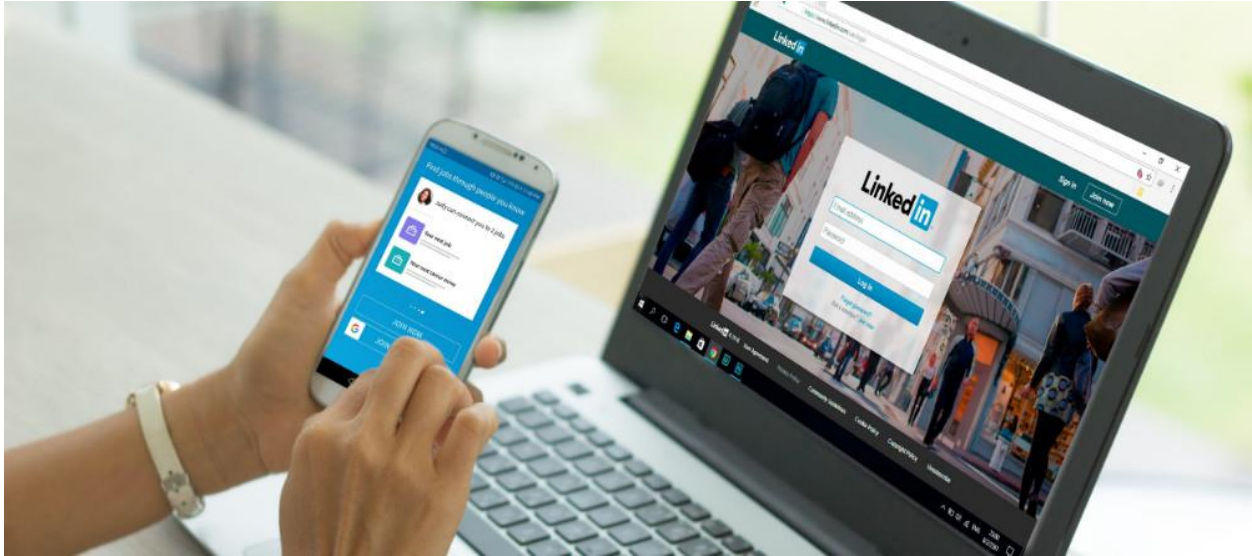


# TIPS TO HELP YOU BUILD A STRONG LINKEDIN PROFILE IN 2021?



In today's time, it's important to have an online presence similar to a digital resume. It doesn't matter that what stage of the job-search process you are in, there will always be a need for a LinkedIn profile that is able to stand out. It has about 600 million users worldwide and LinkedIn is easily the largest professional network on the planet. So if you are serious about your career and are in need of professional advancement, you would definitely need a LinkedIn profile that's optimized and up to date.

Yet the task doesn't end here as having a LinkedIn is not just enough. You need a LinkedIn profile that is capable to draw attention, showcases the right things and helps in connecting to the people that can help you expand your career. If you are anxious that how to get one worthy LinkedIn profile, don't worry as we have your back.

## **Showcase your Professional Photo**

It's a fact that visuals attract people and having a photo-less LinkedIn profile is total turnoff and will not get you any far. It has been indicated in research that LinkedIn profiles with photos will get 21 times more views and 36 times more messages. Yet to keep in mind that just a photo is not enough. It has also been said that someone's first impression from your photo likely sticks for long periods. Therefore, when you think for choosing a photo, opt for an image that is professional for your industry and niche.

## **Eye-Catching Headline**

How many people out there share the same job title? Perhaps 100,000 or even one million. It's important that your headline should be more than your current position. It must act as your selling point. Moreover, it has been observed that the best LinkedIn profiles for 2021 includes the novel headlines. You must use strategic keywords and description in your headline that would help you in appear higher in LinkedIn searches. In this way your profile would be easily found by the hiring managers and recruiters.

## **Craft an Interesting Summary**

The LinkedIn summary gives the opportunity to tell your story. The summary can be longer than your headline. In this part you have 2,000 characters to tell about yourself on a deeper level. In this you just don't have to focus on your past experience but also on the things that you can do well and what you can bring to a prospective employer. Moreover, don't forget to use keywords, as they play a crucial part here. Use the words that you want to be strongly connected in your field.

## **Highlight Your Experience**

In this part you can do much better than just pasting your resume onto your LinkedIn profile. As you must have observed the CV writing service UK, they write the experience in a reverse chronological order. In the profile you don't have to do the same thing, all you have to do is interest the reader with short attention spans. You can also include the job that you deem relevant to the where you want your career to go. Also include two to four interesting and impulsive bullet points about each job you have done.

## **Include Contact Information**

The other significant point that comes is to have easy contact. If you are looking for a new job and make your next career move. It's important that the recruiters are able to connect you directly with ease. So make sure that you include your email address, phone number, somewhere prominent on your profile. For example; why not you add you email address alongside your name.

## **Utilize Visual Media**

The feature that is present in Twitter and Facebook, in LinkedIn also you can add a background banner photo. It must reinforce who you are and visually support your profiles written portions. LinkedIn also allows you to connect other media to your profiles, such as info graphic, PowerPoint, YouTube videos. Here you don't need to hesitate, be creative and show you profile with relevant media. In order to make the page jump off the screen and demand attention.

## **Customize Your URL**

The default URL will comprise your name and some random numbers. For instance, (<https://www.linkedin.com/in/mike-kossov-an-647e3b49>). To customize your URL to make your profile search engine friendly, in this way you will be easy to find. (<https://www.linkedin.com/in/mikekossov-an/>) The customized URL invites the person that is searching and will also leave a positive assumption about you. Such as you are detailed-oriented, you are technological savvy, and you understand the power of perception. If you can't create your LinkedIn profile then hire [cvmasters.co.uk](http://cvmasters.co.uk) they will help and give the best service that you're required. The bottom line is that we cannot stress enough that how important it is to keep your profile fresh and in the minds that you are connected to. All you need to do is to make a conscious effort to regularly update your profile. In case you see any relevant industry articles, industry group opinions, that you find interesting, leave a comment or share the link about these. Also, show your interest and thoughts within the industry you are involved in.