

# Level Up Your LinkedIn

## 1. Optimize Your Settings

Go to the **Visibility** section of your profile and make sure you have the appropriate settings turned on. Open to recruiters? Don't want your current employer to see that you are looking? You can make those changes here.

## 2. Refresh Your Look

Spend some time updating your profile photo and banner. Helpful tips for taking a professional headshot can be found [here](#), and [Canva](#) is a great resource for free banner designs.

## 3. Revamp Your Headline

Your headline is one of the most visible parts of your profile—make it stand out! Be sure it includes relevant keywords that will bring your profile to the top via LinkedIn's search algorithm. Not sure where to start? Review the profiles of those who are in similar roles for inspiration.

## 4. Own Your Story

Take some time to really own your story and make it shine in the **About** section of your profile. [Here's](#) a great read on how to tell your story in a powerful and effective way.

## 5. Emphasize Your Experience

Right now is a great time to [audit your experience](#). Make sure your work experience is listed in concise, powerful ways that truly highlights your accomplishments. Any data or metrics you can share will make your experience look even stronger.

## 6. Add Final Details

Once your profile is in a good place, you can add some sparkle. Add relevant skills, ask for recommendations, share with friends for feedback, and really put a bow on it.

## 7. Work It!

Now the fun really begins. Start making new connections, give recommendations, follow relevant companies and business leaders, and interact with others' posts. The more you put into LinkedIn, the more you'll get out of it!