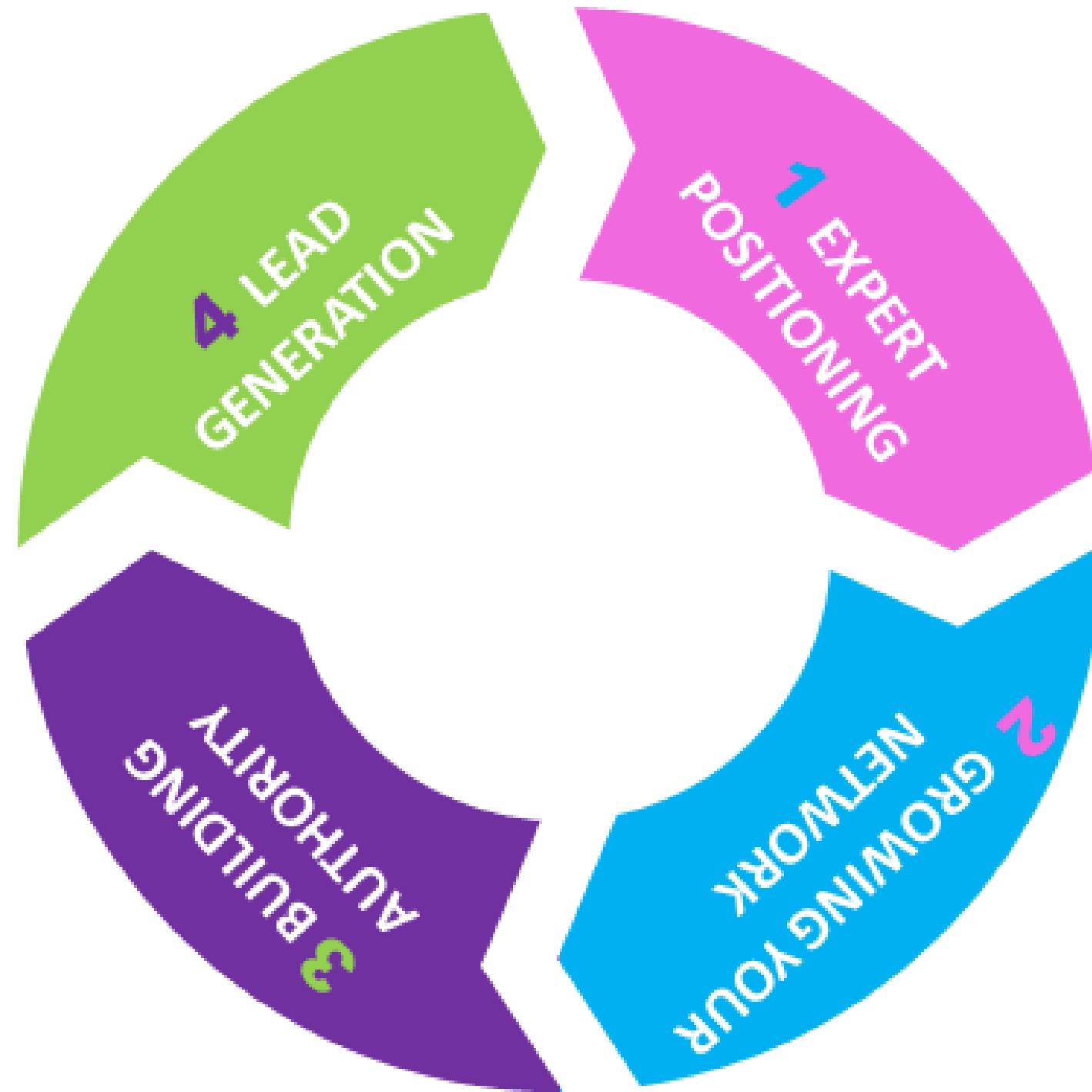
LinkedIn was once thought of as mainly a recruiting vehicle but over the years it has grown into much more. Yes it is still used by recruiters for many reasons but it is also a brilliant way to connect with people and generate new leads, especially for B2B type businesses.

There are multiple strategies available to achieve this but they all begin with positioning yourself as the 'expert in your field', as this is one of the most important steps you can take.

When I train businesses how to use LinkedIn I use a 4 Step Process as shown on the next page. Step 1 of that process is 'Expert Positioning' which involves creating an outstanding personal profile and that is what this guide is going to concentrate on.

I hope you get value from the content contained within this guide.





Before You Begin

- Make sure that you have switched your profile alerts to OFF
- If you don't your connections will be notified that you are making changes to your profile.
- Go to 'Settings & Privacy', click 'Visibility' in the left hand menu bar and scroll down to the section 'Share profile updates with your network' and switch this to off, you can switch it back when you have finished if you wish to.

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LinkedIn's Social Selling Index

- The LinkedIn SSI score essentially tells you **how successful you** are at developing your brand, connecting with the right people, engaging with insights and establishing relationships.
- These four points combined give you an overall measure of how effectively you are using the platform.
- Check your SSI before you start increasing your presence on LinkedIn so you can judge how effective you are being as you move forward and the areas you need to improve upon.
- To check your SSI score ensure you are logged into your LinkedIn account and then visit <https://www.linkedin.com/sales/ssi>

Example SSI Score

Your Social Selling Index

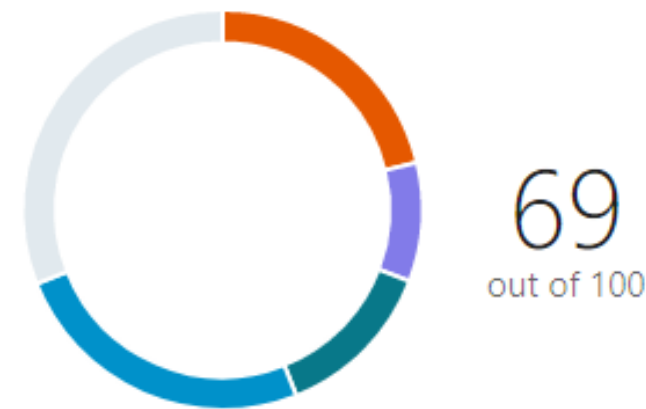
Top Industry SSI rank

3%

Top Network SSI rank

4%

Current Social Selling Index ⓘ



Four components of your score

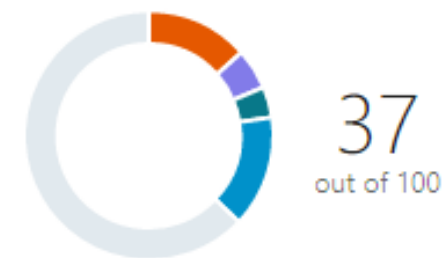
21.19 | Establish your professional brand ⓘ

9.62 | Find the right people ⓘ

13.18 | Engage with insights ⓘ

25 | Build relationships ⓘ

People in your industry

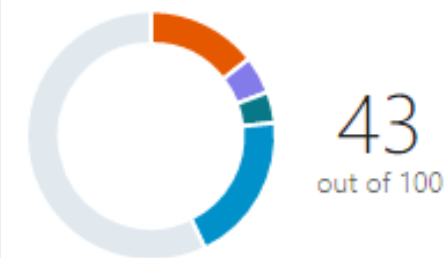


Sales professionals in the Professional Training and Coaching industry have an average SSI of 37.

You rank in the **top 3%**

No change since last week

People in your network



People in your network have an average SSI of 43.

You rank in the **top 4%**

No change since last week

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Main Profile Banner Image

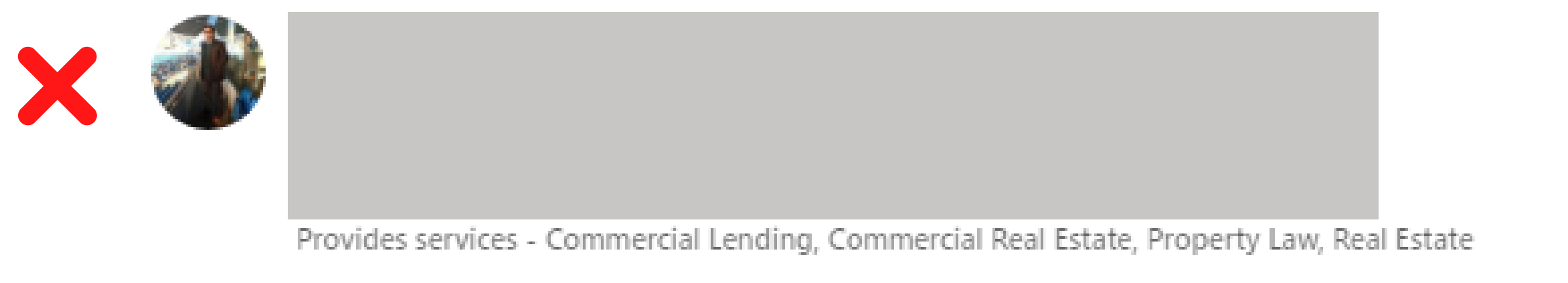
- When someone lands on your profile does your 'Banner image' tell them exactly what it is your business does at first glance?
- Include your website and phone number so they immediately know how to contact you.
- You can use images to explain what you do or you can have a plain brand colour with logo etc but ensure it explains clearly what you do.



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Profile Image

- LinkedIn request a professional head and shoulder shot.
- Plain backgrounds work best - no speed boats, sunglasses or glasses of wine.
- Eyes front facing with a nice smile.
- Good quality image with good lighting.
- Make sure your face is large enough to be able to tell what you look like.
- This is really important when people are searching as our brains are drawn to images.
- If people can clearly see your face it will give you an advantage over those who have non-recognisable images as you can see from the example below.



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Headline

- LinkedIn's T&Cs state you should use your 'Real name' only.
- So no quirky extra straplines in your title.
- Include keywords and a benefit statement - Who and how do you help?
- Stay away from Director at, Founder at and job title if possible unless your job title is an important keyword - most users aren't interested in your job title they want to know **'What you can do for them'**.
- They can read what your job title is in the 'Experience' section.
- For example stay away from generic job titles like Salesperson or Manager but if, like me, your title is the main keyword 'Social Media Trainer/Consultant' etc then that's fine to use because that is a phrase that totally describes what I do and also provides a great clue as to how I can help users.
- The first 8-10 words are the most important words in your headline - see example overleaf.

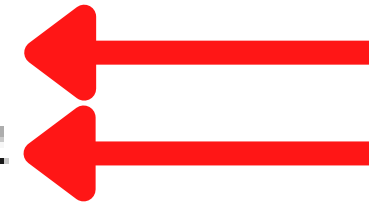
Headline Continued

- The 'Headline' does 3 things:
 - The keywords help LinkedIn find your profile when someone searches for what you offer - you are leaving a breadcrumb trail for LinkedIn to follow back to your profile.
 - The headline shows in the 'Newsfeed and Groups' under your name each time you create a post, meaning it's a free mini advert for your business which is why the first 8-10 words are so important.
 - It also accompanies all your connection invites along with your profile image and personalised message.

Profile Headline Example

Rachel Moore

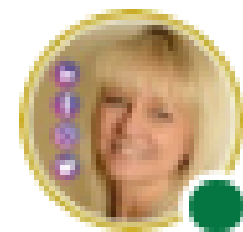
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effectiveness through social media



What I Do

Who & How I Help

Newsfeed/Group Post Example



Rachel Moore • You

Multi Award Winning Social Media Trainer & Consultant 2022 | LinkedIn Train...

2d • 

...

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Contact Details

- Ensure your 'Contact details' are always up-to-date and complete.
- There is a unique 'Profile URL' that links directly back to your profile.
- This often has a string of numbers and letters following your name - delete all the numbers and letters following your name so you have a clean URL.
- You can add this to business cards and literature to direct people directly back to your profile.
- If you are unable to get your exact name don't use your company name - you may decide at some point in the future to change job or change your company name.
- Try not to use numbers although you may have to compromise if you have a super popular name like mine. If necessary use one or a maximum of two numbers, no more - keep it as clean and neat as possible. See my example overleaf which isn't perfect as I ended up using 'sm' on the end of my name representing social media and I would really advise against that even though I used it on mine when I set my profile up way back when!

Rachel Moore

Contact Info

 Your Profile
[linkedin.com/in/rachelmooresm](https://www.linkedin.com/in/rachelmooresm)

 Websites
[rachelmooresocialmedia.com](https://www.rachelmooresocialmedia.com) (Other)
[rachelmooresocialmedia.com/blog/](https://www.rachelmooresocialmedia.com/blog/) (Other)
[rachelmooresocialmedia.com/events](https://www.rachelmooresocialmedia.com/events) (Other)

 Phone
01423 529708/07904 007660 (Work)

 Address
[Harrogate | UK](#)

 Email
rachel@rachelmooresocialmedia.com

 Twitter
[GetMOORESocia](#)

 IM
raxmoore (Skype)

 Birthday

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Public Profile Setting

- When amending the 'Profile URL' it will take you to the 'Public Profile Setting' - check that this is set to 'Public'.
- This means your profile will be visible through the search engines to the general public not just to members searching inside of LinkedIn

Edit contact info ×

Profile URL
<https://www.linkedin.com/in/rachelmooresm> 

Email
rachel@rachelmooresocialmedia.com 

Phone number

Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.

Social Media Training, Consultancy & Speaker



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Multi Award Winning Social Media Trainer & Consultant
2022 | LinkedIn Trainer | Helping businesses grow their profits, confidence & effectiveness through social media
Harrogate, England, United Kingdom
500+ connections

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[Social Media Manager School](#)
[Websites](#)

About

✔ **YOU KNOW HOW FRUSTRATING IT IS** that social media help, advice & training can be so unrealistically expensive especially for small to medium sized businesses? **Well, I solve this!**

✔ **YOU KNOW HOW FRUSTRATING IT IS** not knowing the up-to-date strategies to enable you to grow your database, drive more traffic to your website & generate leads to help increase your sales & profits? **Well, I solve this!**

Since launching 9 years ago, I've helped thousands of businesses, just like yours, improve their social media skills, to help them gain the confidence & effectiveness to achieve their desired results. See what [other such as my training business success stories here on Facebook/Google](#)

Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/rachelmooresm

Edit Content

This is your public profile. To edit its sections, update your profile.

[Edit contents](#)

Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)

Your profile's public visibility On

Basic (required)

Name, number of connections, and region

Profile Photo

Only 1st-degree connections
LinkedIn members directly connected to you.

Your network
Your connections, up to three degrees away from you.

All LinkedIn members

Public
All LinkedIn members on or off

About Section

- Unless you are looking for a job then this section is NOT about you, it's about those you are trying to attract.
- What can YOU do for them?
- Who do YOU help?
- How can YOU help THEM?
- How are YOU different from others?
- Remember to include:
 - Bullet points.
 - White space.
 - Line spaces.
 - Headings.
 - Short sentences make it easy to read/skim, especially on a mobile.
 - A testimonial/cases study with name and business.
 - Call to actions - phone number, website, email.

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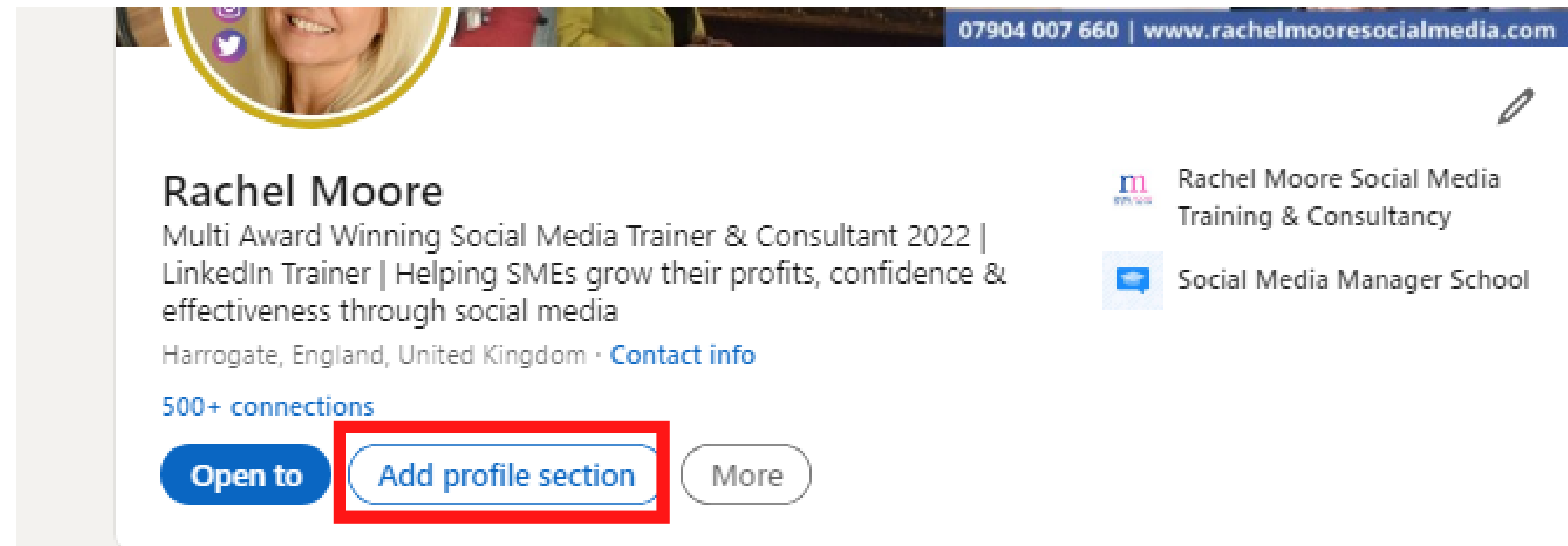
About Section Continued

- You can include a little bit about you/your business but this is not the emphasis of this section.
- Pepper your keywords throughout - this will help LinkedIn understand what your profile is about and thus offer your profile up to those searching for what you have to offer.

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Feature Section

- You can use this to highlight posts/articles/newsletters you have written, attach images or link out to websites.
- This adds colour and interest to your profile.
- You can add the 'Feature Section' by clicking 'Add Profile Section' if it doesn't show on your profile by default.



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500+ connections

[Open to](#) **Add profile section** [More](#)

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Experience Section

- Although you don't need to show every job you have had, LinkedIn wants to see at least 3 positions.
- It's better to have several positions showing as this builds trust rather than gaps in dates unless you officially took time off. If you have an 18 month gap they may wonder what happened, where did you go (prison maybe!!)
- If you took time out, include and explain that so the profile makes sense.
- It's also acceptable to have overlapping dates.
- Complete your current position to it's fullest.
- Include your keywords in each of these section - this will help LinkedIn understand what your profile is about.
- Don't just put where you worked and the dates you worked there, add a sentence or two showcasing what you did at that company. How did you make a difference?
- This is your CV section inside of LinkedIn where you can talk about YOU!
- Add your contact details at the base, make it easy for users to contact you if they wish to.
- As with the about section, use short sentences, white space and bullets points etc.

Education Section

- If you don't complete this section or any of the other sections I mention, your profile will remain incomplete in the eyes of LinkedIn.
- Add schools, colleges or universities you have attended and any other education or training you have received since.

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Skills & Endorsements Section

- Add in all the 'Skills' you have here.
- These act as keywords too, these help LinkedIn work out what your business/profile is about.
- You can add up to 30 skills.
- Only the first 3 show before you have to click 'Show all skills'.
- You can re-order the skills by clicking the 3 dots inside the edit pencil and then drag and drop into place.
- Make sure you show the most important 3 at the top.
- People will endorse your skills.
- 'Endorsements' are not as valuable as 'Recommendations', LinkedIn puts more weight behind a recommendation than an endorsement but they are still good to have.

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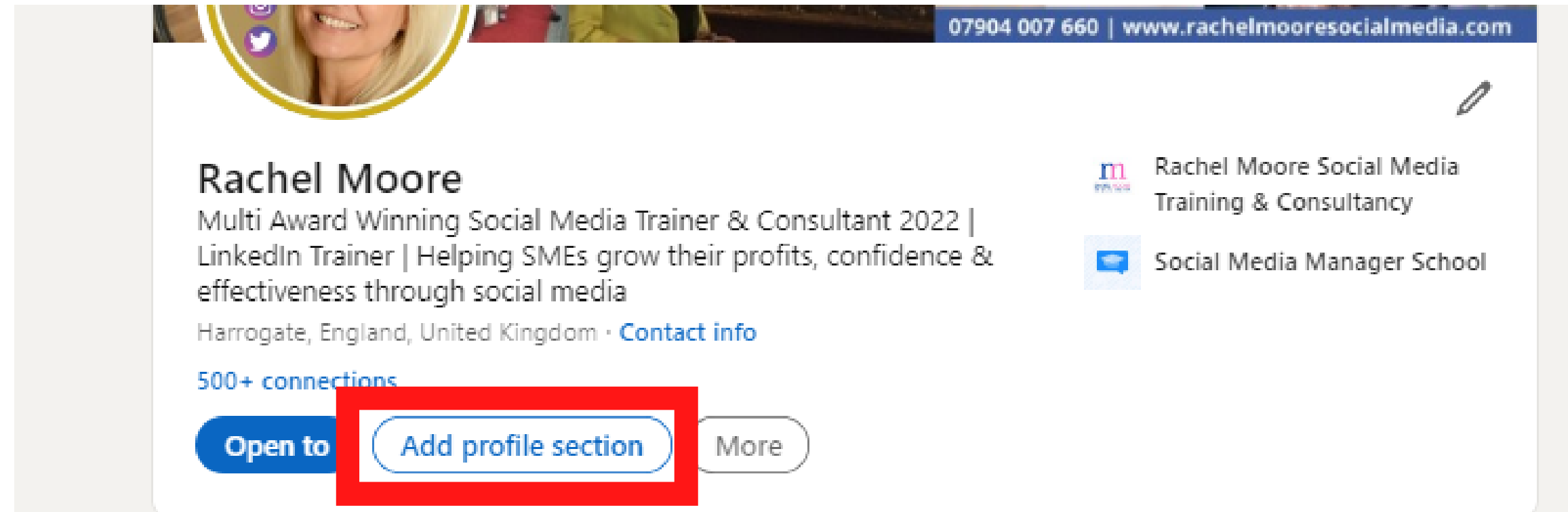
Recommendations Section

- Only give 'Recommendations' to those you respect and admire or have worked with
- Asking for recommendations is an accepted strategy - don't be afraid to ask for one.
- LinkedIn looks at how many recommendations you have and the more you have the higher up the search you will climb.
- LinkedIn likes to see a steady flow of recommendations being given and received.

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Additional Sections

- There are many 'Additional sections' that you can add to your profile to personalise it even further.
- These can be found under the 'Add profile section' as shown below.
- Sections such as:
 - Volunteering
 - Licences and Certifications
 - Languages
- If these are applicable to you add and complete them accordingly.



In Conclusion

- Once you have information in each of the required sections you will reach the 'All Star' status which basically means you have ticked all the boxes in the eyes of LinkedIn.
- However, setting up your LinkedIn profile in the correct way, as outlined in this document, will give you further advantages over those who only add in the basic or incorrect information and still reach 'All Star' status so it's worth investing a little time to complete your profile in the way I have outlined in this guide.
- Reaching 'All Star' status will help you rank higher in the LinkedIn search than those of a lower status such as 'Advanced'.

Contact Details

- I hope this guide has been useful to you and if you require any further assistance please feel free to contact us.



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Rachel x