



Quick Start to Set Up & Optimize Your LinkedIn Profile – Step X Step

In this module you will learn about.

1. How to get organised from the start and keep track of all your notifications from LinkedIn in the 1 place.
2. An easy to use platform to build your Banner / Header Image.
3. Test and find out which is your best Face Pic.
4. Polish and improve your headline with a unique algorithm.
5. Research your keywords.
6. How to write and layout your About & Experience sections.
7. Easy to follow mind maps are also provided.



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Step 1 - Set Up a Gmail Acc Specifically for LinkedIn.



It's a great way to be organised from the start...



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*Make a good
first impression*



Step 2 - Your Header Image and Face Pic.



Snappa is my preferred choice for an online graphic design platform because it's easy to use and it allows you to download a Hi Res Image.

Go to <https://snappa.com>



Canva is an easy to use tool to build custom images of any type and size, good for designing great looking header images for your profile. Upload your favourite image and overlay text to create a Header Image that really gets the message out about what you do, the solutions you offer or the benefits you provide.

Note : Header Image Size (1584 X 396 Pixels)

Go to <https://www.canva.com>



Photofeeler is where you can get feedback about your Face Picture, including a score for how much you appear

Competent,
Likeable,
Influential.

Just upload your face picture to <https://www.photofeeler.com>



Step 2A - Your Banner / Header Pic.

- 1.) It's easy to build yourself an impressive banner for your LinkedIn profile with Snappa.
- 2.) Use the dimensions of 1583 X 396 Pixels .
- 3.) Set up your blank template and explore the Snappa image library and graphics options.
- 4.) Design your Banner / Header image. Save on Snappa then Download to your Mac / Pc

[Go to Snappa.com](https://snappa.com)

snappa

TEMPLATES PRICING BLOG LOG IN GET STARTED FREE

Create online graphics in a snap.

Whip up graphics for social media, ads, blogs, and more—even if you're not a graphic designer.

GET STARTED FREE

Featured In:

HubSpot Shopify Forbes Buffer SEMRUSH

Snappa saves you time every step of the way


Step 2B - Your Face Pic.

- 1.) Discover which photo of you will be best for your LinkedIn profile.
- 2.) Upload your preferred Profile picture to Photofeeler and let people vote on how competent, likeable and influential you look.
- 3.) When you're happy with the votes on your preferred photo, then you know which photo to use on your LinkedIn Profile.



photofeeler

FAQBlogLoginGet Started




BUSINESS8 / 20 VOTES

Competent32%

Likable51%

Influential45%




BUSINESS40 VOTES

Competent89%

Likable91%

Influential90%




SOCIAL20 VOTES

Confident71%

Authentic91%

Fun83%




SOCIAL20 VOTES

Confident60%

Authentic81%

Fun63%




DATING20 VOTES

Smart27%

Trustworthy57%

Attractive52%



DATING40 VOTES

Smart91%

Trustworthy95%

Attractive89%

See How Others See You

with the world's #1 photo testing tool

Choose your **business**, **social**, and **dating** photos using hard data about how you're coming across.

Use It free — or pay for faster results.


GET STARTED

Already using Photofeeler? Login

Go to www.photofeeler.com

How it works

BUSINESS



RanksScoresNotesImages

Competent: 91%

Confidence Interval: 83% - 96%

Part People, Part Artificial Intelligence

Get feedback from respectful, unbiased voters. Target them by gender and age.

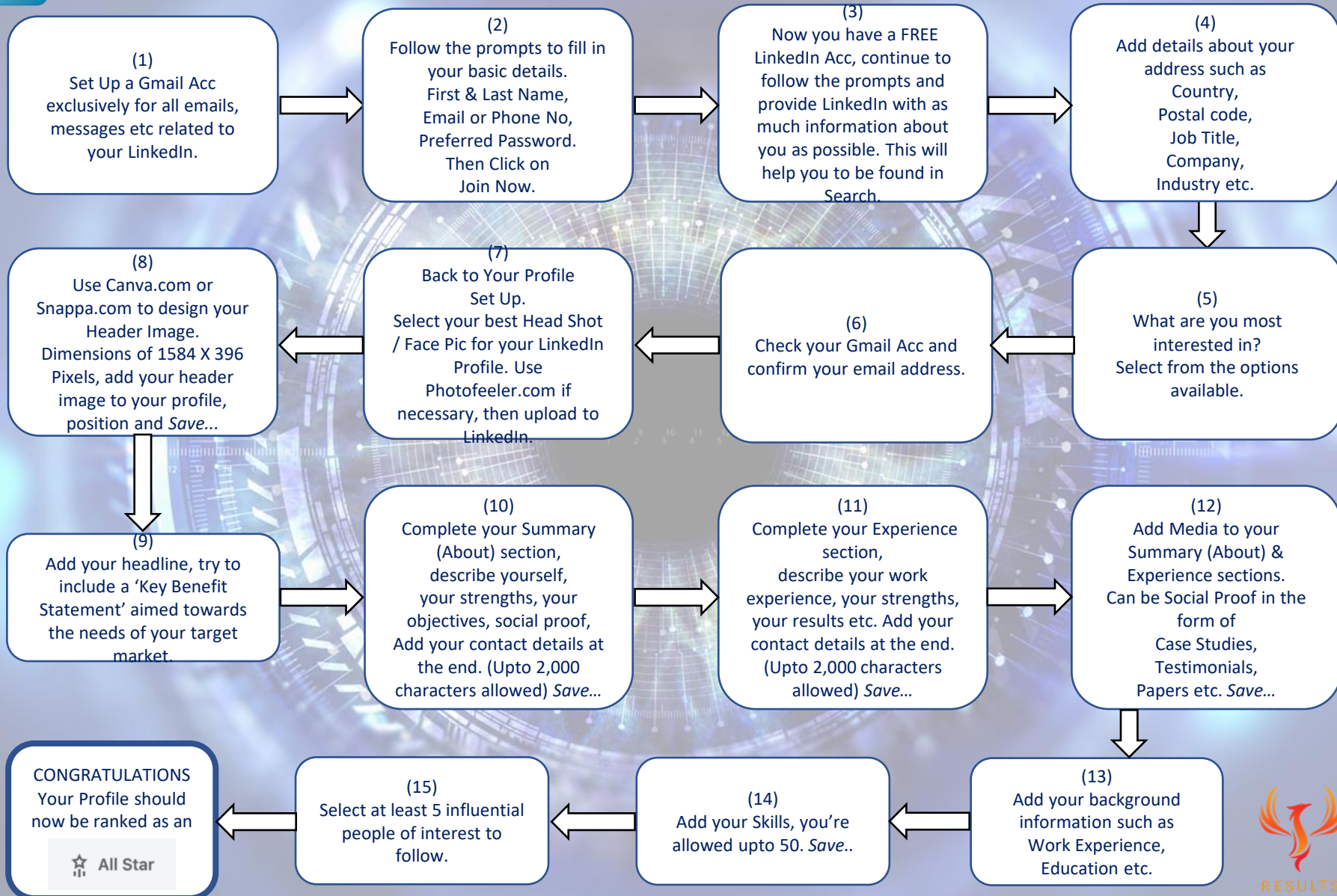
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Set Up Your LinkedIn Profile to the Level of All Star.

Use the following Step X Step Mind Map.



Mind Map 1 – Setting Up Your LinkedIn Acc & Profile to the Level of ‘All Star’.





A man in a dark blue pinstriped suit, white shirt, and patterned tie holds a silver laptop. A rocket launches from the laptop screen, leaving a trail of fire and smoke. The word "KEYWORDS" is overlaid in large, blue, 3D block letters. In the background, a bar chart and a line graph are visible. The bar chart has bars of increasing height with labels 4%, 8%, 10%, 15%, 19%, and 24%. The line graph shows an upward trend with labels 56%, 60%, and 100%.

KEYWORDS

Step 3 -

Your Keywords.

1.) Enter Keywords you want to research here.

- 1.) Go to www.wordtracker.com
- 2.) You are allowed up to 12 FREE keyword searches on Word Tracker,
- 3.) Research just a few keywords related to your type of business,
- 4.) Compare the search results numbers for the last 12 months.

 Wordtracker

PRICING

API

BLOG

ACADEMY

LOG IN

SIGN UP

What are they searching for?

Q Enter keyword

eg, trainers

Search

Need more than a **keyword research tool**? How about a **market research tool**. Take **competitors' keywords**, in-depth **PPC** and **SEO** insights, data from **Google** and our own proprietary search technology... **All you need to do is start searching.**

Your Keywords.

You should research and select 3 main keywords that are related to your target audience or target market.

The Word Tracker tool will help you choose the right keywords.

Go to <https://www.wordtracker.com/>



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Your Keywords.

2.) Or on this page Enter Keywords you want to research here.

3.) Then check the search results over a 12 month period for your keywords.

WordStream

SEARCH INSPECT LISTS

LOG IN UNLOCK WITH FREE TRIAL

0 free searches remaining. [Unlock now...](#)

Search with: Google (Planner) Enter keyword web design Territory: United States State: Any Search Import... Settings

50 of 539 keywords for 'web design'
489 more keywords available...

PPC SEO SAVE EXPORT REMOVE...

+ Volume... + PPC Competition... + Questions...

	Volume	PPC Comp.	Intent
graphic design	135,000	33.01	Very high
logo design	110,000	86.85	Very high
website builder	74,000	95.23	Very high
web design	49,500	65.43	Very high
website design	49,500	78.14	Very high
web developer	33,100	70.44	Very high
create a website	33,100	89.28	Very high
how to make a website	27,100	72.47	Very high
websites	27,100	63.3	Very high
website maker	18,100	83.76	Very high
website templates	14,800	100	Very high
graphic design	14,800	41.77	Very high

INCLUDE KEYWORDS
Enter term... Add

EXCLUDE KEYWORDS
Enter term... Add

MY LISTS
Upgrade to save
Untitled list
Click a result to add it to this list...



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Your Keywords.

Choose the Top 3 Keywords related to your type of business and based on the numbers of times they have been searched for over the last 12 months.



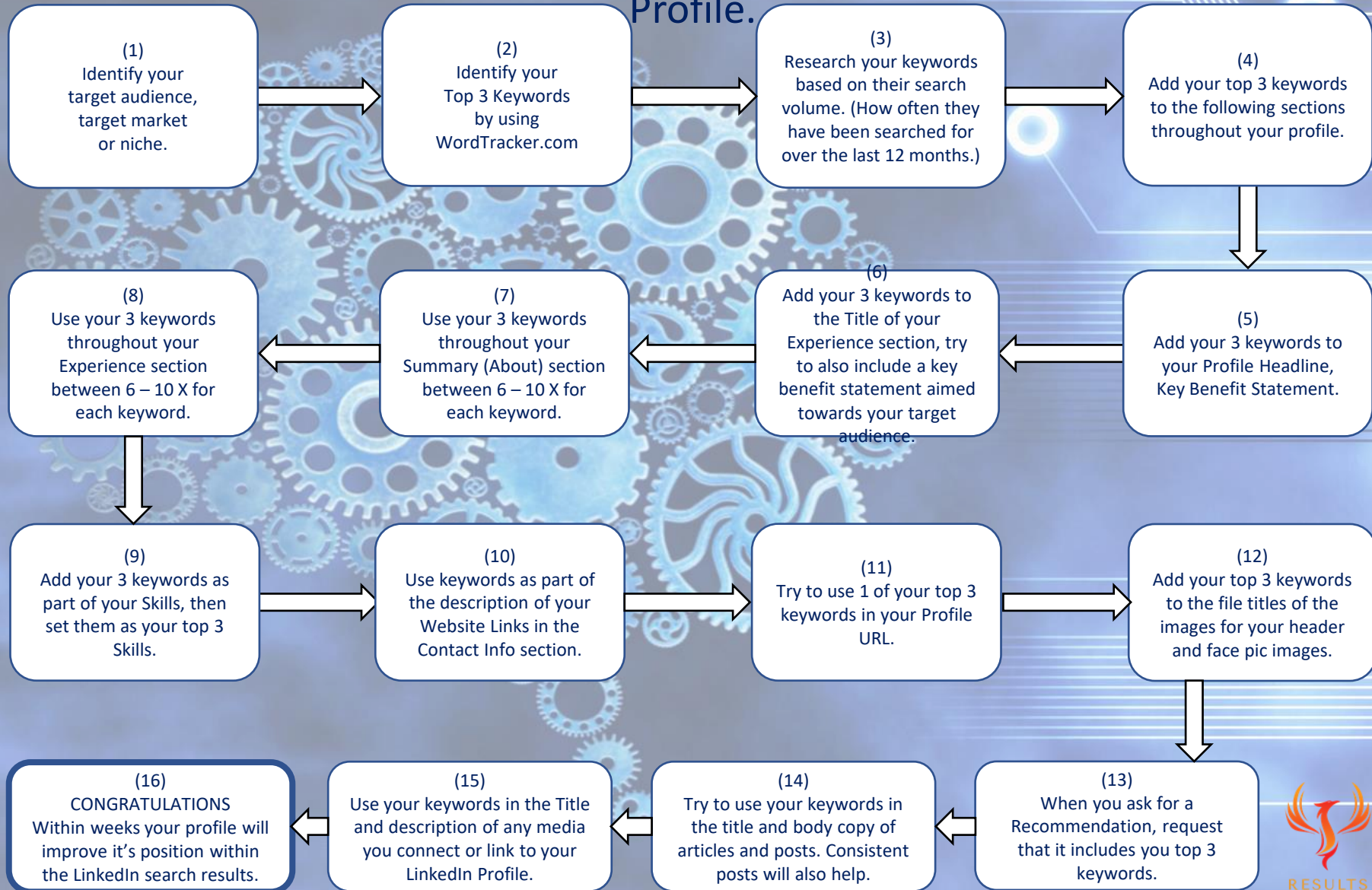
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Set Optimize Your LinkedIn Profile.

Use the following Step X Step Mind Map.



Mind Map 2 – Optimizing Your LinkedIn Profile.



Step 4 -

Your Headlines.



Test Your Headlines.

It's easy to test the strength and quality of your headlines with Sharethrough.



Go to

<https://headlines.sharethrough.com/>



How Engaging Is Your Headline?




Enter a headline

FIND OUT

Characters: 0

Words: 0



Websites, Web Design Melbourne, Linkedin, Facebook  Page 1 on Google SEO 
Social Media, Linkedin Profile Makeover, Coaching, Facebook Page Design, Coaching 
Helping Clients Get More Business Online

ANALYZE AGAIN

Characters: 202

Words: 30

Headline Quality Score

84

ABOVE AVERAGE

STRENGTHS

- ✔ **Optimal headline length**
More is better. Longer headlines increase engagement and can tell a better story.
- ▶ **Strong human connection**
- ▶ **Likely to increase brand lift**
- ▶ **Limited use of passive language**

SUGGESTIONS

- ▶ **Use more Alert Words**
- ▶ **Use Context Words**

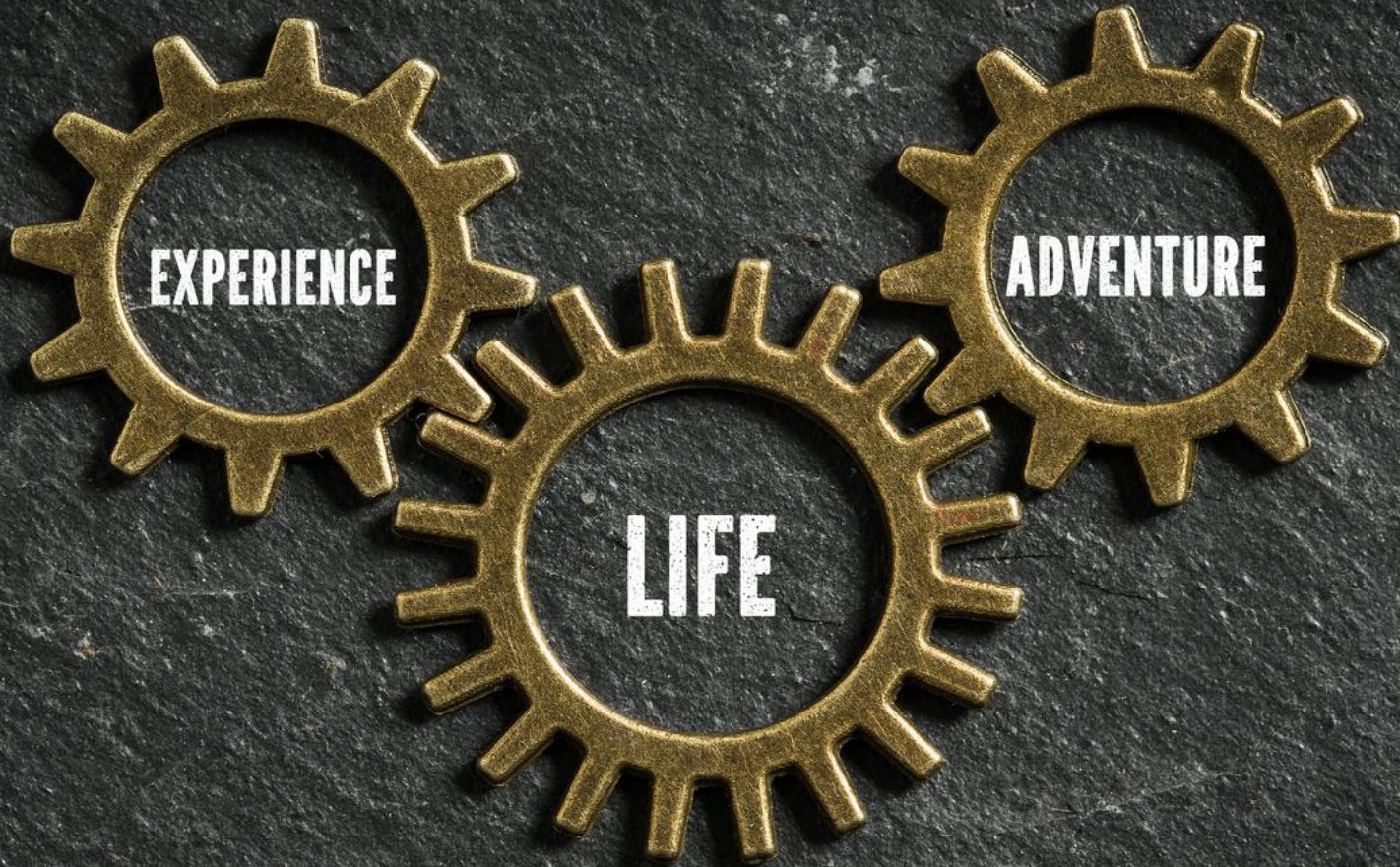
Your Headlines should include.

- 1.) Your 3 keywords.
- 2.) A 'Key Benefit Statement' towards your target market.
- 3.) Enter your headline into Sharethrough and instantly get your score and suggestions.

Go to <https://headlines.sharethrough.com>



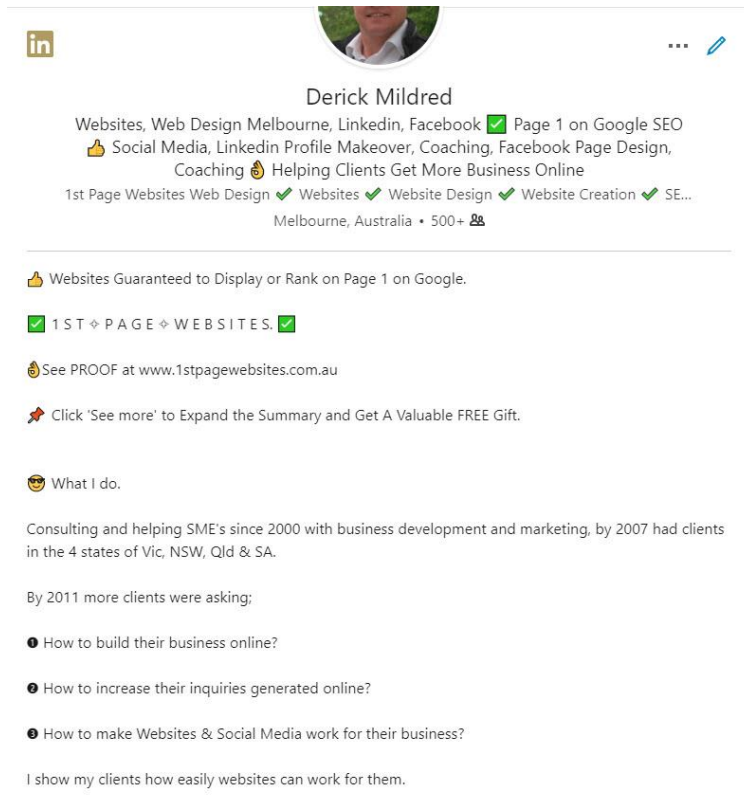
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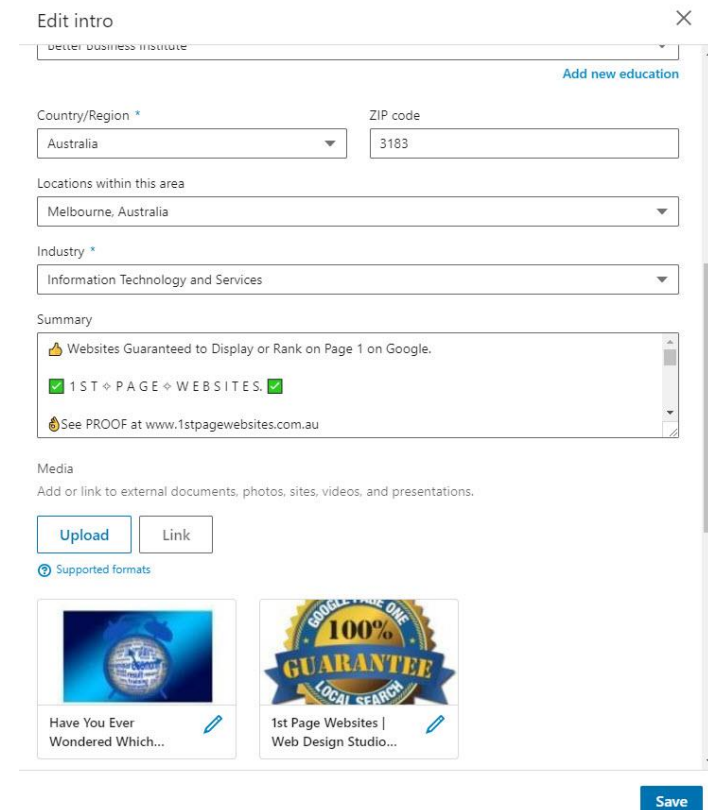
TELL US YOUR STORY!

Step 5 - Your About section.

- 1.) Your About section is about you, your services and the solutions you offer your target audience or target market.
- 2.) You're allowed upto 2,400 Characters, so you should use as many as possible to get your message across.
- 3.) Your About section should appeal to the reader and be all about 'What's In It For Them'.
- 4.) Think about your objective, to entice the reader to want to know more about what you do and how you can help them.



The screenshot shows a LinkedIn profile for Derick Mildred. The profile includes a header with the LinkedIn logo, a profile picture, and a name. Below the name is a list of services: Websites, Web Design Melbourne, LinkedIn, Facebook, Page 1 on Google SEO, Social Media, LinkedIn Profile Makeover, Coaching, Facebook Page Design, Coaching, Helping Clients Get More Business Online. There are also several green checkmarks and a '1st Page Websites Web Design' badge. The location is listed as Melbourne, Australia, with 500+ connections. Below the header is a section titled 'What I do.' with a paragraph of text: 'Consulting and helping SME's since 2000 with business development and marketing, by 2007 had clients in the 4 states of Vic, NSW, Qld & SA. By 2011 more clients were asking: 1. How to build their business online? 2. How to increase their inquiries generated online? 3. How to make Websites & Social Media work for their business? I show my clients how easily websites can work for them.'



The screenshot shows the 'Edit intro' form for a business profile. The form includes fields for Country/Region (Australia), ZIP code (3183), Locations within this area (Melbourne, Australia), and Industry (Information Technology and Services). There is a 'Summary' section with a text area containing the same text as the LinkedIn profile. Below the summary is a 'Media' section with 'Upload' and 'Link' buttons. At the bottom, there are two featured images: 'Have You Ever Wondered Which...' and '1st Page Websites | Web Design Studio...'. A 'Save' button is at the bottom right.

Layout of About section

Remember:

Your Profile Headlines, About & Experience sections should all be written along the lines of W.I.I.F.T.

or 'What's In It For Them' so think about what's in it for the reader of your profile, it's not all about you, it's all about the benefits or results your clients/customers gain from your services.

1.) 1st Line – Attn Grabbing Headline based on a 'Key Benefit Statement' towards your target audience / target market.

2.) Social Proof

Can be either a Guarantee, Case Study or Testimonial.

3.) What You actually do: Can even use the title

What I do:

Keywords: (Try to use each keyword between 6 – 10 times in each of your About and Experience sections)

Note. In this case the 3 main keywords used are
Websites,
Web design,
SEO.



Derick Mildred

Websites, Web Design Melbourne, Linkedin, Facebook Page 1 on Google SEO

Social Media, Linkedin Profile Makeover, Coaching, Facebook Page Design, Coaching Helping Clients Get More Business Online

1st Page Websites Web Design Websites Website Design Website Creation SE...

Melbourne, Australia • 500+

Websites Guaranteed to Display or Rank on Page 1 on Google.

1 S T P A G E W E B S I T E S.

See PROOF at www.1stpagewebsites.com.au

Click 'See more' to Expand the Summary and Get A Valuable FREE Gift.

What I do.

Consulting and helping SME's since 2000 with business development and marketing, by 2007 had clients in the 4 states of Vic, NSW, Qld & SA.

By 2011 more clients were asking;

- 1 How to build their business online?
- 2 How to increase their inquiries generated online?
- 3 How to make Websites & Social Media work for their business?

I show my clients how easily websites can work for them.



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Layout of About section

4.) Your Target Market – the categories of the people you prefer to work with. You can use the title

Today My Clients Are,

👍 Today My Clients Are,

- Self Employed & Small Business Owners,
- Finance/Mortgage Brokers,
- Hospitality Industry,
- Health & Beauty Industry,
- SME's.

5.) What results or outcome does your target audience usually want from your services?

You can use the title

Who would like,

👍 Who Would Like,

- ✓ Websites & Web Design to Reach a Larger & Wider Audience,
- ✓ Websites & Web Design To Increase Inquiries,
- ✓ Websites & Web Design To Generate More Business Online,
- ✓ Websites & Web Design For A Stronger & More Professional Impact Online,
- ✓ A Greater Understanding of Marketing Their Business Online,
- ✓ A Web Design studio that understands them.

6.) Your Specialties.

The areas of your industry that you specialise or excel in providing.

► SPECIALTIES

My Web Design Studio Offers,

- ✓ Websites & Web Design,
- ✓ Websites & Web Design for SME's,
- ✓ Websites & Web Design for Shopping Online,
- ✓ SEO,

+

- ✓ Online Consulting & Coaching,
- ✓ Social Media Coaching.

Keywords: (Try to use each keyword between 6 – 10 times in each of your About and Experience sections)

Note. In this case the 3 main keywords used are
Websites,
Web design,
SEO.



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Layout of About section

7.) More Social Proof, but an alternative to what you used previously.

Can be either a Guarantee, Case Study or Testimonial.

✅ GUARANTEES

★ ★ Your New Website Will Rank on Page 1 on Google within 90 Days or Your Money Back ★ ★
Conditions Apply:

► See Guarantee page on www.1stpagewebsites.com.au/our-guarantee

8.) Invite People to Contact You. Make it as easy as possible for people to get in touch.

You can use the title

To Find Out More,

Also Include a FREE Offer,
A Strategy Session,
A Competition Comparison,
FREE Trial etc.

😊 To Find Out More

👉 Get A FREE Online Strategy Session,

📞 CALL ME (I'm easy to talk to),

Or Message Me,

Let's Chat,

Derick.

Web Design Studio.

📞 Call: (0450) 291-606

✉ Email: derick@1stpagewebsites.com.au

9.) Your Contact Details. (As many options as possible)

Emoji's Icons & Symbols.

You can really make your profile stand out by creatively using Icons, Emojis and Symbols.

You will find a section full of them on my profile. Go to

<https://www.linkedin.com/in/web-design-melbourne>

✅ Get Your FREE Report

'How To Connect With More People & Get Better Results on LinkedIn'

✅ Go To www.1stpagewebsites.com.au/freebies



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Layout of About section

10.) Media – At the bottom of your About section you should include some media, these can be

- a.) A Guarantee as a PDF hosted and optimised on Slideshare.
- b.) Case Studies as a PDF on Slideshare or as a Video on YouTube.
- c.) Testimonials in video format on YouTube.
- d.) Industry Specific Papers, articles, reports etc as PDF's, hosted and optimized on Slideshare.

Let's Chat,

Derick.

Web Design Studio.

📞 Call: (0450) 291-606

✉ Email: derick@1stpagewebsites.com.au

✅ Get Your FREE Report

'How To Connect With More People & Get Better Results on LinkedIn'

✅ Go To www.1stpagewebsites.com.au/freebies

Media (7)

< Previous Next >



Have You Ever Wondered Which Direction the Economy Will Go Next?



1st Page Websites | Web Design Studio
Melbourne



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Step 6 – Your Experience Section.

- 1.) Your Experience section is about your business, the services and solutions it provides to its target audience/target market.
- 2.) You're allowed upto 2,000 Characters, so you should use as many as possible to get your message across.
- 3.) Your Experience section should also appeal to the reader and be all about 'What's In It For Them'.
- 4.) Again consider your objective, to entice the reader to want to know more about what you do and how you can help them.

Experience



1st Page Websites - SEO, Web Design, Websites Guaranteed to Display Or Rank on Page 1 on Google

1st Page Websites Web Design ✓ Websites ✓ Website Design ✓ Website Creation ✓ SEO ✓ Melbourne

Feb 2013 – Present • 5 yrs 3 mos
Melbourne, Australia

★★★★ Your New Website on Page 1 on Google Within 90 Days or Your Money Back ★★★★★

Hello, may I ask a simple question?

► How many inquiries, leads or sales did your current web design generate for your business in the past 7 days?

If your answer is 'Not Enough', maybe you should read on and consider talking to us.

👉 How 1st Page Websites Can Help You & Your Business?

Our web design team will create your new website to have a strong impact online, a good impression of your business and the products/services you offer, to reach a larger target market of more genuinely interested people, entice them to reach out, contact you and become leads, prospects, clients or customers.

SPECIALTIES

- ✓ Websites & Web Design Content.
- ✓ Websites & Web Design Creation.
- ✓ Websites & Web Design Development.
- ✓ SEO - Search Engine Optimisation.

✓ G O O G L E & Getting You On Page 1

Our Web Design and SEO methods for getting our clients websites on page 1 on Google have consistently delivered the results since 2013

Edit experience

Title

1st Page Websites - SEO, Web Design, Websites Guaranteed to Display Or Rank on Page 1...

Company

1st Page Websites Web Design ✓ Websites ✓ Website Design ✓ Website Creation ...

Location

Melbourne, Australia

From *

February

Present

2013

☒ I currently work here

☐ Update my industry

☐ Update my headline

Description

★★★★ Your New Website on Page 1 on Google Within 90 Days or Your Money Back ★★★★★

Hello, may I ask a simple question?

Media

Add or link to external documents, photos, sites, videos, and presentations.

Share with network

Off

If enabled, your network may be notified of this job change and work anniversaries. [Learn what's shared](#)

Delete

Save

Edit experience

Description

★★★★ Your New Website on Page 1 on Google Within 90 Days or Your Money Back ★★★★★

Hello, may I ask a simple question?

Media

Add or link to external documents, photos, sites, videos, and presentations.

Upload

Link

Supported formats



Share with network

Off

If enabled, your network may be notified of this job change and work anniversaries. [Learn what's shared](#)

Delete

Save

Layout of Experience section

Remember:

Your Experience section is written from the perspective of your company or business and what it offers its target audience or target market.

1.) 1st Line – Attn Grabbing Headline based on a 'Key Benefit Statement' towards your target audience/ target market.

2.) A question about their existing experience and if they want better results they should read on and consider talking to you.

3.) What you actually do: Can even use the title

How (Your Business Name here) Can Help You *or your target market*:

4.) Specialties: The areas your business specialise in

Can even use the title

How (Your Business Name here) Can Help You *or your target market*.

Keywords: (Try to use each keyword between 6 – 10 times in each of your About and Experience sections)

Note. In this case the 3 main keywords used are
Websites,
Web design,
SEO.

Experience



1st Page Websites - SEO, Web Design, Websites Guaranteed to Display Or Rank on Page 1 on Google

1st Page Websites Web Design ✓ Websites ✓ Website Design ✓ Website Creation ✓ SEO ✓ Melbourne

Feb 2013 – Present • 5 yrs 3 mos
Melbourne, Australia

★ ★ ★ ★ Your New Website on Page 1 on Google Within 90 Days or Your Money Back ★ ★ ★ ★

Hello, may I ask a simple question?

► How many inquiries, leads or sales did your current web design generate for your business in the past 7 days?

If your answer is 'Not Enough', maybe you should read on and consider talking to us.

💡 How 1st Page Websites Can Help You & Your Business?

Our web design team will create your new website to have an strong impact online, a good impression of your business and the products/services you offer, to reach a larger target market of more genuinely interested people, entice them to reach out, contact you and become leads, prospects, clients or customers.

► SPECIALTIES

- ✓ Websites & Web Design Content,
- ✓ Websites & Web Design Creation,
- ✓ Websites & Web Design Development,
- ✓ SEO - Search Engine Optimisation,



Layout of Experience section cont,

5.) Key Benefit Statement – What are the key benefits you provide to your target market?

✅ G O O G L E & Getting You On Page 1

Our Web Design and SEO methods for getting our clients websites on page 1 on Google have consistently delivered the results since 2013

See PROOF of Page 1 on Google Results

Go to www.1stpagewebsites.com.au

6.) Social Proof – May include

A Guarantee,
Testimonials,
Case Studies.

✅ G U A R A N T E E

★ Backed by a Best Price, 90 Day, No Risk, 100% Satisfaction, Money Back Guarantee in Writing ★

7.) Further Social Proof – May include

A Guarantee,
Testimonials,
Case Studies.

👍 T E S T I M O N I A L

"We contacted several people about web design and websites, one of which was Derick @ 1st Page Websites. We found him very easy to deal with and his attention to detail phenomenal. In just a few months our function enquiries have exceeded our expectations.

We couldn't be happier and we highly recommend 1st Page Websites"

David & Dianne Sinclair. The Heritage Hotel Gladstone

Keywords: (Try to use each keyword between 6 – 10 times in each of your About and Experience sections)

Note. In this case the 3 main keywords used are
Websites,
Web design,
SEO.

👉 Would You Like Your New Website on Page 1 on Google?

👉 Like to talk to professionals who can answer your questions?



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Layout of Experience section cont,

8.) Call To Action - Invite People to Contact You.
Make it as easy as possible for people to get in touch.

You can use the title

To Find Out More,

😊 To Find Out More

👉 Get A FREE Online Strategy Session,

☎ CALL ME (I'm easy to talk to),

Or Message Me,

Let's Chat,

Derick.

Web Design Studio.

☎ Call: (0450) 291-606

✉ Email: derick@1stpagewebsites.com.au

✅ Get Your FREE Report

'How To Connect With More People & Get Better Results on LinkedIn'

✅ Go To www.1stpagewebsites.com.au/freebies

9.) Your Contact Details. (As many options as possible)

10.) Include a FREE Offer,
A Strategy Session,
A Competition Comparison,
FREE Trial etc.

Emoji's Icons & Symbols.

You can really make your profile stand out by creatively using Icons, Emojis and Symbols.

You will find a section full of them on my profile. Go to

<https://www.linkedin.com/in/web-design-melbourne>

Layout of Experience section cont,

10.) Media – Just like in your About section, at the bottom of your Experience section you should include some media, these can be

- a.) A Guarantee as a PDF hosted and optimised on Slideshare.
- b.) Case Studies as a PDF on Slideshare or as a Video on YouTube.
- c.) Testimonials in video format on YouTube.
- d.) Industry Specific Papers, articles, reports etc as PDF's, hosted and optimized on Slideshare.

Let's Chat,

Derick.

Web Design Studio.

📞 Call: (0450) 291-606

✉ Email: derick@1stpagewebsites.com.au

✅ Get Your FREE Report

'How To Connect With More People & Get Better Results on LinkedIn'

✅ Go To www.1stpagewebsites.com.au/freebies

Media (7)



Show less ^



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KNOWLEDGE



TRAINING



SKILLS



EXPERIENCE




LEARNING




Step 7 - Your Skills.


- 1.) You are allowed up to 50 Skills.
- 2.) As part of the Optimization of your Profile, your 3 Keywords should be your top 3 skills.
- 3.) It's easy to adjust the order of your skills, just drag and drop.

Skills & Endorsements

Add a new skill 

Web Design · 99+


 Endorsed by Eric Skaggs and 8 others who are highly skilled at this


 Endorsed by 23 people in the last 6 months


Websites · 99+

Mishele Mahoney and 99+ connections have given endorsements for this skill

SEO · 99+

 Endorsed by Adam Houlahan - Social Media for Business and 9 others who are highly skilled at this

 Endorsed by 16 people in the last 6 months

Show more 

Add Skills 

You've reached the limit of 50 skills

Add



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Your Skills.

Your top 3 Skills should match your top 3 Keywords


Only 3 Skills can be 'pinned' to the top section.



Clicking on the 'Pin' will pin that skill to the top 3 section.


Reorder Skills & Endorsements (50)



Reorder your skills within a category or choose up to 3 skills to feature in your top skills.


Top Skills



 Web Design


 Websites



 


 SEO



 


Industry Knowledge



 Social Media


 



 website designer


 



 website developer


 



 Web Development


 



 Search Engine Optimization (SEO)


 



 Facebook Marketing

 Marketing

 Business Development

Adjust endorsement settings

Save

You can rearrange the order of the rest of your Skills by 'Drag & Drop', just hover your Icon over the section here and move up or down.

Trash Can is for deleting Skills.

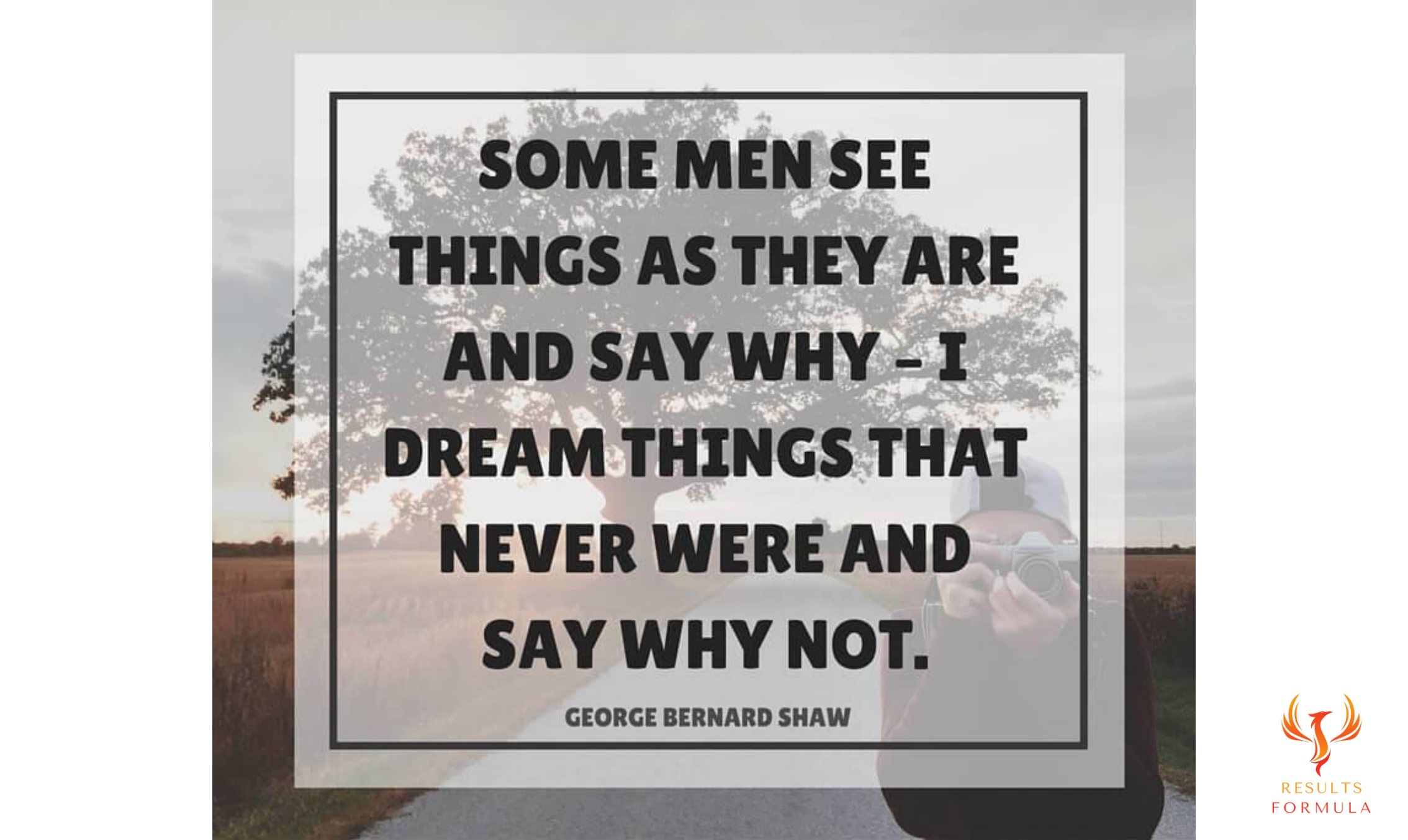
Remember to 'Save' your changes.

Remember:

The Fastest Way to Achieving
Results is to Apply.
Just Get Started and Implement.



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**SOME MEN SEE
THINGS AS THEY ARE
AND SAY WHY – I
DREAM THINGS THAT
NEVER WERE AND
SAY WHY NOT.**

GEORGE BERNARD SHAW



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